Consumers shopping behaviour in the Nitra city

Miroslava Trembošová1, Alena Dubcová2, Hilda Kramáreková3
Constantine the Philosopher University in Nitra1,2,3
Department of Geography and Regional Development
Trieda A. Hlinku 1
Nitra, Slovakia
e-mail1,2,3 mtrembosova@ukf.sk, adubcova@ukf.sk, hkramarekova@ukf.sk

Abstract

Consumers shopping behaviour is an important sociological phenomenon seen as a manifestation of consuming way of live. Its character is largely influenced by the society in which the consumer uses goods and services. The rate of consumer behaviour is influenced by the availability of goods, sales culture, offer of sales concepts, real household income, lifestyle, and marketing activities of sellers. It affects not only the economy, but also it has significant social and cultural impacts. In specific cases, it also has an important spatial function in terms of catchment areas to the selected shopping centre. At present, shopping behaviour of the population directs towards a modern type. It is characterized by emotive purchases and a consumer is influenced e.g. by advertising, purchases discounted product, numerous purchases in a single day, has high demands on quality of goods and shopping comfort, optimizes the ratio between price and value of goods, prefers large-scale retail shops and regularly uses car for shopping. The paper presents the results of the behavioural survey in the city of Nitra in the category of personal consumer in 2014 with the aim to confirm the presupposition of the modern type of behaviour of the Nitra consumers.

Keyword: stages of development of retail network, consumers shopping behaviour, catchment area of shopping centre

JEL klasifikácia: D1, D3, R2, R3

1. Introduction

Shopping behaviour is a sociological phenomenon defined as behaviour through which consumers express themselves in searching, purchasing, utilization, evaluation and application of goods and services, which are expected to meet their needs. In general, changes in shopping behaviour are caused by 3 attributes: need, offer and resources that are strongly influenced by socio-economic conditions in households. Within the decision-making process in shopping, consumer undergoes a shopping process, during which consumer assesses and compares offered available alternatives and thus decides for one or more of them. A consumer faces various effects in the decision-making process and those effects can influence this process by various intensity and significance resulting in the different result.

1.1 Literature review

Shopping is a complex and interdisciplinary phenomenon in the interest of many scientific disciplines. Sociological aspects and expressions of consumer way of life are explored within the studies by Keller (1993), Knox and Pinch (2000), Lux (2002), Wilk (2003b, 2005a), etc. The analysis of consumers shopping behaviour in relation to the age was the matter of study by Jasulewicz (2012). The author pay attention to on-line shops that present a threat for traditional shops, whilst consumers visit traditional stores based on impression, often feeling, which is considered to be more important in comparison with on-line shop. Within geography of retail, changes in shopping behaviour in terms of spatial relationships in the context of demographic processes were evaluated by Spilková (2012), Kunc et al. (2013), Mitriková et al. (2012, 2015), Trembošová (2009b), Križan et al. (2015), Bilková et al. (2015), Civáň, Krogmann (2012) or Civáň, Svorad, Krogmann (2014). The issues in changes of consumer mobility to services in
catchment areas were explored by Frantál et al. (2012), Maryáš et al. (2014). Spilková (2003) considers shopping centres as a driving force of formation of modern shopping behaviour in the period of transformation and she processed retail behavioural surveys in Prague. Similarly, Mitríková (2008) published the study on shopping behaviour in Prešov and Košice. Shopping behaviour as a sociological expression of transformation of retail network in the city of Nitra was explored by Trembošová (2009c, 2010). The development of retail network in the city of Nitra in new market conditions (during the last two decades) was assessed by Trembošová and Dubcová (2013). Since the 50s of the 20th century, classification of consumers behaviour has become the matter of study of many researches such as Stone (1954), Kotler (1965), Bellenger et al. (1978), Bloch et al. (1994), Guy (1998). There are also many inspiring studies focused on the differences between shopping behaviour of men and women (Firat, 1993), while women are explored more frequently (Otnes, McGrath, 2001, Dennis, Newman, Marsland, 2005).

