Evaluation of process of urban shopping centers' change;
Contemplation on substantial change of concepts of shopping and
consumption and its reflection in physical space

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Abstract

Commercial centers had been associated with many changes throughout history. Wide area of
the cities' lands has been assigned to commercial usage over time. Its physical appearance has
been appeared in the form of shop, market, malls and department stores, etc. In the past,
commercial spaces have facilitated human economic needs through people's transaction
together. Concept of shopping has found substantial change afterward by migration and
increase of urban population, occurrence of industrial revolution, mass production, the issue of
globalization and so on. Reflection of these changes is seen in physical space of city in the form
of creating new shopping centers with various features and performances from its traditional
form. The construction of new shopping centers in Iran began since Pahlavi era. The physical
reflection of these commercial spaces in cities and metropolises have been appeared more
quickly in the form of shop, market, mall, department store and so on, that its nature has been
changed functionally. The above article is of review - descriptive type and its purpose is to
evaluate the change process of market to current shopping centers and megamall as one of the
spaces of consumption. Results derived from this research indicate that:
- Shopping was rational at first; attention to cultural aspects of shopping has been taken into
consideration later by adding leisure and recreational concept other than economic concept.
In the other word, essence of shopping has become recreational affair and spaces are also
used in these places.
- Modern shopping centers and malls grow like mushrooms in metropolises. They attract all
eyes and caprices toward themselves by a special charm and brilliance that they have and
caprice of consumption become identical in all classes. Therefore, promoter of the culture of
consumerism is in a superficial and extremist form (based on desires and not based on need).

Keywords: shopping, consumption, urban shopping malls, leisure times, leisure shopping.

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Introduction:

Commercial centers had been associated with many changes throughout history. Wide area of the cities' lands has been assigned to commercial usage over time. Its physical appearance has been appeared in the form of shop, market, malls and department stores, etc. The advent of modern market's forms in the information era that the world has become a village, they also find new features day-by-day. Adverse consequences of construction of these spaces after a period of life of traditional markets that had been filled with various cultural and symbolic loadings cannot be ignored, consequences such as an increase in luxury-oriented, tend to luxury goods, increase in individualism spirit in modern societies, etc. Market in its traditional concept had been not only as an economic collection, but somehow cultural part. It has had strong position by having institutionalized relation and intermediate ring between financial and religion institutions and has gone its way. But today, traditional structures and traditional market seem to be unable to challenge among new economic exchanges with the accelerating changes and creating new spaces in the economic arena.

Construction of malls and department and chain stores began in Iran since Pahlavi era. construction and commercial companies attempted to build new buildings and shopping centers in the suburbs in the twentieth century with increasing urban population and car and suburbia in order to comfort people and customers (and gaining more profits) (Ahura et al., 2012, 154). Many malls and shopping centers have been constructed over time and after the Islamic Revolution. In recent years, changing nature of shopping and sale spaces and malls from merely commercial to commercial - recreational performance and creating spaces for leisure times and recreation in such places in today's form have been also become common in Iran (previous source, 157). Mall and Megamall also as one of the new forms of shopping centers and include space of retail centers, hotels, restaurants, recreational facilities and attractions such as amusement parks.

The purpose of this article is to evaluate process of changes and familiarity with shopping and consumption spaces re-configured in new geography of retail.

Concept of shopping and its change over time:

Traditional shopping refers to buying a particular commodity from seller, while modern shopping is at the wider dimension, including categorizing, comparing, checking prices, choosing styles, looking, patrolling and meeting with others. As a result, modern shopping is not always considered providing new commodity. But its goals are meeting the needs that are not related to obtaining commodity, such as the desire to meet others, sport, and spending leisure times with friends and relatives. According to Hirschman's view, most important part of modern shopping experience is searching for something new, fun and creative.

Traditional look to shopping is as a simple and direct act. New researches reject this viewpoint. Today, shopping is considered as one of the most important needs, recreations, and entertainment of citizens of every city and country that has got away from past concepts and many advances have been created in it. Having more free time because of industrialization and mechanization of works and the increase of level of income and so on can be considered of the major reason for this change.
Today, shopping is one of the main elements of modern life and shopping centers and their spaces have been considered as one of the main public places of city.

