



User Perceptions of Shopping Centres with Different Spatial Configurations

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Abstract

This is the first study in the literature investigating the effects of different spatial configurations (open, semi-open and enclosed) of the shopping centres on user perceptions. The aim of this study is to determine the effects of shopping centres' different spatial configurations (open, semi-open and enclosed) on the perceptions of users, investigate current trends and predict likely designs for consumer-wise shopping centres in the future. Accordingly, the open-air Konya Bedesten Bazaar, the semi-open Forum Bornova Shopping Centre, and the enclosed Kule Site Shopping Centre were selected as sample areas. The study questionnaire was administered to 300 participants to determine the participants' demographic characteristics, reasons for choosing and visiting the shopping centre, and shopping centres' physical, landscape and sensory effects on the participants. According to the results of the data analysis obtained by the SPSS program, it has been determined that contemporary consumer is less interested in enclosed shopping places, longing for the traditional bazaar. In addition to the spatial configuration, traditional market images and local values were seen to be perceptually prioritized for consumers. In this context, it is very important that open-air shopping centres, which are a new trend for users, emulate the traditional features, establish a relationship with the open air and the environment, and use real equipment such as green-water element, urban furniture strengthens the perception of the city in shopping centres. In addition, the concept of "freshness" was specified as the most important sensory concept by the users. It is essential due to forming a basis for determining the likely design criteria for future shopping centres, creating spatial configurations and fictions according to user requirements, and future theoretical studies related to this. The study contributes to the literature by providing valuable insights for planners, architects, and investors in terms of user perceptions for future shopping centres.

Keywords:

Consumption culture, perception, shopping centres, spatial configurations

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INTRODUCTION

The shopping act is one of the important requirements of social life. Although shopping has been transformed by civilizations and paradigm changes in societies, the critical transformation took place with the rise of capitalism and the industrial revolution. The effects of the capitalist point of view on the economy reshaped the relations between production and consumption, while the industrial revolution speeded up mechanization and technological development, eventually enlarging product ranges and manufacturing capacity. Henry Ford triggered the primary change in manufacturing by inventing the assembly line in 1914 after the effects of Taylorism¹. Consequently, mass production and standardization were initiated, dependence on labour was reduced, and work hours were minimized. This meant that workers had extra free time to consume products. On the other hand, people's desire for standard products faded in the postmodern era when post-Fordism replaced Fordism and product range was expanded using computers. Although post-Fordism was based on the consumer culture of Fordism, its zone of cultural development was even wider (Harvey, 1989). These changes in the production system also transformed the concept of shopping which was once perceived as a comparison of cost, quality, and style into an activity. Shopping was also associated with individual identity development, social status, and socialization (Gruen, 1973). In parallel with Gruen, Falk and Campell (1997) claimed that the current version of shopping was a social experience that goes beyond meeting people's needs. Thus, shopping has nowadays constituted a form of social behaviour that brought people together and got them to communicate and no longer merely meet needs and exchanged products (Miller, 1998). In this sense, shopping, as an important public behaviour, has established a link between individuals and the urban environment (Miles and Paddison, 1998).

According to Beddington (1991), shopping, as a public and social behaviour pattern, has become a free time activity and a relaxing practice in today's daily life. Bocoock asserted that the current definition of consumption included people's desires concerning who they are and who they would like to be. Consumption was thus shaped by the sense of the formation and development of identity. This revealed the social, psychological and cultural aspects of consumption in addition to its economic parameters (Bocoock, 1997). Baudrillard indicated that current consumption habits included consuming not only physical objects, but also signs and symbols. In addition, consumption as a system of signs controlled by rules and codes rather than a way of meeting basic needs with goods and objects (Baudrillard, 1997). As the literature shows, consumption has acquired different meanings over time, and growing ever more distant to its original meaning, which is meeting needs, it now has multidirectional layers of content. With modernism, it began to contain symbolic meanings, while preserving its conventional sense (Table 1).

¹ Machines replaced craftsmen in this system, increasing production speed and reducing the need for labor force. Marx defined this process as alienation, the separation between producers and their products. This meant that producers had to buy and become consumers of their own products (Bocoock, 1997).

Table 1. Shopping: Necessity versus Pleasure (Falk and Campbell, 1997)

Shopping as a pleasurable social activity	Shopping as a necessary activity for meeting needs
Passing time as the objective	Shortage of time
An objective on its own	A means
Does not necessarily mean buying anything	Always means buying things
Stimulation	Planning
Dreamy and semi-imaginary hedonism	Meeting needs practically
Activity is not important	Maximum activity
Pleasure	Necessity
Not a daily routine	A daily routine, like all other activities
Emphasis on the experience	Emphasis on rationality
Game-like	Serious

Shopping became a decisive parameter in architectural design over time due to its changing meanings and increased value in social life. Standardized consumption patterns also led to similarities in spaces for shopping and transformed them to almost a single form specialized for consumption, disregarding regional differences. Current shopping centres are artificially produced in harmony with the mindset of modern capitalist society (Yirtıcı, 2005).

