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# STORE CHOICE WITH SMALL PURCHASES: THE CASE OF BOSNIA AND HERZEGOVINA

**Abstract**

Retail shopper's behavior is an important area for market researchers. Behavior of consumers when purchasing retail consumer goods, predominantly food, beverages and household hygiene products result from the complementary work of a large number of different factors, including demographic, economic, geographical, social, psychological and situational factors. In order to implement the appropriate marketing strategy, it is necessary to conduct appropriate marketing research of consumers in the purchase of consumer goods and to analyze the influence of factors that dominantly influence the selection of retail chains for small purchases in Bosnia and Herzegovina. An exploratory (empirical) research, based on questionnaire survey research design, was conducted for identification of factors. The survey was conducted using the survey questionnaire on a representative sample of 350 respondents in the area of Sarajevo, Banja Luka and Mostar with the aim of determining the prevailing buying behavior of consumers making small purchases in Bosnia and Herzegovina. For the purpose of analyzing the collected data, the statistical package of SPSS was used, and in particular the method multivariate variance analysis (MANOVA). On the basis of the results obtained, the factors that have the greatest influence on the selection of stores for small purchases in Bosnia and Herzegovina at the level of Sarajevo, Banja Luka and Mostar can be determined.

**Keywords**: Consumer behavior, retail, small purchasing

## 1. *Introduction*

Understanding consumer behavior has become the key to successful marketing and marketing research. In the period of constant growth of market and competition, understanding and meeting the needs of customers has become an imperative. Dedication and attention to the customer as an individual lead to getting to know the customer and to creating deeper business relations which are important for further cooperation, as well as for mutual satisfaction in business. At the consumer level, household buyers consistently report that the two most dominant factors that impact upon their decision to purchase consumer products in a retail store is the competitive price and quality. Quality however is a multi-faceted variable that considers not only the extrinsic quality attributes, but also the intrinsic quality attributes, the credence attributes and the service quality attributes that are associated with the shopping experience itself. There is ample evidence to demonstrate that as personal disposable income increases, the service quality dimensions become increasingly more important in the consumers decision to purchase. However, it is also abundantly clear that as the supermarkets seek to control costs by reducing the number of competing lines and product variants on the shelf, they have alienated a large segment of the market. A low price is

not important to all household buyers and a growing segment of the market is demonstrating that it is not only prepared to pay more for the desired intrinsic and credence quality attributes, but also for the associated value-added services.

When making purchasing decisions at a particular store, consumers are guided with many criteria (features) such as distance, product and service prices, breadth and depth assortment, service, parking possibilities, etc., as opposed to shopping outside the store where they are attracted to advantages such as: ease of comparison of the offered products, ease of purchase, low prices, working hours, etc. The subject of research in this paper is limited to retail sales realized in non-specialized stores that mainly deal with the food, tobacco and beverage trade in Sarajevo, Banja Luka and Mostar, with a special emphasis on traffic that is performed in sales facilities ranging from small stores to large retail chains. Thus, the demand analysis, as an integral part of the market analysis, is objectively and territorially defined as well as limited to consumer behavior research in Sarajevo and other big cities of Bosnia and Herzegovina (BiH), where the majority of retail outlets are large trade chains.

This paper's subject is to examine to which extent and in which way the consumer behavior and consumer habits affect the customer's store choice regarding small purchases in BiH. This issue is very important considering the significance of store choice when making small purchases in the contemporary business environment. In accordance with the defined subject of research, the main objective of this paper is to compare the criteria for small purchases[1], which consumers consider as most important when shopping in stores in BiH. An additional goal of this paper is to determine the influence of buying habits when making small purchases in BiH (Sarajevo, Banja Luka and Mostar). Also, the objective of this study is to spot the areas that need to be improved in order to increase understanding of the behavior of consumers when making small purchases.

In accordance to the subject of research and the goals set, the paper starts from the following hypotheses:

*Hypothesis 1:*

The proximity to residence and consumer's habits are the main factors in the selection of shops for small purchases in Bosnia and Herzegovina.

*Hypothesis 2:*

Consumer differences regarding the affiliation of certain cities (Sarajevo, Banja Luka and Mostar) represent the key determinant of purchasing behavior when making small purchases.

## 2. Literature Review

In European countries and in Bosnia and Herzegovina, the market share of small retailers is decreasing and there is an increase in the concept of "one stop shopping", and thus the role of a large modern non-specialized supermarket, a hypermarket and a discount store. The following main features of consumer habits are identified in developed European countries (Bell, 2003):

- consumers prefer the concept of "one stop shopping",
- consumers prefer large stores to make large purchases,
- the frequency of purchasing decreases and the average purchase size is growing,
- consumers show loyalty to leading chains.

