

# A Qualitative Analysis of Factors Influencing Shopping Center Preferences Based on Online Customer Reviews: The Case of Novamall

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**Abstract:** Shopping malls are increasingly recognized as a key component of organized retailing. These centers function as dynamic hubs where consumers can both socialize and easily fulfill their needs. Through social media platforms, consumers can share their experiences, and these shared insights can influence others' behaviors and decision-making. This study aims to analyze 337 reviews of the Novamall shopping center posted by consumers on the TripAdvisor platform. The study uses content analysis to identify the factors that drive consumers' preferences for visiting Novamall. The analysis categorizes these factors into two main groups: push and pull factors. These broad categories are further elaborated through 17 subcategories. Push factors include relaxation, rest, calmness, and the desire for escape, while pull factors encompass store and brand mix, price, shopping center size, transportation, air conditioning, product originality and quality, entertainment facilities, customer service, gastronomy, cleanliness, design and decoration, security, and parking. Among the push factors, "relaxation" was the most frequently mentioned, while "store and brand mix" was the most commonly cited pull factor.

**Keywords:** Shopping Center, Retailing, Online Evaluation, Motivation Factors, Novamall

**Jel Codes:** M30, M31, M39

## *Alışveriş Merkezi Tercih Etme Nedenlerinin Çevrimiçi Müşteri Değerlendirmeleri Açısından Nitel Analizi: Novamall Örneği*

**Öz:** Alışveriş merkezleri organize perakendeciliğin önemli bir unsuru olarak her geçen gün önemini artırmaktadır. Bu merkezler tüketicilerin sosyalleşebildiği ve ihtiyaçlarını kolaylıkla giderebildiği yaşam merkezleridir. Sosyal iletişim platformlarında rahatlıkla iletişim kurabilen tüketiciler, tecrübelerini birbirlerine aktarabilmektedir. Tüketiciler eyleme geçeceklerinde bu tecrübelerden faydalanmaktadır. Bu araştırmanın amacı, Novamall alışveriş merkezine gelen tüketicilerin tesis hakkında TripAdvisor platformunda yapmış oldukları 337 değerlendirmeyi analiz etmektir. İçerik analiziyle yapılacak çalışma sonucunda Novamall'e gelen müşterilerin tercih sebepleri açıklanacaktır. Çıktılar incelendiğinde Novamall'e gelen müşterilerin tercih nedenleri, itme ve çekme unsurları olarak iki başlıkta sunulmuştur. Bu ana başlıklar 17 alt başlıkla açıklanmıştır. Rahatlama, dinlenme, sakinlik ve kaçış itme unsurlarını oluştururken; mağaza ve marka karması, fiyat, alışveriş merkezinin büyüklüğü, ulaşım, iklimlendirme, orijinal ve kaliteli ürün, eğlence merkezleri, müşteri ilişkileri, gastronomy, temizlik, tasarım ve dekorasyon, güvenlik ve otopark çekme unsurları olarak bulgulanmıştır. Tüketicilerce en fazla değinilen itici unsur "rahatlama" iken, en fazla bahsedilen çekici unsur ise "mağaza ve marka karması" olmuştur.

**Anahtar Kelimeler:** Alışveriş Merkezi, Perakendecilik, Çevrimiçi Değerlendirme, Motivasyon Faktörleri, Novamall

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## 1. Introduction

Although individuals have a wide range of needs, their satisfaction is contingent upon finding the appropriate means to fulfill them. Consumers seek various sales channels to access goods and services that meet their needs, with these channels being either physical or digital. In recent years, hybrid models that combine both physical and digital channels have emerged. Consumers choose the most suitable channel to fulfill their needs, depending on the context and their preferences.

Although the use of digital platforms for shopping has increased with the acceleration of technological advancements, physical shopping remains a significant channel. Today, the time constraints and stresses associated with work and urban life drive consumers to locations where they can fulfill multiple needs in one place. Shopping malls, as a key component of organized retail, are commercial establishments that aim to meet these consumer needs while also providing opportunities for social interaction (Baudrillard, 2005, p. 112; Akgün, 2010, p. 154).

When consumers opt for physical shopping, they may sometimes face difficulty in deciding due to the large number of competing shopping malls and high street stores. This is where social media platforms become crucial, as they allow consumers to share their shopping experiences instantly. When deciding between competing retail options, consumers often turn to reviews from others who have had similar experiences on these platforms. By doing so, they can avoid making a potentially unsatisfactory visit. Conversely, positive feedback from other consumers can lead to a preference for a particular shopping destination. In such cases, motivational factors, both push and pull, influence the consumer's choice. Push factors are personal motivations that compel the consumer to act, while pull factors are those that stem from the characteristics and offerings of the destination itself (Uslu, 2020, p. 94).

Today, shopping malls are increasingly positioned as clean and safe spaces where consumers of all ages can dine, socialize with friends and family, enjoy recreational activities, leave their children in safe environments, worship, shop, and meet a variety of needs, all without the hassle of parking issues. The Novamall shopping center, located in the Manavgat district of Antalya province, is one such example. There has been no study analyzing the content of online reviews regarding the push-and-pull factors influencing the decisions of both domestic and foreign consumers to visit shopping centers, particularly Novamall.