The aim of our paper is to evaluate the perceptual research focused on shopping behaviour of the Nitra city population in particular city boroughs in 2014.

2. Data and methods

The object of our study is the Nitra city population and its shopping behaviour. Based on the previous researches that were realized in 2004 and 2008, there was confirmed a commencement of modern orientation in shopping behaviour of the Nitra city population. We formed a hypothesis “Shopping behaviour of the Nitra city population tends to modern tendencies”, which should prove or disprove whether those tendencies continue or if there are some changes and signs of comeback to traditional shopping behaviour. The main tool for obtaining soft data lied in the questionnaire research, which was divided into two sections. The first was dedicated to the choice of place of shopping in the following arrangement: i) choice of place of shopping food and consumer goods based on the prevailing identical responses, ii) analysis of dominant factor that influences the choice of store by respondent, iii) factor of purchasing power (household income). The second section was devoted to the shopping behaviour based on knowledge that consumer behaviour divides customers into the particular categories according to the different ways of their behaviour. Analysis of sociological and shopping types of questioned respondents determines a group of shopping orientation, its size and spatial distribution at the level of city boroughs as well as the Nitra city population as a whole.

Respondents were questioned outside the shopping centres in order to avoid influences by those centres. There were many places, where this research was realized, such as bus stops, crossroads, pedestrian zone, cultural events and farmers market.

2.1 Respondents

The questionnaire research was realized in October and November 2014 by students of the Department of Geography and Regional Development, FNS, CPU in Nitra as well as by authors’ personal way. The research sample consisted of total 796 respondents older than 18 with a permanent residence in the Nitra city. Those questionnaires that were fulfilled incorrectly were not included in further process of evaluation. Even 91 sheets were excluded, mainly because of missing information about the household income. Finally, we got 705 questionnaires, while they came from the following city borough (hereinafter referred to as CB): 37 from Mlynárce, 30 from Čermáň, 32 from Janíkovce, 23 from Dražovce, 6 from Kynek, 4 from Horné Krškany, 8 from Dolné Krškany, 18 from Diely, 5 from Párovské Háje, 78 from Zobor, 109 from Chrenová, 111 from Klokočina and 244 from Staré Mesto.

Within the surveyed sample, women predominated over men (459 women; 65.1%; 246 men; 34.9%). In terms of age, the most of (25.5%) respondents were registered from 40 to 49 yrs and
the age category covering people between 20 and 29 yrs (23%) followed by respondents from 50 to 59 yrs (16%) and the group consisting of people at 60+ age (15%). The most of women was registered in the age category 40 – 49 yrs (127 women), while the majority of men was identified within the age group 20 – 29 yrs (60 men). Contrary to that, the lowest proportion reached the category under 20 yrs (7 men and 7 women). Within the scope of education, the majority of respondents completed secondary education (74.2%), followed by university (19.2%) and elementary (3.6%) level of education. Even 25 of them did not type their level of education.

Taking into consideration an economic status of the sample, employees (47.7%) dominated and they were followed by students (16.6%), pensioners (16%), entrepreneurs (10%) and unemployed (9%). In terms of monthly net income, the most of respondents (33.4%) ticked the category from 801 to 1,200€, followed by people with earnings at the level from 401 to 800€ (21.1%). The income from 1,201 to 1,600€ was chosen by 20.1% respondents, followed by those, who earn less than 401€ (11.6%), participants earning from 1,601 to 2,000€ (8.6%) and 5.1% of respondents ticked income higher than 2,000€.

2.2 Selection of shopping place

Geographical evaluation of location of retail shopping centre in the city respects the fact that each centre of equipment is a centre of catchment area based on the level of influence of predominant trips of residents to the centre (Szczyrba, 2001). We used answers from questionnaires in order to observe as well as delimitate the catchment area of place through shopping equipment. Respondents should type the locality (store), where they shop the most frequently: i) Type the store in the Nitra city, where you shop food, clothes, shoes, drugstore and consumer goods most often. ii) Which of the shopping centres in the Nitra city do you prefer and what are reasons for your selection? (assortment – stores, accessibility, habit, environment, lower prices, parking, leisure time activities). Based on the dominant and identical answers to selection of locality, the centres of shopping activities were chosen and we delimitated their catchment areas in accordance with methodology by Trembošová (2009a).

