Preliminary Analysis on Strategies of Experimental Design for Traditional Commercial Spaces in the Background of Internet Economy

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Abstract. Currently, the progress of economic globalization, informatization and networking is driven by the rapid development of the Internet economy. Advantages of the Internet economy such as low costs and high efficiency have resulted in a tremendous shock to traditional commerce, and a rapid decline in traditional retail. How to restrain such declining tendency? This paper has dissected discrepancies between Internet economy and traditional commerce, and their advantages and disadvantages are dissected in this paper, and the results emphasize that experience-based space designs must be applied to traditional commercial spaces in order to enhance the real experience of commodities. This paper presents how to make good experience-based space designs for traditional commerce under Internet economy, and puts forward experience-based design strategies from four aspects of situational participation, theme-based construction, personal experience of roles and emotional penetration. It is aimed at creating an experience-based commercial space with complementary advantages for online and offline commerce, integrated functions, diversified business patterns, and a comfortable consumption environment, as well as modern characteristics, through analysis and introduction of these four strategies.

Keywords: Internet economy; Traditional commerce; Experience-based design.

1. Introduction
As the rapidly developing of Internet economy, economy in globalization, informatization and networking has been continuously improved. On the one hand, Internet economy brings some advantages such as low costs and high efficiency. But on the other hand, it brings huge impact and destruction to traditional commerce. The extensive application of 4G mobile Internet has caused an essential change in traditional retail patterns. Traditional retail is rapidly declining under such a background. The connection between Internet economy and traditional commercial spaces must be dissected and the differential interactive development of Internet Commerce must be sought in order to restrain this decline. The most obvious inadequacy of Internet Commerce is that actual experiences of commodities cannot be realized. It is also the disadvantage of Internet media. Therefore, actual experience of commodities must be emphasized by traditional retail, so shopping places which can be
actually experienced and featured as situational participation, theme-based construction, leading to personal experience of roles and emotional penetration must be designed for indoor spaces of commercial buildings. Traditional retail businesses are forced to develop towards the experience-based and situational experience business under the stimulation of Internet Economy. Experience-based design strategies for traditional commercial spaces to cope with the shocks of Internet Economy are explored under the background of such times.[1]

Experience-based design of commercial spaces mainly refers to elaborating the experience-based design strategies for how to adapt to the times background of Internet Commerce and how to rejuvenate traditional commercial spaces through distinction of the relationship between the background of Internet Economy and traditional commercial spaces as well as analyze the stimulation mechanism of Internet Economy to suit traditional commercial spaces. Advantages of low costs and high efficiency of Internet economy have resulted in a strong inhibition on traditional commercial spaces. However, those intrinsic disadvantages of the Internet include virtualization, high level dissemination, lack of sense of place, and confused regions, etc. have enabled traditional commercial spaces to start from their real forms and the perspective of spiritual connotation, to lay stress on the effects of consumers emotional identification, thus establishing senses of spatial belonging and feeling of real situational experiences, which is just the deduction of traditional commerce in this era during its course of changing and seeking the contemporary commercial civilization. Meanwhile, advancement of Internet media technologies shall be fully utilized to establish an offline transformation system between Internet commerce and real commerce, realize actual interactive experiences with offline real commercial spaces under the background of the virtual Internet environment. To discuss the metamorphosis of traditional commercial spaces for adaption to Internet economy from the experience perspective of traditional commercial spaces. To reflect the brand-new design concept for real commercial spaces featured as coexistence between materiality and experience of spaces, as well as between symbolization and individualization from design and aesthetic expression of traditional commercial spaces.

As per a presentation made by the International Council of Shopping Centers(ICSC), experienced-based spaces for traditional commerce are defined as: “located in an area with a higher population density, aimed at meeting retail demands and pursuits on leisure modes of customers within this region, with characteristics of a favorable indoor and outdoor open space environment. It shall be provided with national chain brand outlets and fashionable dress-based anchor stores, integrated with various types of operation, focusing on entertainment. Its types of operation include food and drink, recreation, sports, cinemas and similar facilities. To build unique leisure and recreational consumption places through designs of architectural space environment and indoor decorating styles.”[2] This is one kind of comprehensive commercial space which integrates decorative environment of architecture, leisure and entertainment culture, and scenic reconstruction, etc., which allows humans to interact and be absorbed into that environment.

