

SCIENTIFIC ARTICLES

Authors: Josef KUNC, František KRIŽAN

Title: Changing European retail landscapes: New trends and challenges.

pp. 150-159

Abstract: During the second half of the 20th century, consumption patterns in the developed market economies have stabilised, while in the transition/EU-accession countries these patterns were accepted with unusual speed and dynamics. Differences, changes and current trends in Western Europe and post-socialist countries in the quantity and concentration of retailing activities have been minimised, whereas some distinctions in the quality of retail environments have remained. Changes have occurred in buying habits, shopping behaviour and consumer preferences basically for all population groups across the generations. This article is a theoretical and conceptual introduction to a Special Issue of the Moravian Geographical Reports (Volume 26, No. 3) on "The contemporary retail environment: shopping behaviour, consumers' preferences, retailing and geomarketing". The basic features which have occurred in European retailing environments are presented, together with a comparison (and confrontation) between Western and Eastern Europe. The multidisciplinary nature of retailing opens the discussion not only from a geographical perspective but also from the point of view of other social science disciplines that naturally interconnect in the retail environments.

Article history: Received 5 March 2017, Accepted 13 September 2018, Published 30 September 2018

Authors: Pedro Porfírio Coutinho GUIMARAES

Title: The resilience of shopping centres: An analysis of retail resilience strategies in Lisbon, Portugal.

pp. 160-172

Abstract: Retail is a dynamic sector and for several decades shopping centres have been the most successful format. Although such shopping centres have been held responsible for the decline of other retail concepts, they are not without problems and some retail precincts are losing their viability, becoming dead malls. Some other shopping centres however are quite resilient. In this study we analyse the different retail resilience strategies used by older shopping centres to overcome their declining trend. For empirical evidence we adopt a case study methodology and fieldwork to investigate the evolution of all old shopping centres in Lisbon, confirming that a general trend of decline is affecting a large majority of those retail precincts. Refining our analysis, we interviewed managers from three shopping centres that remain viable. We conclude that a wide range of strategies can be implemented, all of which enhance the relevance of the shopping centre management structures.

Article history: Received 16 April 2018; Accepted 14 August 2018; Published 30 September 2018

Authors: Dan-Cristian DABIJA, Brîndusa Mariana BEJAN, David B. GRANT

Title: The impact of consumer green behaviour on green loyalty among retail formats: A Romanian case study.

pp. 173-185

Abstract: Customer loyalty enables companies to outperform competitors and better satisfy customers' needs and desires. People today are increasingly interested in buying green or sustainable products, pursuing responsible consumption, getting involved in environmental protection activities and preserving resources. These key elements of sustainability are crucial in retailer strategies for approaching customers, strategies encompassing both communication and well-structured offers of sustainable, green and environmentally friendly products to gain customers' loyalty and assist them in adopting responsible (green) consumption behaviours. This may not be the case in all retail markets or sub-markets, however. This paper investigates these issues in the context of the emerging European economy of Romania, using a survey conducted in four major retail segments comprising more than 3,000 respondents. Using structural equation modelling the authors reveal that Romanian retailers are concerned with drawing customers and gaining their loyalty by adopting strategies based on the principles of sustainability. The results indicate that in this emerging market behavioural antecedents differ across the analysed retail formats in building green loyalty, which represents a challenge for retailers in their attempt to draw, satisfy and bind consumers to their retail formats and stores. At the same time, there is also a growing awareness of green aspects among Eastern Europeans, even if they have been challenged with sustainability issues and the need to adopt green behaviours more recently than their Western European counterparts.

Article history: Received 17 September 2017; Accepted 25 July 2018; Published 30 September 2018

Authors: Jana SPILKOVÁ

Title: "Tell me where you shop, and I will tell you who you are": Czech shopper profiles according to traditional, large-scale and alternative retail options.

pp. 186-198

Abstract: Traditional, 'post-traditional' large-scale, and 'alternative' food shopping options are used in this paper to address the following questions: Who are the customers of these different retail formats? Is it possible to discern certain types of shopper according to retail formats? Do alternative food networks attract significantly different consumers than traditional forms and large-scale outlets? Relatively unique data collected in an omnibus survey by The Centre for Independent Public Opinion Research during 2014, 2015 and 2017 (n = 3,168) are used in this analysis. The consumption habits and preferences of a representative sample of the Czech population were subject to investigation. Results are presented mainly by descriptive statistics and the testing of hypotheses on the similarity or difference of given shopper populations by contingency analysis (associations between characteristics use contingency coefficients). A profile of shoppers according to food provisioning options is presented, and demographic, socio-economic and geographic factors influencing current trends in the shopping behaviours of Czech consumers are analysed. Significant differences between the customers of diverse retail formats and alternative possibilities to acquire food are among the most important distinguishing factors characterising Czech shoppers today.

