

The Design of Theme-experienced Shopping Center Block

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Abstract—The space environment of the shopping center is one of the key factors determining the effectiveness of commercial marketing. The theme-experienced shopping center mobilizes people's senses and spiritual experiences with its distinctive spatial atmosphere and innovative and rich commercial activities to realize the differentiation of business competition. While attracting more consumers, it also greatly improves the business results. Commercial marketing, in turn, promotes further optimization of the theme shopping center space.

Keywords—*theme-experienced shopping center; space design; space atmosphere; commercial marketing*

I. INTRODUCTION

At the same time that China's business has grown by leaps and bounds, it has also been accompanied by over-exploitation of commercial entities and the strength of e-commerce. Networking and digitization have spawned the rise of e-commerce and WeChat business, and also provide multiple choices for people to compare products in different sales channels. The overlap of brands and the similarity of business forms and functions make the development of shopping center fall into the dilemma of homogeneity. Under multiple pressures, shopping centers in various places have taken countermeasures and ushered in a wave of adjustment and upgrading.

II. THE ROLE OF THEME-EXPERIENCED SHOPPING CENTER SPACE DESIGN FOR COMMERCIAL MARKETING

The shopping center is to maximize the attraction of passenger flow, increase the probability of people's consumption, and then increase the rent and property management costs of the store to benefit. Therefore, shopping centers need to find a unique reason for people to come. Space is the physical advantage of the shopping center. It strengthens people's experience by giving the space environment a fresh theme, and then forms the differentiation in the competition, establishes its own brand advantage, and promotes the continuous prosperity of the shopping areas to become the breakthrough of the development of the shopping center. This is why shopping centers invest a lot of energy and money in improving space experience and space quality. Therefore, the purpose of the space design of the shopping center is to promote the

commercial marketing, while the marketing is the driving force for the shopping center to continuously optimize the space design.

III. THE ROLE OF THEME-EXPERIENCED SHOPPING CENTER SPACE DESIGN FOR CUSTOMERS

Since "passenger flow and customer base" is an eternal proposition of shopping center management, it is indispensable to study the consumer psychology before the space design of the shopping center. With the constant changes in the consumer market, people's consumption concepts are changing with the advance of the times. On the one hand, consumers no longer need the use value of purely consumer goods, but need to gain cultural and conceptual psychological identity through the added value of purchasing goods or services. On the other hand, consumers are paying more and more attention to the alienation experience brought by time, space and spirit in the shopping process to obtain different sensory entertainment from daily life. In addition, with the increasing activities of shopping malls, shopping is just some of the reasons why consumers come here. People eat here, visit exhibitions, and enjoy hand-made productions, watch performances, and meet friends here, thus, shopping centers become a place for people to participate in social activities. Therefore, the space design of the shopping center needs to look at and think about things from the perspective of consumers.

IV. THE COMBINATION METHODS OF THEME-EXPERIENCED SHOPPING CENTER SPACE DESIGN AND COMMERCIAL MARKETING

The theme-experienced shopping center space design plays an important role in attracting passenger flow and promoting positive commercial marketing effects. Therefore, the effective combination of the two methods deserves further study.

A. Subdividing Customer Groups and Specifying Themes

The core of the theme experiential shopping center is around the consumer, so the first thing to consider at the beginning of the space design is the positioning of the target customer group. Today's society's recognition of differentiation and the pursuit of psychological pleasure and leisure and entertainment have also promoted the

diversification of consumer demand. In order to adapt to the diversity of the customer base, the shopping center needs to subdivide the customer base from various aspects such as age, hobbies, lifestyles and consumption concepts, construct small streets or space areas with different themes in a targeted manner, and set corresponding paths so as to make them remain independent while echoing each other in series. In this way, it can not only meet the needs of different customer groups, avoiding the shortage of passengers caused by the single theme. At the same time, it can also clarify the theme positioning, and provide clearer goals and targets for business portfolio and commercial marketing. For example, Tianjin Joy City has paid attention to the nuances of the consumer groups at the beginning of the design of the theme block, and has created five unique theme experience blocks. Among them, "Cheer Market" is positioned in the young group who loves unconventional and new things; "Garage No. 5" meets the needs of light-matured people seeking a leisurely and relaxed quality place; "Taste Good" is aimed at creating an O2O platform for members, which is in line with the people who are good at using the Internet and love the healthy and green life. "IF" has opened up a comfortable environment without shutting down in 24-hour for a group of young people who love face-to-face socialism to enjoy nightlife; "Ultimate Factory" is a creation space created by the emerging middle-class group of the city that seeks cultural experience and wants to enjoy self-growth while relaxing. The five different themed block spaces of Tianjin Joy City attract more visitors to the shopping center with its distinctive differences and goals.

