

EVALUATION OF ATTENDANCE IN SELECTED HYPERMARKETS AND SHOPPING STORES IN THE TOWNS OF PREŠOV AND KOŠICE

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Abstrakt

This article points out the current development of retail trade, intensive integration and concentration of business activities in Slovak market. It is indicated by permeate of big supranational companies.

Development of the retail network took place in two completely different stages. The first introductory stage at the beginning of the 1990s was marked by a dynamic development of the retail network. The second stage began at the end of the last decade and was characterized by the concentration of organisations, spatial arrangement of the retail network and by globalisation mechanisms.

The objective of article is evaluation of attendance in selected hypermarkets and retail stores in the towns of Prešov and Košice. We carried out the research during 10th - 16th october 2005 from 8,00 am to 8,00 pm. Intensity and accessibility area of attendance was recorded by number of cars entered to parking lot of hypermarket.

KEY WORDS: retail, hypermarket, retail store, intensity of attendance, and accessibility area of attendance

1. INTRODUCTION

In the last years trade belongs to such branches of science, which have noticed the most significant changes. A fundamental turn occurred in the sphere of trade enterprise. It had been mainly caused by the trade liberalisation, costs deregulations and privatisation. The structure of all sale forms is changing as well as the demand and shopping behaviour of consumer. Recently, there has been an increase in favour of large shopping centres and malls, either by consumers or by investors. Shopping centres and hypermarkets are located mostly in the city outskirts, which offer enough space for their construction and where they are more accessible. Thus eventually, the evaluation of attendance in selected hypermarkets and retail stores is the basic goal of this contribution.

2. THE TERM BEHAVIOUR AND BEHAVIOURAL GEOGRAPHY

The analysis of behaviour is having been studied by the whole complex of scientific disciplines. We can mention history, sociology, psychology, pedagogy, geography, ethnology, cultural anthropology, and also informatics (Pražská – Jindra et al., 1998). English – Englishová stress out the use of experimental methods and observation,, which are being also used in other exact sciences. The term behaviour is, according to them, being used to emphasize the study of objectively observed answers, opposite to those methodological approaches, which emphasize the study of subjective processes. The notion of behavioural science was created in USA in the 1930s (In: Pražská – Jindra et al., 1998).

Among the first works dealing with geographical perception belongs the study of the American geographer J. K. Wright from 1925. The most numerous perception studies in geography emerged at the University in Chicago as a response to the demand of solving problems concerning natural risks (Saarinen, 1976).

The traditional research area of perception primarily used to be the urban environment, later on there started to appear perception studies from other spheres – e.g. transport infrastructure, cultural environment, places of housing etc. (Bartnicka, 1989). In Slovak geographical literature there is just a minor attention paid to problem of behaviour. Behavioural approach has been mostly applied in the research of cities. From Slovak and Czech geography we can choose people who were dealing with this problems:

V. Ira, (1984, 1992, 2003); P. Radváni, (1983); A. Hynek – J. Hynková, (1980); J. Ševčík – J. Benda – J. Bendová, (1978); Z. Ryšavý (1990), R. Matlovič (1992); D. Kollár (1992); V. Slavík, – M. Sedlák (1997). The inhabitants' preferences from the housing aspect were studied by D. Drbohlav (1990a, 1990b, 1990c, 1991); T. Siwek (1988) and M. Hrdlička (1983), and from the philosophical-methodological background of behavioural approach there were works by J. Paulov (1986).

3. SHOPPING BEHAVIOUR

The construction of large-area retail units in Slovakia has consequently changed the shopping behaviour of its inhabitants. They start to prefer the individual car transport and reduce the public or pedestrian one, since the shopping centres concentrate themselves mostly in the city outskirts. People usually do shopping in the afternoon and in the evening. Saturday and Sunday are the most popular days in week for shopping. Thus, we can see that the former models of shopping behaviour are changing and become more identical with those of the western Europe.

Mowen (1987) considers that the discipline of consumer's behaviour is dealing with generation of decisions concerning the processes of acquirement, consumption and use of goods, services, and ideas. The creation of decision is, as he writes, an important basis, whereas it often occurs in groups, families, in firm's management etc. The acquirement process includes the communication, remembering, and considering acquired information (Mowen, 1987).

