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PREFERRED REASONS OF SHOPPING CENTERS AND RELATIONSHIP WITH RECREATION

Meltem ALTINAY^a

Sevcan BİLGİMÖZ^b

^a Gazi Üniversitesi, Sosyal Bilimler Enstitüsü (meltemaltinay@yahoo.com)

^b Gazi Üniversitesi, Sosyal Bilimler Enstitüsü (svcnblgmz@gmail.com)

EXTENSIVE SUMMARY

Shopping comes a few means for consumers. It is perceived as utilitarian consumption only for some customers. Consumers do shopping to satisfy their daily needs. Such a shopping is considered spending time as mandatory and is not recreational time. Unlike dislikes shopping, some customers like to be in the shopping center and they want to live shopping experience. According to this kind of customers, shopping means of recreation and entertainment. Consumers go shopping for various reasons and they are in deep meaning during shopping. In made researches, when consumers do hedonic shopping, It has been suggested to act by motivating the effect of different factors.

Recreational shopping is concerned with the social motive sand It is explained to spend an enjoyable process, to have experience rather than buying something and tofeel (Bäckström, 2011). The dimensions of the recreational shopping is examined in three parts mission shopping, window shopping and mood shopping(Guiry, 1999).

The aim of this research explains recreational shopping concept which gains more importance day by day and determine factors that affect to preferences of shopping centers for the purpose of recreational. According to research results, The main factors that affect individuals' shopping centers preferences are combination of all the products in the shopping center, the availability of new products in the shopping center, to have the environment quality of the shopping center, to be easy finding quality products in shopping malls, the appropriate working hour sand presence of cafes, restaurant sand cinema. Research was performed in Ankara Birlik neighborhood. Most of the individuals participating in the study are in the 31-42 age range but it was concluded that the variables of age and educational status don't effect to the shopping frequency from shopping malls.