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THE EVALUATION OF CONSUMER SATISFACTION AND EXPECTATION FROM SHOPPING MALLS SUCH A NEW PUBLIC SPHERE

Abstract:

Shopping Centers offer certain advantages to customers such as social activities, lack of car parking problems, security, product variety, and hygiene; these advantages enable them to hold a considerable market share in the retail sector. Shopping centers are also superior in providing their customers with ease and comfort as well as keeping the retail stores alive. Shopping centers, due to the proximity of stores to each other, create a synergy inside, despite the competition among these stores. Despite a considerable number of shopping center oriented studies both at home and abroad, in the literature, a study on determining the level of importance of the factors influencing costumer satisfaction and expectation selection could not be detected.This study looks into the factors that are influential on the preferences for shopping center's costumers satisfaction and expectation selection and explains these factors through a conceptual model. By means of a comprehensive literature search, the theoretical framework of the factors affecting the causes of preference is established and relevant research questions are chosen. Thus, the theoretical foundations of the model have been created. The field research includes the 7 different types of shopping centers that operate in Istanbul. In this study, among the qualitative research methods, in-depth interview technique and interview form approach are preferred. Interviews have been held with people from shopping center's costumers pursuing different characteristics. In 7 different shopping center, 420 questionnaires in total have been given by using face-to-face interview technique. The results of the study have been evaluated by applying One-way Analysis of Varience, Factor Analysis and Regressional Analysis. These methods can be defined as the decision-making and estimating method, which gives the percentage distribution of decision points in terms of factors affecting decisions; it is used in the identification of decision hierarchy.The occurrence of a competitive environment with the increase in the number of shopping centers in our country, there is not enough research to provide guidance to investors as well as to enliven the retail industry.This study aims at becoming a source for shopping centre investors, developers, architects and other related disciplines; additionally, expects all these sides to act with the knowledge of what is expected from them.

Keywords:

Shopping centers, real estate development, costumer satisfaction, factor analysis, regression analysis.

JEL Classification: R00

1 Introduction

Industry evolves, consumers demand new products and services in different, and in the competitive environment congruent with their expectations venues are preferred. Therefore, the modern marketing concept, changes in consumer preferences and trends in advance of making market research to determine the number of marketing functions are (Akatlar et al., 2005). Shopping center to remain on the agenda by responding to consumer demand, this research will be carried out periodically with. Research while, Akat, Taşkın and Özdemir (2005) have done in their study; motivated behavior to be, to be complex, varied activities, hosting, scheduling across the different reactions can exhibit environmental factors influence and dynamic process have characteristics ignored should not be.

Different lifestyles, different cultures and different demographic structures, to create segments of consumers, markets have gradually leads to a heterogeneous structure. A shopping center will create a marketing strategy, three main factors. These are;

- Market segmentation and identification of the target audience of these segments,
- Determination of the concept of the shopping center,
- Ensure an environment of diversity and sustainable competitive factors, (Lehew and Fairhurst, 2000).

The target audience should be determined during the construction of the shopping center and the structure of the building to residential tenants in the form on this basis must be shaped. These factors are now considered by many developers and can be applied successfully. Already on the market, considering the diversity of each group will be seen that it is impossible to reach. Determining concept was introduced factor is a factor taken into account as yet. Shopping centers EnginYildirim 's agent in shopping malls, companies that do not pay enough attention to the concept will have difficulty in finding refers to the customer, the customer is no longer emphasizes selective than before (Yildirim, 2007).

Located in the heart of a nature shop, every customer is equally impossible to influence. Commonalities of the people, by accepting the common tastes and expectations will be addressed according to the demands and expectations of the mass may be aspects of shopping center properties. Classification to be made when selecting the target audience, the consumers' lifestyle, social status and personal preferences, such as made -defined grouping of features should be considered.

