SHOPPING CENTRES AND SHOPPING BEHAVIOUR: SELECTED RELATIONS AND SOCIO-GEOGRAPHICAL IMPLICATIONS (THE VAŇKOVKA GALLERY BRNO, CZECH REPUBLIC EXAMPLE)

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Abstract

The economic and social changes in the Czech Republic after 1990 have reflected themselves also in the shopping habits of its inhabitants. Cultural habits have already changed profoundly with several generations. New shopping centres are far from being used solely for shopping as their character urges and motivates customers towards entertainment and spending leisure time. Thus, a whole-day visit to a shopping centre involving shopping for goods as well as consuming other services, such as visiting restaurants and entertainment facilities, is no exception. This new social phenomenon has already been subjected to sociological and geographical research. The Czech population has rapidly become accustomed to this shopping model, generating new shopping centres and retail parks even in smaller municipalities. The aim of this paper is to analyse, discuss and generalise the selected aspects of the retail gravity model and shopping habits of visitors to one of the most popular shopping centres in the Czech Republic, the Vaňkovka Gallery Brno. The data are obtained by means of a questionnaire survey among the centre's visitors. Contrary to other suburban shopping centres, the size and location of the Vaňkovka Gallery with respect to the city centre and its closest competitors represent a suitable environment for researching shopping behaviour of the population in a polycentric city system.

Key words: retail gravity model, shopping habits, shopping centre, Vaňkovka Gallery Brno.

INTRODUCTION

Over the last ten years, shopping centres have become a real phenomenon in the Czech Republic. They are no longer that unknown novelty of the late 1990s when the first of them started to emerge, and they seem to enjoy a great popularity today. As a symbol of globalisation of the current Czech retail business, they are owned and managed by multinational retail chains (Szczyrba 2005). The *Vaňkovka Gallery Brno* is one of the most popular and most frequently visited shopping and social centres in the Czech Republic. It was opened in 2005 after a successful revitalisation of the entire Vaňkovka premises, a former foundry and mechanical engineering factory, and immediately became a city highlight. The premises also comprise the *Wannieck Gallery* of contemporary art, located in the reconstructed factory and serving as an exhibition and concert hall, together with the *Administration Building*, serving as the headquarters of the *Jižní Centrum Brno, a.s.* company. This study, however, takes interest only in the shopping and social centre, i.e. the *Interspar* hypermarket and 130 specialised shops and services with a sales area of 37,000 m^2. The aim of this paper, which is to assess, discuss and generalise some of the aspects of the retail gravity model and customers' shopping behaviour by means of the results of a questionnaire survey, is also related to the Vaňkovka Gallery shopping centre. The output presented below is a part of a large-scale research work of the Brno daily urban system. It comprises not only commuting and shopping habits of the visitors as related to the selected shopping centre but especially the retail gravity model and habits of inhabitants of the wider hinterlands of Brno and also of the City itself.

SHOPPING CENTRES AND SHOPPING BEHAVIOUR: FUNDAMENTAL RELATIONS AND SOCIO-GEOGRAPHICAL IMPLICATIONS

The first shopping centres ("shopping malls") were operated in the USA as early as the 1950s. In the early 1960s, similar large shopping centres emerged also in the West European countries and became quickly very common, especially in Britain, France and Germany. Today, their sales area often exceeds 100,000 m^2 and they comprise tens to thousands of shops and various customer services, dominated by multiplexes and gastronomy facilities (restaurants, cafes and bistros).

The largest shopping centres are in the USA and Canada, some of them exceeding 200,000 m^2 of rented sales area, with approximately a half of the square footage occupied by hypermarkets, supermarkets, department stores etc. The other part serves for entertainment and meeting the customers' needs in terms of spending their leisure time. Shopping in these centres is thus enriched by another dimension – recreational activities accompanying the actual shopping. Therefore, the two typical signs of shopping centres are a cosy atmosphere with an easy and comfortable parking, keeping the customers as long as possible (Moody 1996).

The shopping trip should be especially relaxing, motivating and, last but not least, aesthetically enriching. In reality, customers often face overcrowded and uniform shopping centres. Walking around a shopping centre can become anonymous and exhausting, especially for an individual. As a result, customers may feel tension that can become habitual. The relaxation and release of the tension occurs only after the negative, exhaustive factors disappear. Nevertheless, for many individuals or social groups, shopping in a large shopping centre on Saturdays or Sundays has become a routine part of their weekend leisure time activities.