The main trend that enabled the growth of large store sales areas is the concept of "one stop shopping", reducing buying frequency and increasing average purchase size. Furthermore, when purchases are small in terms of spending, consumers in Bosnia and Herzegovina prefer stores which are closer to their place of residence and are reluctant to travel to distant shops (Mešić, Babić, 2012). It is well known that consumer decisions are affected by a large number of criteria. The literature review indicates significant deviations among researchers in the number of relevant selection criteria for the store. Store choice is largely considered to be a cognitive process and has been studied in a variety of contexts like: location influence (Brčić-Stipčević, Renko, 2007); pre-purchase information of brand (Goworek, McGoldrick, 2015); consumer perceived risk inherent in the product purchase decision (Amin, Mahasan, 2014); shopping costs and derived utility (Tang et al., 2001); store ambiance (Hussain, Mazhar, 2015); type of shopping trips (Kahn, Schmittlein, 1989) and travel time (Fox et al., 2004). Store choice has also been studied in the context of store image and argued to be influenced by consumer demographics (Lantos, 2015).

Another view in store choice literature focuses on the store attributes. Price is one of the easily noticeable attributes and considerable work exists (Bell et al., 2001; Freymann, 2002), on how, the price of store offerings, affects the store choice. A number of studies (Hussain, Mazhar, 2015; Baker et al., 1992) have studied these and found an important relation with consumer store choice. Then there are studies which look at how store environment cues influence consumers' store choice decision criteria, such as perceived merchandise value and shopping experience (Baker et al., 2002). Yet another view of store choice, gives more importance to the consumer side, and has looked at the consumer attributes, as well as the situational and tasks associated with shopping. So, the store choice has been seen in the context of the risk reduction strategies of the shoppers (Mitchell, Halris, 2005). It has also been found to be dependent on the timing of shopping trips, with consumers visiting smaller local stores for short "fill-in" trips and larger stores for regular shopping trips (Kahn, Schmittlein, 1989).

The literature on format choice is limited in nature and is of more recent origin. The recent interest in store formats is mainly attributed to innovations in the mix that the retailers are coming up with, owing to the competition. A store format has been defined as the mix of variables that retailers use to develop their business strategies and constitute the mix as assortment, price, and transactional convenience and experience. It has also been defined as a type of retail mix used by a set of retailers (Levy, Weitz, 2012). Different store formats are derived from various combinations of price and service output (Solgaard, Hansen, 2003).

With the new formats being introduced, retail offering of stores in the evolving markets has been studied across different product categories (Sinha, Banerjee, 2004; Juel-Jacobson, 2015). The choice of retail formats is richer in studies with consumer attributes as explanatory variables with emphasis on consumer demographics. The study of Crask and Reynolds (1978) dealt with frequent and nonfrequent shoppers to the departmental stores, and found frequent customers were likely to be younger, more educated, and had higher incomes. The consumer behavior for store selection has been found very much similar to the consumer behavior for brand choice. The store selection is very much affected by factors like its location, variety, prices offered, etc., each being a source of competitive advantage for retailers (Gaski, 1996). Many studies have also pointed out that the store location along with price, assortment and store environment are most dominant factors in store selection (Marques et al., 2015).

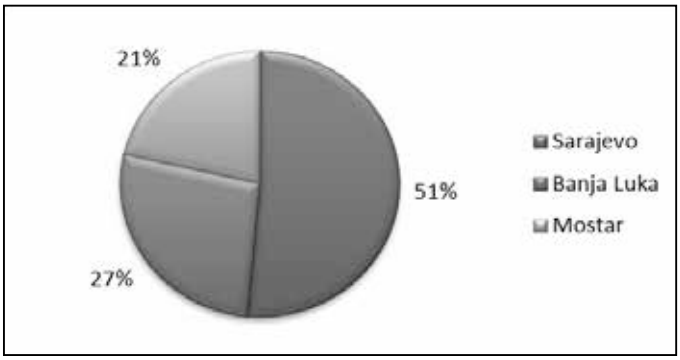
One view in store choice literature features store location playing an important role in store choice specifically due to traveling cost. Another view focuses on the store attributes like price being one of the easily noticeable attributes. The role of store atmospherics, store ambience, store image and store environment has also been studied as a part of store attributes (Marques et al., 2015). A logical relationship is also analyzed by Bell and Lattin (1998) between a household's shopping behavior and store preference. Whereas a narrower segment has been devoted to studying individual difference variables, such as demographic, socio-economic, or psychological variables, as the key predictors of store choice.

## 3. *Research Methodology*

The research for this study was conducted in Bosnia and Herzegovina in the period from June 27 to July 12, 2017. The survey was conducted using the survey questionnaire on a representative sample of 350 respondents in Sarajevo, Banja Luka and Mostar. Consumers were tested by personal contact or using the face-to-face interview technique. For the purpose of analyzing the collected data, the statistical package of Statistical Package for the Social Sciences (SPSS) was used, and in particular the method multivariate variance analysis (MANOVA).

Considering the goal of the research, the research was conducted on the basis of a direct, structural questionnaire. The questionnaire for consumers (buyers) is composed of two parts. The first, central part of the questionnaire is thus designed to collect data on the behavior of consumers whose processing would result in relevant information previously mentioned within the objectives of the research, or in the context of the question to which this ("mini") research should provide an answer. The second part of the questionnaire is designed to obtain data on those characteristics of consumer respondents (such as: sex, age, number of household members, monthly income, education, working status, etc.) that determine their behavior when purchasing products of daily consumption, and where possible, to test the hypotheses on the impact of selected demographic and socioeconomic variables of consumers on their purchasing behavior. Figure 1 shows the distribution of respondents in the selected cities in BiH.