The Spatial Transformation of Shopping Centres in The Context of Consumption Habits

Looking at the spatial alteration, it is seen that the first shopping spaces were temporary and open places. Although the sales units turned into closed units in time, pedestrian circulation has taken place in open areas. Agora, which was the first known shopping place before Industrial Revolution, turned into an urban space containing social, economic, political and religious factors in time, and later called 'marketplace' (Önalın, 2004). The open space sense of Roman's forums and Greek's agoras had left its place to the sense of semi-open shopping space with row of shops. Basically, they were centres that serves as a square and enables the urbanites to gather, meet and shop (Mutlu, 1993; Batı, 2007; Dökmeci, et al., 2006). Market places were the important focal point of public spaces, which were the commercial spaces of medieval Europe, established in the squares, socialized the buyer and seller, and included different types of places from mobile stalls to permanent shops (Sennet, 2002). Sequential and regular sales units established in the ancient period changed with the independent stalls of the marketplace. The sense of the independent sales stall had left its place to the shops in time (Geist, 1983). The shopping streets with arcade emerged for the first time with the addition of a sheltered cover coat in front of these shops (Zengel, 2002).

In the Middle Ages Anatolia, the place of worship and commerce were intertwined since the worship in the Muslim Turkish society was during working hours, and the city's focus was formed in the mosque and its

surroundings. This focus had determined the direction of gathering and city's movement. While the mosque was for only Muslims, the bazaar was a gathering place for people of all religions. Bazaars, which were shopping places in Anatolia, had turned into public spaces where social introversion decreased and socialization and interaction happened (Cezar, 1985). In this age, five types of shopping places can be addressed in Anatolia; These are shops (*dükkan*), bazaars (*çarşı*) (for definition, see Işın 1995, Weber 1999), *arasta* (for definition, see Sözen ve Tanyeli, 1986), *bedesten* (for definition, see Özdeş,1998) and inns (*han*) (for definition, see Akar, 2009).

After the 12th century in Europe, trade places moved away from the cathedrals, were located near rivers and harbours, and appeared in special fairs (Sennet, 2002). In the 17th century, with the effect of increasing Europe population, fairs turned into enclosed multi-stored fair constructions built of cast iron with large openings (Tokyay, 2005). The most notable among these spaces was the Crystal Palace, which was built for the industry fair in 1851. Despite its segregated shop layout, this building became a pioneering in the development of enclosed shopping centres by gathering of brands under one large roof, integrating imports, exports and surplus products, the size of it and its garden concept created indoor (Erin and Gönül, 2015). Public life that constituted by itself spontaneously in the city centre moved into these new enclosed fair structures (Onay, 2005). Later, passages and big stores emerged as a result of industrial luxury and material rise (Benjamin, 2004), shopping spaces of the 19th century, are similar to the shopping centres nowadays in terms of their spatial fiction and bonds with the city. Passages, which were among the first places where shopping had left its place to consumption, were consumption places that were spaces to spend leisure time, look at shop window displays, and satisfy the desire to see people and to be seen (Urry, 1998). Passages of Paris were the first public spaces of modernism (Zukin, 1996). In addition to being different with its space fiction (Benjamin, 2004), the passages were a novelty for the world with the consumption culture it revealed, after western Europe.

In point of the separation from the city and increasing the closure degree of the space, passages and big stores pioneered to the shopping centres. The shopping spaces started to demonstrate the same trends all over the world with the Industrial Revolution, including European and Anatolia. In Anatolia, the shopping spaces continued traditionally until the 18th century. At the end of the 18th century, trade relations with Europe increased, and the changing consumption culture and spaces in Europe with the Industrial Revolution began to influence Anatolia in the 19th century as well. One of the most important developments in the name of Western consumption in this transformation process was the emergence of new consumption places (bon marche, passage etc.) that contain western and diverse products unlike traditional consumption places (Toprak, 1995). As a result, values from the West, fashion and

consumer goods have been perceived as the basic elements of the new lifestyle (Işın, 1995).

By the 20th century, due to the economic crisis and destruction experienced after the World War II, economic concerns were in the forefront in the shopping spaces seen in Western Europe and America. Consumers with the effect of war psychology, wanted to reach their basic needs by the fastest, most practical and economical. For this reason, spaces had developed in line with this demand. Individuals experienced economic hardship combined their capital and revealed the market typology (supermarket/hypermarket), which was a planned and mixed organization, low profit, fast and practical shopping place. In addition, socialization had almost completely disappeared with management intellection such as quick access to the product, buy it yourself, clear and fix price. In time, the consumption expectations of people had begun to change, and their desire to socialize and spend free time had caused the supermarket typology to be insufficient (Arslan, 2009). In the same period in Turkey, due to insufficient production and food shortages, foreign capitals were encouraged with subvention, and the supermarket period started in the 1950s. In the 1960s, this process continued with merchandising, especially big stores belonging to foreign capital started to open branches in Turkey. The most important feature of this period was the rapid spread of consumption culture towards the lower-class of the society (Zorlu, 2003). Unlike Western societies, in Turkey, firstly consumption and then production process took place.

Early prototypes of contemporary shopping centres (semi-open Northland Mall and enclosed Southdale Mall) were separate from traditional city centres, and reconfigured public life in enclosed and introverted spaces with infrastructure for social activities other than shopping. With origins in the USA, shopping centres also began to appear in Europe in the 1950s (Gruen, 1973; Ceylan, et al., 2018). Turkey's encounter with the shopping centre typology took place in the 1980s, approximately 30 years after America and Europe. Neo-liberal policies implemented in Turkey in the 1980s, urbanization, increase in income, spread of mass media and automobile use, contact with foreign culture because of globalization triggered the alteration of shopping spaces in metropolises, especially in Istanbul (Erkip and Özüdüru, 2015).