This study will examine the reviews of local and foreign consumers who visit Novamall shopping center in Manavgat using the content analysis method. By analyzing reviews collected from the TripAdvisor platform, the research aims to identify the push and pull motivational factors that drive consumers to visit Novamall. The motivational factors identified in this study are expected to benefit all stakeholders within the facility. The study's results not only fill a gap in the literature but also provide valuable recommendations to industry stakeholders due to its originality. Based on these factors, insights will be gained into approaches that shopping center management and retail stores can adopt to better align with consumer expectations. It is anticipated that push and pull factors may vary across different regions and localities, as these motivational factors could differ in organized retail environments (Uslu, 2020, p. 94). The study will begin with a literature review, followed by a conceptual framework, and will then use content analysis to uncover the key motivational factors influencing both domestic and foreign consumers' decisions to visit Novamall.

## 2. Literature Review and Conceptual Framework

### 2.1. Push and Pull Factors:

Consumers are frequently faced with the task of choosing from various alternatives to satisfy their diverse needs. To make these decisions, they are often influenced by a range of motivational factors. Dann (1977) categorized the factors that influence the intentions

and motivations of consumers, particularly those who take action to fulfill their needs, into two main categories: “push” and “pull” factors. The term “motivation” is derived from the Latin word *movere*, meaning “to move,” and has maintained its relevance over time (Ruthankoon & Ogunlana, 2003, p. 333). According to one common definition, motivation is “coming together around a personal or collective purpose and engaging in planned and systematic activities to achieve this purpose” (Güney, 2000, p. 470). Alternatively, motivation is defined as “the process by which individuals identify a need, deeply desire it, and prioritize it in their lives” (Luthans, 1992, p. 146).

Push factors are characterized as the consumers’ desire to escape monotony, avoid routine activities, and socialize (Dann, 1977, p. 187; Crompton, 1979, p. 421; Cha et al., 1995, p. 33; Garda & Karaçor, 2016, p. 609). According to Türkay & Kahraman (2011), consumers engage in activities they cannot typically perform in their daily routines due to being “pushed” out of their usual environment. In other words, push factors can be understood as the motivations that drive individuals to seek out different settings and temporarily fulfill their needs.

Pull factors are generally defined as the characteristics of a destination that motivate consumers to leave their current location and travel to another (Dann, 1977, p. 185). According to Akyol & Zengin (2020), these factors include both natural and artificial elements, as well as cultural heritage. Yiamjanya & Wongleede (2014) highlight the appeal of experiencing local gastronomic delicacies, while Sirakaya & McLellan (1997) emphasize the opportunity to take advantage of various shopping options. From this perspective, pull factors can be understood as elements derived from the unique characteristics of a place that generate consumer attraction.

It is essential for organizations in destinations where consumers, motivated by push or pull factors from various locations, seek to fulfill their needs to understand these motivations. By identifying the factors that drive consumers’ decisions, organizations can effectively prepare and tailor their offerings to meet customer expectations, thereby enhancing customer satisfaction (Dalgıç & Birdir, 2015, p. 3).

A review of the relevant literature reveals a variety of studies on motivational factors. Some of these studies, conducted at different times and in diverse regions, categorize factors as “push” motivations, while others classify them as “pull” motivations, and some identify both push and pull factors as influencing consumer behavior.

In a 1994 study on the motivational factors of consumers traveling for tourism, Fodness identified activities such as escaping the routine, relaxation, rest, and entertainment as push factors, while education, culture, and historical heritage were categorized as pull factors.

In a 1999 study by Josiam et al., which examined the reasons for destination choice among 795 university students during summer vacations, it was found that push factors included the desire to experience different environments, enjoy the sun, engage in beach activities, relax, rest, and gain prestige. In contrast, pull factors were associated with spending time with close friends, purchasing affordable products, and participating in recreational activities.

In a 2007 study by Chang on the motivational factors influencing Taiwanese consumers’ decisions to travel abroad through package tour companies, 39 participants were included. The study identified push factors such as the desire to escape the familiar environment and follow the recommendations of close friends, while pull factors included shopping, purchasing affordable products, and enjoying the attractive environments of different countries.

In a 2012 study, Negruşa and Yolal examined the motivational factors influencing young people in Romania to participate in cultural tourism, including 200 participants. The study identified push factors such as the desire to enhance knowledge, fulfill educational needs, pursue innovations, and explore different cultures.

In a 2014 study by Çetinsöz & Artuğer, which included 408 foreign consumers, pull factors such as cleanliness and hygiene, safety, the exploration of natural beauties,

spending time in parks, the pleasant climate, and the relaxing environment of beaches were identified.

In a 2016 study by Caber & Albayrak, which examined the motivational factors influencing consumers' intention to participate in a rock-climbing program for tourism, 473 participants were included. The study identified push factors such as creativity, braving various risks, experiencing a different physical environment, challenging oneself, promoting one's name, and purification. Pull factors included relaxation, the development of necessary infrastructure for climbing, discovering new and unexplored climbing areas, and engaging in leisure activities beyond climbing.

