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Büyük Alışveriş Merkezlerinin Tercih Edilmesinde Rol Oynayan Faktörler (Eskişehir İli Örneği)/ Factors Affecting Consumer Selection of Major Shopping Centers in Eskisehir, Turkey

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A B S T R A C T

In the process of the development of shopping centers, it could be seen that these centers do not only provide consumers needs but also they create a way of life. Shopping centers cannot directly provide additional capital to capital accumulation process. But, in respect of shopping centers raising number, their income and employment, induced investment and other factors created by shopping centers are growing. Important factors which simplify consumer's way of life are facility conditions, access to rare brands, service quality, staff, secure shopping, brand variation, product and service variation, social facilities, social activities, and playgrounds for children. All of these factors make shopping centers an indispensable part of life. In this study, it is aimed to clarify the factors affecting consumer selection of major shopping centers in Eskişehir, Turkey by using factor analysis.

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