The Place of the Concept of Value in Architectural Space in User Perception: Cafe Example

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Abstract

Although the definition and perception of architectural space change under the influence of transformations, the relationship and interaction between people and space have always maintained its existence. This relationship is established both functionally and semantically for the users of the spaces. Semantic relations bring about the creation of "value" between architectural space and people. Today, as a result of consumption-oriented lifestyles and culture, this situation is changing, causing the commodification of space and the weakening of relationships between people and space. Therefore, the value of space for humans has changed radically in terms of definition and meaning. The study was conducted to determine the effect of the globalization process and the resulting consumer culture on the value of the architectural space. In this context, first of all, value definitions and concepts in different disciplines, especially architecture, are brought together. The created value model was applied to the users of cafe venues, which are considered the pioneers of consumption venues today, through a survey study. By analyzing the obtained data in the SPSS program, the factors affecting the value of the architectural space today were determined and their impact levels were revealed. When the data were examined, it was seen that today individuals belonging to the consumption culture perceive and prefer places based on their consumption-oriented features rather than their aesthetic, functional or cultural features. According to the analysis results, the concept of belonging was ranked last in relationship levels, while business quality and subjective relationship titles were ranked first. When the results are examined, traces of the consumer society are seen in the context of users' spatial preferences and their relationships with space. It can also be stated that the consumption-oriented approaches of today's architecture and the users of the spaces mutually feed each other and ensure the continuity of this process.

INTRODUCTION

Architecture, in its most basic function, is the art of producing a space. While architecture provides the physical conditions for the continuity of life, it also turns an area into a space where versatile values are produced. Considering the determining, transformative and symbolic powers of architectural spaces, it can be seen that every new space production actually sets out to protect existing values and produce new ones (Onat, 2013). Therefore, the relationship between the discipline of architecture and values is continuous, and what these values are have varied throughout the historical process. The values that Vitruvius put forward for the first time in the history of architecture as "durability, usefulness and beauty" (1993) have changed and been interpreted differently over time with the influence of social, technological, aesthetic etc. changes.

In parallel with the transformation experienced by designers and users in terms of value production over time, the change in the meaning given to architectural spaces has also caused a change in value. In particular, factors such as users' relationships with space, living arrangements, technological developments, etc. have caused changes in the value scales of architectural spaces. According to the value definitions made in the process as "Use value defined by the benefit of the product, aimed at meeting the needs of the user, and exchange value determined by the emergence of the architectural or artistic product, especially as a marketing product", two different value headings can be proposed for the architectural space (Altaş, 2008). In parallel, Karl Marx divided the concept of value, which he defined in terms of economy and labor, into two: use value and exchange value. However, considering that space is directly related to many different components, especially people, these value definitions are thought to be inadequate for architectural spaces. Hershberger explained contemporary values in architecture under three headings: "permanent values, institutional values and conditional values" (Hershberger, 1985). Onat classified the values that should be considered in the design process as follows: Values arising from the subject, values arising from the architectural program, values arising from the place/environment, values arising from the investor and the designer, values arising from the designer (Onat, 2013). Accordingly, it can be concluded that although the discipline of architecture are handled in different periods, by different people or with different thought systems, the concept of value and the space-value relationship have always existed.

Today, in order to decide the value of space, it is necessary to analyze first the current conditions and look at the duties and meanings assigned to space. The change and transformation experienced in space also move it beyond its subjective status and place it in a social position. Today, architectural space has ceased to be an object that exists on its own and has turned into an object produced as a result of capitalist social relations (Işık, 1994). Man, who has broken away from nature and time, has

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completely changed his relationship with space with modernity and turned space into a commodity. The fact that space is a commodity also means that it is open to ideological tradition and human control.

The transition to a consumption-centered perspective for architectural space, which has been turned into a commodity, has also followed these processes. The rapid and temporary relationships that humans establish with time and space have turned space into an object of consumption. John Urry explains this situation with the concept of "consume the space" (1999). Accordingly, it occurs as a result of places being seen and passed through quickly, not being adopted, not being experienced, and being consumed. In parallel with this, Baudrillard says that today's spaces should be defined and perceived as hyper-space (1997). Therefore, rather than the physical reality of the spaces, the transformation of the spaces into a virtual space and this network of virtual relationships come to the fore.

Lefebvre describes space not as a mere void as a part of space, but as a "living space" that is directly related to humans and continues its existence through various actions and experiences. According to him, space sometimes consists of space, sometimes body, sometimes minds, and even a combination of all of them (Lefebvre, 2014). In parallel with this approach, Giedion compares space to a text named in different ways, drawing attention to its variability and reproducibility through human actions. Being reproducible also emphasizes the temporality of space. According to Giedion, there is no absolute space independent of time (Giedion, 1967). Therefore, describing space as a pure void, independent of people and time, or as a physical element that occupies space-time would be a very inadequate and incomplete definition.

