

# Spatial shopping strategies of consumers in a border context:

Study case of the border area of Belgium, France & Luxembourg



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*based on the results of Border Retail, Loterr & Cerefige, University of Lorraine*

# + Retail in a border context



- Retail => desire ; difference ; distance

/ B. Mérenne-Schoumacker

- The notion of difference is essential for understanding retail in a cross-border area.

/ N. Lebrun & J-P. Renard (2013)

- Difference » » » mobility

- But the border suggests also : discontinuity, differential, change of scenery, mistrust and deformation

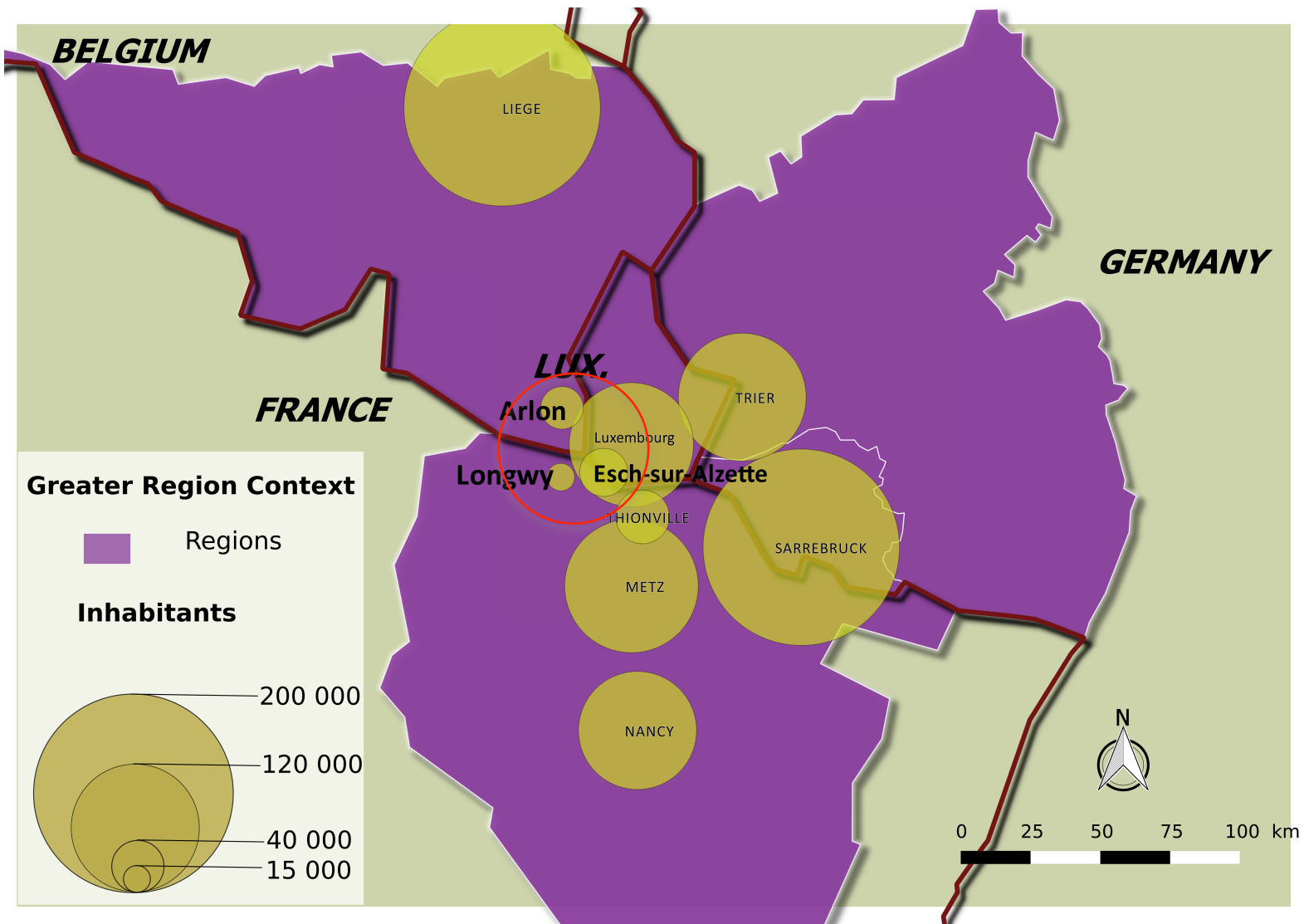
/ C. Renard-Grandmontagne & N. Lebrun (2014)

- What are the behaviours of consumers in a border region ?
  - First results of the project Border Retail with a geographical point of view

# + Study field : the 3-borders area (Belgium, France, Luxembourg)



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- In the Greater Region : borders are open
- 3 cities : Arlon (B), Longwy (F), Esch/Alzette (L)
  - 3 small / medium-sized cities
  - The cross-border employment is important in direction to Luxembourg >> 3 effects :
    - High buying power (high wages)
    - High frequency of border flows
    - High traffic density
  - The retail sector is very competitive
  - Differences about prices, taxes...
- Real stake to attract the consumers in each country



