



Urban Identities Dissolving into the Changing Consumption Culture

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In recent periods, urban projects which will improve the competitiveness of cities against the others in becoming a leading player and attracting international capital have been given priority. In these projects one of the main uses of space is shopping malls, places which guide the spatial development of cities, help the districts in which they are located become prominent centers and also aim to create an urban image. Today, urban space is commoditized and considered only as a commodity in the economic sense compared to previous periods. It has become difficult to define the spaces where urban entrepreneurship has settled on in the city as distinctive, defined and meaningful spaces. It can be said that shopping malls, which are small city models in themselves, have become so successful today that they have almost superseded the traditional markets and today's city markets as essential units of urban life and also become a part of the images (!) of the cities in which they are located. These "new fashion habits", shopping malls, have caused the problem that traditional city markets, which usually constitute the identity and personality of cities, have started to lose their former importance and functions and become uncared and neglected areas. However, traditional city markets are important cores for recognizing the identity of a city and sustaining the "memory of the place". From this point of view the aim of the study is to perform a comparative evaluation of shopping malls, traditional city markets and pedestrianised shopping streets in terms of social, functional and visual/aesthetic quality indicators and investigate the role of spatial quality in using these shopping spaces. According to the aim of the study, 3 different types of shopping spaces (Konya Traditional Market, Kazım Karabekir Shopping Street and Kulesite Shopping Mall) located in the city of Konya were selected as the sampling area and a total of 108 questionnaires were applied within the scope of this study. The results obtained from the questionnaires were evaluated by using the multivariate statistical analysis. In conclusion, some suggestions relating to sample areas were made to increase the success of the shopping spaces.

KEY WORDS: Urban identity, shopping spaces, spatial quality, shopping center, traditional market, Konya.