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ORIGINAL ARTICLE

ALIŞVERİŞ MERKEZLERİNDE TİCARİ REKREASYON VE HİZMET KALİTESİ

Özet

Bu araştırmanın amacı, AVM'ler içerisindeki rekreatif etkinliklerin tüketicilerin algıladıkları hizmet kalitesine (personel özellikleri, program özellikleri ve çevre ve ekipman) etkisini belirlemektir. Verilerin toplanması amacıyla Ceylan ve ark., (2010) tarafından geliştirilen "Rekreatif Organizasyonların Hizmet Kalitesi" adlı ölçekten yararlanılmıştır. Araştırmanın evrenini AVM tüketicileri oluşturmaktadır. Belirlenen evrenin içerisinde kolay örnekleme yöntemi ile seçilen (%58) 268 erkek, (%42) 192 kadın olmak üzere toplam 460 AVM tüketicisi seçilmiştir. AVM içerisindeki rekreatif etkinliklerin müşterilerin algıladıkları hizmet kalitesine etkisini belirlemek için örneklem grubunun cinsiyet, eğitim düzeyi, yaş, meslek ve gelir durumu bakımından farklılıkları t-testi ve ANOVA analizi ile incelenmiştir. Yapılan analiz sonucu, cinsiyet, eğitim düzeyi, yaş, meslek ve hane gelir düzeyine göre AVM tüketicilerinin rekreatif etkinliklerin hizmet kalitesini farklı değerlendirdikleri saptanmıştır.

Anahtar Kelimeler: Ticari rekreasyon, alışveriş merkezi, rekreasyonel organizasyon, rekreasyonel aktiviteler, hizmet kalitesi

THE COMMERCIAL RECREATION AND SERVICE QUALITY IN MALLS

Abstract

In this study was aimed determine to opinions and differences of customer attending intended for service quality (staff characteristics, program features and environmental and equipment) of recreational activities within the mall. The scale named "The Recreational Service Quality" developed by Ceylan et al., (2010) has been made use of in order to collect data. The universe of the research is formed by mall consumers. It has been addressed to a total of 460 mall costumers; 268 male (58%) and 192 female (42%) selected among the population through simple sampling method. In order to determine the service quality of recreational activities within the mall, t-test and ANOVA analysis were applied to the data obtained about gender, educational background, age, occupation and income level of the study subjects. The results of the study determine that the mall customers evaluate the recreational activities differently depending on their gender, age, educational background, occupation and income level.

Keywords: Commercial recreation, mall, recreational organization, recreational activities, service quality.

INTRODUCTION

In addition to the non-commercial recreation activities, there are other ones in search for commercial goals. Nowadays the number of recreational organizations carried out by commercial enterprises rises day by day and increases in variety. This variety can be exemplified with the organizations like tourism travel (trips to historic sites, museums, theme parks, etc.), alternative sports travel (extreme sports, grand sporting events), concert travel (domestic/international), socially-oriented organizations (sponsored university festivals), organizations for training purposes (course programs like painting, music, crafts, pilates, yoga, dance etc.) as well as advertising and consumer-oriented recreational organizations held in the malls.

Commercial recreation

That any recreational activity or service provided by the private sector is transmitted to the recreation client for a fee may be described as commercial recreation. Furthermore, another more detailed description of the commercial recreation may be the transmission of the activity to the client by organizing the recreational enterprises' recreational products, i.e. the scheme (the definition of duties and responsibilities), infrastructure (the allocation of the trainer and place, transportation, equipment, the realization of the activity to the purpose etc.) and the advertisement (in the activity field and city; flyer, billboard, banner, TV, radio etc) of the recreational activities or service organizations.

Commercial recreation activities and the recreational sites where these activities are conducted may contribute highly to the economy of the country (Deler et al., 1997). For instance, according to the estimations of the Travel Industry Association of America, more than 50 million people living in the US participate in the organized sports competitions and tournaments as spectators or participants indeed (Daniels, Norman, Henry, 2004). In a study conducted in 1997 across the US, the recreational boat trips were determined as the eighth most popular activities. National Marine Manufacturers Association estimates the amount spent on the boat and related materials in 1999 by the American Recreational boat users as \$23 billion. Again, it is estimated that people doing boat trips for pleasure in Michigan spent \$635 million annually in 1998 (Lee, 2001). The national parks that provide several people with jobs and host over 370 million visitors a year in the US generate around \$525 million every year in revenue from the concerts and sporting events in two stadiums located in

Philadelphia (Kraus & Curtis, 1990). Today there are even some people coming to stay at hotels where recreational sporting activities are carried out just because they are willing to deal with a sports activity. For example, a company based in France offers an opportunity to the people who want to realize such activities as catamaran, wind surfing, canoeing, rock climbing etc. for a fee. Such studies are also conducted in Turkey. Especially in the region of Antalya commercial enterprises and hotels carry out alternative organizations like rafting, trekking, rock climbing, paragliding, ATV tours, scuba diving, water surfing, windsurfing and catamaran.

Owing to the various recreational organizations realized in Turkey, the phenomenon of recreation is observed to have become more comprehensible with every passing day. The idea of achieving recreational profit-making or non-profit-making goals in the scope of the organization has been gradually accepted both by the public and the Turkish business community. Thus the support given by the private sector has increased and recreation has become a tool in order to achieve commercial goals. At this point, the public may collaborate with the private sector so as to procure financial support, equipment and qualified staff. By this means, organizations can be run in a broader sense for the society by forming joint working committees and areas. Also, thanks to the support given to the organizations by the public and private sector in Turkey, the demand among the society for benefiting from recreational activities is increasing every day. This can be exemplified by national festivals like the Great Festival of Ankara, Kemaliye International Nature and Sports Festival, Samsun International Folk Dance Festival, International Ölüdeniz Air Games Festival etc. that are organized by the municipalities or the private sector in different provinces.

