

1 Article

2 The Modern Retail Center: A Study on the New Role 3 of Retails Centers as a Place for Spending Leisure 4 Time

5 Sepideh Baghaee¹, Farshid Aram^{1,*}, Francisco Lamíquiz Daudén¹, and Peter Denzin ²

6 ¹ Escuela Técnica Superior de Arquitectura, Universidad Politécnica de Madrid-UPM, Madrid 28040, Spain; .
7 Sepideh.Baghaee@alumnos.upm.es, Farshid.aram@alumnos.upm.es, francisco.lamiquiz@upm.es

8 ² Department of Economics, Saint Louis University Madrid, Spain; peter.denzin@slu.edu

9 * Correspondence: Farshid.aram@alumnos.upm.es; Tel.: +34634996785

10

11 **Abstract:** The rapid process of urbanization is affecting residents' living patterns. Concurrently,
12 shopping and consumption patterns are changing at what seems to be a constant rate. Recently, a
13 look at retail centers would leave one to understand that these centers are by no means exempted
14 from these changes. Retail centers, which initially held a more commercial role, are now considered
15 to be places of leisure as well as. In this research, the new role of these retail centers as a new part of
16 public spaces and area for leisure activities is being examined. In order to survey this new concept
17 of retail centers, two retail centers that were almost similar to each other in terms of function and
18 characteristics in Iran and Spain respectively, considered as a developing country and developed
19 country were studied. The results of the research show that retail centers, due to their new nature,
20 have shown similar behavior in both. In general, nowadays retail centers have more of a
21 recreational role, so that more than 65% of the people in Tehran and Madrid are spending their
22 time in recreational activities. Nevertheless, in developing countries, the process of these changes
23 has been imitative and to say anything of cross-sectoral policies it will require more research.

24 **Keywords:** Retail center; public space; shopping; leisure; outdoor activities

25

26

27 1. Introduction

28 Retailing is a key Factor for creating and regenerating the cities (Dixon, 2005), but constructors
29 have to compete with more factors to make their costumers to spend more time in the retail centers
30 (Howard 2007). Retail shops are faced with tough situation for attracting more costumers in
31 comparison with non-retail travel companies or car companies (Mitchenall, 2001).

32 There is wide range of definitions for the word "leisure", without doubt it can be in front of
33 work, or saying it as a synonym with entertainment which itself can be explained as effectively any
34 satisfying experience (Torkildsen, 1992).

35 Recently, leisure and recreational features of consumption have become more and more
36 remarkable to consumer research (Bloch & Ridgway, 1991; Holbrook and Hirschman 1982;
37 Hirschman 1984; Bloch and Bruce 1984; Belk 1982).

38 Shopping is a form of leisure activities and diversion that may even be one of the favored
39 entertainments and a preferred activity of choice (Gonzales 1988; Hughes 1989). Essentially, the
40 main purpose of retail centers was once shopping, but now leisure activities are becoming integrated
41 day by day, all the while leisure interests are changing with users, time, culture and social
42 environment (Marwaee , 2016), customers in contemporary societies are spending more time on
43 recreation, the originators' of retail centers are trying to find way to make them more of a recreation
44 activities (Torkildsen 2005, Howard 2007). Consumers of any age prefer to spend more time in retail
45 centers than in school, than at work or than at home. The Majority of young people in big cities

46 spend their leisure time in retail centers (Taylor and Cosenza, 2002, Martin and Turley, 2014, Baker
47 and Haytko, 2000).

48 Retail centers have become community centers, offering customers such recreational attractions
49 as music, movies, games, and Eating (Kowinski 1985; Stoffel 1988) Lots of customers enjoy being in
50 retail centers and shopping (Bloch et. al. 1994; Campbell 1997; Prus and Dawson 1991; Solomon
51 1996). Leisure activities can be the key to the success retail centers since can make an interesting and
52 exciting experience for customers (Haynes & Talpade 1996), and diversity of products assortment
53 effect on consumers purchasing behavior more than prices (Fox et al., 2002; Kowinski 1985; Stoffel
54 1988).

55 Recreational activities and finding place to eat are pivotal to retail center owners, because they
56 must create an interesting and entertaining atmosphere for customers that provides for their
57 demands and extends their visiting time (Sit et al. 2003). Spending time on such units including
58 atmosphere, activity variety, design as well as customers' desire to stay and intend to return to the
59 retail center are seen as a social enthusiasm. (Cvetković, 2018).

60 Retail center have a notable value for social indicators through open spaces, which allows
61 visitors to have contact socially. Spaces for playing can provide opportunities for social interaction,
62 which develops team working, share, negotiate, cooperate, resolve problems and learn self-support
63 skills (Ginsburg, 2007; Hudson & Thompson, 2001).

64 An important issue is understanding customers' demand and their expectations since, depend
65 on their culture or countries, their demands may be different as (Obeja and Bedia, 2012) mentioned
66 that customers are aware of Extra facilities and services which provided retail centers. These cultural
67 issues have an effect on attracting people, price of products, consumers' income & culture also had
68 some impact on the failure of these units (Ambavale, 2013).

69 2. The role of shopping centers

70 Architects and establishers, design shopping centers and malls for retailers and developers who
71 are interested in creating places to attract more consumers (Richards 1990).

72 Nowadays we have been faced with changing the consumption pattern because of
73 globalization, the international incorporation of markets for goods, and services distinguishes the
74 modern world economy. This process - basically known as "globalization" - is providing more and
75 more countries with opportunities to benefit higher standards of living, but at the same time is
76 making pressure on societies to adapt to their traditional practices (Rodrik, 1994).

77 Globalization makes the behavior of consumption progressively similar from one country to
78 another. Critics of globalization often discuss that the strong pressure of market integration is
79 forcing the world towards increasing homogeneity (e.g., Spring, 2000). This changes have also vastly
80 effects on shopping malls, and forced the establishers and architects to build different types of
81 shopping malls for answering the various types of costumers' needs (Ihfasuziella, 2018).

82 Retail centers as new modern places give their costumers more opportunities to choose.
83 Considering studies in this area of activity, we can see six periods of evolution in the conception of
84 customers' recreational activities in Retail centers; 1930 (passive Browsing and effect of capitalism
85 on consumption pattern), 1950 (Targeted Browsing and clarifying Spectrum of users), 1970-80 (
86 Establishing Retails with Multi purposes) , 1990 (Adding leisure activities and popularized them) ,
87 2000 (focusing on customers' behavior to make the Retails centers more cognitive), and at the
88 present time (focusing on recreational activities, Browsing and Targeted Trip) (Stone, 1954; Eppli &
89 Benjamin1994; Haynes & Talpade, 1996).

90 Shopping centers exist in three types according to their size and number and type of users they
91 serve. Neighborhood centers of one or two anchor supermarkets which serve a radius of 2 miles,
92 community malls, which are larger than neighborhood centers, and offer a wider range of products.
93 They usually feature two large anchor shops that serve a radius of 20 miles and the third one is
94 named "superregional" malls, which serve a multistate area. (Crawford, 1992; Simmons,1991).

