

# Revolutionizing Retail: The Exquisite Architectural Marvel of Outdoor Shopping Malls

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## ABSTRACT

Outdoor shopping malls have become an integral part of the modern urban landscape, offering a unique shopping experience under the open sky. This research aims to identify factors that influence the attractiveness of outdoor shopping malls. This literature review delves into the intricate design elements and strategic considerations that underpin the allure of outdoor shopping malls. Through a meticulous analysis of 400 papers published between 2014 and 2024, encompassing a total of 112,560 citations, key insights emerge regarding the impact of architectural design on consumer behavior. The research highlights the significance of factors such as exterior aesthetics, interior layout, and urban planning in shaping the appeal of shopping centers. By integrating perspectives from architecture, economics, and sociology, this study offers a holistic understanding of how outdoor malls create immersive retail experiences. Furthermore, by examining trends in research themes and collaborations among authors, this review sets the stage for future investigations into optimizing the design and functionality of outdoor shopping destinations.

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## 1. Introduction

The shopping experience has evolved from simply fulfilling a need to becoming a social and recreational activity[1]. One form of shopping that is becoming increasingly popular is outdoor shopping malls, which offer a unique combination of shopping, entertainment, and social interaction in a comfortable, open-air setting[2].

One of the key factors in attracting visitors to outdoor shopping centers is their location and accessibility[3]. Strategic locations, especially in busy areas and easily accessible by public transportation or private vehicles, can increase the number of visitors and the attractiveness of shopping centers[4].

Architectural design and layout also play an important role in creating an attractive shopping experience in outdoor shopping malls[5]. Factors such as building design, open

space, green areas, recreational facilities, and rest areas can increase visual appeal and visitor comfort[6].

The presence of diverse and quality tenants is another significant factor in attracting visitors to outdoor shopping centers[7]. A good tenant mix can create a complete shopping experience and meet various consumer needs, from fashion, food, and drink, to entertainment[8]. Successful outdoor shopping centers offer more than just a place to shop. They also provide a variety of supporting facilities and interesting visitor experiences, such as art performances, music concerts, children's play areas, and comfortable hangout places[9]. In an era that is increasingly concerned about the environment, sustainability is also a factor that influences the attractiveness of outdoor shopping centers[10]. Efforts to reduce carbon footprints, use of renewable energy, recycling,

and environmentally friendly policies can attract environmentally conscious consumers[11].

The study by [12] shows that online shopping experiences can influence consumers' impulsive behavior. Meanwhile, research by Bakirtaş et al. (2015) highlighted the importance of hedonic and utilitarian values and consumer satisfaction in influencing consumer intentions. In addition, factors such as the preferences of certain generations, such as Generation Z [13] and Generation Y[14], also play a role in influencing consumer behavior regarding shopping.

In addition, the environmental factors of shopping centers also play an important role. For example, [15] found that shopping centers that offer a variety of services tend to attract more visitors. Likewise, research by Zineb and Fatiha (2022) highlights the characteristics of shopping centers that influence purchasing decisions, such as product quality, price, entertainment, location, and security.



Source:<https://pixabay.com/id/illustrations/pasarbazaar-belanja-di-luar-rumah-8721939/>

Figure 1: Outdoor shopping Center

In the context of the COVID-19 pandemic, Basu & Swaminathan (2021) show that the pandemic has changed consumer perceptions regarding outdoor consumption categories, including retail shopping. Additionally, a study by [16] highlights the impact of the pandemic on consumer shopping habits.

After the COVID-19 pandemic, there has been a significant change in the importance and use of outdoor space in architecture and urban planning. Research has highlighted the importance of outdoor living spaces in addressing home design issues and providing additional space, which can help reduce the spread of airborne viruses such as COVID-19[17]. Additionally, research has emphasized the benefits of engaging in physical activity outdoors, as it has been shown to reduce stress levels during the pandemic (Zayatz, 2023). The pandemic has emphasized the importance

of access to open spaces and parks and emphasized the importance of outdoor recreation design[18].

In this article, we will explore the main factors influencing the attractiveness of outdoor shopping centers, as well as examine the findings of previous studies that have been conducted in this domain.

