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5W's AND 1H FOR SHOPPING MALLS: GENDER EFFECT AND TEENAGERS

ALIŞVERİŞ MERKEZLERİ İÇİN 5N 1K: CİNSİYET ETKİSİ VE GENÇLER

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Özet: Bu çalışma, Türkiye'nin üçüncü büyük şehri olan İzmir'de, on beş ve on dokuz yaş arasındaki 1002 genç kız ve erkek üzerinde yapılmış bir araştırmanın sonuçlarını içermektedir. Çalışmanın amacı, genç kız ve erkekler arasında alışveriş merkezindeki davranışları ve gidecekleri alışveriş merkezini seçerken göz önünde bulundurdukları ölçütlere verilen önem açısından fark olup olmadığını açıklamaktır. Çalışmada, verilerin azaltılabilmesi için faktör analizi, cinsiyet farklılıklarını test edebilmek için ise varyans analizi ve ki-kare testi kullanılmıştır. Bulgular, iki cinsiyet arasında birçok davranışsal değişken bakımından olduğu kadar gidilecek alışveriş merkezinin seçiminde göz önünde bulundurulan ölçütler bakımından da istatistiksel olarak anlamlı farklılıklar bulunduğunu göstermektedir.
Anahtar Sözcükler: Alışveriş merkezi, 15-19 arası gençler, cinsiyet

Abstract: The study contains the results of a survey conducted on 1002 teenager boys and girls between fifteen and nineteen ages, in İzmir, the third largest city of Turkey. The purpose of the study is to explore whether boys and girls differ in their shopping mall behavior and criteria they consider when they select a shopping mall to go. The data were subjected to factor analysis to reduce the data, and to one-way analysis of variance and chi-square tests to test the gender differences. The findings indicate statistically significant differences among genders in many of behavioral variables as well as the criteria taken into consideration when selecting shopping mall to go.
Keywords: Shopping Mall, Teenagers, Gender

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1. INTRODUCTION

Retailing is going through significant changes. Traditional retail formats are being increasingly replaced by non-traditional formats. Enclosed malls will be the most affected ones among traditional outlets. However this is not the only threat for shopping malls. Concurrently there is an increasing threat from other traditional forms of retailers and other shopping malls considered as "overmalling" by experts (Yavas 2003). Shopping malls and retailers are operating in an increasingly competitive environment characterized by chronic overcapacity and declining number of customers (Kotler and Armstrong 2006; LeHew and Fairhust 2000; Nicholls et al. 2002; Prendergast et al. 1998; Shim and Eastlick 1988; Wakefield and Baker 1998). Also it is seen that consumers are making fewer trips to malls (Nicholas et al. 2002), spending less time in the mall (McDonald 1999) and consequently mall sales per square foot and -closely related to this- rental incomes collected by mall management from tenants are on the decline (LeHew and Fairhurst 2000). The reasons for these are stated as the increase in time pressure on consumers, developments in e-business facilities, the decrease in the enjoyment level of shopping, and scarcity of unique merchandise (Nicholls et al. 2002; Wakefield and Baker 1998)

This may not be the case for Turkey for the time being. Retailing sector has been growing more rapidly in Turkey then in developed countries which might be the result of Turkish people's characteristic of easier adoption to innovations, and the high rate of young population (Aksulu and Özgül, 1999, 91). Shopping mall is a new retail format in Turkey- with an only nineteen years of history-, and traditional retailers still dominate the market. Moreover, Turkish market is growing and increasing investments have triggered competition. Thus in an environment where there is an increasing need for malls to compete both among themselves and with alternative retail destinations (Kirkup and Rafiq 1999), retailers will have to choose target segments carefully and position themselves perfectly (Kotler and Armstrong 2005). Teenagers, who have more leisure time for shopping than other population groups and more of which are actually shopping at malls today (Kim et. al. 2003), can be a very good segment to focus on.

Adolescents between the ages of fifteen and nineteen make up the largest portion of the population in Turkey, which is a growing market for retailing. For that reason this paper focuses on teenagers between the ages of fifteen and nineteen. Additionally, there is a huge amount of literature regarding gender and some researchers investigated teenagers and shopping behavior. However mall selection criteria and mall behaviors of high school girls and especially boys as separate segments are under investigated. Therefore the purpose of this study is to shed light on the gender differences of teenagers between the ages fifteen and nineteen associated with shopping malls. This could assist the mall management for understanding this segment which we suppose constitutes a very important one for the mall managers, and for positioning the mall in an appropriate way and develop the marketing strategy.

The structure of the article is as follows. The following section presents a literature review on the importance of teenagers for malls, gender difference, shopping mall image attributes, and shopping malls in Turkey. After that, the results of the exploratory investigation and conclusion are given.

2. LITERATURE REVIEW

2.1. Importance of Teenagers for Shopping Malls

Surprisingly, published studies rarely mention young shoppers. Especially mall related research has predominantly examined “adult” behaviors and attitudes while virtually ignoring the perceptions and actions of younger customers (Martin and Turley 2004). However, for teenagers, a trip to mall is high on the priority list, with clothing shopping being the top activity among both teens and tweens (Setlow 2001). Shopping malls are important venues for teens to come together, entertain themselves and shop. As Martin and Turley (2004) state “common perceptions would suggest, the shopping mall and the newly wealthy generation Y teen appear to be a perfect match”. However, instead, the general shopping mall today might be targeting the “tweens” or the “teens”, the newly recognized and significant spending components of generation Y (Goff 1999, as stated in Craig and Turley 2004).