The historical roots of "Sociology of shopping" return almost to the 1950s AD. Edward Taber in 1972 AD differentiated between go shopping and shopping and led to the shopping to be considered as a form of leisure. In 1977 Blngr and his colleagues recognized also recreational customer among the different types of existing customers (Modiri and Asadian, 2014, 101). So now, even buying everyday commodities has become a cultural event. Generally, change of nature of shopping is as follow:
Shopping more than ever is a leisure activity not an activity for living, and increasing leisure times and upgrading equipment and standards of shopping centers encourage people to buy. Shopping and consumption (which are mentioned below) also affect creation of people's identity and lifestyle change, class distinction and so on. Shopping as an objective and social activity has given its place to an individual and subjective activity and shopping experience is made with the desires, wishes and dreams.
Criterion of consumption and selection of commodity is not based on usefulness and meeting basic needs, and there are various shapes and motivations of shopping. So then shopping will not be boring act that must be meet personal and familial needs, and may be considered leisure and entertainment that will follow satisfaction and pleasure.
However, given that shopping has always been posed in the shadow of consumption, concept of consumption and changes derived from it are investigated in detail hereunder.

The concept of consumption and its change:
Consumption according to Castells’ view (1996) means:
"Social process of allocation of commodity by the people or the same social classes ... from the perspective of social classes, consumption is both a kind of expression and tool. In other words, it is a social performance that becomes objective by a specific theme (ideological) and distribution relations, and also the conflicts that determined by the relations of production"(Ghelich and KhatibiBaigi, 2013, 25).
The history of the effect of consumption on urban life has a close relationship with the history of the shopping center, a subject that has attracted interpreters from many aspects.
In fact, malls according to Betski’s statement are the first palaces of consumption that have been constantly built (previous source: 71).
Cheni (1983) paid attention to this issue that urban development was a key factor in the emergence of shopping centers and more generally was the consumer's culture. So rising cost of rent had an important effect on the development of department stores. The reason is that such a domain, opportunities for retail under one roof (in one place), was economical and frugal affair. Shopping center was a response to power demands of the market and specially, demands of mass production system that needs more logical way for sale (previous source: 72).
Daniel Miller (1995) believes that the relationship between people and consumption has become sociological subject after World War II, because consumption has been converted to the essential part of people's lives. "Jeremy Van Grep" (2006) also believes that an analysis of life in contemporary society implies a type of look to life as a series of issues that must be analyzed in a path related to consumption.
"Georg Simmel" while discussing about the phenomenon of urbanization and cultural spaces related to it mentioned also this concept implicitly. Urban man according to Simmel's view turns to a way of life associated with fashionism and consumption to rebuild his lost identity and to escape from the anonymity in metropolises (Rabbani and Rastegar, 2008, 47).

Today, poor mans can be identified in almost all communities of the world, who go under heavy debts to buy commodities with famous brands to find a kind of identity (Nikzad, 2003, 192). Economization of culture and consumer culture affect also patterns and methods of identification. The process of cultural globalization while destroying all cultural boundaries converts also converts expenditure to the basic source of identity and social separation (Baghaee et al., 2009, 57).

In general can be summarized that today, consumption has turned to one of the most essential concepts for understanding modern community and has been discussed by experts from different aspects. Although the initial perception of consumption was an activity to meet need or economic action, but scholars of the twentieth century have emphasized on cultural form of consumption more than anyone and have considered cultural consumption the most important component of modern community.

Cultural consumption forms identities and our life style. ("Consumer culture" makes the individual rather than finds identity through economic relations (class) or political linkages (nationality), finds identity by eating, drinking, the way of spending leisure times, or in the other word "way of life" (Nikzad, 2003, 192). it organizes our needs and desires; provides the necessary materials for production of fantasies and dreams; shows social differences and distinctions. as a result, modern consumption was established based on desires instead of paying attention to the needs.

As a result the concept of consumption includes all kinds of social activities that can be applied for the characteristics and identity of the people besides the activities that people may do for living. This means consumption based on social and cultural needs is concerned (not natural and vital).

And change of the appearance of Iran's large cities and their orientation towards consumer culture has caused that the streets and a series of shops have changed to place of trade of a large number of clothing stores and commercial - recreational complexes, and is followed by the mushroom-like growth of stores and shopping centers in cities that are the result of people's reception (Rabbani and Rastegar, 2008, 45).

**Process of urban shopping centers' change (from market to megamall)**

market is a place in which the buyer and seller encounter with each other to exchange commodity and buying it by money, and the price that is offered by the one offered is paid by other one (Aghajani, 2005, 20).