Behavioural geography, according to Walmsley and Lewis (1984), is trying to find a relation between consumers' behaviour and spatial structure of retail trade environment. It used to be supposed that a man prefers the minimal mobility towards shopping and behaves in favour of economic nature. Later studies have proved that a part of consumers select the place of shopping not only by the goods offer and services, size, attractiveness and good atmosphere of the shop. Researches have revealed that people do not respect the logic of objectiveness and behave irrationally (Walmsley - Lewis, 1984). It means that if there was built a supermodern shopping centre with perfect services and low prices near the city, not all people from its surroundings would do their shopping there, and on the other hand, many people from more distant areas might do shopping there (Szczyrba, 2002, 2005).

4. METHODOLOGY OF THE RESEARCH

The basic method was the observation and noting down the number of evidential numbers of cars coming into parkings. Since 8,00 a.m. until 20,00 p.m. there were in one hour intervals counted the cars and noticed down in tables, each hour in new table. Our research was carried out during common week (10.-16.10.2005, from 8,00 a.m. till 20,00 p.m.) in front of shopping centres of Cassovia and Optima in Košice, and in front of the hypermarkets of Tesco and Hypernova in Prešov. This way we got exact state of cars' number per each hour in selected 12 hours time-part of a common week.

5. EVALUATION OF ATTENDANCE IN SELECTED SHOPPING CENTRES IN KOŠICE

Shopping center Cassovia generally shows the two maxims, (secondary) in morning hours from 10,00 to 12,00, and second (main) in the afternoon from 15,00 to 20,00 (graph 1). When we evaluate the attendance for certain days, we can point out the difference in maxima during workdays and on weekends. During workdays the secondary maximum from 10,00 to 20,00, and the main maximum from 15,00 to 20,00, on Friday from 14,00 to 16,00 and from 19,00 to 20,00. We have also noticed the absolute maximum on Friday, 630 cars from 14,00 to 15,00, what is conditioned by big family shoppings before weekend. Generally, the Friday's number of cars exceeds workday average and also of weekend (table 1). Throughout the weekend, mostly on Sunday, there is higher attendance in the shopping center Cassovia. The curves have quite balanced development, what is caused by the working time off of inhabitants, and thus, by a relatively unlimited leisure time needed for shopping. On Saturday, there are just two weaker maxima from 8,00 to 13,00, and from 17,00 to 18,00; on Saturday there is just one weaker maximum from 9,00 to 11,00 a.m.

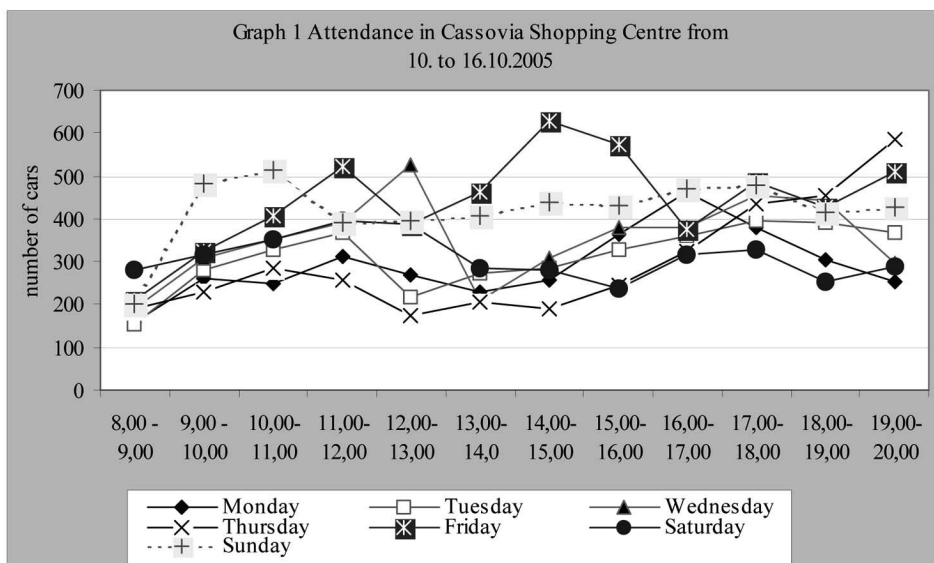
The higher attendance in shopping center Cassovia might be partly conditioned by the neighbouring location of the city flea-market. Shoppings in flea-market are usually connected by shoppings in Cassovia, but there is also a parking area near the market what enables people to get to Cassovia in 5 minutes walk.