Shopping centers, primarily in order to stand out from their competitors to analyze they well and they need to be able to offer different services. Shopping center agent EnginYildirim (2007), this differentiation or selling products is to say what can be done with the area. Almost every product sold that resembles each other to differentiate their products in the retail sector; the market with the introduction of different brands will be possible.

Nowadays, there are numbers of shopping centers as well as the size increases. Leasable area increases, in proportion to increase in sales is desirable. That occurs as a result of this competitive environment, it is important productivity of leasable area (Lehew and Fairhurst, 2000).

2 Literature

Consumers shopping during the decision-making mechanisms, has been the subject of several investigations, research result, consumers; expectations and are subject to many classifications according to their preferences (Patel, 2008). The purpose of this classification is done, analyzing and addressing the client's best shopping malls in the light of the information obtained is to be developed.

In this section, the study carried out among customers, from the architecture of the shopping center, a few studies which have been studied related to expectations. In this context, the behavior and preferences of customers shopping center is made for;

- Attractiveness of Shopping Centers: Segmentation Approach (El-Adly, 2006),
- Consumers in Retail Shopping Centres, Shopping Centres, and to identify the Attitudes towards a Research (Cengiz and Ozden, 2006),
- Proximity to Shopping Malls Shopping Center Customer Effects of Being (Demirci, 2000),
- Consumer Buying Behavior in Shopping Centers: A Field Study On (Altunışık and Mert, 2001),
- Hanzaee, Kheiry and Abghari Environmental Conditions and Tenants on the Consumer Satisfaction Evaluation of the Effect of Combination studies aims, methods and results were transferred.

3 Methodology

Of investors trying to make a profit, as well as relating to the region, consistent with user expectations attached to the need to build shopping center type has revealed. Hence to understand user expectations "Consumer Expectation Analysis" has made attempts to identify. The steps in this context during operation (work flow) are as follows:

- Consumer and investor based measurements, determination of the size of the model creation,
- Determination of studies analyzed in shopping centers,
- Survey to determine the types of questions used in the form of questions and the creation of the questionnaire,
- Performing pilot study,

- According to the results of a pilot study examining the results of the questionnaire was updated,
- The implementation of face-to-face survey
- The collection of data,
- Obtained with the method according to statistical analysis,
- Acquisition and interpretation of results.

3.1 Method

Survey studies forming the basis of the questionnaire data related to the preparation and sample selection are presented in this section.

Aaker (1991) proposed model for the measurement of consumer based brand equity on a multidimensional scale developed by Yoo and Donthu (2001) is considered the first work in the literature and has been verified. The scale developed by Yoo and return the survey questions were the basis for the prepared.

A pilot study done prior to the survey and the results of this study will be used to minimize the number of questions, we understood, was aimed to increase the applicability and consistency.

Testing of the draft questionnaire, in order to compensate the missing pilot study was conducted in approximately 20 subjects. The subjects offered as part of the pilot study were asked to answer the questionnaire draft. General survey of the structure and the number of questions to be answered in a healthy way is made to check whether it is appropriate. Pilot study data obtained have been made in the light of modifications to the questionnaire.

3.2 Sampling

As a limiting factor in the selection of the sample during the analysis of the cost and work scope of work to be done in a healthy way with three major cities of Ankara, Istanbul and Izmir, Istanbul, reflecting the implementation of the decision is given.

Sample size when calculating the following formula is used.

$$n^2 = \frac{Pi * (1 - Pi)}{(\frac{e}{Z})^{\ 2}}$$

In the formula "Pi" main mass of the standard deviation, the "e" margin of error, and "Z", which is the standard deviation of the distribution corresponding confidence limits indicate the amount. The volume of sample to be analyzed in the study, 5% margin of error (95% confidence limit) is calculated in the following way:

$$n^2 = \frac{0,5 * (1 - 0,5)}{(\frac{0,05}{1,96})^{\ 2}}$$

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n = 384 was obtained as a person.

