



# *To what extent do architectural design choices influence consumerism and thus the success of shopping malls?*

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## **Abstract**

Shopping malls are a prominent part of modern society. However, what makes a shopping mall successful may lie in the architectural choices made whilst creating the mall. This research paper aims to first uncover the history of shopping and how it developed from bazaars to shopping malls. The paper then progresses to decode the essential architectural choices including strategic layout, interior design and the inclusion of additional facilities in shopping malls to analyse how when these choices are made strategically, they can enable consumerism and thus lead to the success of a mall. The aforementioned is supported by the inclusion of a real-life example of the Westfield Stratford City Mall in London.

## **Introduction**

Have you ever wondered why you tend to indulge in compulsive shopping once you enter a shopping mall?

Shopping malls have become a prominent feature of modern society. They are more than just commercial spaces consisting of stores; they are social, economic and entertainment hubs that make life easier and more enjoyable. In doing the aforementioned, all shopping malls have great architectural significance. For instance, every shopping mall has its own retail structure i.e. the organizational framework of various retail businesses or establishments, including distinct elements and characteristics that allow them to function effectively in the market (or in this case, within a shopping mall). Other than the layout, other architectural choices including interior design, spatial organization as well as the inclusion of leisure activities are all crucial and when well-executed can help elevate the attractiveness of a mall.

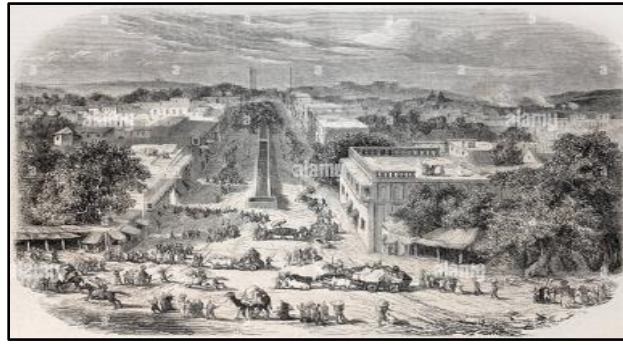
That being said, what defines a ‘well-executed’ set of architectural choices in the context of a shopping mall? It can be suggested that this is achieved when the choices made are not just aesthetic considerations but also take into account the impact each of them will have on consumer perception and thus behaviour. In light of the aforementioned, architectural design choices made in shopping malls that positively impact consumer behaviour and translate into purchase and loyalty will lead to a successful shopping mall whereas if the architectural choices fail to consider the customers then it makes the collapse of shopping malls highly likely. Taking all the above into consideration, this research aims to answer the question ***“To what extent do architectural design choices influence consumerism and thus the success of shopping malls?”***.

This paper argues that shopping malls that are architecturally designed strategically and in consideration of consumer purchasing behaviour will positively shape the overall shopping experience, influence visitor satisfaction and play a pivotal role in continuously attracting and retaining a diverse range of customers; benefiting all stakeholders including society and the economy.

### **The History of Shopping**

Shopping malls have become of ubiquitous significance in modern society; however, their historical development and evolution allow us to dig deeper into aspects such as commerce, architecture, and cultural change, which in the end has made them a special part of our daily lives.

The main concept of shopping centres can be traced back to the existence of outdoor marketplace gatherings in ancient civilizations, where vendors and travelling salesmen came together to sell their products. These “bazaars” or marketplaces were placed throughout various cultures in history. For instance, *Chandni Chowk* in India (pictured on the right - (Ahmed, 2023)) - according to Kopparapu (2020), built during the 17<sup>th</sup> century, was famous for the trade of silver, along with textiles, jewellery, Indian spices, herbs, books, stationary and much more. The market brought together local businesses and families to sell their goods to survive as vendors and tradesmen. The bazaar was itself developed in a way in which each lane of the space had its own name and consisted of similar shops within it, for example, the jewellery lane - consisting of vendors and shopkeepers that sold and specialized in jewellery only. Furthermore, it is remarkably known for its historical landmarks and cultural diversity including Jain temples, Sikh gurdwaras, mosques and Hindu temples. All the aforementioned makes it a place with immense architectural heritage and significance. This reminds us of the importance of architectural plans and designs which help the consumers themselves to enjoy the shopping experience, whilst also integrating unique features.