If we compare the development of curves of Cassovia and the shopping center Optima, we can state that the graph of attendance in Optima (graph 2) is more balanced. More-less significant is the main maximum from 17,00 to 19,00. Secondary maximum is not very important (just on Thursday) between 11,00 and 13,00. When we evaluate the attendance in Optima during workdays and weekends separately, the curve development is markedly different on Sunday, during workdays, and on Saturday. On Saturday there are very insignificant divergences, but on Sunday we can observe two marked maxima, from 13,00 to 14,00 and from 15,00 to 16,00. We have noticed also the absolute week maximum - 749 cars between 15,00 and 16,00. If we evaluate the day as a whole, then on Sunday there was noticed the maximum of cars within the week - 4722. Optima has therefore the strong position not only as a shopping centre, but also cultural-entertainment centre, where people come to relax and entertain on Sundays and in the evenings during the whole week.

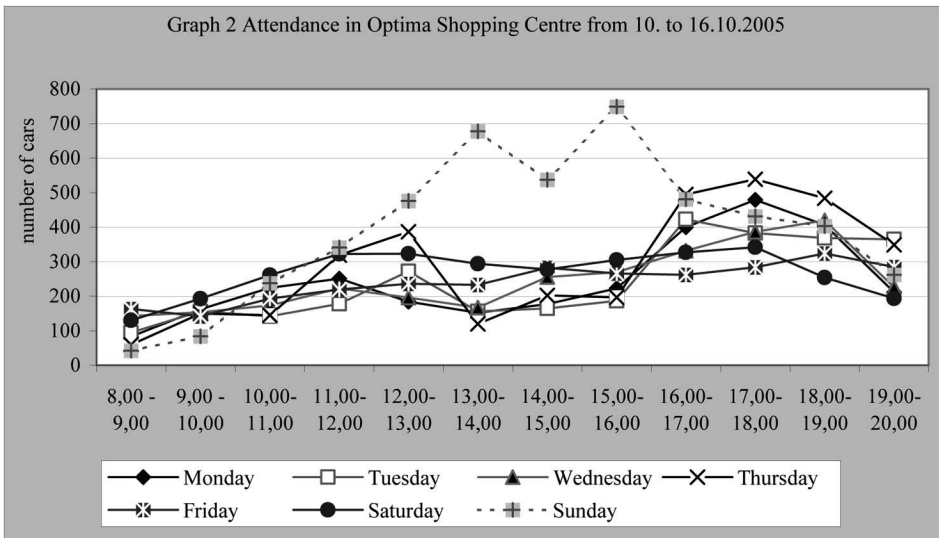
Table 1 Total cars number per day in selected shopping centres by days
in common week from 10. to 16.10.2005

| | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | <i>Total</i> |
|-----------|--------|---------|-----------|----------|-------------|-------------|-------------|--------------|
| Cassovia | 3499 | 3745 | 4231 | 3578 | 5322 | 3724 | 5052 | 29151 |
| Optima | 2953 | 2891 | 2947 | 3447 | 2890 | 3223 | 4722 | 23073 |
| Tesco | 3818 | 3666 | 2444 | 2133 | 3724 | 4698 | 3739 | 24222 |
| Hypernova | 941 | 1350 | 1455 | 1378 | 1597 | 1805 | 958 | 9484 |

