ABSTRACT

The main objective of this thesis is to show the critical need for the involvement of design team participants from the conceptual development stage of a shopping centre to realise the synergy of design, physical planning, interior layout and the merchandise strategy for a proposed shopping centre. It reviews the works on shopping centre design and development, conducts a structured questionnaire survey on the practitioners and via a case study establishes the importance of a retail environment study during the design conceptual stage to determine feasible retail concepts, merchandising strategies and tenant mixes for adaptation. It illustrates the mutual functional relationship between shoppers’ preferences, habits, behaviour, expectations; and a shopping centre’s design, physical planning and interior layout. It identifies the impact of social, economic and demographic changes on the decision to upgrade a shopping centre. The success of a shopping centre hinges on its perceived image in the minds of shoppers created through the synergetic effect of a shopping centre’s physical design and layout; and its retail concept and strategy. There are also requisites to guide the developers and designers to create an exciting and inviting shopping ambience and design for success.