THE EFFECT OF SEATING ELEMENTS IN ACCORDANCE WITH THE FOR SOCIAL DISTANCE ON THE SHOPPING MALL PREFERENCES OF CUSTOMERS IN THE POST-PANDEMİC PROCESS

S. Ebru Okuyucu

1Afyon Kocatepe University /Turkey

March 22, 2021

Abstract

The aim of this study is to determine the effect of using the wood seating elements designed for social distance in the waiting areas of shopping malls in the post-pandemic process on customers in shopping mall preferences. In research, it was assumed that there is a relationship between shopping malls with wood seating elements designed for social distance and the shopping mall preferences of customers. In a virtual environment, to test this hypothesis based on digital images of the social distancing wood seating element modeled with the Top Solid Wood program, a hypothetical study based on a questionnaire was performed. In this study, the questionnaire, prepared according to the 7-point Likert scale, was applied to 300 participants. The results showed that shopping malls with wood seating elements designed for social distance in the post-pandemic process have a positive effect on the shopping mall preferences of the participants.

Hosted file