Istanbul, which is active throughout the shopping center are about 70. Each in a shopping center 3 different time frames within the 70 survey should be done considering that, every mall this poll would be quite difficult and the data as desired descriptor may not be as it can be, "Clustering Method" using, different features and areas, users more on the side preferred, decided to conduct the survey in six different shopping center is. 95 % confidence interval, margin of error of 5 % has been considered. "Missing" may be the answer and sample size must reach a meaningful subset considering that the total number of questionnaires for each analysis may need to exceed the 400 a bit. In this sense, using six different shopping centers, a total of 420 units in the 70 survey questionnaire are intended to achieve. Determined using the method of clustering malls shown on the map below.

Fig. 1: Surveyed Shopping Centers

3.3 Data Collection

In the first part of the survey in terms of providing users the convenience of grouping questions directed towards demographic characteristics, habits of users on questions about shopping centers is given in the second section. In the third part of the survey questions about creating the shopping centers were evaluated in the results later.

4 Results

Through SPSS users have given for each question based on the average of the scores of the severity of each problem found, and among them were made by. 4 figures range between 1-5 (1) from a very insignificant (5) was evaluated as very important. Thus, each participant's general opinion about that segment was reduced to a range of 1 to 5 points.

4.1 Data Analysis

Subject to the findings regarding the expectations of the shopping centers before place, age, gender, education level, and income distribution data related to occupational groups listed below are shown in the charts.

		No of Person	Percentage (%)
Age	19	35	8.3
	20-29	232	54.7
	30-44	115	27.1
	45-64	38	9
	65 +	4	0.9
	Total	**424**	**100**

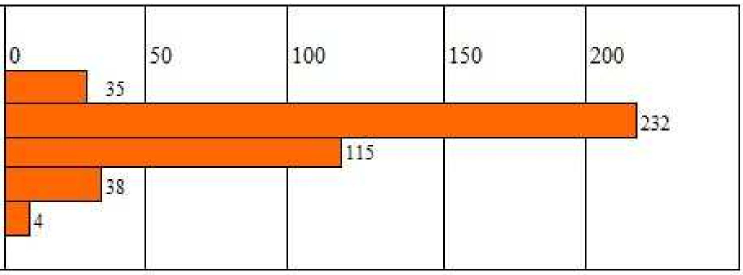

Fig. 2: The distribution of respondents by age group

		No of Person	Percentage (%)
Gender	Woman	212	50
	Man	212	50
	Total	**424**	**100**

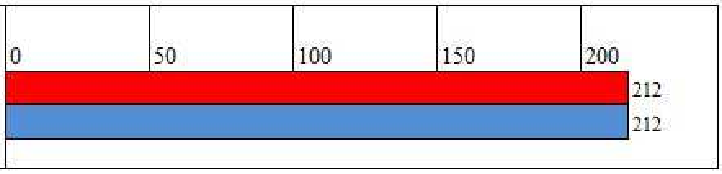

Fig. 3: The distribution of respondents by gender group

Gender distribution of the sample is balanced and yarıyarı. Interviews were carried out with users over the age of 18 and the average age was calculated as 33,5. As can be seen from the illustration above age range covers all age ranges.

According to the survey, the age group distribution is shown in figure 2. Accordingly, the most preferred shopping centers of the age group 54.7% with a ratio (232 people) of the 20-29 age group said to constitute. Subsequently, the second as compared to 27.1% (115 people) group constitutes between 30-44 years.