# + Border retail 1.0 : a pluridisciplinary project

- A pluridisciplinary team :
  - Cerefige : management sciences
  - Loterr : geography
- Main objective of the project :
  - Studying strategies of retailers and consumers in a cross-border area
- Our methodology : 2 qualitative surveys
  - The consumers survey - 10 interviews (+3)
  - The retailers survey - 7 interviews

# + Methodology



- Difficulty to compare the interviews of consumers
- Collection of explanatory variables : age, home place, work place, professional group, gender, spoken-languages...
- Scoring of 13 explained variables

# + Methodology



## ■ Variables about the **consumption area**

- Number of countries declared \*
- Foreign purchase frequency \* (from never to daily)
- Consumption area for food (from low to wide)
- Consumption area for other goods (from low to wide)
- Spontaneously declared places of purchase (from city-centre to periphery)

\* Only these two variables are directly linked to the “border”.



# + Methodology



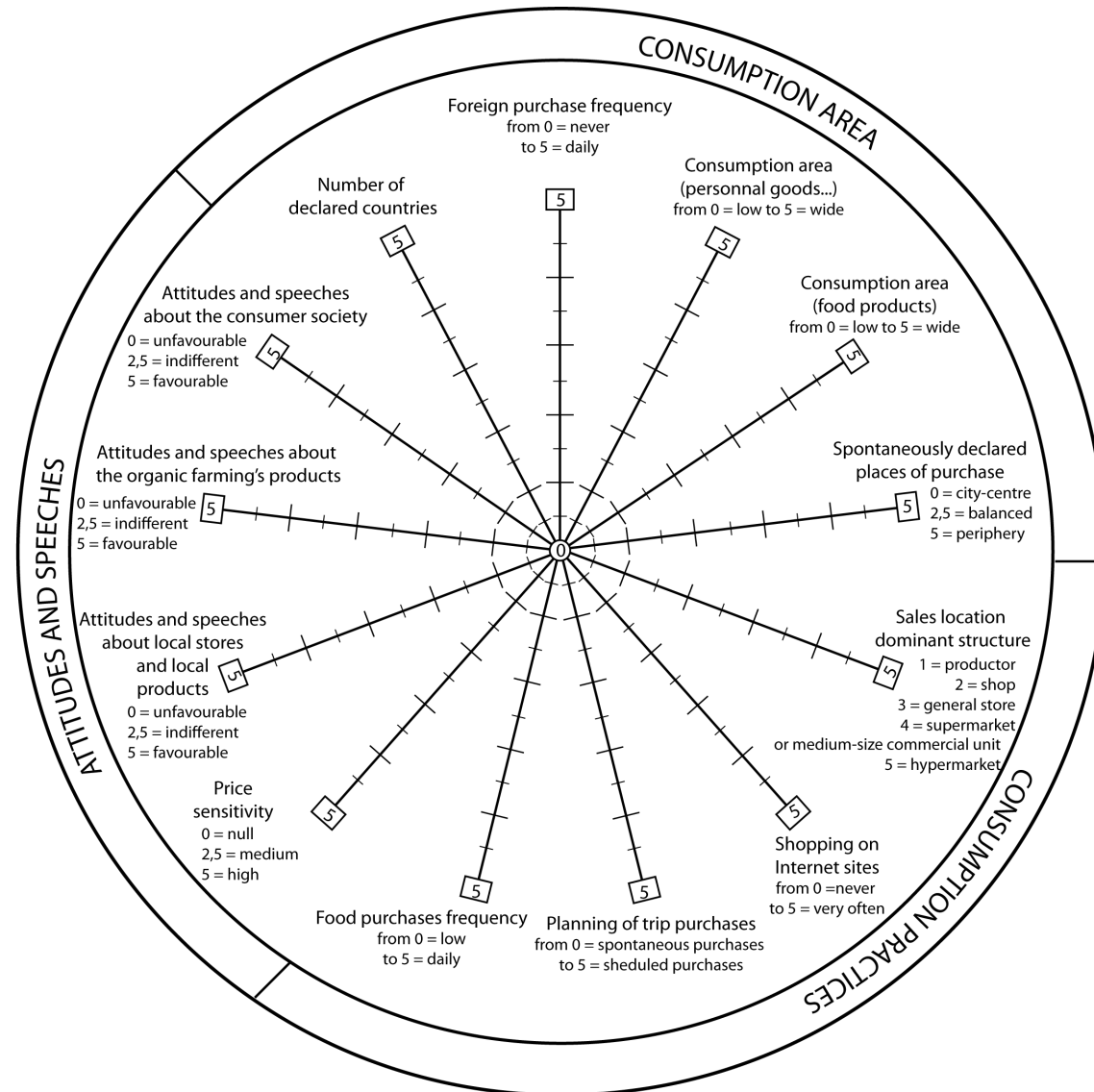
- Variables about the **consumption practices**
  - Sales location dominant structures (producer, shop, general store, supermarket or medium-size commercial unit, hypermarket)
  - Shopping on internet sites (from never to very often)
  - Planning of purchases trip (from spontaneous purchases to scheduled purchases)
  - Food purchases frequency (from low to daily)

