

## Shopping Center Design in the Context of Generation Z Consumer Perception

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### Abstract

From the Greek Agora, where we saw the first examples of shopping venues, to the present day, human beings' shopping action and the need for a place to perform this action have always been there. The quality of these shopping places has had to change and transform over time with the changing lifestyle, spatial needs, and consumption styles from generation to generation. The consumer society, which has come to the point of purchasing everything, today's shopping centers are not only needed goods; We can say that they consider these as complexes where recreational activities, where they can maintain their social relations and enjoy, are also purchased. When considered in the context of consumption, hedonic consumption, which is the consumption understanding of the new generation, has begun to replace the utilitarian consumption that was dominant in previous generations. It has also been seen in the studies that the Z generation constitutes an important part of today's shopping malls. For this reason, the existing shopping center design parameters were examined and a synthesis shopping center design criteria table was created. On the other hand, the criteria in the current table were examined, and the examples of shopping malls that entered the literature as 'new generation' shopping centers were examined and the priority design criteria sought by the Z generation in shopping centers were reached.

**Keywords:** Z generation, consumption, design, shopping mall.

## Z Kuşağı Tüketim Algısı Bağlamında Alışveriş Merkezi Tasarımı

### Öz

Alışveriş mekanlarının ilk örneklerini gördüğümüz Yunan Agoralarından bugüne kadar, insanoğlunun alışveriş eylemi ve bu eylemi gerçekleştireceği mekân ihtiyacı her zaman olmuştur. Bu alışveriş mekanlarının niteliği; kuşaktan kuşağa değişen yaşam şekli, mekânsal ihtiyaçları ve tüketim biçimi ile zamanla değişmek ve dönüşmek zorunda kalmıştır. Her şeyin satın alınarak elde edilmesi noktasına gelmiş olan tüketim toplumunun, günümüz alışveriş merkezlerini sadece ihtiyaç duyulan malları değil; sosyal ilişkilerini devam ettirecekleri, haz duyabilecekleri rekreasyon aktivitelerinin de satın alındığı kompleksler olarak değerlendirdiği söylenebilir. Tüketim bağlamında düşünüldüğünde, önceki kuşaklarda baskın olan faydacı tüketimin yerini yeni neslin tüketim anlayışı olan hedonik tüketim almaya başlamıştır. Yapılan çalışmalarda da görülmüştür ki Z kuşağı bugünün alışveriş merkezlerinde vakit geçiren önemli bir kesimi oluşturmaktadır. Bu nedenle mevcut alışveriş merkezi tasarım parametreleri incelenmiş ve sentez bir alışveriş merkezi tasarım kriteri tablosu oluşturulmuştur. Mevcut tabloda bulunan kriterler ise 'yeni nesil' alışveriş merkezleri olarak literatüre girmiş alışveriş merkezleri örnekleri incelenerek Z kuşağının alışveriş merkezlerinde aradığı öncelikli tasarım kriterlerine ulaşılmıştır.

**Anahtar kelimeler:** Z kuşağı, tüketim, tasarım, alışveriş merkezi.

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## **1. Introduction**

“Today, shopping malls are not just a place where shopping activities are carried out, they have turned into important meeting places where many different activities take place with their closed, climate-controlled physical environment and safe social environment. On the one hand, social relations are organized in these spaces with planned physical features, on the other hand, shopping activities and other leisure and recreation activities are offered to increase the pleasure in the space” (Lewis, 1989). In this context, it can be said that shopping centers not only host places where a service or good is bought and sold for a certain value but also become complexes where they can meet the social and cultural needs of today's societies and find the activities, they enjoy by experiencing.

For consumers, the act of shopping always means not only meeting a need but also sometimes emotionally enjoying the shopping experience. In other words, consumers' expectations from shopping can be utilitarian or hedonic (Demirci Orel & Kaçmaz, 2019). In this context, different generations may show different shopping behaviors (hedonic or utilitarian). Undoubtedly, generation Z is the one who makes up most of the user profiles of shopping malls, the number of which has been increasing in recent years. Shopping malls are increasingly targeting the Z generation, who are born into technology, love to shop online, and communicate physically with fewer people (Ölçer, 2019). Therefore, there is a need to re-evaluate the design criteria of shopping venues, as well as the changing consumption behaviors from generation to generation. For this reason, the main problem of this study is to determine the design criteria that the Z generation attaches importance to in shopping centers by considering the consumer perception of the Z generation on the shopping center design criteria that have come from the past to the present.

The change observed in lifestyles from the first designed shopping center to the present, and the fact that each generation has some unique characteristics, has also led to a change in consumer perception. In this context, with the changing needs of each new generation, the way and purpose of using shopping centers cannot be expected to be the same as the previous one. Based on this argument, the study aims to determine the new design criteria that will meet the demands and needs of the Z generation, taking into account the consumer perception of the Z generation on the shopping center design parameters from the past to the present. The scope of the new design criteria is all the experiential elements of the shopping center design in line with the consumer perception of the Z generation.