The Internet economy era has resulted in a transformation of traditional commercial spaces to experience-based situational commercial spaces. Under such a background, consumers’ demands are also transformed from “material demands” to “spiritual demands”, traditional commercial spaces will certainly be built as a characteristic commercial environment which provides deep experiences in ecology, leisure, entertainment, living and culture. Experience-based design strategies for traditional commercial spaces are introduced hereunder from four aspects:

2. Strategy of Situational Participation

Situational participation refers to the performance of consumers’ interactive participation in real commercial environment. Integrated with the element of consumers’ participation in the process of building a commercial space to enable experiencers to participating in real commercial spaces in a more efficient and positive way, thus providing them with the most direct, vivid and rich sense of situational experiences. It includes not only interpersonal interaction, but also includes positive and effective interaction between humans and exhibited commodities, humans and surrounding landscape facilities, and humans and real decorating environment. Situational participation commercial space is different from the traditional retail-based combination of business formats, which pays more attention to
consumer participation, experience and feeling, and has higher requirements on space and environment[3].
Interactive participation can be roughly classified as two kinds: passive observation and positive participation, on the basis of participation level and roles played by experiences in the course of their participation. Passive observation refers to the experience process in which experiencers are subjects and only acted as onlookers to participating in usage and viewing. Such participation appeared in places like public facilities with a unique shape which are set up in a real commercial space, public art installation placed in a commercial atrium and so on (as shown in Fig.01). Positive participation refers to experiencers are positively involved in real scene, entered into the playing states under a specific situation, immersed in every experiencing link and the total experience, to obtain a delightful experience which meets respective demands, thus realizing a purchase of commodities. For example, various promotional campaigns, recreational show activities, and interactive games provided by real commerce. (As shown in Fig.02)

3. Strategies of Theme-based Construction
Scott Robinette believed in "Emotional Marketing" published in 2001: "Experience is a collection of key points for companies and customers to exchange sensory stimuli, information and emotions."[4] The core of experience-based space designs of traditional commerce is reconstruction of theme-based scenes. Provide real commercial spaces with specific symbolic themes, promote interactions around such symbolic themes in the detailed designs of an environment, thus making the whole commercial space to be an organic integrity with a clear-cut theme.
This symbolic interactionism was founded by George Herbert Mead, an American social activist, and put forward by his student, Herbert Blumer after continuous improvement. Firstly, it elaborates that objective meanings of things do not exist in things themselves, but given during the process of interaction between humans and society; secondly, it emphasizes that a person shall reply to things in the process of his interaction with the society as per his understanding of the meaning of things; finally, it reveals a person’s understanding of the meaning of things may be varied in the process of his interaction with the society, and that such understanding is not absolutely unchangeable.[5] Based on this, it is not hard to find that although a person is affected by a specific theme environment in a real commercial space environment, subjective behavior can also be retroacted on real themes through self-judgement and self-knowledge, from which an interactive effect between space theme and subjective behavior is generated. The depth of theme-based experience may be continuously deepened as the extent of reality and intensity of such interactive effect is increased. (As shown in Fig.03)
Under the guidance of symbolic interactionism theory, the primary purpose of spatial theme-based construction is guiding experience-based consumption. In general, it has four stages: theme planning, theme orientation, theme design and theme experience. Diversity of themes makes their forms varied, but they can be generally divided into material theme symbols and non-material theme symbols. Material symbols mainly include spatial carriers, facility greening, lighting, air conditioning and ventilation, landscape waters, etc.; non-material symbols mainly refer to urban context, historic background, regional characteristics, culture and art, lifestyle, consumption habit, etc.
For those real commercial spaces provided with theme symbols, their symbols shall not only be rooted in business types, distribution of operation types, space location and other material carriers, but also be integrated into each link and detail of the whole commercial space through combing out urban context, historic background, regional characteristics, culture and art, lifestyle, consumption habit and other non-material veins. To this end, establishing one kind of comprehensive commercial experience theme which can bring emotional resonance, build a unique space conception for emotional experience, and thus further deepen real sense of experiences of consumers during the process of their shopping experience, leaves a deep feeling and memory in consumers, meanwhile, continuously deepening their dependence on actual experiences of real commercial spaces.