To date, space has been defined in countless different ways such as cartesian space, perceived space, lived space, abstract space, etc. With the influence of globalization, over time, spaces and objects have become a part of rapid consumption (Bekar and Erbay, 2023), and in addition to these definitions, the concept of "consumption space" now finds its place in the literature within the framework of today's globalization and modernity processes. As a reflection of consumption-oriented lifestyles, spaces that are far from concepts such as experience, belonging and sustainability, and that do not promise anything other than consumption to their users, have now settled at the center of architecture.

The changes experienced have led to rapid and radical changes in the relationships that humans establish with time and space in recent years. This situation has changed the dimension of the semantic relations that humans establish with space. In addition, it has brought about the rapid consumption of these created meanings. At this point, where space is subject to consumption, the aim of the study is to define the concept of current value and to determine the factors affecting the value of today's space. For this purpose, the subject is limited within the framework of defining the concept of value by conducting a literature study and determining the impact of these value concepts in a field of study.

CURRENT CONCEPT OF VALUE

The concept of value is a construct that frequently finds a place in numerous disciplines such as philosophy, economics, sociology, education, architecture, etc. For this reason, the definitions of this concept differ for each discipline. Before elaborating on the relationship between current architecture and value, it is necessary to explain the concept of "value" regarding its definitions in different disciplines in order to handle it correctly.

In the TDK dictionary, value is defined as "an abstract measure that helps determine the importance of something, the value that something touches" (URL-1, 2023). According to this definition, the first point that should be emphasized is that value is a measure that emerges to determine the importance of something. As a result of an evaluation, determining the value of something is seen as quite difficult at the point of determining value as an "abstract unit of measurement". This abstraction also makes value relative. Value definitions that are frequently mentioned in daily life, such as social values, cultural values, etc., can be given as examples of this situation. These concepts, which are accepted by the vast majority and describe certain situations, are actually quite variable and abstract concepts.

The concept of value is defined in the Philosophy Dictionary as "a feature or quality that shows the degree of importance of something and makes it meaningful, desirable, useful or a matter of interest" (Cevizci, 2012). This concept, which is mostly discussed in the field of "ethical philosophy" in the discipline of philosophy with names such as value theory or axiology, cannot be given a general definition because it is handled in different ways by different thinkers. Schroeder places this concept at the intersection of all philosophies related to evaluation, including all branches of moral philosophy, social and political philosophy, aesthetics, sometimes feminist philosophy, and even philosophy of faith (2018). However, many philosophers say that this concept is basically located in the fields of ethics and aesthetics.

The concept of value finds its place in many different disciplines in the field of social sciences. Especially in the fields of education and business-economics, the concept of value has a very important position among many issues such as social values, perception of value towards education, value gains of students, perceived value, etc. When we look at the definitions of the concept of value in social sciences, it is seen that use value is mostly mentioned. However, it is possible to talk about a different definition at this point, especially when looking at the values created between the product and the buyer. The value created by consumers' use and experience of products is defined as "perceived value" (Oliver, 1999). This concept is also given many different names such as "service value, consumer value, customer value, perceived customer value, acquisition value, etc." The concept of "perceived value" emerges as a result of the joint evaluation of customers' product experiences and criteria such as the price or effort spent on the product.

THE CONCEPT OF VALUE IN ARCHITECTURE

THE CONCEPT OF VALUE IN SOCIAL SCIENCES

CURRENT VALUE APPROACH IN ARCHITECTURE

Vitrivius
- Stability
- Usefulness
- Beauty

Arnheim
- Technology
- Function
- Aesthetic

Schulz
- Physically
- Cultural
- Social

Sedlmayr
- Machine
- Human
- Organic

Venturi
- Structure
- Expression
- Program

Tschumi
- Action
- Movement
- Proportion

Sheth vd. (1991)
- Social value
- Emotional value
- Functional value
- Epistemic value
- Situational value

Babin (1994)
- Hedonistic value
- Pragmatic value

Groth (1995)
- Perceived benefit
- Psychological value
- Intrinsic value
- Extrinsic value

Katamneni ve Coulson (1996)
- Social value
- Experimental value
- Functional value
- Market value

DeRuyter (1997)
- Emotional aspect
- Logical aspect
- Functional aspect

Grewal (1998)
- Gain value
- Exchange value

Parasuraman ve Grewal (2000)
- Gain value
- Exchange value
- Use value
- Wear value

Sweney ve Soutar (2001)
- Emotional value
- Docial value
- Functional value (price/value)
- Functional value (performance/quality)

Petrick ve Backman (2002)
- Quality
- Monetary price
- Non-monetary price
- Fame
- Emotional responses

Kwun ve Oh (2004)
- Brand value
- Price value
- Risk value

Sanchez vd. (2006)
- Functional value
- Emotional value
- Social value

Smith ve Colgate (2007)
- Functional value
- Experiential value
- Symbolic value
- Price value

