

**10TH INTERNATIONAL "BAŞKENT"
CONGRESS ON PHYSICAL,
ENGINEERING, AND APPLIED
SCIENCES PROCEEDINGS BOOK**

OCTOBER 28-30, 2023

ISBN:978-625-6879-32-4

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PROF. DR. FEHIMAN ÇINER

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ZOOM & ANKARA, TURKIYE

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Publishing Date: 31.10.2023

ISBN: 978-625-6879-32-4

NEW TRENDS IN TODAY'S SHOPPING CENTER DESIGN

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Abstract

The act of shopping is one of the basic actions necessary for human survival. This action took place in its own place in each period. When we examine the historical process; It is seen that the shopping action, which started in agoras, now takes place in shopping malls and virtual environments. The main factors affecting the development of the place are; economy, technology and social developments.

Shopping malls are among the most used shopping venues today. However, in recent years, developing technology and digitalization have developed e-commerce as a new shopping channel. The spread of e-commerce forces shopping malls, which are physical spaces, to change.

In this study, new trends in shopping center design in the face of changing consumption habits were investigated. As a result of the study, it was seen that open space, experience-oriented and multi-functional (hybrid) designs came to the fore.

Keywords: shopping center, consumption, shopping.

1. INTRODUCTION

The act of shopping is one of the basic needs of humans. He needs to survive, communicate, and shop to meet his needs. In ancient times, shopping was done through the barter system. With production developing over time, the barter system became insufficient and money was invented. With the invention of money, different types of products could be bought and sold easily.

The act of shopping has ceased to be a necessity over time. Shopping in its simplest definition; It is the combination of actual situations such as looking at a commercial item or commodity, examining it, learning the price, and purchasing it (Hornbeck, 1962). Especially as a result of the industrial revolution, the social structure has changed and the benefits people expect from shopping have also changed. The concept of consumption instead of shopping has taken its place in daily life with modernism. Consumption; Unlike shopping, it mostly expresses negative connotations such as destroying, spending, wasting and finishing (Yanıklar, 2006). Consumption is classified under 3 headings. Utilitarian consumption; It appears as an economic action based on need. This is actually based on the purpose of shopping in its simplest form. This aspect of shopping, whose influence continues to decrease today, can

be classified as utilitarian consumption. Social and symbolic consumption; It is seen as a tool through which individuals socialize, join social groups or reveal their social differences. The individual who is socialized with consumption culture also creates his individual identity by imitating the habits of the class he wishes to belong to or by using the symbolic meanings carried by the consumption commodity. The act of consumption, which socializes the individual, also turns into a tool that distinguishes him from others (Warde, 1991). Hedonic consumption; It is a tool to obtain desires, pleasures, sociological and psychological satisfactions and to spend free time. As Bocoock (1997) stated; “*Consumption appears to be a phenomenon based not only on needs but increasingly on desires.*”

The act of shopping took place in a place of its own in every period. The main factors affecting the development of the place are; economy, technology and social developments. Changing economic conditions and production systems, developing technologies and building knowledge, and changing social dynamics have directly or indirectly changed shopping spaces. B.C. The process, which started in the agora and forums in the 7th century, was followed by marketplaces, respectively. Rowed and orderly sales units established with stoas in ancient times are dispersed with the free stall concept of the marketplace. Over time, the concept of free stalls was replaced by shops. Arcade shopping streets appear for the first time with the addition of a sheltered cover in front of these shops on the ground floor to enable pedestrian circulation and trade to continue easily at all times (Zengel, 2002). The most important first event in the development of shopping places is the Industrial Revolution. With the industrial revolution, industrialization took place and production systems changed. Fast and mass production has been achieved by industry. This directly affected consumption. Mass consumption and standardization emerged in this period. It is also during this period that new consumption concepts are adopted by society. This new consumption approach has also led to the development of new shopping venues. Arcades and department stores are among the shopping venues of this period.

The second most important event in the development of shopping venues is World War II. It is a world war. The economic difficulties and supply problems experienced after the war were also reflected in the venues. Supermarkets and neighborhood centers emerged during this period.