In the post-1980 period, global, exotic and foreign products were highly desirable due to urbanization, increase in income and globalization (Zorlu, 2003). The shifting of traditional trade centres to contemporary shopping centres, especially in Istanbul, also the replacement of traditional craftsmen by big foreign capital groups were observed (Tokatlı and Boyacı, 1999). Although it was known that the investors of shopping centres were generally private capital, an interesting situation had been experienced in the case of Turkey. The first shopping centre, "Galleria" in Istanbul, was built in 1988 by the state with the build-operate-transfer model, imitating the examples abroad (Arslan, 2009). With the opening of these new shopping centres in Turkey,

wandering, looking the shop window displays spread to wider masses, especially among the middle class, and almost became a ritual of daily life. Shopping centres began to take over shopping from city centres due to irregular settlements, increased crime rates and diseases, insecurity, and traffic jams that replaced pedestrian circulation (Gottdiener, 2005). Shopping centres fulfilled the missing functions of cities turned into enclosed town, a new typology (Uzzell, 1995). On the other hand, town-dwellers began to miss city centres, which led to the reconfiguration of artificial urban spaces in contemporary shopping centres isolated from the real cities' disadvantages. Crucial components of the urban environment, nostalgic streets and city squares were reconfigured using daylight and plants in recreational areas (Shields, 1992). Effectively receiving daylight in buildings using atriums, choosing street furniture and landscape elements put the urban fabric in shopping centres and made people feel as if they were in open environments. This approach reflects the reconfiguration of urban structures in enclosed spaces with a unique goal, which is to use urban environments' elements as tools to stimulate consumption (Biol, 2005). This configuration fundamentally cannot give people the pleasure of spending time in real city centres, but it can get them to stay longer in enclosed environments and consume more. Open-air shopping centres integrated streets to restructure urban life in a different way from the enclosed shopping centres. Using living green areas and enabling people to walk around semi-open, public areas in a natural atmosphere reflects a design intention of generating publicity and real urban life in interior spaces (Uzun, 2008). These shopping centres referred to traditional shopping districts in terms of spatial configurations and integrate the real climatic atmosphere, while retaining the shops and stores of ordinary enclosed shopping centres. It imitates the functions of city centres with the public space qualities which offers to the citizens (Özdemir and Cengizoğlu, 2016). New design approach's (open-air shopping centres) goal was to provide the city dweller the experience of a real bazaar-city centre that they missed (Lazarus, 2006).

The tendency to replace enclosed shopping centres with open-air shopping centres all over the world started to be seen in Turkey in the 2000s. As a result of the acceleration in the number of shopping centres increasing competition, the trend of open-air shopping centres, which would attract the attention of consumers and satisfy their curiosity about places different from the common enclosed shopping centres, has begun to be seen. The first example in Turkey was the Kanyon Shopping Centre, which was built in 2006 in Istanbul. After the interest in Kanyon Shopping Centre, the tendency towards open-air shopping centres has increased.

Literature Review

In the literature, researchers have studied shopping centres from different points of view. Alawadhi and Yoon (2016) investigated the effects of shops' layouts and the density of people on the perceptions of

crowds using 3D simulations. Kusumowidagdo, et al. (2015) focused on the perception of space by visitors in the public parts of shopping centres. Oppewal and Timmermans (1999) aimed to investigate the effect of different physical aspects of shopping centres on the public perception of public spaces in shopping centres. Another study assessed the satisfaction levels of visitors and the effects of a shopping centre on the local context, focusing on residents and tradesmen (Fasli, et al., 2016). Uzzell (1995) found that users choose shopping centres based on their social and psychological satisfaction levels in addition to the sales capacities of the shops. Wakefield and Baker (1998) investigated the dynamics of the users' desires and habitual ways of passing time in shopping centres. Sommer (1992), in order to examine the change in the free time and consumption rate in the shopping centre, individually or in groups investigated the effect of moving. Ng (2003) studied the effects on consumers' experiences of shopping centres' physical properties such as the layouts of shops and background music. Ng (2003) also evaluated their physiological satisfaction capacities such as sociability, safety and comfort. Patricios (1979) found that the macro model approaches according to consumer preferences are more favourable for shopping centre design. Aktaş (2012) said that leisure activities affected shopping centres' forms and shopping centres in Turkey had been transformed into entertainment parks similar to Disneyworld, which had a great effect on urban social life. Afkan and Rouz (2015) compared shopping centres and traditional bazaars using the space syntax and determined that the shopping centre was consumption-oriented and could not be an urban space like traditional bazaars. Ünlükara and Berköz (2016) evaluated the location selection criteria of shopping centres through the example of Istanbul. Uzun and Gül (2017) found that shopping centres were enclosed, artificial and monotonous, and that they were not combined with the environment. In the literature, while there are some studies conducted on users' perceptions in shopping centres, some studies have investigated the needs and users' satisfaction in shopping centres. However, there are no studies investigating the effects of spatial configurations of the shopping centres on user perceptions. The contemporary cities today contain many shopping centres with a variety of different configurations (open, semi-open, enclosed, introverted, extroverted, isolated from the city, engaged with the city) based on changes in consumer culture. This study investigates the landscape and sensory effects of three different spatial configurations (open, semi-open, enclosed) shopping places on users' perception to meet the changing needs of the spatial organization, to see what the trend is today and to predict the fictions of the shopping places to be designed in the future.