Current value approach in architecture:
- Functional value
- Economic value
- Service value
- Place/Context/Environment value
- Socialization value
- Image value
- Social value
- Intrinsic/Extrinsic value
- Psychological value
- Semantic value
- Meaning (Symbolic) value
- Plastic (Formal) value
- Hedonic value
- Originality value
- Artistic value
- Intellectual value
- Historical value
- Identity value
- Memory value
- Symbolic value
- Globality/Locality value
- Use and Exchange value
- Permanence value
- Value resulting from design/designer
- Brand/Reputation value

Figure 1. Different approaches to the concept of value

Within the scope of the study, the current concept of value for the field of architecture was reinterpreted and defined by looking at the meaning of the concept of value in different disciplines. In addition to the basic value concepts that always find a place in evaluating architectural spaces such as functional, social, social, historical, identity value, etc., new value concepts such as image, globality/locality/brand/reputation, etc., which are used to evaluate the spaces where today's globalization and consumption-oriented architectural approaches are reflected, were added to the model. Finally, in the context of the study, based on the assumption that spaces are turned into commodities and treated as consumption objects, value concepts under the title of "perceived value scales", which have found a place in social sciences, were also included in the model. Accordingly, 25 different value concepts were brought together: Functional value, economic value, service value, place/context/environmental value, socialization value, image value, social value, intrinsic/extrinsic value, psychological value, semantic value, meaning (symbolic) value, plastic (formal) value, hedonic value , originality value, artistic value, intellectual value, historical value, identity value, memory value, symbolic value, globality/locality value, use and exchange value, permanence value, value resulting from design/designer, brand/reputation value (Figure 1).

INVESTIGATION OF THE EFFECT LEVEL OF THE FACTORS THAT ARE DETERMINANT ON THE VALUE OF THE ARCHITECTURAL SPACE

Research Model

When the concepts of globalization and consumption and the transformations experienced within the scope of these concepts are examined, it can be said that all social changes are also reflected in architecture. Therefore, these processes have brought many innovations to the design and use of architectural spaces. However, the basic features of space, such as its "place" feature, the semantic relationships it establishes with individuals, and its importance for individual and social

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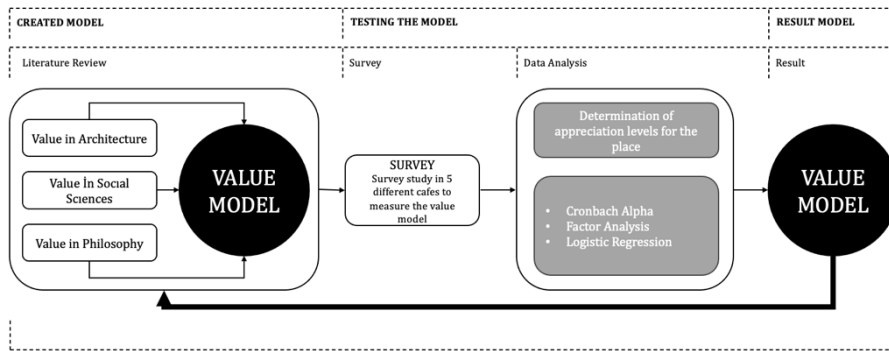memory, maintain their importance for people despite the transformations.

Figure 2. The structure of the study

The main purpose of the study is to question the "value" of architectural spaces, whose importance for people has not changed, in today's conditions, with the rapid changes between people and spaces within the framework of globalization and modernity processes. It is aimed to look at space, which has become an object of consumption, from a new perspective by creating a value scale by considering the concept of "value", which is perceived in different meanings in the discipline of architecture, in terms of the relationships that people establish with space. For this purpose, the concept of value was redefined in the study depending on current conditions, and the impact levels of the factors effective in determining the value were determined by means of the prepared survey (Figure 2).

Value model used in research

A value model was created by bringing together the value facts obtained as a result of the literature review within the scope of the study. Since the scope of the study is drawn within the framework of architectural space and globalization processes, all value criteria that define or can define this situation and have been recorded in the literature were determined. As a result of the research, 25 value concepts were reached by which the value of the space can be questioned.
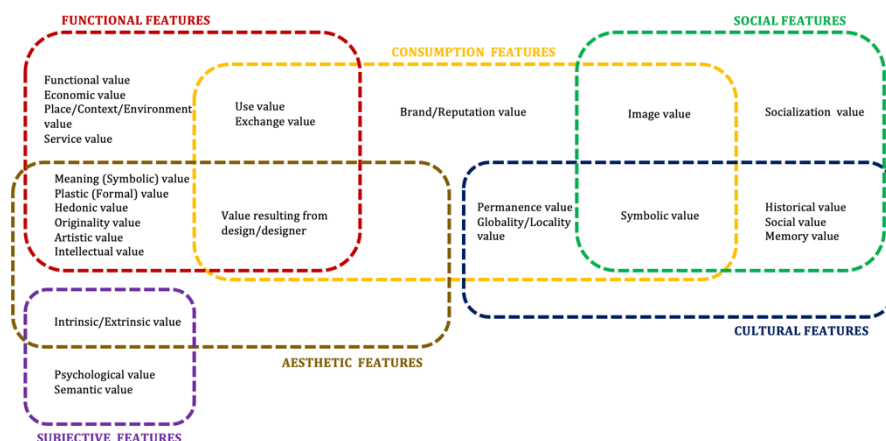