95

96
97**Table 1.** Europe shopping centre Classification and typical Characteristics

Source: International Council Shopping Center ,2004 (ICSC)

Traditional shopping center			
<u>Size</u>	<u>Concept</u>	<u>Typical GLA Range (Sq.M.)</u>	<u>Typical Type of Anchors</u>
<u>Very large</u>	An all-purpose scheme that can be either enclosed or open-air and is classified by size	80,000+	Supermarket(s), department stores, hypermarket, general merchandise store, cinema, major entertainment/leisure
<u>Large</u>	An all-purpose scheme that can be either enclosed or open-air and is classified by size	40,000-79,999	Supermarket(s), department stores, hypermarket, general merchandise store, cinema, major entertainment/leisure
<u>Medium</u>	An all-purpose scheme that can be either enclosed or open-air and is classified by size	20,000-39,999	Supermarket(s), hypermarket, general merchandise store, small department store, discount department stores
	Comparison-Based(Centres include retailers typically selling fashion apparel and shoes, home furnishings, electronics, general merchandise, toys, luxury goods, gifts and other discretionary goods)	5,000-19,999	Not usually anchored.
<u>Small</u>	Convenience-Based(Centres include retailers that sell essential goods)	5,000-19,999	Typically anchored by a grocery store (supermarket or hypermarket). Additional stores usually include chemists, convenience stores and retailers selling household goods, basic apparel, flowers and pet supplies.
Specialty Shopping Centre			
Retail Park	Also known as a "power centre." A consistently designed, planned and managed open and large-scale specialist retailers that are mostly freestanding	Large: 20,000+ Medium: 10,000-19,999 Small: 5,000-9,999	Usually anchored by discount department stores, warehouse clubs, off-price stores or other "category killers"
Factory Outlet	Open-air and/or enclosed centre that comprises manufacturers' and retailers' outlet stores selling brand	5,000+	Generally not anchored, although certain brand-name stores may serve as "magnet" tenants
Theme-Oriented Centre	Leisure-Based - A consistently designed, planned and managed scheme that includes some retail units and typically concentrates on a narrow but deep selection of merchandise within a specific retail category Non-Leisure-Based - A consistently designed, planned and managed	5,000+	Usually anchored by a multiplex cinema NA

scheme that includes some retail units
and typically concentrates on a narrow
but deep selection of merchandise
within a specific retail category.

98

99

100 3. Leisure time and shopping center:

101 Leisure has vast definitions; contrasting leisure with work or mentioning it as a synonymous
102 with recreation, which itself can virtually be seen as any satisfying experience (Torkildsen, 1992).
103 Leisure times can be a time of relaxation, comfort, calmness and free time that anyone uses in a
104 differently way .Following table briefly refers to the provision of leisure from different viewpoints;
105

106

Table 2. Definition of Leisure

Cambridge Dictionary	- The time when you are not working or doing other duties
Collins Dictionary	- Leisure is the time when you are not working and you can relax and do things that you enjoy.
Oxford dictionary	- Time when one is not working or occupied; free time(Use of free time for enjoyment)
George Butler	-Healthy recreational activities that people do in their free times cause mental expansion, growth and character improvement.
Stanley Parker	- Leisure is remaining time that an individual has after all other activities
Max Kaplan	A pleasant memory, a kind of freedom from duties

107

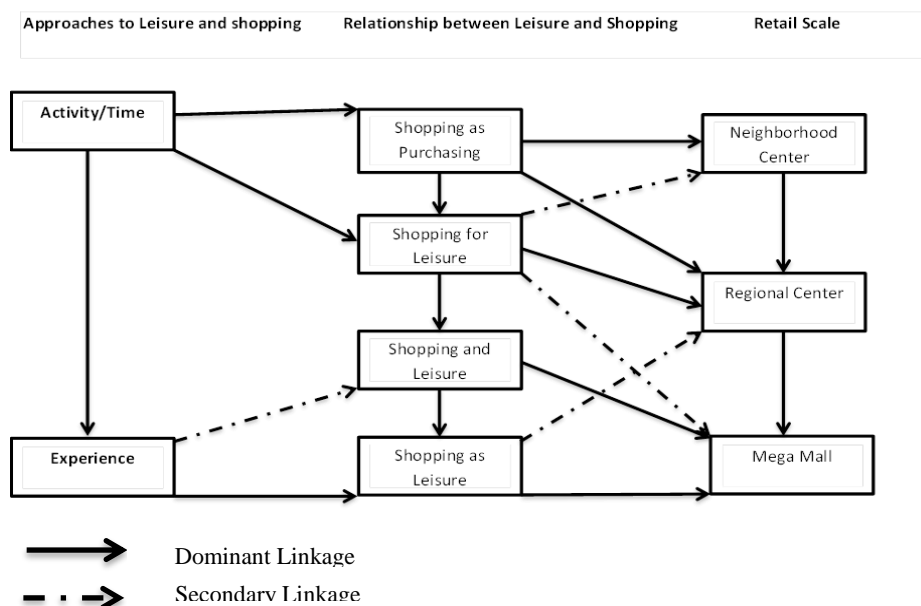
108

109

110

111

There are four main relationships between shopping and leisure: (1) independence (shopping as purchasing); (2) shopping for recreation; (3) shopping and recreational activities; and (4) shopping at leisure. These distinctions are not exclusive while any given shopping trip can show just one of these sides, it may also show two or more (Finn and Rigby 1991).



112 4. Retail centers and sense of presence

113 The sense of place can be seen as a political fact. What can be done to the look of a locality is
 114 contingent upon who controls it. Users can be excluded, amazed, confused, made compliant, or kept
 115 ignorant by what they see and hear. Thus, the sense of the place has always been a matter of moment
 116 to any ruling class (Lynch 1976; Aram et al., 2019).

117 Developing retail centers as a global phenomenon, especially in Asia and Middle Eastern
 118 countries, has had a rapid growth as of late (Yusuf 2012), the Retail centers' development is not
 119 solely a functional purpose, yet it can be seen as experiential one, they have more compound
 120 functions as compared to previous ones (Kusumowidagdo, et al., 2013). Each user has different
 121 sensations along with dissimilar depths and level from place regarding to their relationship with it.
 122 The sphere of retail centers has effect on shopping habits (Kusumowidagdo,2011) there are variety
 123 factors which could define the utility of a retail such as; Travel distance (Bucklin, 1971), travel time
 124 (Brunner & Mason, 1968), Accessibility (Bucklin & Gautschi, 1983), scale (Bucklin, 1967), variety of
 125 shops (Crask, 1979), and number of stores (Weisbrod, Parcels, & Kern, 1984).

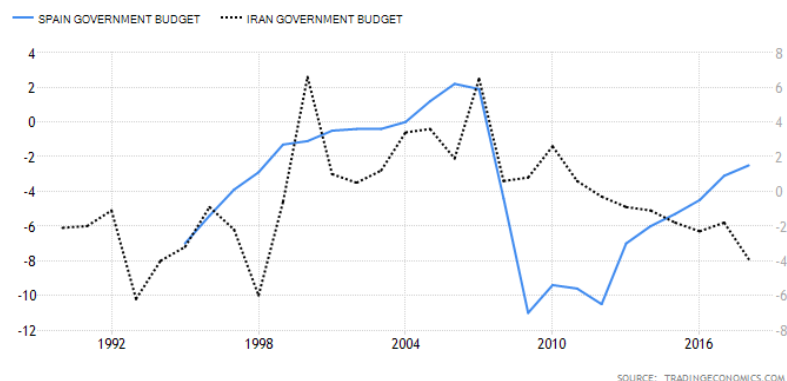
126
 127 Retail centers can explore place attachment (Maharani, 2009), there is relationship between
 128 social and physical indicators which form a place with visitors' behavior (Najafi and Mina, 2011),
 129 and those indicators can generate the place's characteristic (Steele, 1991).