The emergence of shopping malls dates back to the 1950s. With the second half of the 20th century, the wounds caused by World War II began to heal in European cities; In cities that have entered the process of restructuring, a process of change has begun not only in the physical structure but also in the cultural structure. The fear of the atomic bomb, which was consciously kept on the agenda after the war, made it easier for urbanites to move from city centers to the suburbs, thus a large-scale decentralization process took place (Baldauf, 2006). The new lifestyle that started in the suburbs was easily adopted thanks to its benefits such as order, cleanliness and security. However, the lack of commercial, social and cultural space in these new living spaces formed outside the city has become a big problem. In order to find a solution to this problem, predictions were made for a model city design within the scope of the competition called “New Buildings for 194X” in 1943. The most striking name among the architects participating in the competition is Victor Gruen, who is considered the designer of the first shopping center (Uluengin, 2008). With Gruenin’s design, the concept of an introverted, sheltered and closed “shopping mall” that can be accessed by automobiles but provides shopping opportunities in an environment isolated from traffic, noise and other disturbing environmental factors has emerged.

As a result of all this; It seems that the shopping mall idea emerged from the partnership of post-war policies and capitalism (Baldauf, 2006).



Figure 1: The first fully enclosed shopping mall example designed by V. Gruen: Southdale Shopping Center

(<https://www.theguardian.com/cities/2015/may/06/southdale-center-america-firstshopping-mall-history-cities-50-buildings>)

2. A NEW WAY OF SHOPPING: ONLINE SHOPPING

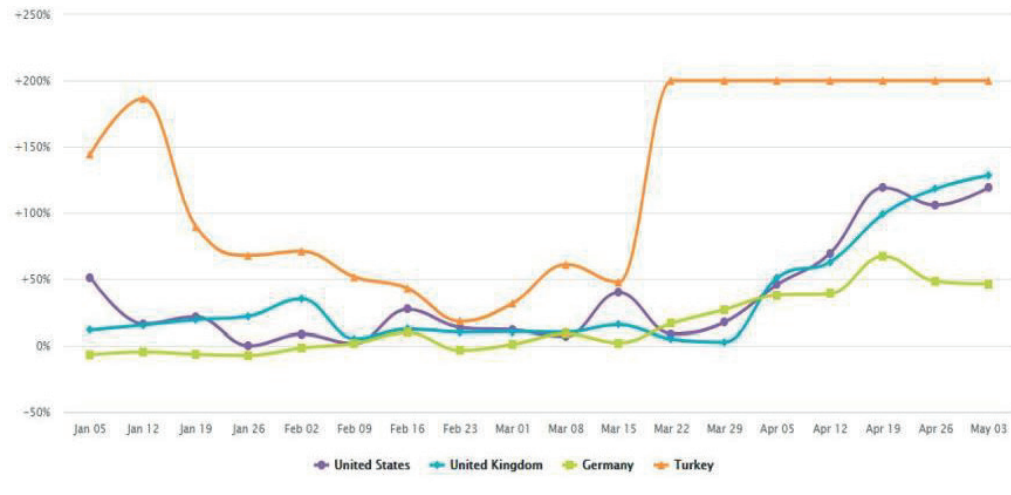
Shopping malls have been used extensively by consumers for approximately 80 years. Shopping malls are not only shopping places, they are also areas of socialization, free time and publicization. However, in recent years there has been a development affecting shopping malls. With the development of technology and increasing digitalization, online shopping attracts attention from consumers.

Electronic commerce in its most general and simple definition; It can be said to provide and manage all commercial connections online via the internet (Kienan, 2002). The development and spread of the Internet; It has enabled many companies to carry out their commercial transactions in digital environments over the internet.

Traditional shopping stores; Online shopping has advantages such as low prices, practicality of shopping, the opportunity to shop at any time of the day, and product variety (Wen et al., 2003; Mariotti, 2001; Jarvenpaa et al., 1997).

According to research, while 13% of consumers used the electronic commerce channel in 2000, this rate increased to 35% in 2017 (Paunov et al., 2019). In a 7-year period, the e-commerce user base has approximately tripled. E-commerce has grown and continues to grow due to many factors such as the advantages of virtual retailing mentioned at the beginning, the widespread use of the internet, the development of the internet infrastructure, the increase in the use of mobile devices, the development of banking systems, and the development of the logistics sector.