## **2. Literature Review**

### **2.1. Generation Z and Hedonic Consumer Behaviors**

Based on the year they were born, consumers are classified as the silent generation, baby boom, X, Y, and Z generations. Although there is no definite opinion about the beginning of the Z generation, different sources generally accept the members of this generation as those born after 1990, 1995, or 2000. However, each generation's unique needs, lifestyle, period in which they lived and the events they witnessed were different. These factors have also led to the differentiation of generations in terms of consumer behaviors and purchasing decision processes. Therefore, marketers use generations to identify potential consumers, communicate with them, and segment the market (Yaşa & Bozyiğit, 2012). In line with Karaman's (2021) studies on Baby Boomers, X, Y, and Z generations, consumption behaviors and purchasing processes of generations were examined and the following comparative table was created (Table 1). When Table 1 is examined, it can be said that consumption is much more value-oriented and benefit-oriented in the Baby Boom and X generation, the importance of benefits and values from the Y generation to the Z generation has decreased and more pleasure-oriented consumption behavior has come to the fore.

**Table 1.** Generations and consumption behaviors (Karaman, 2021)

<b>Baby Boomers</b>	Value-oriented, less price sensitive.
<b>Generation X</b>	They are value-oriented, need reassurance, are skeptical, usefulness and practicality are important and are disloyal.
<b>Generation Y</b>	They use technological tools in communication, they consume immediately, they give importance to trends, they are independent and individualistic, they spend a lot of money, and they are learning-oriented.
<b>Generation Z</b>	Educated, mobile, and connected consumers love innovative and lasting change, are socially conscious, addicted to technology, tolerant, self-confident and sensitive, consume hastily and instantaneously, are creative and can make multiple decisions, are selective, shop themselves and buy better quality products.

One of the concepts that gained importance with the active role of the Z generation as consumers is the concept of hedonic consumption. With the concept of hedonic consumption, it is possible to say that the consumption process gains an emotional or emotional dimension beyond just meeting the needs (Güven, 2009). In this context, all marketing tools designed for the purchase of the product from the place where the shopping is made are the elements that can positively affect the product purchasing process of the Z generation. "The events held in shopping centers allow consumers to have an entertainment experience, arousing curiosity in their customers and causing them to discover new products and new stores. Thus, customers experience a greater sense of satisfaction; he also enjoys the process thanks to many atmospheric elements, from lighting to air conditioning, from the music played to the colors used in the design" (Kesari & Atulkar, 2016). Hedonic consumption motivations that push the Z generation to buy are examined under 5 main headings as originality, making others happy, entertainment, daydreaming and social interaction.

As a result, hedonic consumption motivations (authenticity, making others happy, entertainment, daydreaming, social interaction) are the factors to be considered while designing the shopping spaces of the Z generation.

## **2.2. Shopping Center Design Parameters**

The first precursors of the shopping center phenomenon are the department stores, which started to appear in the USA and Europe in the 1900s and changed the traditional shopping phenomenon (Zukin, 1998). However, the emergence of the shopping malls we know today was founded in the 1950s. Big shopping malls in Turkey have gained an important place, especially since the 1990s, and have become popular by being adopted by the Turkish people (Saygin, 2006.).

Each type of architectural structure has its own set of basic design principles. These principles are from user comfort to physical conditions of the building; They can come from different bases, from aesthetic needs to user profiles. Undoubtedly, shopping malls are among the building types that need to be carefully studied in the light of certain parameters in their design due to their close relations with the city, urban life, and citizens. At this time, when technology provides unlimited opportunities for online shopping and it is easier for people to shop from the screen or with their phones, shopping malls have become a phenomenon beyond shopping and shopping malls have become concept where they meet the social and entertainment needs of their visitors with their indoor and outdoor recreation areas (Uzun et al., 2017). In this context, there are studies on shopping center design parameters that have been put forward from different perspectives in the literature.

One of the most important existing studies on mall design parameters was published at TICASH 2019 by Wiratno et al. (2019). In the article, considering the consumption behaviors of the X, Y, and Z generations, the existing parameters that make up the physical form and architectural features of a shopping mall in Jakarta were evaluated. In the study, the parts of the current shopping mall design parameters that support the consumption behaviors of the X, Y, and Z generations were determined

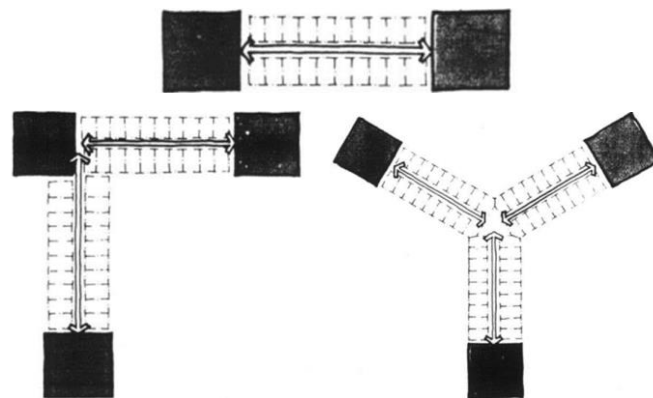
and no suggestions were made about the missing aspects. These parameters are parameters that make up the physical form and architectural features of the shopping mall; exterior, store layout, supporting facilities, management, attraction, circulation, interior, transportation, and structure.

