

STRUCTURAL EQUALITY MODELING (SEM) OF SHOPPING MALLS AS A SPATIAL REFLECTION OF URBAN CONSUMPTION: A PERSPECTIVE OF GENERATION GROUPS

Kentsel Tüketimin Mekânsal Bir Yansıması Olarak Alışveriş Merkezlerinin Yapısal Eşitlik Modellemesi (YEM): Kuşak Grupları Perspektifi

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ABSTRACT

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This research aims to determine the effect of area characteristics on the shopping preferences of X and Y generations in shopping centers selected in Ankara and Istanbul. Data were collected using the survey technique to determine the profiles of the users and to question the differences between generations. As a result of the data obtained, the shopping mall characteristics affecting the preferences of the generation groups were investigated with the structural equation model (SEM). As a result of the model, it was determined that the factor affecting the preferences the most was planning. Then, the relationship between shopping satisfaction and behavioral intentions of the X and Y generations was examined by using correlation analysis in the SPSS software. There were significant intergenerational differences ($p < 0.05$, $p < 0.01$) in the preference for shopping malls and their satisfaction levels. It was concluded that Ankamall and Zorlu Center are preferred more by Generation X and their preferences are affected by accessibility, design, personnel, loyalty, and satisfaction criteria. An important result was that Generation Y preferred Armada and Mall of Center more, and the criteria affecting their preferences were planning, design, loyalty, and satisfaction.

Keywords: AMOS Modeling, Shopping Malls Features, User Satisfaction, Generational Cohort Theory.

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ÖZ

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Bu araştırma, Ankara ve İstanbul'da seçilen alışveriş merkezlerinde mekânsal özelliklerinin X ve Y kuşağının alışveriş tercihlerine etkisini belirlemeyi amaçlamaktadır. Kullanıcı profillerinin belirlenmesi ve kuşaklar arası farklılıkların sorgulanması amacıyla anket tekniği kullanılarak veriler toplanmıştır. Elde edilen veriler sonucunda kuşak gruplarının tercihlerini etkileyen alışveriş merkezi özellikleri yapısal eşitlik modeli (SEM) ile araştırılmıştır. Model sonucunda tercihleri en çok etkileyen faktörün planlama olduğu tespit edilmiştir. Daha sonra X ve Y kuşaklarının alışveriş memnuniyeti ile davranışsal niyetleri arasındaki ilişki SPSS programında korelasyon analizi kullanılarak incelenmiştir. Alışveriş merkezlerini tercih etme ve memnuniyet düzeylerinde kuşaklar arasında anlamlı farklılıklar

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($p < 0.05$, $p < 0.01$) olduğu tespit edilmiştir. Ankamall ve Zorlu Center'ın X Kuşağı tarafından daha çok tercih edildiği ve tercihlerinin erişilebilirlik, tasarım, personel, sadakat ve memnuniyet kriterlerinden etkilendiği sonucuna ulaşılmıştır. Y kuşağının Armada ve Mall of Center'ı daha çok tercih etmesi ve tercihlerini etkileyen kriterlerin planlama, tasarım, sadakat ve memnuniyet olması önemli bir sonuç olmuştur.

Anahtar Kelimeler: AMOS Modellemesi, Alışveriş Merkezi Özellikleri, Kullanıcı Memnuniyeti, Kuşak Teorisi.

1. Introduction

Changing consumer needs in the globalization process also affect the quality of people's recreational activities. Nowadays, people prefer shopping places where every unit they seek is located together to meet their daily and social needs, manage their spare time well, and save time. Therefore, shopping centers, which have a lot of opportunities in terms of recreational activities, are seen as attraction centers for people to spend their spare time. Therefore, the renewal experience of people and the increase in life satisfaction of this situation have an essential place in people's lives in the modern world (Wu and Lo, 2018; Pantano et al. 2021; Shao et al., 2022).

Shopping malls, which are considered an essential source of motivation for people (Panda and Swar, 2013; Lai and Nguyen, 2017), have become an important factor in the intersectoral competition environment. For this reason, it is an issue remaining on the agenda for shopping center managers to focus on the thoughts and behaviors of shoppers towards the shopping center. The main reason for this situation is that managers need to provide them with a pleasant shopping experience by knowing about people's thoughts and perceptions (Mansori and Chin, 2019; Jin et al., 2020). At the same time, shopping malls (S.M.) make a significant contribution to the cities they are located in socially and economically, as they provide higher income and generally offer long-term business opportunities in the sectors (Mansori and Chin, 2019).

The fact that shopping malls have attractive features that significantly affect people's shopping behavior and other activities is a particular reason for these areas to be revisited. People evaluate factors such as various brands and environmental and structural features among shopping centers and prefer the shopping center with the highest level of satisfaction. Therefore, the images of shopping malls are the most crucial factor in their preference (Amin et al. 2020; Soomro et al., 2021; Pantano et al., 2021).

Recently, it has become necessary to examine the differences between X and Y generations, especially in determining the relationship between shopping mall characteristics and users' satisfaction. Therefore, a better understanding of how shopping mall features affect

the shopping preferences and satisfaction of X and Y generations and how they will contribute to increasing happiness in these areas is valuable for a booming shopping industry (Ladhari et al. 2019; Amin et al., 2020).

Generational cohort theory was first defined by Karl Mannheim as follows (Mannheim, 1952): *"It is a theory in which a generation's position tends to have certain patterns of experience and thought, emerging from the natural data of generational transmission, which includes relevant age groups tied to a particular historical-social process."* According to the generational group theory, populations can be divided into generational groups according to their year of birth. A generation group is formed using the age at which a person is considered old and the age at which someone is an independent individual (Ladhari, 2019; Amin et al., 2020). However, there is no definite consensus in the literature about the beginning and end of the birth years of generation groups (Butcher et al., 2017; Bento et al., 2018; Ladhari, 2019). In recent years, generation cohort theory has been gaining popularity, especially in consumer product marketing. It is possible to determine strategies that will appeal to the determined generations by carefully analyzing the targeted generation's preferences, attitudes, and behaviors. Therefore, generational cohort theory not only focuses on demographic information but also provides additional benefits (Fountain and Lamb, 2011; Thach et al., 2020).

Shopping malls need to continuously improve their services to maintain relationships with shoppers and increase users' shopping satisfaction and behavioral intentions. Therefore, a better understanding of shopping mall features in determining the shopping satisfaction of users, especially in line with the changing knowledge of consumption nowadays, is of critical importance for successful and sustainable shopping industry. Identifying these relations, especially in developing countries, will help strengthen the image of shopping mall areas and create strategies to increase people's satisfaction and loyalty. Since Türkiye is a developing country, studies on these issues will contribute to cities' social and economic development. The study is aimed to determine how the shopping mall features selected from Ankara and Istanbul affect the preferences and satisfaction of the X and Y generations. In this context, Ankamall (SM1), Armada (SM2), Mall of Istanbul (SM3), and Zorlu Center (SM4) shopping center features were compared and evaluated, and the relationship between these spatial features and the satisfaction and behavioral intentions of the X-Y generation was questioned.