The problem statement in this article revolves around the need to identify the factors that influence the attractiveness of outdoor shopping malls. This stems from evolving consumer preferences and the growing importance of creating unique and engaging shopping experiences in modern urban landscapes.

The research objectives in the article include:

- 1) Analyzing the key factors that influence consumer preferences and behavior in choosing to visit and shop at outdoor shopping malls.
- 2) Utilizing an interdisciplinary approach that combines the fields of architecture, economics, and sociology to understand the impact of design elements on the allure of outdoor shopping centers.
- 3) Identifying trends and patterns in the literature to shed light on the factors most frequently highlighted or most influential in shaping the attractiveness of outdoor shopping malls.
- 4) Setting the stage for future research endeavors aimed at optimizing the design and functionality of outdoor shopping destinations to meet the evolving needs of consumers.

## 2. Material and Methods

- 1) Identify the Research Topic and Objectives
  - Determine the research topic: Factors that Influence the Attractiveness of Outdoor Shopping Malls.
  - Establish research objectives: Analyze significant factors influencing the attractiveness of outdoor shopping centers based on literature published in accredited journals.
- 2) Article Search
  - Search 400 for articles using accredited journal databases such as Scopus, DOAJ, WoS, and Google Scholar[19].
  - Use relevant keywords: design, architecture, outdoor, shopping malls, exterior design, interior design, outdoor shopping mall", "factors influencing attractiveness", and the like.

- Filter articles published in the last 10 years (2014-2024).
- 3) Article Selection
- Select articles that are relevant to the research topic based on title, abstract, and keywords: design, architecture, outdoor, shopping malls, exterior design, and interior design.
  - Ensure selected articles have been published in accredited journals and are relevant to the research topic.
4. Data Processing with VOS Viewer
- Import selected articles into VOS Viewer.
  - Using the VOS Viewer feature to analyze the relationships between concepts and relationship patterns between factors that influence the attractiveness of outdoor shopping malls[20].
  - Conduct cluster analysis to identify groups of concepts that are related to each other[21].
5. Data Analysis
- Analyze results generated from VOS Viewer to identify emerging trends and patterns in the literature[22].
  - Identify the factors most frequently highlighted or most influential in influencing the attractiveness of outdoor shopping centers.
6. Preparation of Literature Review Articles
- Organize the results of data analysis into a clear and systematic literature review article structure.
  - Presents findings from the literature using a structured and informative approach.
  - Includes visualization of analysis results from VOS Viewer to provide a clearer picture[23].

Table 1 presents several relevant metrics for research data conducted in the period 2014 to 2024. A total of 400 papers were published during this period, with a total of 112560 citations. On average, each paper had 281.40 citations, and the annual citation rate was 11256.00. Individually, a researcher has an average of 238.73 papers per study and 2.28 authors per paper. In addition, the h-index, which reflects the number of articles that have at least h number of citations, reached a value of 143, indicating a significant level of impact in this field of research. g-index, which measures the productivity of researchers, reached 332.

H-I, norm of 107 indicates that this research has a higher impact than the average in its field. H-I, annual of 10.70 indicates that there is a growth in impact each year. Finally, the hA index of 54 indicates that several researchers have had a significant impact on their contributions to this research. Overall, this data reflects the substantial history and impact of the research conducted in the period.

### 3. Results

Bibliometric analysis aims to analyze existing literature patterns and also explore potential research in the future[24]. To answer this objective, a more specific analysis was carried out and resulted in questions such as "How is the existing literature classified and grouped based on similar themes and topics?", "What are the research trends on this topic from year to year and which articles have the greatest impact on the period 2014 to 2024?", "What collaborations did the authors undertake?", and finally "What are the potential topics for future research?". With the help of the VOS Viewer tool, all these questions can be answered precisely and comprehensively[25].

The first question regarding the classification of existing literature can be answered by utilizing the Network Visualization feature. The results of this feature analysis are attached in Figure 1 below. There is a complex visualization that shows that the topic related to supermarket attractiveness is a topic that has high complexity. This indicates that the topic is a topic that is of interest to researchers.