***Figure 1 Territorial distribution of respondents***




*Source: Prepared by the author (SPSS Statistics 19)*

The testing was carried out in retail facilities located in the territory of the selected cities of Bosnia and Herzegovina. Considering that the research is focused on BiH as a whole and Sarajevo as a particularly relevant geographic market, the sample covered 51.43% of respondents from Sarajevo. Distribution of respondents in other major cities has been determined by their size and territorial distribution of the stores of the leading retail chains that are mainly engaged in the sale of food, tobacco and beverages.

The structure of the sample of respondents according to gender approximately supports the empirical fact that women more often than men go shopping for consumer goods (see Table 1), which is not the case in Banja Luka, where more than half of the respondents are male.

***Table 1 Distribution of respondents by gender and towns***

| Gender | Sarajevo | | Banja Luka | | Mostar | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Number | % | Number | % | Number | % | Number | % |
| **Male** | 61 | 33.89 | 60 | 63.16 | 27 | 36.0 | 148 | 42.29 |
| **Female** | 119 | 66.11 | 35 | 36.84 | 48 | 64.0 | 202 | 57.71 |
| **Total** | 180 | 100 | 95 | 100 | 75 | 100 | 350 | 100 |

*Source: Prepared by the author (SPSS Statistics 19)*

Consumer buying behavior can be influenced by a number of factors, such as demographic, geographic, psychographic, socioeconomic, consumer / household life cycle, where the customer is living, consumer lifestyle, etc. (Gundlach et al., 2006: 428-438). The author wanted to analyze the impact of only a few factors, namely: sex, age of respondents, number of household members in which the respondent lives, monthly household income, consumer education, their working status, etc. Therefore, the questionnaire, includes the listed characteristics of the respondents as so-called. control variables. Table 2 shows the distribution of respondents according to education and cities.

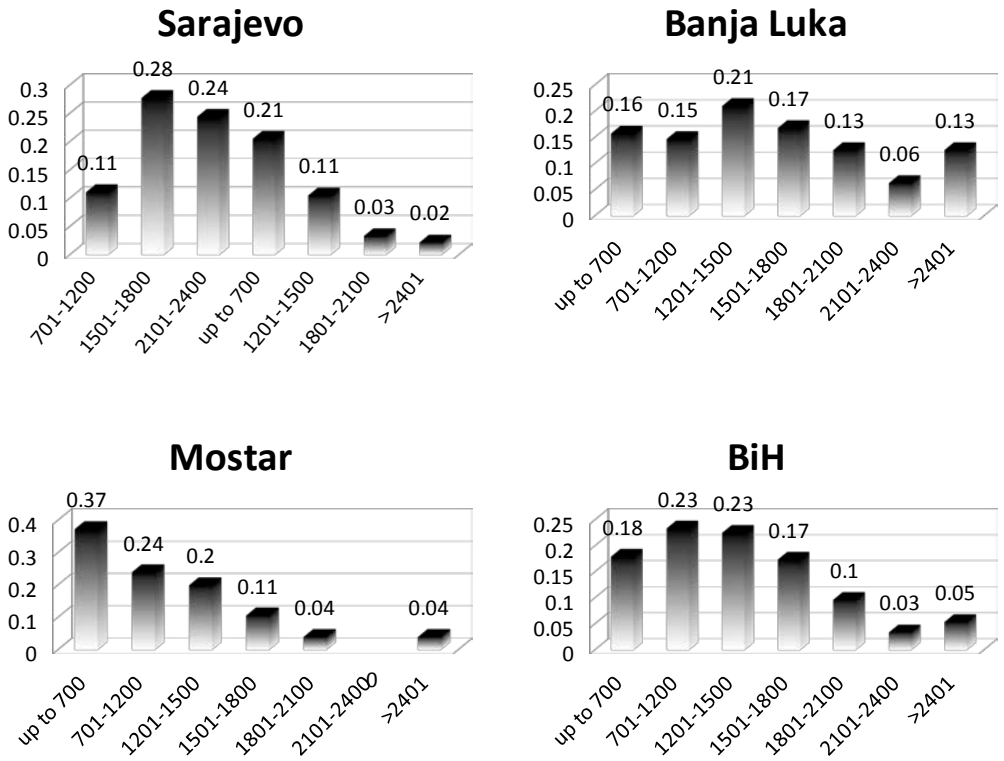
***Table 2 Distribution of respondents according to education and cities***

| Education | Sarajevo | | Banja Luka | | Mostar | | Total | |
|---|---|---|---|---|---|---|---|---|
| | Number | % | Number | % | Number | % | Number | % |
| Primary school | 15 | 8.3 | 1 | 1.1 | 3 | 4.0 | 19 | 5.4 |
| High school | 96 | 53.3 | 34 | 35.8 | 44 | 58.7 | 174 | 49.7 |
| College, faculty | 69 | 38.3 | 60 | 63.2 | 28 | 37.3 | 157 | 44.9 |
| **Total** | 180 | 100.0 | 95 | 100.0 | 75 | 100.0 | 350 | 100.0 |

*Source: Prepared by the author (SPSS Statistics 19)*

The largest number of respondents, (53.7%) are between the ages of 21 and 40, and this applies to all three cities and, consequently, to the set of all respondents included in the sample. The dominant share of the two age groups (21-30 and 31-40) in the total sample can be clearly seen in the next chart. Tables 1 and 2 respectively show the distribution of the sample of respondents in BiH (which includes Sarajevo, Banja Luka and Mostar) according to gender and towns and corresponding distribution according to professional qualification.