Figure 3. Value model

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The concepts selected to create the model were examined and divided into 6 headings in total: functional features, social features, subjective features, aesthetic features, cultural features and consumption features. The value model shown in Figure 3 was created by looking at the relationships of the 25 selected value features with one or more headings. Some value features in the model are at intersection of more than one heading according to their definitions. These criteria, which are related to many features in parallel with the multifaceted definition of the value criterion, were evaluated under the title with which they are most closely related, according to their definitions in the literature and the methods of their handling within the scope of the study. In this way, it was aimed to avoid repetitive expressions in the survey and to reach directly related and meaningful results. The value model shows the spatial features and the relationship of these features that can be used to measure the value of an architectural space.

Obtaining data

As a result of the study, a value model was created. A survey study was prepared to test this model in cafes that stand out as consumption venues. In the survey form, there are 8 questions under the title "Participant Profile", including age, gender, marital status, education level, income level, employment status, sector and profession. The survey form was created with 1 question on a 5-point Likert scale questioning the value of the cafe under the title "Equivalent of the Concept of Value in Space" and 52 statements on a 5-point Likert scale regarding the value model.

Analysis of data

With the data obtained, first of all, the participants' taste levels for the space were determined and evaluated. Afterwards, these data were transferred to SPSS 23 program and the analysis of the results was conducted. In order to determine the reliability of the data, the "Cronbach Alpha" test was first applied. As a second step, "Factor Analysis" was applied and meaningful factor groups that were different from the 6 main value headings were determined. In the last step, the "Logistic Regression" test was applied to obtain results on the relationship between newly formed factor groups and demographic information.

Determining the study area

Considering the spatial counterpart of consumption culture, shopping malls, restaurants and cafes can be considered as the leading places of this situation. Within the scope of the study, not only spatial value characteristics but also both perceived value scale and service-operation quality were included in the research. Shopping malls were not included in the study area because the time spent in these places varies depending on various factors and many stores and brands affect the user experience. Cafes were chosen as research venues in the study because they provide experience to a larger number of users with various demographic

characteristics, offer new usage habits, and enable them to find a place for themselves in social life. The main and subheadings selected in the model and the structure of the survey questions were prepared in accordance with this selection.

Kalkınma Neighborhood, which has the highest concentration of cafes in the city of Trabzon, was chosen as the study area. This area, located in the immediate vicinity of Karadeniz Technical University, consists of spaces used by both students and citizens. It was thought that if the research was conducted in a metropolis, predictable results would emerge in line with the consumption behaviors of the users. For this reason, one of the questions of the research is what the results will be in terms of the relationships that users will establish with the space in the city of Trabzon, which has limited social opportunities compared to metropolises.

Figure 4. Locations of cafes selected within the scope of the research, Kalkınma Neighborhood, Ortahisar, Trabzon

There are nearly 70 cafes in Kalkınma Neighborhood. Various selection criteria were determined to determine suitable cafes for the study. The selection criteria for cafes were that the business had been in service for at least 1 year, that the place had been designed by a designer or a design firm, that it appealed to different social groups, and that it had a capacity to serve at least 40 people at the same time. In addition, it was preferred that the selected cafes were not branded, franchised, etc. on a local or global scale. The reason for this is that they have standard design styles and it is thought that the brand value that will impress the users may override other features sought within the scope of the study. 20 cafes that met these criteria were identified in Kalkınma Neighborhood, and as a result of negotiations, the necessary permissions were obtained from these cafes, and ultimately the work was carried out in 5 cafes: Nevre Cafe, Bikka Cafe, Magness Cafe, Mia Cafe and Hokka Cafe (Tablo 1).

Table 1. Information about the cafes selected within the scope of the research

Venue Name	NEVRE CAFE	BİKKA CAFE	MAGNESS CAFE	MİA CAFE	HOKKA CAFE
Venue Photo					
Designer	Architecture / Interior Arc. Olcay Köse	(The designer did not find it appropriate to share his name)	Architecture İbrahim Hakkı Ömeroğlu	Interior Arc. Selin Kadıoğlu	Interior Arc. Selin Kadıoğlu
Opening date	January 2017	September 2016	October 2016	September 2015	September 2016
Area (m2)	340	400	200	300	150
Service Capacity	120	150	80	120	50
Daily Average Number of Customers	500	600	150	400	120
Number of Employees	20	30	13	20	7

Determination and characteristic of the sample

Within the scope of the study, a survey was conducted with a total of 221 participants, at least 40 in each cafe. Participants completed the survey during the time they spent in the cafe, taking into account the cafe they were in. 21 surveys were excluded from the study due to lack of information or various errors, and a total of 200 surveys were used in the study. Demographic data of these participants are included in Table 2.