### Research Data Metrics

Table 1. Research Data Metrics

Data Metrics	Information
Publication years	2014-2024
Citation years	10
Papers	400
Citations	112560
Cites/year	11256.00
Cites/paper	281.40
Cites/author	88512.94
Papers/author	238.73
Authors/paper	2.28
h-index	143
g-index	332
hI, norm	107
hI, annual	10.70
hA, index	54

Source: *Output* Publish or Perish, 2024

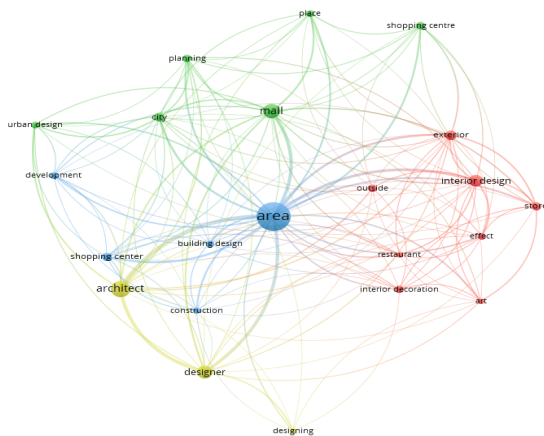


Figure 1. Network Visualization

Figure 1 above shows that there are three different contrasting colors: red, blue, and green. These colors indicate different groups. Meanwhile, terms that have the same color indicate that these terms are in the same group and have a similar theme or relationship to each other. Thus the literature on this topic is divided into three groups. The first group is represented in red with a total of 9 tribes, the second group is represented in green with a composition of 7 tribes, the third group is represented in blue with a total of 5 tribes, and the fourth group is represented in yellow with a total of 3 tribes. These groups are hereinafter called clusters. Specifically, Table 2 below explains the composition of each cluster with the most relevant terms.

Table 2: Clusters and Items

Clusters	Cluster Composition
1	Art, effect, exterior, interior decoration, interior design, outside, restaurant, store
2	City, mall, place, planning, shopping center, urban design
3	Area, building design, construction, development, shopping center,
4	Architect, designer, designing

Source: Database Analysis with VOSViewer, 2024

After successfully identifying existing literature classifications, further analysis was continued using the Overlay Visualization feature in the VOSViewer application. This feature can identify research trends from 2014 to 2024 by referring to the timeline bar in Figure 2 below.

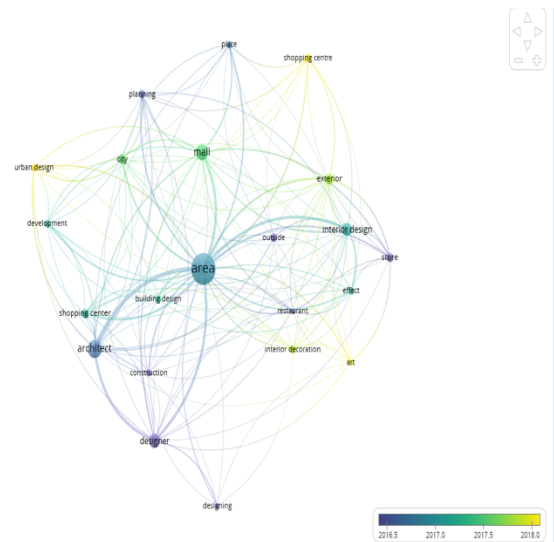


Figure 2. Overlay Visualization

From Figure 2 above we can conclude that terms such as designer, construction, store, and outside have a dark color (purple) which indicates that these terms became a research trend around 2016. Meanwhile, terms such as area, interior design, effect, and development became trends in 2017. Terms such as city, mall, exterior, shopping center, and urban design are terms that have become research trends in 2018.

These research trends can also be examined by identifying the primary or most influential literature in this field. The indicator of the impact of existing literature is to identify the number of citations so that it can be said that the articles with the highest number of citations are the articles that have had the most impact on scientific developments in the field of architecture and supermarkets. Table 3 below describes the 6 studies with the highest number of citations spread across various journals and scientific article databases.