Subsequently, came the *Arcade des Boutiques* in Paris (pictured on the left - (Willsher, 2015)) around 1786. According to Willsher (2015), The *Arcade des Boutiques* is often cited as one of the earliest examples of a covered shopping arcade. The designers provided the marketplace with a glass roof and a row of shops enabling a sheltered and comfortable shopping environment - the shopping complex was known to be different from any other marketplace as it shielded shoppers from weather conditions such as rain and snow, making their shopping experience more practical and pleasant at the same time. The aforementioned may be deemed strategic as such an architectural feature enabled consumers to indulge in social integrations along with spending more time and money in the space. However, as the arcade featured architectural elegance including the glass wall and beautiful facades, it was often catered towards the upper class making their experience more upscale, creating a barrier between the upper class and the middle/lower class. Additionally, then came the *Burlington Arcade* (pictured on the right - (Castelow, 2017)) in 1819, located in London. This arcade, like the *Arcade des Boutiques*, was primarily designed for the upper class in London with its use of neoclassical architectural principles that were quite popular during the 18<sup>th</sup> and 19<sup>th</sup> centuries (Castelow, 2017). Thus, bringing the upper economy towards the marketplace and similar to the previous galleria, maintaining its reputation as an attractive (aesthetic) place for visitors to explore and spend time at.



Born out of the Industrial Revolution were some of the most prominent shopping centres i.e. department stores. With an increasing number of jobs, a new middle class was formed characterized by people who had more disposable income and willingness to spend money. As may have been suggested through the previous sections, the upper class were being tended to with regard to their shopping requirements. However, the middle class needed access to someplace they could do the same. Consequently, department stores started to open across the globe - all the way from the *Le Bon Marché* in Paris, *Harrods* and *Selfridges* in London to *Bloomingdales* in New York. These stores, which provided consumers access to a vast array of goods divided across different departments, have been time and again highlighted as the main shopping establishments that shaped the history of consumerism (Lane, 2015). Harry Gordon Selfridge, the founder of *Selfridges*, for instance, coined the phrase “The customer is always right” - this very

phrase on its own highlights how department stores strived to serve the customers and ensure they were receiving an experience which surpassed even their conscious needs and wants. This commitment was evidenced when the Selfridges flagship store on Oxford Street was the first to leave its lights on at night so that the people walking past the iconic building were able to indulge in window shopping even at what might have been deemed ‘unconventional hours’ (Lane, 2015).



Moving into the 20th century, the shopping requirements of consumers, in America particularly, changed once again. Post WW2, for instance, the country saw the production of goods become significantly cheaper and faster than ever before as a result of technology-aided mass production (World101, 2023). Simultaneously, there was a drastic increase in the number of jobs available in America. It has been noted in the research that the aforementioned led to greater levels of suburbanization as well as a population with a higher level of disposable income. To cater to

this, the first-ever shopping mall was introduced. More specifically, Victor Gruen, an Austrian-born architect, “developed the concept of the suburban indoor mall — anchored by department stores and filled with speciality shops — as a counterpoint to the urban sprawl and chaotic downtowns that characterised most US cities” (Heath, 2022). The *Southdale Shopping Centre* (pictured above - (Garfield, 2017)) in Edina is open to date and largely credited with ‘saving the suburbs from despair’ (Bogost, 2018).

From then, as time evolved, shopping malls started to develop and change based on consumer behaviour, changing lifestyles and urbanization which has led us towards the present modern shopping malls.

## **The Architectural Design of Shopping Malls**

Do you ever wonder why you lose track of time after entering a shopping centre?

Shopping malls are carefully designed to help create an environment that influences consumer behaviour and enhances the entire shopping experience itself. This is carefully considered based on various architectural elements such as strategic layout, interior design, spatial organization, and leisure facilities that help attract and engage the target audience towards the facility’s overall environment.

### **Strategic layout**

The layout of the mall plays a crucial role in guiding and keeping track of consumer movement throughout the mall mainly to help broaden the retail sales. ‘Layout’ essentially refers to the manner in which designers strategically place

stores, leisure facilities, and other sites across a shopping mall to optimize the shopper traffic throughout all stores.

When it comes to the shopping malls of today, one might notice that certain widely recognized retail stores will always be present. These are known as anchor stores which according to T (2016), are placed in various corners of a mall to act as magnets for bringing various customers (the target audience of stores) towards them. The positioning of such stores may be further leveraged by placing smaller stores or brands near them. The reason for the aforementioned is that in visiting the more popular retail stores serving as the anchors, the otherwise overlooked stores may also receive some footfall - this arguably equalises footfall across the mall.

