SEATING PREFERENCES OF THE STAFF THAT USES ÇANKAYA UNIVERSITY CAFETERIA*

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ABSTRACT

To know the users' preference makes it possible to design functional, comfortable and high quality spaces. The analysis of seating preferences of the cafeteria users will enable a well-designed cafeteria to continue as a successful commercial enterprise. The aim of the research is to find out which places are preferred by users in a cafeteria and how their preferences are determined by age, gender and profession factors. The research data was obtained by physical space analysis, observation and interview method after having drawn the sketch of cafeteria space. Data was collected by an interview with 65 users randomly chosen from Çankaya University staff. The result of the research reveals that the seating preferences are influenced by spaces near windows with broad daylight and outdoor view. Contrary to the literature, user's age, gender and profession do not effect their seating preferences.

Keywords: Seating Preferences, Interior Design, Cafeteria Interiors, Day Lighting

ÇANKAYA ÜNİVERSİTESİ KAFETERYASINI KULLANAN PERSONELİN OTURMA TERCİHLERİ

ÖZ

Mekân tasarımında kullanıcı tercihlerinin bilinmesi; işleve uygun, kullanıcı konfor koşullarını sağlayan ve kaliteli tasarıma sahip mekânların yaratılmasına olanak sağlamaktadır. Kafeterya kullanıcılarının oturma alanı tercihlerinin analiz edilmesi, iyi tasarlamış bir kafeteryanın yoluna başarılı bir ticari işletme olarak devam et-

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mesini sağlayacaktır. Bu araştırmanın amacı, kullanıcıların oturmak için kafeteryada hangi alanları tercih ettikleri ve bu tercihlerinin yaş, cinsiyet ve meslek gibi faktörlerden nasıl etkilendiğinin belirlenmesidir. Araştırma verileri; Çankaya Üniversitesi'nin kafeterya alanının krokisinin çizilmesi suretiyle fiziksel mekân analizi, gözlem ve görüşme yöntemleri kullanılarak elde edilmiştir. Veriler, Çankaya Üniversitesi personeli arasından rastgele seçilmiş 65 kafeterya kullanıcısı ile yapılan görüşme ile toplanmıştır. Araştırma sonuçları, kullanıcıların oturma alanı tercihleri üzerinde gün ışığını daha fazla alan ve manzaraya sahip olan pencere önündeki mekânların etkili olduğunu göstermektedir. Literatürün aksine araştırma verileri kullanıcıların yaşlarının, cinsiyetlerinin ve mesleklerinin oturma tercihlerini etkilemediğini göstermektedir.

Anahtar Kelimeler: Oturma Tercihleri, Iç Mekân Tasarımı, Kafeterya Iç Mekânı, Doğal Aydınlatma

INTRODUCTION

Human factor is a subject that has been examined by specialists for centuries and it is an interdisciplinary concept. Human factor was investigated in terms of physiological and psychological effects because preferences are concerned with these disciplines.

Preferences are very important to human beings for the reason that the preferences of people reflect them directly. These preferences may be affected by some factors such as personal and environmental factors. Seating preferences of people in a place can change depending on many factors. The seating preferences of cafeteria users may change according to personal factors such as age, gender, personality, profession and physical state of users and psychological and physical factors arising from environmental factors. These factors include stress caused by noise, crowding, lighting level, etc.; spatial features such as furnishing allocation, outdoor views, circulation, heating level, interior design, etc.

According to Wang and Boubekri, daylighting and building occupants have showed that the psychology of daylighting is related to increased satisfaction and wellbeing (Butler and Biner, 1987, s. 695; Collins, 1975, s. 54; Heerwagen and Orians, 1986, s. 623; Leather et al., 1998, s. 739; Yildirim et al., 2007, s. 154). The desire for outdoor views is strong in the workplace because people sit for long hours at their desk and window access is related to higher comfort ratings and can increase job satisfaction (Collins, 1975, s. 37; Nagy, Yasunaga, Kose, 1995, s. 123; Yildirim et al., 2007, ss. 154-165; Vischir, 1996, s. 126; Finnegan and Solomon, 1981, s. 291; Leather et al., 1998, s. 739).

It is important that the seating preferences of user in the cafeterias are known in terms of user friendly interior design and successful commercial establishment.