In line with the support given to the recreational organizations by the public and private sector, the number of the alumni from departments related to the recreational activities rises as time goes by. Therefore, the formation of the trading area of the alumni related to their specialization contributes greatly to the development and diversification of the recreational organizations. The diversification and proliferation of the commercial recreation organizations also bring along the recreational service quality that is set out. Particularly, in order to be able to become permanent in the market, achieve consumer acquisition and satisfaction, the service quality is one of the important elements that should be taken into account by enterprises engaged in the commercial recreation organizations. In this regard, the enhancement of the service quality in recreational activities will make a great contribution to

improving the sector, meeting the expectations, training and employment of a qualified staff and opening new working areas within the sector.

In recent years, the most important contribution to the diversification of the commercial recreation organizations has been made by the advertising and consumer-oriented recreational organizations realized in the malls. These types of organizations can be enumerated as; (1) the introduction of new products to the consumers in the mall, (2) taking care of the kids under social activities to make shopping easier for the clients, (3) the celebration of special occasions like Mother's Day, Week of Theater, April 23 National Sovereignty and Children's Day, Valentine's Day by realizing dance shows, children's theater, competitions, lectures, exhibitions etc. and (4) the arrangement of summer and winter schools for kids with such tutorials as Crafts, Painting, Music, Sports, Drama, Math, English and so forth. Through these organizations, the medium for shopping is being created by drawing the consumers, i.e. families, into the malls. Most of the events held in the malls with social purposes are concerned with kids. The top reason for laying a stress on the kids in the malls is to place the sense of belonging on them towards the malls. Thus, a kid that has developed a sense of belonging to a mall will prefer the same place for shopping after becoming an adult.

Despite the fact that most of the activities organized in the mall are for free, these kinds of activities constitute the commercial recreation enterprises' main product aimed at the malls. In this type of activities, the task of the commercial recreation enterprises is to build up the substructure of the organizations, that is, providing trainer place allocation and transportation, creating the activity for the purpose etc., also the other tasks include creating organizational chart, promoting the event and working in cooperation with the mall management. Accordingly, the complicated process of the construction of the organization is an important factor to be overcome by the commercial recreation enterprises and to be able to carry out this duty supplying the qualified staff is of great importance. In this regard, the utilization of the qualified people in the field of recreation will contribute to the development of the commercial recreation sector and to the formation of new employments within the same sector. Concentrating on the organizations that take the service quality into consideration rather than others is a vital factor. Consequently, the service quality is highly related to the improvement and diversification of the activities, the obtainment of customer satisfaction and the development of the consumer loyalty. Thereby, the improvement of the recreational

service quality in the malls can be described as a win-win that gives advantages to not only the commercial recreation enterprises but also to the malls. Concordantly, a thorough understanding of the service and service quality, taking the essential measurements to improve the service quality and the application of the methods by the malls and commercial recreation enterprises is needed.

The most widely known description of the notion of service is an activity or utility that does not result in the possession of something that is presented to a group by another. The production of service can be related to a physical product or not (Aslan et al., 2006). Also, the standard of how well the level of the service provided and consumer expectations match is named service quality. Today, besides the increase of diversity of products, a significant diversification in services can be observed. Both the diversification of the services and the increase of the service enterprises agitate the competition and incite these enterprises to become different from others in the supply of service. The clearest way that an enterprise wins a competitive advantage is by offering a better qualified service or in other words by meeting the consumers' expectations (Altan et al., 2003). Unlike products, services are intangible, variable, non-storable and inherent and this makes it difficult to measure the service quality; yet, if a service enterprise does not know how it is being assessed by the consumer, then it is not capable of deciding how to use these assessments where it desires; so this makes it indispensable to measure the service quality.

