

**NAME AND SURNAME: OZAN ESEN**

**TITLE: ENVIRONMENTAL FACTORS and AFFECTIVE IMAGE: THE EFFECTS ON APPROACH/AVOIDANCE BEHAVIOURS of THE TOURISTS IN SHOPPING**

**ABSTRACT**

Shopping which involves in the activities the tourists join during their holidays is a touristic product due to its social, psychological contribution and its effects to local economy. Drawing the tourists to a destination for a shopping purpose, increasing the time of staying and the rate of buying at a shopping destination are among the most important administrative problems for the destination managers. Tourists spend a remarkable amount of their money and time on shopping, but, their process of decision, their emotion and the shopping behaviour and the internal and external factors in their shopping behaviour haven't been sufficiently examined.

According to the researches it is pointed out that the internal and the external environments which are very nice have effects on showing positive behaviours for the tourists. These effects on shopping behaviour can be either directly or through emotional responses (image) which are aroused by the environment. In literature, it is argued that some factors have the stimulating effects and some have the effects causing contentment in each person. But in literature, it is argued which external factors of the destination influence the tourists' impression and also argued that the impression of external setting have the effects on the evaluation of service / product quality and probable effects on shopping in internal setting. It is necessary to show the internal and external environmental factors and the direct and indirect effects on preference and shopping behaviour of the adjustment of the image created by these factors. Due to the lack of researches in this field , in this research the effects of colour and crowding which are the external and internal environment factors of the destination on approach / avoidance behaviour of the tourists in shopping are examined.

**KEY WORDS : Shopping, Image , Affective and Cognitive Image , Environmental Factors ( Colour and Crowding ) , Approach – Avoidance Behaviour.**