Traditionally many retailers have “looked down” on teenagers, viewing them as an “inconvenience” that can negatively impact security and operations (Andreoli 1996). Heavy teen traffic and the many hours spent by teens at shopping malls were viewed unfavorably by retailing managers. However with the teen population on the rise, retailers have recently seen the benefit to targeting teen shoppers and their large discretionary spending power (Setlow 2000).

Teenage market has a vital importance for the marketers. Firstly, they have discretionary spending power (Mangleburg et al. 2004). When they spend, they use their parents’ money. Furthermore, the decrease in family size due to socio-demographic changes allows parents to spend more money on their children’s needs (Anderson 2000). Second, they affect spending decisions of their parents (Martin and Bush 2000; Moschis and Churchill 1979). Third, importance of teenage market comes from their trendsetter characteristics.

Teenagers are more concerned with trends than probably any other age group (Martin and Bush 2000). Last and the most important factor creating the critical role of the teenagers is their future purchasing potential. They are “future consumers” (Martin and Bush 2000; Taylor and Cosenza 2002). Thus, future purchasing potential of teenagers should be emphasized by marketers.

According to Meyer's (2001) "catch them young" theory, "consumers form their brand preferences between the ages of 15 and 25" (Taylor and Cosenza 2002). If the marketers ignore consumers when they are in this age bracket, they will have to make more effort to attract them. For that reason, marketers should focus on consumers of the future and understand the expectations of teen shoppers.

2.2. Gender Differences

Consumption has always been gendered. Consumer society developed within a culture which distinguished between men and women; masculine and feminine, on almost every issue imaginable, and consumption was no exception (Kacen 2000). Researchers have been reporting gender differences in terms of shopping preference and behavior for many years, and research shows that men's and women's shopping behavior differs on many levels. Men and women have been found to process information differently (Peter and Olson 1999), relate to value and material possessions differently, purchase different items for different reasons (Dittmar et. al. 1995, 1996) and approach to shopping task differently. Available research on shopping behavior seems to suggest that it is women who go shopping and that shopping is categorized as a "female typed" task (South and Spite 1994). For example tracking shopping mall usage between 1986 and 1991, it is seen that the dominant female to male ratio, which is 2 to 1, has remained relatively constant (Dholakia 1999). Also Erkip (2004) found a positive relationship between gender and having a liking for shopping activities. However, there are some studies proposing that "traditional modern views of gender and gender identity are no longer credible. The old male-female, mind-body, producer-consumer, distinctions are gone" (Firat and Venkatesh 1993; Kacen 2000). Men are becoming increasingly visible in retail venues. Dholakia, Pederson and Hikmet (1995), observe that ten percent of men claim to be primary grocery shoppers in their families, with over half buying their own clothes (as states in Otnes and McGrath 2001). Moreover, Martin and Turley (2004) found that female and male college aged consumers have similar perceptions of mall environmental variables and are similarly motivated to consume objectively.

2.3. Shopping Mall Image Attributes

A critical issue for shopping mall managers as well as all retailers is how consumers select the venue, which they will be patrons of. In this selection process, image attributes play an important role. Image refers to how a retailer is perceived by customers and others. Also one of the reasons for being loyal to a retailer is the effects of the store image creates on the customer (Arslan, 2004, 9). A firm must communicate a distinctive, clear and consistent image to be successful and create loyal customers. Numerous factors contribute to a retailer's image, and it is the totality of them that forms an overall image (Berman and Evans 2004). Store image management is concerned with the congruity between the image desired by the store and that perceived by its targeted customers (Omar 1999). The consensus of academic research accepts that store image is a multi-dimensional concept (McGoldrick 1990). The components of a store image are a series of relevant features that are linked to functional and psychological attributes that define the store in the customers' minds (Martineu 1958).

Martineau (1958) suggested that stores might achieve differential advantage by matching store image with the self image of shoppers. Shoppers would be expected to shop in stores that have a good image; that is one that differentiated from competitors and approaches a hypothetical ideal for the sector. Hence, retail marketers need to understand how to position the store within its sector to satisfy the expectations of its target shoppers (as cited in Ness, et.al. 2002). Thus it is very important to identify the expectations of the target market and manipulate the most important mall image attributes especially according to the target markets expectations, as a shopping mall cannot be all things to all people.

2.4. Shopping Malls in Turkey

Modern retail organizations started their operations in Turkey 60 years later than they did in the USA and about 30-40 years later than in European countries (Tek and Özgül 2005).

The first modern enclosed shopping mall Galleria opened in Turkey in 1988. Its success was an immediate indicator for the potential for modern retail development in Turkey, and prompted other companies. Thus, this led to a steady development of modern retail centres throughout the 1990s in major cities (Aslanyürek 1999). The development of shopping malls in Izmir, started with the opening of EGS Park Bornova in 1998**,** followed by Çiğli – Kipa, EGS Mavişehir, CarrefourSA, Agora, Konak Pier, Palmiye and Orkide. Considering the development of shopping malls in Turkey, it is seen that their introduction took place after mid-1980s. 1980 was a turning point in Turkish economy because of the liberalization movement and changing economic structure. Strengthening of private sector, increased level of foreign investments and changes in demographic and economic environment also affected the buying patterns. In this sense, preferences for, and attitudes towards products/services thus shopping mall practices changed very fast. These changes for shopping malls are still continuing and severe competition is increasing in this domain.