		No of Person	Percentage (%)
Educational Background	PrimaryEducation	44	10.4
	High School	193	45.5
	University	162	38.2
	Master	21	5
	Doktorate	4	0.9
	Total	**424**	**100**

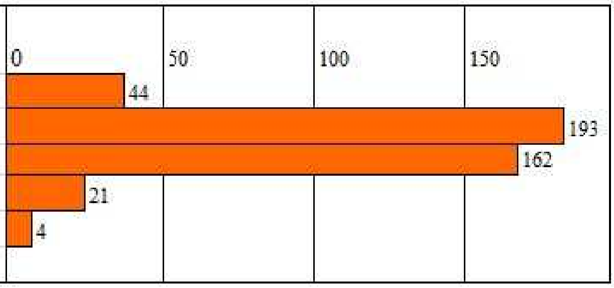

Fig. 4: The distribution of respondents by education status

Face to face interviews conducted using the technique of the educational status of the people interviewed in the survey, such as is shown in the figure below. The results obtained in accordance with the most preferred shopping centers, 45.5% of high school education level of those in a ratio secondly, of those with a university education accessible to the conclusion that.

Those who prefer shopping centers, we examined the distribution of vocational students and civil servants of the most preferred result that has emerged.

		No of Person	Percentage (%)
Occupation	Housewife	35	8.3
	Student	92	21.7
	Retired	12	2.8
	Tradesman	42	9.9
	Manager	17	4
	Specialist	53	12.5
	Officer	91	21.5
	Emloyee	72	17
	Unemployed	3	0.7
	Others	7	1.6
	Total	**424**	**100**

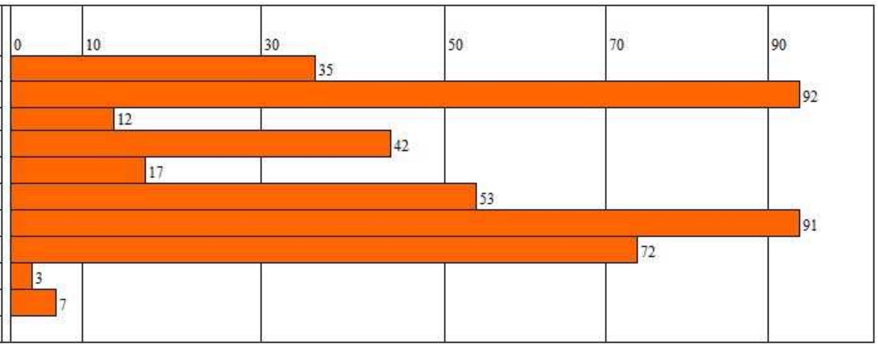

Fig. 5: The distribution of respondents by occupation

		No of Person	Percentage (%)
Level of Income	1-1000 TL	131	30.9
	1001-2000 TL	171	40.3
	2001-3000 TL	90	21.2
	3001-4000 TL	30	7.1
	5000 TL +	2	0.5
	Total	**424**	**100**

Fig. 6: The distribution of respondents by income group

Shopping centers from 1001 to 2000 compared to 40.3% who prefer the majority of persons with an income level has emerged as a result. And secondly at the level of 30.9% compared with income 1-1000 shopping mall of their choice for individuals, level of income for individuals now prefer to shop store street or qualified conclusion that has been reached.

The findings regarding consumers' shopping habits are shown in Figure 7.

		No of Person	Percentage (%)
How many times do you come to Shopping Centers?	Hergün	30	7.1
	Haftada 1-2 kez	193	45.5
	2-3 haftada bir	120	28.3
	Ayda 1	67	15.8
	2-3 ayda bir	14	3.3
	Total	**424**	**100**

Fig. 7: The distribution of respondents by the advent of the shopping center frequency

The people surveyed, when asked about the frequency of 45.5% compared to the advent of Shopping Center (193 people) most of the responses received have been found to be 1-2 times a week. I come every 2-3 weeks shopping centers 28.3% of those who say 'luxury rates were in second place. The survey only 14 of the 424 people come every 2-3 months, saying the odds of 3,3% has taken place.

