

# Research on the Spatial Design of Commercial Complexes under the Demand of Generation Z

## --Taking Qiaofu Fangcaodi as an Example

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**Abstract.** Under the background of the era of rapid development of the Internet, people's lives are shifted from offline to online, and from entity to virtual, commercial complexes, as the center of people's daily life consumption and home ownership, are facing various dilemmas and challenges, and how to develop the offline physical business is a major problem faced by the commercial complexes. As the main body of the young nowadays, Generation Z needs to be analyzed and summarized in the commercial space and analyzed in two aspects, namely, cultural cognition and experiential socialization. Taking Qiaofu Fangcaodi as an example, through on-site research, we analyze the current situation of the activities of Generation Z in commercial space, summarize the key needs of Generation Z in commercial space, and put forward targeted spatial design strategies to provide new ideas for the upgrading and design of commercial space in the future.

**Keywords:** Generation Z; commercial complexes; space design.

### 1. Analysis of Generation Z and their space needs

In recent years, as a consumer group with distinctive intergenerational characteristics under the new social environment, Generation Z has gradually become familiar to the public and has become a stable new mainstream consumer group. Generation Z refers to young people born between 1995 and 2009, and their behavioral characteristics and lifestyles are all different from other generations. Their consumption concepts, behavioral characteristics, and lifestyles are all different from other generations, largely related to the specific economic, cultural, or social development structure in which they live.

Starting from the overall context in which Generation Z lives, the consumer demand and consumer concepts of Generation Z have been studied. According to the "2022 Generation Z Consumer Crowd Insight Report", Generation Z seeks for consumer identity, which is more reflected in the consumption for "resonance"; pays attention to experience, and pays for "pleasing oneself", which is mainly manifested in the following aspects of consumption behavior: high degree of digitization, fragmentation of attention, pursuit of unique personality, and socialization. In terms of consumption behavior, it is mainly manifested in: high degree of digitalization, fragmentation of attention, pursuit of unique personality, strong social adhesion, focus on convenience, and pursuit of spiritual support. In terms of consumption space, it also extends more different consumption needs, for example:

#### (1) Demand for Cultural Cognition

The impact of fast fashion and multiple online cultures has led to a greater emphasis on humanistic care and self-worth among Generation Z. Generation Z has been able to gather on the Internet and form subcultural circles, and is more willing to bring their preferences to daily consumption scenarios, which constructs a balanced collaborative platform that links different types of culture and art with the general public, and can better influence each other and present themselves to the public in different ways. Through different ways to show in front of the public, generation Z is enthusiastic about the national trend culture, has a strong sense of national pride and patriotism, when the space is given cultural value, it is more attractive for generation Z to stop by.

#### (2) Experience and Social Demand

In the pan-entertainment scene, various forms of entertainment projects can stimulate consumers' curiosity, prompt consumers to voluntarily participate and integrate into them, and bring consumers rich sensory experience. Generation Z, as a main group of new consumption, is happy to pay for immersive experience, and Meituan's big data shows that 75% of the young groups choose immersive cultural and tourism-related experience. Among them, the sense of experience, storytelling, gameplay, and art, have become the group's consumption characteristics. According to Ctrip data, the booking of the temple crowd, 90, 00 after accounting for about 50%, temple tourism rejuvenation shown more is the upgrading of the consumer concept, consumer demand for the first time beyond the product itself, more reflective of the leap in consumer demand. Therefore, the commercial space should be empowered by the environmental scene to realize the combination of spiritual experience and consumption scene.

Internet society has not only shaped the lifestyle of Generation Z, but also made Generation Z move from the edge of traditional intergenerational relationships to the center of modern intergenerational relationships. Interpreting the background, social conditions and cultural foundations of Generation Z, it is possible to understand many behaviors and forms of Generation Z. Only then can we design a reasonable space environment according to the consumption needs of Generation Z.

