



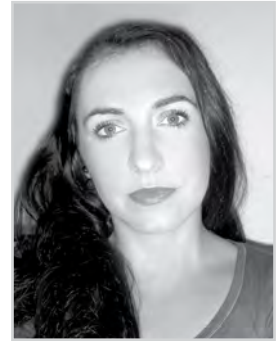
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The analysis of shopping behaviour in the context of spending leisure time activities of consumers in the chosen shopping centres in Vienna (Austria)

Abstract. The main aim of the article is a questionnaire based analysis of shopping behaviour in the context of spending leisure time activities of consumers in shopping centres Donauzentrum and Millennium City in Vienna, the capital city of Austria, as well as, the identification of potential differences caused by their location within the city and by varied offer and the diversity of their individual operations. The research was conducted from November 2015 to February 2016 with 320 respondents (160 respondents in Donauzentrum and 160 respondents in Millennium City). Millennium City was often visited by occasional consumers (proximity of railway station and airport, near the city centre, centre with a hotel part, as well). Considering varied offer and the diversity of operations (cinemas, night clubs, fitness centres, bars, restaurants, etc.), the consumers seldom stayed longer during a visit (interval of 91-120 min was stated by 33.75% of the respondents). Donauzentrum was visited more often (i.e. purchase of daily consumer goods). The consumers stayed shorter and spent less money.

Keywords: Shopping Centre; Leisure Shopping; Consumer; Customer; Donauzentrum; Millennium City; Vienna; Austria

JEL Classification: D12; D91; M30

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Аналіз споживчої поведінки в контексті дозвілля споживачів в обраних торгових центрах Відня (Австрія)

Анотація. Основною метою статті є аналіз споживчої поведінки під час дозвілля споживачів у торгових центрах «Донауцентр» і «Міленіум сіті» у Відні, столиці Австрії, а також виявлення потенційних відмінностей, викликаних їх розташування, відмінністю торговельних і розважальних пропозицій. Дослідження в формі анкетування проводилося з листопада 2015 року по лютий 2016 року. Було опитано 320 респондентів (160 респондентів у «Донауцентр» і 160 респондентів у «Міленіум сіті»). «Міленіум сіті» часто відвідували випадкові споживачі в зв'язку з його вдалим розташуванням (близькістю залізничного вокзалу та аеропорту, центру міста й готельних комплексів). З огляду на різноманітну пропозицію розваг (кінотеатри, нічні клуби, фітнес-центри, бари, ресторани і т.п.), споживачі рідко залишалися в «Міленіум сіті» довше 91–120 хвилин, про що повідомили 33,75% респондентів. «Донауцентр» респонденти відвідували частіше, ніж «Міленіум сіті» (у зв'язку з купівлею товарів щоденного споживання), однак проводили в ньому менше часу й витрачали менше грошей. На основі аналізу автори дійшли висновку, що на споживчу поведінку в торговому центрі перш за все впливає відмінність розважальних пропозицій.

Ключові слова: торговий центр; покупки; дозвілля; споживання; «Донауцентр»; «Міленіум сіті»; Відень; Австрія.

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Анализ потребительского поведения в контексте досуга потребителей в выбранных торговых центрах Вены (Австрия)

Аннотация. Основной целью данной статьи является анализ потребительского поведения во время досуга потребителей в торговых центрах «Донауцентр» и «Миллениум сити» в Вене, столице Австрии, а также выявление потенциальных различий, вызванных их местоположением, различием торговых и развлекательных предложений. Исследование в форме анкетирования проводилось с ноября 2015 года по февраль 2016 года. Было опрошено 320 респондентов (160 респондентов в «Донауцентр» и 160 респондентов в «Миллениум сити»). «Миллениум сити» часто посещали случайные потребители в связи с его удачным расположением (близостью железнодорожного вокзала и аэропорта, центра города и гостиничных комплексов). Учитывая разнообразное предложение развлечений (кинотеатры, ночные клубы, фитнес-центры, бары, рестораны и т.д.), потребители редко оставались в «Миллениум сити» дольше 91–120 минут, о чем сообщили 33,75% респондентов. «Донауцентр» респонденты посещали чаще, чем «Миллениум сити» (в первую очередь, в связи с покупкой товаров ежедневного потребления), однако проводили в нем меньше времени и тратили меньше денег. На основе анализа авторы сделали вывод, что на потребительское поведение в торговом центре в первую очередь влияет различие развлекательных предложений.