FACTORS AFFECTING HUMAN PREFERENCES

Personal Factors

Personal factors affect our preferences. These factors involve age, gender, personality, profession and physical state. Age may be an important factor for preferences. In every age, preferences can change. Preferences of children, adolescents, adults and elderly may be different. Gender may also influence our preferences. Males and females are different from each other, in many physical and physiological ways. Preferences may be further affected by personality. Preferences illustrate the personality as well. For instance, sociable people are different from unsociable people. Similarly, their preferences are different. Profession is another important factor that influences preferences. It contributes to personality in many ways. In the previous studies, these issues were studied.

Our preferences are influenced by some factors such as, social factors, demographic factors and our behaviors. For example, more sociable people tend to prefer more seats in the entertainment area of their homes On the other hand; non- sociable people prefer a more silent space. However, the problem was investigated in general in this research. Preferences of sociable people may change according to their age, gender, profession or culture. For instance, sociable elderly people may not like spaces that are for entertainment with a high sound (Gifford, 2013, ss. 541-579).

Personal space, territoriality, crowding and privacy have effects on the relationships between human and environment. Personal space is related to gender, age, culture and personality. It shows that differences of gender, age, culture and personality cause different behaviors that are demonstrated by people in the same place. The relationship between preferences and factors affecting choice was examined in detail in this research study (Cassidy, 1997, ss. 48).

Personal factors that affect preferences were analyzed. In Cassidy's study, profession may have an effect on preferences. For instance, what are the seating preferences of a doctor? Or what are the seating preferences of an interior architect? Are they same or different? All answer of these questions may be curious. Preferences can be examined in terms of gender differences. The result indicates that preferences related to the environmental characteristic were affected by the social statue much more than the gender. This research showed that profession affects preferences (Bostanoğlu, 1985, ss. 73).

Some researchers observe this relating it to seating preferences and personal factors in the classroom (Todusek and Staton- Spicer, 1982, ss. 159-163). They claim that students that have similar personality characteristics preferred to sit on the central seats. Their research supports that preferences are affected by personality. However, age and gender were undervalued in the study. If age and gender factors have been considered, result might be different.

Another study is Pedersen's study. The study demonstrates that privacy influences seating preferences of a student in the classroom. It shows that students that sit at the back of the room have high privacy preferences. Similarly, this study suggests the idea that personality influences seating preferences (Pedersen, 1994, ss. 393- 398).

Environmental Factors

Environmental factors include air conditions, lighting and acoustics. Preferences may be affected by these environmental factors. Some people do not have comfort in cold places while some people do. Some people like bright places. Some people like dark places. Some people like high level of music, whereas some people like low level of music.

In addition, color may influence preferences. Some people like spaces designed with warm colors; however, others prefer places with cold colors. In brief, environmental factors may influence everyone differently.

Indoor smells have a very strong effect on behavior. People identify places by their smell. If people like the smell of a space, they might stay longer in the space. If they do not like, they might not stay. People are affected by smells in spaces (Brebner, 1982, s. 98).

Preferences are influenced by both environmental factors and design. The research asserts that level of illumination affects the visual activity. The research also argues that furniture characteristics such as hard, soft, low and tall influence our preferences. In the study, subjects are examined in term of factors and the importance of design affects preferences. If people do not ambience of the place, they do not want to stay there. This is the same as furniture. In brief, design has a significant effect on people's preferences (Dempsey, 1974, s. 223).

SEATING

Seating is a posture of human body. People sit in a place with different aims. Gifford claims that there are four types of seats. These are seats for working, leisure, travel and special purpose. In this research, a cafeteria where seats for leisure are placed has been examined. Seating preferences are influenced by many factors. One of them is seating arrangements. There are many kinds of seating arrangements. These seating arrangements may have differences in terms of their functions. For example, a classroom seating arrangement is different from that of a restaurant, a hospital or a hotel (Gifford, 2013, ss. 541-579).

Seating preferences of Taiwanese and American respondents are different from each other. The results of the research show that although Taiwanese

respondents are more likely to prefer side seating, American respondents are less likely to prefer corner seating. Culture, sex of respondents and sex of interaction partners have influence on the seating preferences of respondents (Cline and Puhl, 1984, ss. 199-219). Seating preferences are influenced by environmental factors. In the research, both daylight and outdoor views affected subjects' seating preferences. In the case study, subjects preferred the light penetrated places for both relaxing and working (Wang and Bouberi, 2009, ss. 226-238).

Our spatial behaviors can change depending upon function of the room, room size and the number of people in a room. Room size and the number of people in a room are investigated particularly. Some people prefer small rooms while other people would like a big room or some people desire a crowded room, while others do not (Heimstran and McFarling; 1974, s. 102). Cafeteria seating arrangements can be rectangular or circular. These arrangements influence our preferences greatly. Many researches are done about the relationship between seating arrangements and human behaviors.