Table 2. Demographic information of participants

		%			%			%
Gender	Female	56,5	**Income Status**	Lower income	10,5	**Education Status**	Less than high school degree	0,5
	Male	43,5		Lower-middle income	10		High school degree	7
Age	19 years and under	12,5		Middle income	53,5		Associate Degree	15,5
	20-24 years old	60,5		Upper-middle income	22		Bachelor degree	67
				Upper income	4		Master/Ph.D	10
	25 years and above	27	**Working Status**	Working	28,5	**Marital Status**	Single	91,5
				Not working	4		Married	8,5
				Student	67,5			

Findings

The aim of the study is to determine the factors affecting the value of the architectural space and to reveal their impact levels. By examining the data obtained, it is aimed to determine the factors that affect the value of the space in cafes and the impact power of these factors. First of all, the percentage values of the data regarding the items determined in the survey study to reveal the value of the space were included, and in the second step, the items were reclassified with factor analysis. In the third step, "logistic regression" analysis was applied to determine the factor groups affecting the value of the space and the relative impact of each factor. In this way, the impact level of the factors that determine the value was revealed.

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Evaluation of the level of place appreciation and the general distribution of factors determined based on the literature

To determine the value of space, participants were asked to determine the value of the cafe they were in. For this purpose, first of all, the value of space was defined in the survey and accordingly, they were asked to mark the value of the cafe they were in by choosing one of the options as follows: "very worthless, worthless, medium value, valuable and very valuable". Data regarding the results obtained are included in Table 3. Considering the general average, it was concluded that users gave moderate value to cafes.

Table 3. Participants' appreciation levels of the place

Value (%)	NEVRE	BIKKA	MAGNESS	MIA	HOKKA	TOTAL
Very worthless	0	0	0	2,5	2,5	1
Worthless	2,5	5	5	2,5	20	7
Medium value	47,5	30	30	37,5	47,5	43,5
Valuable	45	55	55	37,5	25	38,5
Very valuable	5	10	10	20	5	10

In order to test the value model created for the place, the participants were asked to evaluate the section under 6 main headings which consisted 52 statements in total. These expressions were prepared for the users to evaluate the cafe they were in, based on the headings in the previously presented model. Information about the answers is given in Table 4.

Table 4. Answers to the statements of the value model

CODE	(%)	I strongly disagree	I do not agree	I'm undecided	I agree	I strongly agree
FUNCTIONAL FEATURES						
FF1	I find the functional analysis of the cafe successful.	3	11	35	41,5	9,5
FF2	I find the spatial organization of the cafe (the relationship between seating areas, toilets, etc.) successful.	4,5	11	16,5	52	16
FF3	When I enter the cafe, I can easily perceive the place.	5	12	19	48	16
FF4	I find the equipment (tables, chairs, etc.) in the cafe comfortable.	4,5	14,5	17,5	50	13
FF5	The cafe is in an easily accessible location.	5	7	10,5	44	33,5
FF6	I prefer the cafe due to its environmental advantages (parking lot, view, etc.).	21	30	20,5	20	8,5
FF7	I find the service quality of the cafe successful.	1	5	18	52	24

FF8	I think the cafe is safe.	3	4	23	47	23
FF9	I think the cafe is clean.	0,5	5	18	51	25,5
FF10	I think the prices in the cafe are reasonable.	4,5	14	24	41	16,5
SOCIAL FEATURES						
SOF1	This cafe gives me the opportunity to socialize with my friends.	2,5	10,5	11	52	24
SOF2	This cafe gives me the opportunity to meet different people and socialize.	10,5	26,5	31	22,5	9,5
SOF3	I think those who prefer this cafe have a certain social level and/or style.	12	18	28,5	30	11
SOF4	I think choosing this cafe is a sign of status.	26	28,5	25,5	15,5	4,5
SOF5	I think the image it has is effective in choosing this cafe.	18,5	25,5	24	26,5	5,5
SOF6	I think that people who prefer this cafe belong to a higher socio-cultural level than other cafes in the surrounding area.	25,5	25,5	27,5	17,5	4
SOF7	This cafe is a place that is approved by the environment/receives positive comments.	6	7,5	26,5	48	12
SOF8	Many people around me prefer this cafe.	4	8,5	20	53	14,5
SOF9	I choose this cafe because of the positive opinions of the people around me.	8	23	20,5	37,5	11
CONSUMPTION FEATURES						
COF1	I think this cafe is suitable for its intended use.	2,5	4	12	64	17,5
COF2	I think this cafe is open to change and innovation.	1,5	5,5	25	50,5	17,5
COF3	I think this cafe will serve for many years.	3	5	21	52,5	18,5
COF4	I think the design of the cafe adds value to the place.	4	12	18	42	24
COF5	I think the designer of the cafe adds value to the place.	6	15	25	35,5	18,5
COF6	I think the cafe has a brand value and/or reputation.	9	16,5	25	37	12,5
SUBJECTIVE FEATURES						
SUF1	I feel like I belong to this cafe.	16	28,5	29	19,5	7
SUF2	I feel familiar with this cafe.	8	13	27	44	8
SUF3	I feel in harmony with this cafe.	8	13,5	28	42	8,5
SUF4	I feel safe in this cafe.	7	9	20,5	53	10,5
SUF5	I feel respected in this cafe.	11	18,5	30	34	6,5
SUF6	I think my experiences at this cafe were positive.	6,5	9,5	27,5	44,5	12
SUF7	I feel psychologically comfortable in this cafe.	3,5	10	24	45	17,5