In a 2020 study by Uslu, which examined online tourist comments on travel motivations with 109 participants, push factors included calmness, having a peaceful time, relaxation, rest, maintaining health, and escaping the usual environment. Pull factors were identified as exploring natural beauties, enjoying the splendor of the landscape, exploring history and cultural heritage, purchasing affordable products, engaging in leisure activities, discovering alternative tourism opportunities, and the ease of transportation.

## 2.2. Shopping Centers and Novamall:

Today, shopping malls have evolved into more than just places for consumers to fulfill their basic needs; they are modern, dynamic, and vibrant hubs where individuals can socialize, dine, enjoy entertainment, and watch movies with friends (Akgün, 2010, p. 154; Şentürk, 2012, p. 70). This shift indicates that, for today's consumers, the motivation to visit a shopping center extends beyond shopping (Akgün, 2010, p. 154). The number of shopping centers continues to grow both domestically and globally, resulting in heightened competition. As a result, shopping center investors and managers increasingly employ strategic differentiation tactics to secure a competitive advantage (Kabadayı & Paksoy, 2016, p. 456-458). One of the key factors driving this differentiation is consumer behavior (Wesley et al., 2006, p. 536). By analyzing consumer behavior and understanding their motivations, shopping centers can tailor their offerings to meet demand, ultimately increasing their market share.

A shopping mall can be simply defined as "a place where consumers can find a variety of products to meet their needs under one roof and socialize." Alternatively, Baudrillard (2005) describes a shopping mall as "a model for bringing together the dispersed functions of social life and togetherness under a single homogeneous roof." According to the Regulation on Shopping Centers published by the Ministry of Customs and Trade of the Republic of Turkey, a shopping center is "a building or a collection of buildings within a defined area, with a sales area of at least five thousand square meters, containing at least ten businesses that meet some or all of the needs for nutrition, clothing, entertainment, recreation, culture, and similar services, provided that at least one of them is a department store; or at least thirty businesses offering such services, even without a department store, along with common areas and central management" (Resmi Gazete, 2024). As this detailed definition from the public administration suggests, a building must meet specific size, concept, and management requirements to be classified as a shopping center.

As previously mentioned, shopping centers are complex structures that face constant competition. They seek to understand the motivational factors that drive visitors to choose them. A literature review reveals that various studies have been conducted to explore the motivational factors influencing consumers' decisions to visit shopping centers.

According to Dholakia (1999), the primary factors that drive consumers to shopping centers are enhancing family togetherness and engaging in recreational activities.

According to Reynolds et al. (2002), the motivational factors influencing consumers' intention to visit a shopping center include the appealing attributes of the products sold in the stores, the availability of satisfying entertainment options, the characteristics of the stores, and accessibility.

According to Jin & Kim (2003), customer service in shopping malls and the use of credit cards as a payment method are identified as motivational factors that encourage consumers to visit shopping malls.

According to Teller & Reutterer (2008), accessibility and atmosphere are key motivational factors driving consumers to visit shopping centers. Furthermore, it can be argued that the atmosphere of a shopping center holds greater motivational weight than its accessibility.

According to Farrag et al. (2010), several motivational factors include the characteristics of the shopping center, discounts and promotions offered by the stores, the accessibility and safety of the facility, and the availability of restaurants in the food courts.

According to Yaraş et al. (2016), the factors motivating consumers to visit shopping malls include activities for children, the presence of entertainment areas, organized events, and the availability of a supermarket.

According to Zanini et al. (2019), the factors influencing consumers' preference for shopping malls include convenient transportation and security.

Novamall, the focus of this study, is a shopping center located in the Manavgat district of Antalya, attracting both local and foreign consumers with diverse motivations. Since commencing its commercial operations in 2016, Novamall has hosted 120 brands. It features a total enclosed area of 50,000 square meters, with 32,500 square meters designated as rentable space (Novamall, 2024).

### 2.3. TripAdvisor Social Communication Platform:

The rapid advancement of technology, both globally and in Turkey, has led to the widespread use of the Internet. As access to the internet has become more affordable, faster, and easier, the use of social media has similarly increased. Information sharing, which was once predominantly one-way during periods of slower technological development, has become multi-directional and instantaneous with the acceleration of access processes (Eşitti & Işık, 2015, p. 12). This enhanced accessibility to two-way communication has empowered consumers to share their experiences. Today, many consumers rely on these shared experiences, both positive and negative, before making any purchase decisions or taking action (Sarışık & Özbay, 2012, p. 2). Consumers frequently post their evaluations on web-based social communication platforms, with TripAdvisor, founded in 2000, being one of the most widely used (Aydın, 2016, p. 17; Köroğlu et al., 2014, p. 379; Sussan et al., 2006, p. 649). These consumer-oriented platforms have created a democratized environment for information exchange among customers (Sussan et al., 2006, p. 649).