Figure 1. Linkages Between the nature of leisure, Relationships between leisure and shopping, and the Scale of Retail

130 These spaces provide a sense of presence for all ages and gender groups in urban cities. Public
 131 spaces considered as a very important issue in urban design thanks to their significant role as the
 132 city's social life scene. Unfortunately, in recent years, we see the disappearance of such spaces in
 133 urban planning (khademi, 2016).

134 By eliminating or neglecting the design of such public spaces, people are welcoming the retail
 135 center and attending them not only for buying but also for being present (Madanipor, 2014), they
 136 have made a new concept for these spaces. In this regard, this study examines social events and how
 137 these spaces are transformed into public spaces in one retail center in Tehran and one Retail center in
 138 Madrid as case studies.

139 In Tehran, due to the importance of the construction and maintenance of public spaces with the
 140 provision of municipal budget funds, the spaces with the public functions are being removed or
 141 overlooked in urban planning projects. The 2008–2014 Spanish financial crisis, also known as the
 142 Great Recession in Spain (Economic Journal,2012; European Economic Snapshot, 2010) or the Great
 143 Spanish Depression, began in 2008 during the world financial crisis of 2007–08. In 2012, it made
 144 Spain a late participant in the European sovereign debt crisis when the country was unable to bail
 145 out its financial sector and had to apply for a €100 billion rescue package provided by the European
 146 Stability Mechanism (ESM). The comparison of the economic situation (Government Budget)
 147 between Iran and Spain during the 1990s and the 21st century can be seen below (Figure 1).



SOURCE: TRADINGECONOMICS.COM

148
149

Figure2. Compare Iran and Spain Government Budget. Source:
<https://tradingeconomics.com/spain/government-budget>

150
151
152
153
154
155
156
157
158
159
160
161
162

For the first time in the United States, chain stores increased in the late 1920s (Jacobs, 1985; Kowinski, 1985). In the 1930s, this type of market flourished and turned into supermarkets with discounts. In 1956, with the founding of the first retail center in Southland by Victor Groningen, his utopian assets (Richard & Jennifer, 1991), this retail center became a gathering place for civic and social meeting place. This trend continued in the following years, and many retail centers became indoors. In the 1970s, the attitude of retail centers sought to add side-effects such as food stores, cinema, and theater (Gwyn, 2017). Almost everywhere in the United States, a large number of teenagers set their appointments in the suburban vicinity of retail center. In a research project conducted in 1985, 63 % of the users of retail centers came there once or twice a week, and most of them spent one to five hours in these spaces. They rarely just went shopping alone and usually went out in these spaces with their friends. Only half of the people said that they shopping as their goal of coming to shopping malls. Other reasons include playing computer games, seeing friends, and watching people (Anthony, 1985).

163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181

In Iran traditionally markets have always been the venue for social events (Aram, Solgi, and Holden, 2019). With the arrival of modernism in Iran, major changes were made to the pattern of designing shopping spaces. The establishment of Ferdowsi's stores in 1957 and Cyrus's shops in 1970 and the expansion of them in the city created a new style of shopping in Tehran, which influenced this emerging atmosphere of Tehran's lifestyle (Leila, 2017). With the outbreak of the Islamic Revolution and the Iran-Iraq war, the process of extending Retail centers was stopped, and after that, they were sold or renamed. In the 1990s, new chain stores such as Shahrvand and Refah, were established in Tehran. (Varyj Kazemi and Rezaei, 2000). In the design of shopping malls and chain stores of the 90s, there was no place for life. These type of markets were mostly passageways. The passages were designed for purchase, but people were using these spaces for their free space due to the lack of public spaces, but leisure was not the main issue of these spaces. In the early 21st century, major urban projects were conducted in Tehran. In that period, the municipality encouraged the contractors to build high rise building, towers, and retail centers. Many retail centers were built in Tehran during this decade (such as Golestan Shahrak-e Gharb, Ghaem Tajrish, etc.) and these spaces turned into a youth meeting point. Women became more and more present. These spaces rapidly became a place to roam and meet peers and were considered a venue for people to update their fashion news. Starting construction in the last decade (from 2010) and adding more services such as food court, cinema, playground, etc., a new type of commercial-recreation spaces pattern in Tehran formed.

182
183
184
185
186
187
188
189
190
191
192
193
194
195
196

Centers and supermarkets have experienced an important development since their appearance in Spain in the 70s. The first supermarkets to follow the American model in Madrid were named Jumbo and Hypercorrect in Madrid, which were located in large suburban areas and near the main road with a large variety of restaurants and leisure activities. In the 80s the first Retail centers of Spain were inaugurated with lots of facilities, shops, offers, parking spaces, etc. A case in point, the La Vaguada, and Parque Sur were the retail centers were established in the 80s in Madrid. In the 90s the trend of retail centers was devoting more space to leisure. Finally, since 2000, we have seen the retail shops saturated with cinemas and comprised with sports. The most representative example is Xanadu, which opened 2003 in Madrid (López, 2013). In summary, Spain has 3 periods of retail shops transformation: 1. Up until 80s hypermarkets periods 2. From the 80s until the 90s advent of retail centers 3. From the year 2000 diversity of Centers Shopping are heightened. Recently, retail centers in Madrid have not only been considered a Retail center, but have also become a leisure and entertainment center. These spaces are not just meeting point for youth, but can be used as a recreational destination, in which they can spend their full day buying, going to the cinema, having fun, and eating (Gómez, 2008).

197
198
199

The main purpose of this research is to find that retail centers have taken a new shape of public spaces and that people attend these places not only to respond to their essential needs(shopping), but also for recreational and spending theirs leisure time.

200 5. Materials and Methods

201 The recent research in terms of the purpose is functional research and comparative study,
 202 comparative method is a foundational tool of analysis. The comparative method focuses specifically
 203 on its relation to experimental, statistical, and case-study approaches. Three main areas of
 204 renovation and analytic alternatives have emerged which strengthen the viability of the comparative
 205 method: within-case analysis, quantitative techniques employing a relatively small amount of cases,
 206 and systematic comparison of a small amount of cases with the goal of causal analysis (Collier, 1993).
 207 In this research, the case study approach was utilized as a method of study, and the data was
 208 collected by a field study for dependent factor and questionnaire for independents factors .

209 3.1. Study Site

210 Two almost similar case studies in terms of Characteristic (Community malls) ¹ and
 211 Functional²(Both were built in the current context) were selected (Table 1) as evaluation
 212 models; (i) Koroush Retail center(RC)³ which located in Tehran (Figure 2) and (ii) Las Rosas Retail
 213 center, located in Madrid (Figure 3).