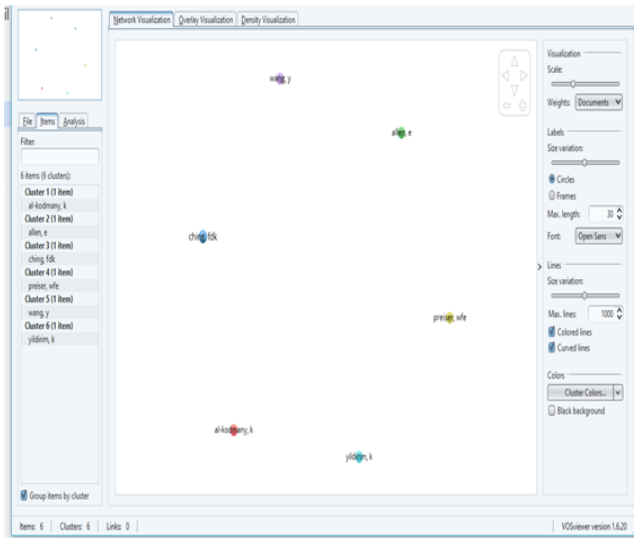
Table 3. Most Cited Article

Citations	Author and Year	Title
33 + 66 + 26	Al-Kodman y, K (2018)	Sustainability and the 21st-century vertical city: A review of design approaches of tall buildings. <i>Buildings</i> , mdpi.com, <a href="https://www.mdpi.com/2075-5309/8/8/102">https://www.mdpi.com/2075-5309/8/8/102</a> Al-Kodmany, K (2017). <i>Understanding tall buildings: a theory of placemaking.</i> , taylorfrancis.com, <a href="https://doi.org/10.4324/9781315749297">https://doi.org/10.4324/9781315749297</a> Al-Kodmany, K (2014). Green towers and iconic design: Cases from three continents. <i>ArchNet-IJAR: International Journal of Architectural ...</i> ,



Preiser, W.F.E	3
Wang, Y	3
Yildirim, K	3

Source: Database Analysis with VOSViewer, 2024



Source: Database Analysis with VOSViewer, 2024

Figure 4. Visualization of the Authors' network

Figure 4 above shows that two groups of writers have conducted collaborative research while the other two groups are still individual. This identification is important for finding key authors as well as for collaborating with each author [31]. This is done to enrich the discussion and perspectives of research that will later be carried out or published.

### Comparison with other Bibliometric Research

The topic of bibliometric analysis of supermarket architecture has been carried out by several researchers in the past. These studies address the use of bibliometric analysis to understand research trends, the interdisciplinary nature of research, and the growing importance of supermarket architecture. The study covers various topics, including architecture, city, mall, screen, and window display in supermarket architecture. This research includes those conducted by (Mehta DN, 2019; Chugan PK, 2015; Woods et al., 2015; Memon, 2022). Meanwhile, this article specifically highlights architectural renewal and shopping malls which have not previously been achieved by the research above, so that this research can complement and enrich the literature on this topic.

## 4. Discussion

### Factors influence consumer preferences and behavior in choosing to visit and shop at outdoor shopping centers according to 2014-2024 research

Consumer preferences and behavior in choosing to visit and shop at outdoor shopping centers are influenced by several factors that have been studied in several studies. Influencing factors include online shopping experience, hedonic and utilitarian values, consumer satisfaction, preferences of specific generations, and environmental factors of shopping centers.

The study by [12] shows that online shopping experiences can influence consumers' impulsive behavior. Meanwhile, research by Bakirtaş et al. (2015) highlighted the importance of hedonic and utilitarian values and consumer satisfaction in influencing consumer intentions. In addition, factors such as the preferences of certain generations, such as Generation Z [13] and Generation Y [14], also play a role in influencing consumer behavior regarding shopping.

In addition, the environmental factors of shopping centers also play an important role. For example, [15] found that shopping centers that offer a variety of services tend to attract more visitors. Likewise, research by Zineb and Fatiha (2022) highlights the characteristics of shopping centers that influence purchasing decisions, such as product quality, price, entertainment, location, and security.

