The influence of consumer's "new demand" on commercial building design

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Abstract. With the continuous development of the society, the business environment has changed, and consumers' consumption concepts have been updated, and consumers are in pursuit of efficient and diversified commercial space experience. Traditional commercial buildings are difficult to meet the new needs of people, and new materials and new technologies emerge in an endless stream to meet the needs of architectural development. This puts forward higher requirements to the design of commercial buildings. At present, new space in commercial buildings has emerged, and more architectural technologies have been applied in commercial buildings. Commercial space is constantly changing and reconstructing with the development of The Times and the needs of consumers.

1. Introduction
The Internet has played an extremely important role in the recent 20 years of commercial wave. The rapid development speed and broad coverage make the Internet have great advantages in business competition. Businessmen who can effectively use e-commerce as a means of business have made huge profits from it. However, in recent years, the dividend of e-commerce has begun to shrink, and it is difficult to find a breakthrough in the business form of simple Internet platform. Many e-commerce enterprises begin to expand to offline physical stores, seeking a new breakthrough point, integrating online and offline resources. These actions having obvious flow advantages compared with the traditional retail industry.

On October 13, 2016, Ma Yun, chairman of the board of directors of Alibaba group, first proposed the concept of "new retail" at the Hangzhou yunqi conference. According to his new retail concept, in the future, the business model that only relies on online or offline channels to provide commodity retail services will eventually be replaced by the new retail business model that integrates online, offline and logistics. Therefore, online retail enterprises need to gradually establish their own offline shopping scene, and offline enterprises must combine online technology and channels to become bigger and stronger. The new retail service system is not a simple combination of online services, offline services and warehousing and logistics services, but a deep integration and reconstruction of breaking up into zero. On November 11, 2016, the state issued the opinions on promoting the innovation and transformation of physical retail. In promoting the integration of online and offline, the opinions pointed out that the advantages of offline logistics and service experience should be integrated with online information flow, capital flow and business flow to gradually establish the
overall layout of intelligent network. These trends indicate that the retail industry is bound to change in the future development.

The change of commercial form makes the consumer's consumption behavior have new content, which includes the change of consumption mode, consumption content, consumption consciousness and so on, thus forming a new concept of consumption. With the increase of people's income level, the focus of consumption has changed from "buy or not" to "good or not", paying more attention to fashion and experience. Commercial building is the main space for people's consumption activities. Most of the existing commercial building spaces in China have the problems of single combination mode and weak sense of hierarchy. It is difficult to increase consumers' cognitive sense of place. It is not suitable for the existing economic development situation and can not meet the needs of new commercial formats. To improve the shopping environment and thus change the shopping space, it should be updated closely around the characteristics of contemporary consumers' consumption behavior, so that consumers can get a good shopping experience in commercial buildings. This will provide a certain perspective for future commercial space design under the influence of network.

2. Formatting the title, authors and affiliations
The impact of the current business environment on commercial buildings and whether the existing commercial buildings have made corresponding changes under the current situation should be investigated.

The Mixc in Qingdao is close to the central core government district, business district and Qingdao Municipal Government of Shinan District. The surrounding buildings are mainly used for office, business and hotel functions. The Mixc includes a variety of formats, with a total construction area of about 1.2 million square meters. The shopping center has six floors above ground and three floors below ground, and the second and third floors below ground are mainly for parking. It opened in 2015 and is still one of the shopping centers favored by the people of Qingdao. In 2019, it was rated as a five-star shopping center (according to China's shopping center rating standards). The reason why it has been popular with consumers is that since the beginning of the project, The Mixc city has been adjusting its commercial space according to the different needs of the businesses to meet the trend of the times. For this reason, architects have successfully renovated the two-story Apple store in Vientiane City, hoping to bring more space for young consumers to enter Vientiane city.