Shopping centers are examined in three groups in terms of their physical form open, closed, and composite. Open shopping malls are generally located in city centers and give priority to pedestrian comfort on all planned roads. It is also suitable for temperate climates as it is air-conditioned with a natural ventilation system, thus saving energy. Conversely, since indoor shopping malls are covered by a roof, air conditioning can be kept under control, but energy costs are quite high. In composite shopping malls, indoor spaces are planned with open spaces to be in the center (Wiratno et al., 2019).

The exterior is always associated with art or aesthetics, since the exterior is the visitors' first mirror, tenants play a very important role in creating an external impression in activities in a shopping mall. "In the outdoor building model of the shopping mall, comfort should always be at the forefront for both tenants and visitors. In this context, access to the building and building form is very important in the outdoor design of the shopping mall" (Wiratno et al., 2019).

The Store Layout Plan is related to the location of the tenants in the shopping center within the shopping center and relative to each other. These; are the location of the attraction points, the regional location of the other spaces, and the circulation features (Wiratno et al., 2019).

Attraction points are important units that attract and guide customers to shopping malls. For this reason, the location, accessibility, and target audience of the attraction points are very important (Wiratno et al., 2019). According to Kevin McGhee (1987), the positions of the attraction points relative to each other can be linear, L-type, and Y-type (Figure 1). In linear positioning, the distance between two shooting points is the shortest. Thus, visitors can provide direct directions to the stores. In an L-type arrangement, when the customer exits from both directions, he encounters another attraction point. Finally, unlike the others in Y-type positioning, regional squares are formed in the center of the attraction points.



**Figure 1.** Linear type, L type, Y type (Kevin McGhee, 1987)

The first of the circulation features of the store layout is the features of the circulation elements. The circulation system in a building may consist of corridors, halls, stairs, escalators, ramps, escalators, moving platforms, and elevators, however, it may vary according to the function and form of the building.

Another of the store circulation features is circulation schemes (Wiratno et al., 2019). Here, rather than the feature of circulation, their position relative to each other and the way they lead the visitors to the fore. According to Avriansyah (2010), shopping center circulation systems are of three types: multi-aisle system, plaza system, and market system. In the multi-corridor system, there are many corridors, and the quality of the corridors is the same (Wiratno et al., 2019). For this reason, there is no emphasis on any store or unit (Figure 2).

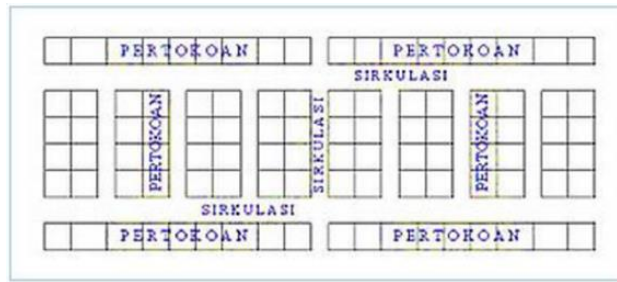


Figure 2. Multi-corridor system (Avriansyah, 2010)

There is a large-scale activity area at the center of the units in shopping malls with a plaza system. The emphasis is on this area, and the other units are positioned far from the center in a hierarchy with corridors in order of importance (Wiratno et al., 2019) (Figure 3).

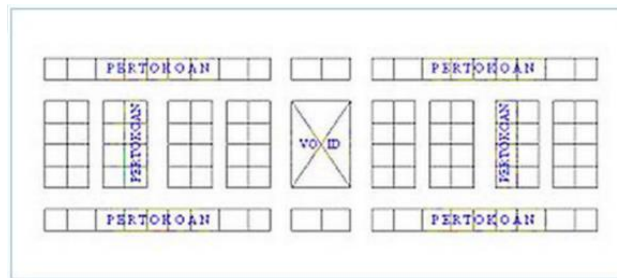


Figure 3. Plaza system (Avriansyah, 2010)

In a shopping center with a market system, there is another axis consisting of one or more atriums in the middle of the store axes. This axis creates a focus by showing a main road feature in circulation (Wiratno et al., 2019) (Figure 4).

