TURKISH SHOPPING CENTERS AND A RESEARCH ON THE REASONS FOR THEIR ATTRACTION

Turkey
Ankara

Doğan TUNCER

Sanem ALKİBAY

Şeref HOŞGÖR

Prof. Dr. Doğan TUNCER, Baskent University, Faculty of Commercial Sciences, Director of Institute of Social Sciences, Ankara, Turkey,
Phone: 00-90-312-2341010 ext.1699
(dtuncer@baskent.edu.tr)

Prof. Dr. Sanem ALKİBAY, Gazi University, Dean of Commerce & Tourism Education Faculty, Ankara, Turkey,
Phone: 00-90-312-4849193
(salkibay@gazi.edu.tr)

Asist. Prof. Dr. Şeref HOŞGÖR, Baskent University, Faculty of Commercial Sciences, Ankara, Turkey,
Phone: 00-90-312-2341010 ext.1702
(shosgor@baskent.edu.tr)

TURKISH SHOPPING CENTERS AND A RESEARCH ON THE REASONS FOR THEIR ATTRACTION

SUMMARY

Shopping centers have become the contemporary and dynamic life centers that fulfill various requirements of consumers. The purpose of this research is to analyze consumers' reasons for preferring shopping malls depending upon their demographic characteristics in Turkey.

The first contemporary shopping center was founded in 1988 and today this number has reached 100. In recent years, approximately four new shopping centers have been founded yearly in big cities of Turkey. This development is accepted as a success; because of the attractiveness in retailing industry. However the consumer interest in shopping centers has been leading investors to intensive and unplanned investments. While in 2005 there were 11 regional shopping centers in Ankara(where this research was conducted), in 2007 this number has reached 20. With the direction of this point, the purpose of this research is to determine the consumer tendencies as a guide to land owners, developers and managers in order to prevent unplanned investments in Ankara. In this manner, depending upon the demographic features of consumers, shopping center preference reasons, the time that consumers spent in shopping centers and the time they spend in reaching shopping centers had been analyzed.

In this research, in 11 shopping centers located in Ankara, capital city of Turkey, the data was gathered from 6353 consumers by a questionnaire. According to the results, product variety, convenience for wandering and entertaining are the reasons of shopping center preferences of consumers, respectively. Approximately half of the consumers stay in these malls for 2-3 hours. And also it has been determined that majority of the consumers visiting the shopping centers comes from secondary trade zones.

Key words: Shopping center, mall, consumer behavior, retailing

INTRODUCTION

Shopping centers and malls have become the contemporary, dynamic, and bright life centers that fulfill various requirements of 21st century consumers. Today, shopping centers are distinguished from the conventional shopping centers in the sense that they are erected as the artistic monuments, having the single image that is administered by a central management. Such types of shopping centers vary according to the width they occupy (from 5000m^2 to 300.000-400.000m^2), variety of trade activities (carrying more than one department stores and retailing units that are big and small, cafeteria, food courts, entertainment centers, movie theatres, exhibition halls, banks, pharmacy and spots and health centers), the length of working hours and the economic value of the investment. Particularly these places are evaluated to be artistic constructions due to their architecture and seen as the economic and cultural images of the age.

Shopping centers are administered in such a systematic way that they fulfill the requirements of individuals and families through one stop shopping in areas where different types of stores come together. Apart from fulfilling consumers' shopping needs, these centers provide services to satisfy consumers' both social (entertainment, resting) and cultural needs (Pride, Ferrell 1983: 275). Previous studies on shopping center choices of consumers have revealed that socializing needs and values like entertainment and enjoyment of life have impacts on their choices (Michon, Chebat 2004).

There are various factors playing in the success of shopping malls in the 21st century. The most important factors are (Berman, Evans 1989: 249): the increase in the population of suburbs, consumers' increasing needs for one stop shopping, and the decrease in attractiveness of shopping in city centers. Besides, because of the need to make long term planning, wide variety of goods and services are provided, the existence of exit ways to main roads in the region where they occupy, the presence of security precautions that decrease the crime rate in comparison to that of city centers, and the length of working hours compared to conventional shopping centers (they are open at midnight, on Sundays, and on some holidays) (Burstiner 1989:111).