Source: own research



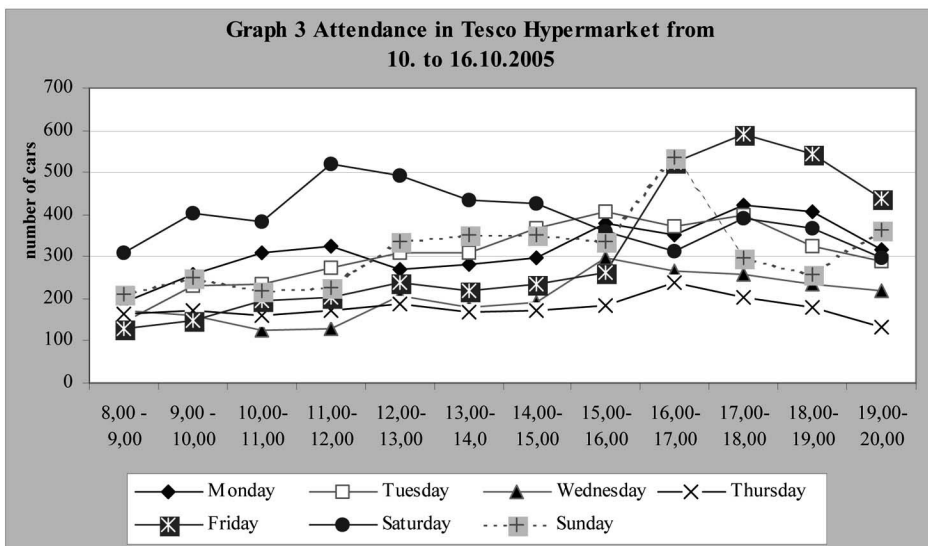
Source: own research



Source: own research

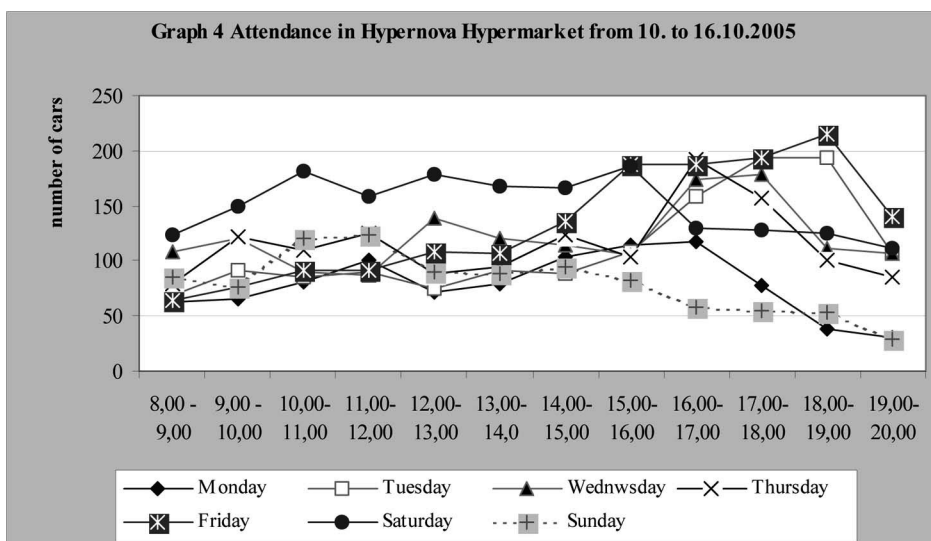
6. EVALUATION OF ATTENDANCE IN SELECTED HYPERMARKETS IN PREŠOV

Hypermarket Tesco like Cassovia shows two maxima - in the morning from 9,00 to 12,00 and the second (main) in the afternoon from 18,00 to 20,00 (graph 3). When evaluating attendance in certain days, we can also state some differences in maxima throughout the workdays and weekend. Throughout workdays there is the secondary maximum from 9,00



Source: own research

to 12,00 and the main from 8,00 to 20,00, on Friday from 17,00 to 20,00. The absolute daily maximum was noticed on Friday from od 17,00 to 18,00. The graph curve shows that the most significant increase in the number of car in the evening was noticed on Friday from 17,00 p.m. At weekend there is generally the higher attendance in hypermarket Tesco. The most significant development of the curve on Saturday can be observed in the morning hours. Secondary maximum can be observed between 17,00 and 19,00 and the main maximum from 12,00 to 15,00. if we look closer at the table 2, there is obvious that the most consumers come to Tesco on Friday - 4698, what is 20% from the whole week number. On Sunday there is only one maximum from 16,00 to 17,00 p.m.



Source: own research

Hypermarket Hypernova generally shows only one significant maximum in the afternoon hours from 16,00 to 19,00 (graph 4). If we evaluate the attendance for certain days, we can state that there is difference in the development of maxima during workdays and at weekend. Throughout workdays there is the maximum in the afternoon from 16,00 to 19,00. On Friday we noticed the absolute hour maximum from whole week, what was 215 cars from 18,00 to 19,00. This might be mainly conditioned by the shoppings before weekend. On Friday we also noticed the absolute daily maximum, which is 1805 cars. The curves development is different at weekend. There wasn't noticed any significant maximum. The development is rather balanced till afternoon, till 15,00.

7. CONCLUSION

After 1989 there have been rather significant qualitative and spatial changes in retail trade network in Slovakia. The behaviour of trader as well as consumer is changing. Supranational trade networks with their large hypermarkets are penetrating our trade. In last four years the share of hypermarket shopping in Slovakia has increased more than twice, and

the share of small shops and counter shops is decreasing despite the fact that they keep the highest average annual shopping frequentation. Hypermarkets continuously make a profit of new customers. The market share of hypermarkets on expenses was strengthening in 2003 to 15 % (Fertaľová, 2005).