In terms of selection of locality of stores, many authors (e.g. Viturka et al., 1998) pay attention to the parameter of purchasing power (PP) – it is defined as a multiple of expenses per capita (E) and number of inhabitants (I), i.e. PP = E x I. Expenses of households recalculated per capita are recorded at the regional level in Slovakia. Thus, we formed respondents’ purchasing power according to their reactions to these questions: i) How much is your monthly net income of your household? ii) How many members is your household consisting of? With respect to the personal character of question focused on the income, 6 intervals were arranged: below 401€, 401 – 800€, 801 – 1,200€, 1,201 – 1,600€, 1,601 – 2,000€, above 2,000€. In order to determine the purchasing power in each city borough, we multiplied the number of answers within the each interval by the mean value of interval and then divided it by the number of persons in household. Thus, we found out information about per capita income in household. We counted those data for each interval and calculated the average value for each CB. The result is a monthly net per capita income in particular CB.

2.3 Shopping orientation

In order to find out shopping orientation, the method of self-determination of shopping characteristic was used in the question: Tick the characterization that describes your shopping behaviour in the best way (respondent could read descriptions of particular shopping types). Each respondent should tick just one of these possibilities: A) influenceable – emotive in shopping behaviour, influenced by ads, buys discounted products, high number of purchases during a single day, B) demanding – high demands on quality of goods and shopping comfort, C) mobile pragmatist – optimizes ratio between price and value of goods and prefers large-scale
stores and travels by car regularly, D) cautious conservative – decides rationally and conservatively, does not trust in ads as well as does not use car and has just low share of impulsive purchases, E) economical – minimizes expenditures, shops only rationally and travels by car just rarely, F) loyal customer – shops often in small amounts of goods, prefers small shops in the vicinity of the place of permanent residence as well as prefers traditional features and likes social aspects of shopping, G) undemanding phlegmatic – does not have any demands on store, does not care about prices, travels for purchases. The first three of abovementioned types form the group of modern shopping orientation and the remaining four create traditional type of shopping orientation.

3. Results and discussion

Nitra was the first city in Slovakia, where the first Tesco hypermarket was opened in 1999 (at that time Nitra was the fourth largest city in Slovakia). The highest form of retail network began to develop in large scale after 2005, when a massive boom of construction of shopping centres of third generation occurred, while they were operated by foreign retail chain stores (20 chain stores in 2008, Trembošová, 2010). Even in 2005, just 7 of them had own large-scale retail stores (Tesco – hypermarket and department store, Kaufland, Metro, Billa, Baumax and Lidl). Their number rose to 24 units till 2014. The commencement of financial and economic crisis in 2008 along with the unclear ownership of land caused suspension of the City Park construction in the Pod Tabakovou urban district in Zobor CB.

3.1 Selection of shopping place

In terms of marketing theories, the selection of shopping place is the most frequently analysed domain in shopping behaviour. Based on the identical responses of respondents, we delimited centres of shopping food, drugstore goods, clothes, shoes and other consumer goods (Fig. 1).

Figure 1: Catchment areas of purchases of food and consumer goods

Within the group of purchases of food, six shopping centres (hereinafter referred to as SC) were delimited. The most preferred centre was Tesco hypermarket located inside the Galéria SC. Its catchment area was formed by 7 CB (Mlynárce, Čermáň, Dražovce, Horné Krškany, Kynek,
Párovské Háje and Zobor) represented by 17,457 inhabitants. Lidl in Chrenová had its catchment area created by Janíkovce and Chrenová represented by 17,647 inhabitants. On the other hand, Kaufland hypermarket was the most favourite place for inhabitants of Klokočina and displayed a gravity centre for 20,106 residents. Tesco department store; located at the city centre; was preferred by local residents living in Staré Mesto, where 13,610 inhabitants lived. Lidl in Klokočina was favourable for residents of Dolné Krškany (2,096 persons), while Billa in Klokočina was favoured by inhabitants living in Diely (8,991 persons).

