

SPATIAL DISTRIBUTION OF CONSUMER PREFERENCES: CASE STUDY OF SHOPPING MALLS IN BRATISLAVA

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Abstract

Process of globalization in post-communistic countries are mostly visible in changes in consumer behavior which lead to shopping centers becoming the preferred retail format. The development of shopping centers in Bratislava is progressively culminating. Although, the quantitative development isn't connected to quality in offerings. Hence, the consumers react with a varying level of preference in shopping centers. The aim of the paper is to evaluate consumer preferences (n=11,389) in shopping centers in Bratislava from a spatial distribution perspective. The results point at three types of spatial distribution of consumer preferences depending on the shopping center's location, on the one hand, and the shopping center's attractiveness on the other hand.

Keywords: Consumer preferences, shopping centers, Bratislava, concentric zones.