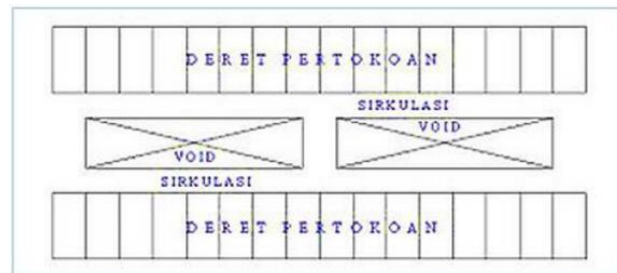


Figure 4. Market system (Avriansyah, 2010)

The possibilities related to the physical comfort of the customer are very important as they indirectly support the shopping action (Wiratno et al., 2019). These possibilities are briefly; visual comfort, auditory comfort, thermal comfort, and universal design (Terece & Berkin, 2019). In addition, the arrangement of the shopping center by considering the location and target audience of the tenant types chosen is also important in terms of not creating a perception of the influx of visitors. Finally, there are the facilities provided to the tenants who are the attraction points. These; tenant type, arrangement principle, target focus, the role of technology, and other types of tenants (Brown & Lubelczyk, 2018) (Table 2).

Table 2. Attractive point features (Brown & Lubelczyk, 2018)

<b>CONSUMER ENGAGEMENT</b>	<b>Anchor tenants</b>	Traditional retailers	→ <b>Retail, residential, entertainment</b>
	<b>Organizing principle</b>	Retailer and manufacturer 'push'	→ <b>Consumer 'pull'</b>
	<b>Primary focus</b>	Selling things	→ <b>Consumer engagement</b>
	<b>Role of technology</b>	Powering the system	→ <b>Connecting buyers, sellers, and places</b>
	<b>Tenant mix</b>	Mass market	→ <b>Market of one</b>

The main factor supporting the success of a shopping center in the current competitive environment is its management, which we can call the brain of that workplace. Management has duties such as pushing consumers to buy goods and promoting the brand image. Wiratno et al. (2019) divided management into three main components: mall general management, customer comfort quality management, promotion, and publications. While it covers the general management of the building, the mission and corporate culture of the institution, property and maintenance management, service and expert staff, experience and relations with the tenants; customer comfort, quality management, safety, cleanliness, and well-organized parking; promotions and publications support shopping mall promotional programs, the quality of exhibitions and large events (Wiratno et al., 2019). Attractive Points are the tenants that create a 'Landmark' effect for shopping malls with a regulated circulation system in the plaza and market system (Wiratno et al., 2019). As mentioned before, circulation is one of the important topics for the shopping center, which is shaped according to the ways that customers will follow in a planned manner. According to Wiratno et al. (2019), the interior design of a shopping mall includes all the arrangements from the concepts of its tenants to the overall shopping mall interior design. Transportation is one of the important outdoor design parameters of a shopping mall. Parameters to be possessed for effective transportation; Its strategic location, environmental quality, distance to important centers, and alternative routes, especially in areas with high traffic density (Wiratno et al., 2019). The structure is a parameter related to the form of the shopping center. As Avriansyah (2010) stated, it offers different shopping experiences depending on whether it is open, closed, or composite.

In a presentation made by Gravel (2014) in ICSC European Retail Property School, while classifying the design trends of Shopping Centers, it exemplified the shopping centers built in recent years, sub-parameters as landmark architecture, color and light, vertical merchandising, sustainability, exploration areas, and technology. In addition to Gravel's classification, Loy's (2010) 'Landmark Architecture', that is, the factors that make up the status of a building as a landmark, scale, design, location, function, landscape, and people.

Kevin McGhee (1987) classified the architectural features of shopping malls as material selection, entrance design, urban furniture, shop front design, floor design, and lighting in outdoor design.

### **3. Material and Method**

As can be seen in Figure 5, because of the literature research, classifications of shopping center design criteria from different perspectives have been revealed. Existing classifications were synthesized, and a control chart was created to help examine the relationship between Generation Z and the shopping center. In this classification, in addition to interior and exterior design at the architectural scale, other features related to the marketing work area such as interior layout features, shopping mall management, and facilities that support sales, which have a large share in regulating the relationship between the shopping center and consumers, are also included.