1.1. Physical attributes affecting shopping center preferences

Nowadays, shopping malls have combined the traditional sales concept with modern services and entertainment areas to become attraction centers. In recent studies, issues such as economic benefit, shopping center quality, the atmosphere of the shopping center, and models

describing the behavior of users have come to the fore. Shopping malls are considered attraction centers that contribute significantly to the image of cities and people's lifestyles. The most important typical result of the studies carried out in urban areas creates the impression of shopping malls' indoor and outdoor appearances and physical features. This image significantly impacts people's perceptions and thoughts about shopping malls. Factors such as the location, parking area, and easy accessibility of shopping malls play an important role in positively affecting people's perceptions of shopping malls (Stillerman and Salcedo, 2012; Han et al., 2019; Amin et al. 2020; Soomro et al. 2021; Pantano, 2021; Shao et al. 2022).

Planning and design of shopping malls is also an influential factor in the positive perception of people. Factors such as design and aesthetics, cleanliness, legible planning, use of open and green spaces, and social activity areas significantly affect people's perception of shopping malls (Sit et al., 2003; Anselmoon, 2006; Hart et al., 2007; Chebat, 2010; Stocchi et al. 2016; Benoit et al. 2019; Elmashhara and Soaresi, 2019).

Generally, the results of the studies show that the high level of satisfaction of the users and their repeat visits are greatly affected by the shopping malls' interior and exterior design and planning. For this reason, it is emphasized that shopping malls should have a functional design and an attractive architectural structure (Anselmoon, 2006; Seiders et al., 2005; Seiders et al., 2007; De Nisco and Warnaby, 2013; Chebat et al., 2014; Lloyd et al. 2014; Ladhari, 2019; Han et al. 2019; Badrinarayanan and Becerra, 2019; Benoit et al. 2019; Amin et al. 2020; Soomro et al. 2021; Shao et al. 2022).

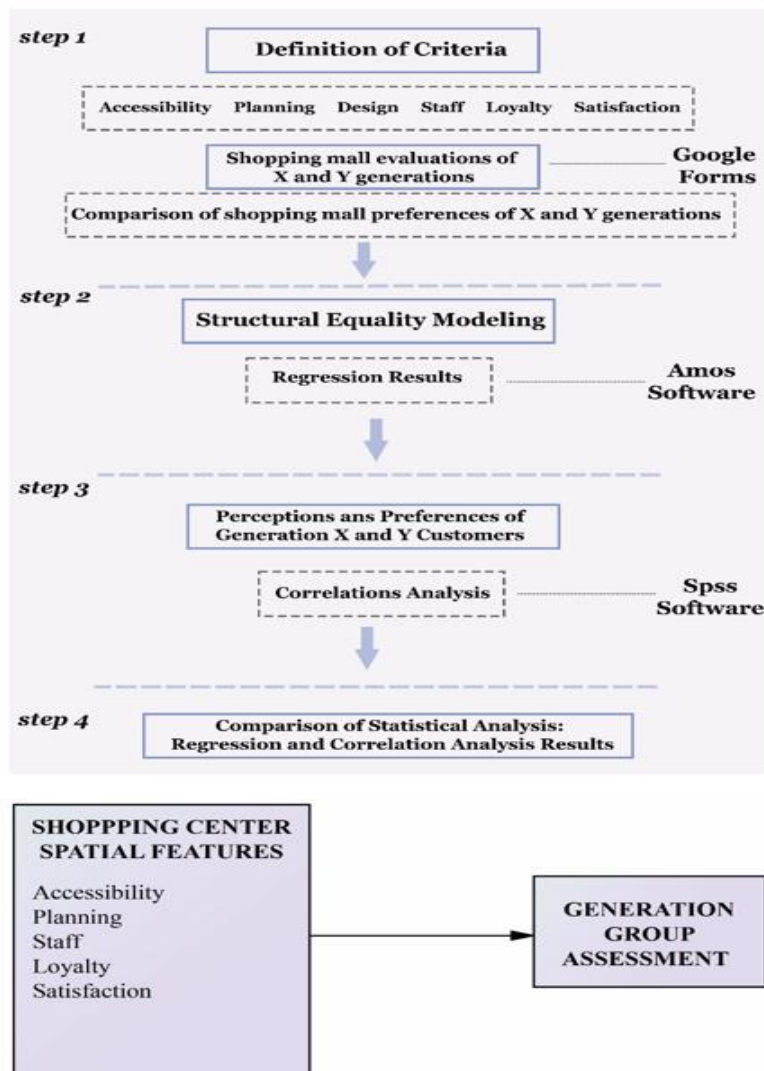
2. Methodology

In the field research, an online questionnaire was applied to the users who visited the shopping centers determined within the scope of the study. The users' answers were transferred to the computer environment, structural equation modeling was created in the AMOS program and correlation analysis was performed in the SPSS program.

2.1. Research Framework and Questions

The research model presented in Figure 1 is based on the Nordic Model formulated by Grönross (1984). In the model, the dependent variable is generation groups, and the independent variables are the spatial characteristics of shopping malls. The main purpose of this study is to determine the effect of shopping mall characteristics on the preferences of generation groups.

Figure 1: The Research Flowchart and Model Design



The study aims to integrate the findings obtained with the method used with the literature's general results and contribute to the development and improvement of shopping centers. In this context, the spatial characteristics affecting users' choices in the X generation 1965-1980 (41-59 age) and Y generation 1981-2003 (18-40 age) users were compared and evaluated. In this context, the study seeks answers to the following questions:

RQ1: To what extent do shopping center characteristics affect the preferences of generation groups?