METHOD

Environmental Setting and Procedure

Shopping centres have been transformed into social spaces for more than just consumption by changing user habits. People spend time in

them on their own or with their families. This study conducted a questionnaire survey to determine users' perceptions of feeling peaceful, safe and happy in enclosed, semi-open and open shopping centres. It found relations between reasons for choosing shopping centres, purposes of visiting them, the environmental effects of their design elements, their sensory effects on user perceptions and their spatial configurations.

The open-air Konya Bedesten Bazaar, the semi-open Forum Bornova Shopping Centre and the enclosed Kule Site Shopping Centre were selected as sample areas. Konya Bedesten is a traditional bazaar built according to a typical Turkish bazaar configuration with an arrangement of shops, connections to streets and the city centre, pedestrian-scale proportions, ornamented eaves and products on display. Konya Bedesten was largely renovated in 2014 and turned into a favourite shopping centre with pedestrian paths free from vehicle traffic, configured open spaces and a renovated façade. Forum Bornova Shopping Centre is the first open-air shopping centre built in Izmir in 2006. It has the architectural features of traditional Mediterranean towns and shopping districts with streets, squares, bridges, and terraces. Kule Site Shopping Centre is a multipurpose building with a three-story shopping block and as forty-two story office tower that was built in 2004. Although it is in the city, it is still a typical introverted shopping centre with its isolated, inward-oriented design. These three case studies not only help to compare user perceptions of different spatial configurations (open, semi-open and enclosed), but also the traditional, contemporary, and mimicking traditional features of shopping centres (Table 2).

Table 2. The shopping centres used as sample area.

Konya Bedesten Bazaar	Kule Site Shopping Centre	Forum Bornova Shopping Centre

Participants

The questionnaire was administered to 100 participants for each sample area. The 300 participants were randomly selected among the visitors with a focus on a balanced distribution by gender. Of the participants, 57.3% (172) were female, and 42.7% (128) were male. Of them, 30% (90) were 18-25 years old, 28.3% (85) were 26-35, 26.3%

(79) were 36-50, 11.3% (34) were 51-60, and 4% (12) were 61 years old and over (Figure 1).

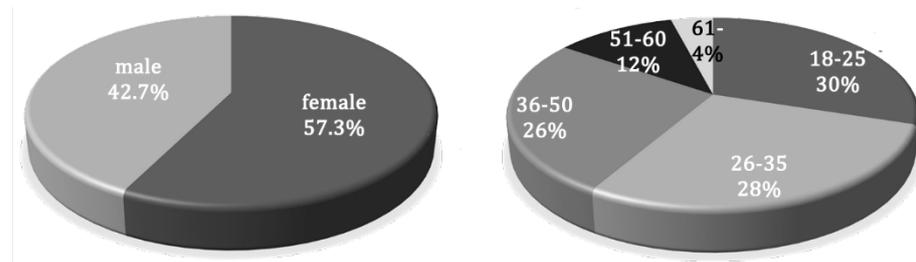


Figure 1. Gender and age range distribution of the participants.

Questionnaire

The questions were in four categories. The first was demographic information, and the second included reasons for choosing the shopping centre, reasons for shopping and frequency of visits. The third category was the effects of the shopping centres' physical properties, landscape design and spatial elements. It contained questions about spatial elements such as entrances, façades, wall and floor claddings, atriums, squares, semi-open spaces, interior lighting, shop windows, green zones, the use of water, signboards and dustbins. The last category concerned the sensory effects of spaces using the parameters of attractiveness, entertainment, security (a welcoming, safe and risk-free environment), spaciousness and liking.

EVALUATION

The responses of the participants were analysed using SPSS software. The findings were evaluated using the chi-square test, descriptive statics, correlation analysis and ANOVA. Advanced data analysis was done using Tukey's test. The Cronbach's alpha reliability values were 0.83 for the sensory concepts of spaces and 0.86 for landscape effects. The χ^2 value was 1.335 for the relation between gender and choice of shopping centres. This finding is not meaningful at the 0.05 significance level, which indicates gender was not a significant factor in choice of shopping centre ($p=0.513$). In terms of age range and choice of shopping centre, 50% of the Konya Bedesten Bazaar participants were 18-25 years old, 40% of the Kule Site Shopping Centres participants were 26-35, and 44% of the Forum Bornova Shopping Centre participants were 36-50. The youngest participants chose Bedesten, and the older participants favoured Kule Site and Forum Bornova (Table 3).

Table. 3 The age range distribution of the users in the three shopping centres.