Respondents coming from all city boroughs of Nitra chose Mlyny SC as the most preferred place for shopping clothes and shoes. The best results in purchasing of electrical appliances reached Nay Elektro, which had two stores in Nitra – first one in Chrenová on Chrenovská Street and the second one is located in Klokočina within the Family centre. More variable responses were registered in the group of drugstore goods. According to the identical answers, six centres were profiled (Figure 1). The most significant was Galéria SC because of catchment area consisting of Kynek, Klokočina, Čermáň and Párovské Háje CB represented by 26,948 residents. On the other hand, 101 Drogerie at Mlyny SC had its catchment area formed by four CB (Staré Mesto, Mlyny, Horné Krškany and Diely) represented by 24,118 residents. The third centre was 101 Drogerie at Max SC – typical for people living in Zobor and Dražovce that are summarily represented by 9,220 inhabitants. Drogerie Markt located at Centro Nitra SC was preferred by customers living in Chrenová city borough that was represented by 16,471 people. Remaining two centres were Lidl in Klokočina (preferred also by inhabitants of Dolné Krškany represented by 2,096 residents) and Lidl located in Chrenová that was favoured by inhabitants of Janíkovce, where 1,647 people lived. Answers to following reactions brought findings that almost 40% of questioned respondents living in the Nitra city used to shop 3 – 4 times a week also at bakeries, butcheries and corner shops with offer of fruits and vegetables. Customers usually chose shops located at the place of their residence and they did not travel to large-scale stores purposefully. They were loyal to discounts and advantages, but not to brands. The list of the most preferred chain stores in the field of food was lead by Lidl (24%), followed by Kaufland (24%), Tesco (21%), COOP Jednota (12%), Billa (11%), Nitrazdroj (6%) and others (2%). In terms of purchasing consumer goods, even 87% respondents decided to visit large-scale stores. In case of “white” appliances, respondents preferred chain stores Nay, Okay, Planeo and Mountfield, while in case of furniture, they favoured Merkury Market, Sconto, Black-Red-White and Decodom, whilst drugstore goods were mainly shopped in 101 Drogerie, Tesco hypermarket, Lidl and Drogerie Markt. In the event of purchasing clothes, respondents preferred chains and brands H&M, Gate, F&F, New Yorker, but also Chinese vendors, while shoes were mostly purchased in Deichmann, Humanic, Baťa, CCC, John Garfield as well as by Chinese vendors. Experiences with on-line shopping were ticked by 38% respondents of the sample and they typed especially webpages such as Bazoš, Alza, Ebay or Aliexpress.

We found out differences according to the age. While younger and middle generation used to shop mostly at large-scale stores, respondents older than 60 yrs did not adapt this habit. Members of this category favoured especially smaller retail stores. An interesting fact is that, people above 45 yrs did not shop via Internet. Even 53% of respondents stated that they shopped several times a week, while Friday and Saturday were the most often days. The weakest shopping activity was typical for Sunday, of course. Just 3% of respondents shopped only once or twice a month and they preferred Metro Cash&Carry store.

The most favourite place for shopping for the Nitra city population became Mlyny SC, which was ticked by 45% participants. The second place was dedicated to Galéria SC (16%), followed by Centro Nitra SC (12%). Contrary to that, Max SC was the least favoured centre (8%). In spite of these facts, even 19% of respondents proclaimed that they did not visit any shopping centre. The most important factors affecting respondents in the process of shopping centre

http://dx.doi.org/10.15414/isd2016.s10.09
selection were location (70%), atmosphere (14%), opening hours (14%), price level (1.8%) and advertisement (0.2%). The main reasons for shopping activities were purchases of food (52%), consumer goods (89%), drugstore goods (69%) and leisure time activities (6%).

