Introduction

Background: Globalization and European integration make the society and especially the economy of a city more and more internationalized. The city region is no longer bounded by its own borders but has become a bigger and more complex system that also includes transport and communication networks. The unique qualities of a city and the city authority are less and less important for its sustainable development. A city is more and more connected with other cities and with other regions around the world. This makes it difficult for a city to stand out as a place of attraction unless it can offer something that is unique or special compared to other urban environments. With the rising competition, cities need to develop their urban strategy and to attract more visitors to their city. The competitiveness of a city is also determined by its tourism attractiveness, special events, or historical and architectural landmarks that are built to improve the accessibility of a city, more highways, train stations or airports are built to be constructed. To issue and improve the attractiveness of a city, the city authority can use many tools, such as economic planning, promotion and marketing of the city, tourism development, etc. The traditional competitive city is no longer so important. The city that can be more competitive is the city that can make itself more service-oriented and more customer-friendly and that offers something advantageous or cheap or good something longer after more and more travel will do the same (Koolstra, 2002, pp. 16).

Research question: This study is about the modern consumer in the inner city of Rotterdam and how does it affect the shopping behavior of the modern consumer? Methodology: This research is based on a literature research about the experience society and the history of the inner city of Rotterdam and a practical survey. For the survey 200 respondents have filled in a questionnaire. In this questionnaire they answered questions about their shopping behavior and they were asked about their shopping behavior in Rotterdam. Results: The main results of the questionnaire were that 71% of the respondents said that they were satisfied with the shopping facilities in the inner city of Rotterdam and 59% said that they would like to return to the inner city of Rotterdam to buy something. The majority of the respondents also said that they would like to be able to buy high-quality goods in the inner city of Rotterdam. Some of the respondents also said that they would like to be able to buy clothes and clothes that were not sold in the big cities. They also said that they would like to be able to buy goods that were not sold in the big cities. Some of the respondents also said that they would like to be able to buy goods that were not sold in the big cities. Some of the respondents also said that they would like to be able to buy goods that were not sold in the big cities.

Similarities and differences: The main similarities between the concept of the city and the concept of the modern consumer are that they both focus on the experience of the city and its inhabitants. The concept of the city focuses on the characteristics of the city, such as its history, architecture, and culture. The concept of the modern consumer focuses on the behavior and preferences of the consumer, such as their shopping habits and their preferences for certain types of products. The main differences between the concept of the city and the concept of the modern consumer are that the concept of the city focuses on the city itself and its characteristics, while the concept of the modern consumer focuses on the consumer and his or her behavior. The concept of the city is more static and focuses on the characteristics of the city, while the concept of the modern consumer is more dynamic and focuses on the behavior of the consumer. The concept of the city is more focused on the past, while the concept of the modern consumer is more focused on the present and the future. The concept of the city is more general and includes all types of cities, while the concept of the modern consumer is more specific and focuses on the consumer.