When discussing the layout of shopping malls, pathways play a crucial part in directing the consumers as well. Pathways are designed with wide, spacious surroundings that encourage shoppers to explore the area freely and navigate the area easily. Sometimes, the shape of the path can help slow down the shopper and expose them to multiple stores in a single pathway increasing the likelihood of window shopping, hence igniting an impulsive behavior in the audience to purchase goods that catch their attention.

Furthermore, an aspect that is often incorporated into shopping complexes is the use of central atrium zones. Most often seen in circular shapes, the centre is an open space typically at the heart of the mall that functions as an orientation centre or socializing area where shoppers get together to meet, indulge in activities, or relax (will be talked about in detail during the interior design). However, the existence of such spaces may depend on the size and spacing of the mall. If the mall requires strenuous physical abilities, consumers tend to be overwhelmed. Therefore, such spaces can provide consumers with a more balanced experience whereby they can both, shop and take a break away from shopping, making their day more productive and efficient.

### Interior design



The interiors of the mall are very important to aid consumers in evoking emotions and moods while shopping. Designers often play with the lighting and colour of the whole interior to incorporate this. For instance, different colours of lighting have different impacts on consumer behaviour. White lighting creates a sense of awareness in the mall, allowing shoppers moods to be bright, joyous, and attentive. Since white is a cool tone colour, it allows the mall to promote a calm and happy sense of ambience. Subsequently, the use of warm-toned lighting such as yellow or red encourages urgency and elegance thus

drawing attention towards specific details or stores in the mall itself. That being said, it may be observed that white is the more popular choice for the walls of malls while colours such as red are used around specific stores. This once again is justified by the fact that white walls may neutralize the mood of the mall, creating a monotone contrast with

the colourful and attention-seeking stores in the mall. This, yet again, attracts shoppers towards shops and allows them to know that some stores exist. Thus, majorly contributing to the exploration of stores and products in the mall.

In terms of relaxation and positive ambience, designers often tend to place sofas, benches or chairs all over the mall to allow shoppers to rest when they want to and not overwork themselves while they spend their money and time at the mall. Referring back to the central atrium, sofas and seating arrangements are placed for audiences to gather, relax and rest while they relieve their overwhelmed self from the impulse of shopping. Thus, creating comfort and an aesthetic appeal at the same time. Since the audience will take their own time to sit down and take a deep breath, this is when they will be able to observe the aesthetic foreplay promoted by the designers to help make a calm environment rather than one that initiates stress (lighting, colour of walls and furniture). Henceforth, enhancing consumer mood and the overall image of the shopping centre as well.

Additionally, many signages and marketing boards are placed throughout the space (often digitized due to the increase in technology) to display products and businesses visually and attractively. This is often known as a marketing strategy introduced by shop owners and designers that help advertise the business hence benefiting the sales and interactive footprint of retailers. Signages aid consumers in locating various shops they would like to visit or explore as well as encourage them to look at other stores on the signages by psychologically pushing them towards a brand. Creating such digital signages allows audiences to apprehend that the mall is up to date with technology and aims to bring out the best shopping experience ever. Therefore, building upon the overall mall identity.

### Other facilities

Lastly, using leisure facilities, food courts and entertainment zones, the malls target a diverse set of audiences of different ages, genders and backgrounds. Movie theatres and gaming zones are often used to attract young audiences between the age groups of 9 to 34 as they tend to have a strong desire to spend their day doing something productive or engaging socially. Furthermore, by incorporating food courts and restaurants, the mall is able to meet the needs of those customers who may want to visit a restaurant just to grab a meal or even those who may be looking to enjoy some food during their shopping session. The latter, specifically, stimulates a sense of synergy between food and shopping as shoppers gain the energy they need and are motivated to return to the stores after eating.