The purchasing power of residents living in each CB was calculated as a multiple of monthly net per capita income (in €) and number of inhabitants, while it reached range from 249€ in Dolné Krškany to 469€ in Provské Háje (Graph 1). The average level for the city as a whole reached 343€ per capita per month. Five city boroughs were presented by higher value – Horné Krškany (432€), Zobor (419€), Čermáň (389€), Chrenová (365€) and Kynek (355€). The living wage in Slovakia in 2014 reached 198.09€ (www.employment.gov.sk) and from this viewpoint, average incomes of Nitra households are two – three times above the mentioned wage.

Graph 1: Average net monthly income per capita in city boroughs of the Nitra city (2014)

![Graph 1: Average net monthly income per capita in city boroughs of the Nitra city (2014)](http://dx.doi.org/10.15414/isd2016.s10.09)

Source: questionnaire survey, 2014, n=705

The most significant concentration of purchasing power was in the most populous city boroughs: Klokočina, Chrenová, Staré Mesto, Zobor and Diely. These areas were predetermined for development of retail stores concentrated on the assortment of quick offtake and daily consumption: food, drugstore, pharmaceutical and consumption goods along with shoes and clothes. Contrary to this, highly specialized retail stores associated also with leisure time activities, stores selling “white” appliances and IT machines will direct their stores into localities typical for good transport accessibility, spatial demands on area, storage and parking possibilities, taking into consideration also a synergic factor of location in terms of logistic at the expense of purchasing power of local residents. Such localities are represented by following city boroughs: Mlynárce, Párovské Háje, Kynek and Dolné Krškany (Figure 2).

3.2 Development stages of retail network and shopping behaviour of city residents

During 20 years of research, there were identified qualitative different stages in the development of retail network in the city of Nitra – phases of atomization, consolidation and concentration, demassification (Trembošová, 2012), which affect the model of shopping behaviour of consumers. The first phase – atomization – is in fact combined with the situation in retail in centrally planned economy. In this phase, consumer seeks goods, while stores are small and equipped just by basic goods, a range of goods is small, and the prices and goods are the same at all stores, while this phase is typical for more often shopping for daily consumption, less often shopping by car, while purchases are more planned and managed. The second phase
– consolidation and concentration – represents the commencement of market economy in retail (goods “are directed” towards consumer – there is sufficiency of goods and wide range), what is associated with the commencement of larger shopping venues (such as supermarkets), while other typical features of this phase are better equipment at city centre as well as at the periphery, popularity of larger complexes is on the increase, more types of stores are within the one complex. In this phase, the frequency of shopping decreases, “weekly purchases” occur, but traditional shopping activities remain during leisure time. In the third phase – demassification, the situation is in fact similar to the developed economies. There are adopted not only spatial forms of retail from developed countries, but also consumers shopping behaviour along with new trends (goods towards customers – variety of range and variability, necessity of marketing strategies, discounts and advertisements in meaning “consumer comes first”). At this stage, level of sales areas are on the increase (arrival of large shopping centres), while shopping centres can be marked as a magnet for

Figure 2: Spatial distribution of income purchasing power and shopping orientation of respondents in the city of Nitra (2014)

consumers. There are manifold alternatives to the same product, while purchases are more frequently realized by car, shopping is associated also with other activities such as fun and entertainment, sport, refreshment or meetings with friends (Spilková, 2002).

Within the light of models of shopping behaviour of respondents, the most numerous group was formed by loyal customers (25%; 177 respondents). They were followed by mobile pragmatists, who were represented by 145 (21%) people of the sample, while 17% (117 respondents) belonged to the type of economical customer. There were 83 (12%) respondents correlating with the description of cautious conservative, followed by influenceable customers (73 people; 10%). Just 72 (10%) respondents considered themselves as demanding customers, while the smallest proportion reached the category of undemanding phlegmatic (5%) (Graph 3). According to the prevailing types, the population of the Nitra city is possible to classify to the traditional type of shopping behaviour.

Graph 3: Shopping types and shopping behaviour of the Nitra city population in 2014
Models of shopping behaviour have its own specific features in each city borough.