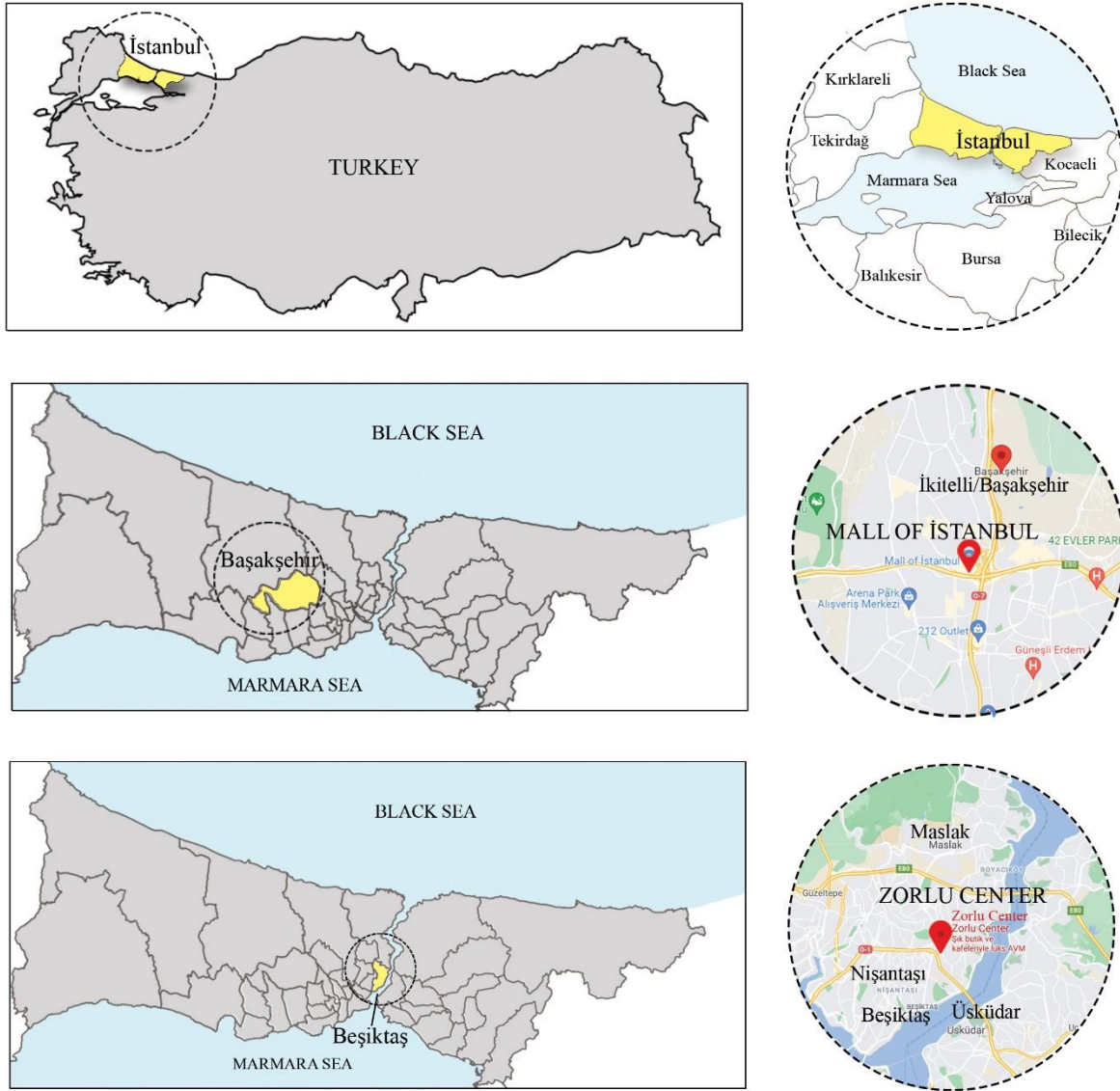
RQ2: What are the characteristics that characterize shopping malls from the perspectives of the X and Y generation consumers?

RQ1 and RQ2 are not independent research questions. On the contrary, these questions support each other.

2.2. Study Area

The research material consists of the cities of Istanbul and Ankara. In addition, there is Kocaeli in the east of Istanbul, Tekirdağ in the west, the Black Sea in the north, and the Marmara Sea in the south (Figure 2).

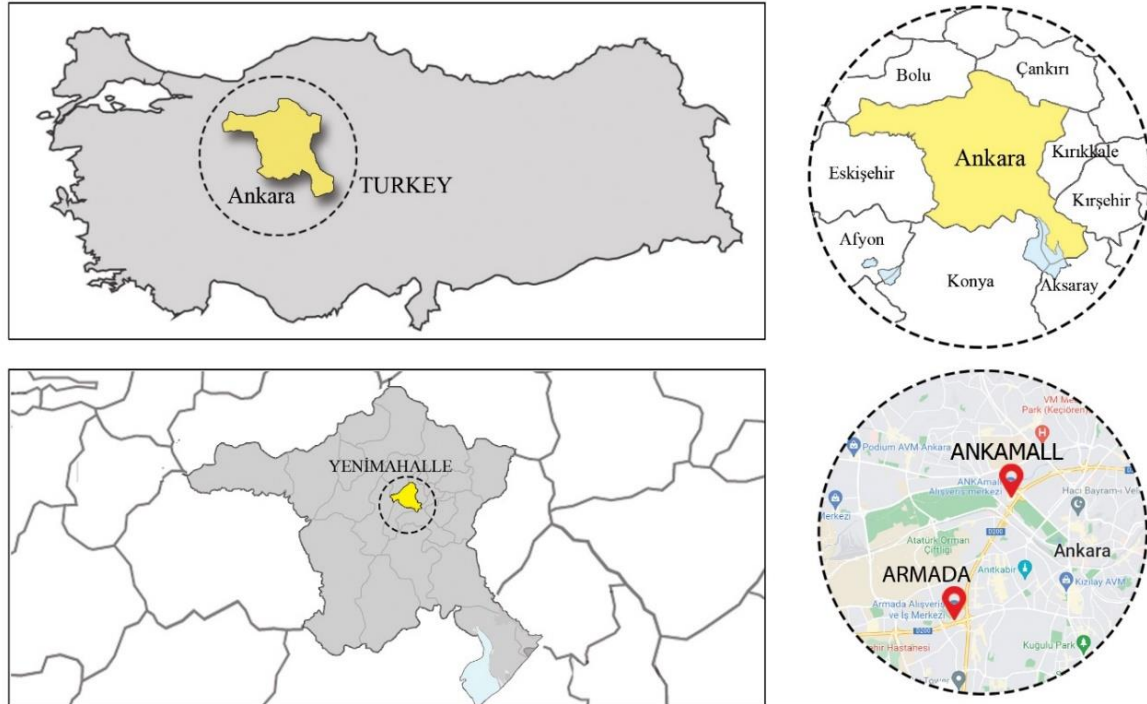
Figure 2: Location Map of Shopping Malls Selected in Istanbul



Istanbul, which has hosted many civilizations from the past to the present, is important as it acts as a bridge between Asia and Europe (Sahin et al., 2018). There are places such as the Grand Bazaar and the Spice Bazaar, which are essential in the shopping culture of Istanbul, show traditional characteristics, and are still active today. These traditional bazaars inspired the first shopping centers in Istanbul. In the city, which has 147 shopping malls in total, SM3 built in 2014, and SM4 constructed in 2013 were chosen as the study area (Figure 2). SM3 is located on a large-scale plot of 122.718 m² at the intersection of TEM highway and Atatürk Boulevard in the Başakşehir district of Istanbul. SM3 has Europe's largest indoor amusement park. SM4, on the other hand, is located on a 102.000 m² of land located at the intersection of E-5 highway and Büyükdere Street in the Beşiktaş district of Istanbul (Ozoral, 2015).