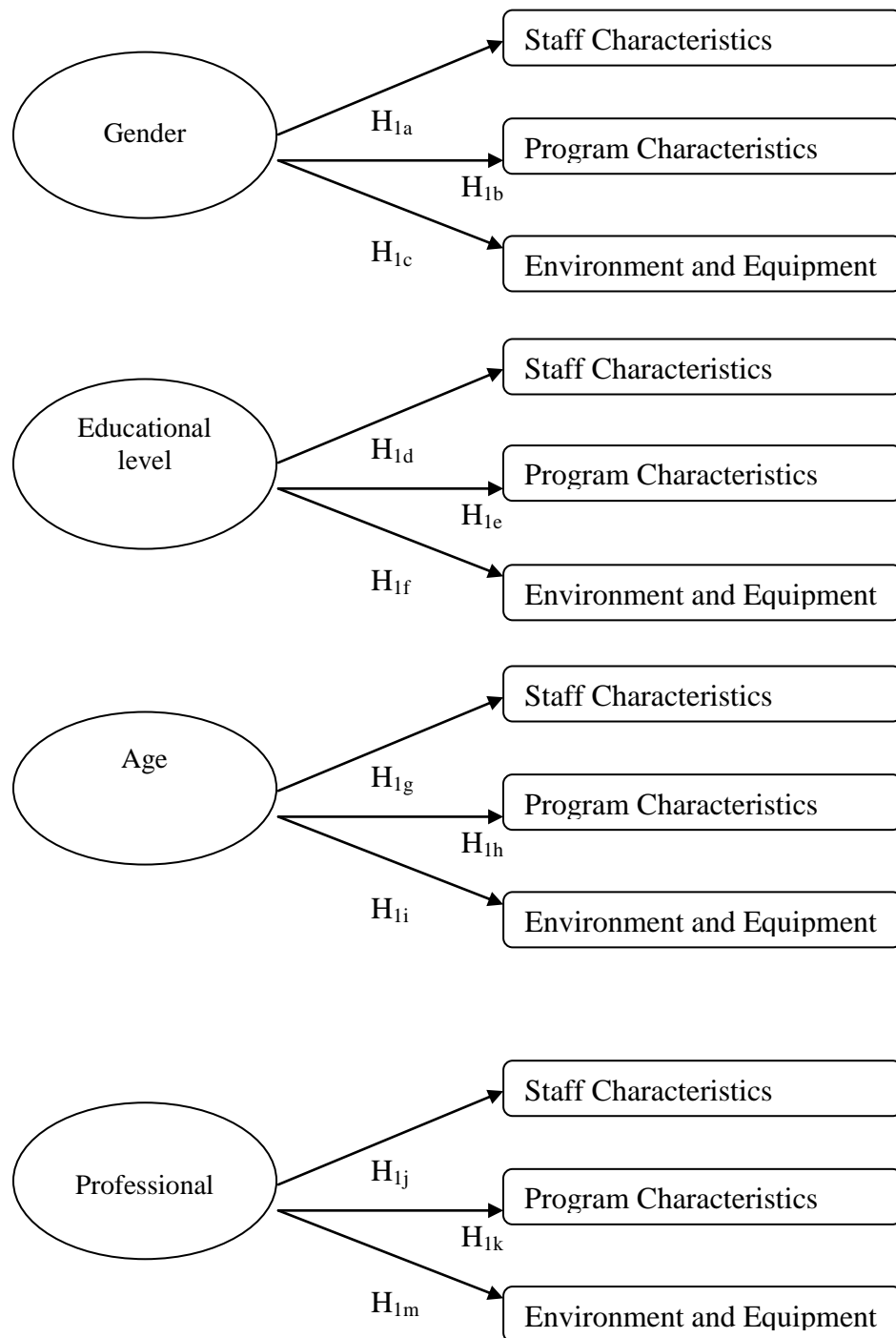
Commercial recreation is a newly developing sector in Turkey. For this reason, the short of scientific knowledge about the sector can be seen as one of the inhibitive factors for the improvement of commercial recreation. In this context, the determination of service quality in the commercial recreation will highly contribute to the development, diversification of this sector as well as to the meeting of the consumers' expectations and to the creation of qualified recreational service products.

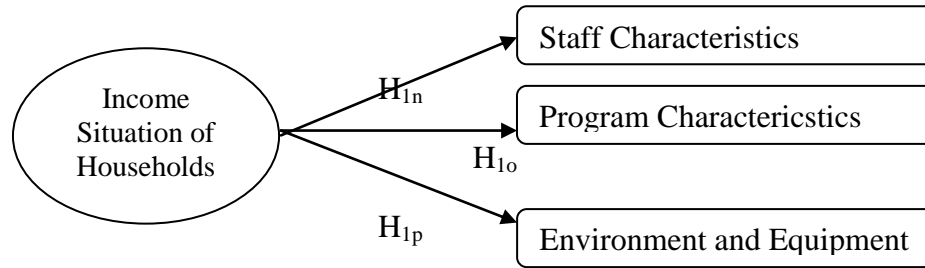
RESEARCH METHODOLOGY

The objective and hypotheses of the research: By means of this work it is intended to determine the effect of the recreational activities within the malls upon the service quality, i.e. the characteristics of staff and program along with the environment and equipment, perceived by the consumers. The hypotheses of the program are as follows:

H₁: Do the dimensions that make up the perception of the service quality of the recreational activities held within the shopping malls differ depending upon the demographic features of the sample group?