4. Strategies of Personal Experience of Roles

On the basis of Flow theory, Mihaly Csikszentmihalyi, an American psychologist, pointed out that whenever people are concentrated on doing some daily activities, the depth of immersion may be gradually enhanced as the intensity of participation is continuously increased, finally, they may be fully immersed in such activity, all of their irrelevant perceptions may be filtered out, then they will enter into a state of immersion in such a role. [6] (As shown in Fig. 04). Although the experience element for personal experience of roles may exist in many links, the construction of a specific scenic climate is the precondition for personal experiencing of roles, modern people require commercial spaces to be not a single selling place for commodities, but a place to provide a mixture of activities including social intercourse, entertainment, viewing, leisure, etc. Therefore, those commercial spaces which can provide personal experience of roles shall lay stress on human-environment interaction between the space environment and consumers, firstly, by building an interactive space climate scene, then forming a unity which incorporates clear audio and visual symbols, prominent cultural characteristics of the industry and strong brand image strength, finally, integrating cultural connotation and artistic quality into the commercial climate in order to infect consumers with real climate and immersing them into specific thematic roles, thus getting pleasure at the spiritual level in the unique cultural ambience and artistic climate.
Specific deliberations in terms of spatial scale, shape and structure of site, functional matching, flow route planning, etc. are also required for scenic environments, injecting the element of particular scenes into real commercial spaces, and making it be compliant with the role characteristics of specific groups, thus providing it with emotional and living traces. Designs for scenes with personal experience of roles are also required to respect and meet pursuits of people at the spiritual level, and reflect intangible non-material emotional identification through tangible spatial material carriers. At this point, letting consumers experience any behavior role in a specific ambience and gain full satisfaction in mind and body, thus realize sales of commodities, strengthening the attraction of real commercial spaces, finally enhance the comprehensive competitiveness of traditional commerce.

5. Strategies of Emotional Penetration

Following development of Internet commerce, online consumption is basically man-machine interaction, in which consumers’ emotional demands cannot be positively met. Absence and estrangement of emotion, feeling solitary and imbalanced moods become the obvious characteristics of mood of consumers in this era. Under such a background, individualized demands of consumers are infinitely amplified, individual pursuit and realization of self-worth of consumers are emphasized, meanwhile, more and more attention is paid to experience performance with regard to emotion in the consumption link. Therefore, fully understanding the emotional demands of consumers, penetrating scenes with warm feelings and warm-hearted services into real commercial spaces in order to enhance the emotional characteristics of real commercial spaces and penetrate the emotional element in the experience design link of real commercial spaces.

Donald Arthur Norman wrote in <Emotional design>: "Emotion is a physiological reaction of human beings when they act on themselves, and is determined by needs and expectations. When such needs and expectations are met, they will produce."

Fast and favorite emotions, conversely, distressed and disgusted. Emotional penetration needs to be realized through sensual experiences of people, spatial setup shall be able to awaken the emotional elements of consumers senses, and make it easy to find out their psychological identification and resonance in the space in which they are located, thus generating emotional communication and dialogues with space and commodities, stirring their consumption awareness and shopping desire. This pattern emphasizes the comprehensive penetration in consumers through color, quality, sound, shape, meaning and similar elements in commercial spaces, from which sensual experiences and spiritual pleasure stirred are unforgettable. Touch off the internal psychological demands in their subconscious, drive consumers to participate and experience shopping and consumption as whole process, give them pleasure, let them lingering without any thought of leaving, and finally realize a pleasant shopping experience.
6. Conclusion
Under the social background with quick development of Internet economy and tremendous shock to traditional retail commerce, traditional commerce no longer rigidly adheres to simple functional layout and environmental location, but positively adjusts to coping so as to confront with brand-new demands and expectations of consumers in a better way. Construction of future commercial space environments shall incorporate the pursuits of people experiencing spaces, set about these designs with regard to situational participation, theme-based construction, personal experience of roles and emotional penetration of commercial spaces, try hard to create an experience-based commercial space with complementary advantages for online and offline commerce, integrated functions, diversified business patterns, and comfortable consumption environments as well as modern characteristics, in order to provide a shopping place in which people are not purchasing for needs but for enjoyment, which can provide a pleasant experience space for consumption and psychological pleasure for consumers’ desires.

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