SUF8	I feel comfortable with privacy in this cafe.	7,5	15	23,5	43	11
SUF9	This cafe means many different things to me individually.	11	22	30	31	6
AESTHETIC FEATURES						
AF1	I find the design of this cafe successful.	4	12,5	21	41	21,5
AF2	I think the design of this cafe developed based on a concept.	3	16,5	20	43	17,5
AF3	The design of the cafe is one of the factors that made me choose this place.	8	26	21	31	14
AF4	I think the design of this cafe reflects the requirements of the age.	3,5	11	27	44	14,5
AF5	I find the colors and textures used in this cafe successful.	5	6,5	15,5	50,5	22,5
AF6	I think that concepts such as form, proportion and size were applied well in the design of this cafe.	4,5	12,5	23,5	44,5	15
AF7	I think the design of this cafe is innovative.	4,5	10	25,5	43,5	16,5
AF8	I think the materials, colors and their design used in this cafe are holistic.	4,5	8	19,5	52	16
AF9	The design of the cafe really impresses me.	13	23	28,5	24,5	11
AF10	I find the concept/design of the cafe original.	8,5	15	30	33	13,5
AF11	I think the cafe has an artistic/intellectual atmosphere/design.	12	18,5	25,5	33,5	10,5
CULTURAL FEATURES						
CUF1	I think this place has a historical background/texture.	39	34,5	19	4	3,5
CUF2	I think this cafe has social importance.	20	31,5	26,5	20	2
CUF3	I think this cafe has a different identity.	12	22,5	26	30	9,5
CUF4	I think this cafe helps its users accumulate good memories.	5,5	10,5	34	41,5	8,5
CUF5	I think this cafe symbolizes some meanings and/or values to its users.	9,5	18,5	36,5	30	5,5
CUF6	I think this cafe has an international design and service approach.	17,5	25	32	21	4,5
CUF7	I think this cafe has a design and service approach that highlights local values.	18,5	23	29	20,5	9

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In order to convert the obtained data into numerical data, the statement "Strongly Disagree" was given a value of 1, "I Disagree" was given a value of 2, "I am Undecided" was given a value of 3, "I Agree" was given a value of 4, and "I Strongly Agreed" was given a value of 5. Average

values were calculated for each cafe in the sample group. Accordingly, the data obtained is seen in Figure 5.

Figure 5. Evaluation of cafes according to 6 main headings and general average

	FUNCTIONAL FEATURES	SOCIAL FEATURES	CONSUMPTION FEATURES	SUBJECTIVE FEATURES	AESTHETİC FEATURES	CULTURAL FEATURES	AVERAGE
NEVRE	3,6	3,3	3,6	3,2	3,2	2,7	3,27
BIKKA	3,7	3,2	3,8	3,3	3,7	3	3,45
MAGNESS	3,5	3	3,4	3,3	3,2	2,5	3,15
MIA	3,5	3,2	3,9	3,3	3,8	3	3,45
HOKKA	3,3	2,7	3,3	2,9	3,1	2,5	2,97
AVERAGE	3,52	3,08	3,6	3,2	3,4	2,74	

When the general average of the answers to these criteria is taken, it is seen that Mia and Bikka Cafe have more positive answers and share the first rank. It has been found that participants prefer different features in their cafe preferences and these features come to the fore at different points for each cafe location.

Testing the groups created based on the literature with factor analysis

First of all, the "Cronbach Alpha" test, a reliability analysis method, was applied to the value model consisting of 52 expressions through the SPSS program. In the next step, by applying "Factor Analysis" to the expressions in the model, the spatial feature headings predicted as a result of the literature research were tested and these headings were rearranged. The factor scores obtained at this stage also formed the data for the next step, "Logistic Regression" analysis.