First, geographical market began in a limited and insufficient since 1900. But then this issue was posed as an entirely new title and concept for the first time by William Aplbom in 1954, and its limits and boundaries became clear to some extent (previous source: 20).

Market has been said in Anandraj dictionary meant a place to buy and sell commodity and services, or covered alley that has shops on both sides (Moeen dictionary, 1974, 453).

Shopping center had included two titles of market and mall in the past, which has been with ancient and long history in the cities of Iran. Apart from a business and trade center it was also
playing role of a place to socialize, political issues and associations that are of the socio-cultural roles of market. It had been with elements such a series of shops (Rasteh) (main passageways), Charsugh (intersection of the series of shops), Rsteh (the place of settlement of each of the classes), walkway (Dalan) (part of the series of shops in which in were also other commodities in addition to a special class), Sara or Khan (commercial firm and place of commodity delivery), Khanbaz or Kanbar (the place of storage and working on goods for their preparation), Tim and Timcheh (multi-business center jobs), Gheisarieh or Gheisara (workplace of delicate-work craftsmen such as goldsmiths and jewelers), and shop (Dokan) (sale unit and services delivery).

People have been going to Grand Bazaar for buying and selling main commodities. Shopping mall and shops have been constituting residents of a place that has been meeting the needs of a neighborhood and daily purchases (previous source: 20).

Market in Iran with various economic, social and religious performances is one of the pivotal sign of civilization structure. Market had been place of many public activities and beating heart of the cities. Various wholesale and retail businesses, street market, currency exchange, import and export, religious, social, political, cultural and educational activities all have been existed in the market (Khorrami Rouz, 2014, 1876).

Experts and specialists have different opinions about the market that we deal to some of them hereunder:

Krotis Bach: market in Islamic and East countries is the place of trade, solving political problems and formation of religious movements. Main events and happenings in the city happen in the market. In addition, citizens share their knowledge and receive recent news from the market. (Ibid) George Klark writes: market is the largest and most useful trade center that has been made by man. Today, countries have developed construction of shopping centers and commercial centers. In general term, market is the center for production and distribution of activities. It is a convenient system for social and economic activities and plays an important role in urban structure. (Ibid)
In his definition of the market, Kamran Adl writes: market is a mass of public facilities such as bath, mosque, school, palace, public drinking place, and gymnasium for the formation and creation of a complete and uniform contexture to host various social, religious and political activities of the people.

Markets were usually being made in gates of cities and being developed in central parts. Thus, they were acting as one of the main ways of access in old cities.

Market was meeting demands of all social classes through providing a wide range of diverse high-quality products.

Shopping centers (as well as malls and shopping squares) are version of the twentieth century of markets and children of industrialization and modern architecture. Shopping centers includes a group of shops in roofed or unroofed space. These centers also provide services such as restaurant, parking lot, recreation and hairdresser and so on. The diversity of these services depends on the size, region, neighborhood and many other factors of shopping centers.

Generally, some commercial centers in large cities were gradually formed in an arena distinct from habitation parts. Markets were developed in linear way and along the main routes of habitation.

The new contexture of city was changed and the checkered-shape division was used in most cases in first Pahlavi period, on the one hand because of the development of use of street and direct routes of carriageway that had been taken into consideration since the late Qajar period, and on the other hand because of the use of car to move in the city, which was gradually increasing in Pahlavi period, and also because of the formation of the new social conditions and provision of safety of urban population so that ancient organic urban contexture was not required.

One of the consequences of the change in the structure of the city was formation of streets for traffic of motor vehicles, which sidewalks were formed on its both sides. A number of shops were built on both sides of the street and sidewalks in the street where the aspect of traffic and resident population density and passers-by were in a proportionate situation. There was no lack of space for the development of commercial usages. But mall was gradually built in some of the streets that found good commercial boom and in the body located on the side of street where there was not enough place for development of shops; or boom and demand was increasing in an increasing way.

Formation of malls in the side of the streets can be considered to some extent similar to the manner of constructing urban inns in the side of a series of shops of market. But new forms of malls were gradually creates, some of which were assigned to work offices. Their functional nature is different from the passages of the initial malls. In addition following from department chain stores in America and Europe was formed in Iran. Another kind of complexes and commercial centers has been formed in recent decades, in which some spaces of activities related to spending leisure times or cultural spaces have been also emerged in addition to administrative and service offices.