In terms of successful operation, the combination of renters operating in the shopping centre is essential. Formerly, the shops selling food were the core of the shopping centres. However, the development of decentralised shopping centres encouraged a new trend and many shopping centres started to function as social and entertainment centres and also as places for meeting people. They started to offer many nonretail activities, such as recreational and entertainment facilities (multiplexes, various demonstrations and activities organised for customers as part of marketing strategies etc.) and sports facilities (e.g. fitness centres, swimming pools and ice rings).

To categorise shopping centres may appear rather difficult as there is no unanimous agreement on either classification criteria or categories. Yet, they can be classified according to several criteria, including their size or organisation, type of ownership and purpose of visits to the shopping centre, or according to the classification based on centrality within the service functions. The actual location of the shopping centre represents a very important classification feature; we can distinguish between the so called edge-of-centre, out-of-centre and out-of-town shopping centres (Guy 1998; Enland 2000).

In a simplified manner, shopping centres can be divided into those operating in the inner structure of the cities, and centres located on the periphery or in the close proximity of the cities. The former group reflects the factor of location rent and input investments in their goods and services' offers and prices. These are more expensive inner city shopping centres constructed in the process of revitalisation of the abandoned or otherwise devastated areas of former factory and railway station premises. The main advantage of the peripheral shopping centres is enough space for the retail as well as nonretail areas including those relevant for the shopping centres' operation (transport infrastructure, parking lots).

The above stated information clearly implies that shopping centres are not only able to gravitate in a certain area, i.e. generate a broad outer and inner retail gravity model, but they are also able to stimulate increased tourism towards their locations because of the range of retail as well as nonretail functions they offer. Thus, shopping centres significantly contribute to the development of the new forms of city tourism and recreation and they are changing the existing view of the current city tourism, resp. commuting to cities for shopping.

Cities have always served as the natural centres of shopping tourism but until recently only with respect to their central locations, offering the tourists – customers a wide range of specialised shops. In the post-industrial phase, cities have undergone a spatial and functional transformation, producing new city centres (Matlovič 2000; Sýkora 2001; Węcławowicz 2003). It should be noted that it was the emergence of shopping centres themselves that caused this transformation, changing the existing view of the monocentric functional organisation of the cities. What is more, this trend is accompanied by changes in the concept and content of city tourism, receiving a new impulse with the development of large shopping centres. A number of scholars have noticed this phenomenon; however, their studies are limited either to declaring its existence (Kowalczyk 2005), or to concrete cases in Canada and the USA (Butler 1991; Hahn 1997) or, possibly, in new federal states in Germany (Jürgens 1994). On the contrary, there are many more studies dealing with the aspects of spatial locations and parametric representation of the retail potential of shopping centres for practical purposes of spatial planning (Brandenburg 1985; Brown 1992; Guy 1994; England 2000).

Another equally important aspect related to the operation of shopping centres is the relation between the spatial structure of retail business and *consumer behaviour*, which is also the basis of the concept of behaviour geography. Originally, it was supposed that individuals preferred minimal shopping mobility and generally behaved very economically. Later, it became clear that a number of consumers chose their shopping place also according to different factors, e.g. the range of goods, quality personnel, services offered, size, attractiveness and the atmosphere in the shop. Practical experience seems to indicate that people do not respect the logic and behave irrationally (Walmsley and Lewis 1984).

In behaviour geography, customers are divided into particular groups according to different types of behaviour. Stone (1954, in Walmsley and Lewis 1984) attempted to produce a similar classification and identified four groups of consumers: consumers who are driven by the price, consumer who maintain their habits and prefer personal contact, consumers lead by ethic approach, e.g. supporting small retailers, and apathetic consumers who do not bother which shops they visit.

A classification according to the *purpose of shopping* is very popular in research into consumer behaviour. Guy (1998) defines the so called *convenience shopping*, taking place in centres with supermarkets or other large shops selling food. *Household shopping*, on the contrary, is realised especially in large shopping centres. *Personal/fashion shopping* is more oriented on window-shopping and comparing the goods, therefore, it is more common in city centres or arcades.

Another important type is *leisure shopping* including e.g. factory outlet centres or attractive shopping centres. *Incidental shopping* is typical of commuters and individuals who travel frequently. This type of shopping is common in small as well as larger shopping units located especially in various transport terminals (railway stations, airports). Often, a simplified classification involving only *purpose shopping*, *leisure shopping* and *multipurpose shopping*, steadily gaining on popularity, is preferred. During the multipurpose shopping, consumers select the groups of shops is such a way as to minimize the overall expenses and obtain the goods and services needed (Spilková 2003).