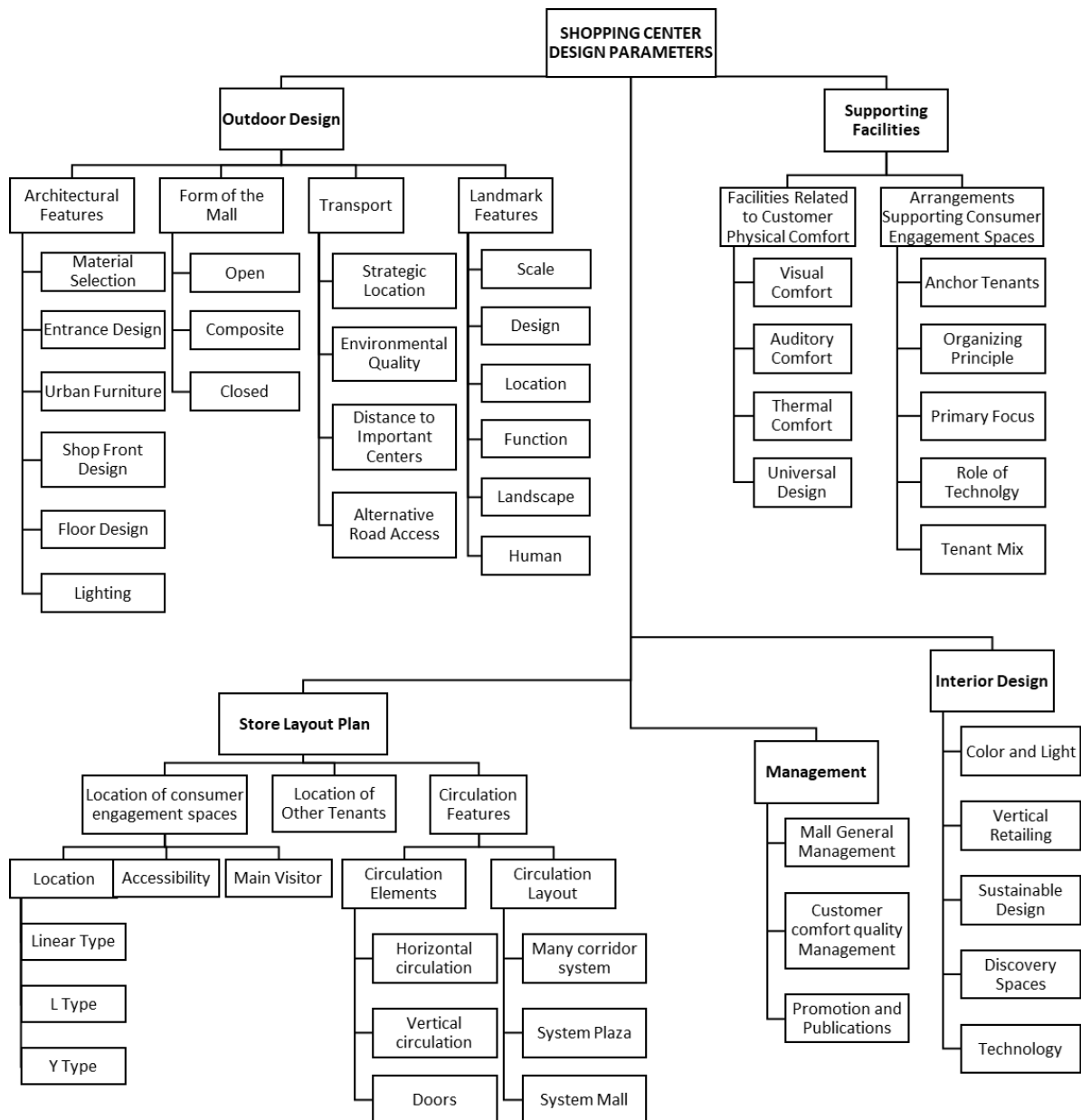


Figure 5. Shopping center design criteria

#### 4. Findings and Discussion

Shopping center projects designed and implemented by selecting the Z generation (new generation) target audience were determined and re-examined within the scope of the synthesized shopping center design criteria. While conducting this examination, help was taken from the control table consisting of the criteria synthesized in the previous title and set forth as in Figure 5. Shopping centers built in as many different geographical regions as possible were selected and re-examined, and the parameters that come to the forefront in all of them formed the basis of the criteria that should be kept at the forefront in the design of shopping centers suitable for the Z generation. Selected shopping malls: Z Center (Croatia/Zagreb), TX Huaihai (China/Shanghai), Meydan AVM (Turkey/Istanbul), La Part-Dieu (France/Lyon), T1 Mall (Estonia/Tallin), BEO Shopping Center (Serbia/Belgrade), American Dream (United States/Miami), Mall of Emirates (United Arab Emirates/Dubai), AEON Malls (Vietnam/Hanoi), Markthal (Netherlands/Rotterdam).

##### 4.1. Examples of Z Generation Shopping Centers

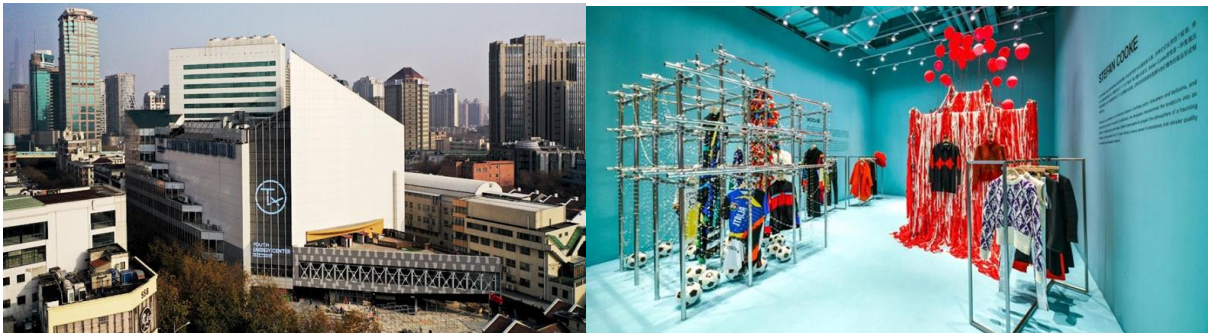
**Z Center:** It is possible to say that the Z Center shopping center, designed as a new-generation shopping center, attaches particular importance to the exterior design. So much so that the exterior design has

