



CONSUMER BEHAVIOUR OF SENIORS VISITING SHOPPING MALLS: CASE STUDY FROM BRATISLAVA

Roman NAJDENÝ^A, František KRIŽAN^{B*}, Kristína BILKOVÁ^C,
Michala SLÁDEKOVÁ MADAJOVÁ^D, Daniel GURŇÁK^E

Received: June 18, 2019 | Revised: August 8, 2019 | Accepted: November 3, 2019
Paper No. 19-61/2-536

Abstract

Seniors represent an important group of consumers for two reasons. The first reason is their specific consumer behaviour, differing from any other generation of consumers. The second reason is their growing number in many countries, including Slovakia. Consequently, increased attention has recently been paid to this group of consumers. The paper aims to evaluate the consumer behaviour of seniors visiting shopping malls in Bratislava (Slovakia) from the spatial context by using GIS tools. The consumer behaviour of seniors (60+) was analysed in terms of the changing distance between the address of residence and shopping mall, in the context of two variables: monthly income and time spent at a shopping mall. The study results show that distance continues to play a significant variable in understanding the consumer behaviour of seniors.

Key words

Seniors, consumer behaviour, shopping malls, Bratislava

INTRODUCTION

Studying the consumer behaviour of the post-productive population may be considered as being of current interest, as in the context of demographic changes we are likely to see an increase in marketing emphasis toward this age group in the near future, with this age group becoming crucial given its growing consumer potential (OECD, 2017), not just in developed countries, but also developing countries. Despite the radically different quantitative dimension of disposable income

A Comenius University in Bratislava, Slovakia
roman.najdeny@uniba.sk

B* Comenius University in Bratislava, Slovakia
frantisek.krizan@uniba.sk (corresponding author)

C Institute of Geography, Slovak Academy of Sciences, Štefánikova 43, 814 73 Bratislava, Slovakia
kristina.bilkova@savba.sk

D Institute of Geography, Slovak Academy of Sciences, Štefánikova 43, 814 73 Bratislava, Slovakia
geomada@savba.sk

E Comenius University in Bratislava, Slovakia
daniel.gurnak@uniba.sk