Finally, to keep pace with those developments, and unique needs of each market, it is important for marketers to monitor these improvements and identify their consumers' needs and wants very well, because cumulative results inferred from the studies on shoppers in developed countries may or may not be applicable to a developing country. Any given mall that ignores the reality of the country where it is located and mechanically copy the "advanced" western models may fail (Li et al. 2004). So, it is vital to develop strategies according to the unique needs of countries and their consumers.

3. RESEARCH DESIGN

The aim of this study is to examine whether there are significant differences between teenager boys and girls regarding their shopping mall behavior and the criteria they use to evaluate a shopping mall to go. Shopping malls are new retail forms with no longer than nineteen years of history in Turkey and particularly in Izmir, the third largest city of Turkey, where the first shopping mall was established in 1998. Hence, the shopping mall is a new retail format in Izmir. Because consumers are not very familiar with shopping malls, first of all, a qualitative study was applied. The aim of the qualitative study was to gain an insight into the experiences, perceptions and expectations of adolescents between the ages of fifteen and nineteen. The first part of this qualitative study was conducted on female adolescents (İlter, Özgen, and Aykol 2005). The same procedure was replicated for the boys at the same age group to form a base for the exploratory examination. Both studies incorporated six focus groups of nine students.

The second phase of the research consisted of a quantitative study, a questionnaire being the survey instrument. All questions included in the questionnaire were based on previous qualitative study and literature review. The questionnaire is composed of three basic parts. The eleven questions in the first part were concerned with the behaviors of teenagers like their favorite shopping mall, most frequently visited shopping mall, companion, time to visit a shopping mall, whether they spend money each time they go to a shopping mall, the specific retailer in a shopping mall where the respondents stay longest and the specific retailer in a shopping mall where the respondents spend most of their money. Included in this part were the reasons why they go to a shopping mall -like eating, shopping and window shopping-, which was asked on a five point Likert scale where one represents "never" and five "always". This part was followed by 44 criteria they use to evaluate a shopping mall to go. Respondents assessed the items with a seven-point importance scale (One representing "not important at all" and seven representing "very important"). Most of these items reflect the shopping mall attributes. It should be noted that although a few of them such as "Friends going to mall" and "Families visiting the malls" cannot be defined as attributes of a mall, those items turned out to be critical in influencing teenagers' assessments related with shopping mall selection. This could be a result of special composition peculiar to this segment. For that reason, those few critical items had also been added to the questionnaire. The reliability of this part was found to be 92.43 percent. The final part of the questionnaire contained questions on student demographics.

3.1. Sample

In this study, 1067 questionnaires were turned back from 1240 questionnaires applied. The questionnaires were filled by high school students between the ages fifteen and nineteen. This age group makes up the largest part (10.63 percent) of the total population of Turkey. The distribution of people by gender is approximately equal, 51 percent male and 49 percent female (TÜİK 2005). This age bracket corresponds to the high school period and freshman years of universities in Turkey. We selected to conduct our questionnaire only on high school students because the qualitative study, on which this study is based, was conducted only in high schools (freshmen were believed to distort the homogeneity of the focus group) (İlter et al. 2005).

In this study, for school selection judgmental sampling, and for class selection simple random sampling were employed. Firstly, non-probability sampling, more specifically judgmental sampling, was employed in the selection of schools. The rationale for this preference is the focus group data on which the current study is based on. That is, it would be more appropriate to conduct the quantitative part of the research in the same high schools where the qualitative researches were applied. It is worth mentioning that there are several types of high schools in Turkey. Students should pass different kinds of entrance exams to enter different kinds of high schools like "Anatolian high schools". Students who are not successful in those exams are free to register to state high schools in their neighborhood. In this research, the authors selected six schools, of which three were state high schools, three were Anatolian high schools. Thus, the state schools could be represented as well as those schools that accept students with an exam. The registration in state high schools depends on the place of residence of the student; that is students can register in those schools located in their neighborhood. However, the rest of the schools in the sample can accept students from everywhere in the city, because they accept students that passed the entrance exam regardless of their residence. For this reason, other criteria considered while choosing the schools were their location, because it could influence the students' residence, hence their mall preferences. Although this may seem irrelevant for Anatolian high schools it is an important factor for students attending government schools. These six schools were selected from every major part of the city. It should be noted that private schools included in the sample refused to take place both in the focus group sessions and questionnaire. In the schools, the school management was requested to choose two classes of students (each class has different number of students because of school composition) from 9^{th}, 10^{th} and 11^{th} levels randomly; that is the questionnaire was applied to six classes in each school, totaling to 36 classes.

4. FINDINGS AND RESULTS

4.1. Characteristics of the Sample

In total, 1067 questionnaires were gathered. Fifty-five questionnaires were excluded due to incomplete filling. Hence, there were 1012 usable questionnaires. 99 percent (n=1002) of the respondents stated that they had been to a shopping mall, hence 1 percent (n=10) of the responses had to be excluded from the rest of the analysis; i.e. the analyses were conducted on 1002 questionnaires. As illustrated in Table 4-1, 58.6 percent (n=584) of the sample was female students while 41.4 percent (n=413) was male students. Most of the respondents were between ages of fifteen and seventeen. Approximately 24 percent (n=220) stated that their monthly household income is in 1001-1500 YTL range and 23.8 percent (n=217) declared that they had a monthly household income between 1501 and 2000 YTL. Nearly 85 percent (n=820) of the respondents had siblings. Finally, 73.4 percent (n=739) of the respondents stated that their families own an automobile.