There is the Kırşehir and Kırıkkale in the east of Ankara, Eskişehir in the west, Çankırı in the north, and Konya and Aksaray in the south (Figure 3).

Figure 3: Location Map of Shopping Malls Selected in Ankara



Ankara, a historically important city, continued to develop rapidly after the proclamation of the Republic and its social and cultural importance. The year 1980 was a period in which economic changes were experienced worldwide. In this period, shopping centers began to be built in Ankara, similar to the examples in the West (Komurcu, 2007). In

Ankara, where there are 26 shopping malls in total, SM1 built in 1999 and SM2 built-in 2002 were chosen as the study area (Figure 2). During the development process after 1980, SM1 was opened under the name Migros Shopping Center in 1999. This shopping mall, which is essential because it is the largest shopping center in Ankara, was given its current name by making additional sections in 2006. Located in Ankara's Yenimahalle district and with an area of 176.600 m², SM1 is located at the intersection of Istanbul and Konya Roads, which are one of Ankara's transportation routes, and the metro station. It is impossible to reach SM1 outside the city center on foot (Sonmez, 2008). SM2 was launched in 2002. Located in Ankara's Çankaya district, SM2 is located at the intersection of Konya and Eskişehir Roads. SM2 has an area of approximately 320.000 m² (Bilge, 2020).

2.3. Questionnaire Design

A questionnaire technique was used in the study in which shopping mall characteristics were handled within the scope of generation group theory. A questionnaire technique was used in the study in which shopping mall characteristics were handled within the scope of generation group theory. The survey consists of three parts. In the first part, there are demographic questions consisting of gender, age, education, and occupation information to determine the generation groups and profiles of the visitors. In the second part, there are 2 questions to question the general evaluations of the visitors about the shopping centers. The first of these questions is with whom the participants come to the shopping malls. The second question is the means of transportation used when coming to the shopping mall. In the third part of the questionnaire, there are a total of 30 criteria under the headings of accessibility, planning, design, personnel, loyalty, and satisfaction for the evaluation of shopping center features and the expectation-satisfaction of the X and Y generations, and the users are evaluated on a 5-point Likert scale (1: I strongly disagree, 5: I agree) evaluations are requested. The criteria in this section have been prepared regarding the studies in the literature (Table 1).

Table 1: Criteria and References for Expectation-Satisfaction Assessment

	Criteria		References
Accessibility (A)	A1	Easy access by private vehicle	Pan et al. (2006)
	A2	Access by public transport	Jackson et. al. (2011)Dolego et al. (2016)
	A3	Sufficient parking space	
	A4	A sufficient number of disabled parking lots	Calvo-Porrall and Levy-Mangin, (2018)
	A5	The effect of nearby areas (squares, parks, etc.) on preferences	Han et al. (2019)
	A6	Arrangement of entry-exit points according to the environment (proximity to the main road / public transport stops, etc.)	Brito et. al. (2019) Soomro et al. (2021) Shao et al.(2022)
Planning (P)	P1	The attractiveness of the architectural structure	
	P2	Adequate variety of materials used in outdoor design	
	P3	Actively used outdoor spaces (shaded areas, seating units, cafes, etc.)	
	P4	Clear and understandable planning	Dennis et. al. (2002)
	P5	Adequate green space design	Sit et al. (2003)
	P6	Being seen as the symbol of the city	Teller and Elms (2010)
	P7	Sufficient open shopping venues	Jackson et. al. (2011)
Design (D)	D1	Compliance with cleaning and hygiene rules	Markovic et al., (2014)
	D2	The use of materials that will strengthen the interior design (color/flooring differences, etc.)	Foster and McLellve, (2015) Dolega et al., (2016)
	D3	Sufficient open spaces (courtyard, etc.)	Benoit et al. (2019)
	D4	Adequate variety of stores and brands (Apple/Starbucks etc.)	Helm et al. (2020) Pantano (2021)
	D5	Adequate cafes/restaurants	Soomro et al. (2021)
	D6	Adequate cinema/concert etc. fields	Shao et al.(2022)
	D7	Sufficient children's activity areas	
	D8	The feeling of happiness and freedom	
	D9	Having suitable arrangements (ramps, etc.) for disabled people	
Staff (ST)	ST1	Sufficient and relevant staff	Sit et al., (2003) Anselmsson, (2006) Hart et al., (2007) Chebat et al., (2010) Stocchi et al., (2016) Elmashhara and Soares, (2019) Benoit et al., (2019)
Loyalty (L)	L1	Intention to visit again	Anselmsson, (2006)
	L2	Meeting all your needs	Seiders et al., (2005; 2007)
	L3	Desire to spend a long time	De Nisco and Warnaby, (2013) Chebat et al., (2014)
	L4	It is seen as the most important element of the city.	Lloyd et al., (2014) Ladhari, (2019)
Satisfaction (S)	S1	Have a productive time	Han et al. (2019)
	S2	Meeting expectations by shopping type	Badrinarayanan and Becerra, (2019) Benoit et al., (2019)
	S3	The idea is to suggest they come to the immediate environment	Amin et al., (2020) Soomro et al. (2021) Shao et al.(2022)

The survey was conducted online with 500 users (250 users in Ankara, 250 users in Istanbul) who visited the shopping malls determined as the sample area within the framework of voluntariness. Within the scope of the study, the data obtained by the survey technique were transferred to the computer environment. Data were analyzed with the SPSS software.

First, the reliability of the data was tested, and the data were used in the study as "*highly reliable*" (Table 2). Then the data were evaluated by creating an SEM model and correlation analysis.

Table 2: Reliability Analysis

	Criteria's	Cronbach's Alpha	N of Items
ANKARA	Accessibility	0.841	6
	Planning		
	Design		
	Staff		
	Loyalty		
	Satisfaction		
İSTANBUL	Accessibility	0.845	6
	Planning		
	Design		
	Staff		
	Loyalty		
	Satisfaction		

0.00<0.40 not reliable

0.40<0.60 low reliability

0.60<0.80 quite reliable and

0.80<1.00 highly reliable

2.4. Structural Equation Model (SEM)

Structural equation modeling is an effective method used to measure the relationship between observed variables and unobservable variables. A model is created to determine the relationship between dependent and independent variables in the structural equation (Schumacker and Lomax, 2004). Although the structural equation model is very similar to the regression and correlation analysis, it is an effective and inclusive method because it includes the relationships between the variables, shows the errors and errors in the measurement, reveals the relationships between the dependent and independent variables, and works in nonlinear conditions. While many research methods only explain the analyses, the structural equation model also allows verification as well as an explanation. Therefore, it is a very effective and successful method for testing hypotheses or research questions (Anderson et. al. 1994).