214 **Table 3.** Similarity and Disparity of Las Rosas Rc &Koroush Rc

Similarity		
Kouroush RC	Las Rosas RC	Retail Centers
Character	Size	Las Rosas RC
Location	Function	Koroush RC
Disparity		
<input type="checkbox"/> Similarity of two RC	<input checked="" type="checkbox"/> Disparity of two RC	

215 3.1.1. Tehran: Koroush commercial center

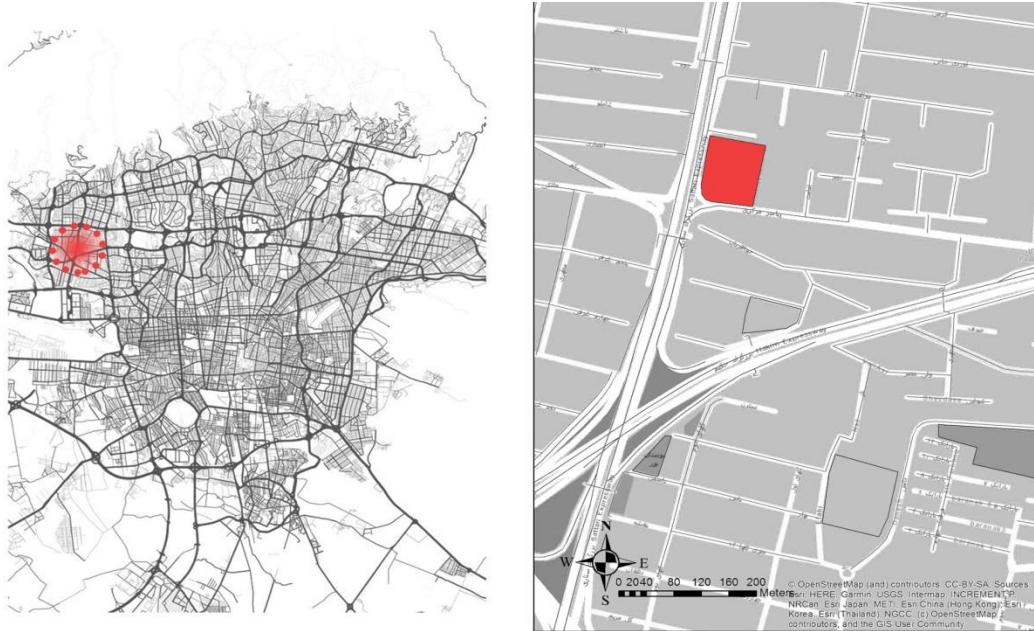
216 Tehran, with a population of 8.70 million, is the largest city in Iran. It contains many retail
 217 shops, one of which is Koroush Commercial Center, built in 2009. With an area of approximately
 218 9500 square meters and a population of 858.346, it is located at the intersection of Sattary Highway
 219 and Payambar Street in district number 5 in the northwest of Tehran, near the tourist area. The total
 220 number of retail shops is 550 units. This Retail center was constructed in a middle-class
 221 neighborhood, which was constructed around the same time

222
 223

¹ Community malls are larger than neighborhood centers, and offer a wider range of products. They usually feature two large anchor shops. They may also follow a strip, L or U-shaped configuration. Community centers usually feature a retail area of 9,300 to 32,500 m² with a primary area of 4.8 to 9.7 km (Crawford, 1992; Simmons,1991).

² Two types of retail centers exist: the ones which were built in Current context, and ones which were built with all new districts

³In rest of paper instead of Retail Center used (RC).



224

Figure 3. Location of Koroush Retail center in Tehran



225

Figure 4. Location of Las Rosas Retail center in Madrid

226 Koroush Retail center is a complex of commercial, cultural and entertainment, including a
 227 cinema, campus, kindergarten, cafe, VIP restaurant, and a supermarket. According to previous
 228 findings, the major item sold currently is clothing. In addition to high priced brands, Koroush
 229 Commercial Center offers apparel for middle incomes as well. Apart from the shops, shoppers can
 230 enjoy spending time in the food courts, restaurants, coffee shops, game lands, and cinema complexes
 231 available in the top floors of the mall. Additionally, the parking lot is quite spacious, with several
 232 floors underground.

233 Measurements in Tehran were conducted on 12th of April 2019 during peak hours of Friday
 234 (weekend of Iranian) from 20:00 to 22:00. According Cochran formula, in total 150 questionnaires
 235 were collected from Koroush Commercial Center.

236 2.1.2. Madrid: Las Rosas Commercial center

237 Madrid, Spain's central capital, has a population of 3.17 million and more than 100 retail
238 centers. One of these centers, Las Rosas, is located in the San Blas-Canillejas district on Avenida de
239 Guadalajara with a population of 158,900. It was built in June 1998 with an area of 110,000 sqm². It
240 has two access entrances: the main entrance at Avenida de Guadalajara, and the second one by the
241 street of Aquitaine.

242 The center consists of two commercial levels with 61 stores, a cinema, restaurants, and markets.
243 The first floor is primarily occupied by Carrefour and Mercado Clasico, while the second floor is
244 made up of restaurants and the cinema. Las Rosas was established in one of the oldest districts in
245 Madrid and is made up of low-or middle-income residents. The retail center itself was built along
246 with the neighborhood and most of its customers are local residents.

247 By using Cochran formula, 60 questionnaires obtained from Las Rosas shopping center on the
248 2nd of March 2018. The responders have answered the question during the peak time of Las Rosas
249 shopping center from 18:00 to 20:00.

250 6. Results

251 Looking at the size of the districts, where Koroush RC and Las Rosas RC are located, one can see
252 that the Koroush's District is almost three times bigger than San Blas-Canillejas district, so the
253 numbers of questionnaires in Koroush RC is 3 times more than in Las Rosas RC (Koroush's District is
254 one of the biggest retail centers in Tehran with a population of 858,346 and Las Rosas's district with a
255 population of 158,900). The outcomes of this study derived from evaluation and analysis of 150
256 questionnaire data distributed across Koroush Commercial Center and 60 questionnaires were
257 collected from Las Rosas, through using SPSS software.

258 In this research, in order to investigate the role of retail centers as a new concept of public
259 spaces contributing to the increased presence of people and increased outdoor activities, three
260 variables were considered (two independents and one dependent): (i) travel duration to retail
261 centers, (ii) motivation of customers to attend retail centers and (iii) a variety of retail centers as a
262 dependent variable.

263 Information regarding the travel duration variable was collected by questionnaire to examine
264 the time that shoppers spent traveling to the retail centers studied. This variable provided
265 information about the retail center's attraction. In fact, this variable was considered as a factor that
266 demonstrated shoppers' attitudes towards attending the retail center. One exception, however, is
267 shoppers with a short travel duration, which generally applies to residents who live in the vicinity of
268 the retail centers. However, travel duration was important because customers who traveled longer
269 distances spent more time in the retail centers than residents of the neighborhood.

270 The second variable, motivation of customers to attend retail centers, was divided into three
271 main categories: shopping, leisure, and browsing (window shopping). The questions in this section
272 were asked from a researcher inside the retail centers in order to clarify the reason behind shoppers'
273 presence. By analyzing this indicator, the main stimulus of customer presence was revealed.

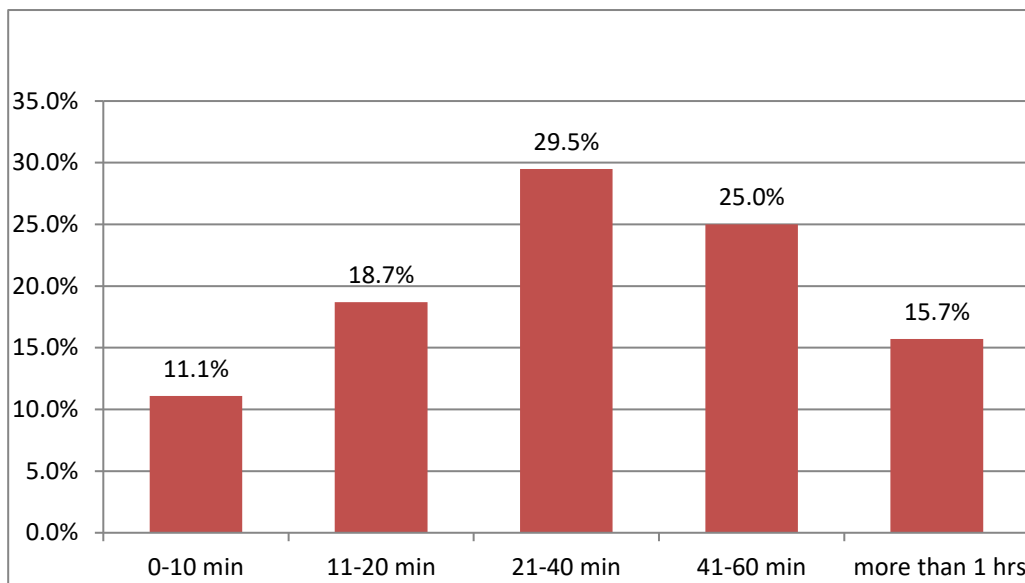
274 The shop variety as a dependent variable collected by field study has been categorized in 5
275 categories; restaurants and leisure activities⁴, fashion and accessories, technology, supermarkets,
276 beauty services that will show us the main tendency of each retail center for attracting their
277 customers.

