

**Interior design considerations in a Shopping Mall between Hypothesis and Reality
A Practical Study in Kingdom of Saudi Arabia**

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Abstract

Design is one of the most fundamental factors that contribute to the success of a shopping mall. An interior designer usually regards a number of design considerations, human and social dimensions that could contribute to the further success of shopping malls and ensure more profitability. In this context, the designer may also seeks to specialize the building by adding an innovative or aesthetically pleasing element which increases value and makes the mall significantly unique from other shopping malls. This will result in the shopping mall establishing a strong reputation and an ability to compete with other retail outlets.

In this context, the researchers are trying to identify the extent of the contribution of design in achieving a strong reputation for shopping malls. The research studies and analyses the reason behind the success of two shopping malls and investigates if the reason for this success can be attributed to an unique element design or completed design considerations, human and social dimensions, or both. The study uses "Salam" and "Red Sea" malls in the city of Jeddah in Saudi Arabia. The hypothesis is that design has a role in the success of these shopping malls.

The study was divided into two parts: the first part related to the researchers' observations as they gathered data about the shopping malls. The second part investigated visitors' opinion and their perspective regarding the shopping malls. The sample study consists of and 106 232 mall visitors divided into two groups, 126 participants for the "Red Sea" participants for the "Salam" shopping malls. The study rejected the hypothesis and concluded that a number of recommendations must be considered by the investor and designer to ensure the success of the mall in this highly competitive sector.

Keywords

Interior design, shopping mall, design considerations, human dimensions, and social dimensions.