		AGE					Total	
		18-25	26-35	36-50	51-60	61-		
SHOPPING CENTER	Bedesten	Count	50	14	19	8	9	100
		% within avm	50,0%	14,0%	19,0%	8,0%	9,0%	100,0%
		% within age	55,6%	16,5%	24,1%	23,5%	75,0%	33,3%
	Kule	Count	30	40	16	11	3	100
		% within avm	30,0%	40,0%	16,0%	11,0%	3,0%	100,0%
		% within age	33,3%	47,1%	20,3%	32,4%	25,0%	33,3%
	Forum	Count	10	31	44	15	0	100
		% within avm	10,0%	31,0%	44,0%	15,0%	0,0%	100,0%
		% within age	11,1%	36,5%	55,7%	44,1%	0,0%	33,3%
	Total	Count	90	85	79	34	12	300
		% within avm	30,0%	28,3%	26,3%	11,3%	4,0%	100,0%
		% within age	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

The responses of the participants about transportation to the three shopping centres were similar for all the shopping centres. Of them, 56.7% went to the shopping centres by private car, 35.7% went by public transportation, and 6.3% went on foot. This shows that the location of the shopping centres and their relationship with the city was not a crucial effect since the current users tend to use private cars to get to them.

In the second part of the study, the participants were asked for their reasons for visiting the shopping centres. The order of the responses for Konya Bedesten Bazaar was; shopping (X=7.63), visiting the shops (X=4.22) and passing time (X=4.09). The order for Kule Site Shopping Centre was: shopping (X=5.98), going to movies (X=2.99) and visiting the shops (X=2.90). It was shopping (X=7.41), passing time (X=6.36) and visiting the shops (X=6.33) for the Forum Bornova Shopping Centre (Table 4).

Table. 4 Reasons for visiting the shopping centres.

BEDESTEN	N	Mean	KULE	N	Mean	FORUM	N	Mean
Shopping	100	7,63	Shopping	100	5,98	Shopping	100	7,41
Visiting shops	100	4,22	Cinema	100	2,99	Passing time	100	6,36
Passing time	100	4,09	Visiting shops	100	2,90	Visiting shops	100	6,33
Eating	100	3,64	Eating	100	2,85	Eating	100	4,93
Meeting friends	100	2,45	Passing time	100	2,79	Cafe	100	4,24
Cafe	100	2,17	Meeting friends	100	2,40	Meeting friends	100	3,64
Children	100	1,24	Children	100	1,95	Children	100	3,48
Art activities	100	1,17	Cafe	100	0,77	Cinema	100	2,72
Cinema	100	0,04	Art activities	100	0,66	Art activities	100	2,02

Visiting shops and passing time were among the respondents' major reasons for visiting the three shopping centres, but shopping was their main reason. On the other hand, cinema was an important reason for them to visit Kule Site Shopping Centre, which indicates the role of

contemporary and introverted shopping centres' additional activities in user choices. Such additional activity facilities were replaced by enlarged open areas in Konya Bedesten and Forum Bornova where they were converted into frequently visited places for passing time. The second part of the study asked the participants their reasons for choosing the shopping centres. The responses for Konya Bedesten Bazaar were: product range ($X=0.55$), reasonable prices ($X=0.41$) and convenience of access ($X=0.34$), in that order. The order for Kule Site shopping centre was: product range ($X=0.45$), convenience of access ($X=0.42$) and range of brands ($X=0.37$). It was product range ($X=0.38$), range of brands ($X=0.31$) and car parking ($X=0.27$) for Forum Bornova. Product range was their main reason for choosing the shopping centres, which is consistent with their main reason for visiting them, shopping. Range of brands, convenience of access, and car parking facility were also important reasons for choosing the shopping centres (Table 5).

Table. 5 The respondents' reasons for choosing the shopping centres.

BEDESTEN	N	Mean	KULE	N	Mean	FORUM	N	Mean
Products	100	,55	Products	100	,45	Products	100	,38
Prices	100	,41	Transportation	100	,42	Brands	100	,31
Transportation	100	,34	Brands	100	,37	Car parking	100	,27
Convenience	100	,29	Convenience	100	,34	Transportation	100	,24
Brands	100	,27	Car parking	100	,18	Product quality	100	,22
Product quality	100	,25	Product quality	100	,15	Convenience	100	,21
Discounts	100	,20	Weather conditions	100	,14	Discounts	100	,18
Security	100	,13	Discounts	100	,12	Weather conditions	100	,16
Weather conditions	100	,11	Security	100	,09	Security	100	,10
Hours of operation	100	,10	Prices	100	,08	Prices	100	,10
Car parking	100	,08	Hours of operation	100	,06	Hours of operation	100	,09
Attitude of employee	100	,06	Attitude of employee	100	,03	Attitude of employee	100	,02

The respondents were asked which of the shopping centres they liked shopping most. The most common response at 53% was the semi-open Forum. The least common response at 18% was the enclosed Kule Site. The participants favoured semi-open, modern space where the climate is controlled, the city and nature are integrated, a connection with the outdoors is available, and traditional features are preserved (Table 6).

Table. 6 Spatial configurations of the participants' favourite shopping centres by level of enclosure.

		Frequency	Valid Percent
Valid	Closed	55	18,3
	Open	86	28,7
	Semi-open	159	53,0
	Total	300	100,0

The respondents were asked what they considered the most attractive element in the three shopping centres. The most frequent responses for Kule Site Shopping Centre were its atrium ($X=0.40$). It was the square for both Bedesten Bazaar ($X=0.59$) and Forum Bornova ($X=0.52$). This shows that large gathering spaces are significant for users, and that urban space elements such as the squares in Bedesten and Forum Bornova are remarkable features (Table 7).

Table. 7 Attractive elements of the shopping centres according to their users.