		No of Person	Percentage (%)
How do you come to Shopping Centers?	By car	107	25.2
	By bus	226	53.3
	By metro	31	7.3
	On foot	45	10.6
	By Taxi	15	3.5
	Total	**424**	**100**

Fig. 8: The distribution of respondents by how coming to the shopping center

Of people who visit shopping centers in access to a shopping center that they prefer what is best for understanding the distribution of the answers given to the question asked is as follows: 6.8, are also shown. According to the results of Shopping Center, while 53.3% of the most preferred modes of transportation than the bus / minibus was determined. Rate of 25.2% from private vehicle is. As can be seen from the above figures, while Shopping Centerhave preferred more public forms of transport that arises as a result.

		No of Person	Percentage (%)
What is your average length of stay in the mall?	0-30 minutes	9	2.1
	31-60 minutes	73	17.2
	1-2 hours	232	54.7
	2-3 hours	110	25.9
	Total	**424**	**100**

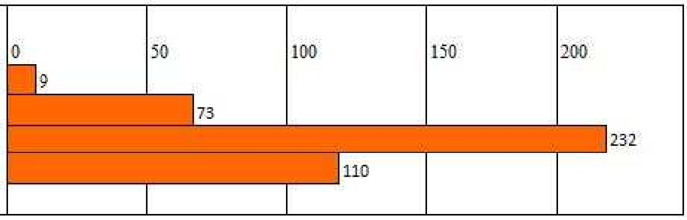

Fig. 9: The distribution of respondents by staying time at the shopping center

People who prefer shopping centers generally how much time they spend at the shopping mall that is shown in Figure 9. According to this ranking, coming to a shopping center where people generally spend 1-2 hours has emerged as a result. And less than half an hour of your time in a mall who answered the lowest rates were 2,1%. 2-3 hours if you are in a mall who took second place compared to 25,9 %.

Overall objective Shopping Center develops as shopping preferences than 77%, while 18.6% preferred the results for entertainment purposes has emerged. Shopping Centers and those who prefer shopping and leisure rate is 30%. 15 % of people surveyed prefer shopping center for dinner.

Of the respondents, the most Cevahir Shopping Center and then sequentially İstinyepark, Tepe Nautilus, Capacity, City, Kanyon, Profilo, Akmerkez, BeylikdüzüMigros, the Capitol, Carrefour Ümraniye, M1 Meydan and the Palladium shopping centers of their choice in Figure 10 can be seen.

		No of Person	Percentage (%)
Where is the most preferred shopping center?	Cevahir	72	16.9
	İstinyepark	68	16
	Tepe Nautilus	54	12.7
	Capacity	52	12.3
	Metrocity	41	9.6
	Kanyon	27	6.3
	Profilo	23	5.4
	Akmerkez	19	4.4
	Beylikdüzü Migros	18	4.3
	Capitol	16	3.8
	Carrefour Ümraniye	14	3.4
	M1 Meydan	11	2.6
	Palladium	9	2.3
	Total	**424**	**100**

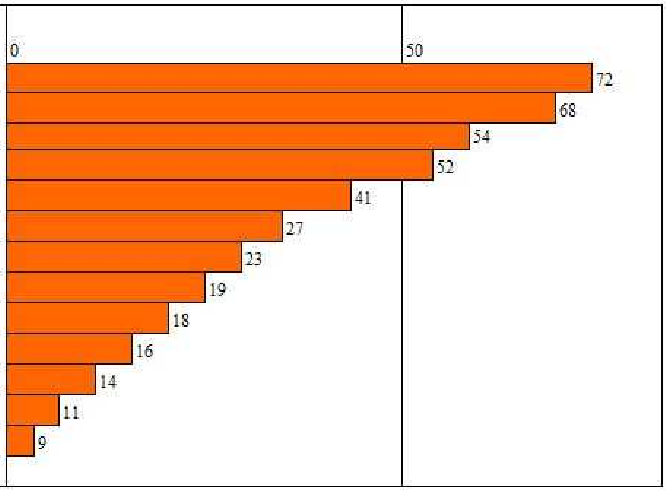

Fig. 10: The distribution of respondents by most preferred shopping center

		No of Person	Percentage (%)
Why?	Near	131	30.8
	Central Location	117	27.5
	Comfortable circulation and shopping	64	15.4
	Very good mix of varieties in-store	50	11.7
	Habit	23	5.4
	Cinema-Food Court	19	4.5
	Relax	8	1.9
	Quality of Costumers	7	1.6
	Parking Space	5	1.2
	Total	**424**	**100**