Customer opinions, often referred to as "user-generated content," consist of personal and experiential feedback about companies and the products they offer (Sandeep & Wenvu, 2008, p. 1). This content, which includes both positive and negative comments, plays a crucial role in shaping the image and future of businesses (Chiu & Leng, 2017, p. 32). Such customer-generated, authentic content serves as an invaluable source of information not only for consumers and businesses but also for marketing professionals and researchers (Johnson et al., 2012, p. 293).

## 3. Method

Both qualitative and quantitative methods can be employed to analyze text-based data (Uslu, 2020, p. 99). Content analysis, which can be applied using either method separately or in combination, is particularly common in qualitative research and the social sciences. In content analysis, the data set is first classified and organized based on text. This process allows for the description of the data set and the identification of common themes. As a result, quantitative data can be derived from qualitative data, enabling the researcher to generate richer insights by grouping data, rather than working with limited data (White & Marsh, 2006, p. 23).

This study aims to identify the factors that motivate consumers to visit the Novamall shopping center, which has been in operation since 2016. Data were collected from the TripAdvisor platform, a popular social communication site. Content analysis was performed on this dataset, enabling the classification, and grouping of the relevant information.

The literature review reveals that while several studies have analyzed online comments regarding museums (Arıca & Yeşilyurt, 2018; Korkmaz, 2020), restaurants (Oğuzbalaban, 2020), accommodation providers (Çoban et al., 2019; Arkadaş & Ayyıldız, 2020), farms (Özdemir et al., 2019), airlines (Arslan et al., 2020; Güngör et al., 2019), historical sites (Köroğlu et al., 2014; Topsakal, 2019; Kaya & Aylan, 2020), and tourist destinations (Belli & Çolak, 2017; Ogun & İnanır, 2019), no qualitative studies have been found that focus specifically on shopping malls and analyze comments on social communication platforms. Therefore, this research contributes to the existing literature by being the first of its kind, offering an original perspective on consumer behavior in the context of shopping malls.

One of the key concerns in scientific research is ensuring both validity and reliability. While validity addresses the accuracy and truthfulness of the results, reliability focuses on the consistency and repeatability of those results (Yıldırım & Şimşek, 2013, p. 289). To enhance the validity and reliability of this study, the data collection procedures, the coding of all factor components, and the tools employed in these processes were reviewed by independent academics who are experts in their respective fields. Based on these independent evaluations, it can be concluded that the study is both valid and reliable. According to Roller & Lavrakas (2015), when the processes in qualitative research are assessed by an expert, their accuracy, clarity, and consistency must be deemed acceptable, and their inferences should be understood as being supported by the data.

The qualitative analysis of 337 TripAdvisor reviews for Novamall, collected between September 2016 and November 2024, using the content analysis method, defines the scope of this research.

#### 4. Findings

Shopping malls have become centers of attraction where consumers can socialize and meet many of their needs under one roof. One of these shopping centers is the Novamall shopping center, which continues its commercial activities in the Manavgat district of Antalya province. Within the scope of this research, the experiences shared on TripAdvisor by consumers who visited the Novamall shopping mall, which opened its doors to its guests in 2016, were examined. The date range for customer evaluations and visits to the shopping mall is September 2016 - November 2024. A total of 337 comments were examined, including Russian (148), Turkish (68), English (47), Dutch (19), German (17), Swedish (9), French (8), Polish (8), Norwegian (6), Danish (3), Finnish (2), Arabic (1) and Czech (1). While examining customer evaluations made in languages other than Turkish, assistance was received from foreign language academics. When all online reviews and ratings given by customers on the TripAdvisor website are monitored, it is observed that the shopping mall has achieved a high score of 4,05 out of 5.

**Table 1.** Customers' Overall Perspectives on Novamall

Evaluation	Percentage (%)	Frequency	Total Points
Excellent (5 points)	46,88	158	4,05
Very Good (4 points)	27,30	92	
Average (3 points)	15,73	53	
Poor (2 points)	3,56	12	
Terrible (1 point)	6,53	22	
<b>TOTAL</b>	<b>100</b>	<b>337</b>	

An examination of Table 1 reveals that 158 consumers (46,88%) rated the shopping center as “excellent,” 92 consumers (27,38%) as “very good,” 53 consumers (15,77%) as “average,” 12 consumers (3,57%) as “poor,” and 22 consumers (6,55%) as “terrible.” Based on this data, it can be concluded that approximately 75% of the customers who visited the shopping mall expressed high levels of satisfaction, as indicated by the “excellent” and “very good” ratings.

An examination of the nationalities of the visitors who reviewed the shopping mall on TripAdvisor reveals that the facility attracted visitors from a diverse range of countries, as shown in Table 2.