# + Methodology

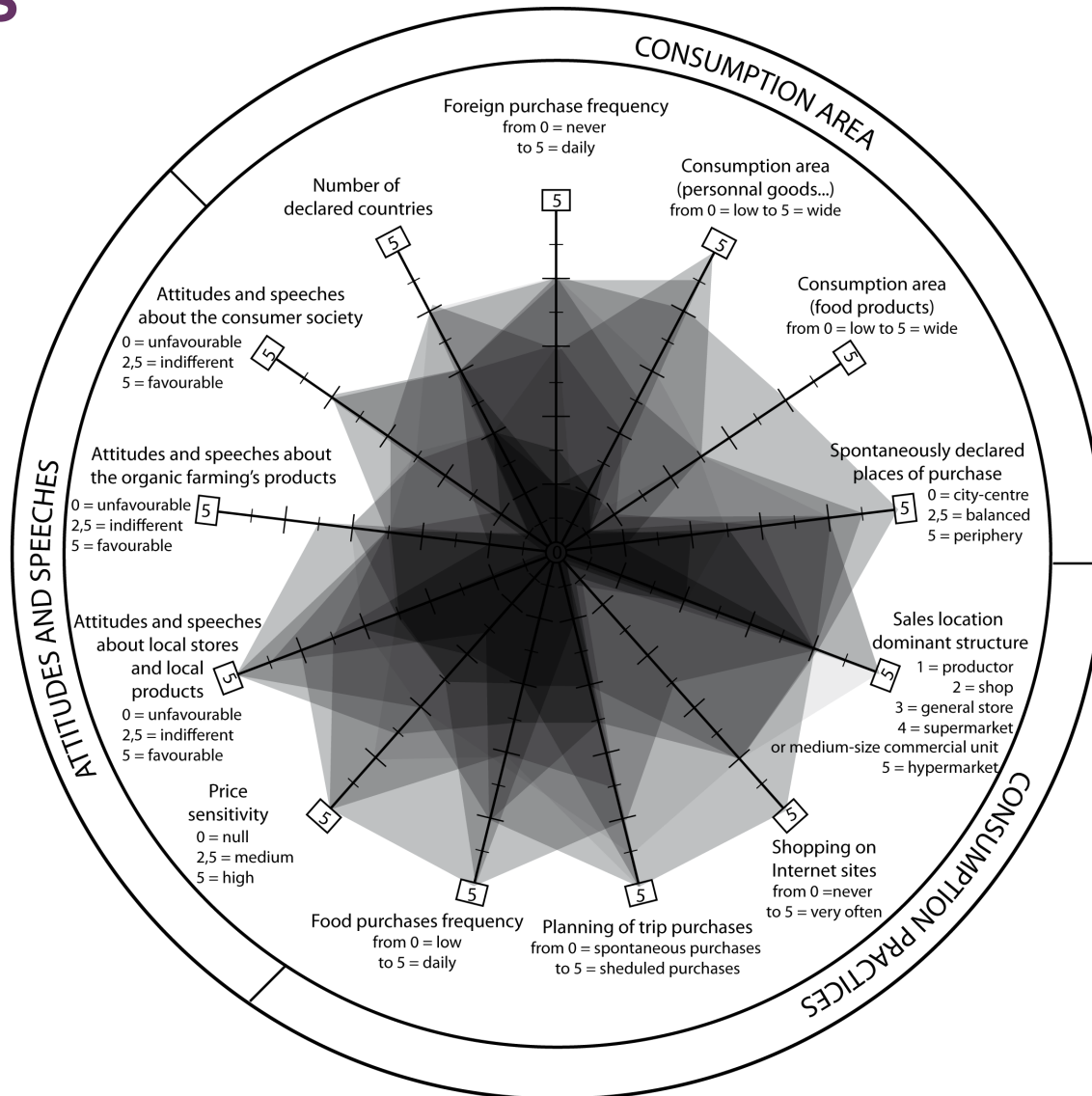


- Variables about **attitudes and speeches**
  - Price sensitivity (from null to high)
  - Attitudes and speeches about local stores and local products (from unfavourable to favourable)
  - Attitudes and speeches about the organic's farming products (from unfavourable to favourable)
  - Attitudes and speeches about the consumer society (from unfavourable to favourable)
  