SÚHRN

Hodnotenie návštevnosti vybraných hypermarketov a nákupných centier v mestách Prešov a Košice

S nástupom veľkých, finančne silných nadnárodných reťazcov, dochádza k rozvoju ich investičných aktivít a stretávame sa s nimi na každom kroku. Rastie nielen počet nových obchodných jednotiek, ale taktiež aj obľúbenosť veľkoplošných obchodných centier a to ako medzi spotrebiteľmi, tak aj medzi investormi. Dochádza taktiež k zmene nákupného správania sa obyvateľstva. Doterajšie modely sa menia a začínajú sa viac podobať nákupnému správaniu sa v západnej Európe.

Výskum prebiehal v bežnom týždni od 10.–16. 10. 2005 v čase od 8,00 do 20,00 hod. V hodinových intervaloch boli spočítané automobily a ich počet zaznamenaný do tabuliek vždy za každú hodinu samostatne.

Nákupné centrá Cassovia a Optima v Košiciach vykazujú vo všeobecnosti dve maximá. Cassovia má podružné maximum v dopoludňajších hodinách od 10,00 do 12,00 hodiny a hlavné popoludní v čase od 15,00 do 20,00 hodiny. V piatok sme zaznamenali aj absolútne maximum v sledovanom týždni a to 630 áut od 14,00 do 15,00 hodiny. V Optime je výrazné viac-menej jedno maximum (hlavné) a to od 17,00 do 19,00 hodiny. Druhé (podružné) maximum je iba málo badateľné (výraznejšie iba vo štvrtok) a to v dopoludňajších hodinách medzi 11,00 a 13,00 hodinou. Medzi 15,00 a 16,00 hodinou sme zaznamenali aj absolútne maximum týždňa a to 749 automobilov.

Hypermarket Tesco v Prešove má podobne ako košické nákupné centrá dve maximá návštevnosti, Hypernova jedno. Tesco má dopoludnia, v čase od 9,00 do 12,00 hodiny podružné a druhé (hlavné) maximum popoludní v čase od 18,00 do 20,00 hodiny. Najviac zákazníkov malo Tesco v piatok a to 4698, čo je 20% z celotýždenného počtu. Hypernova nám vo všeobecnosti vykazuje jedno výraznejšie maximum a to v odopoludňajších hodinách od 16,00 do 19,00 hodiny, dopoludňajšia návštevnosť nie je tak výrazná. V piatok sme zaznamenali aj absolútne hodinové maximum a to 215 áut od 18,00 do 19,00 hodiny, čo podmienené predvíkendovými nákupmi. V piatok taktiež zaznamenávame aj absolútne denné maximum, 1805 áut.

SUMMARY

The entry of big, financially powerful supranational trade networks is accompanied by the development of their investment activities, and it is possible to find them at every turn. There has been the increase in both, the number of new trade units and also in the favour of large trade centres by consumers and investors. There is also change in shopping behaviour of people. The former shopping models are changing and are starting to resemble the behaviour in western Europe.

Our research was carried out during common week (10. – 16.10.2005, from 8,00 a.m. to 20,00 p.m.) The cars were counted in one-hour intervals and the numbers were noted down in tables for each hour separately.

Shopping centres Cassovia and Optima in Košice show generally two maxima. The secondary maximum of Cassovia was identified in the morning from 10,00 to 12,00 and the main from 15,00 to 20,00 in the afternoon. On Friday, we have noticed the absolute maximum within the whole week, which is 630 cars from 14,00 to 15,00. In Optima there is only one significant maximum (main) from 17,00 to 19,00. The secondary maximum in the morning from 11,00 to 13,00 is less significant (except for Thursday). We have also noticed the absolute week maximum (749 cars) between 15,00 and 16,00.

The Tesco hypermarket, like shopping centres in Košice, shows two maxima, the Hypertnova market just one. Tesco shows its secondary maximum from 9,00 to 12,00 in the morning, and the main from 18,00 to 20,00 in the afternoon. The most customers were noticed in Tesco on Friday – 4698, what is 20 % from the whole week attendance. Hypertnova generally shows only one more significant maximum from 16,00 to 19,00 in the afternoon, the morning attendance is not so marked. We have also noticed the absolute hour maximum on Friday (215 cars) from 18,00 to 19,00, what might be mostly conditioned by weekend shoppings. On Friday we have also noticed the absolute daily maximum – 1805 cars.

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