KULE	Mean	FORUM	Mean	BEDESTEN	Mean
Atrium	,40	Squares	,52	Squares	,59
Lighting Elements	,28	Shop Window Design	,32	Facade	,45
Entrance	,18	Interior Design	,26	Wall Cladding	,37
Interior Design	,18	Covered Semi-open Spaces	,19	Entrance	,22
Shop Window Design	,15	Floor Cladding	,15	Interior Design	,22
Facade	,08	Facade	,12	Floor Cladding	,20
Wall Cladding	,07	Entrance	,12	Shop Window Design	,19
Ceiling Cladding	,07	Wall Cladding	,10	Lighting Elements	,12
Squares	,03	Lighting Elements	,09	Ceiling Cladding	,10
Floor Cladding	,02	Ceiling Cladding	,03	Covered Semi-open Spaces	,09
Level Differences	,02	Atrium	,02	Atrium	,02
Covered Semi-open Spaces	,01	Level Differences	,01	Level Differences	,00

The relations between the landscape elements of the three shopping centres (lighting elements, signboards, dustbins, art activities, car parking, hard surfaces, green areas, the use of water as a design element and variations) and sensory concepts (spaciousness, attractiveness, entertainment, security and liking) were assessed using correlation values. The r values indicated a significant relation between landscape elements and sensory concepts at the 0.05 significance level. The perceptions of Konya Bedesten Bazaar, which is rich in variations, were: liking ($X=0.429$), entertainment ($X=0.272$) and attractiveness ($X=0.253$). Lack of lighting elements, signboards, car parking, green areas and water use were also noticed by the respondents. The perceptions of Kule Site Shopping Centre were: spaciousness ($X=0.316$), attractiveness ($X=0.250$) and liking ($X=0.497$). Safety guards and cameras in this centre increased the participants' perception of security ($X=0.579$). The use of green areas

and water as design elements were significant factors in the landscape of Forum Bornova. Its strongly related and meaningful parameters were: entertainment ($X_{\text{green areas}} = 0.386$, $X_{\text{water}} = 0.392$) and liking ($X_{\text{green areas}} = 0.379$, $X_{\text{water}} = 0.470$). The findings show that almost all the perceptions are strongly related to the variation parameter, which makes it the main factor in the choice of one shopping centre over the others. The use of green areas and water had significant effects for Forum Bornova but were missing in Bedesten and Kule Site. Increase in this parameter was associated with increased perceptions of entertainment and liking (Table 8).

Table. 8 Correlation values between the landscape concepts of the shopping centres and user perceptions.

Sensorial Concepts		Lighting elements	Signboards	Dustbins	Art activities	Car parking	Security	Hard surfaces	Green areas	Water as a design element	Variations
BEDESTEN	Spacious	,135	,102	,139	-,292**	,091	,170	,042	-,151	-,107	,097
	Attractive	,138	-,001	,013	-,179	,140	,202*	,216*	-,086	,132	,253*
	Entertaining	,089	,033	-,041	-,037	,225*	,072	,152	-,032	,029	,372**
	Secure	,106	,146	,144	,040	,137	,226*	,234*	-,014	,193	,172
	Liking	,042	-,002	,146	-,020	,005	,266**	,116	-,125	,143	,429**
KULE	Spacious	,178	,166	,056	,110	,234*	,247*	,060	-,088	-,024	,316**
	Attractive	,286**	,149	,161	-,045	,071	,169	,034	,065	,116	,250*
	Entertaining	,111	,160	,008	-,012	,161	,198*	,053	,101	,130	,212*
	Secure	,157	,226*	,189	,181	,198*	,579**	,129	-,012	,094	,370**
	Liking	,298**	,274**	,228*	,168	,329**	,296**	,176	,094	,173	,497**
FORUM	Spacious	,218*	-,016	,215*	-,066	,420**	,251*	,019	,250*	,240*	,269**
	Attractive	,110	,113	,284**	,088	,345**	,184	,308**	,293**	,254*	,243*
	Entertaining	,142	,221*	,388**	,285**	,248*	,245*	,375**	,386**	,392**	,230*
	Secure	,160	,070	,394**	,150	,329**	,312**	,233*	,278**	,228*	,259**
	Liking	,213*	,186	,299**	,234*	,427**	,347**	,266**	,379**	,417**	,470**

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The common perceptions of the three shopping centres were determined using one-way ANOVA, which showed that the users perceived the places differently in terms of entertainment ($F=35.311$), spaciousness ($F=32.330$), attractiveness ($F=36.998$) and liking ($F=22.764$). This variation was investigated using Tukey's test (Table 9).

Table. 9 One-way ANOVA results for user perceptions in the three shopping centres.

Sensorial Concepts		Sum of Squares	df	Mean Square	F	p
Liking	Between Groups	222,207	2	111,103	22,764	,000
	Within Groups	1449,580	297	4,881		
	Total	1671,787	299			
Complexity	Between Groups	151,820	2	75,910	10,752	,000
	Within Groups	2096,750	297	7,060		
	Total	2248,570	299			
Spaciousness	Between Groups	378,000	2	189,000	32,330	,000
	Within Groups	1736,250	297	5,846		
	Total	2114,250	299			
Attractiveness	Between Groups	316,847	2	158,423	36,998	,000
	Within Groups	1271,750	297	4,282		
	Total	1588,597	299			
Entertainment	Between Groups	371,327	2	185,663	35,311	,000
	Within Groups	1561,590	297	5,258		
	Total	1932,917	299			
Security	Between Groups	203,820	2	101,910	20,110	,000
	Within Groups	1505,060	297	5,068		
	Total	1708,880	299			

Table. 10 Tukey’s test results for user perceptions of the three shopping centres.