Ключевые слова: торговый центр; покупки; досуг; потребление; «Донауцентр»; «Миллениум сити»; Вена; Австрия.

1. Introduction

In the last decade, a new trend of leisure time activities in shopping centres has been observed. Shopping centres satisfy different needs of their customers, such as education, relax, entertainment and leisure time activities. People go shopping for long hours and spend their leisure time in shopping centres, rather than in coffee shops or restaurants. We can speak about a new trend of leisure time activities spending - a new form of urban tourism.

2. Brief Literature Review

Nowadays, shopping centres present a new form of sales by replacing traditional forms of shopping (in terms of centre-scale stores) and transforming the buying habits of the new generation of consumers (Marjanen, 1995; Szczyrba, 2005, Krizan, 2009; Trembosova, 2010; Mitrikova, Tomcikova, & Lukacova, 2012; Krizan & Lauko, 2014; Stefko, Bacik & Gburova, 2015) [1-7]. The shopping centres are becoming not only the place of purchase, but also the one where a wide range of services and cultural events are offered in order to attract as many customers – potential consumers, as possible (Krizan & Lauko, 2014; [6] Kunc, Krizan, Bilkova et al. 2016) [8]. Visiting the shopping centre becomes an opportunity for various social occasions and leisure time activities, which is called leisure-time shopping (Guy, 1998 cit. by Spilkova, 2012) [9]. Mitrikova, Tomcikova, & Lukacova (2012) [5], Mitrikova and Cizmarova (2015) [10] deal with the issue within the city of Kosice (Slovakia). According to the authors, there is a trend of spending leisure time in the shopping centres, where whole families often spend most of their leisure time by visiting shops, cinema, restaurants, children's playground, or catching up with friends over a coffee. The trend is increasing, because shopping centres are trying to create positive experience for their visitors to make them come back to the shopping galleries. In addition to shopping opportunities, according to the research of Szczyrba (2005) [2] in Olomouc, Mitrikova, Tomcikova, & Lukacova (2012) [5] in Kosice, Krizan and Tolmaci (2011) [11], Krizan, Bilkova, Kita et al. (2016) [12] in Bratislava, Kunc et al. (2012, 2013) [13-14], Maryas, Kunc, Tonev et al. (2014) [15] in Brno, Trembosova (2010) [4] in Nitra, Civan, Svorad a Krogmann (2014) [16] in Voderady, the shopping centres are becoming the places of the entertainment and leisure time activities for weekend. Therefore, Krizan and Lauko (2014); [6], as well as Spilkova (2012) [9] and Timothy (2005) [17], report that in this case shopping centres can also be considered as destinations for tourism due to their range of services, events and attractions providing the appropriate recreational potential for the development of urban tourism. In the past, the impulsive style of shopping was dominated; two decades ago the consumers were limited by centre selection of shops and goods. In the 20th century, the shopping became a form of leisure time activities. Shopping tourism is defined by individual authors as follows. Timothy (2005) [17] con-

siders stone shops, mainly shopping centres, to be the places of tourism implementation, as according to the author, large-scale stores are not only about shopping, but also about leisure time activities and entertainment. Kompasova (2010) [18] states that the shopping tourism exists at home and abroad, mainly in the areas with large concentration of permanent offer (i.e. Shopping centres), but also in the places of occasional offer (e.g. markets, exhibitions). Shopping tourism was defined as «shopping experience tourism». It can be characterized as a form of tourism which participants are motivated to experience a good feeling of buying specific items in a given destination. According to Civan, & Krogmann (2012) [19] shopping tourism is a modern form of tourism by which the need for spending of leisure time, in this case shopping, is met. It acts as primary as well as secondary motivation for the realization. Vystoupil & Sauer (2006) [20] state that it is a form of the tourism experience realized on the basis of experience motivation and benefit from shopping (specific) items at the destination. Paskova, & Zelenka (2002) [21] define it as a form of pseudo tourism (non-standard form of tourism that is not targeting traditional functions, such as physical and mental recovery, recreation or learning) that participants are motivated by the purchase possibility of cheaper or not easily available goods. Kurek (2007) [22] presents that shopping tourism refers to tours that the main aim is to obtain certain products and services that are not considered to be tourist services. Based on the relationship between shopping and tourism, Butler (1991, in Timothy, 2005) [17] defines the difference between them. Hence, when the primary motive of a tour is shopping, it is called «shopping tourism». On the other hand, if shopping is the secondary activity of a tourist, it is called «tourist shopping». Nowadays, shopping has become one of the options of leisure time activities and recreation of the population (Civan, & Krogmann 2012) [19]. These facts have changed not only the image of the country, but also shopping habits and life of the population.