The actual movement of customers around shopping centres is not random, but follows precise rules set by the organisation of the centres. More concretely, the centres' layout is adjusted to consumer behaviour. This is based on a long-term experience with centres' operation and is modified according to current needs. Before entering the hypermarket, or possibly other large shops, customers are introduced to a shopping gallery with tens of smaller specialised shops, restaurants etc. Consequently, most shopping centres make the same sterile and uniform impression, in its essence enabling stereotypical planning of their future development (Brown 1992). The only differences are in the centres' size, determining the range of services provided with respect to the potential gravity retail model.

Generally, it is possible to claim that understanding the consumer behaviour patterns is a key question of retail business operations in the contemporary concept of retailing – this concerns not only location but also organization and operation of retail establishments of all sizes and operating levels. Every vendor needs to know his clients and therefore they purposefully exploit client data (data from customer cards, surveys at cash counters, consumer behaviour surveys performed by professional agencies, etc.) for further planning within the frame of company marketing and management. Customer monitoring is a subject of sophisticated behavioural surveys analyzing not only consumer shopping habits with the aim of creating a typology (according to gender, age or social status), but they also monitor shoppers' movements within the shopping centres (using camera systems). It turns out that these movements are not random but organized (Spilková and Hochel 2009). Large shopping centres are suitable areas for surveys aimed at more detailed understanding of consumer behaviour variants that continually develop due to the gradually transforming retail environment (Kopalle 2010; Trivedi 2011).

A survey of the retail gravity model and selected customers' shopping habits was conducted in the Vaňkovka Gallery Brno in June and September 2010. The survey was realised by means of a standardised questionnaire throughout the whole week in order to involve workdays as well as the days off. The inquirers were trained students of the Faculty of Economics and Administration of Masaryk University. The survey took place in the central arcade vacated for this purpose by the Vaňkovka Gallery management. Within the range of the recommended gender and age structure based on the relevant data for the South Moravian region, a quota sample of respondents was researched. Despite some limitations (namely the influence of the inquirers and the difficulty with checking the quality of their work) we consider the quota selection in the sample imitating the characteristics of the given population to be appropriate methodology for these types of research.

STRUCTURE OF RESPONDENTS

The database is obtained from a sample of 1,777 respondents; 53% of them being female and 47% being male (Table 1). The age structure reflects the interest of certain age groups to visit the Vaňkovka Gallery. In proportion to the overall Czech

Table 1 Structure of respondents.

Gender		Age		Education	
Males	47%	15-24	25%	Primary school	8%
Females	53%	25-59	60%	Secondary school without leaving exam	15%
		60+	15%	Secondary school with leaving exam	54%
				University	23%

Permanent residency		
Brno	43%	
Outside Brno	57%	*— out of which 40% commutes to Brno for work, 60% other (just shopping, travelling)*

Source: survey in Vaňkovka Gallery, June and September 2010.

Figure 1 Spatial distribution of respondents according to permanent residency. Source: survey in Vaňkovka Gallery, June and September 2010.

Table 2 Commuting time to Vaňkovka Gallery (arithmetic mean in minutes).

Residing in Brno	20 min	
Residing outside Brno	75 min	— *out of which commuting to Brno for work 69 min*
		other (just shopping, travelling) 79 min

Source: survey in Vaňkovka Gallery, June and September 2010.

population age structure, young people at pre-productive age (under 24) are the strongest target group visiting the Vaňkovka Gallery (25% of respondents). Equally significant and to a certain extent a financially more independent group are people at productive age aged 25-29. The least numerous segment of the population are people formally exceeding the productive age, with the retirement age postponed to 65 years, however, often still being economically active.

Neither the education structure of the respondents does fully correspond with the overall country population structure as it reflects the shift towards competed higher education. Nearly a quarter of the sample is constituted by university graduates and more than a half by secondary school graduates with a substantial number of them probably receiving university education.

43% of respondents claimed to be Brno permanent residents, a vast majority (95%) also working here. Almost three fifths of respondents do not reside in Brno, but two fifths of them work here. Students without permanent or temporary address in Brno comprise only 0.5% of the respondent set and this is statistically insignificant. The other non-residents only did shopping, were travelling through Brno or came for different purposes. The position of the Vaňkovka Gallery between the main railway station and bus station was clearly manifested here, making the shopping centre a pass-through place as well a place for numerous meetings.