## Case Study - Westfield Stratford City

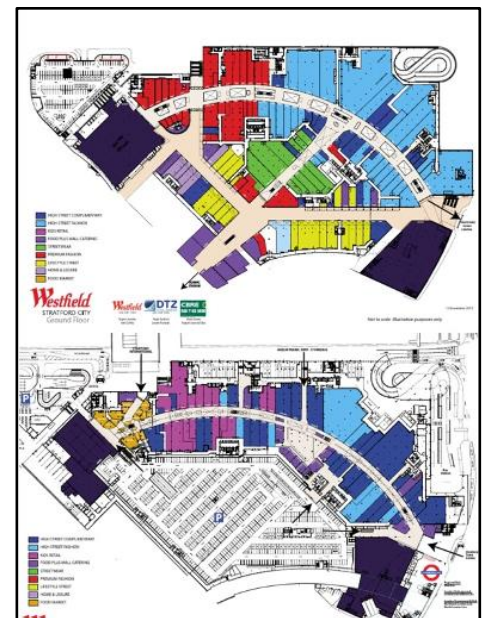
Westfield Stratford City opened in 2011 and has a total retail floor area of 1,910,000 square feet (Westfield UK, 2011) and is known as the largest urban shopping centre in the UK by land area and the 4th-largest shopping centre in the UK by retail space. The mall is located in the heart of East London - it is adjacent to many popular locations in East London such as the London Olympic Park, East Village, and Stratford regional and international rail station, hence attracting a large population of Londoners and tourists. The mall being



London's most popular shopping mall has over 51.3 million annual customer visits, thus consisting of a higher potential in navigating and controlling consumer behavior. The shopping centre houses a vast number of stores, restaurants, cafes, and entertainment facilities with over 250 shops and around 80 dining options (Westfield Stratford City, 2023).

### Layout and structure

The shopping centre has strategically designed its layout to optimize the flow of foot traffic and create a perfect shopping experience for its customers. The designers have strategically divided the center into different zones and sections each catering to a similar category of products or services. As seen on the colour-coded map, nearly all light blue coloured stores, indicating 'high street fashion', are stationed together in one corner of the mall. This helps make the customer experience significantly more convenient. However, regardless of departmentalising the mall, Westfield can counter the concentration of shoppers in only one segment or department of the mall through their strategic placement of anchor stores. As seen in the dark purple sections on the map, the mall has placed huge anchor stores in different corners of the shopping centre. One of the most prominent placements is that of the famous retail store Marks

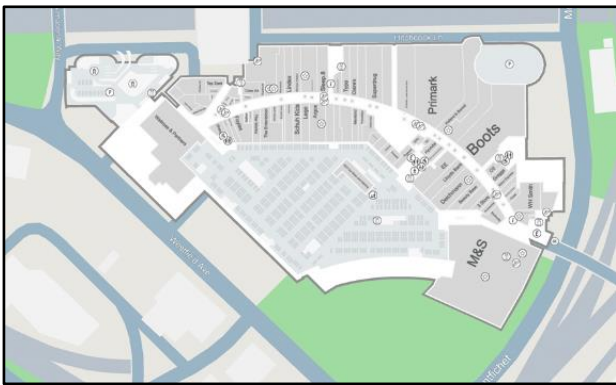


& Spencer (M&S). M&S is a British brand and attracts a large local population due to the familiarity it has created over the years whilst also being attractive to international shoppers who may be seeking the British experience whilst on holiday in London. In addition to the aforementioned, M&S is also well known as a one-stop shop as it provides access to various goods such as groceries, clothing, homeware etc. By being placed in the further corner of the mall (as can be seen in the map above), Westfield Stratford City is able to drive a large number of shoppers in the direction

of the anchor store, through the use of the main curved pathway, and consequently acquaint them with other stores on their way and potentially influence purchases. The use of the curved pathway instead of several smaller and narrower pathways in the mall may also bring out a sense of relaxation within the minds of the shoppers as it is then easier to navigate across the mall.

### Interior design

Westfield reflects a highly modern approach through its interior design. With the help of spacious corridors, high ceilings and walls, and the use of light, colour and auditory ambience, the mall sets a specific mood within consumers. Westfield uses multiple bright white lights of different shapes and sizes all over the mall, specifically in the corridors to embody a flashy yet dim aura. This helps improve visibility throughout the corridors and passageways for



customers throughout the day. At the same time, it allows shoppers to make more informed choices



when they need to see or buy products as they truly appear in terms of their colours and aesthetic value. It is also evident that many retailers light their stores with warm lights or yellowed-dim lights in this mall. This plays a major role in creating a colour contrast

between different elements in the mall, appearing fresh, aesthetic and of value. Consumers, through this, will be attracted towards many stores that they might not otherwise be interested in.

Additionally, Westfield does not particularly have seating placements in between their corridors. However, they have an entire section designed for such leisure engagement where things such as restaurants, food courts, sofas, seating areas and other relaxation facilities are designated in a singular zone itself. This helps the mall to keep the consumers who wish to rest, eat or indulge in leisure activities engaged in one singular zone itself rather than scattered throughout the mall. This not only helps consumers spend their free time but also helps restaurants function at all times. Since all customers are directed to the same zone, they have a variety of options to choose from and explore. Thus restaurant owners benefit from a large range of customers visiting their business and experiencing food options.