One of these research studies is Michelini's and et al. study. There is a relation between position in a sitting arrangement and group participation. In the study, a simple central-position hypothesis is compared with centrality and high visible accessibility. The results indicate that the central-position hypothesis proposes who will start most communication precisely. However, the central-position-plus-high-visibility hypothesis appears to be better in expecting who will probably control the overall group interaction (Michelini, Passalacqua and Cusimano, 1976, ss. 179- 186).

Leventhal and et al. observe seating behaviors of people at rectangular table in social settings and non-social settings. In social settings, opposite sex pairs prefer a side by side seating arrangement. However, same sex pairs, especially males choose to sit across from one another. Individuals prefer the side by side seating arrangement regardless of sex, in non-social settings. The research shows the relation between sex and space function and the effects they have on people's seating preferences (Leventhal, Lipshultz and Chido, 1978, ss. 21-26).

CASE STUDY: THE ROLE OF AGE, GENDER AND PROFESSION OF FACULTY STAFF ON THE SEATING PREFERENCE IN CAFETERIA

Subjects:

The sample of the study was made randomly with 65 Çankaya University staff from five faculties and other departments. Faculties were Art and Sciences, Engineering and Architecture, Law, Economics and Administrative

Sciences and Department of Basic and Elective Courses. Other departments consist of the Board of Trustees, Rector's Office, Secretary General, Legal Advisor, Finance Department, Public Relations Office, Computer Center, Support Services and Safety Office, Cultural Affairs Office, Library, Construction Affairs and Technical Works Office and Career Development Center. 45 of the 65 subjects are male and 20 subjects are female. Age of the subjects is grouped as under 35, 35-45, 45-60 and over 60.

Setting:

The case study was conducted in the cafeteria at Çankaya University. The cafeteria consists of two main parts. These parts are referred to as A and B. Space B is larger and brighter than space A. Both spaces have rectangular and circular tables (see figure 1.).

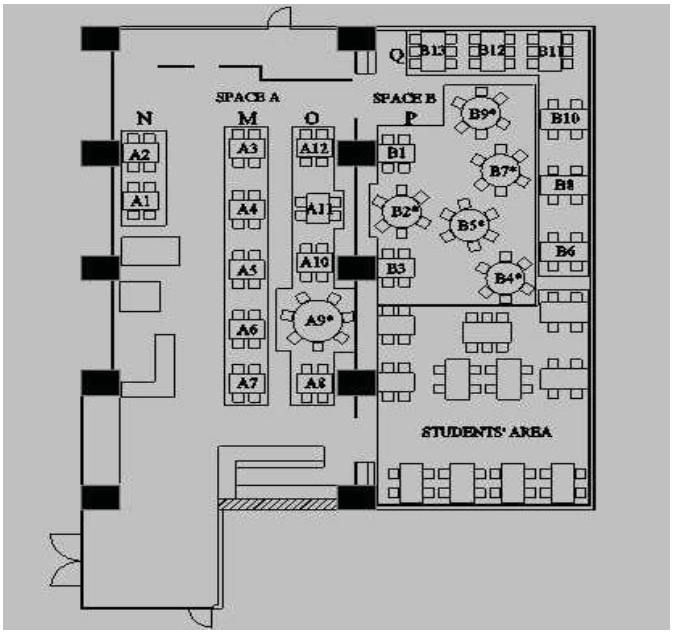

Figure 1. Cafeteria Sketch

Tables in the students' section were not numbered. Tables belonging to space A and B also were grouped according to cafeteria's layout as M, N, O, P, and Q. Table groups M, N and O were closest to the entrance and the food court, but they did not have outdoor view. Table groups Q and P had daylight and Q also had outdoor view. Tables were grouped by evaluating all the data.

Research Method:

Personal and environmental factors were examined in the scope of this study. This research studies the seating preferences of university staff at the cafeteria. The main hypothesis of this study is that people prefer to sit near windows. However, this preference may be affected by some personal factors such as age, gender and profession. Sub-hypothesis of the research is as follows:

- Age factor affects people's preference to sit near windows.
- Gender factor affects people's preference to sit near windows.
- Profession factor affects people's preference to sit near windows.