***Figure 2 Distribution of respondents with excessive household income in KM (convertible mark)***




*Source: Prepared by the author (SPSS Statistics 19)*

The four diagrams shown in Figure 2 depict the distribution of respondents according to monthly household income, separately for Sarajevo, Banja Luka, Mostar and for a unified sample consisting of the above three sub-samples. The modus as a measure of the central tendency is at the level of the total sample in the first interval, which is defined as the amount of monthly income from 700 to 1200 KM (convertible marks). Distribution of respondents according to the level of monthly income observed by cities, however, differs in terms of the modal interval in which the typical values of the observed variable are found. In Sarajevo, respondents (28%) whose monthly income ranges from 700 to 1200 KM, i.e. at the sample level, are dominant. In Banja Luka, typical consumers the respondents live in households that earn a monthly income of KM 1200-1500, while the surveyed respondents from Mostar mostly live in households (37% of them) that earn slightly less than 700 KM per month.

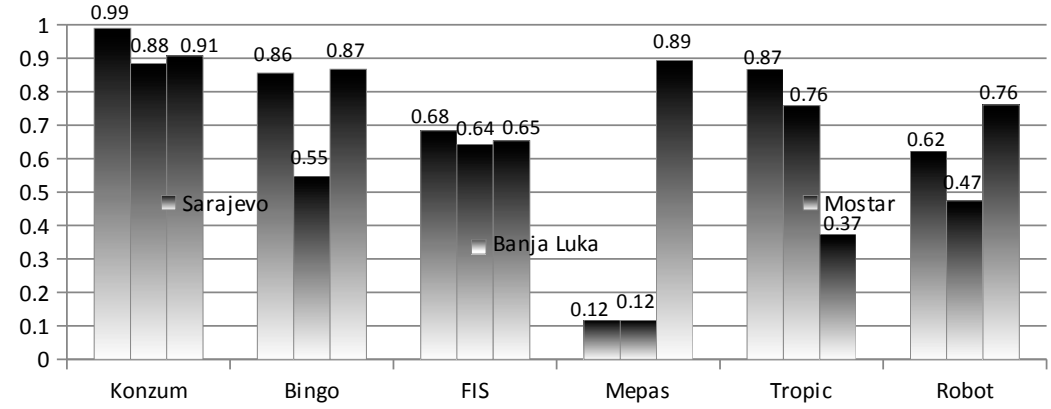
Table 3 shows that the largest number of respondents in the sample, about 50% of them, have completed secondary school. Together with the categories of respondents who have earned a college or university degree or have obtained the title of a master or a doctor of science, this makes up 95% of the respondents, while 5% of the respondents surveyed at the level of the sample, including respondents from all three cities, have only basic or lower education. Distribution of respondents according to the level of education varies from one city to another. While in Sarajevo and Mostar, respondents who have completed secondary education prevail with, 53% and 59%, respectively, in Banja Luka there are 35.8% such respondents (about 63% of those surveyed in Banja Luka). Distribution of respondents according to working status indicates that over 60% of the respondents surveyed in the cities have the status of an employed person, about 17% of the respondents are students, followed by the unemployed persons (12%) and pensioners (about 9%).

## 4. Analysis of the results

The text below shows the results of consumer surveys. In most cases, the results are shown separately in the cities, represented by Sarajevo (51.43% of respondents), Banja Luka (27.14% of respondents) and Mostar (21.43%), and for BiH as a whole. The first issue of the survey questionnaire listed the names of six major retail chains in Bosnia and Herzegovina (Konzum, Bingo, FIS, Mepas, Tropic and Robot). The obtained data shown in Figure 3 represents the answers to this question and are an indicator of familiarity and a certain measure of the market power of individual participants on the market.

Based on the graphic representation it can be seen that Konzum is the most well-known trade chain, in total, in every observed city: almost every respondent knew that this trade chain realizes its trading activities on the BiH market. According to the degree of popularity, Bingo follows with 77.43% for all three cities taken together, then Tropic (73.14%), FIS (66.57%), Robot (61.14%), and Mepas comes in last place with 28%.

***Figure 3 Familiarity with trade chains in BiH - city view***




*Source: Prepared by the author (SPSS Statistics 19)*

In addition to the above-mentioned large chain stores, the respondents were given the space to list other retail chains, stores and brands they knew and which were not on the list of offered modalities of the answer to the first question in the Questionnaire or on our list. By dealing with "open" response modalities, interesting results were obtained.

In Sarajevo, one fifth of the respondents, in addition to the pre-ordered trade chain lists, indicated N market; in Banja Luka, every fourth respondent listed Moj Market; in Mostar, there is not such a high concentration of retail establishments, so Slavica as the first-ranked shop is mentioned by only 7% of respondents from this town.