Table 4-1: Characteristics of the Sample

DEMOGRAPHICS		**n**	**percent**
Gender	Female	584	58.6
	Male	413	41.4
	Total	997	100.0
Age	15	278	28.0
	16	289	29.1
	17	295	29.7
	18	125	12.6
	19	5	0.5
	Total	992	100.0
Total monthly household income	Less than 500 YTL[a]	53	5.8
	501-1000 YTL	166	18.2
	1001-1500 YTL	220	24.2
	1501-2000 YTL	217	23.8
	2001-2500 YTL	107	11.8
	More than 2500YTL	147	16.2
	Total	910	100.0
Siblings	Those who have siblings	820	84.4
	Those who do not have siblings	151	15.6
	Total	971	100.0
Automobile Ownership	Their families own an automobile	739	74.5
	Their families do not own an automobile	253	25.5
	Total	992	100.0
Types of Schools	State High Schools	493	49.3
	Anatolian High Schools	509	50.9

4.2. Effect of Gender on Shopping Mall Behavior

Depending on the measurement of variables, several analyses were carried out in order to discover the effects of gender on the shopping mall behavior. Specifically, one-way analysis of variance (ANOVA) was conducted to test the effect of gender on motivation to visit the shopping malls and duration and frequency of visits. Chi-square was employed to test the associations between gender and the behavioral variables (Favorite shopping mall, most frequently visited shopping mall, companion, time to visit a shopping mall, whether they spend money each time they go to a shopping mall, the specific retailer in a shopping mall where the respondents stay longest and the specific retailer in a shopping mall where the respondents spend most of their money).

As illustrated in Table 4-2, there were significant differences in six of the nine motivations to go to a shopping mall. In other words, boys and girls demonstrated statistically significant differences in terms of frequency, for going to shopping malls to: eat out, shop, window-shop, help their families carry the things they buy, and comply with their friends' and dates' wants. However, there were no statistically significant differences among genders in terms of frequencies of mall visits to: watch movies, entertain and spend their spare time.

Mean values indicate that girls visit shopping malls more frequently than boys to eat out, to shop, to window-shop, to help their families and to comply with their friends. Most obvious difference between boys and girls can be seen if the motivation to visit a mall is window-shopping. An unexpected result was that girls go to malls to help their families more frequently than boys though it contradicts with our focus group results. An explanation might be that the boys were reluctant to express that they go to malls to help their families when filling the questionnaire. On the other hand boys seem to visit the malls because their dates want them to do so more frequently than girls. Perhaps it may be stated that girlfriends of boys are the initiators of shopping mall visit decisions.

There were no statistically significant differences between boys and girls in their frequencies of going to shopping malls for watching movies, entertaining and spending their spare times. Both boys and girls sometimes go to malls to spend their spare times. Watching movie, and entertaining had a frequency between three and four which indicates that both boys and girls go to malls frequently to watch movies and entertain. This finding is in accordance with the literature. As many researchers indicate; the venue through which teens can fulfil their unique needs seems to be a shopping mall where they can socialize with friends, enjoy entertainment or solve their loneliness or other psychological stresses (Bloch et al. 1994; Omelia 1998 as cited in Kim et al. 2003).

Table 4-2: ANOVA Table for Motivation to Visit Shopping Malls and Frequency and Duration of Mall Visits Based on Gender

Motivation: ***Why do they go to a shopping mall?***	**Girls**			**Boys**				
	n	***μ***	***St. Dev.***	**n**	***μ***	***St. Dev.***	***F***	***p***
To eat out	573	2.9459	1.02702	400	2.7325	1.14421	9.253	.002[c]
To watch movie	579	3.6908	1.09865	404	3.5767	1.15823	2.455	.117
To entertain	576	3.6406	1.14710	404	3.5347	1.20227	1.947	.163
To shop	577	3.8787	1.05533	401	3.4090	1.17359	42.722	.000[c]
To window-shop	571	2.8546	1.27935	395	1.9671	1.14503	122.321	.000[c]
To help family	567	2.6914	1.26867	401	2.5486	1.29961	2.929	.087[a]
To spend their spare time	574	2.7352	1.25170	402	2.6219	1.29118	1.887	.170
Because their friends want	575	2.9496	1.13507	400	2.7950	1.18172	4.229	.040[b]
Because their girl/boyfriend wants to go to the shopping mall.	564	2.6596	1.33450	394	2.8096	1.40946	2.800	.095[a]
1=never 2=rarely 3=sometimes 4=often 5=always								
Frequency of mall visits	576	3.7830	1.21860	408	3.8824	1.30238	1.500	.221
Duration of mall stay	571	3.1401	1.07914	400	2.8888	1.18924	11.726	.001[c]
1= more frequently than twice a week 2= twice a week 3= once a week 4= twice a month 5= once in a month 6= less frequently than once in a month								

[a]p < .10, [b]p < .05, [c]p < .01

There are no statistically significant differences between boys and girls in terms of their frequency of mall visits (Table 4-2). Their mean frequency was about 3.8, which represents a frequency between “once a week” and “twice a month”. However, there are differences between two genders in terms of their stay in a shopping mall. Girls spend 3.1 hours on average whereas boys spend 2.9 hours in the shopping malls. While 67.9 percent of the girls stated that they stay in the shopping mall longer than three hours, 55 percent of the boys declared that they stay there longer than three hours.

