

Surveying the Effect of Psychological Environmental Knowledge in Suitability of Commercial Centers (Case Study: Talesh Commercial Centers-Iran)

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ABSTRACT

In the wake of the urbanization growth in recent decades in Iran, especially in Talesh, creating business centers for living and as recreation space needs due to reduced leisure hours has become one of the most important issues. Note that the review process, especially in commercial centers in Iran and especially in Talesh can be seen that the principles and criteria's always in design centers, causing a favorable environment for business is referred is taken away.

The changing nature of the business centers of commercial operation of these facilities must meet the needs of consumers are motivated and looking to buy, sometimes comfortable, sometimes follow leisure time and recreation, and sometimes both are seeking to achieve these goals, attention to issues of social, humanitarian cultural, graphics are important in environmental psychology is that it requires the utilization of knowledge.

Thus, according to research being done with Talesh and commercial centers in the effort, and psychological aspects of human needs rarely associated with this approach that led to the creation of attractive and responsive space needs to be addressed, is referred. in this paper tried to explain the process of establishing business centers in the city's problems in Talesh, with the base of the pyramid Maslow's needs, psychological needs are being studied and effective in the know "attitude" in shaping behavior, guidelines for deployment of the suitable form, color, graphics, is the most important factors that shape individual behavior in these centers, are caused to the environment has suggested that the performance is appropriate.

KEYWORDS: Environmental psychology, Architecture, Behavioral science, Human needs, Commercial centers

INTRODUCTION

Commercial centers are the heart of today's cities. Ancient cities were once adorned with temples and paste Alnv today malls are temples to the people's wishes and demands of industrial development, air pollution, overpopulation, climatic conditions, distance routes, reduce costs, save time and other local response to the basic needs of humans are not alone, there are more thirst quenching leisure and consumption, even taking pictures of the window, the image does not necessarily buy the goods. [1]

In Talesh to keep pace with these developments, policy making and selling of shopping centers, commercial and recreational integrated as one of the ways people respond to the need for expanded rapidly. But not necessarily made of all the centers are not favorable business environment. Most of the business units without specifically designed for commercial space and with slight variations of other usages have become the business form that failed to meet the needs of their audiences today.

This suggests that in today's world is basically referring to the use of such spaces have different motives and goals, without taking their businesses to satisfy their needs that causes people to dislike centers have come presence Again, these places have. Given these points, the most important issue is that most businesses in this area has been ignored.

So that John Lang in architectural theory states that the creation of this century most of the world in unprecedented growth in human knowledge, social change and has seen the standard of living. Rather than these developments, scientific procedure makes it easier to design the environment, has made it more difficult. The current technical capabilities and often technical passion for making buildings, neighborhoods, and cities of different ways, and without regard to the performance of this design is for human behavior. [2]

Industry Views is the attraction and retention of these categories in order to design these centers, architects, manufacturers of space as the consumer desires and motivations are, obviously understanding the behavior and actions and desires, referred to as the consumers space of issues that are familiar with its architects, architects in the design of creative spaces and thereby helped to create environments to ensure that the behavior of those desires. [3]

Therefore, since the motivation and human needs, human behavior is determined, it is necessary to understand these needs and motivational factors that shape the context of human needs as a basis for examining model behavior is used. The model used in this article belongs to psychology, Abraham Maslow is. (1954). In this model, different levels of human psychological needs can be studied and built environment if he takes such good shape, it can include aspects of human needs, survival, security, belonging, dignity and beauty meet.[4]

With due attention to this matter that utilization of behavior sciences, in direction of improvement and motivation, is in a very special place, so in this paper, it is tried that by utilizing environmental psychology and by taking these

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needs and creation of motivation factors into consideration, lead to present actions for design of commercial centers that resulted behavior of which will provide inclination and cause its permanency and attractiveness.

RESEARCH METHODOLOGY

The review articles and more analytical and descriptive information to the style library and information resources available in books and articles are collected. This study first examines the nature of environmental psychology, and then attempt to understand Talesh business deals in the past and the problems in today's centers. The next step, the human needs that are beyond the direct cause, is well understood, so this article needs Maslow pyramid with the base levels of the business is related to behavioral needs, to identify practices and strategies In order to promote such behavior.