- Transformation of the scoring in a radar chart

# + Methodology



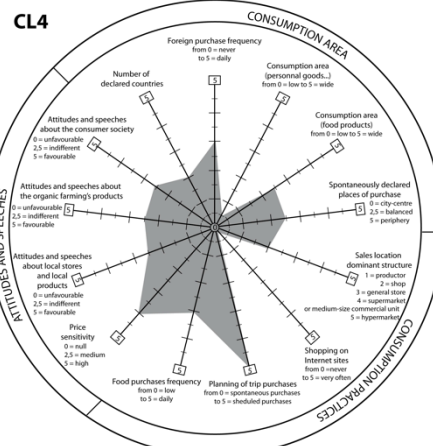
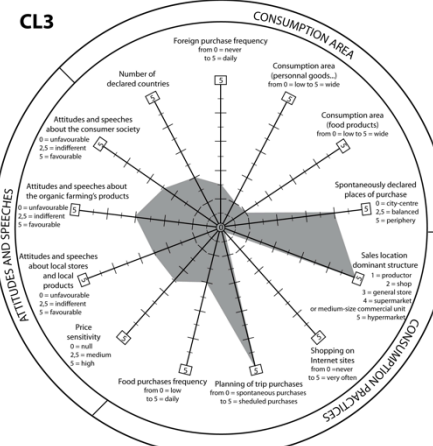
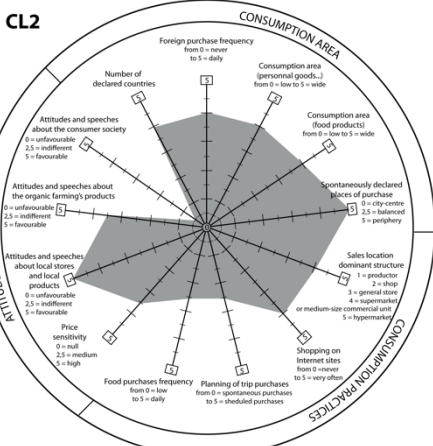
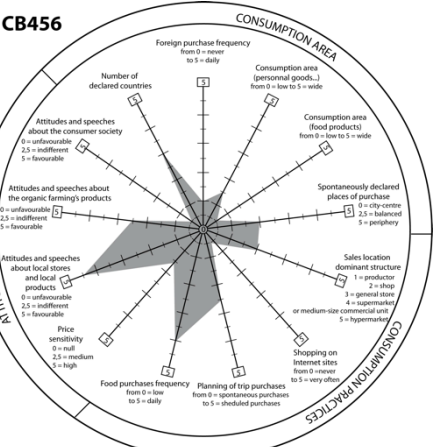
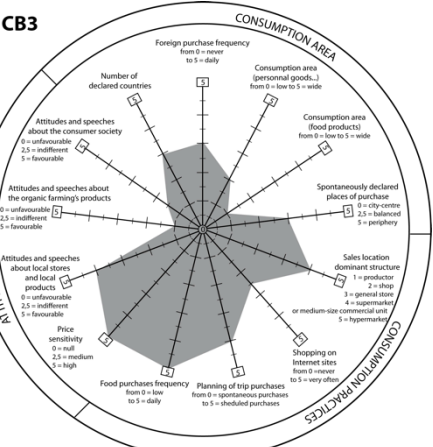
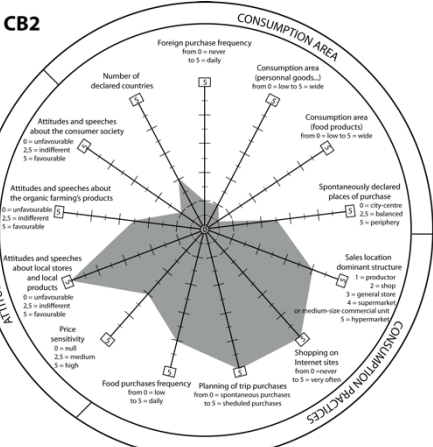
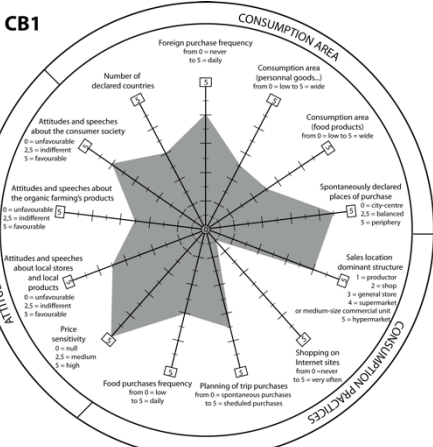
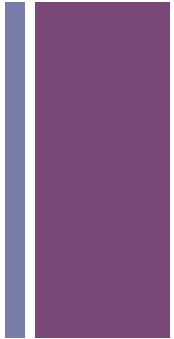
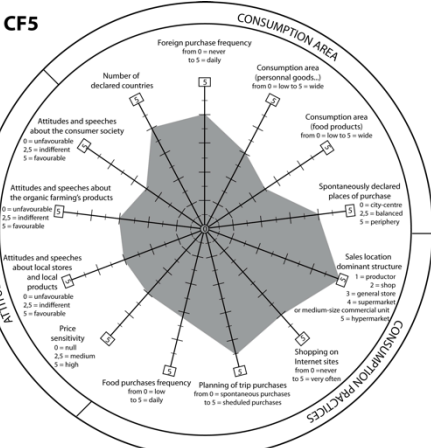
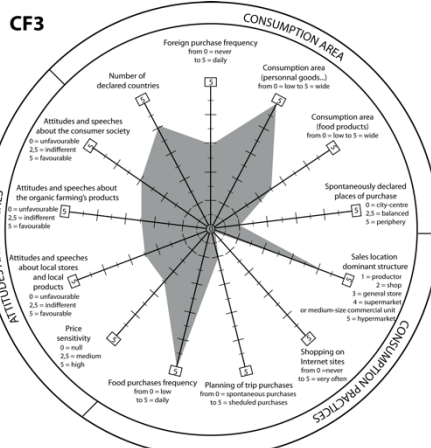
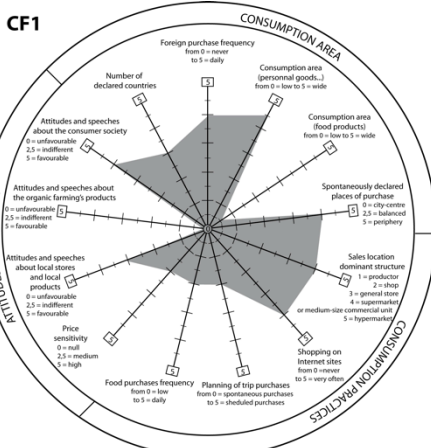
# + Morphological analysis of radar charts