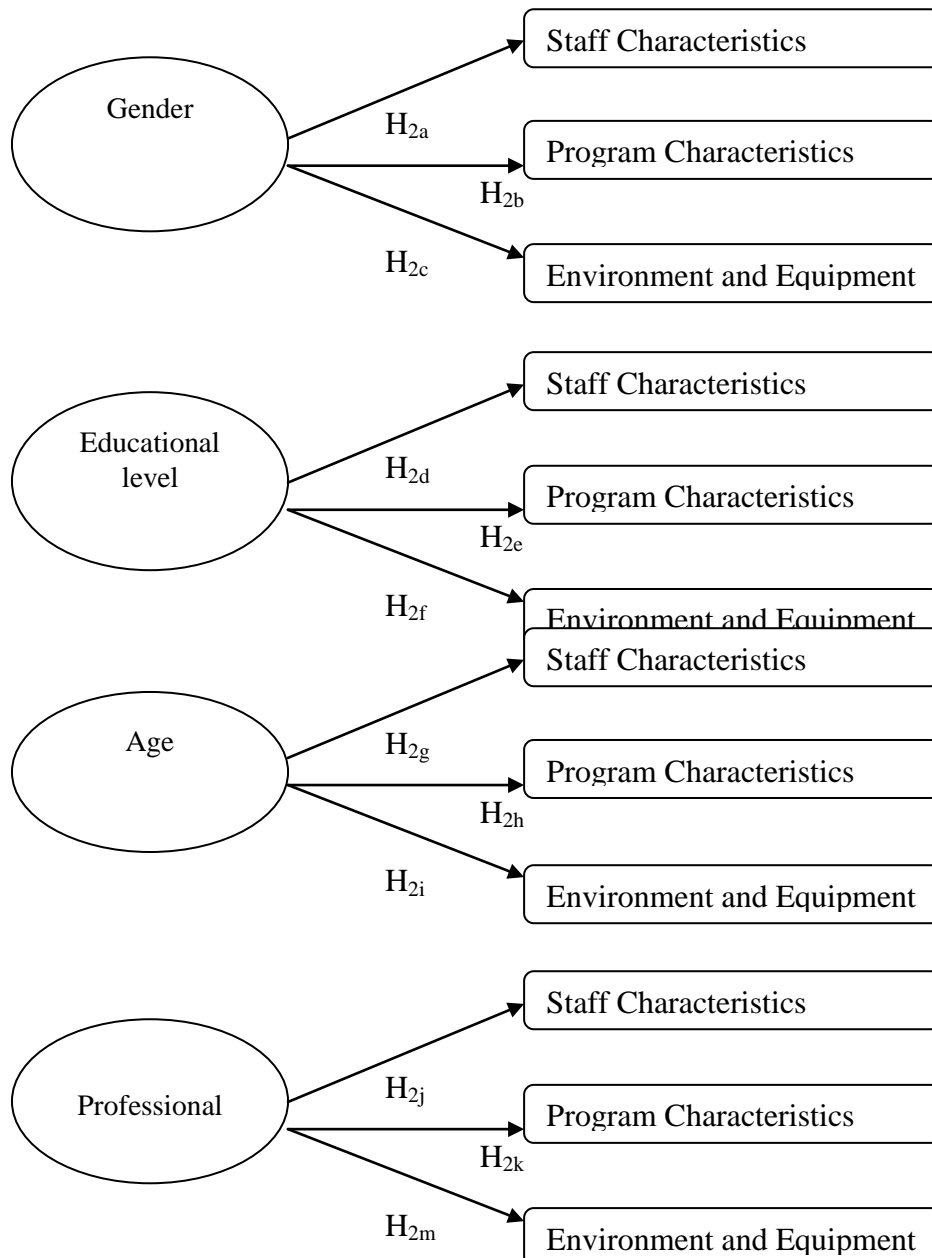
Scheme 1: Sub-hypotheses of H₁

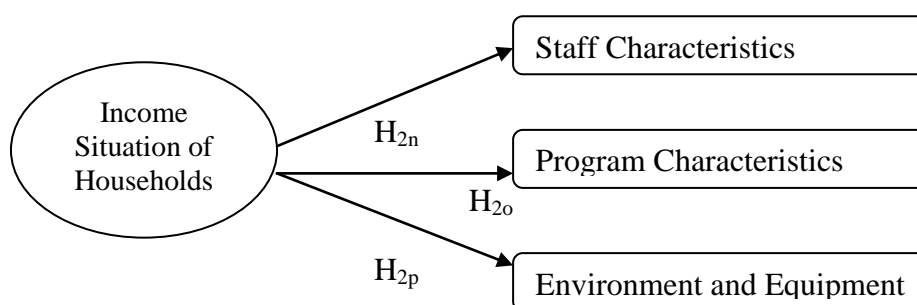




H₂: Do the demographic features of the sample group have an effect upon the dimensions that make up the perception of the service quality of the recreational activities?

Scheme 2: Sub-hypotheses of H₂





Research design

In this research both the general screening model which is one of the descriptive research methods and descriptive statistics model have been made use of. The screening model is defined as the research approach aiming at defining an existing condition as it is (Karasar, 2005; Ozmen, 2000).

The universe and sample of the research

The universe of the research is formed by the clients of the malls located in the province of Eskisehir. Due to the fact that the universe of the research is broad and that there are difficulties of cost, time and control within this universe, the determination of the sample group within the universe has been necessary, so 268 male (58%) and 192 female (42%) of a total of 460 mall consumers have been selected among the population of the designated universe through simple sampling method.

Data collecting tool

In order to create the theoretical framework and determine the working model of the research, related literature has been reviewed. Following the creation of theoretical basis, data collection has been conducted and survey has been implemented as the method. Methods like interview, review, document scanning have been adopted as the helping methods. Within the scope of the research, “The Scale of Recreational Service Quality”, which is developed by Ceylan et al. (2010), has been used to determine the opinions of the consumers as to the recreational service quality in the malls. The scale has been based upon the Servqual Scale of Parasuman, Zeithalm and Berry by Ceylan et al. (2010). The validity and the solidity of the scale have been studied by Ceylan et al. (2010). The Scale of Recreational Service Quality consists of twenty nine items in total. The grading of the items in the scale is organized in the form of the five-point Likert Scale; (1) Strongly Disagree, (2) Disagree (3) Somewhat Agree

(4) Agree (5) Strongly Agree. In addition, the scale has three sizes called staff characteristics (0.94), program features (0.91), environment and equipment (0.88) and a high level of Cronbach's alpha values. In addition, there are reviews both theoretical and concerned with application area and in the literature about the Servqual Scale based on "The Scale of Recreational Service Quality", which is developed by Ceylan et al. (2010). The common point of the reviews done theoretically is that the theorem of service quality is based on the theorem of the disapproval of expectations. On the other hand the common point of the reviews about the application area is that factors of service quality for different sectors may change and that one factor which seems plausible for a service sector may not be so for another one is stated (Sututemiz, 2005). In the work done within this context, by taking the evaluation as to the perception of service quality into consideration the expectations and perceptions have not been subject to gap analysis as in the original scale.

Analysis of the data

The frequency distributions of the data obtained, their arithmetic means and standard deviations are presented as the descriptive statistics. What's more, so as to determine the effect of the recreational organizations on the service quality perceived by the clients, the differences in terms of gender, educational background, age, profession and income level of the sample group have been evaluated with the application of t-test and ANOVA, one-way variance analysis. One of the preconditions of ANOVA Analysis is that each group should be the examples selected randomly among a main mass which shows a normal distribution. This condition being taken into consideration, it has been determined that the data obtained are values between kurtosis (-0,643 to -2,959) and skewness (-1,608 to -0,200) and show a normal distribution. The evaluation of variance homogeneity has been conducted with Leven's test for the means differing in t-test and ANOVA. The measurement values providing the variance homogeneity have been taken with Tukey test to find out which groups cause the difference in terms of gender, educational background, age, profession and income level ($p < 0,05$). Besides all these, to determine the magnitude of the effect of independent variables on the dependent ones, eta-squared (η^2) value has been put to use.