Environmental Psychology

Environmental psychology is a subset of behavioral sciences as a branch of psychology that architects also have a stake in its development. This new knowledge with other names to such as human relations, sociology, also known as environmental and human ecology.

According to Craik theory (Craik ,1970) soul cognitive psychology, environmental studies human behavior in such a way that is relevant to everyday life in the physical environment .people have a fundamental role, such as perception ,cognition, and behavior space.[5]

Gifford, Egon Brunswick and Kurt Lewin are the founders of the field. In decade between 60 and 70 , study the effect of “human environment” were designed, as a specialized field of study “ an environment of soul”, “ soul environment” , with “the science behavior” was published.[6]

Designers with their own experiences figured out that designing for building compatible environment with demands of human in big societies with complicated texture needs general knowledge that helped them to remove these inflections. The man to solve their problems not only affect the environment but also on others who are partners with him in the environment is also impressive. So for sustainable coexistence on earth and the environment and human relations and relations between the two strains between the human person according to the culture, attitudes, values and their beliefs about the poor were valid.

Modern psychology is the indirect impact of physical environment on human behavior that ultimately required to review its architectural and urban environment, making the one hand and on the other hand, the architects needs of customers and users environment in areas the design of resolved caused by the design professional familiar with reverse psychology began emerging knowledge thus gave a new step to be closed to environmental psychology. [7]

Knowledge of environmental psychology, like many other scientific disciplines, including both theoretical and practical application or the fact that the dimension detection in general psychology is forgotten; dimensional architecture of such physical conditions, as well as social and cultural dimensions environmental symbol. Fields of application of this knowledge, designers and architects can serve as an effective and results can be obtained, may play an important role in the architectural design process. The behavior and performance significantly in terms of architecture and physical factors in the environment will be affected by this order Utilizes the capabilities of the environment, user behavior in order to achieve the desired goals of the designers. [8]

Innovation course of commercial centers in Talesh

Trade has always been an important part of Talesh people's lives and history of the business structure known to be assembled on the market. Although no exact date set for the emergence of such centers. But in the past this area because most people were producing goods, often in cyclical markets and its production rate is proportional to the annual, monthly and weekly in the main roads and in open environment, pleasant and accommodating people with mental and in all weather conditions with a very simple and insignificant structures formedery simple and insignificant structures formed. [9]

Periodic markets in addition to important aspects of economic, social and cultural nature, a place for exchange of information between the sherifdom , meet local people and ethnic groups together and also for fun, watching the ceremony, such as goods and athletic and has been playing the flute. In fact, these types of markets and a component associated with people Talesh ethnic culture they had come. Men, women, children, buyer and seller, affluent and poor were present together in these places and were familiar with. It was fun being in the markets for them and nobody has accelerated the rush to buy goods and disappear. [10]

With business and industry growth, expanding cities and increasing urbanization, adverse weather conditions in at least half of the year, traffic, weather pollution, lack of access to health services, such as minimum welfare, drinking water, restroom, parking and the lack of variety stores in these areas to new areas of business to supply products in bulk or retail commercial complexes increased and led to the Mall of American style (with more limited scope and diversity of users) to arise.[11]

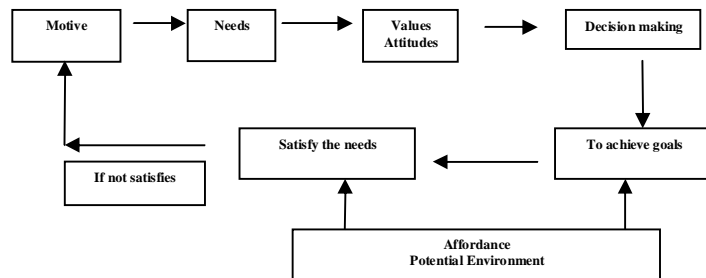
Nowadays Commercial centers in Talesh is the replace of its markets are not a social nucleus, and all their spirit and social and cultural centers have lost their old sales. few customer come from city to this existing trade centers in order to provide their own and family needs, represent this issue that this centers can not make the requirements of today's customers , that's why the most motivation is immediate interest are built. The motivations that is not based on customer-centric and is not a good plan. Investor tries with minimal investment and without regard to social needs and physical and mental spaces transferable through the sale of most customers make.