Preferences have been investigated by some researchers, but in these studies where seating preferences have been examined, personal factors have been ignored. Thus, in this study, seating preferences were researched in detail. During the research, various methods were used. These methods were literature search and field studies. Literature search involved the relevant books, articles and theses. Empirical search included observation, interviews with university staff and space analysis. Case study was done in the university's cafeteria. Firstly, space analysis of the cafeteria where observation was done and the interview was conducted by the author. This was followed by observation and interviews, respectively.

The case study was envisaged to conduct observation and interview in the cafeteria to collect data. The process started with space analysis. The cafeteria was measured and its sketch was drawn with all furniture. All tables were grouped by giving numbers (see figure 1.). A day later, observation was made in the cafeteria between the hours 11.40am and 13.20pm (see table 1., table 2. and figure 2.). In these processes, a photograph was taken every ten minutes in the cafeteria. Following days, interviews were made randomly with 65 university staff between the hours 12.00am and 13.30pm. The interview was conducted by using an ultimate structured interviewing method in which the questions are the same for all subjects (Krathwohl, 1997).

The interviews consisted of six questions about table number, age, gender, faculty, table preferred in case where all tables are empty, and the reason for it (see Appendix A). Table number and gender were not asked to the staff because they were previously known.

Analysis and Result:

The observation was made to indicate the relationship between occupancy rates of table groups and time. Staffs were observed on a Thursday between the hours 11.40am and 13.20pm (see table 1., table 2. and figure 2.).

Table 1. Occupancy of Table Groups According to Time

	11:40 AM	11:50AM	12:00 AM	12:10 PM	12:20 PM	12:30 PM	12:40PM	12:50PM	13:00 PM	13:10 PM	13:20 PM
N			3	4	8				5	6	4
M				1	4	4	3	3		3	8
O		4	5	10	7	5	2	1	2	3	
P	2	4	9	8	2	18	17	17	12	13	2
Q	2	17	19	16	15	6	10	12	11	3	2
∑	4	25	36	39	36	33	32	33	30	28	16

Table 2. Occupancy Percentages of Table Groups According to Time

	11:40 AM	11:50 AM	12:00 AM	12:10 PM	12:20 PM	12:30 PM	12:40 PM	12:50 PM	13:00 PM	13:10 PM	13:20 PM
N			8,3	10,2	22,2				16,6	21,4	25
M				2,5	11,1	12,1	9,3	9,0		10,7	50
O		16	13,8	25,6	19,4	15,1	6,2	3,0	6,6	10,7	
P	50	16	25	20,5	5,5	54,5	53,1	51,5	40	46,4	12,5
Q	50	68	52,7	41,0	41,6	18,1	31,2	36,3	36,6	10,7	12,5
%	100	100	100	100	100	100	100	100	100	100	100

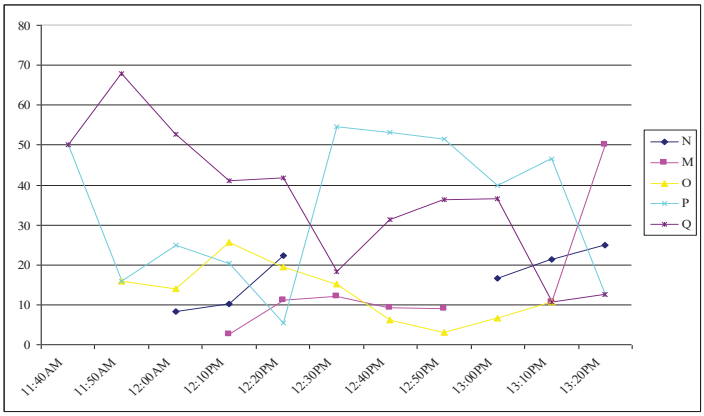

Figure 2. Occupancy Percentages of Table Groups According to Time

As it was projected in table 2. and figure 2., table groups Q and P were the most preferred groups with 52% and 54% percentages in the noon time. At the same time, table group N was the least preferred by staff.

Gender could be a factor affecting table preference. Thus, gender factor was included in the survey. The relationship between gender and table preferences was analyzed (see table 3., figure 3.).

