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A STUDY ON THE EFFECTIVENESS OF THE CONSUMERS OF THE SHOPPING CENTER FOR THE EFFECTIVENESS CONSIDERED IN THE SHOPPING CENTERS

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EXTENSIVE SUMMARY

With the increasing number of shopping centers, there has been an intense competition between shopping malls. Shopping centers resort to various methods to reach more consumers. They constitute activities that are organized by one of their most important ones. They have strived to attract consumers to the shopping center by organizing various events and to stay in shopping centers for as long as possible. For this reason, people living in cities often go to shopping centers to evaluate their leisure time. Shopping centers also provide consumers with a place to enjoy their leisure time (cafes, restaurants, sports halls, cinemas, theater and concerts) and activities in consideration of this situation while serving the consumers. In this context, the activities organized by the shopping centers have gained an important meaning.

In this study, the activities organized in shopping centers have been researched how consumers influence the shopping center preference process.

Demographic characteristics of respondents; the age group distribution was determined as 18-26% and 34.8%, respectively. When you look at gender disparity; it was seen that 56.5% of the participants were women. In this case, the events organized in shopping centers shows that female participants have more interest. When we look at the marital status variable; it is seen that more than half of the participants are married with 56.5%. According to this result, it was seen that those who participated in the events organized as a family with children. It is thought that the activities were made for children. When the occupational variable is examined; and 39.4% of them were employed by the private sector. In this context, it is seen that the private sector employees have more social groups. Lastly, when looking at income variable, it is seen that the maximum is 2061 to 1501-2250 TL. It has come to the conclusion that the participants at the middle income level showed more interest in the activities. In this context, it is seen that the private sector employees have more social groups. Finally, when looking at income variable, it is seen that the maximum is 2061 to 1501-2250 TL. It has come to the conclusion that the participants at the middle income level showed more interest in the activities.

As the creativity of the events organized in the shopping centers increases, the enjoyment get from shopping of shopping center consumers has increased in parallel. Shopping center consumers enjoy the time they spend at the shopping center, depending on the creativity of the events they attend. Shopping center consumers enjoy the time they spend at the shopping center, depending on the creativity of the events they attend. Therefore, the mall

managers should take care to ensure that the activities organized to enhance the shopping enjoyment of the customers are creative.

As the appropriateness of the events organized at the shopping centers increases, the enjoyment that shopping center consumers receive from shopping also increases in parallel. It is also important that the events organized by the mall managers are appropriate for their own purposes as well as for their customers. In this context, shopping centers should organize events based on the suitability of the events for the customers. As the efficiency of the events held in the shopping centers increases, the enjoyment that the shopping center consumers receive from the shopping is also increasing in direct proportion. It has been seen that customers enjoy shopping when the activities that the shopping center has organized are sufficient. Therefore, the activities of shopping mall managers in the shopping mall the studies aimed at being sufficient for both consumers and their own purposes will benefit from reaching its existing goals with the events.

It can be said that in the events organized by the mall managers, the possibility of making the consumers to be permanent customers of the malls will increase if they are careful about the creativity of the activity, the appropriateness of the activity and the efficiency.