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PUBLIC OPINION ON DESIGN LAYOUT OF SHOPPING CENTRE

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ABSTRACT

This dissertation focuses on the public opinion on design layout of shopping centre. This topic has rarely been explored in the past maybe due to the fact that people do not understand what is the important of it. Every building should have its own design and its layout which had been made in the first stage of construction which is in planning process. It is to ensure that the building does not have any problems in the future which related to the design and also layout of the building. It also to ensure a good maintenance can be perform to the building in providing a safety places to the user especially in the crowded places such as in the shopping centre. The objective of the study is to identify the level of design effectiveness towards design layout of shopping centre, to identify user perception towards design layout of shopping centre, and to identify the facilities provided is enough for the user in shopping centre. To complete this research, questionnaire was used and distributed as a method to determine the effectiveness level, the user perception and also about the facilities in the shopping centre. All of the answers from the questionnaire are being used as information to achieve the objective of the topic. After finish combine the data, all of the data are used to make a conclusion about the design layout of shopping centre. I also will give an idea or recommendation to the person incharge in the case study buildings to improve and solve any problems including the management team.

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CHAPTER 1 : INTRODUCTION

1.1 INTRODUCTION

With the rapid economic growth in Asian countries, consumer behavior also tends to change along with the economics prosperity. People tend to sense “comfortable, easy and pleasant” in shopping experience especially to shopping malls environment. Therefore there is an increasingly high demand for shopping malls and the transformation of shopping malls environment. There are various purposes for consumer visiting shopping centre which are to do shopping, entertainment, to rest, spend time with friends and others.

Shops, food court, restaurants, cinema, children's games area, interactive entertainment, social use areas, relaxation places and promotion areas now become a major component in shopping centre. “The motive and behavior is different when a consumer is shopping for a gifts as compared than those who are shopping for groceries (Dholakia 1999)”. Main reason of consumer choosing a shopping centre is because of the facility be apart from having specific shop, attractive service and pricing.

Bloch et al. (1994) states that atmosphere of a shopping centre affect on consumer emotion. The research also showed that shopping centre is not only used to buy daily things, it also used to do other activity such as entertainment. Shopping centre provide a systematic way in order to meet individual or family demand into one place, shop or shopping centre which have variety of business at the same area.