**Table 2.** Nationalities of Shopping Mall Customers

Country	Percentage (%)	Frequency	Country	Percentage (%)	Frequency
Russia	26,11	88	Azerbaijan	0,59	2
Not Specified	18,99	64	Kazakhstan	0,60	2
Türkiye	16,62	56	America	0,30	1
England	6,23	21	Australia	0,30	1
Germany	5,34	18	Czech Republic	0,30	1
Netherlands	3,56	12	Estonia	0,30	1
Ukraine	3,26	11	Georgia	0,30	1
Belgium	2,97	10	Iran	0,30	1
Sweden	2,37	8	Israel	0,30	1
Poland	2,38	8	Canada	0,30	1
Finland	1,48	5	Kuwait	0,30	1
Norway	1,49	5	Latvia	0,30	1
Belarus	1,19	4	Libya	0,30	1
France	1,19	4	Romania	0,30	1
Denmark	0,89	3	Serbia	0,30	1
Switzerland	0,89	3	<b>TOTAL</b>	<b>100</b>	<b>337</b>

According to Table 2, the shopping mall hosted visitors from 30 different countries, with 64 visitors (18,99%) opting not to disclose their nationality. Novamall primarily attracts visitors from Russia (26,11%) and Turkey (16,62%), but also draws customers from diverse continents, including North America and Australia.

An analysis of the languages used in the comments revealed that the reviews were written in 13 different languages, as shown in Table 3. A significant proportion of these comments -78,28%- were written in Russian (44,05%), Turkish (20,24%), and English (13,99%).

**Table 3.** Languages Utilized by Customers in Their Reviews

Language	Percentage (%)	Frequency
Russian	44,05	148
Turkish	20,24	68
English	13,99	47
Dutch	5,65	19
German	5,06	17
Swedish	2,68	9
French	2,38	8
Polish	2,38	8
Norwegian	1,79	6
Danish	0,89	3
Finnish	0,60	2
Arabic	0,30	1
Czech	0,30	1
<b>TOTAL</b>	<b>100,00</b>	<b>337</b>

An examination of the gender distribution of both local and foreign customers, as shown in Table 4, reveals that 89 out of the 337 respondents (26,49%) did not specify their gender. Among the remaining respondents, a higher proportion of female visitors (40,48%) were observed compared to male visitors (33,33%).

**Table 4.** Gender of Consumers Providing Feedback

Gender	Percentage (%)	Frequency
Female	40,48	136
Male	33,33	112
Not Specified	26,49	89
<b>TOTAL</b>	<b>100</b>	<b>337</b>

An analysis of the evaluations provided by 337 domestic and foreign customers on the TripAdvisor platform revealed the key factors motivating visitors to choose the Novamall shopping center. These factors were categorized into two main groups: “push factors” and “pull factors,” with a total of 17 subcategories. Previous studies focused on tourism destinations have contributed to the development of new criteria, offering valuable insights into motivational elements within the context of retail.

The subcategories of push factors include relaxation, rest, calmness, and escape, while the subcategories of pull factors encompass store and brand mix, price, size of the shopping center, transportation, air conditioning, original and quality products, entertainment centers, customer relations, gastronomy, cleanliness, design and decoration, security, and parking. As shown in Table 5, the evaluations from customers indicate that attractive elements are prioritized over repulsive elements in their assessments.

**Table 5.** Primary and Secondary Elements of Motivation

Categories	Subcategories
Push Factors	Relaxation
	Rest
	Calmness
	Escape
Pull Factors	Store and Brand Mix
	Price
	Size of the Shopping Mall
	Transportation
	Air Conditioning
	Original and Quality Product
	Entertainment Centers
	Customer Relations
	Gastronomy
	Cleaning
	Design and Decoration
	Security
	Parking

**Sources:** Dann, 1977; Yuan & McDonald (1990); Fodness (1994); Sirakaya & McLellan (1997); Jang & Cai (2002); Yoon & Uysal (2005); Mohammad & Som (2010); Evren & Kozak (2012); Harman, et al. (2013); Çetinsöz & Artuğer (2014); Wang (2016); Arica, (2019); Uslu, (2020).



The comments provided by customers who visited Novamall are numbered from 1 to 337. Regarding push factors, it can be argued that visitors relax, rest, experience a sense of calm, and find an escape from their current environment or situation while at Novamall.

The primary push factor driving customers to choose Novamall is the “relaxation” factor. Consumer feedback related to this factor is presented in Table 6.

**Table 6.** Customer Evaluations of the Relaxation Factor

Evaluation 54	<i>“We both found it to be a very comfortable place [...].”</i>
Evaluation 123	<i>“Shopping here is very comfortable; it is worth experiencing.”</i>
Evaluation 164	<i>“[...] We were seeking a shopping mall where we could shop in comfort.”</i>
Evaluation 174	<i>“[...] we toured in a spacious and comfortable environment.”</i>
Evaluation 332	<i>“[...] It was exceptionally calm and comfortable”.</i>

The evaluations provided by consumers who shared with other TripAdvisor network members that their need for “rest” was met at Novamall are presented in Table 7.

**Table 7.** Customer Evaluations of the Rest Factor

Evaluation 47	<i>“[...] It is refreshing to find a place where you can relax and rest your eyes.”</i>
Evaluation 140	<i>“[...] An excellent shopping mall for relaxation.”</i>
Evaluation 165	<i>“On hot days, it is refreshing to relax in a cool environment.”</i>
Evaluation 213	<i>“We rested for an extended period, [...].”</i>
Evaluation 294	<i>“A place to dine and unwind [...].”</i>

Table 8 presents comments from customers who identified “calmness” as a key motivational element they value at Novamall and shared this with other consumers online.