So today shopping centers are considered as a form of leisure times for modern man.

A new structure of commercial and service - recreational and leisure spaces named Megamall was created in the world by shopping and consumption becoming leisure and malls' development.
The existence of improved transport facilities in large cities has provided the background of construction of these centers. The first model of these centers has been constructed in America in the 1950s and 1960s was in the form of uncovered market, on each side of which was a department store. But these markets are covered in today's form and have been created of connection of several large other buildings (Aghajani, 2005, 22). They contain retail centers, hotels, restaurants, recreational facilities spaces and attractions such as amusement parks (Modiri and Asadian, 2014, 101).

Leisure spaces were created for consumers by formation of shopping centers in accordance with the principles of advanced architecture. The geometry influenced by modern architecture attracted more people to these centers. The origin of shopping and main basic consumption is the ultimate goal of all these modernizations. Commercial spaces in the past facilitated the economic needs of the people through business and were of the pillars of any biological collection. In fact it has played role of heart for them. That is why man's civilization is considered as the result of commercial instinct of man.

Currently shopping centers are a place for incidence of everything that has been ignored, the desire to live differently, the desire to modern life, roaming, social relationship, fashion, entertainment and so on. As we see, modern shopping centers and malls have been increased in large cities day-by-day. They attract all eyes and caprices toward themselves by a special charm and brilliance that they have without being able to have background of generalization of welfare and generalization of comfort of well-off class to other classes.

One of the things that are interesting in metropolises is the number of commercial complexes all over the city. Therefore, this type of performance directs investment toward distributing jobs rather than directing it toward the production sectors. Since the number of jobs becomes excess of market's need, in fact, a kind of false jobs are generated that does not have profitability as much as needed. The current community has been called consumer community. However, increase of consumer facilities has not lead to further welfare, comfort and calmness. Today consumption is a way to show social distinction and personification, as well as acquisition of status and showing social status, because the production values are replaced by consumer
values. So, seeking pleasure, comfort and recreation is of the priorities of the contemporary people by domination of individualistic thought.

**Studies conducted in the field of shopping centers:**
Several studies have been conducted in the field of shopping centers. Some of the studies and interesting topics in them are mentioned hereunder:

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Year</th>
<th>Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mike Press D.</td>
<td>1986</td>
<td>He has done a research on Australia shopping centers. Press D. was used the term &quot;proletariat is shopping” to describe the activities of unemployed youth. These youth do not have money to spend, but they have a lot of time to spend in shopping malls.</td>
</tr>
<tr>
<td>Mona Abazari</td>
<td>2001</td>
<td>He shows in a research entitled &quot;shopping centers, consumer culture and the re-formation of public space in Egypt&quot; that the shopping centers have become a new space for social interaction. It has been shown in this study that shopping centers have become a public place for all classes, a situation that is mentioned by Abazari as &quot;democratization of public space&quot;.</td>
</tr>
<tr>
<td>Daniel Miller and his colleagues</td>
<td>1998</td>
<td>Miller and his colleagues claim that shopping is not merely reproduction of identities but also is of the most important components of making identities.</td>
</tr>
<tr>
<td>Edward Taber</td>
<td>1972</td>
<td>He differentiated between incentive to go shopping and shopping and led to the shopping to be considered as a form of leisure.</td>
</tr>
<tr>
<td>Blngr et al.</td>
<td>1977</td>
<td>They recognized recreational customers among the different types of existing customers.</td>
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<tr>
<td>Jensen</td>
<td>1989</td>
<td>His study showed that shopping is highlighted leisure activities and in balance by spending a day at the beach in England from the end of the 1980s.</td>
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<tr>
<td>Bloch et al.</td>
<td>1991</td>
<td>Leisure shopping is a form of full-recreation and empiric consumption that makes an enjoyable trade for the memory of the people themselves.</td>
</tr>
<tr>
<td>Myrahl</td>
<td>2009</td>
<td>He showed that while development of shopping centers has reached saturation level in United States and Europe but they are developing in Asia rapidly.</td>
</tr>
<tr>
<td>Daniel Miller</td>
<td>1995</td>
<td>The relationship between people and consumption has become a sociological subject after World War II, because consumption has become an essential part of people's life.</td>
</tr>
<tr>
<td>Jeremy Van Grep</td>
<td>2006</td>
<td>Analysis of life in contemporary society contains a kind of look to life as a series of issues that should be analyzed in a way related to the consumption.</td>
</tr>
<tr>
<td>Georg Simmel</td>
<td>-</td>
<td>Urban man turns to a way of life associated with fashionism and consumption to rebuild his lost identity and to escape from the anonymity in metropolises</td>
</tr>
<tr>
<td>Max Weber</td>
<td>1922</td>
<td>Social stratification and distinction in Economy and Society book is</td>
</tr>
</tbody>
</table>
not only an economic class, but also the applied way of life and consumption pattern are also considered social stratification criterion.