Staré Mesto – the average monthly per capita income (hereinafter referred to as “PCI”) reached 288€. Respondents used to buy food and drugstore products at Tesco department store (27%), Lidl on Ďurková Street (25%) and Billa at Mlyny SC (14%). They also liked shopping in 101 Drogérie (21%) at Mlyny SC and Nay Elektro (33%) located on Chrenovská Street nearby stadium in Chrenová. Even 56% of them purchased clothes and shoes at Mlyny SC and 16% of them at Galéria SC. Men coming from this city borough stated that they bought clothes and shoes also at the market hall, second hands and Polygon. A car was used by 52% of the sample from this city borough. Within the shopping behaviour, they belonged to the traditional type, while the most of respondents identified themselves as loyal customers (27.9%). The types of shopping behaviour of respondents according to the particular city boroughs of Nitra are depicted in Graph 4.

Graph 4: Shopping orientation of respondents according to the city boroughs of Nitra in 2014
Mlynárce – PCI reached 264€. Respondents preferred shopping food at Tesco hypermarket located at Galéria SC (28%) and at Kaufland hypermarket (26%) located in Klokočina. Purchases of drugstore goods were preferred in 101 Drogérie at Mlyny SC (23%), Tesco hypermarket (21%) and specialized store of drugstore products called Teta on Štefánik Avenue. Consumer goods were purchased mostly at Nay Elektro in Chrenová (59%). Even 61% of respondents coming from Mlynárce used to shop clothes and shoes at Mlyny SC (19%) and Galéria SC. They also bought food at Metro Cash&Carry (food, drugstore and consumer goods) and at shops located on pedestrian zone (Slovenska and Baťa). Just 33% of them used car as a mean of transport for shopping activities. In terms of shopping behaviour, they belonged to traditional group, while the majority of them identified themselves as loyal customers (46%).

Dražovce – PCI reached 292€. Respondents from this peripheral city borough usually travelled for shopping to Tesco hypermarket (45%) and Billa at Mlyny SC (20%). Even half of them bought drugstore products in 101 Drogérie at Max SC, 45% of them bought electrical appliances at Nay Elektro located in Chrenová, but they shopped clothes and shoes mostly at Mlyny SC (50%), followed by Centro Nitra SC (35%) and Max SC (20%). The vast majority (91%) of the respondents living in Dražovce used car for shopping and they characterized themselves as an economical type with traditional orientation.

Janíkovce – PCI reached 331€. Also these respondents shopped food at Tesco hypermarket (30%) and at Lidl in Chrenová (17%). They bought at these stores also drugstore products, too. On the other hand, they sought consumer goods at Nay Elektro in Chrenová (41%), while clothes and shoes were usually bought at Mlyny SC (24%). Therewithal, they purchased clothes and shoes also in Poland, Vienna (Austria), on pedestrian zone in Nitra and also from various catalogues. Even 15% of them looked for these goods at the market hall. Car was used for shopping by 80% of participants. In terms of shopping behaviour, even 72% of them belonged
to the category of mobile pragmatist and thus they represented a modern type of shopping behaviour.

*Klokočina* – PCI reached 323€. People living in the most populous city borough in Nitra bought food in variety of stores (total 10 stores). They preferred mostly Kaufland hypermarket in Klokočina, followed by Tesco hypermarket (28%) and Lidl in Klokočina (16%). Drugstore goods were usually shopped at Tesco Hypermarket (43%) and Drogerie Market (in Klokočina; 21%). Consumer goods were bought at Nay Elektro in Klokočina (40%), while clothes and shoes were bought at Mlyny SC (53%). Travelling by car was more preferred (64%) than public transport or walking. These respondents reached almost balanced ratio between modern and traditional types, while the majority of them were mobile pragmatists (21.5%), followed by cautious conservatives (20%).