focused on the choice of materials, urban furniture, floor design, and lighting from its architectural features. A composite form was preferred as the shopping mall form, in a strategic location in terms of transportation and being a landmark, location, function, landscape, and human factors were emphasized (Figure 6). In addition, additional systems have been used by considering the physical comfort of the customer in terms of thermal comfort, which is one of the supporting possibilities. Finally, it can be said that sustainability is discussed with the use of local materials in interior design (The Plan, 2022).



**Figure 6.** Z Center (The Plan, 2022)

**TX Huaihai:** Located in Shanghai, TX Huaihai is located at a strategic point with both indoor and outdoor use. It is located both on an important street and close to important shopping centers. In addition, a dynamic arrangement suitable for continuous change is aimed at the principle of choosing the tenants that will attract the attention of the Z generation from the supporting opportunities. The new generation is attracted to the shopping center by creating exploratory, intriguing, and technological spaces that will evoke the effect of a museum in the interior (Figure 7) (Delacharlerie, 2021).



**Figure 7.** TX Huaihai (Wonderland, 2019)

**Meydan AVM:** Providing its visitors with the experience of shopping in the open space to a large extent, Meydan AVM has also carried the shopping function it offers indoors to the outdoors with glass partitioned stores and urban furniture placed outdoors (Figure 8). In addition, it did not limit its target audience to certain classes of society but expanded its tenants by choosing from large retail stores that appeal to the large masses. It has been accepted as one of the good examples in terms of 'sustainable design' in Turkey with its large green roof application, maximum use of daylight in the interior, and other applications (Figure 9) (Babmagazine, 2019).





Figure 8. Meydan AVM



Figure 9. Meydan AVM (Babmagazine, 2019)

**La Part-Dieu:** In the project of transforming La Part-Dieu shopping center into new generation shopping centers, firstly, the relationship with the city was established. This relationship has been achieved by rearranging the entrances, façade design, and new regulations that make outdoor use convenient. In addition, energy consumption has been reduced with the glass openings created in the pan to increase the use of daylight in the interior (Figure 10).



Figure 10. La Part-Dieu (Lyon Part-Dieu, n.d.)

**T1 Mall:** Located at the intersection of various transportation axes in the city, T1 Mall is strategically located in the city center. A city was formed inside the outer mass, which was designed as a closed box in form (Figure 11). The sense of urbanity and spaciousness created in the interior design are the main themes that make up the interior atmosphere of the shopping mall. While the inner large atrium (square) and corridors (streets) connected to the atrium are the features that give the feeling of the city, the feeling of spaciousness is provided by the use of high ceilings and the glass spherical openings on the roof. In this way, energy consumption is minimized by taking maximum daylight into the interior. With the presence of works of art centers in the atriums in the interior, a pleasant ambiance was created and contributed to a different shopping center experience (Figure 12) (The Baltic Times, 2018).



Figure 11. T1 Mall (Ober Haus, 2019)



Figure 12. T1 Mall (Treiman, 2018)

**BEO Shopping Center:** BEO Shopping Center has achieved its integration with the city by using the entrance design and associated street furniture (Figure 13). In addition, it is intensive use due to its location at the intersection of important streets and its proximity to important centers. Designed with the claim of offering a new-generation personalized shopping mall experience, BEO Shopping Center offers its customers maximum natural light and air quality in comfortable interiors by choosing the types of tenants according to certain criteria. In addition, this situation added value to the shopping center in terms of sustainability (Taylor, 2021).



Figure 13. BEO shopping center (Across Magazine, 2020)

**American Dream:** It can be said that the American Dream shopping center is planned as an attraction center with exploration areas that aim to provide different experiences to its visitors, unlike the current shopping center concept. Set on undeveloped land on the Florida Turnpike, American Dream Miami is more like an amusement park than a traditional dumbbell-shaped mall, and the complex includes a giant indoor pool, water park, indoor ice rink, artificial ski slope, "submarine" rides, dozens of It includes a restaurant and approximately 1,200 shops (Figure 14) (Garfield, 2018).



Figure 14. American Dream (Garfield, 2018)

**Mall of Emirates:** Different from the classical shopping center concept, Mall of Emirates has determined its target audience with its prestigious brands and appealed to a certain segment. It also aims to provide its visitors with the experience of skiing in Dubai with the Dubai Ski it contains (Figure 15). Easy access by the metro and its location on a central street also positively affect the number of visitors (Dubaihakkinda, 2017).