# + Morphological analysis of radars



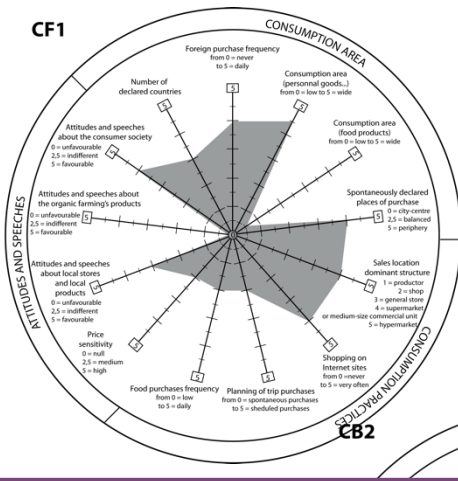
- Using radar charts to cluster the interviews in groups
- Groups obtained by the morphology of radars



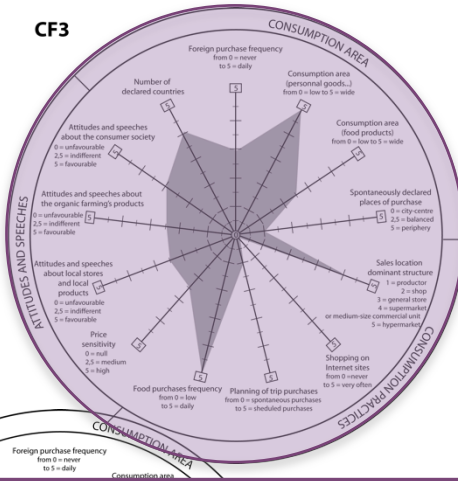




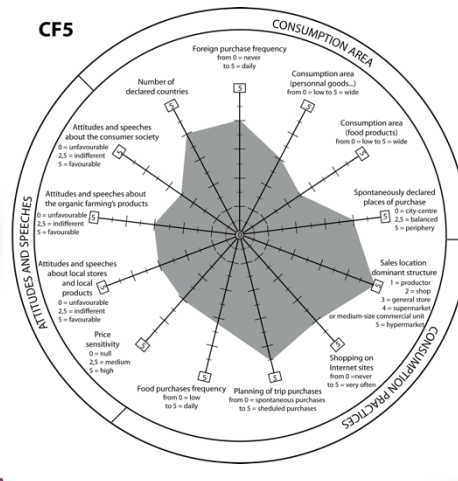
CF1



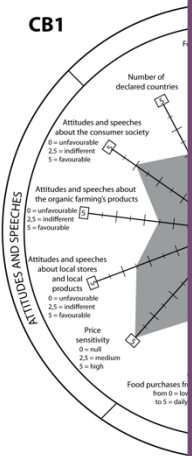
CF3



CF5



CB1

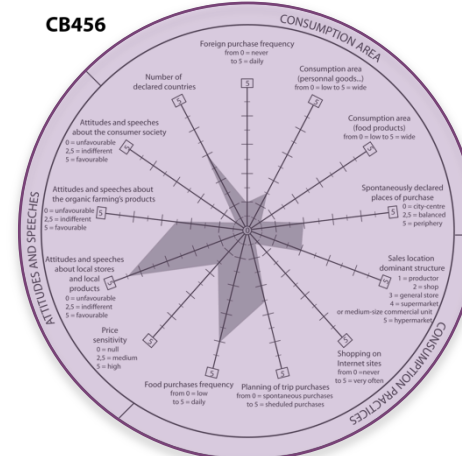
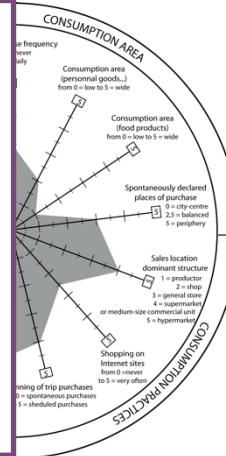