Another significant point that cannot be ignored is the level of consumer satisfaction and the easiness of shopping in these centers. For instance to be able to find everything required altogether with less effort, having a parking lot, not being affected from negative weather conditions. Apart from shopping, it is likely to benefit from social and cultural services in a very short time and with less effort.

Generally, shopping centers are classified according to size, the characteristics of the market they are in, the structure and composition of the retailers they contain, product diversity, and the number of anchor tenants (main tenants) (McGoldrick 2002:72; Lusch, Dunne, Gebhardt 1992:373; Levy, Weitz 2004:218, Casazza, Spink 1986:4).

Apart from all these, new and different types of shopping malls have developed in response to rising consumer needs. Life style centers are multi purpose centers that enable consumers to make their shopping in a different style whenever they feel stressed. In such centers, anchor tenants are not department stores but may be entertainment centers or a famous retailer that works in food sector. Tenant mix doesn't contain self service or discount stores. Generally in such centers where entertainment and food based services are provided, there are restaurants, theatres, and cinemas, sports centers, conventional retailers and famous stores which sell house utilities. Lifestyle centers in general are located in areas where upper level income groups reside (Levy, Weitz 2004:224, Tyree 2004:30-31).

Mixed-Use Centers/Hybrid Centers are called to be the most recent type of shopping centers which provide their customers with shopping as well as including resting places and give an opportunity to participate in social and cultural activities. Mixed-type centers in other words are known to be multi purpose or hybrid use centers (Levy, Weitz 2004:224, Tyree 2004:30-31).

Currently, the new trend is to determine the location of shopping centers and the structure of tenants according to consumer preferences. In other words, the shopping center image is one of the most important indicators of competitive power. When the literature is analyzed, it can be seen that there are seven features that constitute the image of a shopping center, also known as the Big Four that are described as; the goods being sold at a center, reaching the center easily, the services being offered, the atmosphere of the center. The other factors that are important as the Big Four are entertainment activities being provided at the center, food and beverage options, and the security of the center (Sit et al. 2003: 83; Lindquist 1994).

Consumer based studies have shown that shopping center image (Hunter 2006), atmosphere of the center (Chebat, Michon 2003; Michon, Chebat, Turley 2005; Andreu,Bigne,Chumpitaz,Swaen 2006; Anselmsson 2006), way finding convenience in the center (Chebat, Gelinas-Chebat, Therien 2005), informing of the consumers (Newman, Dennis, Zaman 2007) and promotion activities carried out in the center (Persons, Ballantine 2004), suitability and closeness of the parking lots to the stores (Noguera 2005) and quality of the services given in the shopping center (Sim Loo Lee, Ibrahim, Chong Hsueh-Shan 2005; Anselmsson 2006; Laroche, Teng, Michon, Chebat 2005) have impacts on the shopping center choices of the consumers. Some studies have analyzed the consumers according to the expected benefits (Reynolds, Ganesh, Luckett 2002; Parsons 2003; Ruiz, Chebat, Hansen 2004).A successful shopping mall management should consider consumer preferences and position the shopping center differently in the market by managing these features together.

Retailer image is seen as an important factor in the decision making process of consumers. Some of the researches revealed that there is a strong relation between retailer image and consumers' preferences (*Hayfko, Baker 2004*, Baloğlu, Mc Clearly 1999; Ruiz

1999; Pessemier 1980), visiting frequency (Haynes, Talpade 1996; Howell, Rogers 1980), the amount of money consumed (Donovan, Rossiter 1982; Howell, Rogers 1980), the amount of purchasing (Spies et al 1997; Howell, Rogers 1980), desire to stay in the center (Wakefield, Baker 1998) and the intention to revisit (Wakefield, Baker 1998; Spies et al 1997). In this sense determining the combination of the tenant mix seems to be important in increasing the competitive power of shopping centers (*Yeades, Charles, Jones 2001).*

As parallel to the increase of shopping centers in the world, there is also an increase in Turkey. The first organized shopping center in Western style was founded in Istanbul in 1988, named Galeria. Between 1988-1997, each year as an average of two shopping malls was founded. As a result of this slow development by the end of 1997 the number of shopping malls in Turkey reached 11 (Alkibay, Tuncer, Hoşgör 2007:149-151). Today, this number has rapidly increased and reached 100 in Turkey.