Analysis and results

In order to determine the effect of the recreational activities in the mall on the service quality perceived by the costumers, t-test and ANOVA analyses have been performed. As a

result of the analyses, people with differences in terms of gender, educational background, age, profession and income level have been determined to evaluate differently the service quality of the recreational organizations. In Table 1 are the descriptive statistics of the questions belonging to the sizes of The Scale of Recreational Service Quality.

Table 1: The Descriptive Statistics of the Opinions of the Sample Group about the Recreational Service Quality

Dimensions	Questions	n	X	sd
Staff Characteristics	Activities are well organized.	460	3,7652	1,02024
	Employees have a good-humored.	460	3,9478	,98090
	Employees are neat and presentable.	460	3,4087	,99908
	Employees love their jobs.	460	3,7652	,91124
	Employees have work ethic.	460	3,4435	1,01904
	Employees use activity time productively.	460	3,6000	,90612
	Employees have a good interaction with the participants.	460	3,9652	,88784
	Employees show individual interest to the participants.	460	4,2261	,79539
	Employees give explanatory information about the activities.	460	4,4087	,67402
	Employees are patient.	460	4,3217	,80074
	Employees are well informed and skillful.	460	4,2783	,85376
Employees are courteous.	460	4,4174	,79453	
Program Characteristics	Fields of activities are clean.	460	4,3130	,85188
	Fields of activities are natural.	460	3,8783	1,10935
	The equipment used in activities is sufficient.	460	4,2522	,87703
	Fields of activities are suitable.	460	4,2696	,88180
	Fields are wide enough for activities.	460	4,2087	,86345
	Proper equipment is selected for the consumer security in activities.	460	4,2522	,71135
	Fields of activities are hygienic.	460	4,1043	1,07910
	Modern equipment is used for activities.	460	4,5652	,59428
	Fields of activities are secure.	460	4,2087	,85323
Environment and Equipment	The number of the groups participating in activities enables well the performance of activities.	460	4,3304	,74600
	Activities are educative.	460	3,7913	1,11210
	The rules for activities are well enough to be applied.	460	3,5565	1,16372
	Activities are rich in content.	460	3,9826	1,08404
	Activities are amusing.	460	4,1913	,88749

	Adequate security measures are taken in activities.	460	4,3913	,82394
	The explanatory information is conveyed to the consumers with proper communication tools.	460	4,4261	,68902
	Timing for activities is good enough for participants.	460	4,2696	,85144

When the opinions of the individuals participating in the research on the recreational activities in the malls are studied, in the first place is the statement that such modern equipment is used ($X= 4.5652$, $Sd= .59428$); whereas in the second one is the statement that the employees are courteous and in the last place is the statement that the employees are nice, neat and presentable ($X= 3.4087$, $Sd= .99908$).

Table 2: The Differentiation Status of the Sizes of Recreational Service Quality according to the Sample Group

Dimensions	Gender	n	X	Sd.	t	p
Staff Characteristics	Male	268	3,3347	,48632	2,345	022
	Female	192	3,9253	,50096		
Program Characteristics	Male	268	3,7595	,44930	1,234	041
	Female	192	3,3410	,48459		
Environment and Equipment	Male	268	4,1082	,61156	,767	,701
	Female	192	4,1302	,57367		

T-test has been applied with the aim of demonstrating whether the sizes of the recreational service quality statistically have significant differences or not. According to the results of this test, the characteristics of the staff in the malls ($t=2,345$; $p=02$) and of the programs ($t=1,234$; $p=0,41$) differ greatly as far as the gender is concerned. The opinions of the female on the service quality of the recreational activities in the malls as to the characteristics of the staff ($X=3,9253$) are more positive when compared to those of the male ($X=3,3347$). On the other side, the opinions of the male on the service quality of the recreational activities in the malls as to the characteristics of the program ($X=3,7595$) are more positive when compared to those of the female ($X=3,3410$). Furthermore, when it comes to the factors of environment and equipment in terms of gender, there seems to be not much significant difference, either.

The eta-squared value (η^2) also has been taken into consideration so as to determine the effect size that independent variable of gender has on the dependent one. Eta-squared (η^2), which has been called the effect size, shows how much of the total variance in the dependent

variable can be explained by the independent variable factor and it ranges between 0.00 and 1.00. The eta-squared value (η^2) interprets the η^2 values at the level of .01, .06 and .14 as “small”, “medium” and large in the same row (Büyüköztürk, 2010; Steiger, 2004; Fan, 2001; Green, et al., 2000). When the eta-squared values are analyzed in terms of the gender variable, it is seen that the effect of the gender variable on the opinions of the sample group about the staff characteristics ($\eta^2 = .046$) which are the sizes of the service quality of the recreational activities in the malls and the characteristics of the program ($\eta^2 = .013$) is moderate.

Table 3: The Differentiation Status of the Sizes of Recreational Service Quality according to the Sample Group’s Educational Background

Dimensions	Education Level	n	X	Sd.	F	p
Staff Characteristics	Elementary school graduates	48	3,7500	,14434	4,124	,001 □ □
	High school graduates or equivalent	120	4,3455	,40395		
	Associate degree/undergraduate	264	4,2116	,49800		
	Graduates	28	3,9583	,49801		
Program Characteristics	Elementary school graduates	48	3,4152	,23130	5,528	,009 □ □
	High school graduates or equivalent	120	3,7222	,43610		
	Associate degree/undergraduate	264	4,3602	,46701		
	Graduates	28	4,5083	,53432		
Environment and Equipment	Elementary school graduates	48	4,7500	,25000	,829	,821
	High school graduates or equivalent	120	4,1307	,58309		
	Associate degree/undergraduate	264	4,1006	,60363		
	Graduates	28	4,0156	,54461		

ANOVA Analysis has been performed in order to show if the recreational service quality in the malls statistically has significant differences or not according to the sample group’s educational background. According to the results of the ANOVA Analysis, the recreational activities in the malls have statistically significant differences to the extent of service quality about the characteristics of the staff ($F=4,124$; $p=001$) and of the programs ($F=5,528$; $p=009$) considering the sample group’s educational background.

