

The Southern Station District in Munich as a Shopping Location – Shopping Offer, Behaviour and Satisfaction

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Abstract

The southern station district in Munich is part of the Ludwigsvorstadt-Isarvorstadt borough and lies south of the main train station. In addition to its central location, it is characterised by a wide range of retail stores, a concentration of hotels and lodging establishments, restaurants, bars, cafes, and other service sector facilities. The aim of the research presented in this paper was to find out who uses the southern station district, for what purposes, and what their shopping behaviour and satisfaction levels are like. Furthermore, we wanted to know which offers are available and what specific qualities they fulfil. Data were derived from a pedestrian (n=751) and local businesspeople survey (n=148) and mapping of building usage in the study area. The multimethod study was executed in 2009. The Munich southern station district has a wide catchment area. Shopping is not the main purpose for most visitors, who also often come here for professional or educational reasons and stay here for more than three hours in most cases. Customers are particularly satisfied with the variety of products on offer, the price-to-performance ratio, and the opportunities to combine activities. People are dissatisfied with the parking facilities and, in some cases, also with the shopping atmosphere and the design of the shops. The district's international flair, the international audience, and its central location are also highlighted. The southern station district in Munich is a shopping location that, despite its weaknesses, benefits especially from its centrality, international flair and wide range of shops.

Keywords: Munich; shopping behaviour; shopping satisfaction; southern station district; retail location