Since the questionnaire included nonmetric data in addition to metric data, cross-tabulation and chi-square tests were employed to examine the association between gender and the behavioral variables which were measured nonmetrically (favorite shopping mall, most frequently visited shopping mall, companion, time to visit a shopping mall, whether they spend money each time they go to a shopping mall, the specific retailer in a shopping mall where the respondents stay longest and the specific retailer in a shopping mall where the respondents spend the most of their money). The chi-square tests let the researchers reject the null hypotheses that there is no association between gender and all of those variables except for the time to visit the shopping mall (Table 4-3), since both boys and girls stated that they visit the malls on weekends. Cramer's V was used as the measure of strength of association between variables. The strongest association is seen between gender and the specific retailer in a shopping mall where the respondents stay longest, even though it is not a very strong association (Table 4-3).

Table 4-3: Chi-Square Tests for Mall Behavior Based on Gender

	Pearson χ^2	***P***	***Cramer's V***
Favourite Shopping Mall	15.960	$.025^a$	0.128
Shopping mall visited most frequently	21.786	$.003^b$	0.150
Companion	39.746	$.000^b$	0.205
Time to visit a shopping mall	1.437	.231	
Whether they spend money each time they go to a shopping mall	7.161	$.007^b$	0.085
The specific retailer in a shopping mall where the respondents stay longest	102.571	$.000^b$	0.324
The specific retailer in a shopping mall where the respondents spend the most of their money.	77.052	$.000^b$	0.280

$^a p < .05$, $^b p < .01$

Table 4-4 demonstrates that the favorite shopping mall and the shopping mall visited most frequently are not the same for boys and girls. This may be attributed to family related factors, location or compliance with friends and dates, however finding out this require further research.

Table 4-4: Cross Tabulation Analysis of Favorite and Frequently Visited Shopping Malls

Favorite Shopping Mall						
	Agora	**EGS Park Mavişehir**	**Kipa Çiğli**	**Konak Pier**	**Other CarrefourSA. Orkide. Palmiye. Park Bornova)**	**Total**
All of the Sample	28.6%	29.0%	17.3%	15.1%	10%	100.0%

Girls	30.3%	28.7%	15.2%	16.8%	9.0%	100.0%
Boys	26.1%	29.0%	20.3%	12.9%	11.6%	100.0%
Shopping Mall Visited Most Frequently						
All of the Sample	30.6%	19.4%	21.0%	13.1%	15.9%	100.0%
Girls	32.1%	18.5%	20.6%	15.1%	19.1%	100.0%
Boys	28.3%	20.6%	21.8%	10.2%	13.7%	100.0%

Table 4-5: Cross Tabulation Analysis of Companion

	With mother	**With family**	**With friends**	**With boy/ girl friend**	**Alone**	**Either family or friends**	**Others**	**Total**
All of the Sample	5.4%	22.7%	45.6%	4.5%	2.1%	17.6%	2.2%	100.0%
Girls	7.3%	20.7%	44.2%	4.3%	1.1%	20.8%	1.7%	100.0%
Boys	2.6%	25.1%	47.4%	4.9%	3.6%	13.3%	3.0 %	100.0%

The largest residual for companion occurred in “either friends or family”. A greater number of girls go to malls either with their family or friends compared to boys. It is seen from Table 4-6 that 33.4 percent of boys stay longest in the movie theatres, however, largest residual for the specific retailer in a shopping mall where the respondents stay longest, pertained to entertainment venues which is the place where more boys spend their most of the time. Although boys did not spend as much time as girls in the specialty stores where clothing and accessories are sold, it can be seen that they spend more money in those places. This can be due to the fact that boys are shopping much quicker than girls, and clothing is much more costly than other activities they spend money. On the other hand, more girls turned out to spend most of their money and time in specialty stores where clothing and accessories are sold.

Table 4-6: Cross Tabulation Analysis of the Specific Retailer in a Shopping Mall Where the Respondents Stay Longest and Where the Respondents Spend Most of Their Money

The specific retailer in a shopping mall where the respondents stay longest							
	Movie Theatre	**Restaurant and Cafés**	**Accessories and Clothes shop**	**Supermarket**	**Entertainment Venues**	**Others**	**Total**
All of the Sampl e	31.8%	16.2%	29.6%	10.0%	9.6%	2.7%	100.0%
Girls	30.6%	15.5%	39.5%	8.3%	5.0%	0.6%	100.0%
Boys	33.4%	17.2%	15.5%	12.5%	16.2%	5.2%	100.0%
The specific retailer in a shopping mall where the respondents spend most of their money							

	Movie Theatre	Restaurant and Cafés	Accessories and Clothes shop	Supermarket	Entertainment Venues	Others	Total
All of the Sample	17.7%	15.3%	43.6%	13.2%	7.8%	2.4%	100.0%
Girls	16.5%	14.1%	53.0%	11.6%	3.6%	1.2%	100.0%
Boys	19.4%	17.0%	30.5%	15.5%	13.8%	3.8%	100.0%

4.3. Factor Analysis

Our original variables consisted of 44 items concerning with the criteria teenagers evaluate while going to a shopping mall. Factor analysis was used to reduce data. It employed principal components with Varimax rotation with Kaiser normalization. The solution yielded ten factors.