3. The purpose of the article is to analyze shopping behaviour and leisure time activities of the consumers in Donauzentrum and Millennium City in Vienna, the capital city of Austria, as well as identify potential differences caused by their location within the city and diversity of their operations.

4. Results

There are fewer shopping centres in Vienna, than in Prague or Budapest. They were built mainly on the outskirts of the city. For instance, Shopping City Sud. Overall, Vienna has 11 shopping centres (see Figure 1). The capital city of Austria has 32 business units, including a variety of department stores, with the total area of 818,950 square meters. It is important to mention that the impact on other centres, their supply, population structure and transport accessibility is taking into consideration before the approval of building plan (Spilkova 2012) [9].

Our research was conducted in two shopping centres, namely, Donauzentrum and Millennium City. Donauzentrum is an architecturally arranged and simply structured shopping centre. During the last thirty years it has become an important place for inhabitants of Vienna, especially the Donaustadt district, not only for shopping but also spending their leisure time. It was opened in 1975 and after total reconstruction and modernization in 2010, it covers an area of 112,000 square meters. In 2012, the entertainment centre DonauPlex underwent modernization by extending its gastronomic offer; moreover, the cinema is already equipped with the latest IMAX technology. The advantage of the centre is that prices are lower than in stores in the city centre. Thanks to a wide range of goods, restaurant offers and the cinema, long-lasting competitiveness has been maintained (Sikos, 2013) [23].

Millennium City is, thanks to its design, the most modern shopping centre in Vienna. It was opened in 1999 near the bridge Brigittenauer in the 20th district. The architects Gustav Peichl, Boris Podrecca and Rudolf F. Weber created the first Austrian «city within a city» concept by combining office and residential areas with shopping and entertainment centres. The building is 202 meters high (the third highest in Austria). There are more than 100 shops, 30 bars, cafes, restaurants as well as entertainment facilities, such as UCI KINOWELT Millennium City - the largest and most popular cinema, on an area of 130,000 square meters. One of the great advantages of the shopping centre is its location just few minutes from the city centre (about 11 minutes). Moreover, New Danube, Donaupark and Danube Island are also easily accessible. Millennium City is annually visited by more than 13 million visitors, mainly thanks to its location. In addition, its central location makes the shopping centre a part of an important traffic hub: Schwechat airport (15 minutes), the Westbahnhof (16 minutes) or Sudbahnhof (19 minutes) (Sikos, 2013) [23]. Harry's Home Hotel, located in the five floors of the Millennium Tower, offers attractive accommodation in 97 rooms.

The comparison of a consumers' age structure in the chosen shopping centres

There was 51.25% of the total number of respondents in Donauzentrum in the age group under 35 years old. According to Guy (1998) [25] this group of the customers plays a major role in the shopping malls. The second biggest group was the age category from 36 to 50 y.o. (27.50% of the respondents). There were 12.50% respondents in the age category of 66 years and only 8.75% respondents were aged from 51 to 65 y.o. The age category below 35 was even more numerous in Millennium City with 46.25%. This generation is defined as «generation Y», or «millennium generation». It can be said that this age group has a higher income and better economic security, which affects their lifestyle and increased consumption. There were 25% of the respondents in the age group from 35 to 50 y.o., 20% of the respondents aged from 51 to 60 and only 8.75% of the respondents over 66 y.o.