The increase in the population in suburbs, the decrease in the attractiveness of shopping at city center and in the amount of shopping time that consumers spend due to lack of time, and the desire to do one stop shopping have increased the interest in shopping centers. Besides, the increase of consumers' income level has been reflected to their life styles. A reflection of this increase is the change in the places they make shopping. Within this context, the number of shopping centers have increased since 1988 and spread across the country after a boom in number between 1998 and 2004. Currently particularly in bigger cities approximately 3-4 new shopping centers are being founded in a year. These shopping centers with 2-3 anchor tenants which can be accepted as regional shopping centers are generally seems similar architecturally.

The most important problem is the unplanned investments and the possible future market constrictions due to the increasing competition. Besides newly constructed shopping centers closeness to each other (1-2 km to one another) and nearness to the city center issues new doubts for today and the future. Shopping centers working are open between 10 am and 10 pm in Turkey. In Europe this long working hours can be seen only a few countries. As a result, in Turkey, small and medium scaled retailer in city centers can not compete with these centers. So, they are lobbying in order to lessen these long working hours in shopping malls. In short, there are 3 reasons of shooping centers being seen as unplanned investments.

The first reason is the same people or organizatios playing various rolles in the shooping center development process. So the land owners, as a developer and shopping center managers, want to perform different functions at the same time. As a result there is no specialization as it is in Europe and different point of views can't be gained. Secondly, today as the shopping centers are perceived as profitable investments, they are constructed to use every vacant land immediately regardless of adequate planning. However, in a planning process beginning with the mall creating idea, researching the whole trade area, analyzing the population in each trade area in terms of various attributes, competitor analysis, carefull sales trend analysis and comparing the alternatives are required.Third, before deciding on the tenant mix consumer based studies are ignored. Tenant mixes, formed without determining the consumer tendencies, are not able to differentiate the shopping center from others and original (genuine) shopping center images can not be created. As a result of this, existence of similar tenants increases the competition in the mall and so the income of the center decreases. When the literature is reviewed, however, it can be seen that, feeling pleasure and gaining benefit are the mostly used motivators of consumers buying behavior (Parsons 2003: 73-74). So, consumer based researches can be used to determine the consumer expectations and to which extent they have been met and this will guide the investors.

These observations about investment problems that are valid for Turkey generally, can also be observed in the capital city of Turkey, Ankara. The population of Ankara is mostly composed of college/university students and civil servants. For the shopping centers that are going to be build in Ankara, which trade zones are suitable, how can these centers' developers determine the tenant mixes and the services that are going to be given? At that time, consumer preferences and tendencies become primary. Because, although the shopping centers in the world resembles each other, some studies revealed that approaches of consumers to these centers differ from one country to another .

RESEARCH METHODOLOGY

The Purpose of the Research

The purpose of the research is to determine the consumer tendencies as a guide to land owners, developers and managers in order to prevent unplanned investments in Ankara. In this manner, depending upon the demographic features of consumers, shopping center preference reasons, the time that consumers spent in shopping centers and the time they spend in reaching shopping centers are analyzed.

The Material and Method

The population of the research is the consumers visiting 11 shopping centers in Ankara, the capital city of Turkey. These shopping centers are Mesa Plaza, Arcadium, Armada, Migros, Real, Carrefour, Optimum, Karum, Atakule, FTZ, ve Galeria.

The sample population was selected. It was determined that 4608 sample, consisted of 384 HHR or HHF, had to be reached with 5% error share and 95% confidence interval. In order to avoid any potential problems during the research, the number of sample population was raised and 6353 consumers were reached. Considering the number of people visiting shopping centers, the number of questionnaires to be administered in each shopping center was determined by using systematic stratification method.

The data collection tool used during the research was questionnaire. The participants in the research were selected on a voluntary based and it was assumed that the participants' answers to questionnaires were true and honest.

DATA COLLECTION AND ANALYSIS

The data collection tool used during the research, questionnaire, was prepared according to the literature. During the preparation period, %1 of the whole population (47) was determined and questionnaire forms were tested in two shopping centers. The incomprehensible questions in the forms were revised and the final version was prepared accordingly.

Data entry took place using SPSS data entry software. Frequency distribution and chi-square techniques were used in data analysis process.

RESULTS AND DISCUSSION

The demographic features of all participants involved in the research were given in Table 1.