The most important Problems existing commercial centers in Talesh include:

- Most business centers by changing its functions are made. Obviously these places were built for another user not the commercial space, so cannot make requirements of visitors.
- Lack of variety in stores.
- Lack of attractive and memorable experience for individuals and "indifference" to attend this place again.
- Lack of a rest area for visitors, customers will only need to buy into these centers.
- Failure to properly locate and use the unsuitable space for access.
- Not paying attention to the climate of the region and make the selection of materials suitable for heating air conditioning.
- Lack of proper attention to the physical effects of color, light...
- Ignoring the suitable graphics environment: in most centers with signs of any type of advertising is that it is done or the size of the panels installed with the environment, are coordinated not only cause visual pollution.

Needs of human behavior in malls

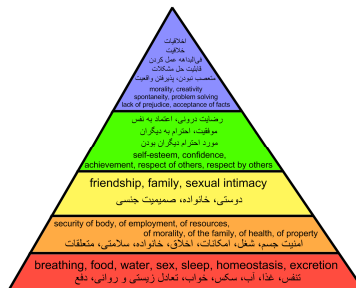
Human, being is a complicated creature that have diverse physical, financial, spiritual Motivation. Motivation is the force that guides and organizers of perception, cognition and purposeful behavior of human.



A model of behavior in which Motivation of man is presented such as an active process.

Therefore, action needs to be reconciled human behaviors. Hence the understanding of human needs for environmental design is of particular importance. So that John Long in the book creation architecture theories: The role of science behavior in designing behavior, believes that physical environments are locational behaviors that can prevent or accelerate human behaviors but never determines behaviors. Because this motivations and human needs determines people behaviors. [12]

In this regard, it is necessary mental and physical needs to be recognized as the correct way. Physical needs of people with knowledge of the performance criteria established by the designers, standards and similar functions can be investigated. In the field of environmental psychology, Abraham Maslow's model of the "pyramid of human needs" is known for use in architectural design has been approved. [13]



Maslow's Hierarchy of Needs. [14]

Maslow has identified five groups of needs for human and he believed, human needs are hierarchical, the man that I need to focus on, is to provide it, which requires him to be satisfied. Basic needs of people took advantage. [15]

So, according to Maslow's hierarchy of commercial centers in Talesh to reach the ultimate truth that lies at the top of the pyramid of human needs, desires or requires the consent of the people is attracting the attention of the pyramid is the fourth. This is the most important factor that requires behavioral changes, with the means to build an environment, people and life satisfaction are the business centers.

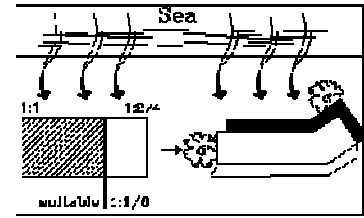
Recommended actions

The needs of the commercial centers of human behavior, the motivational strategies, such attitudes are examined in this regard, including the ways that the designer can design the architecture and business centers in efforts to note that the deployment of motivation and the drawing Integrating people into the business, increase comfort, satisfaction and a sense of usefulness and to compensate for its adverse effects on behavior are:

1. The placement of commercial centers

Human environment condition has direct impact on how mental state, physical position, how to do and generally enjoy all parts of life. It's where most of the people shopping in enclosed buildings (shopping centers) is going to create favorable environmental conditions, it is important to meet the requirements

So considering that climate is the main problem in this area in all seasons of the year. So it is important to create comfort in the building trade visitors and vendors to establish and maintain air in the interior space. Thus, despite of sea in Talesh, in order to maximize utilization of the sea, the sea breeze to establish, inside air, along the beach or the establishment of these centers should be perpendicular to the direction of the sea breeze. [16]



2. Form

Trade centers form in this area in order to use airflow for maximum ventilation and also because a circular space, and six angles and square because of equality centers with angles, confused the customers and as a result of mental fatigue that must be in rectangle cubic shape design because in this space direction finding of customers is completely obvious that moves in length or in width, in this case customers feel more comfortable and relaxation.