## Group 2.

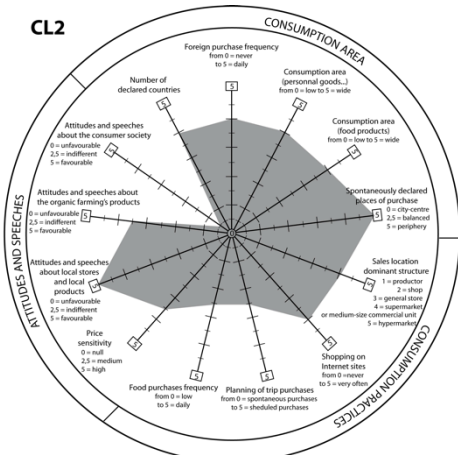
Small surface, no internet, proximity area, scheduled purchases

CF3 is quite different.

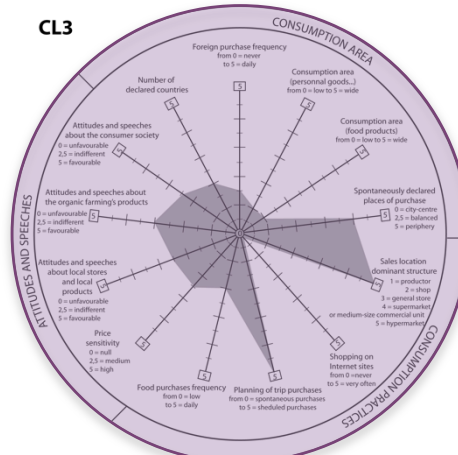
CB456



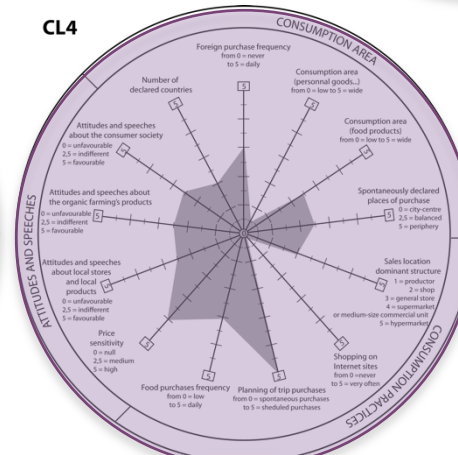
CL2



CL3



CL4











# + Statistical analysis of radar charts

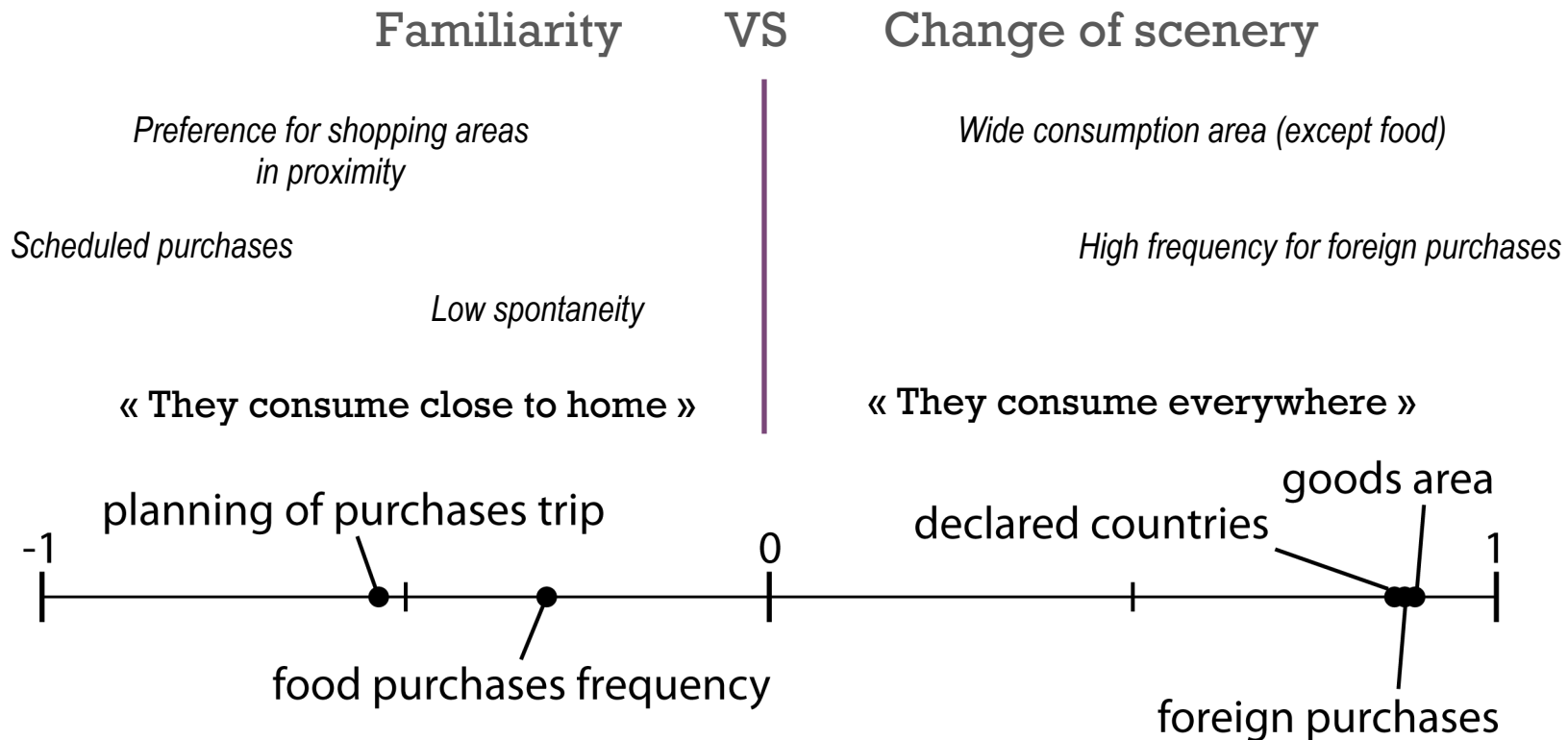