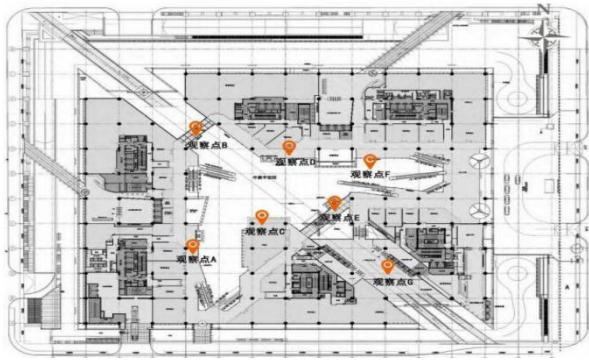
## **2. Commercial complex space design development status**

### **2.1 Qiaofu Parkview Green Current Situation Analysis**

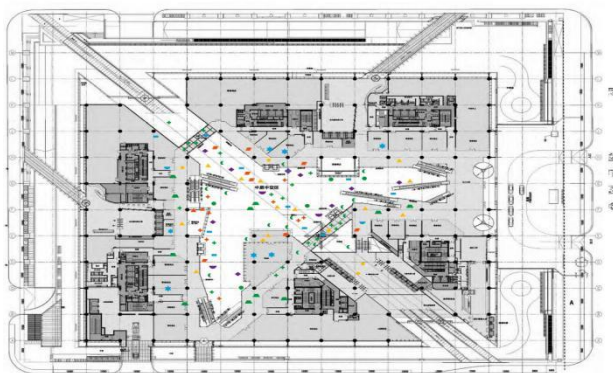
Beijing Qiaofu Parkview Green Fangcaodi is located on the west side of Dongdaqiao Road in Chaoyang District, Beijing, close to the core of Beijing CBD. With a total area of 200,000m<sup>2</sup>, it is an innovative and comprehensive building integrating a top office building, a fashionable shopping mall, an art center and a boutique hotel. It is also the first comprehensive commercial project in China to obtain LEED Platinum certification, a green building assessment system. Famous for its artistic positioning, Fangcaodi is committed to exploring the mode of "business + art", extending art into the commercial field, adding to the overall atmosphere through independent art installations, and weakening the sense of boundary between art and consumers. Its leading environmental design, concept of sustainable development and rich and diversified art atmosphere constitute the unique characteristics of Parkview Green, bringing a unique experience full of novelty to every visitor.

In terms of spatial positioning, Parkview Green is divided into three main types of business: F&B is dominated by niche brands, forming its own unique style of F&B; retail is also dominated by Chinese niche brands, focusing on the transmission of art, culture and brands; the concentration of business and the scarcity of brands are also the core competitiveness of Parkview Green. Art business is carried out in every detail of the space, and the art mode of Parkview Parkview is to let the public get close to art, understand art, participate in art, and become a part of art, and to let consumers experience the beauty of art in close proximity in the form of open art display.

This research mainly focuses on spatial behavior observation, using F1-B1 in Beijing Qiaofu Fangcaodi as the research space, and through marking and recording the behavior of the Generation Z crowd, summarizing the outward behavioral characteristics of the users, it provides an effective basis for the research on the commercial complex space demanded by Generation Z. The research time is 11:00-14:00 at noon, 17:00-20:00 in the evening, and 20:00-22:00 in the evening, not during the meal time. The research time is 11:00-14:00 at noon, 17:00-20:00 in the evening during meal time, and 14:00-17:00 in the afternoon and 20:00-22:00 in the evening during non-meal time. We judge the basic information of Generation Z consumers based on their appearance, and classify their behaviors into three types of behaviors, namely, static (individual), dynamic (individual), and group behaviors, and classify each behavior into three types of behaviors. The behavior is divided into three types: static (individual), dynamic (individual), and group behavior, and each type of behavior is uniformly numbered with symbols in order to present it more comprehensively in the space.



**Fig. 1 Parkview observation point in Parkview Grassland**



**Fig. 3 Environmental behavior map of Parkview herbs**

行为类型	符号编码	行为表现	
静态行为为个体	坐着	▲	
	坐着拍照	■	
	坐着玩手机	♥	
	坐着交谈	◆	
	坐着吃东西	★	
	坐着游戏、手工	▣	
	坐着工作	●	
	站着	○	
	站着交谈	▤	
	站着玩手机	+	
	站着吃东西	●	
	站着游戏	■	
	站着拍照	■	
	查看商品	★	
	接受服务	★	
	照看儿童	★	
	休息(蹲、依靠)	●	
	其他静态行为	☾	
	动态行为为个体	游逛	+
		设施体验	●
边游逛边饮食		●	
边游逛边交谈		●	
边游逛边拍照		☾	
情侣游逛		●	
亲子游逛		●	
携宠物游逛		●	
其他动态行为		☾	
群体行为(三人及以上)		群体餐饮	●
	群体合照	◐	
	群体游逛	●	
	群体游逛	★	
	群体社交	●	
	群体使用娱乐设施	●	
	宠物社交	▲	
	其他群体行为	☾	

**Figure 2 Behavior symbols**

## 2.2 Research on the activities of Generation Z in Qiaofu Fangcaodi

Based on the content of the preliminary research, the marking method was used to conduct comprehensive and systematic observation and recording. Observation points were set in different thematic spaces to maximize the observation of the full content of different spaces to prevent obscuring, omission and other behaviors. Due to the excessive volume of the commercial complex, the points chosen are mostly public open spaces, as well as open points in commercial spaces, in order to facilitate the observation of the whole situation. The specific points are shown in Figure 1.