In the study, Structural Equation Model was analyzed with the help of the AMOS program. AMOS (Analysis of Moment Structures) is an IBM SPSS Statistics module designed for the analysis of covariance structure models such as structural equation modeling (SEM), regression, correlation, and confirmatory factor analysis (CFA). The AMOS program has a graphical interface that allows models to be created visually with online drawing tools.

Rectangles represent dependent variables (observable variables), and circles represent independent variables (latent variables). One-sided arrows indicate putative cause/effect relationships, two-sided arrows indicate non-directional covariances (Barnidge and Zúñiga, 2017).

3. Results

The results of the study were evaluated in three main categories: the perceptions and preferences of the customers in the X and Y generations, the results of the SEM model, and statistical analysis.

3.1. Perceptions and Preferences of Generation X and Y Customers

The demographic profiles of the participants who underwent the survey are given in Table 3. According to these data, 57% of the participants in Ankara are men, and 43% are women. 44% of the participants are in the X generation (41-59 years old), and 56% are in the Y generation (18-40 years old). If the educational status of the participants is evaluated, 84% of them are at the university education level. In addition, 46% of these participants work in the private sector.

On the other hand, 74% of the participants in Istanbul are women, and 26% are men. 40% of the participants are in the X generation (41-59 years old), and 60% are in the Y generation (18-40 years old). 70% of the participants are at the university education level. Considering their occupational status, 41% work in the public sector.

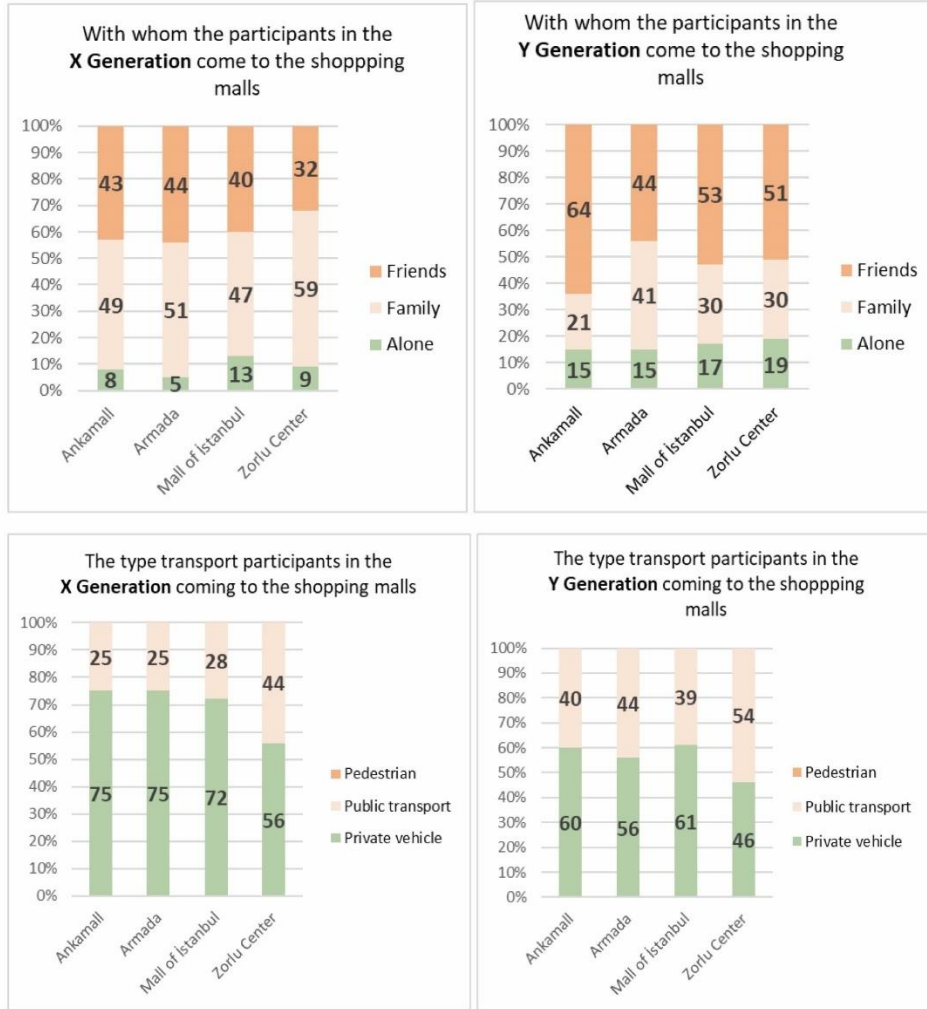
Table 3: Demographic Profiles of Participants

	Variable	Category	f	%	Variable	Category	f	%
ANKARA	Gender	Women	108	43	Gender	Women	185	74
		Men	142	57		Men	65	26
	Age	Generation X (41-56 years old)	110	44	Age	Generation X (41-56 years old)	100	40
		Generation Y (18-40 years old)	140	56		Generation Y (18-40 years old)	150	60
	Education	Primary School	0	0	Education	Primary School	4	2
		Middle School	0	0		Middle School	9	4
		High School	8	3		High School	39	16
		University	209	84		University	177	70
		Postgraduate	33	13		Postgraduate	21	8

Occupation	Public Sector	57	23	Occupation	Public Sector	88	35
	Private Sector	116	46		Private Sector	103	41
Student	58	23		Student	20	8	
Housewife	19	8		Housewife	26	10	
Retired	0	0		Retired	13	6	

In the second part of the survey, the general assessments of the participants about shopping centers were questioned. The available evaluations of the participants in generations X and Y are given in Figure 4. According to these data, 49% of the participants in the X generation in SM1, 51% in SM2, 47% in SM3, and 59% in SM4 stated that they came to the shopping mall with their families. 64% of Y generation participants in SM1, 44% in SM2, 53% in SM3, and 51% in SM4 stated that they came to the shopping mall with their friends. The use of private vehicles is highly indicated in both generation groups in the vehicle used by the participants while coming to the shopping mall. 75% of the participants in the X generation in SM1 and SM2, 72% in SM3, and 56% in SM4 stated that they came to the shopping mall with their private vehicles. On the other hand, 60% of the Y generation participants in SM1, 56% in SM2, and 61% in SM3 stated that they came by private vehicle, while 54% in SM4 indicated that they came by public transportation.