*Chrenová* – PCI reached 365€, while it was the second most populous city borough in Nitra. Food was commonly purchased at Lidl in Chrenová (25%), followed by Jednota department store (19%) and Tesco hypermarket (17%). Drugstore goods were preferably bought at Tesco hypermarket (22%), Drogerie Markt at Centro Nitra SC (18%) and 101 Drogérie at the same SC (15%). People living in this city borough used to shop consumer goods at Nay Elektro in Chrenová (33%) and Datart at Centro Nitra SC (26%). On the other hand, participants usually bought clothes and shoes at Mlyny SC (63%) and Centro Nitra SC (15%). Cars were used for transportation purposes by 58% respondents. Within the light of shopping behaviour, economical type of consumer dominated (23%), thus traditional type of behaviour prevailed, too.

*Horné Krškany* – PCI reached 432€. Respondents used to shop food at Tesco hypermarket (70%), while purchases of drugstore goods were mostly realized in 101 Drogérie at Mlyny SC (40%) and Drogerie Markt in Klokočina (30%). Consumer goods were bought at Nay Elektro in Klokočina (60%). People coming from Horné Krškany bought clothes and shoes mostly at Mlyny SC (63%) and Centro Nitra SC (15%). Cars were used for shopping at the same level. There was registered a noticeable ratio between influenceable type (50%) of consumer and mobile pragmatist (50%) and therefore they belonged to the modern type of shopping behaviour.

*Dolné Krškany* – PCI reached just 249€. Participants coming from this city borough were typical for the lowest level of average monthly per capita income. They looked for food mostly at Lidl (40%) and Billa (40%) in Klokočina, while Lidl was preferable also for purchases of drugstore goods (60%). On the other hand, consumer goods were often bought at Nay Elektro (60%) in Klokočina, while Mlyny SC was preferred for clothes and shoes (80%). Not only did they use car (50%) as a mean of transport, but public transport (50%) as well. Respondents showed modern shopping behaviour, because 75% were influenced by ads and just 12.5% were mobile pragmatists.

*Kynek* – PCI reached 355€. Respondents living in this peripheral city borough looked for food exclusively at Tesco hypermarket, where they bought also drugstore goods. On the other hand, consumer goods were sought just at Nay Elektro in Klokočina. The preferred shopping place for purchasing clothes and shoes became Mlyny SC or capital of Austria, Vienna. The slight majority (51%) used a car for shopping. In terms of shopping behaviour, they belonged to modern type, while the most of them (51%) was characterized as mobile pragmatists, followed by demanding type of customer (16.5%).

*Diely* – PCI reached 282€. Participants bought food at Billa in Klokočina (21%) and the same proportion reached Jednota store also in Klokočina. Drugstore goods were often bought in 101 Drogérie located within Mlyny SC (50%), consumer goods at Nay Elektro in Klokočina (60%), clothes and shoes at Mlyny SC (65%). Approximately the two thirds of respondents (66%) used
own car for shopping. Within the shopping behaviour, they were characterized by modern
behaviour, because the highest share (28%) was typical for demanding consumers as well as
mobile pragmatists.

Párovské Háje – PCI reached 469€. Respondents bought all of the goods only at Tesco
hypermarket (food 33%, drugstore goods 100%, consumer goods 63%, clothes and shoes 47%).
All of them also used own car for shopping activities. In terms of shopping behaviour, they
were typical for traditional orientation, because undemanding phlegmatic (40%) along with
economical consumer (20%) formed the majority of participants.

Zobor – PCI reached 419€. Respondents looked for food mostly at Tesco hypermarket (41%)
followed by Terno COOP at Max SC (20%). People living in Zobor shopped at Metro
Cash&Carry the most often of all city boroughs (14%). They conducted there also purchases of
drugstore and consumer goods. Moreover, they sought drugstore goods also at 101 Drógérie
within Max SC (29%). The most preferred place for shopping of consumer goods became Nay
Elektro in Chrenová (39%), while 8% of them bought these items abroad. The most favourite
place for shopping clothes and shoes was Mlyny SC (55%), shopping abroad or at shops on
pedestrian zone. More than three quarters (76%) of respondents travelled by car (76%) and just
22% used public transport. They were typical for traditional orientation of shopping behaviour,
as the most of them were loyal customers (36%) and economical type of customers (21%).