The observation time of each observation point is between 20 minutes, and the behavioral information collected during the approved time will be transformed into behaviors to be classified as data, summarized in the number of the behavioral symbols, and photos will be taken. The division was done strictly according to static, dynamic, and group behaviors, as shown in Figure 2:

This division of static behavior contains individual standing and sitting and their composite behavior on top of each other, dynamic behavior is based on standing and interaction and their composite behavior on top of each other, and group behavior contains collective behavior of three or more people based on shared behavior on top of dynamic and static behavior. Static and dynamic behaviors are represented by symbols, and each symbol represents an individual person. Different symbols represent different behavioral characteristics. The figure below is a map of observer behavior transcribed into environmental behavior, reflecting the space use of Generation Z in the commercial complex during a fixed period of time. This study systematically observes the space area of Qiaofu Fangcaodi, and excludes the interference of other external environmental factors, and chooses weekdays for observation. The observation results are shown in Fig 3:

Static behavior: in the public space of Qiaofu Fangcaodi, the static behavior in this space is mainly concentrated with the dining space, in addition to the fixed dining area, there is no other

resting place, and the general consumers will choose to dine and rest or leave, of which, the use of the dining space has a clear difference in the time phase, the number of people who stay in the drinking area during the non-dining time is higher, and the standing static behavior of the crowd is smaller, and it is mainly concentrated on stopping Watching, waiting for people, returning messages, making phone calls and other behaviors, the crowd accounted for a smaller number of people, the stay time is shorter.

**Dynamic behavior:** Qiaofu Fangcaodi wandering, parent-child interaction, and interaction with art sculptures are all high-frequency dynamic behaviors. This commercial complex is an art space theme, so the crowd of people who visit the art and interact with the artwork to take photos as souvenirs account for more than 30% of the dynamic behavior. Parent-child interaction accounts for less than 5% of low-frequency behavior, its space in the Z generation accounted for a relatively low percentage of other composite behavior are low-frequency behavior, compared to other commercial complexes, the space has obvious artistic characteristics, the dynamic behavior of the space there is an obvious performance influenced by the theme.

**Group Behavior:** Group behaviors in Qiaofu Fangcaodi are mostly family companionship or group dining, and the behaviors in the family companionship of the Gen Z group are mainly focused on taking pictures, talking, dining and the use of entertainment facilities.

### **2.3 Summary of the current characteristics of Qiaofu Fangcaodi**

#### **(1) Atrium polarization**

The atrium occupies an important position in the indoor space of Qiaofu Fangcaodi, as a link connecting the flow of customers, it is a key part of creating spatial order, expressing the theme of the space through the space of the atrium, deepening the sense of the consumer in the space, no matter in any position, we can view the whole commercial complex, and at the same time, we can clearly identify the spatial flow line, and increase the spatial sense of hierarchy.

#### **(2) Entertainment**

Qiaofu Fangcaodi adopts more art displays, sculptures and other techniques to create space, attracting consumers to watch, take pictures, interact and participate, prolonging the crowd's stay in the space, and at the same time, it will set up recreational facilities in the space, attracting people to participate in or stay to watch, experience, and so on.

#### **(3) Dissolution of indoor and outdoor space boundaries**

When the interface begins to blur, the original spatial boundaries also become wavering, which leads to people not being able to analyze the existing spatial experience through the original spatial experience, and there is no longer a clear boundary to distinguish. The space starts to become interesting and polysemous, and the naturalized environment of the commercial complex continues to escalate.

The indoor and outdoor boundaries of commercial complexes gradually begin to dissolve, breaking the original closed pattern, through the study of Qiaofu Fangcaodi can also be seen, there are many ways to dissolve the spatial boundaries, the use of different materials, such as interspersed construction, the continuation of the material, etc., as a link, the indoor spatial form also provides people with new and different visual and psychological experience.