Source: (Kazemi and Abazari, 2004), (Rabbani and Rastegar, 2008), (Modiri and Asadian, 2014), (Ahur et al., 2012), and...

Evaluation of studies conducted on the shopping centers indicates the presented summary in the previous section more than ever. In general, they have dealt to change in the concept of shopping and changes of shopping malls from the past till the present, incentives of going to shopping centers and some of them to the results of these changes.

Typology of buyers:

Shopping can be no longer considered just a means of living, but it should be considered a secondary objective. As in the aforementioned studies and researches, as well as the research of "Bacon" in England show the primary objective of 20% of shopping trips is economic. Shopping is a thing more than just buying the commodities present in certain places because of the recreational nature of consumption. The reason is that shopping is currently, more than a cultural and social event. As "Himfri" also states, shopping now is only an experience that has lost its materiality and has become a cultural event.

Shopping has been also changed from a boring affair to an enjoyable affair by various changes and over time in order to eliminate livelihood, so that some leisure elements can be found in it (Hosseinabadi, 2008, 200).

Shopping has become now one of the most common motives for domestic and even foreign tourism trips. Shopping and tourism have also found a close relationship with each other. This is because enjoyable shopping experience (Recreational) can be an important incentive for trip.

Stone was of the first experts that categorized buyers based on their incentives and activities. His typology that was focused on housewives in the 1950s was including four types of consumer (economic, personal, ethnic and uninterested) (Kazemi and Abazari, 2005, 37).

Stephenson and Willet provided the same quartet typology later, which includes loyal, luxurious, obsessive buyers and those who knowingly bargain.

Lsruhiug in his research on shopping and lifestyle in 17 different communities have identified several types of buyers: Passive buyers, active buyers, service-oriented buyers, traditional buyers, secondary loyal buyers, price-oriented buyers, temporary (transitional) buyers, luxurious buyers, creative buyers, uncategorized buyers.

Finn et al., according to a research in the West Edmonton Mall identified five groups of buyers (ordinary buyers, multipurpose buyers, leisure consumers, social consumers, hybrid buyer).

In typology of Blach et al., the first category is eagers of shopping center, people who involved in various activities such as large purchases, use of services and other activities. Second category is traditionalist buyers, and third category is of the users of shopping centers, their excessive behavior is to spend time in shopping centers. The last category is minimalists. This name has been attributed to them because of their relatively low presence in activities related to shopping centers.
Majann investigated several other typologies and set them based on retail location and variety of purchasing commodity. According to the conducted studies, the author's summary on the categorization of buyers into five categories is provided as follows.

1: Traditional buyers: shopping is laborious activity, an activity that is responsible for the concept of life and survival. They have a specific purchase in mind. Shopping is done as an inevitable, time-consuming, laborious, and purposeful need. (Index of selection is price, and availability and it is of the types of planned purchases).

2: Roamer buyer: they have no money to spend, but they have a lot of time to spend in shopping centers (of the types of unplanned purchases). Such as youth and poor classes

3: Fashionable and consumer-oriented buyer: Today, consumption has been defined as leisure. Modern consumption is based on the desires rather than need. Therefore, the main core of consumption is mostly social and cultural rather than economic. He rejects the traditional viewpoint toward shopping, and instead argues that consumption is a social process through which, people grant identity to themselves with complex methods (class identity)

4: empiricist buyer: Shopping is a realm of social action, interaction and experience. Space for social interaction for all classes, recognition of identities, and creation of enjoyable experiences and so on. Having freedom of choice provides the possibility of self-expression and provision of services to others for own realization and earning social respectability in the form of voluntary activities.

5: leisure buyer: they are more seeking happiness and recreation achieved from shopping. The purpose of going to the shopping centers are recreational and entertainment purposes. (Index of selection is equipment and being multipurpose and diversity of the shopping center).

6: Multipurpose buyer: He has multiple purposes of shopping simultaneously.