Table 3. Occupancy Percentages of Table Groups According to Gender

	Male	%	Female	%	Total	%
N	5	11,1	4	20	9	13,8
M	4	8,8	1	5	5	7,6
O	9	20	3	15	12	18,4
P	12	26,6	2	10	14	21,5
Q	15	33,3	10	50	25	38,4
Total	45	100	20	100	65	100

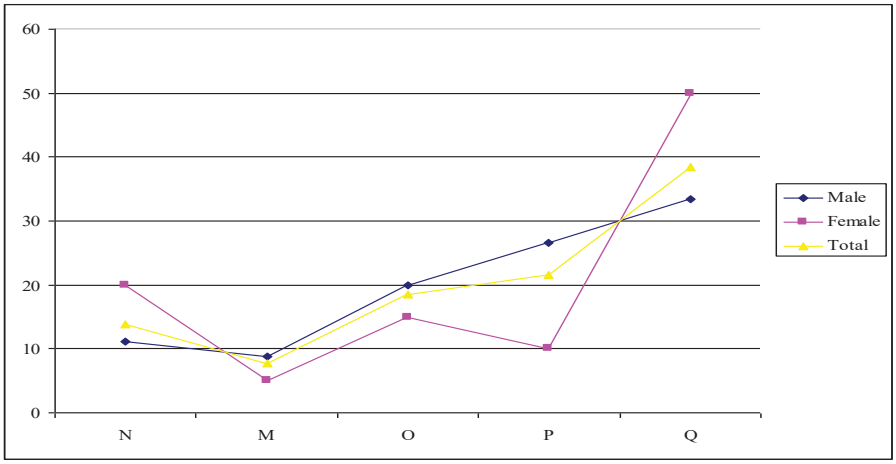

Figure 3. Occupancy Percentages of Table Groups According to Gender

As shown in table 3. interviews were done with 45 males and 25 females. Table group Q was the most popular group for the half of females as seen in table 3. and figure 3.. Similarly, one- third of males preferred table group Q. Table group Q is located near the windows. It has quite daylight and outdoor view. Table group M was the least preferred group by both genders. Table group M is located near the food service area and has not the daylight. Results indicated that gender factor did not have an effect on table preferences. The relationship between table preferences and age was exam-

ined in order to find whether there is an effect of ages on seating preferences. Ages were classified into four parts (see table 4., figure 4.).

Table 4. Occupancy Percentages of Table Groups According to Age Groups

	Under 35	%	35- 45	%	45- 60	%	Over 60	Tota
N			6	33,3	1	5,5	2	9
M	2	11,7			3	16,6		5
O	1	5,8	2	11,1	4	22,2	5	12
P	4	23,5	5	27,7	4	22,2	1	14
Q	10	58,8	5	27,7	6	33,3	4	25
Total	17	100	18	100	18	100	12	65

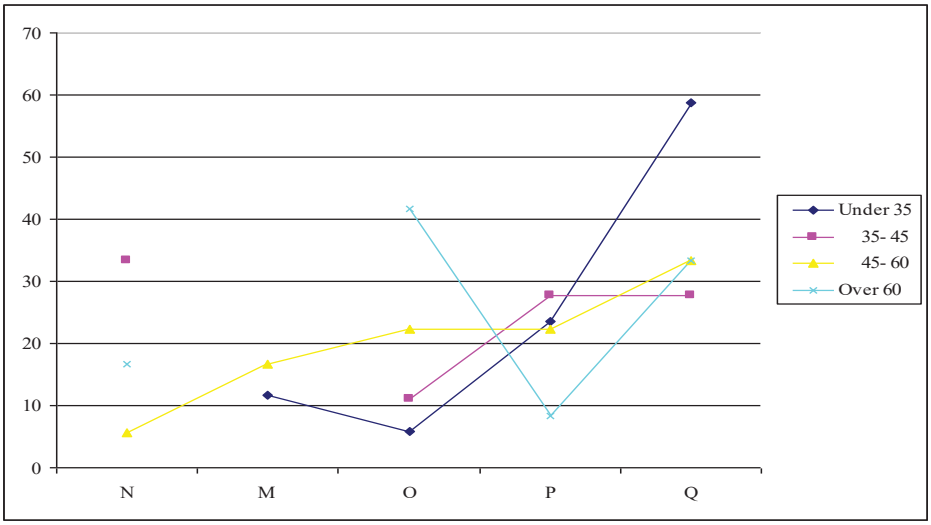

Figure 4. Occupancy Percentages of Table Groups According to Age Groups

As projected in table 4. and figure 4., 58% of under the ages of 35 preferred table group Q. Table preferences of the other age groups were similar to each other. The effects showed that young people would favor to sit in table group Q that has more daylight and outdoor view. Older people would

favor to sit in table group N near food service area. The food service in the cafeteria is self-service. Thus, young people may have preferred tables near the window away from food service area. It may be difficult to walk long distance with the food tray for older people. However, this percent cannot be considered as a satisfying result in terms of statistics analysis.