On average it takes Brno residents 20 minutes to reach Vaňkovka, compared to those residing outside Brno being on the way four times longer (Table 2). Non-residents commuting to Brno for work state it takes them nearly 70 minutes to reach the shopping centre, which is too long and practically unreal for a daily commuting for work both by car as well as public transport. This can be attributed to the central location of the Vaňkovka Gallery, but as its location does not correspond with the workplace it requires changing the public transport, additional use of the city public transport or walking. Those only shopping or passing through spend commuting even 10 minutes longer. Based on our experience from previous studies, we may assume that these sample data are partially distorted by the respondents' considerable tendency to increase the time estimates.

SELECTED ASPECTS OF THE VAŇKOVKA GALLERY VISITORS' SHOPPING HABITS

The average visit time is approximately 90-100 min, but this represents only a rough estimate since shopping and relaxing individuals can easily lose the track of time. Young people and people at productive age spend in the shopping centre a period that is approximately 10 minutes longer than that of senior citizens. Respondents residing outside Brno spend in the Vaňkovka Gallery 30 minutes more than those living in Brno, which is logical considering the greater number of possibilities to visit the centre "when necessary" on the side of the Brno residents.

Similarly to the visit time, also the average sum of money spent per one visit to the Vaňkovka Gallery (900-1,000 CZK) is very subjective. No definite conclusions can be drawn from the rough estimates stated; however, it is possible to track several differences that might be generally true. People at productive age (therefore mostly employed) are able to spend more money than young and senior citizens with a lower standard of living. There is also a marked difference between Brno non-residents who spend by several hundreds of crowns more

Table 3 Average spending in Vaňkovka Gallery.

Age		Persons in household		Education	
15-24	750 CZK	One	970 CZK	Primary school	1,000 CZK
25-59	1,100 CZK	Two	800 CZK	Secondary school without leaving exam	850 CZK
60+	650 CZK	Three+	1,050 CZK	Secondary school with leaving exam	970 CZK
				University	1,025 CZK
Permanent residency					
Brno	775 CZK				
Outside Brno	1,100 CZK				

Source: survey in Vaňkovka Gallery, June and September 2010.

than Brno residents who can come to the Vaňkovka Gallery more often, resp. "when necessary". As expected, households of three and more persons (mostly families with children) spend more money than one or two-person households. However, there is a problem with self-classification: both young as well as senior couples classify themselves as a two-person household; the employed without children, the divorced, the widowed, but also students having their family background outside Brno classify themselves as a one-person household.

As for the means of transport to the Vaňkovka Gallery, visitors mostly reach the shopping centre by car (34%; 75% of it Brno non-residents) and by bus

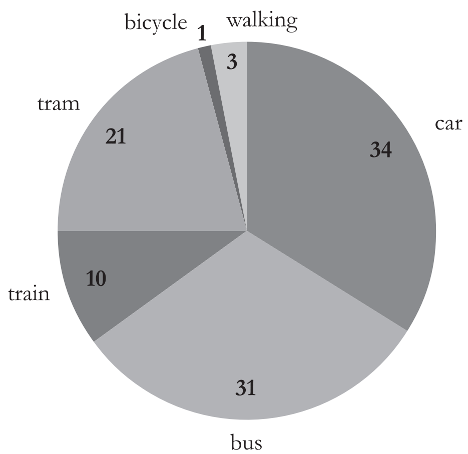

Figure 2 "How did you reach the Vaňkovka Gallery?"
Source: survey in Vaňkovka Gallery,
June and September 2010.

(31%; 80% of it Brno non-residents). The remaining 20% take advantage of the city public transport. The tram (21% of all respondents) is by far the most common means of transport with Brno residents, whereas the train is the least popular one. Very few visitors practise walking or cycling.

The next question addresses the frequency of shopping trips in the Vaňkovka Gallery. Nearly one third of respondents claimed to do shopping on occasion, which is a "standard" answer by employed individuals who are not aware of how many times they walk through, very often purchasing something. Brno non-residents gave this answer more often, whereas Brno residents seem to be more regular visitors. One fifth of respondents residing in Brno do shopping several times per week and a quarter of them several times a month. Only 1% of Brno residents and 6% of those residing outside Brno claimed to visit the Vaňkovka Gallery for the first time.