### **An Evaluation of the Importance of Designing Shopping Malls to Enable Consumerism**

Consumer behaviour and preferences tend to change every few years - whether it is because of sudden technological advancements, cultural, economic or societal (market trends) changes, the market slowly starts to evolve and prefers new things. This often initiates a drastic shift in the industry and products that are being manufactured by them. Thus



changing the entire consumer pattern within a few months or years.

The above can be better understood within the context of the technological advancements that the world has witnessed in recent years. Going back to 2020, when COVID-19 started to impact industries worldwide, the entire shopping experience was drastically affected as the physical shopping experience was put on hold and consequently online market spaces/e-commerce channels took precedence. This shift is one which prompted impulsive behaviour from consumers since one had the ability to buy anything they wanted with a single tap on their devices. With COVID-19 being phased out and the restrictions lifting, offline shopping has now made a return. However, many consumers, especially in the younger generations (millennials and gen-z), have gotten used to the idea of shopping online because it is convenient, easy and allows them to explore a wide range of products and services without putting much effort into it. Therefore, to help offline consumerism take up the market and bring back traditional shopping experiences, it is important to design shopping malls that enable consumerism regardless of the changing consumer behaviour.

The above highlights how it is essential for shopping malls to be designed in a sustainable manner implying that they will be able to attract consumers and enable consumerism in the long term. For instance, Sahara Mall in Gurgaon used to be a famous mall in the central city. However, it is currently one of the least visited malls and has a very low consumer footprint. This is because the mall's architectural and design choices have become out of date - not attracting consumers anymore and causing the entire mall to go down in business. Another reason for this to happen is that there were new malls in the same city that had a significantly better approach towards the designing aspect throughout the malls and knew how to attract a wide range of audiences with the help of leisure activities, interiors, entertainment hubs and much more. Therefore, architectural choices must be made mindfully considering various external and internal factors that impact the overall retail business sector as well as the consumer experience in the mall.

## **Conclusion**

When a shopping mall is strategically designed keeping in mind architectural choices that influence visitor purchasing behaviour, it creates a positive impact on the shopping industry; fulfilling the preferences of various stakeholders.

Architectural choices concerned with shopping malls include interior design, strategic layout and the inclusion of various entertainment and leisure facilities; when these are designed and positioned correctly, they can psychologically influence compulsive consumer shopping behaviour. For instance, when considering strategic layout and interior design, the use of anchor stores and correct lighting allow retail stores to subconsciously attract customers towards them benefitting the retail business and controlling the overall consumer footprint throughout the mall. Furthermore, the incorporation of leisure activities such as food courts, cinema halls and seating sites allows consumers to take a break from purchasing and spend their time enjoying the mall ambience. Additionally, guiding considerations of visiting stores that they may come across while seated at restaurants, food courts or other seating arrangements.

These components were well executed in the Westfield Stratford City Shopping Centre - as discovered in the case study. The retail centre uses a modern architectural approach along with a strategic layout guiding consumers through both international and homegrown brands; allowing it to attract a large audience consisting of those from different ages as well as locals and tourists. Additionally, the use of corridors and seating arrangements in the mall can be identified as being strategic as consumers are consistently able to overlook shops which may consequently allow them to partake in window shopping whilst taking a break and then later return to make purchases. Furthermore, the centre uses lighting, colour and the arrangement of restaurants and leisure activities to fully control consumer behaviour in a way that allows leisure facilities to achieve their utmost benefit and profit including restaurants from different cultures and traditions creating a sense of diversity within the mall itself hence reaching out to a larger audience.

However, it is important to keep in mind whether a shopping mall will remain a perfect destination for the population over a larger amount of time. It is important to take into account designing a retail centre with sustainable factors. Since consumer preferences are continuously changing, over a period of time, due to the advancements in technology and globalization, designers must take into account these preferences and ways in which those architectural choices implemented into the mall can attract audiences over a long duration of time. Thus allowing a long-term benefit for the retail centre owners and business owners that put their trust in the shopping mall. Hence creating profit for all stakeholders.

If shopping mall designers and architects continue to understand consumer behaviour and preferences, while keeping in mind the importance of sustainable design, shopping malls will definitely boost businesses in the future. Moreover, it is a perfect destination to visit for a vast range of objectives. Thus, psychologically creating an automatic gravitational pull towards the entire shopping destination.

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