Table 1. The Distribution of Participants' Demographic Characteristics

		%
Gender		
	Male	48.9
	Female	51.1
Age		
	17-25	32.3
	26-35	26.5
	36-45	23.5
	46-60	14.2
	60 +	3.5
Education		
	Non-Graduate	.9
	Primary school	12.5
	High school	41.5
	University +	45.1
Household monthly income		
	500 YTL and less	2.2

501-1000 YTL	13.7
1001-2000 YTL	35.5
2001-4000 YTL	34.1
4001 + YTL	14.5
Work status	
Employee	37.8
Employer	12.1
Housewife	14.3
Student	24.7
Retired	9.5
Unemployed	1.5
Total (n=6353)	100.0

According to results 51.1% of the participants was female. When analyzed in terms of age, it was seen that 32.3% of the participants was 17-25, 26.5% was 26-35. Of the consumers, 45% was university graduate, 41.5% was high school graduate. When the total income of the house population is considered, it can be seen that most of them belong to middle or middle lower income group. (1001-2000 YTL 35.5%; 2001-4000 YTL 34.1%). Of the participants involved in the research, 37.8% was wage-earning workers. These are followed by students (24.7%) and housewives (14.3%) (Table 1).

The participants involved in the research were asked why they were in the shopping mall right now (Table 2).

Table 2. The Reason for the Consumers' Presence at the Shopping Mall at the Time of Conducting the Questionnaire

	n	%
Shopping	2866	45.1
Window shopping hanging around	1694	26.7
Entertainment, movie	580	9.1
Meeting with friends	618	9.7
Having meal	595	9.4
Total	6353	100.0

Approximately half of the participants (45.1%) were there to do shopping. It was followed by wandering, visiting and windows shopping (26.7%), meeting with friends, having nice time, (9.7%), having meal (9.4%), entertaining and going to a movie (9.1%) (Table 2).

In the research, whether there is a relation between the reason for being at the shopping center and gender, age, education level and income level was analyzed. According to the findings of the chi-square analysis performed with 0.05 significance level, there was a statistically significant relationship between the reason for being there and gender (x=34.726 df=4), age (x=712,192 df=16), education level (x=84.541 df=12) and income level (x=246.275 df=16). When the results were analyzed, the primary reason for women's presence at a shopping mall was to do shopping whereas men's purpose was to hang around and entertain.

Also the relation between the reason why consumers were there and their working status was analyzed. According to the chi-square analyses done at the 0.05 significance level, it was observed that there was a statistically significant relationship (x=34.726 df=4). While students were there mainly to hang around, housewives, wage earners and more than half of the employers stated that they do shopping at a center.

The consumers involved in the research were asked how much time they spent in a shopping center on average. When the answers were analyzed, it was significant that half of the consumers (50%) spent 2-3 hours. The percentage of the ones who spent for an hour was 25.8% and the ones who spent 3-4 hours were 18.9% (Table 3)

Table 3. The Approximate Time Consumers Spend At a Shopping Center

	n	%
1 hour	1624	25.8
2-3 hours	3156	50.0
3-4 hours	1194	18.9
4-5 hours	264	4.2
5 + hours	70	1.1
Total	6308	100.0

In the research, the relation between the time spent at a shopping center and gender, age, education level and income level was analyzed. According to the results of the chi-square at a 00.05 significance level, there was a statistically significant relationship between the time spent at a shopping center and gender (x=59.253 df=4), age (x=145.489 df=16) and income level (x=83.113 df=16). There was no significant relation between the time spent at a shopping center and education level.

When the results were analyzed, as consumers' age increased, it was observed that the time spent at a shopping center decreased. The ones who stated that they spent around an hour at a shopping center were mostly 46 and over. When analyzed in terms of gender, men spent less time than women at a shopping center.

Moreover, the relationship between the time spent at a shopping center and consumers' working status was analyzed through chi-square analysis at a 0.05 significance level. The results showed that there was a significant relation (x=100.89 df=20).

In order to determine power of attraction shopping centers in terms of distance, the distance between the shopping centers and consumers residence were asked. When the results were analyzed, it was seen that 42.2% of the consumers spent around 11-30 minutes. This is followed by 10 minute distance, 34.3%. The percentage of the ones coming from less than 10-minute distance was 34.3%. The ones coming from more than 30 minute distance constitute 23.6% of the sample population (Table 4). Therefore, it can be concluded that shopping centers mainly attract consumers from secondary trade zones and it is also followed by primary trade zones.