- Principal component analysis (PCA)
  - 13 variables
  - 10 interviews
- 3- factor axis
- Ascending hierarchical classification

Poor statistical representativeness  
but interesting method to help us determine hypotheses

# + Statistical analysis of radar charts

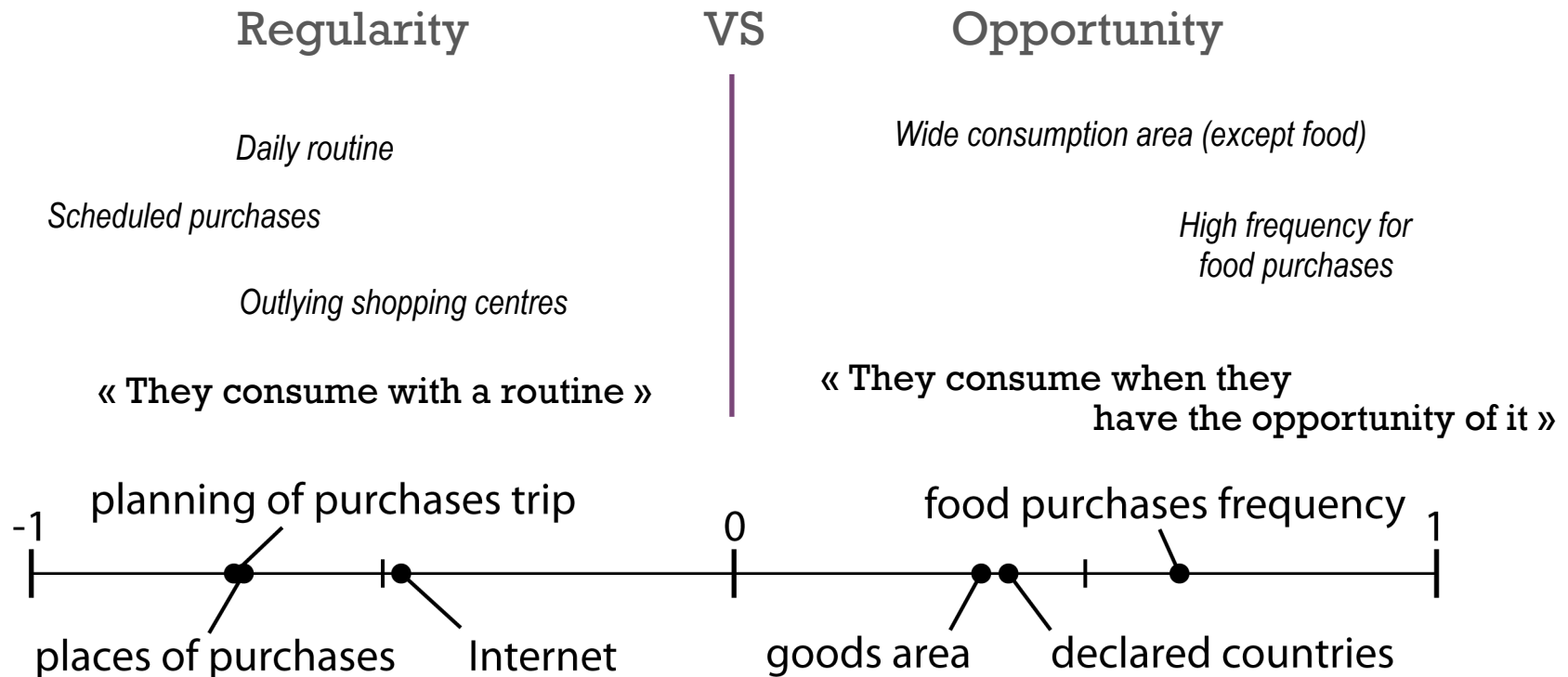
## ■ Factor axis 1. « The spatiality of the consumer »