In the context of the COVID-19 pandemic, Basu & Swaminathan (2021) show that the pandemic has changed consumer perceptions regarding outdoor consumption categories, including retail shopping. Additionally, a study by [16] highlights the impact of the pandemic on consumer shopping habits.

Thus, consumer preferences and behavior in choosing to visit and shop at outdoor shopping centers are influenced by several factors including shopping experience, hedonic and utilitarian values, consumer satisfaction, generational preferences, shopping center environmental factors, as well as the impact of events such as the COVID-19 pandemic.

**Utilizing an interdisciplinary approach that combines the fields of architecture, economics, and sociology provides a comprehensive understanding of the impact**

### **of design elements on the allure of outdoor shopping centers.**

Here's how each discipline contributes to this holistic understanding:

1) **Architecture:** Architecture focuses on the physical design and layout of outdoor shopping centers. It considers factors such as building design, open spaces, green areas, recreational facilities, and rest areas. Architectural design plays a crucial role in creating visually appealing and comfortable environments that attract visitors.

2) **Economics:** Economics examines the financial aspects of outdoor shopping centers, including the economic viability of different design elements. It looks at how factors like tenant mix, pricing strategies, and consumer behavior influence the success of these centers. Understanding the economic implications of design choices is essential for creating sustainable and profitable shopping destinations.

3) **Sociology:** Sociology delves into the social aspects of outdoor shopping centers, focusing on consumer preferences, behavior, and societal trends. It explores how design elements impact visitor experiences, social interactions, and community engagement. By considering sociological factors, such as cultural influences and social dynamics, designers can create spaces that resonate with diverse consumer groups.

### **To identify trends and patterns in the literature**

We can pay attention to Figure 2 where terms such as designer, construction, shop, and outside have a dark color (purple) which indicates that these terms became a research trend around 2016. Meanwhile, the terms such as area, interior design, effects, and development became trends in 2017. Terms such as city, mall, exterior, shopping center, and urban design are terms that became research trends in 2018.

These research trends can also be examined by identifying the main or most influential literature in the field. The indicator of the impact of existing literature is to identify the number of citations so that it can be said that the articles with the highest number of citations are the articles that have the greatest impact on the development of science in the field of architecture and supermarkets. Table 3 below describes the 6 studies with the highest number of citations spread across various journals and scientific article databases.

### **Establish a foundation for future research efforts**

Setting the stage for future research endeavors aimed at optimizing the design and functionality of outdoor shopping destinations to meet the evolving needs of consumers is crucial for the continuous improvement of retail environments. Here's how this process can pave the way for future research:

- 1) **Current Understanding:** Building on the existing knowledge and insights gained from the analysis of trends and patterns in the literature, researchers can establish a solid foundation for future research endeavors. Understanding the key factors that influence the attractiveness of outdoor shopping malls provides a starting point for further exploration.
- 2) **Identifying Gaps:** By identifying gaps in the current research and understanding the limitations of existing studies, researchers can pinpoint areas that require further investigation. These gaps may relate to emerging consumer trends, technological advancements, sustainability considerations, or changing market dynamics.
- 3) **Research Objectives:** Setting clear research objectives that focus on optimizing the design and functionality of outdoor shopping destinations is essential. Researchers can define specific goals related to enhancing consumer experiences, improving sustainability practices, incorporating innovative technologies, or addressing evolving consumer preferences.
- 4) **Methodological Approach:** Researchers can determine the most appropriate methodological approach for future research endeavors, considering factors such as data collection methods, analysis techniques, and interdisciplinary collaboration. By adopting a rigorous and systematic approach, researchers can ensure the validity and reliability of their findings.
- 5) **Collaboration and Interdisciplinary Research:** Encouraging collaboration between experts from various fields, such as architecture, economics, sociology, and consumer behavior, can enrich future research endeavors. By integrating diverse perspectives and expertise, researchers can develop holistic solutions that cater to the multifaceted needs of consumers.

