Social Interaction Organizations Of Consuption Habits; Cafeterias

Dr. Akyildiz N.A.[1]* & Dr. Polat H.[2]

[1]Assist.Prof.Dr. Firat University, Architectural Faculty, 23200, Elazig, TURKEY
[2]Assist.Prof.Dr. Firat University, Architectural Faculty, 23200, Elazig, TURKEY
(*Corresponding Author)

Abstract- **When the concept of space is considered as a multi-dimensional volume that includes a whole-life depth and a multi-dimensional volume, it can characterize any open or closed area where life is staged. Being a stage of life; space, which is not only a physical but a social phenomenon, should be considered as a kind of relations and forms. Because of the close relationship between spatial arrangements and sustainable social life; economics, psychology, social, educational and architectural disciplines. These dynamics and volatility phenomena are the subjects of multidisciplinary scientific research. The cafeterias, which are planned with the alternative of consumption habits of today's societies, serve in our social life as a public space. Cafeterias designed with the diversity of spatial arrangement, with the interaction and communication environments they offer to social life; the globalized liberal world has been less exposed to economic changes and external forces than other sectors or industries. The cafes, which are shaped by the geography, demands, cultural and social structure of every society, have become indispensable parts of our social life for almost every age group with their open-and-closed alternatives. Cafeterias, which are the subject of our study, have been the places of time, eating, drinking, socializing and socializing especially in young people's lives. The subject was examined because of the capacity of affecting the social life of different age groups with different cultures, ethnicities, and thoughts. Cafeterias require planning with several sustainable strategies because young generations are places that affect behavior patterns.**

Keywords—Social Structure and Change, Consumption Habits, Consumption Areas; Cafeterias, Sustainable Architecture.

I. INTRODUCTION

The spatial design process determines its function, sometimes by limiting it, and sometimes by redefining it, realizing its own ontology. In this sense, a spatial design is realized; it affects the position of the surrounding spaces and the redesign of nature and affects the position of everything else. Harvey (2013), when considered as a phenomenon, becomes 'a separate thing from matter'; thus, he turned into a distinctive and classifying structure. Harvey also sees the nature of rationality as the concept that creates a perspective to societies. In other words, it considers the concept of urban design as a social organization for the re-creation of space production. As it is understood, rather than what the design function of the space is; it has been a subject of what it means in the social structure and how it uses it in the realization of life. Today, with the changing social structure, space functions, demands and use habits of places have also undergone great changes.

Since the beginning of the twentieth century, the state of the consumer society has been transformed with modernization affecting societies, and spatial demand changes have experienced revisions in parallel. The standards, which came into force with the new regulations in various aspects of industrialization in production and trade, have increased

rapidly, and as a result, new changes have started with the changes occurring all over the world in the West and afterward. The social impact of the consumer society concept has been influential in the emergence of new values both in

social relations and in culture as a creative process. Toffler (1970), for the people in the changing world with the speed of increasing change of fragmentation and individualization, which are the basic features of the postmodern wave; He stated that consumption habits and architectural places have been 'consumed'.

Postmodern changes have basic social and technical reasons. Social changes; while individualization, fragmentation and paradoxical side-by-side; technical changes were the realization of extreme reality and complexity with values. In his postmodern aesthetic understanding, Jameson (1984a, Akt. Harvey, 2014) stated that there is every reason to believe that the alienation of the subject is replaced by the fragmentation of the subject. In addition, this experience has evolved with the changes brought by post-modernity. Jameson (1984b, Act. Harvey, 2014), with his analysis, has struck a striking analysis, saying that 'the experience of the world in which it is lived is reduced to several unrelated and irrelevant ones'. Jencks (1987) stated that the characteristics of the post-modern period, the taste of post-modernism towards the global view, and a rapid change of power in the cyclic model with multinational, pluralist eclectic and inclusiveness depending on the culture and species. In this sense, the concept of space, like all concepts, is not just a metaphor, but it has become strikingly visible in societies as the operations of the political powers to realize the imaginations of globalization (Öncü & Weyland, 2013). The cafes are designed with the same decoration decisions as chains in almost every country in the globalizing world, and nowadays Adorno (2012) also refers to 'the similarity of our

demands for a social life with the similarity of culture to everything'. The lifestyle that takes place in such an environment is almost simulated by a change that causes the values to be neglected. As a commodity, the consumption object does not only have value and change. However, in such a consumer society, the fact that a commodity has the sign and symbol values and the code that determines it makes it more useful and valuable (Ahlava, 2002). Therefore, ideas, symbols, and hence the spaces that serve the purpose of a consumer society in social life, are an object that is consumed because it has no real meaning in social relations. For this reason, the spatial dimension makes it possible to talk about 'the multiple dimensions' of design with its ability to produce countless different experiences due to mobility (Sözen & Tanyeli, 1986).