Confirmation that the test variables are intercorrelated is indicated by a KMO index of 0.878 together with Barlett's test of sphericity, which yields a chi-squared test statistic of -6331.120 with 946 degrees of freedom ($p < .001$).

The solution is evaluated using cumulative variance explained and communalities. Thus approximately 60 percent of total variance of the original test variables is explained by ten factors.

The first factor is most strongly correlated with the attributes; "attitudes of salespeople", "security", "cleanliness", "vicinity of the mall", "ease of finding places within the mall", "knowing the mall well", "being different from other malls", "previous experiences in that mall", and "functional store grouping". This factor was named as "Sense of Pleasure and Comfort". A common point of those attributes is that all of those are among the most important attributes for our respondents. All of them enable consumers a comfortable shopping environment and as a result they increase the sense of pleasure. In order to increase patronage, a shopping mall should be easily accessible to minimize the searching time and psychological costs of consumers, including stress and frustration (Levy and Weitz 1998). For example, vicinity of the mall, ease of finding places within the mall and previous experiences in a mall are related to these searching time and psychological costs. Attitudes of salespeople are also associated with comfort and pleasure. For instance, although many retailers have recognized the benefit of targeting the teen segment, there is some evidence that teens do not hold particularly positive attitudes towards retailers. Mallalieu (2000, as cited in Mangleburg et al. 2004) reports that teens perceive that they are not always treated with respect as a customer in terms of service by retail salespeople and may feel somewhat isolated in retail establishments.

The second factor is defined as "Food Venues and Atmosphere" as it is associated with "distinctive decor of cafés", "different cuisines offered by food vendors", "restaurants and cafés having their private sitting places", "number of restaurants and cafés", "decoration and ornaments", and "lighting".

The third factor is named as "Clientele" which is composed of; "friends going to the mall", "mall being popular among peers", "clientele", and "crowd in the mall". The fourth factor is "Special Events", composing of "concerts" "celebrities signing autographs" "fashion shows", and "existence of places to dance". The fifth factor is named "Merchandising" composing of "variety of

Table 4-7: Factor Analysis Results for Importance of Attributes Related to the Decision to Go to a Shopping Mall

Factors	Measurement Item	Factor Component Loadings	% Variance Explained	Cronbach Alpha
FACTOR 1 Sense of Pleasure and Comfort	Attitudes of salespeople	.747	8.790	0.7934
	Security	.648		
	Cleanliness	.641		
	Vicinity of the mall	.576		
	Ease of finding places within the mall	.507		
	Knowing the mall well	.475		
	Being different from other malls	.417		
	Previous experiences in that mall	.411		
	Functional store grouping	.396		
FACTOR 2 Food Venues and Atmosphere	Distinctive decor of cafés	.796	7.583	0.8328
	Different cuisines offered by food vendors	.695		
	Restaurants and cafés having private sitting places	.682		
	Number of restaurants and cafés	.610		
	Decoration and ornaments	.579		
	Lighting	.448		
FACTOR 3 Clientele	Friends going to the mall	.790	6.525	0.7454
	Mall being popular among peers	.758		
	Clientele	.687		
	Crowd in the mall	.436		
FACTOR 4 Special Events	Concerts	.795	6.430	0.7502
	Celebrities signing autographs	.763		
	Fashion shows	.580		
	Existence of places to dance	.571		
FACTOR 5 Merchandising	Variety of stores	.832	6.118	0.7745
	Number of stores	.768		
	Stores reflecting "their" style	.597		
	Quality of stores	.471		
	Size of the mall	.376		

FACTOR 6 Movie theatres	Existence of movie theatres	.849	5.429	0.8309
	Number of movies theatre saloons	.785		
	Comfort of movie theatre saloons	.760		
FACTOR 7 Pricing	General price level in the mall	.773	5.068	0.6981
	Sales promotions in the mall	.708		
	Value for money	.692		
	Existence of resting places free of charge	.379		
FACTOR 8 Supermarket	Size of the supermarket within the mall	.792	5.029	0.8210
	Existence of a supermarket within a mall	.792		
Factors	**Measurement Item**	**Factor Component Loadings**	**% Variance Explained**	**Cronbach Alpha**
FACTOR 9 Companion Dependent Factors	Parking facilities	.616	4.669	0.6412
	Free customer shuttle	.578		
	Families visiting the mall	.564		
	Existence of a sports centre	.519		
	Existence of a playground for kids	.508		
FACTOR 10 Ease of Access	Nearness to house	.734	4.054	0.6622
	Nearness to school	.670		
*** Total variance explained by ten factors 59.693 percent**				

stores", "number of stores", "stores reflecting my style", "quality of stores", and "size of the mall". The sixth factor is defined as "Movie Theatres", since it is strongly correlated with "existence of movie theatres", "number of movie theatre saloons", and "comfort of movie theatre saloons". The seventh factor "Pricing" is related with the "general price level in the mall", "sales promotions in the mall", "value for money", and "existence of resting places free of charge". The eighth factor is related with the "size of the supermarket within the mall" and the "existence of a supermarket within a mall" thus it is named as "Supermarket". The ninth factor is "Companion Dependent Factors" consisting of "parking facilities", "free customer shuttle", "families visiting the mall", "existence of a sports centre", and "existence of a playground for kids". Finally the last factor is interpreted as "Ease of Access" since it is related with "nearness to house", and "nearness to school".