B. Thematic and Innovative Activities

At present, relying on the introduction of internationally renowned brands or fresh experiential formats to form the differentiation with similar shopping centers is still a relatively effective means of attracting consumers. However, in addition to the high cost, the shelf life of each new brand is limited. With the expansion of the brand itself, the uniqueness and scarcity of the brand can't be permanently used as the core competitiveness of the shopping center; otherwise, it may eventually inevitably into the stalemate of homogenization. Therefore, the shopping mall business needs to return to the target customer group's needs, relying on the theme to achieve the business formats combination as well as the main brands and retailers' combination to form a unique, diverse and innovative business structure. In this way, not only the differentiated operation is realized, but also the theme space characteristics are strengthened, and the unified theme style is maintained, so that the consumer experience can be strengthened and the viscosity of the customer can be enhanced. For example, "Garage No. 5" is the successful practice of the thematization of the commercial activities. The "Garage No. 5" regards the pursuit of recovering one's original simplicity as the goal of the light-matured group and takes the 5km slow forward life concept as the theme to serve as the premise of commercial activities investment layout. The "Garage No. 5" is mainly composed of the main brands such as Yanji Bookstore and Huaye Flower Shop. It also has a collection of 27 unique and light-created brands and catering merchants. It combines bookstores, flower

shops, pottery clubs, leather crafts, and studios, creating a slow living space that integrates "thinking, reading and creating" for customers. The theme of the block commercial activities is clear, and it naturally captures the psychology of the target group and becomes a tool for shopping malls to attract customers.

C. Creating Theme Space Atmosphere and Inducing Experiential Consumption

The experience is usually not spontaneous but induced. It relies on spatial image, spatial sequence with narrative and rhythm, small scenes with active atmosphere, and a series of design methods such as fascinating color materials and lighting to enhance the appeal of space and induce the occurrence and continuation of experience.

1) *Spatial sequence*: The spatial sequence is based on the reasonable layout of functions and the passenger flow line. It uses contrast, repetition, transition, convergence and other processing methods to arrange space nodes such as squares and small scenes. At the same time, it creates a rich spatial form with rhythm and layering by creating a opening and closing, virtual and real, as well as well-proportioned spatial and contextual relationship, so that consumers can obtain a better shopping experience. In particular, the theme elements are used to organize spatial elements, and the narrative orchestration is arranged along the theme clues. Space nodes such as entrances, streets, indoor squares, and small landscapes are used to create space climax and gather people. At the same time, the pedestrian street is used to make the space flow. For example, the "Nth Power Park" of China Resources Vientiane City expresses the theme of the street park with the main line of sports. The crowded color box space in the entrance is used to attract the crowd, and the Nth Power Square with the strong street style at the end of the B2 layer is used to gather people. This regulated indoor plaza is set up according to the standard 3V3 basketball court. There are also DG sets and stage spotlights on both sides. People can play basketball games here, and they can also enjoy skateboarding performances here as well as various fashion shows. The versatility and unique street atmosphere of this small square make this place the climax of the entire space, and it has become a gathering place for tide young people to stop.

2) *Scene shaping*: When experience and leisure become the main goal of the masses to visit the shopping center, the fun, interaction and emotionalization of the shopping mall space design is particularly important, which is also the reason why the scene demands are also prosperous. The scene is shaped by borrowing the concept of theatrical scenery and creating a scene-like space in the form of a stage set. It is necessary to focus on the theme of space, fully mobilize the interface, color, material, props and other elements in the space to set off the space appeal and atmosphere. The creation of this scene atmosphere exactly reflects the human care for consumers. The shape of

shopping mall scenes usually have the following characteristics.

a) *Interactivity*: Participating in interaction is not just a consumer behavior, but a kind of experience. The entertainment interactive function designed by the commercial space is the most attractive part to consumers. Consumers manipulate the device props in the scene by sensing the visual effects of various interfaces of the experience scene, and immerse in a specific theme scene. The "Human Enthusiasm Research Institute" in Shenzhen's UNIWALK is a shopping space with the manual task as its main business. It takes "being keen on manual task and loving the beautiful life like a scientist" as the place idea of the entire space. In the space, the laboratory elements are integrated into the scene design. The "Glowing Einstein", "Rotating Power Generation Windmill Wall" and "Giant Microscope Installation" are all creative and eye-catching. In particular, the enthusiasm index device consisting of chemical symbols in the small square attracts a large number of consumers to interactively test their own lucky index. In this process, the consumer's feelings and perceptions can be further integrated into the theme space atmosphere, and then the shopping center can increase the customer's stay time and stimulate purchase behaviors. The unique impression created by the sense of interaction will also become an attractive point for people to visit again.

b) *Human nature*: In the era of experiential economy, people are the core, which puts forward deeper requirements for the shaping of shopping malls. It not only needs to pay attention to the scale and function of human nature, but also to shape the sensory experience scene of consumers' life philosophy based on the consideration of consumers' life and emotions, improve the matching rate of scene design and target audience psychology, guide consumers' emotions from the aspect of consumption expression, so as to promote shopping behavior. For example, Joy City's "Sample Street" is aimed at young people aged 18-25. The space is equipped with a magical tunnel featuring psychedelic and collision, a graffiti air brush and a swing square which is suitable for daze to summon the gathering of young people.