Table 4. The Time Spent Reaching Shopping Mall from Home

	n	%
Less than 10 minutes (Primary zone)	2153	34.3
11-30 minutes (Secondary zone)	2651	42.2
More than 30 minutes (Tertiary zone)	1481	23.6
Total	6285	100.0

Within the research the relationship between arrival time to shopping centers and gender, age, education level, and income level was analyzed through chi-square at a 0.05 significance level. The results showed that there was a statistically significant relationship between the arrival time and age (x=44.860 df=89, education (x=25.137 df=6) and income level (x=165.707 df=8). There was no statistically significant relationship between gender variable and transportation time.

When the results were analyzed, it was found out that older people compared to the young prefer the shopping centers closer to their homes; however, the young can go to shopping centers which take more than 30 minutes. In other words, young people are important tertiary trade zone target group for shopping centers. When the results were analyzed in terms of income level, the lower level income group had the tendency to go for shopping centers which were described to be distant. Here product diversification, price and entertainment opportunities become more important in shopping centers.

It was found out that there was a significant relationship between time spent while reaching shopping centers and consumers' working status (x=83.441 df=10). Accordingly wage earners and students are the groups being attracted from the tertiary trade zone.

In the research, consumers were asked why they prefer the modern shopping malls instead of the conventional ones and asked to circle three most important reasons. These three reasons are rich product diversity and number of shops, closeness to home, and food and beverage opportunities. These are followed by being a safe place for shopping and containing activities for entertainment (Table 6).

Table 6. Reasons why consumers prefer shopping centers/ malls

	Reasons for Preference	
	n	%
Product diversity	2852	45.1
Closeness to home	2235	35.3
Parking lot	1355	21.4
Assistance of the personnel	428	6.8
Opportunities such as escalator, lift	398	6.3
Attractiveness of the environment (illumination, decoration)	1326	21.0
Entertainment opportunities	1516	24.0
Safe for shopping	1728	27.3
Food and beverage options	1864	29.5
Reasonable prices	41	.6
Other	115	1.8
Total	13.858	

The primary reason for choosing shopping centers is the product diversity. According to the result of the analysis of chi-square test done at 0.05 significance level, there was a statistically significant relationship between the product diversity and gender (x=27.894 df=1), age (x=166.364 df=4), education level (x=30.591 df=3), income level (x=140.604 df=4) and work status (x=217.561 df=5).

According to the results the ones who stated the significance of the product diversity most were the women. Also, the consumers who were between 26-45, university and high school graduates and wage earners stated product diversity as the most important factor in preferring a shopping mall. The preference reasons of the young who are 17-25 were the presence of food and beverage option (41.5%) and the entertainment activities (55.5%).

According to the results of the research, consumers stated that closeness to shopping centers have a secondary importance. According to the chi-square analysis done at a 0.05 significance level, there was a statistically significant relationship between being close to shopping centers and gender (x=14.054 df=1), age (x=33.288 df=4), income level (x=45.053 df=4) and working status (x=66.767 df=f). There was no relation with education level.

When the given importance was considered, according to consumers, the presence of food and beverage options took the third place. According to the results of the chi-square analysis performed at a 0.05 significance level, there was a statistically significant relationship between the presence of food and beverage options and age (x=140.430 df=4), education (x=34.572 df=3), income level (x=33.316 df=4) and working status (x=193.693 df=5). There was no relation with gender variable.

CONCLUSION

Approximately half of the consumers are visiting shopping centers (45.1%) to do shopping. This is followed by hanging around, windows shopping (26.7%), meeting with friends, having pleasant time (9.7%), having meal (9.4%) and entertainment, and going to a movie (9.1%). Consequently, 55% of the consumers visit shopping centers for wandering and having pleasant time.

In general while women visit malls centers for shopping purposes, men and students do for hanging around and to have pleasant time.

It is significant that half of the consumers spend 2-3 hours in a shopping mall. The percentage of the consumers spending an hour in a shopping mall is 25.8% and the ones spending 3-4 hours are 18.9% of the sample. Generally men and middle aged and over prefer to spend less time in a shopping mall.