278 4.1. Tehran :Koroush commercial center

⁴ Nowadays the food revolution in retail centers is completely obvious, Restaurants, cafeteria and eating establishments of all kinds are attracting the user's interest. As Gratton and Howard said more than half of all leisure spending away from the house is on eating and drinking.

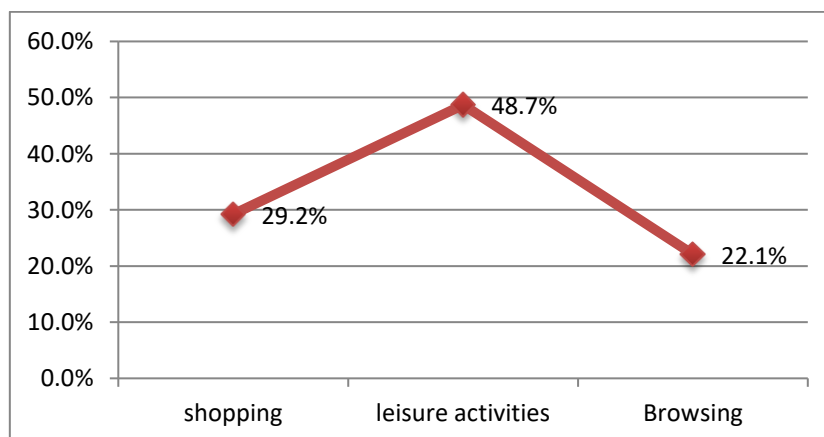
279 The extent of the attraction towards the Koroush Commercial center was analyzed according to
 280 the customers' travel time, which was obtained from the questionnaire (Table 1). A duration of less
 281 than 20 minutes was associated with residents who lived in the vicinity of the retail center and was
 282 not considered useful for the attraction variable. However, a travel time of more than 20 minutes
 283 was considered an effective factor in the attractiveness of the retail center.

284 The results of this research indicated that individuals with a travel time of between 20 and 40
 285 minutes and between 40 minutes and 1 hour have the highest frequency of attendance at Koroush
 286 Commercial center, with 29.5% and 25%, respectively. Additionally, it is of interest that the highest
 287 percentage of shoppers present at the Koroush center were located outside of the vicinity. In fact,
 288 this center was of special interest in this study due to its commercial-recreational features. According
 289 to (Figure 5), approximately 70% of people visited this venue for a duration of more than 20 minutes.
 290



291 **Figure 5.** Koroush Retail center's Time Duration

292 The Koroush Retail Center is a local retail center that was established to meet the needs of the
 293 5th district of Tehran. Nevertheless, these data demonstrate that in addition to meeting essential
 294 needs of the residents, this center is considered a hub of leisure activities as well. Figure 6 indicates
 295 that 48.7% of the respondents come to this center for leisure activities and only 29.2% came for
 296 shopping. Meanwhile, the percentage of individuals who browsed the stores and did not spend
 297 money (22.1%) is of interest. In general, the data in Figure 6 demonstrates that the contribution of
 298 leisure activities (recreational activities, social interaction, watching, eating, playing, etc.), which
 299 makes up 70.8%, is higher than essential activities, which only makes up 29.2%.



300 **Figure 6.** koroush Retail center's Motivation.

301 Analyzing the shop variety in Koroush RC shows that Fashion and Restaurants have a
 302 remarkable percentage (51%, 31%), these numbers demonstrate that the main purpose of this retail
 303 center is attracting users to buy and spend more times there which is the main goal of all modern
 304 retail centers (Figure 7).

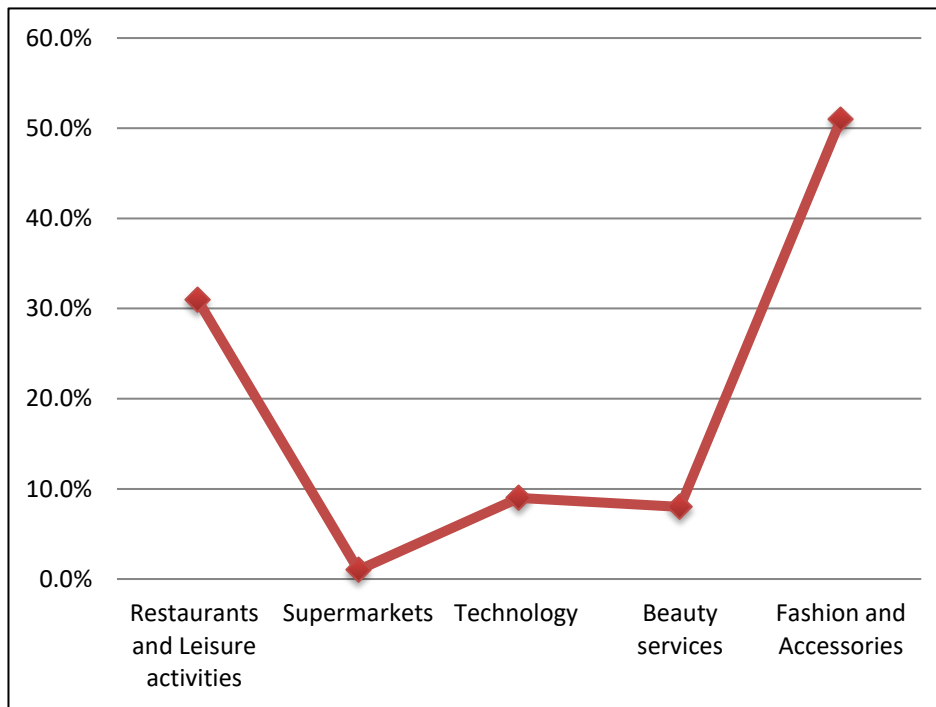
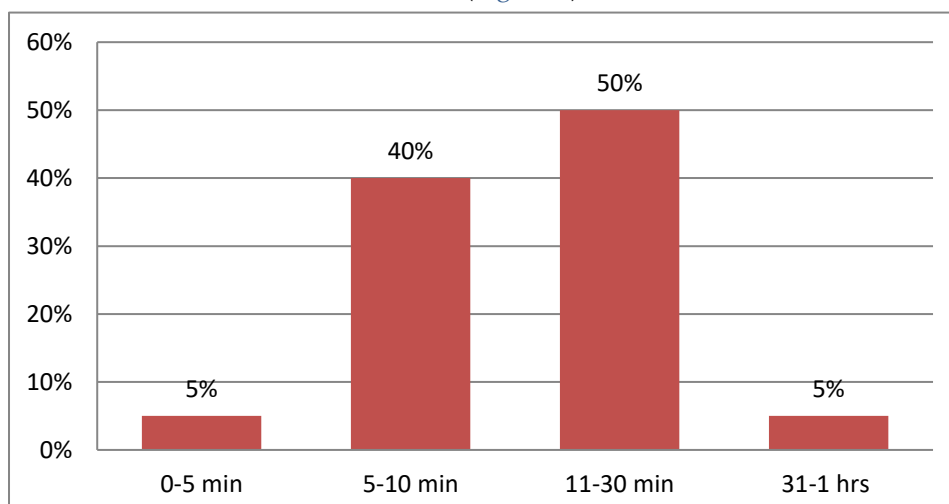


