

学校编码: 10384

分类号_____密级_____

学号: 25220061152698

UDC_____

廈門大學

硕士学位论文

购物中心核心百货商店营业空间初探

Business Space Research for Anchor Department Store in
Shopping Center

曾庆烜

指导教师姓名: 郑豪 副教授

专业名称: 建筑设计及其理论

论文提交日期: 2009年5月

论文答辩时间: 2009年6月

学位授予日期: 2009年 月

答辩委员会主席: _____

评 阅 人: _____

2009年5月

厦门大学学位论文原创性声明

兹提交的学位论文，是本人在导师指导下独立完成的研究成果。本人在论文写作中参考的其他个人或集体的研究成果，均在文中以明确方式标明。本人依法享有和承担由此论文产生的权利和责任。

声明人（签名）：

年 月 日

摘要

随着经济的发展、人们收入的提高和现代化的生活模式等方面的影响，购物中心在我国掀起了开发的热潮。与此同时，许多项目在设计中没有考虑到国内外国情的差异，而是简单地模仿国外购物中心的模式，这也体现在其核心百货商店营业空间上，没有将核心百货商店当作购物中心的一部分来设计。这就造成了两种现象，一是整个购物中心经营萧条，另一个是核心百货商店生意兴隆，而购物中心的普通商铺的经营却难以为继。

有鉴于此，论文选取了购物中心核心百货商店的营业空间作为研究对象。

论文首先对研究背景、研究目的和意义、研究方法、研究的框架和国内外相关理论研究现状进行概括性的阐述。

再通过对比购物中心核心百货商店的营业空间和普通百货商店的营业空间，并结合具体的实例和相关的理论研究成果，从购物中心核心百货商店的营业空间的空间特性、布局位置、与普通商铺空间的关系和其顾客的流线等方面进行分析和研究。探讨核心百货商店如何才能起到购物中心核心商店的作用。

最后，对分析研究的各个方面进行归纳和总结，并得出结论。希望通过对购物中心核心百货商店营业空间的初步探索，能够为后续的研究和设计实践提供一些借鉴与参考。

关键词：营业空间；核心百货商店；购物中心；

Abstract

With the development of economy, incomes and change of modern life style ,a large number of domestic shopping centers have been constructed. At the same time, many projects does not consider the differences between domestic and foreign conditions, but simply to imitate the mode of shopping centers abroad, which is also reflected in its business space design of anchor department store. These have resulted in two phenomena. First, all business languishes in shopping center. Second, plenty of anchor department store's business is booming, but the general stores in the shopping center are hard to sustain.

So, dissertation selected the anchor department store's business space in shopping center as research object.

First of all, the research background, purpose and significance, the research method, frame and related research at home and abroad are summarized.

Then, by examples and related research results, the business space of anchor department store in shopping center and general department store is compared. And the space feature, location, relationship with the general stores in shopping center and customer's streamline of anchor department store in shopping center are analyzed and researched. How the anchor department store can play the role of anchor store in shopping center is discussed.

At last, some conclusions are drawn by summarizing the various aspects of research. Hope that through the initial research of anchor department store's business space in shopping center, it can provide some references for the follow-up research and design.

Keywords: Business Space; Anchor Department Store; Shopping Center.

目录

第 1 章 绪论	1
1.1. 研究背景	1
1.1.1. 经济飞速发展.....	1
1.1.2. 购物中心的大量建设.....	2
1.1.3. 购物中心的规模越来越大.....	3
1.1.4. 购物中心问题繁多，核心商店设计尚待完善.....	3
1.2. 购物中心、购物中心核心百货商店及其营业空间的概念与分类 ...	4
1.2.1. 购物中心的概念.....	4
1.2.2. 购物中心的分类.....	6
1.2.3. 购物中心核心百货商店的概念.....	9
1.2.4. 百货商店的分类.....	11
1.2.5. 购物中心核心百货商店营业空间的概念.....	12
1.3. 国内外相关理论研究现状	13
1.3.1. 国外相关理论研究现状.....	13
1.3.2. 国内相关理论研究现状.....	14
1.4. 研究对象	15
1.5. 研究的目的是和意义	15
1.6. 研究方法	16
1.7. 研究框架	17
第 2 章 国内外购物中心及其核心百货商店发展概述	18
2.1. 国外购物中心及其核心百货商店发展概述	18

2.1.1.	国外购物中心产生背景分析.....	18
2.1.2.	国外购物中心的发展演变.....	19
2.1.3.	国外购物中心的发展趋势.....	21
2.1.4.	国外购物中心核心百货商店产生背景及发展演变分析.....	24
2.2.	国内购物中心及其核心百货商店发展概述	26
2.2.1.	国内购物中心及其核心百货商店产生背景分析.....	26
2.2.2.	国内购物中心及其核心百货商店的发展演变.....	28
2.3.	国内外购物中心及其核心百货商店发展差异对比.....	30
2.3.1.	中西方文化的差异.....	30
2.3.2.	购物中心所在区域的差异.....	30
2.3.3.	交通问题的差异.....	32
2.3.4.	国内外百货商店发展的差异.....	33
2.4.	国内购物中心核心百货商店营业空间存在问题研究.....	33
2.4.1.	对非消费行为的不重视.....	33
2.4.2.	不够人性化.....	34
2.4.3.	游乐性不足.....	35
2.4.4.	与普通商铺营业空间结合不紧密.....	36
2.5.	本章小结	36
第3章	购物中心核心百货商店营业空间特性分析	37
3.1.	购物中心核心百货商店营业空间的功能	37
3.1.1.	商业功能.....	37
3.1.2.	交通功能.....	37
3.1.3.	景观功能.....	38