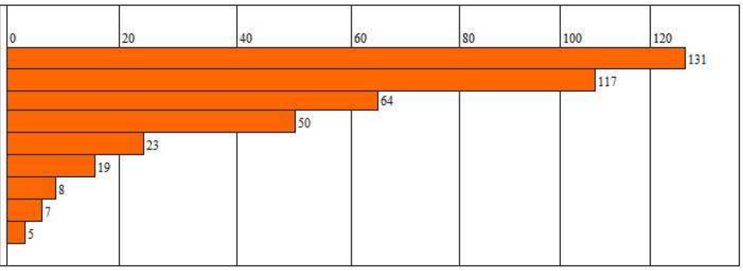

Fig. 11: The distribution of respondents by why they choose this shopping center

When we look at the reasons for choosing a shopping center, it is seen that the first order of proximity factor. Users of importance of other factors, respectively; Central location, comfortable roaming and shopping facilities, many varieties are from stores, habits, cinema and food portions to be good, quiet, customer quality is high and parking problem lack that arises.

Through SPSS consumers have been given for each question based on the average of the scores of the severity of each problem found, and among them were made by. Transportation, architecture and equipment to consumers in terms of their answers to the questions shown in the table on next page. Which points to a question posed to consumers of all their people, and escapes that are shown in the table points to respond to and then calculating the average score for each question is listed severity. Of respondents in Table 2, shopping centers about their expectations in terms of transportation in order of importance according to their responses indicate.

Tab. 1: In order of importance, according to the expectations of the respondents in terms of transportation

Transportation-Related Opinions	Answers (No of Person)					Average
	Not Important (1)	2	3	4	Very Important (5)	
Easy access to shopping center after parking	39	18	55	152	160	4.95
Mall of the input-output connections to be good	4	8	46	240	126	4.12
Shopping Center entry and exit points to be enough	3	13	59	221	128	4.08
Adequate parking capacity	47	24	50	181	122	3.72

According to the table above, most of the customers regarding transportation issues "significant" and "very important" as they consider seen. Most important to their titles the parking after the shopping center Easy access to the shopping center input-output connections to be good and sufficient in number to be finally a sufficient number of parking capacity to be that emerges.

Responses from the participants in the survey conducted by the architecture of shopping mall expectations are listed in Table 3.

Tab. 2: In order of importance, according to the expectations of the respondents in terms of architecture

Architecture-Related Opinion	Answers (No of Person)					Average
	Not Important (1)	2	3	4	Very Important (5)	
There is a sufficient number of appropriate WC	1	8	25	177	213	4.4
Waiting and rest areas contain	3	5	34	183	199	4.34
Sufficient number of required elevator and stairs	5	3	33	207	176	4.29
Provision of facilities for the disabled such as ramps and elevators	6	8	55	159	196	4.25
Lack of Store that is narrow and gloomy	3	4	52	195	170	4.24
Transport scheme is simple and easy	3	10	59	226	126	4.09
The point in the Food section	6	16	60	208	134	4.06
Protection from adverse weather conditions	5	16	71	191	141	4.05
Using Daylight in Shopping Center	3	18	72	200	131	4.03
Stores Location and Relation	6	30	80	183	125	3.92

Users about the importance of architecture in the table above their titles are listed in order of severity. Most of the users subject to this title "very important" have emerged as a result of which they qualified.