When compared the shopping frequency on workdays with the weekend, the results are in favour of the workdays and visits motivated by momentary needs, which is among others caused by a very good accessibility of the Vaňkovka Gallery. The proportion between the workdays/visits on occasion: weekend is 2:1. Vast majority of the interviewed residents (95%) also work in Brno; two-fifths of the non-residents commute to work to the City. (See text above and segmentation in Figure 3). When only commuters to work are considered then over one half of them (55%) shop on weekdays, one third according to their momentary needs and

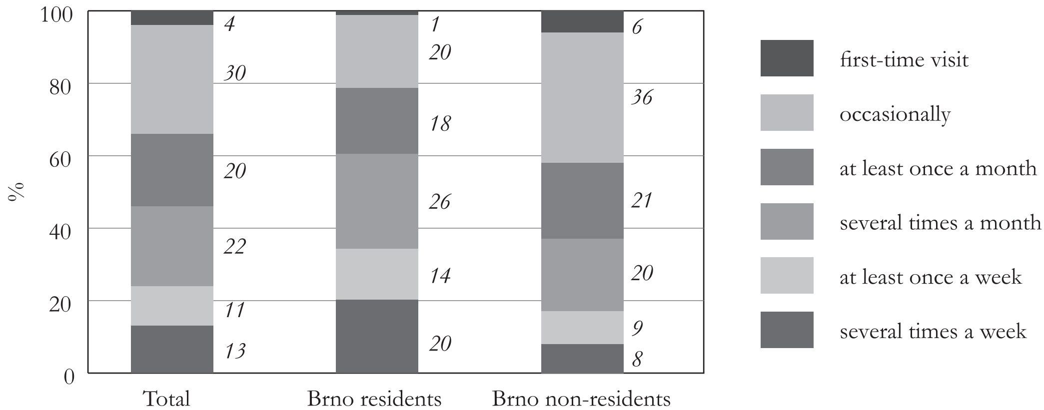

Figure 3 "How often do you shop in the Vaňkovka Gallery?"
Source: survey in Vaňkovka Gallery, June and September 2010.

approximately only one tenth during the weekend. It is therefore possible to claim that those commuting to Brno to work during the business week also connect their trip with shopping. Car is the most frequently used means of transport when commuting to Brno (55%); the other people use public transport (33% use buses, 12% use trains). Figure 4 illustrates a greater interest in the visit to the Vaňkovka Gallery at the weekends among respondents residing outside Brno.

Approximately for a third of respondents, shopping is the only activity they pursue in the Vaňkovka Gallery and a fifth of them visit the centre on their way to work or back (Table 4). The next three options were marked roughly by the same number of respondents – a fifth of individuals visit the Vaňkovka Gallery for business or private meetings, entertainment/leisure time, or as part of their visit to the city centre. Other alternatives are pursued by 8% of respondents, most often being activities related to travel, which can again reflect the favourable location of the Vaňkovka Gallery between the railway station and the bus station.

In terms of gender, females tend to visit the Vaňkovka Gallery on their way to workplace more often than males; otherwise, there are practically no differences between the respondents of different gender. Higher completed education corresponds with the higher frequency of business or private meetings and spending leisure time and entertainment; the group of individuals with secondary education without leaving examination (i.e. with vocational training) is particularly noticeable here. There are more respondents with at least secondary school graduation visiting the Vaňkovka Gallery, which corresponds to the city centre proximity and concentration of tertiary sector institutions, organizations and firms. The age structure clearly distinguishes the youngest age group and individuals at productive age who visit the Vaňkovka Gallery on their way to school or work. On the other hand, young people only seldom arrange their private or business meetings here.

One half of respondents residing in Brno visit the Vaňkovka Gallery only in order to do shopping, which is by 10 percent more compared to non-residents (Table 5). Brno non-residents commuting to Brno visit the Vaňkovka Gallery on their way to workplace or back most often, the difference from those working outside Brno being naturally a marked one. On the other hand, Brno non-residents working outside Brno opt more frequently for Vaňkovka as a place of various meetings and when visiting the city centre, which again confirms the logical expectations.