4.4. ANOVA Analysis

Table 4-8, and Figure 4-1 shows the mean of importance levels for each factor for the entire sample, for boys and girls separately. It also illustrates the results of ANOVA analysis for each factor based on gender. The entire sample considers “Sense of Pleasure and Comfort”, “Price”, “Movie Theatres”, and “Merchandising” as the four most important factors respectively. Even though these four factors are same for girls and boys, the order of their importance differs among genders. For girls, first four factors are “Sense of Pleasure and Comfort”, “Pricing”, “Merchandising”, and “Movie Theaters” respectively. On the other hand, for boys, “Movie Theatres”, “Sense of Pleasure and Comfort”, “Pricing”, and “Merchandising” are evaluated as the most important four factors. This difference is probably due to the fact that boys usually spend most of their time in the shopping mall to watch movie, while girls spend most of their time in stores where clothing and accessories are sold. (See Table 4-6) Another difference seen between girls and boys is that boys attach more importance to the “Supermarket” factor compared to “Food Venues and Atmosphere” factor. This finding is meaningful considering Table 4-6 which indicates that supermarkets are the second retailer in the sopping mall where boys stay longest. “Special Events” factor is found to be the least important factor for both genders because these events are not frequently offered by the malls. Surprisingly, contrary to our focus group findings, “Clientele” factor was not perceived to be important. When the participants were asked on the criteria they evaluate when going to a mall in focus groups, they overemphasized “Clientele”. Perhaps, this could be attributed to the fact that they consider factors like merchandising, pricing and movie theaters as must-be factors in a mall. Even though they deemed these factors as important they might not have mentioned them much.

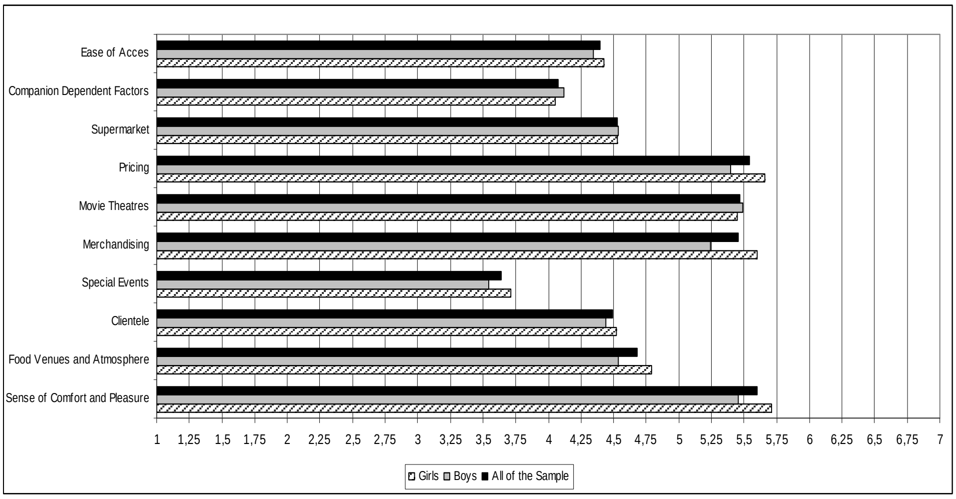
Table 4-8: ANOVA Results for Differences between the Levels of Importance of Factors among Genders

	All of the Sample			**Girls**			**Boys**			F	p
	n	***μ***	**St. Dev.**	**n**	***μ***	**St. Dev.**	**n**	***μ***	**St. Dev.**		
F 1: Sense of Comfort	924	5.6038	1.03547	540	5.7093	0.96694	384	5.4554	1.10923	13.669	.000[a]
F 2: Food Venues and Atmosphere	951	4.6845	1.43752	556	4.7920	1.40148	395	4.5333	1.47534	7.527	.006[a]
F 3: Clientele	973	4.4887	1.58792	570	4.5219	1.58605	403	4.4417	1.59134	.603	.438
F 4: Special Events	968	3.6410	1.65554	566	3.7111	1.60152	402	3.5423	1.72594	2.448	.118
F 5: Merchandising	962	5.4524	1.27216	564	5.5989	1.16354	398	5.2447	1.38706	18.418	.000[a]
F 6: Movie Theatres	970	5.4667	1.59853	570	5.4497	1.56244	400	5.4908	1.65027	.155	.693
F 7: Pricing	961	5.5481	1.24278	564	5.6551	1.16771	397	5.3961	1.32897	10.220	.001[a]
F 8: Supermarket	982	4.5321	1.88176	575	4.5287	1.81159	407	4.5369	1.97892	.004	.947
F 9:	959	4.0822	1.40274	558	4.0552	1.30709	401	4.1197	1.44653	.493	.483

Companion Dependent Factors											
F 10: Ease of Access	981	4.3919	1.84185	574	4.4251	1.78967	407	4.3452	1.91426	.448	.504

[a]p < .01

According to ANOVA analysis, only four factors are significantly different depending on gender ($p < .01$). These factors are factor one (Sense of pleasure and Comfort), factor two (Food Venues and Atmosphere), factor five (Merchandising) and factor seven (Pricing). Factor one and factor five were significant at the .000 level and factor seven was at the .001 level, factor two was at the .006 level. For each of the significant factors, girls demonstrated higher means than boys.