Staff's professions could affect their table preferences, so the relationship between table preferences and staffs' was studied. This interview involved five faculties and others columns (see table 5., figure 5.).

Table 5. Occupancy Percentages of Table Groups According to Staff's Faculties

	Art and Sci.	%	Eng. and Arch.	%	Law	%	Eco. and Adms.	%	Bas. and Elect.	%	Others	%	Total	%
N	6	75	1	4,7							2	37,5	9	100
M	1	12,5	2	9,5			2	22,2				25	5	100
O			2	9,5	7	53,8					3	12,5	12	100
P			7	33,3			6	66,6			1	25	14	100
Q	1	12,5	9	42,8	6	46,1	1	11,1	6	100	2	100	25	100
Total	8	100	21	100	13	100	9	100	6	100	8		65	100

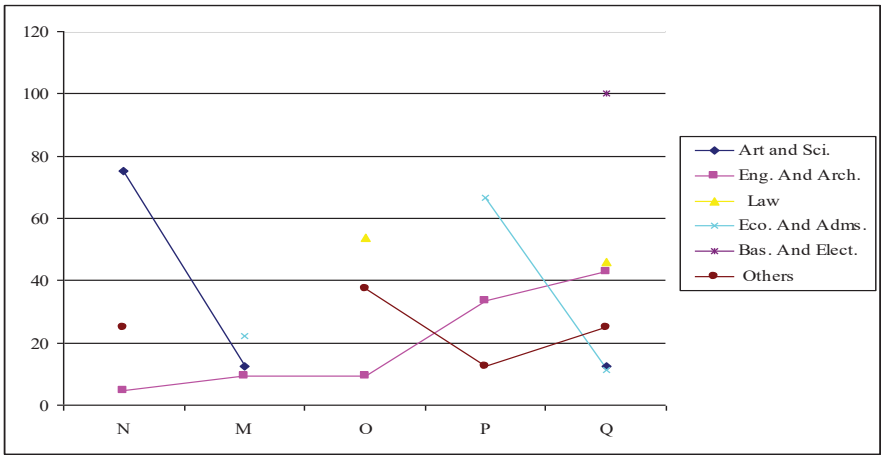

Figure 5. Occupancy Percentages of Table Groups According to Staff's Faculties

As shown in table 5 and figure 5, %75 of Art and Sci. staff preferred table group N, %42 of Eng. and Arch. staff opted for table group Q, half of Law department staff preferred table group O but the other half preferred table group Q, %66 of Eco. and Adms. staff opted for table group P, all of Bas. and Elect. staff preferred table group Q and %37 of others preferred table group O. The result showed that professions did not have an effect on staffs'

table preferences. Besides, the relationship between table preferences and faculties was investigated in terms of table groups (see table 6, figure 6). As projected in table 6. and figure 6., table group Q was favored by all faculties. It was most preferred by Eng. and Arch. staff. Likewise, this study indicated that there was no relationship between table preferences and faculties.

Different faculties' staff preferred different table groups in general. Table group Q was most preferred by all faculties' staff. This table group has the daylight and outdoor view. Thus, it is important that daylight and outdoor view affect seating preferences of the users. On the other hand, this table group was most preferred by Eng. and Arch. Staff. In particular, Faculty of Eng. and Arch. employing architects, interior architects and urban planners may have different intellectual level, culture and philosophy of life. Therefore, seating preferences of different faculties' staff may be different.

Table 6. Occupancy Percentages of Staff's Faculties according to Table Groups

	Art and Sci.	%	Eng. and Arch.	%	Law	%	Eco. and Adms.	%	Bas. and Elect.	%	Others	%	Total	%
N	6	66,6	1	11,1							2	22,2	9	100
M	1	20	2	40			2	40					5	100
O			2	16,6	7	58,3					3	25	12	100
P			7	50			6	42,8			1	7,1	14	100
Q	1	4	9	36	6	24	1	4	6	24	2	8	25	100
Total	8	100	21	100	13	100	9	100	6	100	8	100	65	100