Figure 15. Mall of Emirates (Dubaihakkinda, 2017)

**AEON Shopping Center:** In addition to its shopping function, AEON Shopping Center is designed as a new-generation, sustainable living, and entertainment center where visitors can experience Japanese culture and life (Figure 16) (Van, 2019). With these features, it is seen that it is designed with a different approach from the current shopping center perception.



Figure 16. AEON shopping center (Mavink, n.d.)

**Markthal Shopping Center:** Having developed a new approach to the marketplace shopping order, Markthal Shopping Center has succeeded in creating a new center in the city with its historical texture and functions. In addition, it created a focal point by designing its architecture in the form of an arch to contrast with the surrounding structures. Local brands were given priority by mostly including food and beverage sales areas as a tenant type, and their relationship with local and ethnic identity was strengthened. The display of flowers and food images of famous artists in high resolution on the inner

wall of the arch also gave visitors different feelings about the space. On the contrary, the outer surface of the arch is covered with a gray neutral ceramic, contributing to the foreground of the colors in the interior. Historical ruins belonging to different periods of Rotterdam, which emerged during the construction of the building, were integrated into the circulation system, allowing visitors to visit a permanent exhibition at the same time while shopping. Arrangements have been made to allow the use of natural light in the planning of privately owned flats of the building, which was awarded the sustainability certificate with the degree of 'very good' by BREAM. Maximum natural light intake is provided to the market hall with an all-glass coating on the exterior (Figure 17) (MRVDV, n.d.).



**Figure 17.** Markthal shopping center (MRVDV, n.d.)

10 different shopping malls, which are described as 'next generation' shopping centers in the literature, were examined and the prominent design principles of each were marked in the relevant column in the control table created with the current design criteria (Table 3). In the table, the most emphasized principles were highlighted and evaluated, and the principles that should be emphasized in the design of the 'new generation' shopping center suitable for the Z generation were revealed.

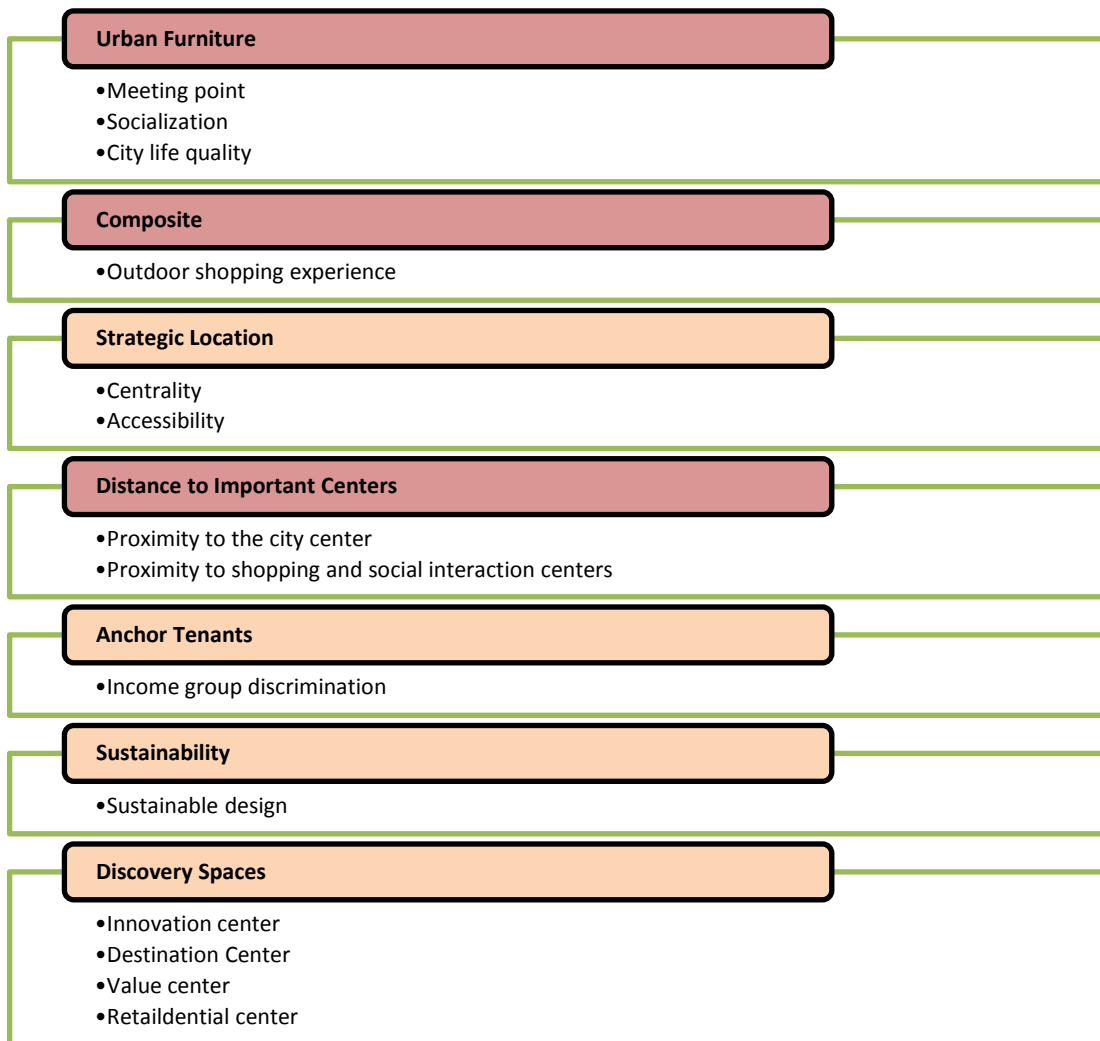
10 different shopping malls, which are described as 'next generation' shopping centers in the literature, were examined and the prominent design principles of each were marked in the relevant column in the control table created with the current design criteria (Table 5). In the table, the most emphasized principles are highlighted and the principles that should be emphasized in the design of the 'new generation' shopping center suitable for the Z generation are revealed. According to the results of the case studies, the parameters observed in 7 or more 10 samples were accepted as 'primary importance', and the principles observed in 4-6 samples were accepted as 'secondary importance'. In this context, the strategic location of shopping centers, the types of tenants, their sustainability, and discovery areas are of primary importance for the design of shopping centers suitable for the Z generation. The use of urban furniture, the composite shopping mall form and the distance of the shopping center to the important centers are among the principles that should be in the shopping centers suitable for the Z generation at the level of secondary importance.