*1= not important at all and 7= very important

Figure 4-1: Factor Scores of the Entire Sample, Boys and Girls

5. CONCLUSIONS AND IMPLICATIONS

In today's very competitive retail environment it is very important to understand customers and improve the offerings according to the needs and expectations of the market. Teenagers are an important market, especially for Turkey, considering its population composition. Thus, understanding teenagers' expectations and behavior is critical. Developing good and long term relationships with this segment can bring much more financial rewards as the teenagers become mature consumers. However, different genders might have differences regarding shopping mall behaviors and expectations, thus are worthwhile to pay attention. In this sense, the purpose of this study is to shed light on the gender differences of teenagers between the ages fifteen and nineteen associated with shopping malls.

In Turkey, shopping malls are a new retail form, with only a nineteen-year history. In Izmir, where the current study is conducted, the first shopping mall was established in 1998. Considering that the shopping malls are new retail forms, the authors intended to carry out a study to understand the consumer behavior regarding the shopping malls. First, they conducted a qualitative research for which they used focus groups. Focus group results turned out to be very useful because they provided accurate findings to gain insights into the shopping mall behaviors of teenagers. The authors believe that it would not be proper to conduct the quantitative research without making the qualitative one, because they even witnessed some teenagers who still mixed up shopping malls with department stores or with central business districts. Hence for this quite new type of retailer, they conducted a questionnaire, based on focus group results, on teenagers who constitute the largest part of the population in Turkey.

The results of the study indicate some statistically significant differences between boys and girls regarding the reasons for going to a shopping mall. Specifically, girls visit shopping malls more frequently than boys to eat out, to shop, to window-shop, to help their families and to comply with their friends' decisions to go to a shopping mall. However, most obvious difference can be seen in the case of window-shopping.

There are no statistically significant differences between boys and girls in terms of their frequency of mall visits. However, there are differences among two genders in terms of their duration of stay in a shopping mall. It is seen that a considerable amount of girls spend more time in the malls, which is not a surprising finding. Boys spend most of their time in movie theatres, whereas girls turned out to spend most of their time and money in specialty stores where clothing and accessories are sold.

Findings indicate that the scale, which was employed to measure the criteria the respondents used when a choosing a shopping mall to go, turned out to be highly reliable. These criteria evaluated when going to a mall are grouped under ten factors, which cumulatively explain approximately 60 percent of variance. The entire sample considers "Sense of Comfort", "Price", "Movie Theatres", and "Merchandising" as the four most important factors respectively. Even though these four factors are same for girls and boys the order of their importance differs among genders. For girls, first four factors are "Sense of comfort and pleasure", "Pricing", "Merchandising", and "Movie Theatres" respectively. On the other hand, for boys, "Movie Theatres", "Sense of Comfort", "Pricing", and "Merchandising" are evaluated as the most important four factors. This difference is probably due to the fact that boys usually spend most of their time in the shopping mall to watch movie, while girls spend most of their time in stores where clothing and accessories are sold. Another difference seen between girls and boys is that boys attach more importance to the “Supermarket” factor compared to “Food Venues and Atmosphere” factor. This finding is meaningful considering that supermarkets are the second retailer in the sopping mall where boys stay longest.

These ten factors were then subjected to a one-way ANOVA to test whether there were differences between boys and girls in terms of their evaluations of these factors. Results indicated that gender created statistically significant differences in “Sense of Pleasure and Comfort”, “Food Venues and Atmosphere”, “Merchandising” and “Pricing”. Girls turned out to attach more importance to these four factors compared to boys. This result is understandable considering the items under these factors and the focus group results. For example, security and vicinity of the mall, which are under the first factor, were mentioned repeatedly in focus group sessions. For the second factor, we can say that girls probably go to malls with their friends and they stay there mostly in the food venues. Because girls go to malls to shop more frequently than boys, it is possible that they consider merchandising and pricing factors as more important than boys.

Overall, it is important for mall managers to create satisfying experiences for teenagers to create loyal customers in the long term, and to attract and keep them longer in the mall to increase their chances to spend more. In order to attain this, it is important to provide the sense of comfort and pleasure expected by teenagers. First of all it is seen that the sense of comfort and pleasure is associated with the vicinity of the mall. That is why location should be selected carefully. Specifically either shopping mall should be located in city centers where other activity alternatives are available or the shopping malls far away from city centers should provide secure environment and transportation. Other items like attitudes of salespeople, security, knowing the mall well and previous experiences indicate that shopping malls are more than a place to shop. It is a place to have pleasant experiences, thus it should be mall managers’ main concern. Effective internal marketing activities have critical importance in creating memorable experiences.

Increasing the attractiveness of movie theatres by improving their capacity and comfort, and attaching more importance to pricing tactics is also crucial. Specifically since they spend most of their money in restaurants and movie theatres, these retailers may design such sales promotions like reduced prices on specific days of the week and get use of psychological pricing. Though, this strategy requires attention because extensive usage may lead to image distortion. Moreover, especially for attracting girls, mall managers should attract retailers that will reflect the styles of teenagers. For this marketing research should be undertaken to get a deeper understanding of teenagers' lifestyle.

However, while considering the findings some limitations of the research should be noted. First, the sampling procedure for selection of high schools was nonprobability sampling. In order to eliminate this limitation, authors enlarged the sample size and chose classes randomly in high schools. Second, the respondents had some difficulties in filling the questionnaire due to time constraints of students and characteristics related to their ages. This limitation might have caused some findings that contradict with focus group results.

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