*Table 3 Stores where small purchases are most often made: an overview of selected cities*

| Sarajevo | | | Banja Luka | | | Mostar | | |
|---|---|---|---|---|---|---|---|---|
| **Store** | **Number** | **%** | **Store** | **Number** | **%** | **Store** | **Number** | **%** |
| N market | 98 | 20.59 | Moj market | 36 | 25.17 | Slavica | 8 | 6.90 |
| Onogost | 82 | 17.23 | Zoki komerc | 28 | 19.58 | Anci | 6 | 5.17 |
| Arizona | 68 | 14.29 | As | 27 | 18.88 | Tiro | 5 | 4.31 |
| **Other** | **228** | **47.90** | **Other** | **52** | **36.36** | Trend | 5 | 4.31 |
| | | | | | | Dana | 5 | 4.31 |
| | | | | | | Orangina | 5 | 4.31 |
| | | | | | | **Other** | **82** | **70.69** |
| **Total** | **476** | **100.00** | | **143** | **100.00** | | **116** | **100.00** |

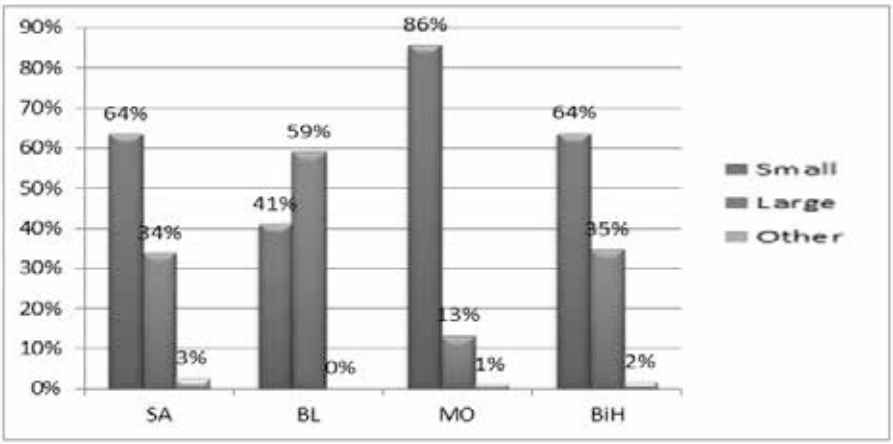
*Source: Prepared by the author (SPSS Statistics 19)*

In addition to the six retail chains listed above and N markets, Sarajevo and East Sarajevo have frequently reported the names of Onogost and Arizona (East Sarajevo). In the set of 476 stores, which does not include the top six largest chain stores, three of these stores together account for 52% in the heads of the participants, while all the others identified, whose names are not mentioned due to their large number, account for 48% in this set.

In Banja Luka three of the most commonly mentioned "other stores" are Moj market, Zoki komerc and As, which account for 63% of this set, and the number of other names that are not mentioned, account for 37%. In Mostar, the answers of the respondents are scattered so that those who occupy the first three places (4 out of 6 share the same place) take up about 30% of them in the "residual" store set. The names of the most frequently mentioned stores that occupy first, second and third place in Sarajevo, Banja Luka and Mostar are listed in the appropriate columns in Table 3.

The next ten questions in the Questionnaire relate to small purchases involving the purchase of a small number of products within daily or weekly purchases of consumer goods. The distribution of the answer to the question "In which stores of trading companies do you usually make small purchases of consumer goods during the week" is presented for each city separately and for the total sample. If we look at the distribution of the answer to the question, it can be concluded that there is a high dispersion in respondents' responses, which indicates that the degree of concentration of the retail market in which small purchases are made is relatively low. This particularly applies to Mostar, where the share of the first mentioned stores is only 8%.

*Figure 4 The size of the store where small purchases are made*



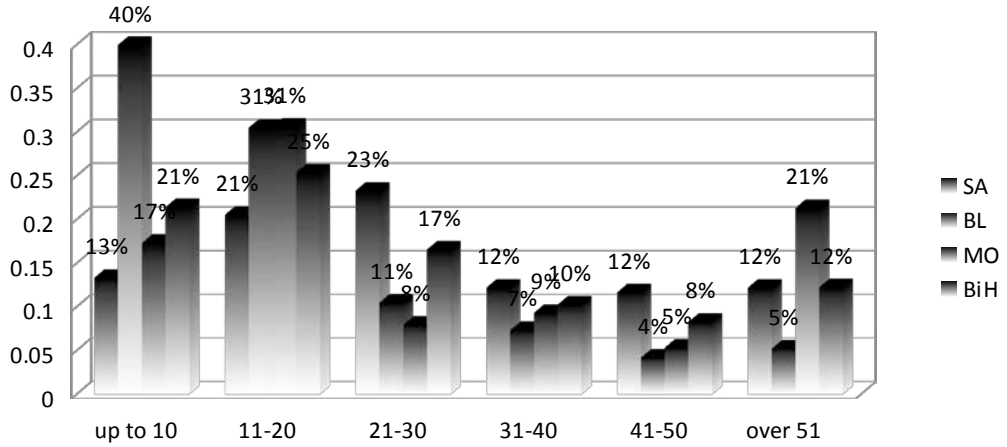

*Source: Prepared by the author (SPSS Statistics 19)*

As with large purchases, we were interested in the size of the store where consumers make small purchases. The distribution of response percentages is shown in Figure 4, which clearly shows that, except in Banja Luka, the majority of small-scale purchases are made in small stores, which is quite expected.

