

Abstract

“Determinants of cross-border shopping illustrated with the example of customers from Kaliningrad region”

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Abstract

The main objective of the dissertation was a multidimensional analysis of cross-border shopping in Poland by customers from the Kaliningrad region taking into account three locations: Braniewo, Elbląg, Gdańsk. The analysis included shopping habits, evaluation of a shopping centre, categories of products purchased, shopping motivations and preferred forms the offer is presented by retailers. The dissertation analyses the assumptions on cross-border shopping from the view of either Polish and foreign publications and statistical data, as well as the author's own research. Primary research included questionnaire surveying of 450 Russians from the Kaliningrad region and more detailed interviews with Russian carriers organising shopping trips to the three selected locations as well as with the representatives of tourism-oriented organisations in the three selected cities.

The dissertation presents the issue of cross-border shopping. This phenomenon is described in publications in three dimensions: fiscal, tourism and marketing aspects. Some experts treat cross-border shopping (i.e. made in a directly neighbouring country) as an exclusively rational and utilitarian choice. Thus, they point to differences in price and quality of goods as the main determinant of this activity. Others perceive this phenomenon also in a hedonistic dimension, related to entertainment, travel, change of environment - sometimes even naming it a “small holiday”. It is especially the case when the products purchased do not satisfy the first category of needs. This analysis of cross-border shopping including the questionnaire survey among customers from the Kaliningrad region was discussed in five chapters.

The first chapter describes the phenomenon of cross-border shopping. It outlines the position of this concept in marketing and shopping tourism. It also discusses the issue of cross-border shopping in the context of border trade. It analyses the authors' definition of the phenomenon and, on that basis it proposes its own definition. The chapter presents the essence

of marketing research, including surveys of customers in shopping centres as well as cross-border customers. It directly refers to the method of conducting own survey among cross-border customers from the Kaliningrad region, who were surveyed in the three selected shopping centres (one in each location).

The second chapter focuses on the determinants for the growth of cross-border shopping. The chapter presents the reasons for the growth of cross-border shopping - including among others, the division into push and pull factors. Also, it analyses some selected factors more widely. The chapter illustrates the way the arrival of cross-border customers impacts on shopping destinations and on their local commercial environment. It also points out the influencing role of open-air markets in the growth of cross-border shopping.

The third chapter analyses the examples of cross-border shopping available in publications, broken down geographically into North and South America, Europe and Asia. The presented examples illustrate both the profiles of cross-border customers (e.g. in the case of the study of Mexican customers at the border with the United States of America) and the factors influencing the development of cross-border shopping at selected borders. The chapter provides also a review of publications on the development of cross-border shopping at particular borders of the Republic of Poland.

The fourth chapter focuses on customers from the Kaliningrad region in the three selected locations. Based on the available literature, it characterises the historical background of the region's social and economic development and the factors influencing the development of the Polish-Russian border region. Using data published by the Central Statistical Office and the Territorial Authority of the Federal State Statistics Service in Kaliningrad Region, the chapter describes the community in Kaliningrad Region in comparison to the community in Warmia-Masurian and Pomeranian Voivodeships. It also presents the determinants of shopping by the inhabitants of the Kaliningrad region in terms of e.g. income and expenditure on particular groups of goods.

The fifth chapter outlines the assumptions of the empirical survey: the selection of locations and shopping centres where it was carried out, the design of the research tool, and the manner of conducting the survey. It presents a summary of the results obtained: both in aggregated numbers and divided into individual locations. Using affinity analysis it discusses the relationships between shopping habits in general terms and in individual locations.

Summary

The majority of the results obtained in the course of the research were in line with theoretical assumptions made in the relevant publications. One of the basic determinants pointed out by authors is that the closer to the border tourists shop, the more frequently they shop and the stronger the role of pragmatism is. In the research conducted, the highest intensity of utilitarian features of shopping was observed in the border town of Braniewo: lower prices and higher quality of products as compared to the Kaliningrad region were appreciated foremost. Purchases of daily use products (groceries, cosmetics) were prevailing. The results obtained among respondents in Gdańsk were definitely different. The interest in shopping for clothes was significantly higher, while the share of food products in the respondents' shopping baskets decreased. In Gdańsk, the highest percentage of respondents did not indicate shopping as the aim of their trip, while in Braniewo it was the most important aspect of the trip (99% of responses). Those choosing Gdańsk more often travelled with friends, and much less often with children. Between these two locations, to which the respondents attributed distinct qualities, Elbląg was identified as the least distinctive target location. In the interviewers' opinions, customers in Elbląg were more similar (both in behaviour and physical appearance) to those in Braniewo. This may explain why this location was perceived as the most expensive, even though the surveyed retailers are dominated by chain shops with a similar price range. The dissertation does not address exhaustively the issue of shopping tourists from the Kaliningrad region in Poland. It seems - inter alia due to the interest of the entities in carrying out the survey and low availability of Polish-language publications - that this topic is worth further exploration. Among other things, the development of more detailed shopping basket is worth considering in order to analyse the rules followed by Russian consumers when selecting specific products in Polish shops. It seems also interesting to extend the analysis of the relation between the consumer's profile and the distance from the border, as the conducted research indicates that such differences are present in the surveyed groups.