Figure 7. koroush RC's Shop Variety

305 4.2. Madrid : Las rosas Retail center

306 In Madrid, due to the difference in case study scales in terms of population and area, the time
 307 periods for questionnaires were less than those in the case study in Tehran (Koroush Commercial
 308 Center). The study was conducted in four different time periods using a questionnaire that was
 309 completed by 60 respondents. The time period corresponding to 0 - 10 minutes applies to local
 310 residents who use the retail center to supply daily necessities, and therefore was not considered an
 311 effective factor. However, the time period from 10 - 60 minutes is considered a significant factor.

312 Although this retail center is a neighborhood retail center, the results showed that individuals
 313 who spent 0 - 10 minutes to use this space comprised 45% of the total, while those who spent 10 - 60
 314 minutes comprised 55%. This information demonstrated that this retail center attracted individuals
 315 from further distances than the Koroush RC (Figure 8).



316
317
318
319
320
321
322

Regarding the aims of the visitors who attended the retail center, questions were divided into three categories: shopping, leisure, and browsing. According to the data obtained in this study (Figure 9), recreation activities were the most frequent (50%), followed by shopping (35%), and browsing (15%).



Figure 9. Las Rosas RC 's Time Duration

323
324
325
326

By studying Shop variety in LasRosas RC the results show that the highest percentages belong to Restaurants and leisure (30%) and fashion and accessories (28%) which could play an acceptable role as a modern Retail center (Figure 10).

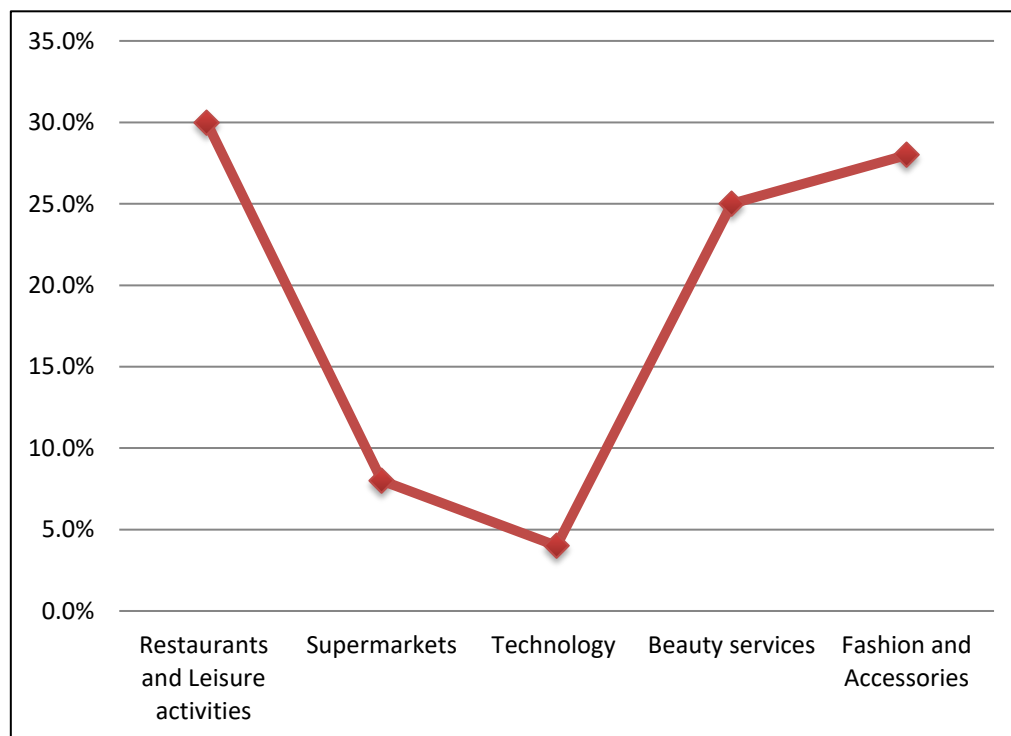


Figure 10. Las Rosas RC's Shop Variety

328 Researchers have examined the effect of retail centers on various aspects, especially on
329 customers' behavior and attracting them to these centers. The main purpose of their studies works
330 on customer's behaviour (Meoli et al., 1991), showing their demands for quality, value and the
331 variety of merchandise (May, 1989). Tenant mix (Brown, 1992; Dawson, 1983) which have also been
332 found to be influential in the selection of shopping locations (Hackett, 1993). The other studies work
333 on customers' preference, and the indicators which retail centres should have to attract more
334 customers (Raaij, 1983).

335 There are some researchers who studied Retail centers as a public space, their studies aim to
336 recognize the mechanisms of the daily production of inequality in the new spaces of consumption
337 and to examine the latter as a form of public space (Zhelmina, 2011). There is also a thesis that
338 investigated the possibility of using privatized public spaces as a design strategy for retail centers,
339 by merging civic functions and retails to create a new type of public realm to transform the city (HO
340 Chun Wang, 2010). The main purpose of these researches is comparing retail centers with public
341 space and introducing Retail centers as a new form of public space. From their point of view a retail
342 center has been seen as a building or unit which supplies the customers' all kind of needs, which is
343 the basic nature and role of these centers. However, rarely these retail centers have been mentioned
344 as a place where nowadays customers prefer to use as an alternative and new place for recreational
345 activities and spending their leisure time there.

346 8. Conclusions

347 Regarding to three indicators in this research ; Time duration and Motivation as an
348 independent ones and Shop variety as a dependent one, demonstrate that retail centers probably
349 could achieve to their main goal for attracting more customers not only for purchasing but also for
350 eating, browsing and recreational activities. Also, the users who select these places consciously, and
351 prefer to spend more time and do more recreational activities in these new modern units in
352 comparison of public spaces, being in public spaces for users would be such a necessary activities
353 not optional ones.

354 The results of the research conducted in both case studies show despite the fact that retail
355 centers were constructed to supply residents' needs; their attractiveness is quite high due to the
356 variety of facilities available, and the majority of customers attended the centers for reasons other
357 than purchasing, indicated that recreational services and leisure time could be behind the
358 attractiveness of the centers.

359 While retail centers were initially established as a modern and new phenomenon in cities, their
360 patterns have changed across the world in the same way. Based on these findings, it appears that the
361 primary motivation of retail centers in developed countries such as Spain is related to leisure;;
362 however, in developing countries, such as Iran, centers are increasing their recreational role to
363 attract more visitors.

364 Regarding the significance of this study and the rapid changes that have taken place in
365 developing countries, further research is required since changes in developing countries are more
366 influenced by imitation of patterns, rather than following a particular process and temporary
367 policies.

