

# To whom should be sold free time?

(The leisure in Czech way)



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# The aim

- To create the typology of spending leisure time by Czech population, focusing on their shopping tendencies
- > how do particular groups of people spend their free time?
- > what is their shopping behaviour like?

# Background of the research

- company L.W.P (Leisure With Pleasure)
  - initial research of spending free time by the Czech population with the aim of identifying potential costumers and define their values
  - Prediction of their future behaviour
- Outcomes will be used to project a modern and lucrative type of „leisure time“ centre with a number of new services and with the sale of related products

# Creating the typology

- data: National research of consumption, media and lifestyle (2004)
- tool of analysis: program SPSS
- used procedures: cluster analysis and cross tabs
  
- used variables:
  - Most often I spend my leisure time in nature.
  - I often attend various culture activities in my leisure time.
  - I often do sports in my free time.
  - I often do housework at home or at the garden in my leisure time.
  - I often watch TV or listen to the radio in my free time.
  - I like spending most of my free time in the pub.

# Segmentation of the population

	%		nature **	culture	sport	household garden	TV a radio	pub
<b>DIVERSITY</b>	<b>17,8</b>	1 642 761	84,9	61,5	79,4	90,8	84,9	26,2
<b>REPOSE</b>	<b>20,9</b>	1 928 860	20	6,9	0,4	0	86,4	6
<b>DILIGENCE</b>	<b>28,5</b>	2 630 264	43,8	6,1	1,8	99,1	98	2,7
<b>SOCIABILITY</b>	<b>17,0</b>	1 568 929	47,7	49,6	33,3	36,2	49,1	66,5
<b>ACTIVENESS</b>	<b>15,8</b>	1 458 181	38,6	34,9	81,3	7,2	64,5	1,6
	<b>100</b>	9 228 996*	46	28,1	33,2	51,7	76,8	18,3

\* Population 12+

\*\* Proportion of people with this characterization in given segment of the population.



„The more various free time, the more ways of having fun“

**DIVERSITY**



„The more free time, the more ways of having fun“

17,8 %  
1 642 761

### Characteristic:

- 20-39 years old, married with children
- higher education (high school and university), full-time job, middle and higher income
- more than  $\frac{1}{4}$  live in cities with 100 000 or more inhabitants

### Leisure time:

- It is important for them to spend their leisure time **actively** and **usefully**
- They spend their free time mainly **with the family**
- Favourite activities -> shopping, cooking, going in for sports, going out -> they do these activities very often

### Shopping behaviour:

- They prefer **branded products** -> those provides the guarantee -> they are willing to pay for it
- They often buy products promoted in the shops
- They are **influenced** easily by **advertisement and salesmanship**



„Home sweet home“  
**REPOSE**





## „ Home sweet home“

20,9 %  
1 928 860

### Characteristic:

- Both men and women, all age groups
- $\frac{1}{4}$  of people with primary education, mostly unemployed people, lower income
- More than  $\frac{1}{4}$  of pensioners, often divorced and widowed people
- They often live alone

### Leisure time:

- They prefer **passive** spending of leisure time. They do not long for adventure.
- Most often they spend their leisure time **at home**.
- They like relaxing.
- They do NOT like doing sports, travelling, visiting any cultural events.
- Favourite activity -> Sleeping 😊

### Shopping behaviour:

- They do **not** buy either **luxury** or **branded goods**.
- They do not long for quality.



„My home, my goal“  
**DILIGENCE**



## „ My home, my goal“

28,5 %  
2 630 264

### Characteristic:

- Mainly women and older cohorts of age (50+),
- Lower education, more than  $\frac{1}{2}$  of people have lower income (6-10 000 CZK)
- Considerable part of pensioners, women on maternity leave and women in household
- Almost  $\frac{1}{2}$  live in small towns and villages (up to 4999 inhabitants)

### Leisure time:

- They spend their free time mostly **at home**, they often work in the household and in the garden.
- They enjoy manual labour, and gardening is their hobby.
- It is important for them to make something **creative and useful**.
- They want to spend their leisure time mainly **with family**.
- Favourite activities -> shopping, cooking, improving their home

### Shopping behaviour:

- They buy mainly Czech products.
- Brand is not important for them, they are **not influenced by advertisement**.
- Price is more important than quality -> they make use of sales.