Besides, according to the results of the Tukey test which has been applied to find out among which groups the difference in the educational background is, the opinions of the high school graduates or equivalent ($X=4,3455$), associate degree/undergraduate ($X=4,2116$) and of graduates ($X=3,9583$) on the staff characteristics of the recreational activities in the malls

are more positive compared to the opinions of the elementary school graduates ($X=3,7500$). Also a great difference has not been able to be ascertained among the groups comprised of the elementary ($X=4,7500$) and high school and equivalent graduates ($X=4,1307$) along with associate degree/undergraduate ($X=4,1006$) and graduates ($X=4,0156$).

When the eta-squared (η^2) values are analyzed in terms of the variable of educational background, this variable on the opinions of the sample group about the characteristics of the staff ($\eta^2= .043$) and of the program ($\eta^2= .041$), which are the sizes of the service quality of the recreational activities in the malls, is seen to have a moderate effect.

Table 4: The Differentiation Status of the Sizes of Recreational Service Quality according to the Sample Group's Age

Dimensions	Age	n	X	Sd.	F	p
Staff Characteristics	16-25 age	60	4,5722	,52314	4,441	,001 □
	26-35 age	180	3,9889	,52211		
	36-45 age	136	3,2407	,48866		
	46-55 age	84	4,0238	,38832		
Program Characteristics	16-25 age	60	4,6037	,48590	5,574	,001 □
	26-35 age	180	4,1926	,43397		
	36-45 age	136	3,9078	,51191		
	46-55 age	84	3,5360	,37781		
Environment and Equipment	16-25 age	60	4,2917	,56629	4,654	,019 □
	26-35 age	180	4,1556	,62702		
	36-45 age	136	4,0257	,57223		
	46-55 age	84	3,4738	,55427		

ANOVA Analysis has been performed in order to prove if the recreational service quality in the malls statistically have significant differences or not according to the sample group's age range. Taking the results of the ANOVA Analysis into consideration it can be said that the recreational activities in the malls have statistically significant differences in age ranges about the characteristics of the staff ($F=4,441$; $p=001$) and of the programs ($F=5,574$; $p=001$) together with the environment and equipment ($F= 4,654$; $p=,019$) considering the educational background of the sample group.

Furthermore, according to the results of the Tukey test which has been applied to find out among which groups the difference in age range is, the opinions of the ones at the age range of 16-25 ($X=4,5722$), 26-35 ($X=3,9889$) and 45-55 ($X=4,0238$) on the staff characteristics of the recreational activities in the malls are more positive compared to the opinions of the ones at the age range of 36-45 ($X=3,2407$). In addition, the opinions of the ones at the age range of 16-25 ($X=4,6037$), 26-35 ($X=4,1926$) and 36-45 ($X=3,9078$) on the

staff characteristics of the recreational activities in the malls are more positive compared to the opinions of the ones at the age range of 46-55 ($X=3,4738$).

When the eta-squared (η^2) values are analyzed in terms of the age range variable, this variable on the opinions of the sample group about the characteristics of the staff ($\eta^2= .076$), of the program ($\eta^2= .071$) and of the environment and equipment ($\eta^2= .063$), which are the sizes of the service quality of the recreational activities in the malls, is seen to have a moderate effect.

Table 5: The Differentiation Status of the Sizes of Recreational Service Quality according to the Sample Group's Professions

Dimensions	Professional	n	X	Sd.	F	p
Staff Characteristics	Housewives	12	4,1667	,79495	3,132	,029 □
	Workers	44	3,6182	,41636		
	Officers	136	3,9608	,51421		
	Students	64	3,9063	,41037		
	Hopkeepers	104	3,8878	,56122		
	Freelancers	64	3,9844	,41524		
	Managers	36	4,3519	,33275		
Program Characteristics	Housewives	12	4,0370	,44905	4,398	,001 □
	Workers	44	3,8364	,48709		
	Officers	136	4,2059	,48616		
	Students	64	4,3778	,41968		
	Hopkeepers	104	4,5949	,49361		
	Freelancers	64	3,7153	,41765		
	Managers	36	3,9753	,42593		
Environment and Equipment	Housewives	12	4,5000	,76035	5,243	,001 □
	Workers	44	4,2045	,59233		
	Officers	136	4,0846	,60123		
	Students	64	4,1328	,47537		
	Hopkeepers	104	3,2337	,65913		
	Freelancers	64	4,1547	,56820		
	Managers	36	4,3333	,63738		

ANOVA Analysis has been performed in order to question if the recreational service quality in the malls statistically has significant differences or not according to the sample group's professions. Taking the results of the ANOVA Analysis into consideration it can be said that the recreational activities in the malls have statistically significant differences in professions about the characteristics of the staff ($F=3,132$; $p=029$) and of the programs ($F=4,398$; $p=001$) together with the environment and equipment ($F= 5,243$; $p=,001$) considering the professions of the sample group.

What's more, according to the results of the Tukey test which has been applied to find out among which groups the difference in professions is, the opinions of the housewives

($X=4,1667$), officers ($X=3,9608$), students ($X=3,9063$), shopkeepers ($X=3,8878$), freelancers ($X=3,9844$) and managers ($X=4,3519$) on the staff characteristics of the recreational activities in the malls are more positive compared to the opinions of the workers ($X=3,6182$). Apart from this, the opinions of the housewives ($X=4,0370$), workers ($X=3,8364$), officers ($X=4,2059$), students ($X=4,3778$), shopkeepers ($X=4,5949$) and managers ($X=3,9753$) about the program characteristics of the recreational activities in the malls are more positive compared to the opinions of the freelancers ($X=3,7153$). Finally, the opinions of the housewives ($X=4,5000$), workers ($X=4,2045$), officers ($X=4,0846$), students ($X=4,1328$), freelancers ($X=4,1547$) and managers ($X=4,3333$) on the environment and equipment of the recreational activities in the malls are more positive compared to the opinions of the shopkeepers ($X=3,2337$).