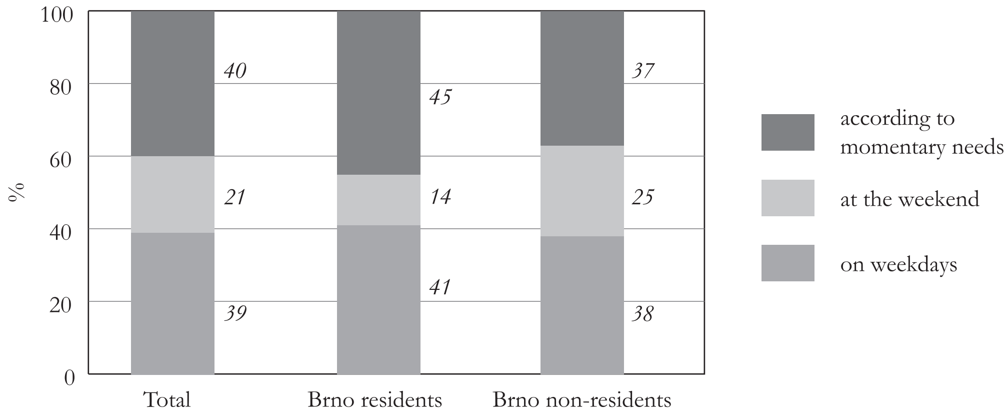

Figure 4 "You visit the Vaňkovka Gallery primarily…"
Source: survey in Vaňkovka Gallery, June and September 2010.

Table 4 Activities in Vaňkovka Gallery according to the gender, education and age (in %).

Alternative	Total	Gender		Education				Age		
		M	F	PS	VT	SS	UNI	15-24	25-59	60+
Way to/from workplace	20	18	23	19	16	22	22	26	21	5
Visit to city centre	13	13	13	19	9	13	11	14	12	15
Business/private meeting	15	16	14	9	17	15	17	7	18	17
Entertainment/leisure time	14	14	13	8	18	13	12	12	14	13
Other (travel/commuting)	8	8	7	12	6	8	6	11	5	14
Just shopping	31	32	30	34	35	29	32	31	30	35

Notes: M – male, F – female, PS – primary school, VT – secondary school without leaving exam (vocational trainig), SS – secondary school, UNI – university. Source: survey in Vaňkovka Gallery, June and September 2010.

Table 5 Activities in Vaňkovka Gallery according to residency (in %).

Alternative	Brno	Outside Brno	
		Commuters to work	Not working in Brno
Way to/from workplace	27	36	9
Visit to city centre	14	14	21
Business/private meeting	17	15	31
Entertainment/leisure time	22	18	18
Other (travel/commuting)	5	8	14
Just shopping	51	42	41

Source: survey in Vaňkovka Gallery, June and September 2010.

The distribution of the time spent in the Vaňkovka Gallery indicates the interest in aggregated types of range of goods, services and other activities (see Figure 5). Respondents claim that purchasing clothes, shoes and garment accessories occupies more than a quarter of their time spent here. Leisure time activities as well as buying sports equipment and other goods takes approximately the same amount of time, whereas services are the least popular. Buying food fills around a fifth of the time spent (on average 90-100 min, as stated above).

The Vaňkovka Gallery definitely is not a destination primarily designed for purchasing basic foodstuffs. Regardless the quality, range of goods and price attractiveness, the Interspar supermarket does not serve as a magnet drawing the customers to the Vaňkovka Gallery as it is common in other cases, e.g. the *Tesco*, *Futurum* and *Královo Pole* Brno shopping centres. The survey results clearly confirm this prediction, specifying that only with 10% of respondents the Vaňkovka Gallery is the most frequent place for doing shopping. The number of senior citizens in this category is twice as high, but this is a typical phenomenon. Otherwise, the remaining age, gender or education groups show no statistically significant differences.

According to the respondents' claims, females spend much more time purchasing garments, shoes and various accessories. Males, on the contrary, spend more time buying sports equipment and visit the Vaňkovka Gallery to spend their leisure time and for entertainment. The education structure does not indicate statistically significant differences. It can be assumed that individuals with primary education come more often to buy basic foodstuffs and also clothes and shoes. (There is, however, a distortion with young people who will complete higher educational levels in future.)

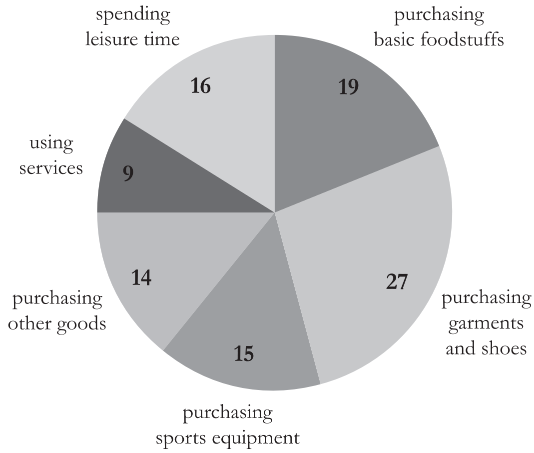

Figure 5 Time spent in Vaňkovka Gallery according to interest in specialised shops, services and entertainment (in %). Source: survey in Vaňkovka Gallery, June and September 2010.