A total of 52 items of Likert-type expressions were presented for the value model created as a result of the literature review. A reliability analysis was applied to these statements given to the participants through the survey with the SPSS program. This analysis was used to measure whether the questions in the scale represent a homogeneous whole. As a result of the analysis, the "Cronbach Alpha" value was found to be 0,945. Since this value was in the range of $0.8 \leq \alpha < 1$, the result of the reliability analysis was considered "highly reliable" (Albayrak et al., 2014).

Factor analysis was applied to the model using the "varimax rotation method" with the SPSS program. From the factor groups that emerged as a result of the first analysis, it was decided to remove the items that could not be divided into a meaningful group and whose factor load was below 0,5. These items are statements coded COF1 and SOF3.

As a result of the factor analysis applied after removing these two items, the KMO (Kaiser-Meyer-Olkin) value, which indicates the suitability of the sample group, was found to be 0,902. For this value, below 0,5 is considered inadequate, between 0,5 and 0,7 is considered sufficient, and 0,7 and above is considered good (Can, 2013). Since the obtained value was above 0,7, the sample was considered to be at a good level. As a result of factor analysis, 11 factor groups were formed, explaining 68,036% of the total variance. In these factor groups, when the expressions with factor loads below 0,5 were ignored, a total of 9 factor groups were obtained.

When the obtained factor groups were examined, it was found that they were clustered differently from main six headings suggested in the model. It can be said that these new factor groups are actually formed by the combination of different interrelated expressions or by dividing the proposed headings into more than one subgroup. Accordingly, factor groups have been renamed according to the value characteristics they express:
- Design and Aesthetics
- Subjective Relationship
- Belonging
- Image
- Business Quality
- Socialization
- Function
- Environmental Impact
- Location/Environment

The resulting 9 new factor groups emerged by combining various expressions suggested in the model and forming new defined groups. These factor groups and the factor scores obtained as a result of the factor analysis formed the basic data for the "Logistic Regression" analysis, which is the next stage of the study.

Determining the impact level of factors that show the value of the place

The next stage of the study is the "Binary Logistic Regression" analysis applied in the SPSS program. This test is a logistic regression analysis method with dependent variables containing binary answers. It reveals the connection between the binary response variable and one or more explanatory variables (Karagöz, 2016). This test was used to analyze the relationships between the value that participants give to the cafe they are in, factor groups (Design and Aesthetics, Subjective Relationship, Belonging, Image, Business Quality, Socialization, Function, Environmental Impact, Location/Environment) and demographic information (Age, Gender, Marital Status, Educational Status, Income Status).

Before logistic regression analysis, dependent and independent variable data were rearranged. In the study, the value that the users who

participated in the survey gave to the cafe they were in was accepted as the dependent variable. In order to apply the analysis, this data had to be converted into a binary variable data set. For this reason, the data obtained was revised. The answers to this question, which was asked to the participants on a 5-point Likert scale as "very worthless, worthless, medium valuable, valuable and very valuable", were divided into two groups. 103 answers such as "very worthless, worthless and medium value" were accepted as "WORTHLESS". 97 answers that came in the form of "valuable and very valuable" were accepted as "VALUABLE" and dependent variable data were obtained.

Factor groups and demographic information were accepted as independent variable data in the analysis. Factor scores obtained as a result of factor analysis were used as analysis data. The data obtained as a result of demographic information was organized according to the data consisting of Age 3, Gender 2, Marital Status 2, Educational Status 5, Income Level 5 and Working Status 3 groups and was used in the analysis. The most important table to be interpreted within the scope of this test is the variables table. This test continued in 7 steps, starting from the first step and removing variables with high Sig values and negatively affecting the significant relationship from the model, respectively. The final model obtained in step 7, which includes significant variables, is given in Table 5. A Sig value of less than 0,05 indicates that the variable has a significant relationship with the value of the cafe. In this case, comments continued to be made by looking at Exp(B) and B values (Karagöz, 2016). It can be interpreted that when the B coefficient is positive, it increases the value positively, and when it is negative, it affects it negatively. Looking at the Exp(B) value, the effect level of the factor on the value of the space is interpreted. For example, since the Sig value for the Design and Aesthetics factor is 0.002<0.05, it can be said that this factor affects the value of the cafe. Since the B coefficient of this factor is positive (0.603), it can be interpreted that it affects the positive increase in the value. Looking at the Exp(B) value, it can be seen that the increase in the Design and Aesthetics factor increases the value towards the cafe by 1,829 times.