Multiple Comparisons Tukey HSD								
Dependent Variable	F	p	N	Subset for alpha = 0.05				
				1	2	3		
Liking	Bedesten	Kule	22,764	100	6,03	6,92	8,13	
		Forum						
	Kule	Bedesten			1,000	1,000	1,000	
		Forum						
	Forum	Bedesten			100	5,95	6,85	8,65
		Kule						
Spaciousness	Bedesten	Kule	32,330	100	1,000	1,000	1,000	
		Forum						
	Kule	Bedesten			100	5,78	6,31	8,36
		Forum						
	Forum	Bedesten			100	6,33	7,89	8,22
		Kule						
Attractiveness	Bedesten	Kule	36,998	100	6,06	6,08	8,25	
		Forum						
	Kule	Bedesten			100	,997	1,000	
		Forum						
	Forum	Bedesten			100	5,78	6,31	8,36
		Kule						
Entertainment	Bedesten	Kule	35,311	100	6,33	7,89	8,22	
		Forum						
	Kule	Bedesten			100	1,000	,554	
		Forum						
	Forum	Bedesten			100	6,33	7,89	8,22
		Kule						
Security	Bedesten	Kule	20,110	100	6,33	7,89	8,22	
		Forum						
	Kule	Bedesten			100	1,000	,554	
		Forum						
	Forum	Bedesten			100	6,33	7,89	8,22
		Kule						

* The mean difference is significant at the 0.05 level.

Tukey’s test found that the parameters of liking and spaciousness were significantly different for the three shopping centres. In other words, the users distinctly experienced the places’ liking and spaciousness. The highest levels of these parameters were obtained for Forum Bornova, Bedesten and Kule Site, respectively. This order is consistent with the participants’ spatial configuration preferences on semi-open, open and enclosed shopping centres, respectively and verifies the reliability of the test. Kule Site and Bedesten were in the same category for the attractiveness and entertainment parameters. Forum Bornova got the highest score, which shows that the users found Forum Bornova most attractive and entertaining. There was no significant difference between the results of Kule Site and Bedesten. The security

levels of Forum Bornova and Kule Site were quite close, but the participants considered Bedesten to be the least secure place (Table 10). Forum Bornova not only got the highest score for the security parameter, but also was the most attractive, entertaining, and liking shopping centre among those investigated.

CONCLUSION

Baudrillard (1997) regards current spaces for consumption as acclimatized and monolithic environments, where depletion covers all life, all activities are connected as a chain in the same form, and time management and rewarding psychology are satisfied. Controlling and increasing consumption levels in these spaces opened the way for new architectural design with unique spatial and perceptual regulations. These new spaces prioritize consumption instead of shopping itself. Planned and predicted consumption goals are integrated with capital flows using spatial configurations, which generates a new type of building, the shopping centre, which is the concrete spatial outcome of changing consumer culture with design criteria defined by the consumption parameters.

Early shopping centres were public spaces, strongly related to cities by open-air arrangements. They turned into enclosed, isolated, and separated spaces over time. The transformation after 1956 used the ideal shopping schema developed by Gruen, which has continued until today, the layout of a typical contemporary shopping centre. This schema is quite different from the historical layout with regard to meaning and quality, although there are similarities in terms of spatial configurations. Enclosed, isolated, acclimatized, and introverted shopping centres were highly favoured by users for about 50 years. The loss of interest in these spaces over time led to the generation of alternative designs and concepts. Traditional shopping districts organically shaped by needs of users were replaced by planned shopping centres first, but loss of interest in them led to the creation of semi-open shopping centres that integrate modern functions and traditional spatial configurations.

In this study, three different configurations were compared in the context of user perception; traditional/open, contemporary/enclosed, and modern (that emulate the traditional elements)/semi-open shopping space. The first sample area was Konya Historical Bedesten Bazaar intertwined with the city, which had an open-air space setup and a traditional cultural value. The second sample was İzmir Forum Bornova Shopping Centre designed as semi-open and inspired by traditional elements with the sense of a modern and global shopping centre. As the last sample, enclosed Konya Kule Site Shopping Centre, designed with the sense of a global capitalist building, and located in city centre but isolated from the city, was chosen. Most of the users said that they prefer semi-open shopping centres, and the fewest of them preferred enclosed shopping centres. This shows that current users have lost their interest in enclosed shopping centres and began to seek alternatives, one of which