The architectural space design of Mixc focuses on the experience of consumers, and adequate activity space is reserved outside for various forms of commercial activities. The interior space is designed as an "N-power park" interactive shopping area, which integrates commerce, sports and catering into one area and is favored by young consumers. At present, there are many Spaces related to the current consumption concept and the development of new retail in Mixc. Taking photos and punching cards, online purchasing and offline picking up goods, live broadcasting and self-service cash register have all become popular shopping spaces for consumers. In the peak of the flow of people, the photo and card space often needs to queue up to take photos, and then most consumers will share their photos on social platforms. Online purchase and offline pick up are mostly used by consumers who pursue fast and efficient delivery. After selecting the goods, they can pick up the goods directly to avoid the limitation of express delivery. As an emerging sales method, live broadcasting will synchronize commercial activities in physical buildings to network platforms to encourage consumers to shop online. The self-service cashier eliminates the tedious queue in front of the cashier. The payment method is to scan the online code for payment. After the payment is completed, professional staff will quickly check the payment voucher and walk out. Some fast fashion brands in the store circular broadcast recommended customers online order can be picked up in the store or delivered to the home voice, expressing that consumers are welcome to use online order to purchase.
3. Results & Discussion
Under the new retail trend, consumers’ demand for shopping has been further improved compared with the previous one, which has been upgraded from simple purchase demand to all-round demand, including physical demand and psychological demand, mainly reflected in vision, shopping efficiency, social communication and other aspects.

3.1 Sensory Requirements
The five senses of shape, sound, smell, taste and touch are the main basis for people to construct the initial impression of things. Consumers prefer a business environment with more impact and impression when shopping in malls. Commercial buildings are good at using the five senses to create a commercial image. The same kind of shampoo is used in the internal space of Mixc, which can be smelled after entering. However, the sense of smell is often indescribable, and the visual impression is more likely to make the first impression on consumers. D’Strict collaborated with American jeweler Tiffany&Co to create a stunning 4D three-dimensional architectural projection for the new flagship store in Beijing, China. The interactive experience gives people a refreshing feeling, which is very helpful to attract people. This interactive device is not only applied to the outside of the building, Alibaba unmanned hotel has set up a large screen of interactive landscape in the building lobby, giving consumers a strong visual impact.
3.2 Efficient shopping demand
With the rapid development of urban society, the pace of urban life is also faster than before. Consumers need to shop more efficiently and avoid meaningless waiting. In the early years, KFC introduced the drive-through restaurant, which saved people the time of finding a parking space and then coming in to buy something. Now for normal commuting consumers, shopping time in the mall is mostly concentrated on weekends or holidays, easy to form the phenomenon of long queues in peak hours. Although the queuing space has been reserved in the supermarket design, it is still difficult to meet the use demand in peak hours. At the same time, online payment has swept through the Chinese market, with large shopping malls and small street vendors all using online payment. In China, the self-service settlement system was pioneered by Hema Xiansheng. Now, many shopping malls begin to use self-service code scanning settlement system to improve the use efficiency of settlement space. The change of the settlement method transforms the settlement space from a strip space to an open space, showing a semi-enclosed state on the whole. When designing this part of the space, the influence of new retail on the shopping mall should be fully considered, and the settlement space should be reconstructed.

3.3 Needs for social interaction
At present, one of the reasons why consumers choose physical stores for shopping is that the timeliness of logistics will affect the time to get the goods. What's more, more consumers are inclined to "shopping" instead of simply "buying". An all-round experience through the process of purchasing goods is the key to attracting consumers to physical commercial buildings. The shopping mall of "this you mountain" in Changchun City creates the terrain of scattered height in the interior. When consumers go shopping, they feel as if they are in the mountain. When they go shopping, they arrive at the high place of the shopping mall, which has a great sense of experience. Shopping has become a way of socializing. In the process of shopping, interpersonal communication is strengthened. Shopping malls, milk tea shops and coffee shops have all become carriers for consumers to carry out social activities. For example, Starbucks coffee shops are not only about selling coffee, but also about providing a place for people to communicate with each other. The featured space of the mall will attract consumers to share their photos on social platforms. In the long run, a virtuous cycle will follow, and the specific space of the mall will become a place for web celebrity clocking in. After clocking in, consumers attracted by the mall will naturally enter other Spaces, and the customer flow will expand accordingly. From this point of view, commercial and architectural social Spaces are worth the time and effort to design.

4. Conclusions
Under the new retail trend, consumer demand has put forward higher requirements for commercial building space, and the relationship between people, goods and field has been gradually reconstructed. In this situation, the function of architectural space is also affected. In the design of commercial
buildings, architects should fully consider the new needs of consumers, reflect the characteristics of The Times and humanistic care of commercial buildings, and make commercial buildings with "human interest".

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