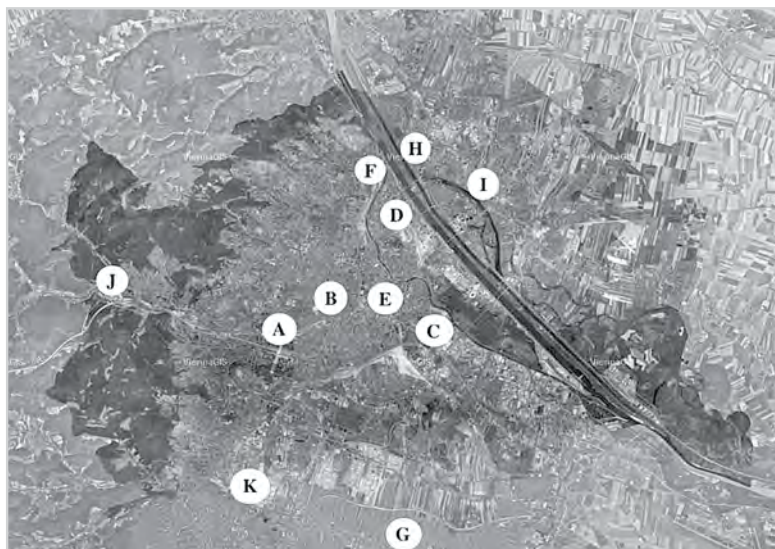
χ^2 - Test of Independence

Based on the χ^2 test of independence, a relationship between age of the respondents in shopping centres Donauzentrum and Millennium City was examined. The null hypothesis is stated as «There is no relationship between age of the respondents in Donauzentrum and Millennium City shopping centres». The observed and theoretical values were compared using χ^2 -test, *p*-value was 0.225923, which means that at the significance level of $\alpha = 0.05$ the null hypothesis was not rejected. Therefore, there is no relationship between age of the respondents in Donauzentrum and Millennium City shopping centres.

Test for equality of proportions

We wondered whether there were more than 50% of respondents in the age group below 35 y.o. The null hypothesis $p_1=0.5$ was tested. The alternative hypothesis was chosen to be $H_1: p_1>0.5$.

$$Z = \frac{P_1 - P_2}{\sqrt{\frac{P_1(1-P_1)}{n_1} + \frac{P_2(1-P_2)}{n_2}}}$$



A – Lugner City, B – Ringstrassen Galerien, C – Gasometer City, D – Millennium City, E – Galleria Landstrasse, F – Q19, G – Shopping City Sud, H – Shopping Centre Nord, I – Donauzentrum, J – Auhof-Centre, K – Riverside

Fig. 1: The location of the biggest shopping centres within the city of Vienna
Source: Sipos, 2013

The test statistic for the shopping centre Donauzentrum equalled 0.223676708 and for the shopping centre Millennium City equalled -0.67272. Quantile: 1.64485

As it is not true that $0.223 > 1.644854$ and $-0.6727 > 1.644854$, it means that the null hypothesis was not rejected, i.e. there was 50% of the total respondents younger than 35 y.o.

The comparison of shopping frequency in the chosen shopping centres

Our research was focused on the frequency of visits in the shopping centres (Figure 2). The most frequent answer of the respondents in Donauzentrum was several times a month, presented by 25% of the respondents.

The second most frequent answer was several times a week with 22.5%. Donauzentrum was visited once a week by 21.25% of the respondents and once a month by 15% of the respondents. Only 5% of the respondents visited Donauzentrum every day. On the other hand, in shopping centre Millennium City the most frequent answer was once a week, stated by 26.25% of the respondents. Millennium City was visited several times a month by 25% of the respondents. There were 23.75% of the respondents who came to the shopping centre approximately once a month. The answer several times a week was given by 11.25% of the respondents and the answer rarely was chosen by 10% of the respondents. Only 3.75% of the respondents visited Millennium City on a daily basis.