4. Conclusion

Consumers shopping behaviour is a significant sociological phenomenon that is understood as
a sign of consumer lifestyle greatly influenced by society in which the consumer uses goods
and services. The level of consumer behaviour is affected by spatial availability of goods,
shopping culture, offer of shopping concepts, real household income, lifestyle as well as
marketing activities of sellers. It affects not only the economy, but also it has significant social
and cultural impacts.

Shopping behaviour of the Nitra city population and its boroughs was examined according to
the questionnaire survey that was divided into two sections. The first one was dedicated to the
choice of shopping place, while the second one was devoted to the shopping orientation based
on the fact that different shopping behaviour divides customers into various groups, what was
confirmed in particular city boroughs.

The most common (average) respondent of the survey was a woman at the age from 40 to 49
yrs with secondary education, who was employed with monthly net income from 801 to 1,200€.
In accordance with the obtained answers, the majority of questioned respondents shopped food
3 or 4 times a week at bakeries, butcheries or corner shops with offer of fruits and vegetables.
Customers usually chose stores located in the vicinity and do not purposefully travel to large-
scale retail centres. Contrary to that, even 87% of the sample purchased consumer goods just at
large-scale stores, especially “white” appliances, clothes and shoes. Respondents older than 60
yrs were not used to shop at the large-scale stores (shopping centres, supermarkets or
hypermarkets), thus they preferred smaller retail stores. The category of participants above 45
yrs was associated with feature that they did not shop via Internet.

The selection of shopping place is the most frequently analysed domain within shopping
behaviour. According to the identical response of respondents, six shopping centres were
delimited for purchasing of food. In terms of spatial variable, Tesco hypermarket within Galéria
SC had the largest catchment area (7 boroughs represented by 17,457 residents). On the other
hand, Kaufland hypermarket was typical for the strongest gravity centre, because its catchment
area consisted of 20,106 inhabitants living in Klokočina. In case of consumer goods, there were registered more variable answers and 8 catchment centres were formed.

According to the results along with the long-term research in the field of consumers shopping behaviour in the Nitra city, there may be highlighted a noteworthy fact that based on the objective assessment, such as travelling by car (confirmed by 66% participants), preferred shopping centres (even in case of consumer goods, clothes and shoes reached 87%) and behavioural surveys realized in 2004 and 2008, the population of the Nitra city was typical for modern behaviour, while subjective self-assessment by respondents in 2014 did not confirm those statements, but, contrary to that, it showed a traditional orientation in shopping.

Within the model of shopping behaviour of respondents, the most numerous group was formed by loyal type of customers (25%; 177 respondents), followed by mobile pragmatists, whose description was suitable for 145 (21%) respondents, while 17% (117 of them) represented an economical type of consumer. There were also 12% (83 participants) cautious conservatives, who were followed by influenceable ones (10%; 73 respondents). The category of demanding customers consisted of 72 questioned people (10%), while just 5% represented the type of undemanding phlegmatic. Based on the prevailing types, the population of the Nitra city belonged to the traditional type of shopping behaviour. Traditional shopping orientation was preferred by 59% of the sample, while modern orientation was confirmed just by 41% of participants.

In terms of shopping orientation within the each city borough of Nitra, certain number of respondents characterized themselves as mobile pragmatists (belonging to modern orientation) and thus this type became spatially most widespread. Remaining types did not have proportion in each city borough. The lowest spatial variability was typical for “cautious conservatives”, who were registered just in four city boroughs.

**Acknowledgement**

This paper was supported by project VEGA No. 1/0799/14 „Geographical aspects of retail network in large cities in Slovakia in the new market conditions“ and project VEGA No. 1/0874/14 „Using of Neuromarketing in Visual Food Merchandising“.

**References**


848


[37] Životné minimum od 1. 7. 2014. Dostupné na https://www.employment.gov.sk/sk/vysledky-vyhladavania.html?words=%C5%BEivotn%C3%A9+minimum+2014


* Online full-text paper availability: doi:http://dx.doi.org/10.15414/isd2016.s10.09