„My friends and my beer, it is how I live“

## SOCIABILITY



„My friends and my bier,  
it is how I live...“

17 %  
1 568 929

### Characteristic:

- More men, high percentage of people at the age of 20-29
- 1/3 of single people
- Lower education (skilled or high school without graduation); very often having full-time job, income about 15 000 CZK

### Leisure time:

- They do not stay at home in their free time
- They like **travelling** and visiting **cultural events** very often
- They also enjoy spending their leisure **in a pub with their friends**
- Importance of experiencing new people and places
- Favourite activities = Going out and to pubs

### Shopping behaviour:

- They prefer foreign products
- Put focus on **high quality** goods, they also can afford **luxury**
- They like to try **new brands**



„Sport, new places and fun,these are what has to be done“

# ACTIVENESS



„Sport, new places and fun, these are what has to be done“

15,8 %  
1 458 181

### Characteristic:

- More men,  $\frac{1}{2}$  of people in the age of 12-29, more than  $\frac{1}{2}$  of singles
- Almost 1/3 of students, 1/3 without any income

### Leisure time:

- They devote time to their hobbies and interests
- They like going for sport often
- Importance of having fun in their free time; spending it with their friends mostly
- Also importance of experiencing new people and places
- Favourite activities = sport, going out, enjoying their school or job

### Shopping behaviour:

- They prefer modern and branded goods
- They would rather buy foreign products
- They do not mind paying for quality
- They do not buy from sales (price reductions)

# Graphic summary

## ACTIVENESS

- young generation
- leisure time: sport, friends
- shopping: brand and attractive products

## SOCIABILITY

- young working
- leisure time: among people
- shopping: quality products, new brands

## DIVERSITY

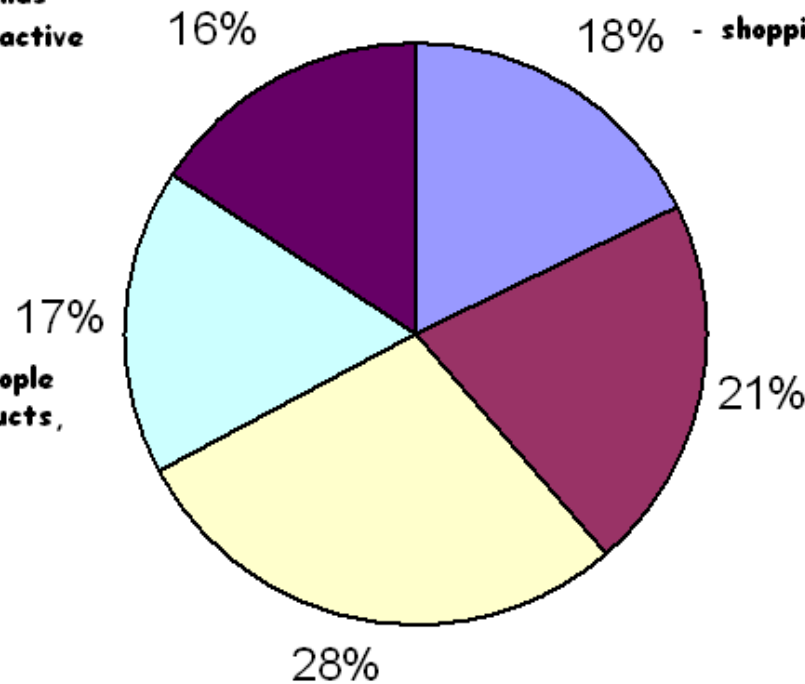
- family type
- varied spending of leisure time
- shopping: quality products

## REPOSE

- loners
- leisure time: passive breather
- shopping: modest costumers

## DILIGENCE

- home oriented
- leisure time: improving the household
- shopping: domestic products, price