# + Statistical analysis of radar charts



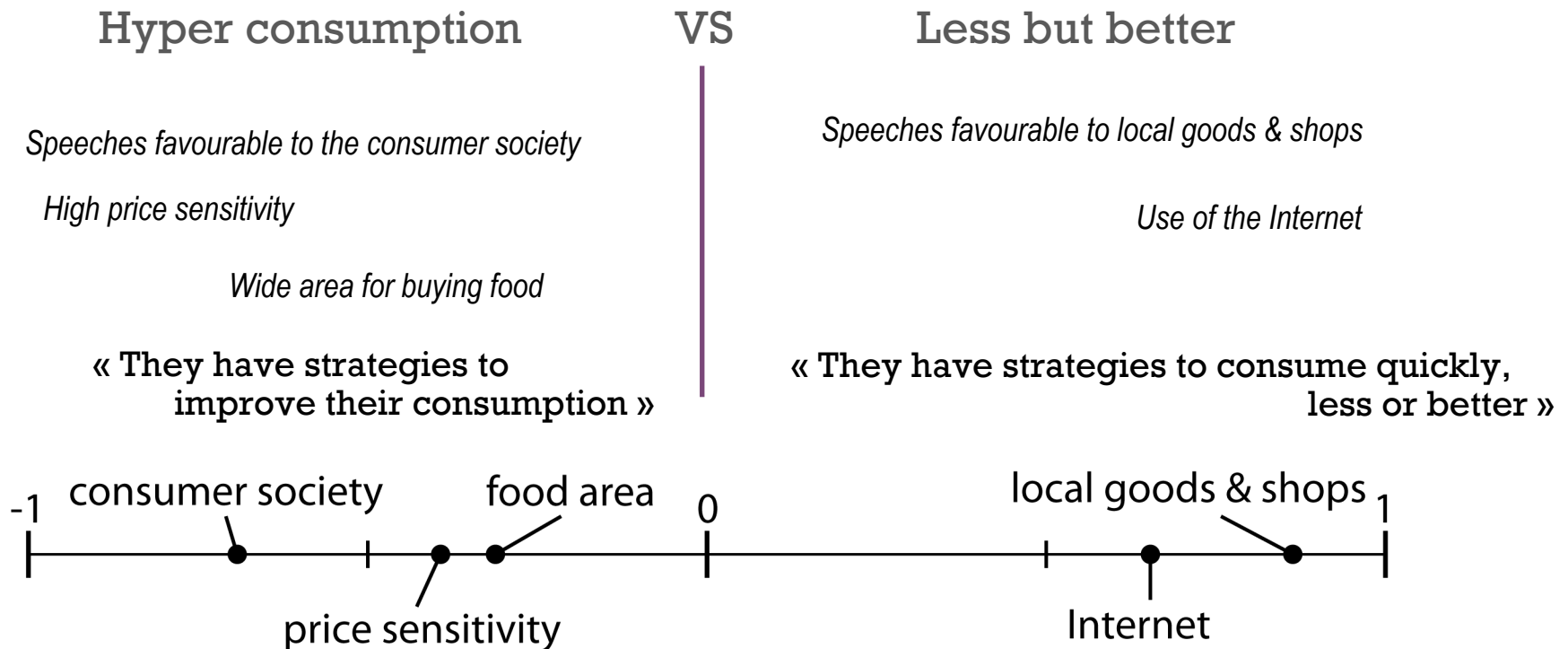
## ■ Factor axis 2. « The temporality of the consumer »



# + Statistical analysis of radar charts



## ■ Factor axis 3. « The motivation of the consumer »



# + Statistical analysis of radar charts

- The groups obtained by an ascending hierarchical classification are close to those of the morphological method.







# + Statistical analysis of radar charts



- The border appears in a transverse way in the 3 axes :
  - The crossborder consumer :
    - likes a change of scenery (new places, new shops, new brands, new products) ;
    - have an opportunistic behavior (to do shopping where he is) ;
    - and optimizes his consumption (price and time strategies).
- An interesting point : the border is not a « barrier » for survey participants but often an opportunity

# + Points to be deepened



- The relation between lifestyle and cross-border shopping :
  - interest for local products
  - environmental sensitivity
  - Time spent on shopping
  - Preference for city centre or periphery
- The relation between job and cross-border shopping :
  - Is there a specificity of consumption for cross-border workers?
- The relation between country and cross-border shopping :
  - Are the cross-border practices of consumption the same in every country?

# + The project Border Retail 2.0



- An extension of the project Border Retail 1
  - Geographical (towards the border between France and Germany)
  - Methodological (a quantitative survey)
  - Thematic (consumers and retailers but also commercial planners)
  - International team (with Belgians, Germans, Luxembourgers and French)
  - From now to december 2020