II. PRESENTATION OF CONSUMPTION HABITS WITH AESTHETIC ARCHITECTURAL UNDERSTANDING IN SOCIAL LIFE; CAFETERIAS

Food consumption, which is a basic need, is one factor that shapes and determine the social and individual lifestyle shaped by social culture. Different lifestyles and cultures have led to different food consumption. This food consumption behavior has been much more than fun, mood and popular trend (Sloan, 2004). The consumption of food, which was initially a domestic activity, but also with the liberal economies outside the house; Nowadays, it has become time spending and entertainment activity to enjoy. Since this basic nutritional need, which was previously home-based, mediated spending time with friends or family outside the home, a wide range of food and beverage venues emerged with varying demands for different classes of society. The first thing that comes to mind is the restaurants and cafeterias, not only for pleasure and entertainment but also for a meeting, organization, discussion or other social functions as functional places; continues to meet individual and social demands.

The habits of the society transformed with the change of social structure concern both social sciences and spatial design–such as urban planning, architecture, interior architecture and decoration- and made sustainable social life sustainable for architecture. Scientific social research has focused on the commodification of spaces by the consumer society and shows that the choices regarding the dining area are strongly influenced by physical conditions and social conditions (Urry, 1995).

Gadamer and Derida, which modernity brought to our lives, created a different interpretation with the interpretation and the expression of the different things for everyone. Today, with this flexibility, buying, using or disposing of consumer goods; beyond our imagination, it has somehow connected us to other people and other places. These consumer goods are more than any object, accepting the meaning and form of time and space, change the social relations of the communities and have an important place in their life (Mansvelt, 2005). The spatial planes created by consumption habits for many individuals are both visible and widespread part of daily life in contemporary society. The time and activity to be spent in a cafeteria or restaurant is an accepted aspect and everyday habit of everyday life for many people. But this action plays a

critical role in creating and expressing space. For a contemporary society, the question of how consumption, spatial decisions, and spatial decisions are formed in almost every geography are the main arguments for this sector.

The main issue has been the creation, expression, and meaning of the planes in space and time together with the necessity of acceptance of consumption. Since the consumption is fluid and contextual, it is produced in a different and irregular way in spatial planes (Mansvelt, 2005). Food-related preferences can show temporary personal qualities; selected restaurants or cafes also express the mood of individuals. These places are seen as symbols not only for individuals but also for some cities (Sloan, 2004). Some neighborhoods or streets are known by symbolizing these special places. It is no coincidence that the behavior patterns of today's individuals are mentioned with the symbols, definitions, and classes given by post-modernity. The places chosen for eating can tell us something about ourselves and our situation (Bell & Valentine, 1997).

III. PLANNING OF CAFETERIAS WITH SUSTAINABLE ARCHITECTURAL REFERENCE

Sustainability, which is one of the most used concepts of the last period, has entered our daily life as a concept representing development and progress in economic, environmental, social and spatial terms. Sustainability as a basic catalyst; it undertakes to contribute to the preservation and improvement of the environmental quality of urban spaces with the action of revitalizing social life. Sustainable development can be achieved when environmental, economic and social sustainability is achieved.

A sustainable architecture combining timeless planning with aesthetics; is the architecture representing the natural and ecological demands supporting the development with socio-economic, engineering and technological cooperation. Assessing sustainability for habitats is carried out by systems that rate healthy practices where the demands are met with conditions for the environment (Esaulov, 2014); (Parkin, 2000). Make the concept of a sustainable society visible for architecture; the concept of place is of great significance both in terms of the continuity of local culture and identity issues and the continuity of local resources. Formation of sustainable architectural form; it defines a dynamic process fed by integrating place, man and pulse (Van der Ryn & Pena, 2002). The first step for this process was taken in 1987 with the Brundtland Report, and the concept of sustainability was redefined in terms of architecture. This report (United Nations Commission on World Environment and Development, 1991) is an approach developed as a consensus of the ideological ideology of the 1970s with the developmental ideology of the 1960s (Tekeli, 1996). The developments in the construction sector and the increasing material and manufacturing techniques required to use fossil energy sources more frequently. With the awareness of the devastation caused by the structural natural environment; environmentally friendly sustainable approaches have been accepted. With this understanding, cafeterias, which are a center of consumption, should be planned regarding sustainable architecture by using ecological natural environment.

