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Shopping in the Pasing District of Munich – Shopping Behaviour and Consumer Satisfaction in Pasing's Centre

Janine Bittner , Florian Angerer

Ruhr

University Bochum, Institute of Geography, Germany

Florian Angerer, Ludwig

Maximilians University Munich, Germany

Abstract

The centre of Pasing, a district in the west of Munich, is located between Pasing railway station and Marienplatz. With its multitude of shops and due to its convenient location, it is a well-known shopping location for residents of the Pasing-Obermenzing borough. The main objective was to evaluate Pasing's centre as a shopping location from the perspective of customers who shop here. The investigation was carried out in 2009. We used a survey research design and randomly surveyed 878 passers-by. The questionnaire also contained individual open questions. The data obtained was analysed using descriptive statistics. In addition, data from a building mapping was used. The main purpose of visiting the Pasing centre was to go shopping. Most respondents shopped here several times a week. There was a high level of satisfaction with the quality of goods on offer, the cleanliness of the shops, the friendliness of the staff and the price level. However, there was high dissatisfaction with parking facilities. Clothing shops and electronic shops were seen as the main gaps in the range of shops available. In addition, more dining options were desired, such as cafes, bars, and restaurants. Negative aspects mentioned included the traffic situation, construction work, and the appearance of the area around the railway station. The variety of offerings was viewed ambivalently. In summary, the centre of Pasing was perceived as a good shopping location, with small gaps in the existing range of products and gastronomic offerings. The negative traffic situation detracts from the shopping atmosphere.

Keywords: Munich; Pasing District; Shopping Behaviour; Shopping Satisfaction; Shopping Location