Figure 4: General Evaluations of The Participants



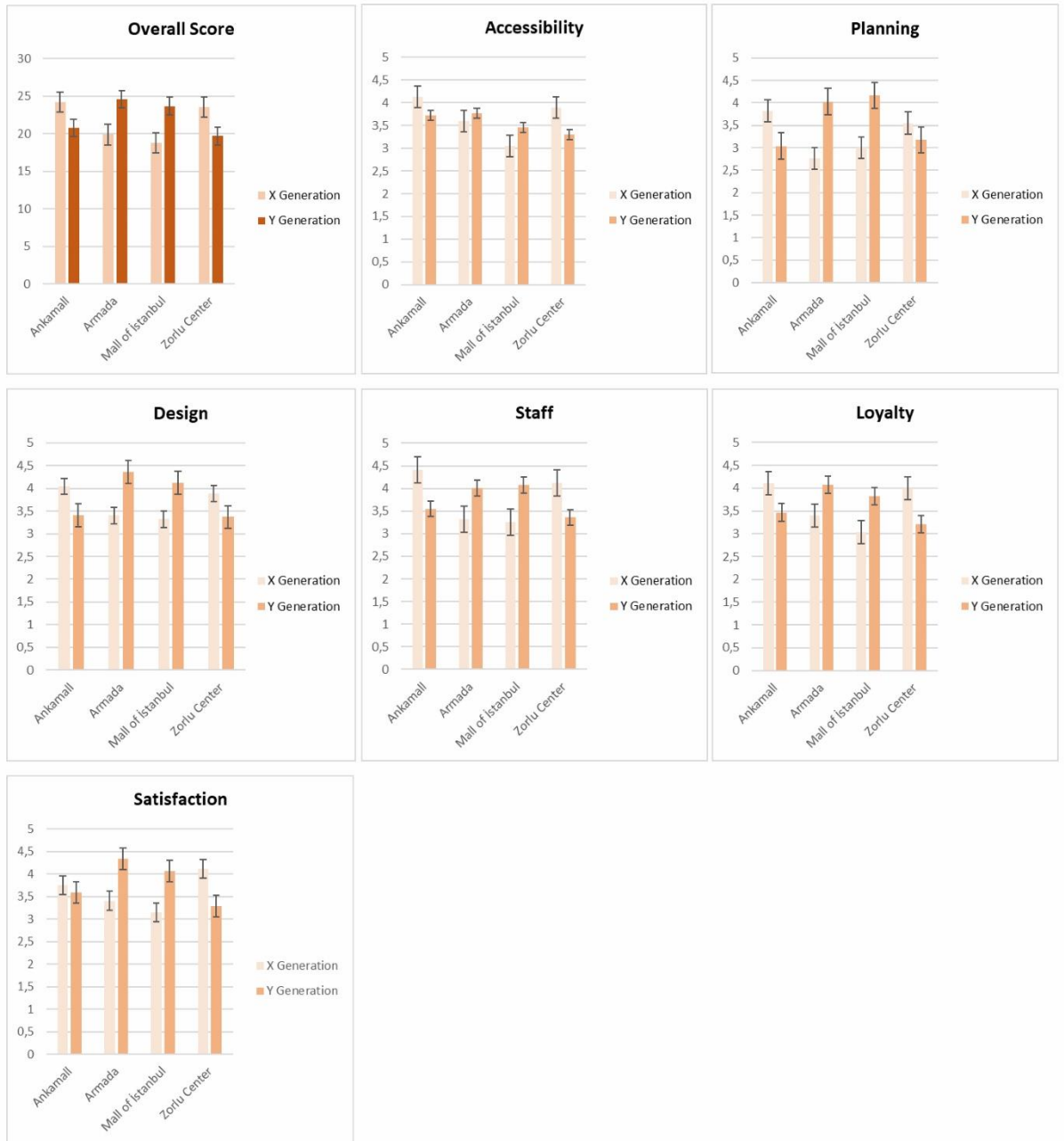
Then, the data obtained as a result of the survey were compared according to the shopping centers. Average scores of shopping centers are given in Figure 5. Based on these scores:

- The highest average overall scores belong to SM1 in Generation X and SM2 in generation Y. It is seen that generation groups give higher scores to these shopping malls.
- The high scoring that stands out in the accessibility criterion is seen in SM1 and belongs to the X generation.
- It is seen that the Y generation gives a high score to SM3 in the planning criteria.

- The high score given to SM2 by the Y generation stands out in the design criteria.
- In the staff criterion, it is seen that SM1 is scored higher by the X generation.
- In the loyalty criterion, the score given to SM1 by the X generation stands out, while the high score given by the Y generation to SM2 in the satisfaction criterion stands out.

While the values are close to each other among S.M.'s in scoring, the differences in the scores of the X generation in SM1 and SM4, and the Y generation in SM2 and SM3 are remarkable. It is seen that similar scores are given in the mean scores of the generation groups. However, it is seen that there are significant differences between the scores in the "Staff and Accessibility" criteria in the X generation and the "Planning and Design" criteria in the Y generation.

Figure 5: Average Scores of Shopping Malls (with 95% CI error bars)



3.2. SEM Model and Statistical Analysis Results

All of the Structural equation modeling (SEM) fit indices created in the AMOS program for the shopping center features affecting the preferences of generation groups were within certain conditions (RMSEA=0.063, NFI= 0.972, CFI= 0.984, RFI= 0.929, IFI= 0.985), these values were also acceptable for the model. shows acceptable compatibility. As can be

seen from the test results, the proposed SEM model is statistically compatible ($p=0.000$). (Table 4).

Table 4: SEM Model Fit Indices Results

	İyi Uyum	Kabul Edilebilir Uyum	Modelin Uyumu
RMSEA	$0 \leq RMSEA \leq 0.05$	$0.05 \leq RMSEA \leq 0.10$	0.063
NFI	$0.95 \leq NFI \leq 1$	$0.90 \leq NFI \leq 0.95$	0.972
CFI	$0.97 \leq CFI \leq 1$	$0.95 \leq CFI \leq 0.97$	0.984
RFI	$0.90 \leq RFI \leq 1$	$0.85 \leq RFI \leq 0.90$	0.929
IFI	$0.97 \leq IFI \leq 1$	$0.95 \leq IFI \leq 0.97$	0.985