368 **Funding:** This research received no external funding

369 References

- 370 1. - Aram, F., Solgi, E., Higuera García, E., Mohammadzadeh S., D., Mosavi, A., & Shamshirband, S. (2019).
371 Design and Validation of a Computational Program for Analysing Mental Maps: Aram Mental Map
372 Analyzer. *Sustainability*, 11(14), 3790. <https://doi.org/10.3390/su11143790>
- 373 2. - Aram, F., Solgi, E., & Holden, G. (2019). The role of green spaces in increasing social interactions in
374 neighborhoods with periodic markets. *Habitat International*, 84, 24–32.
- 375 3. - Ambavale, R. (2013). A study on factors influencing failure of malls in major cities of Gujrat state. *Journal*
376 *of Management & Social Science Research*. 2(5), 46-54.
- 377 4. - Anthony, K.H. (1985). The shopping mall: A teenage hangout. *Adolescence*, 20 (78): 307-312.

- 378 5. - Baker, Julie and Haytko, Diana. 2000. "The mall as entertainment: Exploring teen girls' total shopping
379 experiences." *Journal of Shopping Center Research*, 7, 29-58.
- 380 6. - Belk, Russell W. (1982), "Acquiring, Possessing and Collecting: Fundamental Processes in Consumer
381 Behavior," in *Marketing Theory: Philosophy of Science Perspectives*, ed. R. Bush and S. Hunt, Chicago:
382 American Marketing Association
- 383 7. - Bloch Nancy M. Ridgway, and Scott A. Dawson (1994). "The Shopping Mall as Consumer Habitat,"
384 *Journal of Retailing*, 70 (1): 23-42
- 385 8. - Bloch, P., & Ridgway, N. M. (1991). Leisure and the shopping mall. *Advances in consumer research*.
386 Association for Consumer Research (U.S.).
- 387 9. - Bloch, Peter H. and Bruce Grady D (1984), "Product Involvement as Leisure Behavior," in *Advances in*
388 *Consumer Research*, Vol. 11, ed. Thomas Kiimear, Ann Arbor, MI: Association for Consumer Research,
389 197-202.
- 390 10. - Brunner, J., and Mason, J. (1968), "The Influence Of Driving Time Upon Shopping Center Performance,"
391 *Journal of Marketing*, 32, 57-61.
- 392 11. - Bucklin, L. (1971), "Retail Gravity Models and Consumer Choice: A Theoretical and Empirical Critique,"
393 *Economic Geography*, 47, 489-497.
- 394 12. - Bucklin, L. (1967), "The Concept In Mass Intra-urban Shopping," *Journal of Marketing*, 32, 32-36.
- 395 13. - Bucklin, L. and Gautschi, D. (1983), "The Importance Of Travel Mode Factors in the Patronage of Retail
396 Centers," In William Darden and Robert Lusch (Eds), *Patronage and Retail Management*, New York:
397 Elsevier Science Publishing Company.
- 398 14. - Butler, George D. *Pioneers in Public Recreation*. Minneapolis, MN: Burgess Publishing Company, 1965.
399 p. vii.
- 400 15. - Campbell (1997). "Recreational Shopping as the Context of Desire." Pp. 81-104 in Otnes, Solli, Strandbu,
401 and Thomassen (Eds.), *Sosiologisk Arbok*, Vol. 1.
- 402 16. - Crask, M. (1979), "A Simulation Model of Patronage Behavior Within Shopping Centers," *Decision*
403 *Sciences*, 10, 1 -15
- 404 17. - Crawford, M. (1992). *The world in a shopping mall*. In M. Sorkin (Ed.), *Variations on a theme park: The new*
405 *American city and the end of public space*. New York: Farrar, Straus and Giroux.- Collier, D. (1993). *Political*
406 *Science: The State of the Discipline II*, Chapter: 5. (A. W. Finifte, Ed.) American Political Science
407 Association.
- 408 18. - Cvetković, M., Živković, J., Lalović, K. (2018). SHOPPING CENTRE AS A LEISURE SPACE: CASE STUDY
409 OF BELGRADE. 5th International Academic Conference, Places and Technology.
- 410 19. - Dixon, T.J. (2005), "The role of retailing in urban regeneration", *Local Economy*, Vol. 20 No. 2, pp. 168-82.
- 411 20. - Eppli, M.J.; Benjamin, J.D (1994), the Evolution of Shopping Center Research: A Review and Analysis, *The*
412 *Journal of Real Estate Research*, 1(9), pp 5-32.
- 413 21. - Finn, A, and RIGBY, I. 1991 'West Edmonton Mall: Consumer combined purpose trips and the birth of the
414 mega-multi-mall?' *Canadian Journal of Administrative Sciences* (forthcoming)
- 415 22. - Fox, E. J., Motgimery, A. L., & Lodish, L. M. (2002). Consumer shopping & spending across retail formats.
416 *Journal of Business*, 77, 25-36
- 417 23. - Ginsburg, K. (2007) The importance of play in promoting healthy child development and
418 maintaining strong parent-child bonds, *American Paediatrics*, 119(1), pp. 182-191.
- 419 24. - Gómez, L. A. (2008). Los centros comerciales, espacios posmodernos de ocio y consumo. Spain:
420 Universidad de Castilla-La Mancha.
- 421 25. - Gonzales, Monica (1988). "True Passion," *American Demographics*, 10 (May): 20
- 422 26. - Gratton, C. and Howard, E. (2001), *Leisure and Retailing*, National Retail Planning Forum, London.
- 423 27. - Gwyn, D. (2017). *The history of shopping malls in the United States*.
- 424 28. - Habibi, H. Mahmoudi, F. (2017) From Bazaar to Retail centers: Analysis of the Evolution of Modern
425 Commercial Spaces in Tehran; *Bagh-e Nazar*, Vol. 14, No. 49
- 426 29. - Hackett, P., Foxall, G. R. and Van Raaij (1993), "Consumers in Retail Environments". In: *Behaviour and*
427 *Environment: Psychological and Geographical Approaches*, (Ed.) Garling, T. and Golledge, R. G.
428 (Amsterdam), North-Holland, pp. 378-399.
- 429 30. - Haynes, J. B., and Talpade, S. 1996. "Does entertainment draw shoppers? The effects of entertainment
430 centers on shopping behavior in malls". *Journal of Shopping Center Research*, 3(2), 29-48