**Table 8.** Customer Evaluations of the Calmness Factor

Evaluation 106	<i>“We enjoyed shopping, as it was not crowded [...].”</i>
Evaluation 119	<i>“There are not many people inside, which is ideal.”</i>
Evaluation 241	<i>“[...] there is ample space, and it is not overcrowded, [...].”</i>
Evaluation 274	<i>“It is advisable to visit the store at 10 or 11 a.m., as there are typically fewer people at this time.”</i>
Evaluation 332	<i>“[...] It was exceptionally calm and comfortable.”</i>

Table 9 presents some of the evaluations from customers who felt the need to escape their current environment or situation and were motivated by this “escape” factor, regarding how Novamall met their needs.

**Table 9.** Customer Evaluations of the Escape Factor

Evaluation 68	<i>“If a hotel is not your preference, the great deals and dining options at the shopping mall will suit you perfectly [...].”</i>
Evaluation 121	<i>“Highly recommended for those who are tired of the same clothing and items found in bazaars and are seeking something different.”</i>
Evaluation 150	<i>“If you’re looking for something beyond just the beach and tourist shops [...] a two- or three-hour trip would be a pleasant option.”</i>
Evaluation 171	<i>“It is refreshing to bypass the markets and shop in regular stores.”</i>
Evaluation 314	<i>“A pleasant shopping mall for those looking to take a break from the bazaars.”</i>

The primary and most frequently cited pull factor of Novamall is the “store and brand mix.” Some evaluations related to this motivational factor are presented in Table 10.

**Table 10.** Customer Evaluations of Store and Brand Mix Factor

Evaluation 6	<i>“Everything you need can be found under one roof, including clothing, food, and electronics.”</i>
Evaluation 16	<i>“[...] the mall offers both local and international brands.”</i>
Evaluation 36	<i>“A large shopping center featuring all the essential stores.”</i>
Evaluation 87	<i>“[...] Everything is readily available: currency exchange, souvenirs, food, clothing, and more.”</i>
Evaluation 238	<i>“The extensive product range includes Turkish brands and much more.”</i>

Table 11 presents the contents of some online evaluations from customers who prioritize “price” as a pull factor.

**Table 11.** Customer Evaluations of the Price Factor

Evaluation 64	<i>“An excellent shopping mall! The prices are significantly more affordable compared to Moscow, [...].”</i>
Evaluation 127	<i>“It is worth a visit. It is far better than the bazaar, with fixed prices and excellent discounts.”</i>
Evaluation 178	<i>“The prices are suitable for all budgets, [...].”</i>
Evaluation 233	<i>“The mall offers excellent prices [...].”</i>
Evaluation 306	<i>“[...] You can shop at affordable prices [...].”</i>

Table 12 presents some of the comments from customers who shared with other consumers that Novamall's large size makes it a preferred choice.

**Table 12.** Customer Evaluations of the Mall Size Factor

Evaluation 53	<i>“A large, refreshingly clean shopping mall.”</i>
Evaluation 124	<i>“A very large shopping center offering excellent shopping experiences, [...].”</i>
Evaluation 168	<i>“I have visited the mall several times. It is large, modern, and clean.”</i>
Evaluation 223	<i>“A large shopping mall with four floors, where everything is conveniently located, [...].”</i>
Evaluation 333	<i>“The largest shopping mall in Manavgat [...].”</i>

The evaluations made by customers on the social communication platform regarding Novamall, who cited easy access as the primary reason for their preference and were influenced by this pull factor, are presented in Table 13.

**Table 13.** Customer Evaluations of the Transportation Factor

Evaluation 64	<i>“Easy access to the shopping center [...].”</i>
Evaluation 97	<i>“Easily accessible by bus.”</i>
Evaluation 159	<i>“Easy to access.”</i>
Evaluation 190	<i>“I like Novamall for its accessibility and prices.”</i>
Evaluation 265	<i>“[...] It is conveniently located, with easy access by minibus or taxi.”</i>

Table 14 presents the content of select experiences shared by consumers on the TripAdvisor platform, who consider “air conditioning” a key pull factor motivating their visits to the shopping mall.

**Table 14.** Customer Evaluations of the Air Conditioning Factor

Evaluation 40	<i>"Air conditioning offers significant comfort in hot weather, particularly for families with children."</i>
Evaluation 108	<i>"An air-conditioned environment, comfortable seating, and [...]."</i>
Evaluation 128	<i>"Extremely comfortable in hot weather, [...]."</i>
Evaluation 236	<i>"[...] a well-functioning air conditioning system and [...]."</i>
Evaluation 316	<i>"A large and well-designed shopping mall in Manavgat, where visitors seeking relief from the heat can find a comfortable place to relax."</i>

Table 15 presents a selection of evaluations from consumers who are motivated by the "original and quality product" pull factor, specifically those who prefer high-quality, branded, and authentic products.

