

Preferences For Retail Forms of Consumer Shopping*

Eva NAHALKOVA TESAROVA
University of Zilina, Univerzitna 1, 010 26 Zilina, Slovakia

Anna KRIZANOVA
University of Zilina, Univerzitna 1, 010 26 Zilina, Slovakia

Jakub MICHULEK
University of Zilina, Univerzitna 1, 010 26 Zilina, Slovakia

Correspondence should be addressed to: Eva NAHALKOVA TESAROVA; eva.tesarova@stud.uniza.sk

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Abstract

Retail is becoming an inseparable part of modern society. In many countries, retail is one of the largest contributors to gross domestic product, its contribution has increased compared to the past and it is still rising sharply. Retail is the driving force of the economy, and its ambition is to support sustainable growth. Given the importance of retail, there is an ever-increasing emphasis on this area of research. The main goal of the paper is to determine the dependence and significance between variables such as age, gender, and residence of the respondent and their impact on the choice of retail format of non-food goods such as clothing, cosmetics, electronics, books, CDs, and DVDs, and furniture. The article analyzed the categorical data that were found in a questionnaire survey with 511 respondents in the Slovak Republic. Using the program SPSS Statistics, where quantitative variables were assigned numerical codes, we verified the independence, respectively dependence between individual variables, measuring them using Pearson's χ^2 -test of independence.

Keywords: preferences, retail format, e-commerce, purchasing