As stated above, respondents aged over 60 visit the Vaňkovka Gallery mostly as a place for purchasing

Table 6 Time spent in Vaňkovka Gallery according to gender, education and age (in %).

Alternative	Total	Gender		Education				Age		
		M	F	PS	VT	SS	UNI	15-24	25-59	60+
Purchasing foodstuffs	19	18	20	22	17	18	20	18	18	25
Purchasing garments and shoes	27	24	31	30	27	28	25	32	27	23
Purchasing sports equipment	15	16	13	14	16	15	16	15	16	10
Purchasing other goods	14	14	14	14	15	14	15	14	14	16
Using services	9	10	8	8	10	9	8	7	9	11
Spending leisure time	16	18	15	12	15	16	16	14	16	16

Notes: M – male, F – female, PS – primary school, VT – secondary school without leaving exam (vocational trainig), SS – secondary school, UNI – university. Source: survey in Vaňkovka Gallery, June and September 2010.

basic foodstuffs, and possibly clothes and shoes. Compared to other groups, they are less interested in sports equipment. Though a certain dominance of young or middle-aged generations might be expected, all three groups spend a very similar amount of time on entertainment and other leisure activities. This surprising finding may either be the result of financial difficulties, preventing young people from visiting cafes, restaurants, fast food facilities etc., or their perception of spending leisure time, which is often occupied by observing and inspecting the goods and "preparation" for a potential purchase. The answers are then often stated as a "purchase".

Respondents residing in Brno spend more time purchasing basic foodstuffs than Brno visitors not working here. What is more, the latter group comes to the Vaňkovka Gallery to some extent more often for entertainment and leisure time. The other tiny differences are statistically non-significant.

And how do people learn about novelties and changes in the Vaňkovka Gallery? The frequencies of answers were roughly similar, most respondents stating press advertisements, leaflets in the city public transport, the radio, Gallery Vaňkovka magazine and, finally, the Internet. One half of respondents regularly go shopping to the same place even without advertisements, so their shopping habits are not influenced by advertising campaigns. A vast majority of the other half of visitors sometimes make decisions for purchasing concrete items after being influenced by advertisements, whereas only a very small number of respondents follow the advertisements strictly. Purchases made by females tend to be influenced by advertisements more often than those made by males. The level of completed education has no significance but age matters here. More than a fifth of respondents at retirement age strictly follow the advertisements, which is in stark contrast to 3% of young people and people at productive age under 50. Visitors to the Vaňkovka Gallery residing in Brno react to advertisements more than non-residents.

CONCLUSION

At the theoretical level (see above), the retail gravity model and shopping habits of visitors to the selected shopping centre can be properly classified. Some results may be valid also for other centres of a similar type; however, conducting field research often reveals a number of dysfunctions and specificities that can hardly become part of the "system". Nevertheless, the non-existence of central data prevents a different approach from a questionnaire survey, and the results are valuable not only with respect to a potential comparison and generalisation with other subjects, but also because of their information originality.

The Vaňkovka Gallery is one of the country's shopping centres of medium to higher price level with a massive ability to generate a strong inner and outer retail gravity model and stimulate city tourism accompanied by shopping, relaxation and entertainment. Within the Czech Republic, the Vaňkovka Gallery is one of the most popular and most frequently visited shopping centres. Its high number of visitors and great popularity reflect, among others, a successful revitalisation of a former ruined foundry, located ideally in proximity to the historic centre and between the main Brno bus station and railway station.

The partial results of the survey are discussed in detail in the above text. Here, we would like to sum up the fundamental findings with the aim of initiating a follow-up complementary research by the authors rather than drawing excessive conclusions:

- Younger females with secondary school leaving examination and higher completed education go shopping to the Vaňkovka more often.
- More than a half of respondents shopping in the Vaňkovka Gallery either reside in Brno or commute there for work. On the other hand, there is also a great number of people visiting Vaňkovka to do shopping who do not reside in Brno and do not commute to Brno for work – impact exceeding the region.