Table 5. Variables table

		B	S.E.	Wald	df	Sig.	Exp(B)	95% confidence interval	
								Bottom	Top
Step 7	Design and Aesthetics	,613	,193	9,798	1	,002	1,829	1,253	2,668
	Subjective Relationship	,783	,213	13,475	1	,000	2,188	1,441	3,325
	Belonging	,446	,190	5,485	1	,019	1,561	1,075	2,267
	Image	,523	,189	7,631	1	,006	1,686	1,164	2,443
	Business Quality	,779	,203	14,716	1	,000	2,178	1,463	3,242
	Socialization	,534	,182	8,607	1	,003	1,706	1,194	2,439
	Environmental Impact	,569	,193	8,699	1	,003	1,766	1,210	2,578
	Age	-,850	,361	5,561	1	,018	,427	,211	,866
	Gender	-,604	,272	4,917	1	,027	,547	,321	,932
	STABLE	3,414	1,225	7,770	1	,005	30,380		

Accordingly, it can be seen that the most important value groups that directly affect the value of the cafe are business quality (2,178) and subjective relationship (2,188). Supporting the assumption that users accept cafes as a commodity within the framework of their consumption-oriented habits, the relationship they establish with the product and the benefit they perceive for the service provided come to the fore, confirming the assumptions of the study. In addition, the fact that the heading "belonging" (1,561) among the factor groups is the last in terms of significance appears as an indicator of the temporary nature of the relationship between the architectural space as a product and its user.

Table 6. Classification table

			Guess		
			VALUE		VERIFICATION RATE
			VALUABLE	WORTHLESS	
Step 7	VALUE	VALUABLE	87	16	84,5
		WORTHLESS	24	73	75,3
	AVERAGE				80,0

Another information obtained as a result of the analysis is how predictable the results are depending on the relationship of the variables. According to the data in Table 6, the algorithm that operated during the analysis was able to correctly predict 84.5% of the questions marked as "worthless" by the participant. Again, the algorithm correctly predicted 75.3% of the questions marked as "valuable" in the survey. The general average is 80%. Therefore, it can be stated that the degree of "value" given to the place is 80% predictable by looking at the answers given to the statements considered as variables. This rate shows that the "value model", which is put forward as an evaluation model for architectural spaces, is successful at an acceptable level.

CONCLUSIONS

The transformations of architectural spaces within the framework of globalization and consumption processes were examined within the scope of the study. With the emergence of the concept of modernity, the development of consumption-oriented lifestyles was reflected in the discipline of architecture and changed the production and perception of space. While consumption-oriented space production is at the basis of today's architecture, users have been given new habits in terms of establishing temporary relationships with space. The transformations experienced in today's architecture and the status of the concept of "spatial value" in the re-established relations between space and people are discussed within the scope of the study. It is aimed to bring a new perspective to the field by questioning the short-term relationships established between the user and the space in consumption-oriented spaces through the value concepts determined for space.

When we look at the information obtained through the "value model" put forward to evaluate architectural spaces, it is seen that concepts within the scope of "consumption" come to the fore in terms of value. Accordingly, it was concluded that the expressions under the heading of consumption characteristics had higher results than the other expressions for the 5 cafes to which the model was applied. The fact that consumption features come to the fore in all spaces while functional, cultural and aesthetic features remain in the background stands out as an important result for users' perception of the space.

As a result of examining the value model through factor analysis, 9 new meaningful factor groups were obtained, different from the headings predicted at the beginning of the study: Design and Aesthetics, Subjective Relationship, Belonging, Image, Business Quality, Socialization, Function, Environmental Impact, Location/Environment. It was found that the most important value groups that directly affect the value of the cafe are business quality and subjective relationship. The fact that users' subjective relationships with the product and the benefit they perceive for the service provided come to the fore, confirming the assumption that they accept cafes as a commodity within the framework of their consumption-oriented habits. In addition, the fact that the "belonging" factor is left behind at the relationship level is an indicator of the temporary nature of the relationship between the architectural space and its user.

The validity of the model put forward within the scope of the study was determined according to the data in the classification table (Table 6), which is the last step of the logistic regression analysis. Accordingly, when the significant relationship between the statements in the model and the answers to the question about the value of the cafe was examined, it was seen that the model was at a level that could predict this relationship 80% accurately. In other words, the model is capable of making value predictions with 80% success rate. This rate shows that the "value model", which is put forward as an evaluation model for spaces, is successful at an acceptable level.

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In the study conducted on the value of architectural spaces considered within the framework of globalization processes, it was observed that the spatial preferences of the participants were consumption-oriented. It is possible to see all the traces of the consumer society in the users' perception of space, the relationships they establish, their preferences, and the time period they allocate. It can also be said that the consumption-oriented approaches of today's architecture and the users of the spaces mutually feed each other and ensure the continuity of this process.

The resulting model obtained from the analysis based on this study can be applied in different places such as restaurants, shopping malls and museums, where the user experience and consumption relationship are intense. Since the literature on the relationship between consumption culture and architecture renews itself rapidly, new model suggestions can

be developed with different subheadings. In addition, the model proposal tested with quantitative methods within the scope of the study can be addressed in different ways using qualitative research methods (in-depth interview, expert opinion, etc.). In this context, it is thought that the study will shed light on many different new studies.

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