When the eta-squared (η^2) values are analyzed in terms of the profession variable, this variable on the opinions of the sample group about the characteristics of the staff ($\eta^2= .058$), of the program ($\eta^2= .073$) and of the environment and equipment ($\eta^2= .064$), which are the sizes of the service quality of the recreational activities in the malls, is seen to have a moderate effect.

Table 6: The Differentiation Status of the Sizes of Recreational Service Quality according to the Sample Group's Income Level

Dimensions	Income Situation of Households	n	X	Sd.	F	p
Staff Characteristics	1.000 TL and less	44	4,1591	,54193	3,254	,002 □
	1.001-2.000 TL	156	3,9829	,43351		
	2.001-3.000 TL	116	4,4138	,41036		
	3.001-4.000 TL	64	3,8594	,54409		
	4.001 TL and more	80	3,6667	,63257		
Program Characteristics	1.000 TL and less	44	3,9596	,39526	2,214	,045 □
	1.001-2.000 TL	156	3,7009	,48910		
	2.001-3.000 TL	116	3,7701	,36843		
	3.001-4.000 TL	64	3,5833	,55109		
	4.001 TL and more	80	3,8944	,45381		
Environment and Equipment	1.000 TL and less	44	4,3182	,64557	1,345	,225
	1.001-2.000 TL	156	4,1282	,58944		
	2.001-3.000 TL	116	4,1207	,55146		
	3.001-4.000 TL	64	3,9844	,69052		
	4.001 TL and more	80	4,0875	,57939		

ANOVA Analysis has been performed in order to argue if the recreational service quality in the malls statistically has significant differences or not according to the sample group's income level. Taking the results of the ANOVA Analysis into consideration it can be said that the recreational activities in the malls have statistically significant differences in

professions about the characteristics of the staff ($F=3,254$; $p=002$) and of the programs ($F=2,214$; $p=045$) considering the income level of the sample group.

What's more, according to the results of the Tukey test which has been applied to find out among which groups the difference in professions is, the opinions of the people having an income worth 1000 TRY and less ($X=4,1591$), 1001-2000 TRY ($X=3,9829$), 2001-3000 TRY ($X=4,4138$) and 3001-4000 TRY ($X=3,8594$) about the staff characteristics of the recreational activities in the malls are more positive compared to the opinions of the ones with an income worth 4000 TRY and more ($X=3,6667$). In addition to this, the opinions of the people with an income worth 1000 TRY and less ($X=3,9596$), 1001 -2000 TRY ($X=3,7009$), 2001-3000 TRY($X=3,7701$) ve 4000 TRY and more ($X=3,8944$) about the program characteristics of the recreational activities in the malls are more positive compared to the opinions of the ones with an income worth 3001-4000 TRY ($X=3,5833$). Finally, there has not been found a great difference between the ones having an income worth 1000 TRY and less ($X=4,3182$), 1001-2000 TRY ($X=4,1282$), 2001-3000 TRY ($X=4,1207$), 3001-4000 TRY ($X=3,9844$) and 4000 TRY and more ($X=4,0875$) as to the environment and equipment of the recreational activities in the malls.

When the eta-squared (η^2) values are analyzed in terms of the income level variable, this variable on the opinions of the sample group about the characteristics of the staff ($\eta^2= .065$) and of the program ($\eta^2= .039$), which are the sizes of the service quality of the recreational activities in the malls, is seen to have a moderate effect.

As a result of the analysis conducted during the research;

H1: It has been found out that the dimensions that make up the perception of the service quality of the recreational activities held within the shopping malls differ depending upon the demographic features of the sample group. Moreover, the sub hypotheses named H1a, H1b, H1d, H1e, H1g, H1h, H1i, H1j, H1k, H1m, H1n and H1o of the hypothesis H1 have been accepted as a result of the analyses performed in the scope of the research.

H2: It has been found out that the demographic features of the sample group have an effect upon the dimensions that make up the perception of the service quality of the recreational activities. In addition, the sub hypotheses named H2a, H2b, H2d, H2e, H2g, H2h,

H2i, H2j, H2k, H2m, H2n and H2o of the hypothesis H2 have been accepted as a result of the analyses performed in the scope of the research.

DISCUSSION AND IMPLICATIONS

Today the places where people generally do their shopping have been substituted for the shopping malls in which the consumers and brands coexist. The malls which have been widely embraced by the public pose an advantage by both harboring many brands and supplying them with the clients. Moreover, the malls are socially so developed that they have been described as living spaces and perceived by the society to be enclosed spaces to spend a pleasant time. That the consumers, as a family, opt for malls as living spaces and make consumption by spending their leisure time are of big importance for not only the shopping mall management but also for the enterprises inside. Therefore, the role of spending a pleasant time should be taken into notice so as to maintain the satisfaction that the clients get from shopping. In this sense, the malls may increase the competitiveness by providing the consumers with spaces where they can have a good time.