**Table 15.** Customer Evaluations of the Originality and Quality of Product Factor

Evaluation 28	<i>"[...] and there are only original brands."</i>
Evaluation 42	<i>"It is appreciated that only authentic clothing is available, with no counterfeit products."</i>
Evaluation 121	<i>"There are no counterfeit brands available here, [...]."</i>
Evaluation 295	<i>"There are well-established international brands available, and the quality of the products is also notably high [...]."</i>
Evaluation 328	<i>"[...] and is represented by products of excellent quality."</i>

Table 16 presents a selection of evaluations from customers who are satisfied with the presence of "entertainment centers" in Novamall, specifically regarding the children's playground and cinema.

**Table 16.** Customer Evaluations of the Entertainment Centers Factor

Evaluation 52	<i>"[...] The shopping center offers a soft playground, bowling, a cinema, and entertainment facilities of the highest quality, creating an exceptional experience."</i>
Evaluation 122	<i>"For visitors with children, there are opportunities to ride electric cars on the first floor and engage with slot machines on the upper level."</i>
Evaluation 152	<i>"I also observed a children's area designed in the style of a 'big kid's world,' making it an ideal space for families."</i>
Evaluation 175	<i>"[...], It is commendable that young children can enjoy the children's area on the top floor while benefiting from the comfort of air conditioning."</i>
Evaluation 336	<i>"The children's entertainment area, thoughtfully designed and staffed with a babysitter, offers a highly enjoyable experience."</i>

Table 17 presents a selection of comments from consumers who received quality service from the staff working in the shopping center or its stores, specifically related to the "customer relations" pull factor.

**Table 17.** Customer Evaluations of the Customer Relations Factor

Evaluation 6	<i>"The staff are courteous and attentive."</i>
Evaluation 37	<i>"The staff in all the stores are friendly and accommodating...."</i>
Evaluation 186	<i>"The staff are highly attentive and courteous."</i>
Evaluation 264	<i>"The customer service is exceptional."</i>
Evaluation 318	<i>"At Novamall, everything is streamlined, and customers receive excellent service."</i>

Table 18 presents a selection of comments under the subheading “gastronomy” from consumers who prioritize taste and consider it a key motivational pull factor.

**Table 18.** Customer Evaluations of the Gastronomy Factor

Evaluation 53	<i>“In terms of food, there is a wide variety of options available, catering to diverse tastes, ensuring that there is something for everyone and that no one will leave hungry.”</i>
Evaluation 95	<i>“[...] Sampling the offerings at the restaurants and bakeries provides a truly exceptional culinary experience.”</i>
Evaluation 108	<i>“We ordered three distinct desserts: soufflé, tiramisu, and kadayif with syrup. Overall, the experience was enjoyable.”</i>
Evaluation 212	<i>“It was a delightful experience to enjoy coffee at Shakespeare after a satisfying snack at Pizza Pizza.”</i>
Evaluation 242	<i>“Pleasant cafes are offering a variety of delicious sweets and high-quality coffee.”</i>

Table 19 presents a selection of comments from customers who place a high value on cleanliness and hygiene, sharing their experiences at Novamall related to the “cleaning” pull factor.

**Table 19.** Customer Evaluations of the Cleaning Factor

Evaluation 29	<i>“A pleasant environment and clean restrooms.”</i>
Evaluation 43	<i>“Overall, the facility is clean and well-organized, [...]”</i>
Evaluation 92	<i>“The shopping center is spacious and clean”.</i>
Evaluation 155	<i>“Exceptionally clean with comfortable seating.”</i>
Evaluation 313	<i>“The shopping center was quite new, very clean and [...]”</i>

Table 20 presents a selection of comments from consumers who were impressed by Novamall’s “design and decoration,” considering it a key pull factor.

**Table 20.** Customer Evaluations of the Design and Decoration Factor

Evaluation 1	<i>“The Roman Pool is a thoughtfully designed project.”</i>
Evaluation 75	<i>“The shopping center is exquisitely decorated and [...]”</i>
Evaluation 111	<i>“Be sure to take note of the ceiling when you visit—it is worth appreciating. I highly recommend it.”</i>
Evaluation 248	<i>“The entrance is striking, primarily due to the sculptures located outside.”</i>
Evaluation 330	<i>“From the outside, Novamall is designed to resemble an antique structure, with certain elements evoking the style of ancient Greek architecture, including columns and decorative features, albeit in a simplified form.”</i>

Table 21 presents a selection of comments from consumers who were motivated by the adequate “security” measures in place during their visit to Novamall.

**Table 21.** Customer Evaluations of the Safety Factor

Evaluation 95	<i>“The security checks at the entrance provide a reassuring sense of safety.”</i>
Evaluation 155	<i>“At the entrance, vehicles are scanned for explosives using mirrors, and bags are subjected to X-ray screening.”</i>
Evaluation 220	<i>“Outstanding security measures and [...]”</i>
Evaluation 256	<i>“Novamall employs security measures at the entrance, with checks similar to those at an airport.”</i>
Evaluation 313	<i>“[...] It felt very secure, as security checks were conducted at the entrances.”</i>

Table 22 presents a selection of evaluations from customers who were motivated by the availability of “parking”, the final pull factor, when visiting Novamall.