c) *Cultural nature*: The rise of characteristic cultural experiences has led to the rise of consumer behavior into cultural behavior. As a kind of abstract existence, culture is indeed the most important factor that can directly grasp the consumer's psychology. Therefore, for the theme-experienced shopping center, it is necessary to use space interface, furnishings and props, equipment, etc. to create a moving space with the "place spirit" for consumers, attract their attention and improve their experience. The success of Eslite Bookstore is because it is not only a business model, but also inseparable from its emphasis on shaping a culturally moving space. Suzhou Eslite Bookstore emphasizes the local culture, and integrates the special space of Suzhou Garden, such as the hydrophilic platform and the stone road, to provide consumers with a pleasant space for tasting tea and reading.

d) *Artistic nature*: In recent years, with the development of the economy and the public's pursuit of the quality of artistic life, art has been infiltrated and has dialogued with various levels and dimensions and has been increasingly valued by shopping center. In particular, the public artwork customized according to the theme contains profound social ideals and humanistic pursuits, which can effectively enhance the connotation and artistry of the space. Its placeness and readability can effectively stimulate the consumer's sense of resonance and participation, enabling consumers to experience the charm of art. As a pioneer in the introduction of art into the shopping space, K11's space design successfully conveys its three core values of "art, humanity and nature". The Optics Valley K11 is focused on experiential art. The space integrates the theme elements of "water, life, and circulation" and uses multimedia interactive installation art to express clouds, lakes and waterfall scenes. The entire shopping mall displays a dynamic and feminine spatial styling, and echoes the works of nine domestic and foreign art writers, allowing people to meet with art by chance in the process of recreation.

e) *Life nature*: People's lifestyles or likes have certain visual characteristics. When they encounter a scene or thing that they deeply love, they will have a sense of intimacy and even a sense of gain. If the scene shape and characteristics of the shopping center can satisfy people's psychological needs of life, the resulting intimacy, trust and belonging can enhance the desire to purchase to a certain extent. The bridge scene of old Hong Kong is widely known by the public, and Shanghai Xuhui Sun Moonlight Shopping Center has created a theme block for catering and entertainment for overtime people. There are many neon signs hanging in the semi-open space. These colorful shop signs create the fireworks smell of the bustling street scenery of old Hong Kong under the background of the night, making it a place for night owls to linger.

3) *Color and material*: Color is the most sensitive medium in visual senses, and it is also a design element in commercial space. It is closely related to the theme expression of space, space level and spatial sequence. It can directly affect the style of the whole space and give people a strong first sensory impression. At the same time, color can bring different psychological feelings and sensory enjoyment to people, meanwhile, color brings people the association of emotions so that shopping center space atmosphere can be infinitely extended. The use of materials is also an important element in creating a theme space atmosphere. Materials of different colors and textures will convey different emotional information. In the shopping space, following the characteristics of the material itself for thematic expression can highlight the space atmosphere and stimulate people's emotional response.

4) *Light and shadow*: Light can directly affect people's perception of space, texture, shape and color through visual expression. Therefore, light has a spiritual attribute that affects people's psychological feelings, and plays a vital role

in the creation of space atmosphere. Therefore, light is the most expressive and active factor in the shopping space. It is necessary to consciously introduce natural light according to the characteristics of the theme or use the light to adjust and define the space, thereby enriching the space level and presenting a kind of unique space experience and visual focus. In addition, human vision can always be attracted by bright things, and in the subject space, it can be directed or guided by the light, to attract attention or people to the target.

D. Organizing Diverse Activities and Stimulating Vitality

Business activities are the source of the mall's long-lasting vitality. People exchange experiences and give space dynamics, making material space a place for events to happen and be remembered. Business activities around the theme often use more open public spaces with distinctive themes and the content is in harmony with the spatial form. In particular, it is necessary to pay attention to the artistry and interactivity of the event space, in order to gather popularity and achieve the purpose of publicity and marketing.

V. CONCLUSION

In order to gain vitality in the homogenized Red Sea, shopping malls need to deeply cultivate the needs of the consumer groups, form a differentiated theme, grasp the spatial advantages of the shopping center, organize the space format and spatial sequence with the theme as the starting point, infect consumers with the theme scene shaping, mobilize consumer enthusiasm with the theme activities, make efforts to do enough space experience to attract more customers and give the shopping center new strength. The theme-experienced shopping center space design focuses on interactivity, human nature, cultural nature, artistic nature, and life nature. From various nuances, it creates a space atmosphere that meets the needs of consumers, and infiltrates the theme concept into the minds of consumers in a quiet and silent way. Therefore, using the theme as the carrier and relying on the design and space power to enhance the experience effect can bring unexpected explosive power to the development of the shopping center and can become a trend of shopping mall development.

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