The satisfaction and pleasure the consumers acquire while shopping have been taken up by several researchers in books and articles. Furthermore, the affiliation between satisfaction or pleasure and service quality have been discussed in several researches (Bolton & Drew, 1991; Cronin & Taylor, 1992; Parasuman et Al., 1994; Kelley & Turley, 2001; Tsujiet. et al., 2007). The existence of this satisfaction or pleasure has been a well-accepted phenomenon both academically and commercially for a long while. (Stone, 1954; Bellenger et al., 1977; Williams et al., 1985). This phenomenon has widely been studied in the field of academic disciplines and named amusing shopping (Martin and Mason, 1987; Howard, 2007), hedonic shopping (Babin et al., 1994; Arnold & Reynolds, 2003) and pleasurable shopping (Lehtonen & Maenpaa, 1997., Cox et al., 2005). Researchers benefit from economic and psychological approach in order to be able to comprehend such behaviors. (Bellenger et al., 1977; Bellenger & Korgaonkar, 1980; Williams et al., 1985; Ohanian & Tashchian, 1992). The recreational activities in the malls are the main factors that give way to the amusing, pleasurable or hedonic shopping which are mentioned by the researchers. Also the malls ought to make more use of the commercial recreation enterprises that organize various recreational activities to be able to make the consumer in a mall more satisfied or do their shopping in a more enjoyable way.

The development of the shopping malls have been consisting of high standards, which is more distinctive especially in the US and UK. The malls gradually become a part of the urban landscape in many countries including Turkey owing to their effect of creating a “Global Village” realm. Recently, the malls which play a role in the transformation of the Turkish urban life style become more popular and flooded with visitors day by day (Erkip 2005). Particularly, the increase of the time spent by the society and that a family have their leisure time within the malls are two issues that should not escape the notice of the commercial centers that financially benefit from these places. This increasing grand potential brings about the emergence of various commercial activities in the malls. At this point, it is crucial that the commercial activities not get negative feedback and make sure the clients always come back.

Ashley (1997) and Templin (1997) put forward the idea that that there are three reasons for the decrease in the rates of customer traction in the malls: the first one is that many shopping malls are alike since most of them host the same stores and same offers. The latter is that the busy consumers of today try to find ways to maximize the time to spend in a mall as they have a limited time (Ashley, 1997). The third reason is that the clients express that they go less often to the malls inasmuch as they prefer to enjoy rather experiences (Berry, 1996; Chandler, 1995). Researchers state that individuals as doing shopping are enthusiastic to be involved in an interaction (Tauber, 1972; Westbrook & Black, 1985; Knack, 2000). Herein, recreational organization enterprises take the role of leading the system that will assist mall managements regarding the drawing of the experience enthusiasts into the malls. Besides this, recreational organization enterprises contribute to the satisfaction and pleasure of the clients by offering them the chance to have a great time while shopping. Moreover, thanks to the satisfaction and pleasure obtained, they enhance the competitiveness among the malls through supporting the consumer loyalty to these places. When the recreational organization enterprises do these jobs, the characteristic that they are to take care of is the service quality of the recreational organization they realize. The planning, organization and realization of the activities without sacrificing the service quality ought to be their number one on the list. Apart from them, housing qualified work force, the use of suitable environment and equipment and the presence of qualified recreational programs are the vital factors in the creation of the service quality.

Analyzing the results of this research which is intended to evaluate the service quality of the recreational activities in the malls, it can be asserted that the sample group participating in the research evaluates the recreational activities in the malls distinctly in compliance with gender, educational background, age, profession and income level.

The staff characteristics of recreational activities in the malls are embraced by the female; however the male rather show regard to the program characteristics of recreational activities. Likewise, while the high school or equivalent graduates participate in the staff characteristics of recreational activities in the malls, graduates go in for the program characteristics of recreational activities with the highest average. Ko & Pastore (2005) in their researches profess that the employees' attitude, behavior and experiences in recreational activities have an impact upon the consumers' service quality evaluation. In the enhancement of service quality, the first step to take is to hire qualified staff in that they should know well how to use not only the program but also the environment and equipment. Similarly, if recreational organization enterprises and malls have a qualified staff, this will be reflected on the recreational activity programs together with the selection of environment and equipment. As a result, this first requires the staff to be qualified.

Upon analyzing the characteristics of staff and program, environment and equipment and age range of the recreational activities in the malls, the sample group at the age range of 16-25 has the highest average among all. Moreover, another striking result is that the sample group with an income worth 1000 TRY or less have the highest average in the sizes of the characteristics of staff and program. The facility that gives the priority to the consumer security is very important insofar as it provides the substructure that will make the selection of environment and equipment secure and amusing (Ceylan et al., 2010). Ko & Pastore (2005) state that such visible physical assets take an important place in the process of evaluation of the service quality by the clients. During the activities conducted in the mall such practices as the supporting of the activity by means of visual instruments, the creation of a show by merging the product to be promoted with the activity, the distribution of the promotional items, the maintenance of the security in the field of activity, the use of non-detrimental items to the health of the kids in the activities etc. may bring the environment and equipment to a successful conclusion in terms of the consumers' assessing the activity at the service quality.

Service quality is not only a significant criterion for the satisfaction of the clients (Anderson, et al., 1994; Zeithaml, et al., 1996; Gronroos, 1990), but at the same time it is a fundamental criterion for evaluating the serving enterprises' ability to compete (Lengnick-Hall, 1996). Service quality should be utilized while improving and consolidating the commercial recreation practices performed in the malls, as well. Brady (1997) sums up the outputs of an elevated service quality as follows: the redundancy of the market distribution, the profitableness booming associated with the competition, consumer loyalty, the implementation of a competitive share of profit and an increasing profitableness in merchandising (Ko & Pastore 2005). Considering these criteria, it is not possible to say that the service quality of the commercial recreation activities in the malls, a rather new business space, is very high; nonetheless the development of the commercial recreation enterprises can be structured in the direction of these criteria. At this juncture, these enterprises can adapt the practices of other well proven enterprises of other sectors into theirs by taking them as an example.

Limitations and suggestions for future research

The scale that has been used in the research has lately been developed. Inside the scale there is a lack of sizes of satisfaction and consumer loyalty that have been discussed in the research. Therefore, the scale should be developed by inserting these sizes into it, thus more sizes devoted to the service quality of the commercial recreation organizations will come together and this will pave the way for broader analyses.

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