Article history: Received 19 September 2017; Accepted 27 March 2018; Published 30 September 2018

Authors: František KRIŽAN, Kristína BILKOVÁ, Josef KUNC, Michala SLÁDEK MADAJOVÁ, Milan ZEMAN, Pavol KITA, Peter BARLÍK

Title: From school benches straight to retirement? Similarities and differences in the shopping behavior of teenagers and seniors in Bratislava, Slovakia.

pp. 199-209

Abstract: The shopping behaviours of teenagers in shopping centres in Bratislava (Slovakia) is compared to those of seniors in this paper. The analysis focuses on the perception of shopping centres by teenagers and seniors in the context of time (shopping frequency), social (with whom they shop) and financial (amount of money spent) factors. The survey was conducted on random samples of 504 teenagers and 431 seniors. To test the hypotheses, group means were evaluated (Analysis of Variance models). When assessing the spatial aspects of teenagers' and seniors' shopping behaviours, a concentric zone approach was used. It can be concluded that Bratislava teenagers are not as sensitive consumers as seniors in the context of the variables assessed in the survey. Teenagers perceive shopping centres as a normal part of their consumption behaviours. Seniors perceive the shopping centres less positively and they spent a shorter time there. Also, in the case of seniors, the frequency of their visits to shopping centres increased in the context of their positive perceptions.

Article history: Received 5 December 2017, Accepted 11 September 2018, Published 30 September 2018

Authors: Konstantin AXENOV, Dovilė KRUPICKAITĖ, Kira MORACHEVSKAYA, Andrey ZINOVYEV

Title: Retail sprawl in post-Soviet urban residential communities: Case studies of Saint-Petersburg and Vilnius

pp. 210-219

Abstract: Since the beginning of the 1990s, Soviet urban residential communities have experienced rapid inflows of new urban functions. In this research project, two post-Soviet urban areas – Vilnius and St. Petersburg – are examined to indicate contrasting development paths over the last 30 years. The term “retail sprawl” describes correctly one of the important processes which have reshaped the former socialist microdistricts. We used data from the years 1987–1989, the last years of the socialist economy, and 2016 for 36 comparable research areas. By 2016 the structure of these formerly monofunctional areas made them functionally very similar to that of the urban core, including them in the intra-urban circulation of goods and capital, redirecting flows and making the city centre's service burden much lighter. The results of the study provide a controversial contribution to the virtual discussion on universalism vs. uniqueness in post-socialist urban development. On the one hand, irrespective of contrasting “path-dependent” impacts, the structural results of retail development turned out to be generally identical in the studied cities at present, as well as in a prototypical North-American city 25 years ago. On the other hand, we found very pronounced differences compared to international patterns in morphological outcomes.

Article history: Received 1 June 2018; Accepted 10 September 2018; Published 30 September 2018

Authors: Sina HARDAKER

Title: Retail format competition: The case of grocery discount stores and why they haven't conquered the Chinese market (yet)

pp. 220-227

Abstract: The international expansion of the German discounters Aldi and Lidl in recent years has been a large success in grocery retailing. In China, the world's largest grocery retail market, however, grocery discounters have not (yet) established a physical store presence. In 2017 Aldi Süd and Lidl for the first time entered a new market without the help of a physical store, implementing an online shop in China. As to the format's future, significant disagreement amongst retail experts exists. This paper, which is based on qualitative interviews with high-ranking senior executives of international retailers, argues for three major reasons as to why the discount format has not hitherto gained a foothold in the Chinese market. Firstly, due to the characteristics and challenges of China's market, such as high fragmentation as well as the need for strong localisation, a high standardisation of the format is not possible. Secondly, the extremely low-margin operation of discounters faces a price level in China that is already very low, limiting one of the discounter's major competitive advantages. Thirdly, the discount format is facing a lack of consumer acceptance, toughening the establishment of private brands, which represents one of the major characteristics of the discount format..

Article history: Received 25 January 2018; Accepted 25 July 2018; Published 30 September 2018