A special statistical indicator that describes the behavior of consumers in the domain of small purchases relates to the average number of weekly store visits for small purchases. Observed at the level of the total sample, 19% of respondents replied that they make small purchases once a week; about 15% of the respondents make small purchases twice a week; 38% of consumers make small purchases three to six times a week while 40% of consumers say they make small purchases every day of the week.

Figure 5 shows the distribution of weekly expenditure for small buyers. As can be seen from the chart, up to 10 KM for small purchases is weekly spent by the relatively highest number of respondents from Banja Luka (40%), then from Mostar (17%), and the smallest number of such consumers from Sarajevo.

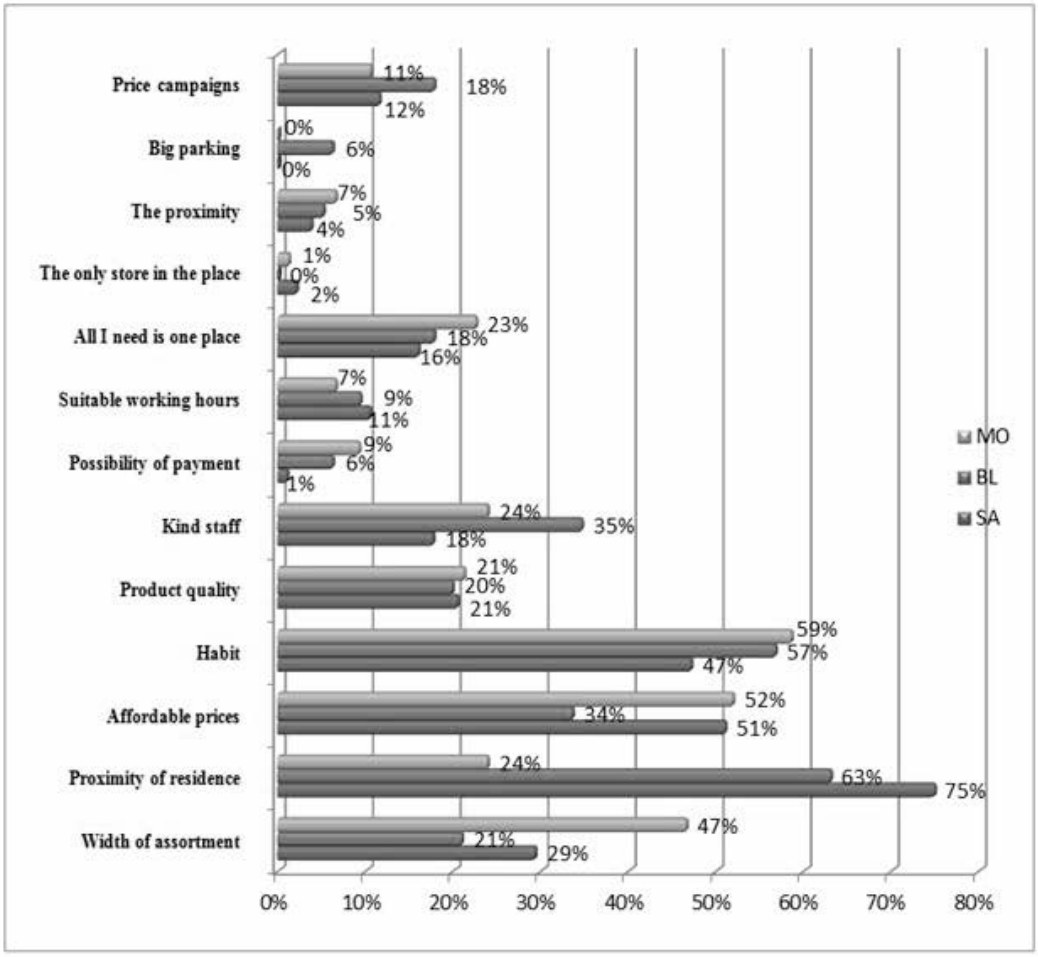
***Figure 5 Weekly expenses in KM for small shopping - city overview***




*Source: Prepared by the author (SPSS Statistics 19)*

Every fourth respondent spends 10 to 15 KM a week on average. Weekly expenses from 20 to 30 KM account for about 17% of respondents, with the proportion of respondents from Sarajevo in this category of consumers being higher than average. In the category of those who spend 30 to 40 KM there are 10% of respondents, the next cost category is 8%, and in the category of those who spend over 50 KM per week on small purchases amount to 12% of respondents. Distribution of weekly spending for small purchases is fundamentally different from one city to another, which can be clearly seen on the basis of the given graphic representation.