6) Innovation and Adaptation: Embracing innovation and staying abreast of industry trends is essential for optimizing the design and functionality of outdoor shopping destinations. Researchers should remain flexible and adaptable to changes in consumer behavior, technological advancements, and market dynamics to ensure that their research remains relevant and impactful

## 5. Conclusion

One of the important contributions of this research is the use of an interdisciplinary approach that combines insights from architecture, economics, and sociology. By integrating perspectives from diverse fields, this research offers a holistic understanding of how outdoor malls create immersive retail experiences. This interdisciplinary lens enriches the analysis of design elements and their impact on consumer behavior, paving the way for a more comprehensive exploration of outdoor shopping destinations.

**Identification of Key Factors:** This research successfully identified and analyzed the key factors that influence the attractiveness of outdoor shopping centers, including location, architectural design, tenant mix, visitor experience, and sustainability. By highlighting these important factors, this study provides a roadmap for developers and urban planners to increase the attractiveness and success of outdoor shopping centers. Understanding these factors is critical to meeting the evolving needs of modern consumers and creating an engaging retail environment.

**Trend and Pattern Analysis:** Through the identification of trends and patterns in the literature, this research offers valuable insight into the most frequently highlighted or influential factors in shaping the attractiveness of outdoor shopping centers. By conducting a thorough analysis of the existing literature, this study sets the stage for future research efforts aimed at optimizing the design and functionality of outdoor shopping destinations. This analysis not only enriches the current understanding of the outdoor retail environment but also provides a foundation for further investigation in this domain.

**Future Research Directions:** This study outlines future research directions, emphasizing the importance of overcoming limitations such as generalizability, emerging trends in supermarket architecture, ethical considerations, and the integration of technology in predictive modeling for external factor analysis. By highlighting these areas for further exploration, this study guides future

research efforts to address emerging challenges and opportunities in the field of outdoor shopping center design. A proactive approach to identifying future research directions contributes to the advancement of knowledge and innovation in retail architecture.

## Limitations and Suggestions for Further Research

Although the results of this study provide valuable insights, several limitations need to be noted. First, a focus on a specific context may generalize the findings to a limited extent[32]. To further enhance the research on the factors influencing the attractiveness of outdoor shopping malls and maximize its impact, the following suggestions and recommendations can be considered:

**Diversification of Research Samples:** Expand the geographic scope of the study to include a more diverse range of locations and cultural contexts. By incorporating a broader sample of outdoor shopping malls from different regions, researchers can capture a more comprehensive understanding of the factors that influence attractiveness across various settings.

**Longitudinal Studies:** Conduct longitudinal studies to track changes and trends in consumer behavior and preferences over time. By analyzing data longitudinally, researchers can gain insights into the evolving dynamics of outdoor shopping environments and adapt their strategies to meet changing consumer needs.

**Stakeholder Engagement:** Collaborate with stakeholders such as developers, urban planners, retailers, and consumers to gather diverse perspectives on outdoor shopping mall design. Engaging stakeholders in the research process can provide valuable insights and ensure that the study addresses real-world challenges and opportunities.

**Incorporation of Technology:** Explore the integration of technology in outdoor shopping mall design to enhance the overall consumer experience. Consider incorporating digital innovations, interactive features, and data-driven solutions to create engaging and personalized shopping environments.

**Sustainability Initiatives:** Emphasize sustainability initiatives in outdoor shopping mall design by incorporating green practices, renewable energy sources, and environmentally friendly policies. By prioritizing sustainability, developers can attract environmentally conscious consumers and contribute to a more eco-friendly urban landscape.

**Community Engagement:** Involve the local community in the planning and design process of outdoor shopping malls to ensure



that the spaces reflect the needs and preferences of the residents. By fostering community engagement, developers can create inclusive and vibrant retail destinations that resonate with the local population.

**Continuous Monitoring and Evaluation:** Implement a system for continuous monitoring and evaluation of outdoor shopping mall performance to assess the effectiveness of design elements and strategies. By regularly collecting feedback from visitors and stakeholders, researchers can identify areas for improvement and make data-driven decisions to enhance the attractiveness of these retail environments

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