However, the real breaking point occurred with the pandemic process in 2020. Quarantine practices caused by the Covid-19 pandemic have forced consumers to change their shopping channels and use e-commerce. After Covid-19 was declared a pandemic in March 2020, there was a significant increase in the number of e-commerce users. According to the research, as seen in Figure 2, there are increases in e-commerce volume in countries after Covid-19. In Turkey, a large increase of up to 200% is observed after the pandemic cases (Doğan Şahiner and Kurt, 2020).



Kaynak: <https://ccinsight.org/>

Figure 2: Changes in e-commerce volume in different countries during the pandemic crisis (Öner, 2014)

2.1. New Places Created by Online Shopping

Even though e-commerce takes place in a virtual environment, it requires some physical locations. Physical spaces required for production, storage, logistics and distribution processes are designed. In this sense, while commerce moves to the virtual world, physical spaces do not disappear but only transform according to needs. These physical spaces are distributed within the city to make e-commerce fast and practical and affect urban planning. Just as today's shopping malls are disconnected from the city, e-commerce venues are related and intertwined with the city.

E-commerce transforms physical spaces and produces new types of shopping spaces. These;

- Urban daily delivery warehouses
- Urban fringe long-term product delivery warehouses
- Distribution points (pick-up points)
- Delivery stores (click and collect).

As a result of the spatial requirements of e-commerce, it is possible that there will be a change and transformation in the commercial areas within the city in the future.

In addition, shopping pages created using virtual spaces, shopping applications supported by VR/AR technology, e-commerce applications integrated into physical stores (omni-channel) and hybrid model stores and shopping malls are examples of new types of shopping venues.

While e-commerce produces new physical spaces, it also produces new spaces in the virtual environment. In fact, these virtual spaces are not the new spaces of commerce but of today's digital culture. Nowadays, people socialize, study, study and shop in virtual spaces. Many actions that occur in physical spaces can also be performed in virtual spaces.

E-commerce produces new physical shopping venues (cargo, distribution points, logistics and operation centers, etc.) and virtual spaces (shopping sites and applications). It also brings together

e-commerce and physical shopping with applications integrated into traditional stores. Another example of space produced by e-commerce is virtual shopping malls. The research, in which approximately 57 million people using high technologies worldwide participated, investigated future consumer expectations and predictions. In a study conducted by Ericson Consumerlab, consumers were asked to evaluate 15 hybrid shopping malls. In this study, 10 different hybrid spaces came to the fore. These are: digital performance halls, 3D beauty salon (avatar), meta tailor, anyverse pools, Hybrid gym, repair-production and recycling workshops, virtual restaurant, virtual store, artificial intelligence-supported medical centers, Hybrid nature park. According to the study; It is predicted that hybrid spaces created with virtual space technologies integrated into physical spaces that increase the shopping experience will be a part of daily life by 2030 (Figure 3).