***Figure 6 The main reasons for choosing a store where a respondent carries out small shopping: city survey***




*Source: Prepared by the author (SPSS Statistics 19)*

Figure 6 lists the main reasons for selecting the store where the respondent makes small purchases. Respondents' answers to this question vary considerably in cities. While, for example, respondents in Sarajevo and Banja Luka cite "Proximity to residence" as the main reason for their selection, for the respondents from Mostar, "Habit" is stated as the main factor of the choice of the store. The least important reason is "Big parking", which is quite logical when considering that over 80% of the respondents are going on foot to perform this type of shopping. On the whole, the three most frequently cited main reasons are "Proximity to residence", "Habit" and "Affordable prices". Table 4 lists the rankings of the main factors that decisively influence the choice of the store where consumers will make small purchases.

***Table 4 The main reasons for the choice of a shop where the respondents do small shopping***

| Rank | The main reason | Number of answers | % |
|---|---|---|---|
| 1 | Proximity to residence | 213 | 60.86% |
| 2 | Habit | 183 | 52.29% |
| 3 | Affordable prices | 163 | 46.57% |
| 4 | Width of assortment | 108 | 30.86% |
| 5 | Kind staff | 83 | 23.71% |
| 6 | Product quality | 72 | 20.57% |
| 7 | All I need in one place | 63 | 18.00% |
| 8 | Price campaigns | 46 | 13.14% |
| 9 | Suitable working hours | 33 | 9.43% |
| 10 | Proximity to work | 17 | 4.86% |
| 11 | Possibility of payment in different ways | 15 | 4.29% |
| 12 | Big parking | 6 | 1.71% |
| 13 | The only store in the place | 5 | 1.43% |

*Source: Prepared by the author (SPSS Statistics 19)*

In the analysis of data describing consumer buying behavior in BiH, multivariate variance analysis (MANOVA) were used. The MANOVA method was used to examine the influence of these variables on the set of studied dependent variables. In case of more separate analyses, it is recommended to remember that a lower alpha level is desired in order to reduce the probability (risk) of making a type I error (to make the score significant when it is not). This is done using the so-called. Bonferron's adaptation, which in its simplest form implies that the original alpha level (in the standard case 0.05) is divided by the number of analyses we have performed (Sahai, Ageel, 2000). In our case, we investigate 6 dependent variables, so the number 0.05 should be divided by 6, giving a new alpha value of 0.008. The results are – consequently – considered relevant only when the probability of the first type error (Sig.) is less than 0.008.

Unlike the univariate F-value, the multivariate F-value is based on a comparison of the variance / covariance error matrix and the variance / covariance matrix of the effect (impact, action). The covariance is included because two values are likely to correlate, and that correlation must be included in the account when carrying out the significance test. The MANOVA method is also sensitive not only to differences in arithmetic mean, but also to the direction and size of the correlation between dependent variables.

One way to evaluate the importance of the research results is to calculate the effect size, i.e. the strength of the relationship between the variables. This is a set of indicators indicating the relative size of the difference between mean values or the amount of total variance in the dependent variable that can be predicted based on the knowledge of the independent variable value (Tabachnick, Fidell, 2013). There are several indicators of the magnitude of the impact. For the comparison of groups, partial eta square indicators are most commonly used. The indicator of the effect size of a partial eta square is proportional to the part of the variation of the dependent variable, which is explained by the independent variable.

From the findings of the discriminatory analysis it can be concluded that the respondents at the City parameter significantly differentiate the variables of the store type, the number of visits and the number of other stores located within 10 minutes of walking from the store where you usually do small shopping, respectively (F=21,36, p=0.001, $\eta^2$=0.096;

F=126,73, p=0.000, $\eta^2$=0.478; F=26,43, p=0.001, $\eta^2$ = 0.102.) Based on these data it can be seen that the parameter City has a statistically significant influence on the choice of store type, the number of visits and the number of other stores located within 10 minutes of walking from the store where you usually do small shopping. The results of testing significant differences in the arithmetic meanings of all respondents (Sarajevo, Banja Luka, Mostar) between proximity to residence and consumer's habits at small purchases showed a statistically significant difference, since Wilk's lambda is 0.518, which gives Rao's F-approximation of 8.46 significance differences at the level Q = 0.000. Therefore, the respondents found statistically significant differences in consumer habits. Significant separation was also observed for the variable number of visits at the parameter Working Status (F=114,46, p=0.000, $\eta^2$ = 0.381.)

***Table 5 Results of the analysis of the influence of control variables using the MANOVA technique***

| Dependent variable | Independent variable | | | | |
|---|---|---|---|---|---|
| | City | Gender | Education | Working status | Auto |
| Store type (small shopping) | .001 | .049 | .140 | .134 | .060 |
| Number of visits (small shopping) | .000 | .296 | .395 | .000 | .034 |
| Total weekly amount of consumption when doing small shopping | .114 | .708 | .159 | .095 | .103 |
| The way you go to a shop where you usually do small shopping is done | .697 | .234 | .064 | .671 | .058 |
| Time required to arrive at the store where small shopping is done | .086 | .021 | .563 | .610 | .162 |
| The number of other stores located within 10 minutes of walking from the store where you usually do small shopping? | .001 | .408 | .802 | .184 | .556 |

*Source: Prepared by the author (SPSS Statistics 19)*

Based on the realized p-values, it can be concluded that the variable that signifies the belonging of the respondents to a certain city has a statistically significant effect on: the choice of the type of store and the number of shopping when performing small purchases, as well as the respondent's answer to the question "The number of other stores located at a distance of up to 10 minutes on foot from the store where you usually do small shopping." Gender and consumer education do not represent a significant consumer buying behavior variant, the working status has proven to be a significant variable in the case of small purchases.