is safe and spacious contemporary shopping centres with traditional spatial configurations like Forum Bornova. Traditional bazaars are insufficient to meet the needs of current users, and enclosed shopping centres are losing their attractiveness due to their excessive homogeneity and people's longing for urban spaces (Uzun, 2008). New space designs have started to be seen in shopping centres through analogy with historical bazaars and buildings, transferring urban landscape elements (such as streets, squares and open spaces), diversifying uses, and renewing the image and definition (choosing the term, lifestyle centre, instead of the term, shopping mall, which has a quite negative connotation in current perception) (Kılıç and Aydoğan, 2006). This led to a kind of shopping centre that realistically reflects urban space, looks like traditional shopping districts, and faces the outer world instead of being introverted. These new outdoor shopping centres have approximately 50,000 m² of floor area with open air shops, social and cultural activities, and they look like small-scale, nostalgic cities (Gose, 2004). The results obtained from the Forum Bornova sample area, which is suitable for this new typology, support these discourses. Thus, open-air shopping centres, designed with a synthesis by eliminating the deficiencies of the earlier two configurations, appear as a novel approach that responds to the desires and needs of today's consumers. In this study, it was demonstrated that the landscape impact elements that most affect the liking of the users were **green area** and **water**. The users preferred the natural elements in open-air arrangements of Forum Bornova over the artificial elements of Kule Site. Spaces with natural elements made people feel as if they were in a real city centre and increased their interest and attraction towards the place. Southworth (2005) regarded the integration of streets in enclosed, box-like shopping centres as a healing process with the help of urban design elements and tools. He also said that design of a well-functioning shopping centre should consider users' desire to experience cities and the real streets. Thus, the layout of shops, elements (clock tower, streetlight, façade components, etc.), green areas and water as a design item should remind people of streets and make them feel like they are in an urban environment.

According to Harvey (1989), the reason for the association of ideas is the effort to respond to the impetus of postmodernism's nostalgia. Individuals of the postmodern age yearn for the past and the traditional substances. Individuals who yearn for history are interested in recreated history and revitalization of it today. He states that compression and integration of time and space are lived in these spaces. In these new consumption spaces shaped by global capital power, the context and boundaries have disappeared, the sense of belonging has been destroyed, and global medium that built a new world have emerged. Locality, that has been transformed a concept that serves economic expectations as a consumption tool, was hereinafter created with simulations in these new consumption spaces (Süer and Sayar, 2002). This pursuit for locality moves away shopping centres from the case of non- place as defined by

Auge (1995). The users connect with the space through the historical images in the memory of them. Thus, the placelessness is broken, the place turns into space and gains an identity. In also semi-open shopping centres, it is observed that cultural codes and spatial experience in the subconscious of society, nostalgia and the search for identity have led to the development of semi- open shopping centres as a new typology in Turkey. The influence of the bazaar culture in the development process of shopping spaces has led to the formation of a shopping centre typology of Turkey's own. The historical images of the traditional bazaar and the city such as squares, courtyards, inns, rows of shops, streets with arcades are simulated and gained its own identity. When the development process of semi- open shopping spaces in Turkey is investigated, it is observed that the history and culture are essential factors.

This study found that the relation of current shopping centres with the city does not have a significant effect on the transportation modes people use to get to them but additional functions such as cinema did have a large effect on choice of shopping centre. As a result of changing needs and preferences, the youngest participants unexpectedly began to choose traditional shopping centres instead of contemporary centres as shown in this survey. Open-air shopping centres should have strong design layouts that allow users to walk around comfortably in open spaces even when the weather is not suitable and should make people choose them as places to gather in public spaces, even if they are not shopping (Field, 2006). Designers argue that contemporary users desire for main street configurations in shopping centres, and that they should be designed like stages for memories (Brookman, 2004). This study found that the shopping centres' most attractive elements are squares and atriums for the participants. Another study also found that the most significant spaces in defining the profile of a shopping centre are atriums, corridors and open food courts (Kusumowidagdo, et al., 2015). These findings show that users prefer to experience urban open spaces in shopping centres and like to gather and meet in them.

Analyses have shown that users visit shopping centres for similar reasons such as shopping, visiting shops, passing time and so forth. This explains why brand range and convenience of access are among the main parameters for shopping centre selection. Similar findings were obtained for the three shopping centres in this study, where the users' order of preference was Forum Bornova, Bedesten Bazaar and Kule Site Shopping Centre, respectively. This difference was caused by the participants' perceptions. Spaciousness and liking were similar, which shows that the openness of spaces reinforces the feelings of spaciousness and liking. Forum Bornova was also selected as the most attractive and entertaining centre thanks to its semi-open arrangement.

The results of this study draw attention to the issue of user perception that real estate developers and shopping centre designers should focus on. Looking to the future, it seems likely that the need for space to perform the shopping will substantially disappear. The online shopping

habit is rapidly spreading with the accelerated increase of technology and digitalization, the expanding of smart devices and internet penetration, the development of the logistics sector and especially the outbreak of the pandemic nowadays. It is almost impossible to imagine the generation Z and especially the generation alpha, the consumer of the future, independent of technology. At this point, designers need to solve a problem for new shopping spaces. If people do not need to go to the shopping spaces to shop in future, why will they go? Here, of course, lots of work will fall on sectoral developers. The shopping activity can be physically sustained through methods such as experience-oriented merchandising, technology-supported shopping, omni-channel shopping, hybrid stores, advertising managed by algorithms. However, the shopping space will need to be changed and developed, too. Although human who wants to touch, experience and socialize is an ever-evolving entity, his/her needs and desires are basically the same. The designer should focus on the user 'human', the most important invariable, following all these changes. For example, what they really should focus on is why the user prefers traditional forms such as courtyards and squares. Regardless of the form, material, and equipment of the space, human perception tends towards to be directed the desired structure, which is coded in the subconscious. From this point of view, this study aimed to study the human perception. This study is essential due to forming a basis for determining the likely design criteria for future shopping centres, creating spatial configurations and fictions according to user requirements, and future theoretical studies related to this.

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