In Table 4, located in the mall of the respondents desired reinforcement or have been ranked according to importance. According to this table, participants, some topics related to equipment important to find but some titles are insignificant.

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Tab. 3: In order of importance, according to the expectations of the respondents in terms of reinforcenment

Reinforcement-Related Opinion	Answers (No of Person)					Average
	Not Important (1)	2	3	4	Very Important (5)	
Finding Cinema	6	14	41	227	136	4.12
Finding Entertainment Center	16	37	85	195	91	3.73
Finding Theater	31	49	89	159	96	3.57
Finding Art Gallery	30	76	94	137	87	3.41
Finding Children's Play Area	44	63	72	166	79	3.4
Finding Sport Center	55	78	119	112	60	3.1
Finding Swimming Pool	98	80	92	95	59	2.85
Finding Ice Ring	83	94	97	120	30	2.81

Cinema, leisure center and theater are important, such as in a shopping center reinforcement is referred to as a gym, swimming pool and ice rink in a mall presence of such equipment is not very important stated that.

5 Evaluation

The rise in the levels of economic growth and development and the impact of globalization emerged with the rapid changes in all areas of life as well as consumers and consumer buying habits are also affected. Economic production centers in the cities of the collection, mobilization of labor to urban areas and the urban population has resulted in increasing day by day. Concentrated in certain centers of these people's consumption habits changed with the urbanization process, many elements are left to the new location. In this context of large shopping centers emerged and began to serve this consumer group was observed. Many stores within the keep and when you shop at the same time food, recreation, entertainment, personal care, sports facilities such as by delivering a secure environment by providing leisure time can create an environment, shopping centers, a center of attraction transforms. As a result of these changes and developments in large shopping centers, shopping for consumers, easy, convenient, varied, enjoyable and has become more economically feasible. These centers, most high-income to low income levels that cater to every segment of society has attracted the attention of a wide audience. Thus, major shopping centers, the products, services, innovations, prices, the value created of the day and night in a fraction into the field service options constantly be preferred in the retailing industry is now a huge emphasis has. As a result, the concept of shopping with the opening of large shopping centers has gained a new meaning.

6 Conclusion

Fieldwork carried out in Turkey in terms of the scope and method of the quality of research is an example of a non-social. In today's modern life, producers and consumers a bridge between missioner retail sector, consumer preferences formation, consumption patterns change, consumers' awareness and to inform, social phenomena and life in the coloration and thus consumer behavior has an impact on (Altunışık and Mert, 2001: 145).

The age of the visit as the increase in consumer reverse the reduction of the purpose of sightseeing and fun of shopping centers in middle and older age groups, the intellectual requirements of strategies to satisfy different requirements as to develop strategies are proposed. At the same time, this situation entertainment needs of the middle-aged and elderly people roam and entertainment needs for shopping centers to choose their form of assessment rather than these requirements naturally decline with age considering the possibility in this area, encouraging efforts to lower age groups directing thought is strengthening.

The analysis results obtained in this study, the purpose of shopping in the mall visit is stronger than in married than single suggests. In contrast, if the purpose of entertainment is much stronger in singles than married reveals.

Nowadays, the Shopping Center how much energy efficient buildings, environmentally friendly that is particularly important. Lui (1997: 49) appointed by the modern shopping centers terms of architecture different from the images and eye-catching nowadays try to pass this center is also applied to the exterior and interior architecture. Design features and facilities offered visitors' satisfaction and sense of movements aiming at and are effective; Wakefield and Baker (1998: 519) research in the exterior architectural features of the Shopping Center makes it very attractive interior design and decoration of the visitors remained inside the time has a positive effect showed. In addition, the study of music being played and the colors used in Shopping Center also shows that other key influencers. Visitor's attitude and behavior change and Shopping Center positive image effect, as well as others differentiation for these atmospheric features in the direction of visitors they greeted positively by the case of more frequent, more enjoyable and more time passing the shop will be considered.

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