Table 3. Z Generation shopping center design parameters sample analysis result table

		Z Center	TX	Huaihai	Meydan	AVM	La Part-	Dieu	T1	Mall	BEO	American	Dream	Mall of	Emirates	AEON	Markthal		
Outdoor Design	Architectural Features	Material Selection																	
		Entrance Design																	
		Urban Furniture																	
		Shop Front Design																	
		Floor Design																	
		Lighting																	
	Form of the Mall	Open																	
		Composite																	
		Closed																	
	Transport	Strategic Location																	
		Environmental Quality																	
		Distance to Important Centers																	
		Alternative Road Access																	
	Landmark Feature	Scale																	
		Design																	
		Location																	
Function																			
Landscape																			
Human																			
Store Layout Plan	Location of consumer engagement spaces	Location																	
		Linear Type																	
		L Type																	
	Location of Other Tenants	Y Type																	
		Accessibility																	
		Main Visitor																	
Circulation Features	Circulation Elements	Horizontal circulation																	
		Vertical Circulation																	
		Doors																	
	Circulation Layout	Many corridor system																	
		System Plaza																	
System Mall																			
Supporting Facilities	Facilities Related to Customer Physical Comfort	Visual Comfort																	
		Auditory Comfort																	
		Thermal Comfort																	
		Universal Design																	
	Arrangements Supporting Consumer Engagement Spaces	Anchor Tenants																	
		Organizing Principle																	
Primary Focus																			
Role of Technology																			
Tenant Mix																			
Management	Mall General Management																		
	Customer comfort quality Management																		
	Promotion and Publications																		
Interior Design	Color and Light																		
	Vertical Retailing																		
	Sustainability																		
	Discovery Spaces																		
Technology																			

## 5. Conclusion and Suggestions

As seen in the examples examined (Figure 18), urban furniture stands out as a meeting point for new-generation shopping malls, a socializing place, and an element that increases the quality of life in the city. The fact that the shopping center form is composite, that is, it is designed for the effective use of both indoor and outdoor spaces by the visitors, is also important for the new shopping space phenomenon. In addition to these, the shopping center's location on busy streets, its location on transportation networks, and its proximity to the city center or other important shopping and social interaction points are also features that should be considered for shopping centers to be designed for the Z generation. The fact that the tenants of the shopping and service units of the shopping centers are consciously chosen according to their income groups and target audiences is one of the points to be considered. Finally, it can be said that it is important to design shopping malls integrated with discovery spaces, considering that the Z generation, who are hedonic consumers, can make purchases more easily in places that arouse curiosity. The roles assigned to the shopping center by Generation Z have revealed the necessity of transforming shopping centers into a few experience centers. For this reason, the areas of discovery for the Z generation in shopping centers were questioned through these four concepts: innovation center, attraction center, values center, and life center. The state of being an innovation center in shopping centers is to support the shopping function with areas with the latest technology. Areas related to the attraction include attractions and entertainment activities. Values center refers to areas that reflect the culture of any ethnic group and a social or political message. Finally, for a shopping center to be perceived as a living center, it must have areas that meet daily needs.



**Figure 18.** Design parameters and concepts of Generation Z shopping malls with primary and secondary importance

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All authors contributed equally to the article. There is no conflict of interest.

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