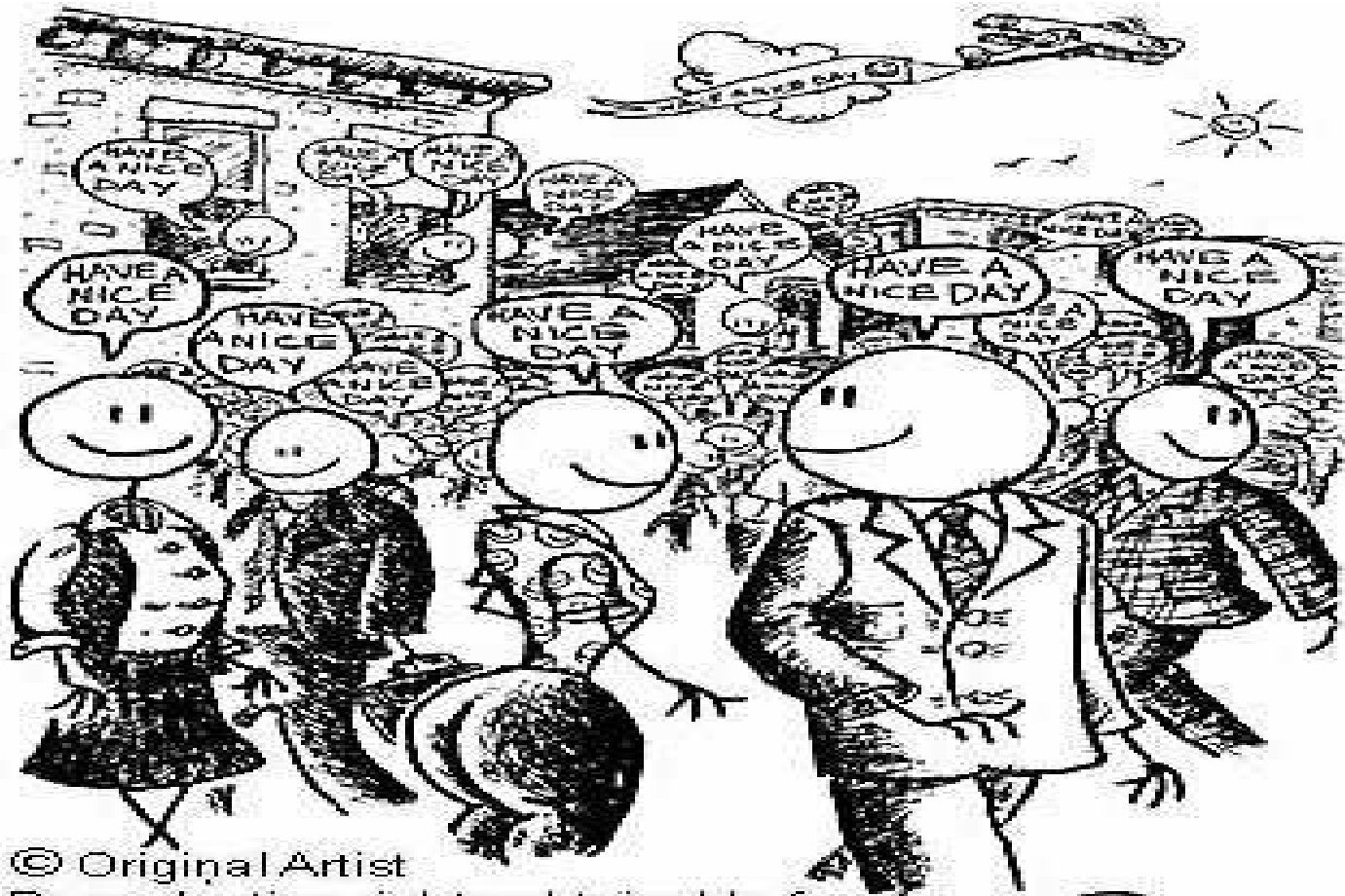




# Conclusion

- Prospective potential clients of new center= groups „Diversity, Sociability, Activness“
- Offer of new high-quality products and services
- Various and attractive offers
  - More options for spending leisure time
  - Choice of products and goods connected with the leisure time (special cosmetics, clothes, accessories...)

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