- On average, it takes 20 min to get to the Vaňkovka Gallery within Brno, whereas Brno non-residents commute/travel 3.5 times longer.
- Younger people and people at productive age spend more time here, while most money is spent by individuals at productive age and families residing outside Brno.
- The dominating means of transport is the car, bus and within Brno also the city public transport.
- Most visits constitute occasional shopping trips once or several times per month, concretely, "when necessary" or more frequently on workdays.
- Visits to the Vaňkovka gallery are mostly motivated by actual shopping, way to or back from the workplace and private or business meetings, which concerns more individuals with higher completed education at productive age. Brno residents predominantly do shopping; commuters visit the centre on their way to or back from the workplace.

Females spend most time purchasing shoes, clothes and garment accessories. Males prefer purchasing sports equipment and show greater interest in entertainment and leisure activities. Both cases are typical of younger and middle-aged individuals.
A substantial period of time is occupied by shopping for basic foodstuffs, which is more typical of senior citizens. Brno residents spend more time buying basic foodstuffs than people residing outside the city, who prefer entertainment and leisure time.

One half of respondents are resistant to advertisements and do not change their shopping habits. People at retirement age are by far the most influenced group by advertising.

The Vaňkovka Gallery attracts the visitors. Throughout the entire country, it has become a phenomenon and a well-known name. People do not come here only to do shopping, but they also arrange private and business meetings that are, among others, motivated by easy and comfortable parking. The Vaňkovka Gallery is not just a shopping centre with tens of specialised shops. It offers its visitors galleries and free space for organising various exhibitions, shows, cultural events etc. For more than five years, it has served as a commercial and at the same time cultural and pleasant lively organism where dynamics and refinement adequately complete each other. In the near future, the Vaňkovka Gallery will be spatially and functionally incorporated into the newly constructed part of the city South Centre, probably becoming its flagship.

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Résumé

Nákupní centra a nákupní chování: vybrané vztahy a sociogeografické implicity (příklad Galerie Vaňkovka, Brno, Česká republika)

Ekonomické a společenské změny po roce 1990 v České republice se projevily také v nákupním chování obyvatel. Zcela zásadním způsobem se proměnily kulturní návyky již u několika generací. Nákupní centra se v posledních zhruba deseti letech stala v České republice skutečným fenoménem. Pro české zákazníky již nejsou tou neznámou novinkou z konce 90. let, kdy se první nákupní centra začala objevovat, jejich obliba je dnes velmi vysoká. Jako symbol globalizace současného českého maloobchodu jsou vlastněny a spravovány nadnárodními obchodními řetězci (Szczyrba 2005).

Nová nákupní centra dnes neslouží zdaleka pouze k účelům samotného nákupu, ale svým charakterem vybízí a podněcují zákazníky k zábavě a trávení volného času. Celodenní návštěva nákupního centra spojená s vlastním nákupem kombinující konzumaci dalších služeb – gastro, zábava apod., není dnes výjimkou. Jde o nový společenský fenomén, jehož projevy byly předmětem několika sociologických i geografických výzkumů. Česká populace si rychle přisvojila tento nákupní model, který generuje výstavbu dalších nákupních center a retail parků v území s typickým prorůstáním těchto obchodních jednotek do menších sídel.

Galerie Vaňkovka Brno je jedno z nejznámějších a nejnavštěvovanějších nákupních a společenských center v ČR. Bylo otevřeno v roce 2005 po úspěšné revitalizaci celého areálu Vaňkovky, bývalé slévárny a strojírny a ihned se stala jeho výkladní skříní. Součástí areálu je i Wannieck Gallery, galerie současného umění v rekonstruované strojírně sloužící jako výstavní a koncertní síň, a rekonstruovaná Administrativní budova, sídlo společnosti Jižní Centrum. Předmětem našeho zájmu je však pouze nákupní a společenské centrum, kde se nachází hypermarket Interspar a 130 specializovaných obchodů a zařízení služeb na 37 tis. m^2 celkové prodejní plochy.

Cílem příspěvku je na základě dotazníkového šetření mezi návštěvníky analyzovat, diskutovat a zobecnit vybrané aspekty nákupního spádu a nákupních zvyklostí návštěvníků jednoho z nejznámějších nákupních center v České republice – Galerie Vaňkovka Brno. To svou velikostí i polohou vůči městskému centru a nejbližším obchodním konkurentům vytváří na rozdíl od ostatních okrajových nákupních center vhodné podmínky pro výzkum nákupního chování populace v systému polycentrického města.