Another result is that shopping malls draw customers mainly from secondary trade zones and this is followed by primary trade zones. Old people prefer shopping malls in close areas while young people prefer the ones at distant regions.

Three most important reasons for choosing shopping malls are product diversity and the number of shops, closeness to home and the presence of food and beverage options, respectively. These are followed by being safe for shopping and the presence of entertainment activities.

According to the results, most of the people who stated product diversity as an important factor for preferring a shopping mall are women. The consumers between 26-45, university and high school graduates and wage earners stated that product diversity is an important factor for preferring shopping malls. The reasons of going to shopping center for young people between 17 and 25 are the presence of food and beverage options (41.5%) and entertainment activities (55.5%).

Considering the results obtained, shopping center investors, developers and managers may increase their competitive powers by developing marketing strategies. In this manner;

Investors and developers, must carried out carefully planned preinvestment analysis. Instead of making investment according to already made analysis, foundation areas must be selected accoring to market researches.

Current shopping centers imitate each other in terms of both architecture and tenant mix. Instead, original architectural constructs and tenant mixes must be formed.

Original architectural constructs must constitute the shopping center image because architectural construct and the atmosphere indicate the center’s quality for the consumers.

As 45% of consumers in Ankara come to shopping centers with intention for shopping, tenant mix is an important factor. Before determining the tenant mix, market researches that measure consumer attitudes must be conducted. In order to determine the tenant mix in a new shopping mall, 3 steps must be followed:

1. Determining the prefered anchor tenants
2. Determining prefered basic tenant categories (firstly basic tenant categories must be defines, secondly they must be listed in order of priority and lastly their probability of preference by consumers must be estimated).
3. Determiming the prefered subcategory tenants (special shops).

Shopping centers are generally formed as regional shopping centers. However research results revealed that consumers prefer these centers mostly for entertaining and having pleasant time(55 % of consumers). So, in Turkey and in Ankara, Lifestyle centers are required. In such centers, entertainment or sport centers must be anchor tenants.

While selecting the shopping center types, differentiation must be created by considering income groups' preferences. Especially in Ankara, because there is only one factory outlet shopping center, investors must turn towards this type. In Ankara, average spending of shopping center consumers' is 87$ and this indicates a very low level when compared to Eurpoean countries.

In Ankara, as the tenant mixes of shopping centers are similar, they can not motivate the consumers to buy and spend more time in these centers. In order to enhance this motivation, special event entertainment and specialty entertainments can be used heavily. Especially entertainment focused activities, educational promotion activities and special public oriented activities can be recommended in order to create differences between commodities.

REFERENCES

Alkibay S., Tuncer.D., Hoşgör.,Ş.; 2007, Shopping Centers and Management, Siyasal Kitapevi, Ankara

Andreu, L., Bigné, E., Chumpitaz, R., Swaen, V., 2006, "How Does The Perceıved Retaıl Envıronment Influence *Consumers'* Emotıonal Experıence? Evıdence From Two Retaıl

Settıngs"International Rewiev of Retail, Distrubition & Cosumer Research, Dec, Vol. 16 Issue 5, p 559-578

Anselmsson, J. 2006 "Sources Of Customer Satısfactıon Wıth Shoppıng Malls: A Comparatıve Study Of Dıfferent Customer Segments" International Review of Retail, Distribution & Consumer Research, Feb., Vol. 16 Issue 1, p115-138

Baloğlu, S, Mcleary, K.W, 1999, "U.S. International Pleasure Travelers' Images of Four Mediterranean Destinations: A Comparison of Visitors and Nonvisitors", Journal of Travel Research, 38(2), p.144-152

Berman, B., Evans, J.R., 1989, Retail Management, A Strategic Approach, New York: Mac Millian Publishing Company

Burstiner, Irving, 1989, Run Your Own Store, New York: Prentice Hall Press

Casazza, A.J., Spink, F.H., 1986, Shopping Center Development Handbook, Washington: Urban Land Institute

Donovan, Robert J., Rossiter, John R., 1982, "Store Atmosphere: An Environmental Psychology Approach," Journal of Retailing, 58 (Spring), p.34-57

