

# **Investigating the Effect of Geometric Aesthetics on the Shopping Actions of Customers of Commercial Complexes based on the Recognition of Personality Types (Case Example: Chabahar Commercial Complexes)**

## **Abstract**

The psychological connection of people with their surroundings is a central category in many styles of architecture. Commercial complexes, as one of the most visited public places, have exceptional designs. Recognizing personality types and its relationship with geometric aesthetics in commercial complexes can play a vital role in the consumers' behavior. The present research examines the subject in a descriptive and analytical way whilst relying on statistical and library data in a quantitative and qualitative approach. The studied community in the current research is all customers of five commercial complexes in Chabahar, Iran; the complexes are called: Salehiar, Pardis, Ferdous, Sadaf and Abrisham. The questionnaires include four parts in which personality types, perceptions of building features, response to aesthetics and shopping behavior were measured. Finally, a sample size of 90 people was reached, and ten candidates were interviewed from each complex. The data obtained from the demographic section has been statistically analyzed by SPSS software and other analyzes of the interview questions have been presented by Smart PLS software. Finally, it was shown that judgmental women spent much less time shopping compared to perceptive women. Somatic-sensory people with general enjoyment of the effect of aesthetics and shopping behavior confirmed that the intellectual-emotional dimension acted more successfully on the aspects of architectural beauty and stimulated shopping behavior; and finally those with an extroverted personality enjoyed emotional shopping and with no practical reason.

## **Research aims:**

1. Investigating the significant relationship between geometric aesthetics on the shopping actions of customers to commercial complexes in Chabahar.

۲. Exploring the significant relationship between the perception of building features on the shopping actions of customers to commercial complexes in Chabahar.

### **Research questions:**

۱. Do geometric aesthetics have a significant relationship on the shopping behavior of customers to commercial complexes in Chabahar?

۲. Does the perception of building characteristics have an effect on the buying behavior of customers to Chabahar commercial complexes?

**Keywords:** geometric aesthetics, shopping actions, commercial complexes, personality types

## **Introduction**

An absolute definition cannot be given for the concept of aesthetics since the spiritual quality of spaces cannot be precisely measured and described; moreover, it cannot be exclusively named and it is this unidentified quality that is the main basis of the life and soul of every human being, structures, cities and nature. The psychological sensation of people is influenced by environmental and individual factors, each of which can be examined depending on unlike conditions. From the beginning of history, regarding the concept of architecture, mankind was attentive towards spiritual and inner needs and the sense of geometrical aesthetics in order to provide the means of a desirable and appealing environment. Architectural works, unlike other works of fine art, do not only mean geometrical aesthetics. They are subject to other conditions that are completely out of the category of art and related to practical utility. Therefore, the superiority of the artist in architecture is noteworthy when he aims to match aesthetic objectives with practical goals bearing different means. Personality and aesthetics are interrelated and this association promotes the discussion of value, mainly relative and absolute value and they are the basis of valuation. Every human being consciously or unconsciously possesses an ideal and reflects and acts according to it. The foundation of ideologies are morals, and morals are the sum of the characteristics that are more or less transmitted by the society to the people of each generation. Aesthetic experience is an agreeable and necessary capability that grants value and meaning to life. This experience is based on meditation originating from inside and aids mankind to understand the environment

better; an understanding that requires focusing on some aspects of the surrounding environment and perhaps within; therefore, with the development of human societies, the attention of architects, designers and planners to the quality of space and its physical structure has increased, and the role of design as a tool to shape the living environment and respond to human expectations and needs has become more significant. At this historical moment, free zones as one of the most effective means of strengthening the national economy and increasing the share of the transitioning frugality to an advanced and resistant economy from the international finances have been put on the agenda by the administration of these zones. Therefore, according to the importance of commercial complexes in Chabahar, for this purpose, the present study attempts to explain a model that can relate the variables of geometric aesthetics to the buying behavior of customers to commercial complexes in Chabahar, considering the moderating role of types check personality.

Regarding the background of the research, it should be said that so far no independent work with this title has been published so far. However, many articles have studied the effect of aesthetics and environment on the behavior of buyers. Ramezani (۲۰۱۷) in an article entitled "Analysis of the Effect of Environmental Stimuli on the Buying Behavior of Customers (Case Study: Customers of Refah Hamedan Store)" investigated the effect of the environment and its characteristics on impulse buying by customers. In this research, there is no mention of the geometric aesthetics of the sales environment; Therefore, in the current research, the issue will be discussed in detail by relying on statistical data.

## **Conclusion**

The analysis based on personality types and buying behavior was analyzed in this study and the results showed that according to Myers Briggs' personality types, extroverts, socializers, or judgmental people were more inclined to the food and entertainment areas inside the complex. Intuitive women paid more attention to the quality of architecture and commercial complexes and their shopping items compared to sensory women. Compared to perceptive women, judgmental women spent much less time shopping but more often. Somatic-sensory people with overall enjoyment of the effect of aesthetics and shopping behavior were confirmed and it was shown that the intellectual-emotional dimension performs more successfully on the aspects of architectural beauty and stimulating shopping behavior. Those who have extroverted personality, intend to buy more emotionally and with no logical reason. According to what was said, it can be concluded that

the comprehensive definition of the geometric aesthetic experience should be obtained from all design purposes since the pleasure of beauty comes from satisfying the set of such purposes and not merely the exterior and architectural appearance of the building. In this way, people gain inclination from an environment in which its structure firstly provides their current patterns of behavior and necessary provides physiological comfort. To achieve this goal, the structure of the environment must be in accordance with the ergonomic, personality, social and cultural needs of people in a specific geographical environment. Also, assuming that the environment provides the current patterns of behavior well, the environment will be aesthetically pleasing if it provides pleasurable sensory experiences for people by making use of the environmental tools (form, function and meaning) and thus it will provide a pleasant perceptual structure and evoke satisfying symbols for customers.

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