

Youth's Behavior and Emotional Experience in Shopping and Entertainment Centers

ANASTASIA E. VOROBIEVA

Institute of Psychology of Russian Academy of Sciences Institute of Psychology

13-1, Yaroslavskaya str., Moscow, 129366, Russia.

e-mail: aeVorobieva@yandex.ru

ANASTASIA A. AKBAROVA

Russian Academy of Sciences Institute of Psychology

13-1, Yaroslavskaya str., Moscow, 129366, Russia.

e-mail: Anastasia.akbarova@gmail.com

We listed the main problems that are considered in the studies of shopping and entertainment centers in different fields of humanitarian knowledge. We have shown a noticeable deficit of psychological research and a noticeable obviousness of psychological mechanisms that guarantee the popularity of shopping and entertainment centers. We offered the results of an empirical study that was made on a sample of young people (n=100 people, aged 18-30) using the following diagnostic methods: author questionnaire to study the behavior and the emotional experiences in a shopping and center, Schwartz value questionnaire, a questionnaire for the diagnosis of the level of depression. We have found out that the attitude to shopping and entertainment centers is emotionally charged, for some groups of consumers visiting a shopping and entertainment center is a free time activity that is preferred over museums and theatres. The applied aspect of the problem under investigation can be implemented in making culturally enriching ways to communicate with the consumer, developing prevention measures against the effects of merging economic and recreational behavior.

Key words: consumer behavior, values, emotional experiences, free time in shopping and entertainment center, megapolis