Haynes, J., Talpade S., 1996, "Does Entertainment Draw Shoppers? The Effects of Entertainment Centers on Shopping Behavior in Malls," Journal of Shopping Center Research, 32(2), p. 29-48

Howell R., Rogers, J., 1980, "Research Into Shopping Mall Choice Behavior", Advances in Consumers Research, p.671-66

Hunter, Gary L. 2006 "The Role Of Antıcıpated Emotıon, Desıre, And Intentıon In The Relatıonshıp Between Image And Shoppıng Center Vısıts" International Journal of Retail& Distribution Management , Vol. 34 Issue 10, p709-721

Laroche, M., Teng, L., Michon, R. , Chebat, J.C. 2005, "Incorporatıng Servıce Qualıty Into Consumer Mall Shopping Decısion Making: A Comparıson Between English And French Canadıan Consumers"Journal of Services Marketing, Vol. 19 Issue 3, p157-163

Levy, M., Weitz, B.A., 2004, Retailing Management, 5th Edition, Mc Graw Hill/ Irwin, Boston

Lindquist, J.D, 1994, "Meaning of Image: Survey of Empirical And Hypothetical Evidence", Journal of Retailing, 50 (Winter), p.29– 38

Lusch, Robert F., Dunne, P., Gebhardt, R., 1992, Retail Marketing, 2nd Edition, South-Western Publishing Co., Ohio

Michon,R.,Chebat,J.C., 2004, “Cross-Cultural Mall Shopping Values and Habitats: A Comparison Between English and French-Speaking Canadians” Jounal of Business Research, Vol.57,p 883-892

McGoldrick, Peter, 2002, Retail Marketing, Second Edition, The McGraw-Hill Companies, London

Newman,A., Dennis, C.,Zaman,S., 2007“Marketing Images And *Consumers'* Experıences In Selling Envıronments” Marketing Management Journal, Spring, Vol. 17 Issue 1, p136-150

Pessemier, E.A., 1980, “Store Image And Positioning”, Journal of Retailing, 56(Spring), p.94–106

Pride, W. M., Ferrel, O.C., 1983, Marketing Basic Concepts and Decisions, Boston: Houghton Mifflin Company

Ruiz, F., 1999, “Image of Suburban Shopping Malls and Two-Stage Versus Uni-Equational Modelling of the Retail Trade Attraction: An Empirical Application”, European Journal of Marketing, Vol.33, No.5/6, p.512-530

Sim Loo Lee, Ibrahim, M. F. , Chong Hsueh-Shan, 2005, “Shoppıng-Centre Attributes Affecting Male Shoppıng Behavıour*”,*Journal of Retail & Leisure Property, Oct, Vol. 4 Issue 4, p324-340

Sit, J., Merrilees, B., Birch, D., 2003, “Entertainment-Seeking Shopping Centre Patrons: The Missing Segments”, International Journal of Retail& Distribution Management, Vol.31, No.2, p.80-94

Spies, K., Hesse, F., Loesch, K., 1997, “Store Atmosphere, Mood and Purchasing Behavior”, International Journal of Research In Marketing, Vol.14, p.1-17

Tyree, Michelle Dalton, 2004, “Retail Stakes Raised at Santa Anita, Woman’s Wear Daily”, 29.9.2004, Vol.188, No.68, p.30 –31

Wakefield, K.L, Baker, J, 1998 “Excitement at the Mall: Determinants and Effects on Shopping Response”, Journal of Retailing, Vol.74, No.4, p.515-539

Appendix I

		Gender?								
		Male		Female		Total		Chi-Square Tests		
		N	%	n	%	n	%	*Chi-Square	df	Asymp. Sig.
Why do you visit this shopping mall? (three options at most)	Product diversity	1286	41.7	1556	48.4	2842	45.1	27,894	1	0,001
	Closeness to home	1015	32.9	1205	37.5	2220	35.2	14,054	1	0,001
	Parking lot	803	26.1	547	17.0	1350	21.4	76,538	1	0,001
	Helpful staff	194	6.3	231	7.2	425	6.7	1,959	1	,162
	Presence of escalator, lift or so	172	5.6	223	6.9	395	6.3	4,881	1	,027
	Attractiveness of the atmosphere (illumination, decoration and so on)	652	21.2	669	20.8	1321	21.0	,124	1	,724
	Entertainment activities	745	24.2	761	23.7	1506	23.9	,234	1	,629
	Safe for shopping	770	25.0	953	29.6	1723	27.4	17,000	1	0,001
	Presence of food and beverage options	906	29.4	952	29.6	1858	29.5	,028	1	,867
	Other,	60	1.9	55	1.7	115	1.8	,495	1	,482
	Reasonable prices	20	.6	21	.7	41	.7	0,001	1	,985
	Total	3082	100.0	3216	100.0	6298	100.0			

Appendix II.