Chi-square (χ^2): 871.19

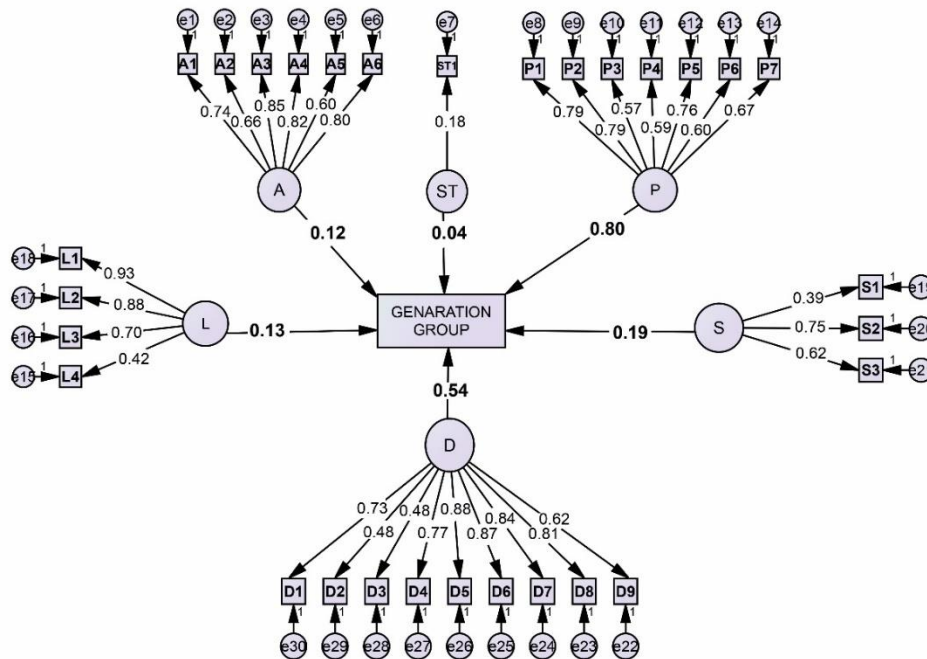
Degrees of freedom (df): 430

χ^2/df : 2.02

p : 0.000

Regression analysis was performed in AMOS software to determine which shopping center feature affects the preferences of generation groups and to what extent. In the SEM model, the dependent variable is generation groups and the independent variables are the spatial characteristics of shopping centers. According to the results of the structural equation model regression analysis, the quality that affects the preferences of the generation groups the most is planning with a rate of 0.80. The design takes second place with a ratio of 0.54 (Figure 6).

Figure 6: Research Model with Regression Coefficients



Based on the direct effect given in the table, it has been determined that shopping center characteristics have a significant impact on the preferences of generational groups. Specifically, the probability of obtaining a critical ratio as large as 64.902 in absolute value is less than 0.001. In other words, the regression weight for shopping center features in the estimation of the preferences of the generation groups is significantly different from zero at the 0.001 level. As can be seen, the beta estimation between the shopping center features and the preferences of the generation groups is very high (64.902). In this case, it shows that the model created is effective and important to increase the customer level.

The results of the correlation analysis performed to reveal the relationship between shopping center features and the preferences and satisfaction of the X and Y generations are given in Table 4. As a result of the analysis, it has been determined that there are statistically significant differences between the characteristics that define shopping centers and the evaluations of generation groups. The criteria that are statistically significant between the characteristics of Ankara SM1 and Istanbul SM4 and the preferences of generation groups are accessibility, design, staff, loyalty, and satisfaction. The criteria that are statistically significant between the characteristics of Ankara SM2 and Istanbul SM3 and the preferences of generation groups are planning, design, loyalty, and satisfaction. According to the results of the correlation analysis given in Table 4:

- While the accessibility criterion was effective in the preference of SM1 and SM4 by the X generation, it did not affect the generation groups in the preference of SM2 and SM3.
- The planning criterion did not affect generational groups in choosing SM1 and SM4. However, it affected the Y generation more in the preference of SM2 and SM3.
- While the design criteria affected the X generation more in the preference of SM1 and SM4, it affected the Y generation more in the preference of SM2 and SM3.
- While the staff criterion was more effective in the preference of SM1 and SM4 by the X generation, it did not affect both generation groups in the preference of SM2 and SM3.
- It has been determined that the level of loyalty and satisfaction of the X generation in SM1 and SM4, and the Y generation in SM2 and SM3 is higher.

Table 4: The Results of The Correlation Analysis

		SHOPPING CENTER CRITERIA	GENERATION GROUPS
ANKARA	ACCESSIBILITY	SM1	Pearson Correlation 0.201**
			Sig. (2-tailed) 0.001
		SM2	Pearson Correlation 0.102
			Sig. (2-tailed) 0.107
	PLANNING	SM1	Pearson Correlation 0.010
			Sig. (2-tailed) 0.875
		SM2	Pearson Correlation -0.114**
			Sig. (2-tailed) 0.001
	DESIGN	SM1	Pearson Correlation 0.380**
			Sig. (2-tailed) 0.000
		SM2	Pearson Correlation -0.321**
			Sig. (2-tailed) 0.000
	STAFF	SM1	Pearson Correlation 0.411**
			Sig. (2-tailed) 0.000
		SM2	Pearson Correlation 0.104
			Sig. (2-tailed) 0.108
LOYALTY	SM1	Pearson Correlation 0.103**	
		Sig. (2-tailed) 0.001	
	SM2	Pearson Correlation -0.143*	
		Sig. (2-tailed) 0.024	
SATISFACTION	SM1	Pearson Correlation 0.649**	
		Sig. (2-tailed) 0.000	
	SM2	Pearson Correlation -0.244**	
		Sig. (2-tailed) 0.000	
		SHOPPING CENTER CRITERIA	GENERATION GROUPS
İSTANBUL	ACCESSIBILITY	SM3	Pearson Correlation 0.192
			Sig. (2-tailed) 0.102
		SM4	Pearson Correlation 0.279**
			Sig. (2-tailed) 0.000
	PLANNING	SM3	Pearson Correlation -0.213**
			Sig. (2-tailed) 0.001
		SM4	Pearson Correlation 0.152
			Sig. (2-tailed) 0.106
	DESIGN	SM3	Pearson Correlation -0.233**
			Sig. (2-tailed) 0.000
		SM4	Pearson Correlation 0.220**
			Sig. (2-tailed) 0.000
	STAFF	SM3	Pearson Correlation 0.167
			Sig. (2-tailed) 0.101
		SM4	Pearson Correlation 0.297**
			Sig. (2-tailed) 0.000
LOYALTY	SM3	Pearson Correlation -0.349**	
		Sig. (2-tailed) 0.000	
	SM4	Pearson Correlation 0.101*	
		Sig. (2-tailed) 0.023	
SATISFACTION	SM3	Pearson Correlation -0.214**	
		Sig. (2-tailed) 0.000	
	SM4	Pearson Correlation 0.235	
		Sig. (2-tailed) 0.000	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

4. Discussion

This study provides important information about the relationship between the spatial characteristics of shopping centers in Istanbul and Ankara and the preferences of generational groups. The SEM model was evaluated by performing regression analysis in AMOS software (Osman et. al. 2018; Wang et. al. 2020). According to the results of the model, which was found to be effective in increasing customer potential, it was determined that the planning and design features of the shopping centers affected the preferences of the generation groups the most. This result shows that giving importance to the attractiveness of the architectural structure of shopping centers and the use of various surface materials in outdoor design in the planning area will significantly affect the preferences of generation groups. In the field of design, the arrangements and improvements to be made in activity areas such as cafes, restaurants, and cinemas will significantly affect the preferences of generation groups. It has been determined that the SEM model created within the scope of the study is suitable and an effective model to increase customer potential. Determining that the model is effective is very helpful in developing priorities and strategies for shopping mall managers or decision makers (Martensen and Gronholdt, 2003; Afthanorhan et. al. 2019; Wang et. al. 2020).