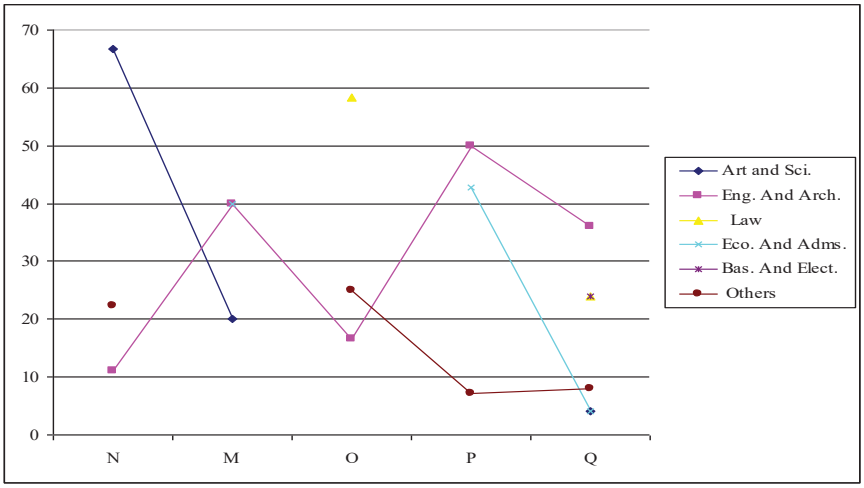

Figure 6. Occupancy Percentages of Staff's Faculties According to Table Groups

DISCUSSION

The results should be analyzed to compare this current study with other studies researched before. According to results, there are both similarities and differences with the statements which were mentioned in literature.

In the literature review, it is said that environmental factors and design affect users' seating preferences (Dempsey, 1974, s. 223). Another research on this subject specify that both daylight and outdoor views affected subjects' seating preferences (Wang and Bouberi, 2009, ss. 226-238). For instance, most people want to sit on the window side of the vehicles such as bus, train, aircraft, etc. Similarly they want to have house with a view or eat at a restaurant with a view. In general, people's approach is to sit in places with daylight and outdoor view. The results of the seating preferences in the case study supported the findings in literature. So, results showed that people prefer to sit near windows. A majority of university staff preferred tables that are located near the windows. It shows that users prefer areas with daylight and outdoor views in the cafeteria depending on obtained data.

Furthermore, it is said that personal factors have affects on users' preferences in the literature review. The main opinion is that seating preferences of users vary according to personal factors such as age, gender and profession (Cassidy, 1997, s. 48). In contrast to these findings in literature, the case study does not support this statement with analysis and observation results.

The results of the case study showed that a strong relationship between personal factors such as age, gender, and profession and seating preferences was not observed.

CONCLUSION

In this research, the main hypothesis that people prefer to sit near windows was supported through the research data. However, the relationship between seating preferences and personal factors such as age, gender and profession could not be observed. It is believed that if research had been done with more subjects and more time, the result would have been different in terms of personal factors. For instance, it could have been done three or four times per week for a month and with 300 or 400 subject instead of 65 subjects. Additionally, two different areas such as basic sciences and design could be analyzed in the case study. Therefore more strong results could be reached.

It is observed that seating preferences of users are affected by individual and environmental factors. In particular, the result of this research revealed that users prefer seating near windows. Within the scope of this research, the

effects of three factors such as age, gender and profession are analyzed. Other factors such as psychological and sociological may affect seating preferences are not examined in this research. It is observed that age, gender and profession do not have any effect on user preferences.

The research also reveals the importance of daylight and outdoor view in the space for preferences of users. Therefore, day lighting in cafeterias and similar places should be designed after suitable function analysis by interior architects. Besides furnishing allocation in the cafeterias should be organized by taking into account the outdoor view. The design of day light and outdoor view in line with user preferences have importance for users' comfort, satisfaction, interior design and commercial success of the establishment.

Additional Information

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Uzun Öz

İnsan faktörü uzun yıllardan itibaren uzmanlar tarafından araştırılan kapsamlı bir konudur. İnsanların davranışlarını doğrudan yansıtmalarından dolayı, tercihler insan fizyolojisi ve psikolojisi açısından oldukça önem arz etmektedir. Kişisel ve çevresel etmenler tercihleri etkileyen unsurlar olarak kabul edilmektedir. Daha önce yapılan çalışmalarda; doğal aydınlatmanın ve manzaranın kullanıcılar üzerindeki etkileri araştırılmıştır. Bu araştırmanın amacı, kullanıcıların oturmak için kafeteryada hangi alanları tercih ettikleri ve bu tercihlerinin yaş, cinsiyet ve meslek gibi faktörlerden nasıl etkilendiğinin belirlenmesidir. Kafeterya kullanıcılarının oturma tercihlerinin bilinmesi; kullanıcı odaklı iç mekân tasarımı ve başarılı bir işletme yaratma açısından önem taşımaktadır.