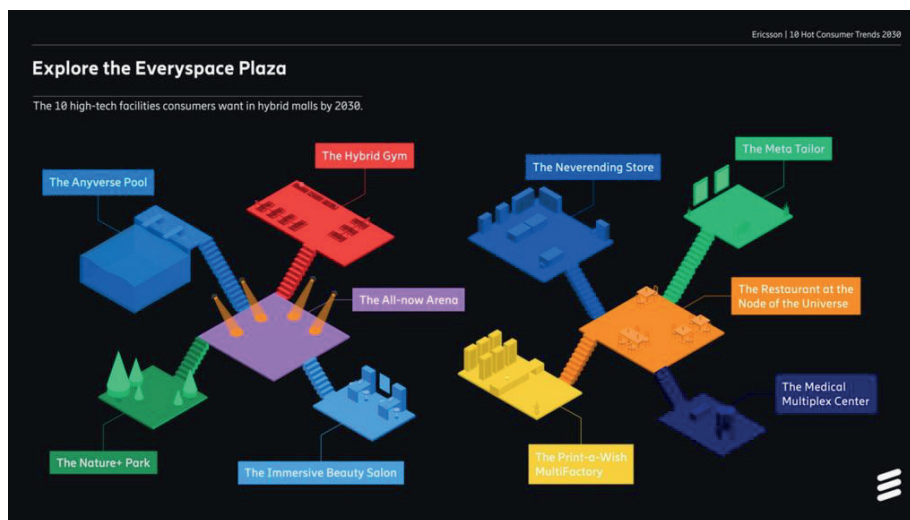


Figure 3. Consumer trends expected in Everspace Plaza 2030

(<https://www.ericsson.com/en/reports-and-papers/consumerlab/reports/10-hot-consumer-trends-2030-the-everspace-plaza>)

3. NEW TRENDS IN SHOPPING CENTER DESIGN

In recent years, factors such as increasing digitalization, the introduction of new technologies into our lives and social media are changing the form of shopping. The profile of today's consumers has also begun to change. The consumer society has begun to evolve into a digital consumer society. In particular, the current momentum of change accelerated with the Covid-19 pandemic in 2019, and society and life were reshaped. Shopping activities and places are among the areas where we can most easily observe this change. In addition, changing venue information and changing user expectations (experience, pleasure, difference, etc.) force shopping venues to change. All these space, technology and sociocultural changes have put shopping mall designers and investors in new searches. Recently produced shopping malls are trying to attract consumer attention with their different aspects. In addition, new types of shopping mall and retail systems produced by progressive companies have started pilot applications. In this study, current trends and innovative practices are examined with examples under the headings of open space, mixed-use and experience-oriented designs.

3.1. Open Space Design

Throughout history, shopping buildings have been a part of urban space. Open and semi-open space setups have kept the relationships of shopping spaces with their surroundings strong. However, over time, the buildings produced under the name of “shopping malls” were separated from the city and turned into closed, introverted, isolated and air-conditioned areas. In this case, elements that are part of the urban space are imitated in closed volumes. Although it initially attracted the attention of the consumer, imitation of urban spaces did not replace the urban landscape elements in historical bazaars that are part of the city. In order to complete these deficiencies, designers aimed to make shopping centers more humane by arranging streets, squares, semi-open and open spaces. In order to change the image of shopping centers, more inviting terms such as lifestyle center have begun to be used instead of cold terms such as mall.

According to Southworth (2006), the way to revitalize shopping malls is through the street, which is an urban element. Urban elements such as shops lined up on the streets, clock towers, street lamps, green areas and water games meet the demands of the consumer. Consumers prefer shopping outdoors to closed, isolated areas, despite adverse weather conditions. In addition, shopping malls should promise users not only shopping but also socializing, meeting and meeting.

Nowadays, consumers desire a “main street” structure in shopping malls, and when public shopping spaces are mentioned, we now think of wide pedestrian paths, sidewalks, outdoor seating areas and cafes. The image of the shopping center has changed from closed, car-oriented areas to pedestrian-friendly, green and street-oriented areas.

Open space shopping malls are generally designed with 2 floors, like historical bazaars. According to the new model, instead of closed food courtyards, there are large, airy cafes, restaurants and bars.

Dear Park Shopping Center is one of the open space shopping centers. It consists of large curvilinear and independent buildings, and the open space between the wide pedestrian paths is used as a car park. Thus, the store where you want to shop can be easily reached (Figure 4).



Figure 4: Dear Park Shopping Center

3.2. Mixed-Use Designs

The meaning of mixed use in buildings is the projecting of separate functions within the same design. These buildings, which are formed by the combination of different functions, are connected to the various value and knowledge systems of the society in terms of content. The types of actions that will occur together create different combinations in parallel with the targeted goals and taking into account the environmental conditions (Altuğ, 1992)

The advantages of mixed-use projects can be listed as follows;

- Bringing together various social groups,
- Having interesting and symbolic values,
- Creation of green areas,
- Providing good quality at cheap prices,
- Responding to the demands of those who want to live in urban centers (Altuğ, 1992).