- 431 31. - Hirschman and Morris B. Holbrook (1982), "Hedonic Consumption: Emerging Concepts, Methods, and
432 Propositions," *Journal of Marketing*, 6 (Summer), 92-101.
- 433 32. - Hirschman, Elizabeth C. (1984), "Experience Seeking: A Subjectivist Perspective of Consumption,"
434 *Journal of Business Research*, 12 115-136.
- 435 33. - HO Chun Wang, Steven . ' Shopping mall as privately owned public space '. Chinese university of Hong
436 Kong(2009-2010)
- 437 34. - Howard, Elizabeth. 2007. "New shopping centres: is leisure the answer?," *International Journal of Retail
438 & Distribution Management*, Vol. 35 Issue: 8, pp.661-672,
- 439 35. - Hudson, S. D. & Thompson, D. (2001) Are playgrounds still viable in the 21st century? *Parks and
440 Recreation*, 36, April.
- 441 36. - Hughes, Kathleen (1989). "Diehards Say the Experience Feels Too Good," *The Wall St. Journal.*, 212
442 (October 13): B1-B2.
- 443 37. - Ibrahim ,Ihfasuziella .Shopping Centre Classification Scheme: A Comparison of International Case
444 Studies. Proceedings of the International Conference on Industrial Engineering and Operations
445 Management Bandung, Indonesia, March 6-8, 2018
- 446 38. - Iranian Journal of Cultural Research ,1 (1): 1-24. 24 may 2017).
- 447 39. - Jacobs, J. (1986), *The Mall: An Attempted Escape From Everyday Life*, IL: Waveland Press.
- 448 40. -Jackson,E,L.(1991), shopping and Leisure: Implications of west Edmonton mall for leisure and for leisure
449 research: Department of Geography, University of Alberta, Edmonton, Alberta, Canada T6G 2H4
- 450 41. - Kaplan , Max . Leisure: theory and policy.The university of Michigan , Wiley ,1975
- 451 42. - Khademi , Sh.2016. Malls: a Modern Revelation of Public Space in Tehran. *Manzar* , No 36
- 452 43. - Kowinski, William Severini (1985). *The Malling of America: An Inside Look at the Great Consumer
453 Paradise*. New York: William Morrow and Company.
- 454 44. - Kowinski, W (1985) *The Malling Of America: An Inside Look At The Great Consumer Paradise*, New
455 York: W. Morrow.
- 456 45. - Kusumowidagdo, A., Sachari, A., & Widodo, P. (2013). The Setting of Internal Shopping Centre's Public
457 Spaces and Their Relationship to the Visitor. *GTSF Journal of Engineering Technology*, 3, 2, 1, 211-219
- 458 46. - Kusumowidagdo, A., Sachari, A., & Widodo, P. (2011). Shoppers Perception on Physical Condition of
459 Shopping Centre Atmosphere at Different Lifecycle. *International Research Journal Business*, 5, 2, 87-100
- 460 47. - Las rosas. (2017, april 21). Retrieved from
461 <https://web.archive.org/web/20170421093446/http://cclasrosas.es/informacion-legal/>
- 462 48. - López, D. J. (2013). *EVOLUTION OF RETAIL CENTERS IN SPAIN*.
- 463 49. - Lynch, K. 1976. *Managing the sense of region*. Cambridge: MIT Press.
- 464 50. - Madanipor, A. and Knierbein, S. (2014) *Public Space and the Challenges of Transformation in Europe*,
465 London: Routledge
- 466 51. - Maharani, Y. (2009). *Studi Place Attachment Pada Pusat Perbelanjaan di Bandung dan Hubungannya
467 Dengan Faktor Aktivitas, Waktu dan Kondisi Seting*, Unpublished thesis, Institut Teknologi Bandung.
- 468 52. - Martin, Craig A. and Turley, Louis W. 2014. "Malls and consumption motivation: an exploratory
469 examination of older Generation Y consumers," *International Journal of Retail & Distribution
470 Management*, Vol. 32m pp. 464-475. Emerald Group Publishing Limited
- 471 53. - May, E. (1989), "A Retail Odyssey", *Journal of Retailing*, 65, Fall, pp. 356-367.
- 472 54. - Meoli, J., Feinberg, R. A. and Westgate, L. (1991), "A Reinforcement-affect Model of Retail Mall
473 Patronage", *Advances in Consumer Research*, 18, pp. 441-449
- 474 55. - Mitchenall, N. (2001), "The president in profile", *Zone A*, Summer, pp. 6-7.
- 475 56. - Mohammed Aish Al Marwae (2016). "Integration of Recreational Spaces within Othaim Shopping Mall,
476 Buraydah, Saudi Arabia", *Architecture Research*, 6(1): 21-28
- 477 57. - Najafi, M., & Shariff. B. M. (2011) *The Concept of Place and Sense of Place in Architectural Studies*.
478 *International Journal of Human and Social Sciences*, 6, 3, 187-193.
- 479 58. - Obeja, S. K., &Bedia, D. D. (2012). A study of customer satisfaction from organisal retailing (with
480 reference to Indore city). *Pretige International Journal of Management & Research*, 4 (2)
- 481 59. Parker ,Stanley . *The future of work and leisure* . MacGibbon and Kee publishing company , indiana
482 university , 1971
- 483 60. - Prus, Robert and Lorne Dawson (1991). "Shop 'til You Drop: Shopping as Recreational and Laborious
484 Activity," *Canadian Journal of Sociology*, 16 (Spring): 145-164.

- 485 61. - Richard A. Feinberg and Jennifer Meoli (1991) ,"A Brief History of the Mall", in NA - Advances in
486 Consumer Research Volume 18, eds. pp426-427
- 487 62. - Richards, G. 1990. Atmosphere key to mall design. *Shopping Center World*, August:23-29.
- 488 63. - Rodrik, D., 1994, *Has Globalization Gone Too Far*, Institute for International Economics, Washington
489 D.C.
- 490 64. - Simmons, J. (1991). The regional mall in Canada. *Canadian Geographer*, 35(3), 232-240.
- 491 65. - Sit, Jason, Merrilees, Bill, Birch, Dawn. 2003. "Entertainment-seeking shopping centre patrons: the
492 missing segments." *International Journal of Retail & Distribution Management* 31(2), pp. 80-94
- 493 66. - Solomon, Michael R. (1996). *Consumer Behavior: Buying, Having, and Being*. Upper Saddle River, NJ:
494 Prentice Hall.
- 495 67. - Soules, M. (2008). Jürgen Habermas and the Public Sphere. Available
- 496 68. - "Spain: Still in the Throes of the Great Recession (2010)- The Spanish Economy Sinks Further". *European
497 Economic Snapshot*.
- 498 69. - Spring, U.O., 2000., *Dialogue, Not Clash of Civilization*, CRIM/UNAM, Mexico
- 499 70. - Steele, F. (1981). *The Sense of Place*. Boston: CBI Publishing Company, Inc.
- 500 71. - Stoffel, Jennifer (1988). "Where America Goes for Entertainment," *New York Times*, 137 (August 7): F11.
- 501 72. - Stone, G.P (1954), "City Shoppers and Urban Identification: Observations on the Social Psychology of
502 City Life, *The American Journal of Sociology*,60, pp 36-45.
- 503 73. - Taylor, Susan Lee and Cosenza, Robert M. 2002. "Profiling later aged female teens: mall shopping
504 behavior and clothing choice", *Journal of Consumer Marketing*, Vol. 19 Issue: 5, pp.393-408
- 505 74. - Torkildsen George. 2005. *Leisure and Recreation Management*. London, New York: Routledge
- 506 75. - Torkildsen, G. (1992), *Leisure and Recreation Management*, E&FN Spon, London. *URBED* (1994), *Vital
507 and Viable Town Centres: Meeting the Challenge*, HMSO, London
- 508 76. - TWO-TIER LABOUR MARKETS IN THE GREAT RECESSION: FRANCE VERSUS SPAIN" (PDF). *The
509 Economic Journal*. 2012. Retrieved 25 August 2016.
- 510 77. Van Raaij, W. F. (1983). *Shopping centre evaluation and patronage in the city of Rotterdam*. (Papers on
511 Economic Psychology, No. 27). Rotterdam, The Netherlands: Erasmus University.
- 512 78. - Vijay Kazemi, A & Rezaei, M. (2000). Dialectics of the distinc-tion and demarcation of roaming and the
513 lives of sub-urban groupsin Tehran's shopping malls.
- 514 79. - Weisbrod, G., Parcells, R., and Kern, C. (1984), "A Disaggregate Model For Predicting Shopping Area
515 Market Attraction," *Journal of Retailing*, 60, 65-83.
- 516 80. - Yusuf, A. (2012). Ruang Tamu Pindah Ke Mall. *Kompas* 23 September 2012, pp 15.
- 517 81. - Zhelnina, A. It's like a museum here : The shopping mall as a public space. *Laboratorium*. 2011. Vol. 3,
518 no. 2:132-136