## **3. Spatial Design Strategies for Commercial Complexes under the Demand of Generation Z**

### **3.1 Design Principles**

The spatial design of commercial complexes to meet the needs of Generation Z must follow the following principles: 1. The principle of wholeness. In the entire environmental space of the commercial complex, the wholeness of the indoor space is to form an organic whole between the various elements of the space, to reveal the characteristics and behavior of consumers from the

relationship between the whole and the part of the interdependence and mutual constraints, and then to study the overall nature of the space.2. Principle of humanization. Humanized design has become the dominant force in architectural creation. In the process of using space, people have to make sure that physical requirements such as scale, light source, materials and elements are satisfied in order to produce good physiological feelings. In Generation Z consumers, due to the obvious personalization, different needs for different things, different behaviors and characteristics, humanized design is also expressed in the acceptance of various needs and preferences and the configuration of settings.3. Flexibility principle. Introducing the principle of flexibility into commercial space can skillfully cater to the consumer demand of Generation Z. The rise of subculture makes Generation Z have higher requirements for space and business models, so the flexibility of space can be changed according to the needs of different business models, forming a flexible and versatile spatial changes. The principle of flexibility is not only in the space but also in the traffic flow, the interspersing of different flow lines and the combination of flow lines and functional areas make the space more rich and improve the consumers' sense of exploration in the space.4. Principle of sustainable development. Introducing the principle of sustainability into commercial space can create a "commercial + ecological" marketing model, indoor outdoor landscape, creating an internal cycle of indoor space, so that people can feel the freedom and pleasure of infinite nature in a limited space. At the same time, the rationality of commercial space ecology, as well as the combination of natural resources and environmentally friendly materials, maximize the use of natural resources.

### 3.2 Design Trends

Generation Z's affluent living environment, the influx of a large number of information resources and the high proportion of only children make the Generation Z crowd feel more lonely and have a stronger need for socialization. They long for a sense of belonging with their peers and are attracted to form social circles through a common language. At the same time, Generation Z wants to seek a space for self-will freedom. In the spatial environment of figurative culture, Generation Z's thoughts are no longer restricted by social rules and regulations, and they are more able to give full play to their free imagination and find groups that resonate with them in the process of feeling culture, thus causing social behavior and realizing freedom of thought and behavior. Therefore, through the design trend of commercial space mainly from the experience, social, cultural, personalized, entertainment, these five aspects of performance.

There is an inextricable link between the different attributes of commercial space. Generation Z has a unique and niche personality, not only for the degree of demand segmentation, but also for the search of the same frequency and self-emotional empathy. Socialization is reflected in the space more commercial space to the transformation of community experience space, which can stimulate the derivation of new culture, show more cultural charm, and at the same time, let consumers experience the human touch, cordiality and the sense of cultural identity between people. And the introduction of entertainment business combined with the spatial environment has a certain scene-oriented experience, which is more capable of combining with cultural attributes.

### 3.3 Design Strategy

#### (1) Smooth traffic to achieve spatial accessibility

In the new commercial environment space, traffic flow is the main content of the space function, most of the traffic flow is around the atrium, in order to make each functional space quickly and conveniently to reach, there will generally be escalators, or air corridors, they each have a clear division of labor, but also self-contained system, a reasonable internal traffic flow can relieve the consumer in the space of the fatigue, and at the same time, the complex spatial flow can also play the purpose of enriching the space level, enhance the explorability of the space, and attract the curiosity of consumers.

#### (2) Rich interface guides autonomous behavior

Environmental behavior related research shows that the interface form and outline will affect the consumers' aesthetic and experience of the space from the visual perception, according to the comparison and research on the space of commercial complexes, the interface form is often divided into straight lines and curves, and the straight line interface is more simple and full of personality compared with the curves. Curve boundaries are more beautiful, strong spatial hierarchy, allowing consumers to feel a spatial smooth atmosphere. It can be seen that different types of interface design can guide people's behavior, achieve the interaction between people and space, and satisfy the rich experience.

#### 4. Summary

Commercial space needs to be upgraded continuously in order to develop in the long run, and as Generation Z is the main force that guides the development of current trends and promotes the consumer economy, the spatial design of commercial complexes should be based on the excavation of the needs of Generation Z at the levels of cultural cognition and experience and socialization, exploring the design strategies of spatial elements and traffic organization, enriching the interface effect, empowering the consumer scene with regionalization, and promoting the development of the industry of cross-border integration, and putting in more cultural circles and entertainment experience spaces. With the empowerment of regionalized consumption scenes and the promotion of cross-border integration, the development of the industry, as well as the inclusion of more cultural circles and entertainment experience spaces, we will create a more culturally distinctive, unique, diversified and open consumption scene for Generation Z, and realize the re-empowerment of the commercial space.

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