7: passive buyer: They have no interest to go to shopping centers. Shopping centers according to these people's view is considered a problem because of being time-consuming and busy. They do shopping process as quickly as possible. They do not spend any time for watching the shops, eating and other activities. It is of the planned purchases.

Existing incentives offered by merchants is for stimulation of customers to unplanned purchase, creation of sense of need in customers when encountering with a product or advertising provided for it, stimulation of the customer to show unplanned purchase behavior by merchants by offering tempting products and supplement of the original commodities, physical and situational appearances of the store, the desirability of environmental factors such as adequate light and so on.

3 Unplanned purchase is a shopping with spontaneous purchase decision. It is said from the impulse psychology that is of the important aspect of consumers' behavior. In fact, this type of shopping is an experience, a desire and willingness for shopping.

Existing incentives offered by merchants is for stimulation of customers to unplanned purchase, creation of sense of need in customers when encountering with a product or advertising provided for it, stimulation of the customer to show unplanned purchase behavior by merchants by offering tempting products and supplement of the original commodities, physical and situational appearances of the store, the desirability of environmental factors such as adequate light and so on.
Leisure shopping or shopping for leisure:
Leisure times mean time of relaxation, comfort, calmness and free time that anyone use it as he likes. Optimal use of leisure times will have a significant role in the mental health of community's people (Mashhad Jahad Daneshgahi, 2011, 12). Following definitions refer briefly to provision of leisure from different viewpoints:

<table>
<thead>
<tr>
<th>Name</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Dehkhoda</td>
<td>Leisure has been said in Dehkhoda dictionary meant comfort and relaxation, opposite of entanglement of work and occupation, rest and forgetting.</td>
</tr>
<tr>
<td>Moeen</td>
<td>Description of comfort, comfort and relaxation, rest means being restful and having calmness.</td>
</tr>
<tr>
<td>Aslavsn</td>
<td>Man do activities in his leisure times that typically are optional and voluntary and because they are followed with gratification and enjoyment.</td>
</tr>
<tr>
<td>George Butler</td>
<td>Healthy recreations that people do in their leisure times cause mental expansion, growth and character development, prevention of crime, social participation and sense of responsibility and provides physical, moral and economic health of the individual. Individual, group and social interests are supplied as the result of this type of spending leisure times.</td>
</tr>
<tr>
<td>Parker</td>
<td>He presents a partly complete definition of the nature of leisure times. Leisure times are a surplus time that an individual has on working time or other his duties. This time is used for relaxation, recreation, individual or social success and progress. Or an entertainment in which the individual is free to relax, to add to his knowledge and information, promote his skills, or increase his voluntary participation in social life and in the professional, familial, and social arenas.</td>
</tr>
<tr>
<td>Max Kaplan</td>
<td>A pleasant memory, a kind of freedom from social duties, a kind of mental perception, freedom and a kind of cultural activity and finally has a nature of game type.</td>
</tr>
<tr>
<td>Nowmiri</td>
<td>Of the leading scholars of leisure times who consider individual factors of leisure, including social tastes, emotional modes and habits.</td>
</tr>
<tr>
<td>Soeel Smith</td>
<td>He divides special theories that have been expressed by social scholars in the field of leisure into three theoretical viewpoints (theory of socialization, theory of role and base, and theory of specific subculture).</td>
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</tbody>
</table>

Source: (Mashhad Jahad Daneshgahi, 2011) and (Abdolmaleki, 2008, 179)
leisure according to the above-mentioned definitions means a kind of authority and freedom to use the surplus time on working time or other duties for relaxation, recreation, comfort, etc., with the aim of success, progress, entertainment, social interactions and so on in order to qualitative, cultural, social, economic, spiritual and mental promotion. Leisure buyers on this basis can be called upset consumers who enjoy shopping as an activity for spending leisure times. Therefore, it was found according to the research of Jackson in a national survey from American adults that 31% of them consider shopping as a means for spending leisure times. In addition, a research was also conducted in 1977 AD by Blngr and his colleagues that they also recognized...
recreational consumer among the different types of existing consumers. Another study in the mid-1990s was concluded that 75% of Americans are going to shopping centers at least once a month. The evaluation of the time assigned to this work showed that the Americans spend their time in shopping centers more than anywhere else after workplace or home. Terry found also in his study in 1977 that almost all the women who have been surveyed enjoy shopping and almost a quarter of them go to shopping centers just for enjoying. More than half of the surveyed women in another investigation had enumerated vitrine shopping or watching as their favorable activity in shopping centers.