The place choices that reflect the reflection of individual and social choices in social life are the decisions that reflect our basic personality characteristics. All spatial choices made in urban life -especially in consumption actions such as food and drink- due to the value of time; except for our economic, cultural and social structures.

The spatial organization and design decisions in the cafeterias are special details that meet our preferences; As Heung and Guın (2012) point out, the principles of the arrangement of objects, such as machinery, equipment, furniture and seating arrangements, which are designed for eating and drinking, also affect our preferences and refer to all-in-one. The settlement pattern impacts the quality perception, happiness level, and indirectly the choice of choosing the same place. For this reason, it is important that the designer and the operator pay attention to the comfort and organization of the eating and drinking areas to increase the frequency of young people coming back to the café (Wakefield & Blodgett, 1996). When entering such consumption areas such as restaurants, cafeterias, etc., the aesthetics and attractiveness of the space are evaluated based on the adaptation in the spatial organization. Young people can spend hours to observe, feel and test the aesthetics and charm of the dining area. The opinion of this place in the evaluation affects even their attitudes and evaluations about food and drinks (Ryu, 2005). The spatial environments designed for cafeterias, such as music, ambient temperature, odor, decoration, and lighting, determine the eating preferences of young people. The spatial environment tends to affect non-visual senses and may have a subliminal effect (Bitner, 1992). Any deficiency in this design or decoration can make young people feel uncomfortable, but a unique atmosphere created by an attractive environment raises the choice of space and places the choice of space (Han & Ryu, 2009). For this reason, the placement preferences of young people are in parallel with the aesthetics of these spatial organizations and they also affect the choice of places.

IV. CONCLUSION AND EVALUATION

In societies dominated by liberal economies, the spatial design has an aesthetic concept with a three-dimensional function that reflects an atmosphere supported by advertising and aesthetics. The perception of modern space together with the changing process; The diversity that emerged with the search for the libertarian space of the user has turned into a modern richness with the accumulation of the designer. In this rich range, the designer has made the consumption habit comfortable by managing the space design process with the power of giving design sub-message in the consumption places. This sub-message transmission scheme has provided an extension of the time spent in the cafeterias and an economic argument used in the transformation of consumption habits. The objects and details sometimes used in space design are special tools that can convey the messages to the user by focusing on expressing the spirit of the space.

This is that it is preferable for producers to produce their products with different aesthetic quality than the others in the consumption industry. The architectural ideas in a consumer society serve as a commodity or product that is actually consumed by re-production with demands. These consumer goods are the objects that meet the human desires in our environment and they are generally presented to customer satisfaction with symbolic values. This symbolic value refers to the object being constructed while the exchange value refers to its trade and operation. Sustainable architecture is designed and built for the lives of people, by definition of all products. The aesthetic in the resulting design product, especially design, is not just a function, and it has been the things that shape and shape the lifestyle of the people.

Therefore, the restaurants and cafeterias are designed and built; It is an example of space representing the interaction with its economic dimension, its social dimension and it is especially integrated with the public functions. With these important features, the issue is especially important in the life of the younger generation. In today's societies, the subject is examined because of the important place of our cafeterias, which are seen as representative of our consumption habits and socialization, in our social life. Using the sub-message feature of the spaces, it is thought that providing the young generation to spend time in the cafeterias which are made with nature is contributing to their spiritual and physical structures. It is suggested that the planned cafeterias should be supported with a spatial structure especially encouraged to sports activities for young people. It is recommended that our consumer habits, which have become a difficult social habit, should be turned to advantage and supported by designs that give the opportunity to more healthy generations. Cafeterias which must be supported by running and walking paths should be implemented with sustainable green spatial design decisions of the city as a public space. In these areas, which are frequented by the eating and drinking area for young people, closed and semi-open areas should be defined which allow book reading areas with an additional function. It is recommended to meet the consumption habits and to meet the cultural and social aspects of the cafeteria areas, which are intertwined with the natural environment designed for them, with sustainable architecture in a manner that supports them culturally and socially.

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