When the isolated effects of control variables on the consumer behavior variables are observed as dependent variables, then it is shown that each control (independent) variable affects a lower or a greater number of dimensions of consumer purchasing behavior. Now it can be seen that the differences of consumers in terms of belonging to certain cities are the key determinant of their buying behavior, and that, by their influence, they also have significant variable of Working Status, while the Education and Gender variables have the least explicative power.

## 5. Conclusion

Based on the conducted research, it can be concluded that the phenomenon of store choice with small purchases and the factors that determine it represent a very interesting area for conducting scientific research. By analyzing consumer habits and socio-demographic characteristics of consumers, key determinants have been identified that affect the store choice with small purchases in Bosnia and Herzegovina.

The results of the conducted primary research indicate that the factors that dominantly influence the choice of trade chains in small purchases in Bosnia and Herzegovina are recognized as follows: Proximity to residence, Habit, Affordable prices, Width of assortment, Kind staff, Product quality, All I need in one place, Price campaigns, Suitable working hours, Proximity to work, Possibility of payment in different ways, Big parking and The only store in the place. Regarding the hypotheses that have been set, the following conclusions can be drawn: **the first hypothesis is proven correct**. The proximity to residence and consumer's habits are the main factors in the selection of shops for small purchases in Bosnia and Herzegovina. Based on the results of the research it was found that 60.86% of the respondents considered that the proximity to residence was the main factor in the selection of shops for small purchases, while 52.29% of respondents' responses were related to consumer habits. Based on the results of the analysis, it can be concluded that there is a statistically significant difference between the answers of different segments of respondents when the segmentation is done by the criterion belonging to certain cities. **Thus, the second hypothesis is proven correct.**

The unexpectedly low rate of return of responses by consumers in Bosnia and Herzegovina regarding their everyday consumption can be identified as the main constraint on the conducted research. The above can be explained by the fear of consumers when bringing out such information to the public. It is evident in the paper that consumers in Bosnia and Herzegovina recognized the key advantages of each of the retail chains since they responded accordingly to the criteria used to manage purchases by selecting a type of retail store. The three cities in Bosnia and Herzegovina that were selected to compare the issue of choosing retail types to perform small purchases precisely because of their diversity, do not significantly differ in terms of consumer attitudes (in this case, respondents in the area of the city of Banja Luka) about certain retail types. However, the paper pointed to large discrepancies in the development of retail sales between the listed cities, as the number of enterprises and the level of retail concentration vary. Although the aim of the author of this paper was to compile a comparison with the findings of a survey on ranking consumers' key criteria for selecting a store for small purchases in Bosnia and Herzegovina, this proved to be unachievable in terms of the quality of the obtained results. The limitations of this study include the relatively small sample and the fact that the majority of the respondents are from Sarajevo, Banja Luka and Mostar, which does not provide a representative sample for the whole country. This paper can serve as the basis for further research in this field, which could examine the impact of both direct and indirect factors on the use of small purchases. Surveys from the domain of store choice can serve as a basis for making recommendations in three segments: state bodies and other institutions, enterprises in the territory of Bosnia and Herzegovina and consumer behavior in terms of small purchases.

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## Endnotes

1 Small purchases include less expenses and a smaller purchase of consumer goods (up to 50 KM).

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# Izbor prodavaonice kod malih kupovina: Primjer Bosne i Hercegovine

## Sažetak

Ponašanje maloprodajnih kupaca važno je područje za istraživače tržišta. Ponašanje potrošača pri kupovini na malo robe široke potrošnje, pretežno hrane, pića i higijenskih proizvoda za domaćinstvo rezultat je komplementarnog rada velikog broja različitih čimbenika, među kojima su demografski, ekonomski, geografski, socijalni, psihološki i situacijski čimbenici. U cilju provođenja odgovarajuće marketinške strategije neophodno je provesti odgovarajuće marketinško istraživanje potrošača pri kupovini robe široke potrošnje i analizirati utjecaj čimbenika koji dominantno utječu na izbor trgovinskih lanaca kod malih kupovina u Bosni i Hercegovini. Istraživačka (empirijska) istraživanja, temeljena na anketnom upitniku, provedena su radi utvrđivanja navedenih čimbenika. Istraživanje je provedeno korištnjem anketnog upitnika na reprezentativnom uzorku od 350 ispitanika na području Sarajeva, Banja Luke i Mostara s ciljem utvrđivanja prevladavajućeg kupovnog ponašanje potrošača tijekom obavljanja malih kupovina u Bosni i Hercegovini. Za analizu prikupljenih podataka korišten je statistički paket SPSS, te osobito metoda multivarijantne analize varijanse (MANOVA). Na temelju dobivenih rezultata mogu se odrediti čimbenici koji imaju najveći utjecaj na izbor prodavaonica kod malih kupovina u Bosni i Hercegovini promatrano na području Sarajeva, Banja Luke i Mostara.

**Ključne riječi**: ponašanje potrošača, maloprodaja, male kupovine