It can be concluded according to various views presented and available in this regard that shopping experience according to their view has a little relationship with actual purchase of commodities. Instead, they more tend to entertainment, sociability, and leisure in daily activities. In general, these buyers (leisure buyers) less emphasize on the amount of distance of place of residence to the place of shopping, and tend to purchase without previous plan. They spend most of their time for excursion and successive shopping. The reason for this is that these people tend to spend their time to the work that enjoy it and that work is shopping. It can be added that specific behaviors of these buyers (leisure) are most affected by the environment of shops and added facilities and conveniences.

West Edmonton shopping centers and America's shopping centers are the most widespread forms of the phenomenon of "Entertainment - shopping" that people go to these shopping centers mostly to participate in one or several leisure activities rather than for buying something (Ahur et al., 2012, 52). It has been proven that shopping and tourism are intrinsically related together. It is considered one of the most common motives for foreign trips, and is almost the main activity that done by tourists.

Findings:
Shopping centers are places that collected and met all our needs under one roof. Limitless consumers, modern man become satisfied by diversity and supply of various commodities in shopping centers. Shopping centers are a place in which miracle of modernity happens, a place where the architecture presents creation of new space. New shopping centers according to conducted investigations are version of the twentieth century of markets and children of industrialization and modern architecture. The most important causes of change of shopping and shopping centers are resulted from the industrial revolution, production and supply of large number of commodity, promotion of the culture of consumerism and change of people's lifestyle, process of globalization, arrival of the automobile industry, and change in city's physical space and consequently change in urban transportation system and so on. This change created in shopping centers and the concept of shopping and consumption has associated with some results. Some of them are mentioned hereunder:

- Spread of today's shopping centers is effective in illustration of cities and especially metropolises more than ever and makes a commercial image of cities and affects ethnic, religious, pilgrimage and.... images.
Promoter of the culture of consumerism is in a superficial and extremist, therefore modern mass consumption is mostly based on desires rather than need. Hence, the main core of consumption has mostly social and cultural aspect rather than economic.

Lack of proper management in creation and administration of these places that have been formed regardless of culture, distribution of urban facilities, people's purchasing power and even welfare facilities.

Topic of economy resulted from scale (reduction of production costs because of increased production volume) that spreads these centers without considering other social, cultural dimensions and so on.

Parking problem of shopping centers can be seen in abundance.

Entertainment in shopping centers and the strengthening of roaming (A center to thwart protesting and rebellious desires).

Shopping centers delimit lifestyles, because shopping centers that have been deployed in urban upper middle neighborhoods, the type of product is proportional with the average earnings of its residents; (For example PROMA shopping center in Mashhad has been designed basically for well-off classes. The reason is that price of commodities that are supplied there matches with the financial power of its residents. So there are structures proportional with making distinction in Mashhad. This distinction and difference is cultural and status).

Walking and roaming through the mall has become a purposeful excursion that its result is economic progress as a strong supporter of capitalism.

If the market in the traditional sense is assumed an area where tradition is reproduced, new shopping centers are a place where tradition is interrupted and challenged.

So on

Conclusion
Various researches have somehow shown tending to create malls and megamalls in the world, emphasize on the entertainment and leisure and people's support of them, and their effect on urban life. It has been argued that these contemporary shopping centers are the main part of the commercial perspective of most the world's countries and have found an important role in the retail industry. Currently, these centers are developing in Asia rapidly due to the saturation of United States and Europe of these shopping centers. Southeast Asia is especially one of the most growing areas of this phenomenon. Shopping had been seen as a laborious activity throughout recent history, an activity that must be responsible for the concept of life and survival. But today, shopping has become one of the most conventional leisure activities in the world and consumption has been also defined as leisure. These new centers (Malls and Megamalls) generate social and cultural places that are different from the purchase of commodity, through which, the cities migrate from "Production" nature to "consumer" identities. An event that has been caused by cities becoming consumer is "domination and hegemony of money" that has affected not only architecture but also distribution of urban spaces. City's mosque in the past was pivot and center of urban spaces and other spaces found identity based on their interaction with these places. But today these terms have been encountered with basic changes by the advent of
commercial malls and megamalls. Prevalence of shopping centers in the cities has caused making of a commercial image from these places.
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