		Education Level												
		Non graduate		Primary school graduate		High School graduate		University or above graduate		Total		Chi-Square Tests		
		n	%	n	%	n	Chi-Square	df	Asymp. Sig.	n	%	Chi-Square	df	Asymp. Sig.
Why do you visit this shopping mall? (three options at most)	Product diversity	21	38.2	339	43.5	1132	43.3	1349	47.4	2841	45.1	30,591	3	0,001
	Closeness to home	26	47.3	279	35.8	941	36.0	980	34.4	2226	35.3	4,037	3	,258
	Parking lot	3	5.5	85	10.9	446	17.0	815	28.6	1349	21.4	180,310	3	0,001
	Helpful staff	6	10.9	88	11.3	160	6.1	173	6.1	427	6.8	29,407	3	0,001
	Presence of escalator, lift or so	5	9.1	82	10.5	165	6.3	144	5.1	396	6.3	30,591	3	0,001
	Attractiveness of the atmosphere (illumination, decoration and so on)	8	14.5	149	19.1	564	21.6	600	21.1	1321	21.0	4,161	3	,245
	Entertainment activities	4	7.3	147	18.9	681	26.0	675	23.7	1507	23.9	27,134	3	0,001
	Safe for shopping	17	30.9	218	28.0	663	25.3	827	29.0	1725	27.4	9,989	3	,019
	Presence of food and beverage options	5	9.1	176	22.6	806	30.8	868	30.5	1855	29.5	34,572	3	0,001
	Other,	2	3.6	25	3.2	46	1.8	42	1.5	115	1.8	10,910	3	,012
	Reasonable prices	0	.0	6	.8	15	.6	20	.7	41	.7	,892	3	,827
	Total	55	100.0	779	100.0	2617	100.0	2847	100.0	6298	100.0			

Appendix III.

		Age Group														
		17 - 25		26 - 35		36 - 45		46 – 60		61 +		Total		Chi-Square Tests		
		n	%	n	%	n	%	n	%	n	%	n	%	Chi-Square	df	Asymp. Sig.
Why do you visit this shopping mall? (three options at most)	Product diversity	690	33.8	817	48.7	774	52.4	473	52.8	91	41.2	2845	45.1	166,364	4	0,001
	Closeness to home	654	32.0	580	34.6	527	35.7	365	40.8	104	47.1	2230	35.3	33,288	4	0,001
	Parking lot	274	13.4	403	24.0	403	27.3	232	25.9	40	18.1	1352	21.4	125,562	4	0,001
	Helpful staff	86	4.2	116	6.9	122	8.3	71	7.9	32	14.5	427	6.8	48,038	4	0,001
	Presence of escalator, lift or so	65	3.2	63	3.8	82	5.5	127	14.2	61	27.6	398	6.3	313,375	4	0,001
	Attractiveness of the atmosphere (illumination, decoration and so on)	550	26.9	350	20.9	284	19.2	118	13.2	21	9.5	1323	21.0	98,437	4	0,001
	Entertainment activities	840	41.2	364	21.7	213	14.4	80	8.9	16	7.2	1513	24.0	557,644	4	0,001
	Safe for shopping	386	18.9	460	27.4	488	33.0	319	35.6	71	32.1	1724	27.3	128,644	4	0,001
	Presence of food and beverage options	774	37.9	501	29.9	366	24.8	186	20.8	35	15.8	1862	29.5	140,430	4	0,001
	Other,	27	1.3	34	2.0	28	1.9	22	2.5	4	1.8	115	1.8	5,277	4	0,260
	Reasonable prices	11	.5	7	.4	12	.8	7	.8	3	1.4	40	.6	4,336	4	0,362
	Total	2041	100.0	1677	100.0	1478	100.0	895	100.0	221	100.0	6312	100.0			