Multifunctional buildings generally contain basic units of residences, offices and shopping malls. In addition, depending on regional characteristics, there may be cultural and arts units such as museums, cinemas and theatres, hotels, hospitals, entertainment centers, health and beauty centers, sports centers, education areas, food and beverage venues, conference and cultural centers. In buildings where housing and accommodation functions are combined, there are usually additional units such as sports centers, beauty centers and educational venues (Varol, 2009). It constitutes mixed-use shopping centers that combine uses such as offices, entertainment venues, residences and retail stores, where semi-open-closed structuring styles are prevalent and accessibility is high. It is seen that today's shopping malls are also included in this class (Özaydın and Firidin, 2009; Erkip and Özüduru, 2015). Hybrid spaces become advantageous for their users with the time savings they provide, a more social communication environment and the opportunity to experience the lifestyle as a whole (considering that all programs in the space support the same lifestyle) (Figure 5).



Figure 5: Mixed-use example; Zorlu Center, Istanbul

3.3. Experience Oriented Designs

While integrating into e-commerce seems to be an important way of salvation for many stores, some argue that the understanding of physical retailing should also be improved. The basic idea is that when the advantages of physical stores are clearly presented to the consumer, e-commerce can limit its impact. Neumann (2020), one of those who advocate this idea, argued that one of the most important reasons for the decline in traditional retail trade is that retailers have lost insight into what consumers think, how they behave and what they feel while shopping. According to Neumann, who argues that physical retail is at an important crossroads, if retailers continue to do things as before, e-commerce will continue to steal market share from them, retailers will make unnecessary price discounts to protect their shares, and ultimately only the big ones will remain in the market. According to Neumann, physical stores can be successful by producing added value if they consider the experience psychology of customers.

Experience stores use advanced technology and digital applications, in-store participatory events, and in-store individual services to create in-store experiences. In this sense, it produces today's consumption spaces by blending physical space with digital technologies. The point where this physical and virtual space meets is provided by 'experience' (Figure 6).



Figure 6: Toyota experience store

The spread of virtual retailing has also transformed the way physical stores exist. Contrary to popular belief, interest in physical retailing will build strong relationships with users through experiences, rather than decreasing or disappearing completely. This development has become the most basic design approach of new shopping spaces. It is argued that physical retailing will not disappear, on the contrary, online shopping will change and improve the physical store experience (Burrows, 2019).

4.CONCLUSION

Shopping venues have constantly developed in line with social and cultural changes. The dominant factor of the period here had a great impact on the development of shopping venues. When we look at the recent past, with the development of information and digitalization, society is being recreated and a brand new consumer society is being tried to be created: the digital consumption society. This society is also what we can call a network society, a society that can socialize in a virtual environment, work

without leaving home, receive education, and use technology easily. The benefit this society expects from my consumption is not just access to the product. Many complex concepts such as experience, individuality, pleasure and hedonism, and practicality constitute the dynamics of today's consumption concept. Shopping venues belonging to this rapidly changing society and consumption culture also try to produce architectural solutions that capture the moment and meet the needs. Existing physical spaces are being rehabilitated, new solutions are being produced to meet needs, and cyber spaces are beginning to normalize in daily life. A significant part of the trade volume is made through e-commerce. The process experienced with the pandemic accelerated the development of e-commerce and harmed physical shopping. Today's consumers largely choose online shopping or prefer physical shopping channels integrated with online shopping. Even the physicality of money in the act of shopping is replaced by virtual money or credit cards (mobile applications, wallet applications, contactless payment, etc.). The shopping space and the way the action takes place are becoming digital.

The act of shopping is one of the primary socialization tools of society and daily life. People will need these socialization tools in the future as well. With the digitalization of space and beyond, the digitalization of people (social life through avatars and being directed by artificial intelligence), it can harm society and human life. Human needs that are met through the act of shopping, such as physical contact, touching the product, experience, perceptual and sensory satisfaction, face-to-face communication and being together, may disappear. Another dimension is the danger of physical space disappearing with the digitalization of space.

Recently, the search for solutions is provided by space setup, increasing functions and developing experience opportunities. However, considering the rate of increase in technology, physical retailing needs to be developed and hybrid spaces, which are a combination of physical and virtual spaces, need to be developed.

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