Araştırma verileri iki temel yöntem kullanılarak elde edilmiştir. İlki; ilgili makaleler, kitaplar ve tezlerin araştırılması kapsamında literatür araştırması ile sağlanmıştır. Diğeri ise; Çankaya Üniversitesi'nin kafeterya alanının krokisinin çizilmesi suretiyle fiziksel mekân analizi, gözlem ve görüşme yöntemleri kullanılarak alan çalışması ile elde edilmiştir. Veriler, Çankaya Üniversitesi personeli arasından rastgele seçilmiş

65 kafeterya kullanıcısı ile yapılan görüşme ile toplanmıştır. Bu 65 katılımcıyı beş fakülte ve diğer bölümlerden personeller temsil etmektedir. 65 katılımcının 45'i erkek, 20'si kadındır. Katılımcıların yaş aralıkları; 35, 35-45, 45-60 ve 60 üstü olarak belirlenmiştir. Çalışmanın ana hipotezi;" Kafeterya kullanıcıları oturmak için pencere kenarlarını tercih eder." olarak belirlenmiştir. Çalışmanın alt hipotezleri ise aşağıdaki gibidir:

- Yaş faktörü kafeterya kullanıcılarının oturma tercihlerini etkiler.
- Cinsiyet faktörü kafeterya kullanıcılarının oturma tercihlerini etkiler.
- Meslek faktörü kafeterya kullanıcılarının oturma tercihlerini etkiler.

Yapılan çalışma sonucunda elde edilen bulgular geçmişte yapılan çalışmalar ile karşılaştırılmıştır. Elde edilen verilerin literatürdeki çalışmalarla benzerlikleri ve farklılıkları olduğu görülmüştür. Literatür araştırmasında; çevresel faktörlerin ve tasarımın oturma tercihlerini etkilediği görülmektedir (Dempsey, 1974, s. 223). Diğer bir çalışmada; gün ışığı ve manzara faktörlerinin kullanıcıların oturma tercihleri üzerinde etkileri olduğu görülmüştür (Wang and Bouberi, 2009, ss. 226-238). Genellikle, çoğu kullanıcı otobüs, tren, uçak, v.b. ulaşım araçlarında pencere kenarındaki koltuklara oturmayı tercih etmektedirler. Benzer biçimde, kullanıcılar bir restoranda yemek yerken veya evde otururken bir manzaraya bakmayı tercih ederler. Genel olarak kullanıcılar gün ışığı alan ve manzaraya sahip olan mekânlara sahip olma davranışı sergilemektedirler.

Bu araştırma sonucunda elde edilen bulgular literatürde araştırması sonucunda bulunan bilgileri desteklemektedir. Sonuçlar; kullanıcıların mekândaki pencerelerin yakınına oturmayı tercih ettiklerini göstermektedir. Araştırma sonuçları Üniversite personelinin çoğunluğunun kafeteryada pencere yakınındaki masaları oturmak için tercih etiklerini göstermiştir. Ayrıca literatürde; kişisel faktörlerin kullanıcıların tercihleri üzerinde birtakım etkilere sahip olduğunun gösterilmesine rağmen araştırma sonuçları; yaş, cinsiyet ve meslek gibi kişisel faktörlerin kullanıcıların oturma tercihlerini etkilemediğini göstermiştir.

Bu araştırmada; "Kullanıcılar pencere yakınına oturmayı tercih eder." ana hipotezi araştırma verileri doğrultusunda desteklenmiştir. Fakat, oturma tercihleri ve kişisel faktörler arasında bir ilişki gözlemlenmemiştir. Araştırma, daha fazla katılımcı ile daha geniş zamanda yapılabilseydi, kişisel faktörler açısından farklı sonuçlar elde edilebilirdi.

Araştırma sonuçları, kullanıcıların mekân tercihlerinin üzerinde doğal aydınlatma ve manzara faktörünün önemini ortaya koymaktadır. Bu nedenden dolayı, iç mimarlar tarafından uygun işlev analizi yapıldıktan sonra kafeterya ve benzer mekânlardaki doğal aydınlatma tasarlanmalıdır. Ayrıca kafeteryadaki donatı elemanlarının yerleştirilmesi manzara faktörü dikkate alınarak yapılmalıdır. Kullanıcı tercihleri kapsamında doğal aydınlatmanın tasarımı ve manzara; kullanıcı konforu, verimi, iç mekân tasarımı ve ticari işletmenin başarısı açısından oldukça önem arz etmektedir.