3. Dimensions and sizes

Strengthen the effectiveness and efficiency of commercial centers in the audience plays an important role. Given the amount of visitors it must be done so that people can easily walk around and choose your required product. And since the crowd is very effective on the mental state and behavior must take measures to reduce feeling crowded architectural thought. Because otherwise not only stimulate the sense of beauty are not the only adverse effect of a space in the mind closes. Among these measures are:

Window

Opening windows should be so light that in addition to a landscape view as possible.

Ceilings

Tall ceilings in crowded places can reduce the feeling of congestion.

Door

Appropriate number on the door and out into space is also a great help control the crowd makes little sense.

Control of space conditions

Increasing the amount of control over internal conditions such as space conditioning, lighting, privacy of the individual territories to reduce congestion in the minds of people.

4. Environmental Graphic

In the process, advertising environment in Talesh shopping centers, to achieve the ultimate truth of the Maslow pyramid to be convinced that the audience goes through or very little doubt that he is attempting to buy. On billboards advertising or an unusual color of a different shape in which at least diversity is in the form of letters to be used. It also can be signs for guidance on color and materials of different colorful graphic designs created on the floor. That this addition will also invite the audience to walk under appeal. [17]

5. Color

Colors are forces that can affect the human performance and the psychological effects of the changing interests of the human psyche and sense of satisfaction or dissatisfaction and eventually be absorbed by the audience. Outdoor markets in the past was formed with indigenous flavor. Outdoor markets in the past was formed with indigenous flavor. Goods and agricultural products with a very beautiful style and arranged to create beautiful color. These compounds have a pleasant atmosphere and psychological effects it has caused the attention of the audience combinations. Thus, modern commercial centers to enhance the attraction and encourage people to buy the colorful diversity of the people of this city are considered warm colors and can be used to attract more attention.

6. Aromatic and pleasing space

If the customer is buying and aromatic Tragyn greater willingness to find and buy the shopping centers will spend a long time to buy in shopping center.

Studying of the past in cyclical markets in Talesh show the existence of food, pickles, bread and aromatic spices in places that were open to individuals using olfactory stimulation, a greater amount of goods sold. So since this is a large impact on the attractiveness of space and attract customers is essential in the business of trying to be gentle fragrance.

7. Shop window

During the past time people to sell their goods in the markets the lack of showcase their wares with loud shouting. And in fact this practice is nothing but making people aware of what was to sell things to people and it was not the thing people needed. [18] so if today is the shop window from which the message to invite passersby to look like a magic elixir to anyone with taste and every level of the calls. Element in the design of information architecture should be avoided too that irritate the mind and forceful message was clear and fast in the minds of passersby. [19]

8. Creating green space

Their intertwined lives of urban people and the opportunity to pause and reflect upon them is output. The human part of this huge machine, and the peace that nature gave him by taking away the soul of nature no longer exists. We can not provoke him to nature, but we're part of his nature to the environment. For relaxation and stress away from the urban environment and the machine, including ways that the designer can focus efforts to commercial centers. Construction of open spaces within the complex to take advantage of natural light and also the use of appropriate vegetation in this region of the central lobby, where the volume of the water views that exist, the designer with using. This approach can be designed using the vacuum separation of users and the natural environment to compensate for its adverse effects on behavior.

Conclusion

Environmental psychology, along with other behavioral science has an important role in the designing space and. This allows designers presented their plans more than accommodate the needs and culture of users and environments designed for humans, they have the necessary conditions that people enjoy environment because of its structure, current patterns of behavior and physiological well-being required them to provide their desires and in fact is accountable.

Commercial centers in the modern world is the place that in addition to economic activity, social and cultural movements have been dominated by their ages and where individuals with different abilities, different needs of adults and children will attend. In this basis enough space it is necessary to respond to these needs is a comfortable and flexible to note that the case has been trying to build malls in Talesh has been forgotten.

Thus, the strategies proposed to achieve this goal is that the architects in addition to physical needs, psychological needs shape the behaviors of individuals who are in these centers are considered. In this case we must use incentive energy such as light, color, smell, and touching are the suitable strategies for users and observers of this space, and create space that make it enjoyable and provides thier desires. This incentive strategies is an effective factor to attract people with various purpose and the sense of satisfaction and keen in being again in this places visitors comprehend .and as a result makes it prosperous selling more and preventing destruction.

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