The comparison of time and money spent in the chosen shopping centres

The biggest number of the respondents, 38.75%, stated that they spent from 61 to 90 min in Donauzentrum. In

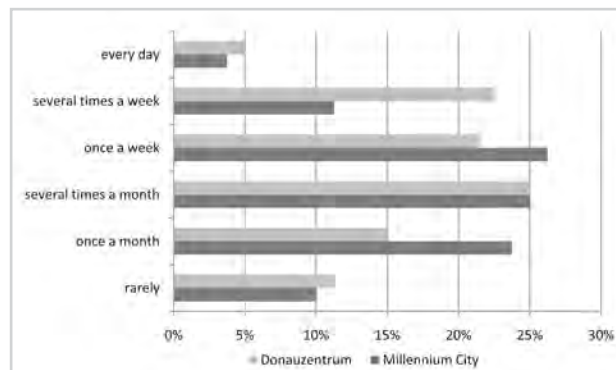


Fig. 2: The frequency of visits in the shopping centres Donauzentrum and Millennium City
Source: Own processing

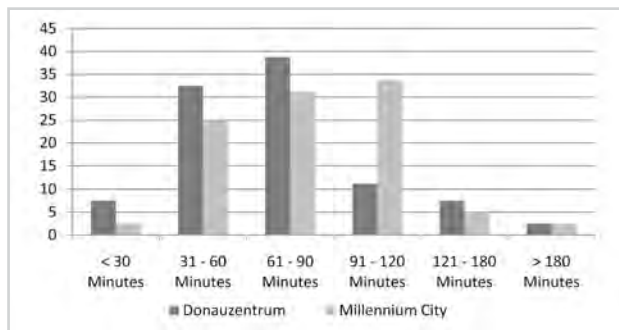


Fig. 3: Time spent in the shopping centres Donauzentrum and Millennium City
Source: Own processing

Millennium City the most frequent time interval was 91-120 min presented by 33.75% of the respondents (Figure 3).

The largest group of the respondents, 21.25% (17 respondents), spent 51-70 euro and 71-100 euro per purchase. None of the respondents spent more than 200 euro per purchase. The least frequent answer in both shopping centres was the interval of 180 min (2.5%). A number of 19 respondents, 23.75%, spent 71-100 euro in Millennium City. In addition, none of the respondents spent less than 10 euro and more than 200 euro per purchase. The results are presented in Figure 4.

5. Conclusion

Nowadays, shopping centres offer a wide range of shops, services as well as various cultural or sporting events. Therefore, they have become a popular and visited place not only for regular shopping, but also for spending of leisure time activities. The main reason of

less frequent visits of Millennium City shopping centre is its location (proximity to the city centre, airport, good access from Westbahnhof and Sudbahnhof) and often visits of occasional consumers. Considering varied structure of operations in Millennium City (Ocean Park with an area of 4,000 m² offering bowling alleys, video games and other entertainment options; A-danceclub over-21, one of the most popular dance clubs in Vienna; Holmes Place Fitness Club with a premium fitness offer; many bars, restaurants, etc.), it is obvious that consumers stay longer during their visit. The interval from 91 to 120 minutes was stated by more than a third of the respondents. Donauzentrum is visited more often, but its consumers spend shorter time in the shopping centre and, on average, spend less amount of money, considering the fact that they do mostly the purchase of daily consumer goods. Therefore, in conclusion, it can be stated that customer preferences in selecting a shopping centre depend not only on their accessibility, but also on diversity in the offer, variety of individual operations of shopping centres and consumers' motivation (shopping, relaxation, sports, cinema, etc.), as well.

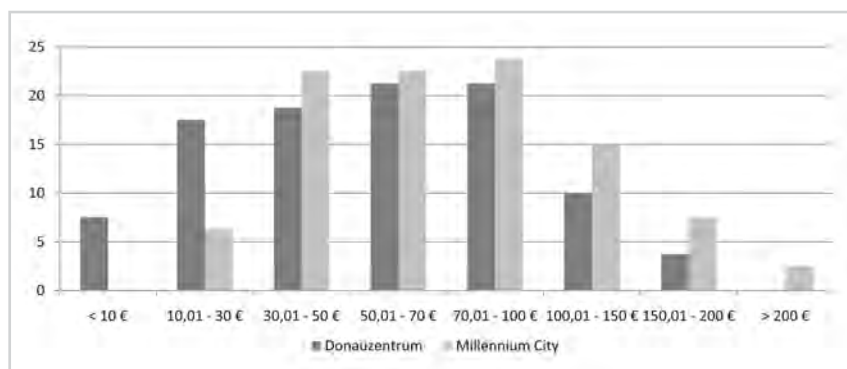


Fig. 4: Average amount of money spent in the shopping centres Donauzentrum and Millennium City
Source: Own processing

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