Shopping center managers need extensive research on many factors such as store image, frequency of visits, store selection, and product quality. In the literature, shopping mall features, in terms of a comparison of the attitudes of consumers (Gentry and Burns, 1978; Anselmsson, 2006; Jackson, 2011; Ryu et al. 2012; Badgaiyan and Verma, 2015; Kim et al. 2015). By investigating the effects of hedonic and utilitarian values on shopping centers, the positive and negative effects of the relationship between consumers and the atmosphere of shopping centers were questioned in the studies. It has been found that this effect is facilitated through the relationship of both emotions with hedonic and utilitarian shopping values (Babin and Attaway, 2000; Babin et. al. 2007; Jones et. al. 2006; Jackson et. al.2011; Lissitsa and Kol, 2016). ; Brito et. al. 2019). The personal characteristics of the consumers (gender, age, etc.) were evaluated by comparing them with the shopping mall characteristics, and their satisfaction levels were determined. Studies comparing generational group theory and S.M. characteristics (Reisenwitz and Iyer, 2009; Lissitsa and Kol, 2016; Purani et al. 2019; Amin et al. 2020) have increased especially in recent years.

In general, the extent to which shopping mall characteristics affect the behavioral intentions of generational groups has been evaluated in different areas such as tourism, e-commerce, and online shopping. Examining the attitudes and satisfaction of generation groups towards shopping centers provides useful information for successful shopping center management. This study, it was aimed to compare the relationships between shopping center

preferences, satisfaction, and behavioral intentions of consumers in two different generation groups.

In the first research question, it was questioned whether spatial and architectural features affect shopping center preference according to the preferences of generation groups. As a result, the level of satisfaction and loyalty of the X generation from Ankamall AVM was higher. The qualities that are effective in this generation's preference for shopping malls are; accessibility, design, and personnel. The level of satisfaction and loyalty of the X generation from Istanbul Zorlu Center AVM has also been high. The qualities that are effective in this generation's preference for shopping malls; are accessibility and staff. On the other hand, the level of satisfaction and loyalty of the Y generation has been higher from Armada and Mall of Istanbul AVM. The qualities that are effective in this generation's preference for shopping malls are planning and design. This result shows that Armada and Mall of Istanbul AVM appeal to the Y generation, while Ankamall and Zorlu Center AVM appeal to the X generation. This situation also shows that the Y generation attaches more importance to visuality in terms of planning and design. The fact that the X generation attaches importance to accessibility and personnel attitudes in their shopping preferences shows that they adopt a utilitarian style. This is the result of Litrell et al. get. (1995), Jackson et. al. (2011), Amin et al. (2020) are equivalent to the results of their study. At the same time, this result reveals that users in the X generation focus more on helpfulness, a sufficient number of staff and a positive attitude. This result, Anselmsson (2006), Ryu et al. (2012), Badgaiyan and Verma (2015), Kim et al. (2015), Amin et al. (2020) is also compatible with the results of the studies conducted by. The fact that the Y generation attaches importance to visual aesthetic values shows that they give importance to quality, style, and brand popularity rather than price. Litrell et. al. (1995), Reisenwitz and Lyer (2009), Amin et al. (2020), this result, which is equivalent to the results of the study conducted reveals that the Y generation is more consumption-oriented. It is seen that X and Y generations have different shopping styles. This result is in Lissitsa and Kol (2016), Purani et al. (2019), Amin et al. (2020) have also been revealed in their studies.

In the second research question, the characteristics that characterize shopping centers according to the perspectives of generation groups were questioned. The results show that the Y generation attaches importance to visuality. In this context, it shows that the Mall of Istanbul and Armada, which look different visually, appeal more to the Y generation. It shows that Zorlu Center and Ankamall appeal to the X generation who adopt a utilitarian style.

In the research, the characteristics that characterize the shopping malls according to the behavioral intentions and perspectives of the X and Y generation consumers were determined and it was questioned whether there were significant differences between the

generations. It is thought that this study, which is discussed in the field of architecture and planning, has important findings in terms of building and managing successful and sustainable shopping mall areas that appeal to all segments.

5. Conclusion, Contributions, and Future Research

People prefer suitable shopping centers according to their shopping desires and needs. Knowing the preferences of different consumer groups is important both in the development of marketing strategies and in contributing to the value of shopping centers. A better understanding of how shopping mall features will contribute to increasing users' shopping preferences and satisfaction is essential for a successful and sustainable shopping industry. The results show that accessibility, planning, design, and staff play an important role in increasing users' behavioral intentions and satisfaction. It has been concluded that accessibility and personnel criteria affect the X generation, planning and design criteria affect the Y generation, and the loyalty and satisfaction criteria affect the X generation in the preference of SM1 and SM4, and the Y generation in the preference of SM2 and SM3. The strong image of a shopping mall creates a competitive advantage by making a difference in the minds of the people who visit it. A strong image will also increase the shopping mall visit, loyalty, recommendation to the immediate environment, and level of satisfaction. These results obtained with the generational cohort theory, which is the main basis of the study, are important in terms of revealing the shopping center behaviors and the differences in the desired features within the scope of the study.

6. Limitations and Avenues for Future Research

The study has some limitations. First, the methodology adopted in this study is limited to collecting data from 500 consumers based on four shopping malls in a specific geographical context (Türkiye). Future studies can be done by reaching more users with larger datasets and considering shopping centers in other countries for cross-country comparisons. Today, with the development of technology, e-commerce has increased. Most people now meet their needs via the internet rather than by visiting shopping malls. In this context, future studies may develop new methods of analyzing online exchanges between generational groups.

The theoretical scope of this study dealt with 6 variables: accessibility, planning, design, personnel, commitment, and satisfaction. There are many factors in this context. Within the scope of the study, 30 factors were considered to use some statistical methods. It was not possible to consider an equal number of factors in each variable group. Future studies

can develop and apply new algorithms to detect features that lead consumers to visit and other features that affect their post-visit evaluation. This algorithm, which has been developed similarly, will provide more comprehensive results with interviews with an equal number of generation groups.

The fact that the number of consumers in the Y generation is more in the scope of the study has affected the results of the SEM Model. It has been determined that the model results are mostly for the Y generation. In future studies using the SEM Model, it will be possible to ensure that the results are more interpretable by ensuring that there is an equal number of generation groups.

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