**Table 22.** Customer Evaluations of the Parking Factor

Evaluation 74	<i>“[...] the through-pass parking lot is well-designed.”</i>
Evaluation 90	<i>“There is a large parking lot located at the rear of the building.”</i>
Evaluation 169	<i>“Complimentary underground parking.”</i>
Evaluation 241	<i>“Shopping is a pleasant experience, and there is ample parking space available [...].”</i>
Evaluation 310	<i>“Convenient parking, [...].”</i>

## 5. Conclusion and Recommendations

According to Maslow’s hierarchy of needs theory, individuals possess a range of needs that must be satisfied to achieve well-being (Çoban, 2021, p. 113). When these needs are met, people are likely to experience greater satisfaction and lead more comfortable lives. However, in a resource-constrained world, a key question arises: how can the needs of a growing global population be adequately addressed? Moreover, in today’s urban environments, where complexity and stress are prevalent, do individuals have sufficient time and resources to fulfill all of these needs? These considerations prompt a broader inquiry into whether individuals, as consumers within society, can meet a variety of needs under one roof. Shopping malls, as a central feature of organized retailing, offer a potential solution to this challenge. These multifaceted establishments bring together a diverse array of brands and stores, providing consumers with opportunities to eat, drink, socialize, and enjoy entertainment—all within a single location. By offering convenient access, ample parking, and a safe, clean environment, shopping malls enable consumers to fulfill a range of needs simultaneously.

Although digital shopping gained significant preference among consumers following technological advancements and the COVID-19 pandemic, the importance of the physical shopping experience has remained steadfast. Many locations now host multiple shopping centers, and the proliferation of these establishments has heightened competition within the retail sector. In response, shopping center managers and decision-makers have increasingly adopted strategic approaches designed to distinguish their offerings in a crowded marketplace. Understanding consumer perceptions and behaviors has thus become more critical than ever. Shopping centers are now focused on identifying the motivational factors that attract and retain consumers, to align their management strategies to these insights. By doing so, they can enhance customer loyalty and effectively differentiate themselves from competitors.

Thanks to advancements in technology, consumers now can conduct extensive research before making decisions about where to shop or which products to purchase. Social media platforms serve as digital spaces where consumers can connect and share their experiences, offering a wealth of online reviews and evaluations. These user-generated comments are particularly influential, as they are readily accessible and remove the social pressure associated with face-to-face interactions (Phelps et al., 2004, p. 333). Before visiting shopping centers, consumers often research these locations online, reading reviews from previous visitors. Positive reviews can increase a consumer’s intention to visit, while negative feedback may deter them. Businesses that understand these consumer sentiments and the underlying motivational factors can gain a competitive edge by tailoring their marketing strategies accordingly. Shopping centers, in particular, are known to implement practices designed to maximize positive reviews and minimize negative ones, recognizing the significant impact such evaluations can have on consumer behavior.

This study aims to identify the motivational factors that influence the push and pull behaviors of both foreign and domestic consumers who visit the Novamall shopping center, located in the Manavgat district of Antalya, which has been in operation since 2016.

To accomplish this, the study analyzes the content of online reviews posted by both foreign and domestic consumers on TripAdvisor, one of the most widely used social media platforms (Aydın, 2016, p. 17; Köroğlu et al., 2014, p. 379; Sussan et al., 2006, p. 649).

In line with the objectives of this study, the content of 337 reviews posted by consumers about the Novamall shopping center on the TripAdvisor platform was analyzed. These reviews span from the shopping center's opening to the present. The analysis revealed that 46.88% of consumers from various nationalities rated Novamall as “excellent,” while 27.30% rated it as “very good.” In other words, 250 out of 337 reviewers expressed a high level of satisfaction with the Novamall shopping center.

The motivational factors influencing consumers who visit the Novamall shopping center were examined under two main categories: push and pull factors. The push factors included relaxation, rest, calmness, and the desire to escape. The pull factors were categorized as the store and brand mix, price, shopping mall size, transportation, air conditioning, the availability of original and quality products, entertainment facilities, customer service, gastronomy, cleaning, design and decoration, security, and parking. The alignment of these findings with those from previous studies—such as those by Dholakia (1999), Reynolds et al. (2002), Jin & Kim (2003), Teller & Reutterer (2008), Farrag et al. (2010), and Yaraş et al. (2016)—further supports the validity of the data obtained in this study.

Based on the information presented and the consumer evaluations, it can be concluded that the pull motivational factors, stemming from the unique characteristics of the Novamall shopping center, are more pronounced and impactful than the push factors. Among the push factors, relaxation emerged as the most significant, while the store and brand mix was identified as the most influential pull factor. In light of these findings, shopping center management and stakeholders should take appropriate measures to enhance the factors that motivate consumers to visit the center. Marketing and advertising strategies should be developed to transform the features highlighted in consumer reviews into more potent motivational elements. This study has several limitations, including the fact that it focused solely on reviews from the TripAdvisor platform, examined only the Novamall shopping center, and employed exclusively qualitative research methods. Future research could expand the scope by incorporating reviews from other social media platforms, examining a broader range of shopping centers, and utilizing quantitative research methods, which may yield more comprehensive and generalizable results.

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