3.1.4.	文化功能.....	38
3.2.	购物中心核心百货商店营业空间的特征	39
3.2.1.	功能的复合性.....	39
3.2.2.	矛盾性.....	39
3.2.3.	体验性.....	39
3.3.	购物中心核心百货商店营业空间构成要素研究	40
3.3.1.	水平界面.....	40
3.3.2.	竖向界面.....	43
3.4.	人的非消费行为	45
3.5.	本章小结	45
第4章	购物中心核心百货商店营业空间在购物中心的布局位置研究	
	47
4.1.	购物中心的平面布局及其核心百货商店营业空间的布局位置研究 ..	
	47
4.1.1.	线形平面购物中心及其核心百货商店营业空间的布局位置研究	
	47
4.1.2.	辐射形平面购物中心及其核心百货商店营业空间的布局....	50
4.1.3.	环形平面购物中心及其核心百货商店营业空间的布局.....	52
4.1.4.	群聚形平面购物中心及其核心百货商店营业空间的布局....	53
4.2.	核心百货商店营业空间的竖向布局位置研究	55
4.3.	本章小结	57
第5章	购物中心核心百货商店营业空间与普通商铺营业空间关系的	
研究	58

5.1.	购物中心核心百货商店营业空间的形式	58
5.1.1.	长条式.....	58
5.1.2.	大厅式.....	59
5.1.3.	中庭式.....	60
5.1.4.	错层式.....	62
5.1.5.	混合式.....	63
5.2.	购物中心核心百货商店营业空间与普通商铺营业空间平面关系研究	63
5.2.1.	环绕.....	64
5.2.2.	并列.....	65
5.2.3.	邻接.....	67
5.2.4.	独立.....	68
5.2.5.	统一.....	69
5.3.	购物中心核心百货商店营业空间与普通商铺营业空间竖向关系研究	70
5.4.	本章小结	72
第6章	购物中心核心百货商店营业空间购物流线研究	74
6.1.	购物中心核心百货商店购物步行流线研究	74
6.1.1.	道路或广场及其主要出入口研究.....	75
6.1.2.	购物中心核心百货商店营业空间顾客水平流线研究.....	79
6.1.3.	购物中心核心百货商店营业空间顾客水平流线设计策略....	85
6.1.4.	购物中心核心百货商店顾客垂直流线研究.....	90
6.2.	购物中心购物车流研究	94
6.2.1.	购物中心外部空间顾客购物车流与其他流线组织方式研究..	94

6.2.2. 购物中心停车空间研究.....	96
6.3. 本章小结	99
第7章 结论	101
7.1. 关于功能	101
7.2. 关于与普通商铺营业空间的关系	101
7.3. 关于流线的处理	102
7.4. 关于空间特性	103
参考文献	104
致谢	107

Contents

Chapter 1 Exordium	1
1.1. Background Analysis	1
1.1.1. Rapid Development of the Economy	1
1.1.2. Mass Construction of Shopping Centers.....	2
1.1.3. The Increasing Scale of Shopping Center.....	3
1.1.4. Plenty Problems with Shopping Center and the Design for the Anchor Store to Be Improved	3
1.2. The Concept and Classification of the Shopping Center, its Anchor Department Store and the Business Space of Shopping Center's Anchor Department Store	4
1.2.1. The Concept of the Shopping Center.....	4
1.2.2. The Classification of Shopping center	6
1.2.3. The Concept of the Shopping Center's Anchor Department Store.....	9
1.2.4. The Classification of Department Store.....	11
1.2.5. The Concept of the Business Space of Shopping Center's Anchor Department Store	12
1.3. Related Research at Home and Abroad	13
1.3.1. Foreign Related Research	13
1.3.2. Domestic Related Research	14
1.4. Research Object	15
1.5. Research purpose and Significance	15
1.6. Research Method	16
1.7. Research Frame	17

Chapter 2 Exordium Develop Overview of the Shopping Center and its Anchor Department Store at Home and Abroad18

2.1. Develop Overview of the Shopping Center and its Anchor Department Store Abroad 18

2.1.1. Background Analysis for the Advent of Shopping Center Abroad.... 18

2.1.2. Develop and Evolve of Shopping Center Abroad..... 19

2.1.3. Develop Trend of Shopping Center Abroad..... 21

2.1.4. Background Analysis for the Advent of Shopping Center's Anchor Department Store Abroad..... 24

2.2. Develop Overview of the Shopping Center and its Anchor Department Store Domestic26

2.2.1. Background Analysis for the Advent of Shopping Center and Its Anchor Department Store Domestic 26

2.2.2. Background Analysis for the Advent of Shopping Center Domestic 28

2.3. Difference in the Development of Shopping Center and its Anchor Department Store at Home and Abroad30

2.3.1. Differences of Culture at Home and Abroad 30

2.3.2. Differences of the Shopping Center's Region at Home and Abroad.....
..... 30

2.3.3. Differences of Traffic Problem at Home and Abroad 32

2.3.4. Differences of Department Store's Development at Home and Abroad
..... 33

2.4. Problems Research for Domestic Business Space of Shopping Center's Anchor Department Store33

2.4.1. Do not Attach Importance to Non-consume Behavior..... 33

2.4.2. Lack of Human	34
2.4.3. Lack of Amusement	35
2.4.4. Combine with the Business Space of General Shop do not Close.....	36
2.5. Summary.....	36
Chapter 3 Feature of Business Space Research for Anchor Department Store in Shopping Center	37
3.1. Function of Business Space of Anchor Department Store in Shopping Center	37
3.1.1. Commercial Function.....	37
3.1.2 Through Function.....	37
3.1.4. Landscape Function	38
3.1.5. Cultural Function	38
3.2. Feature of the Business Space in the Anchor Department Store	39
3.2.1. Mix of Function	39
3.2.2. Contradiction.....	39
3.2.3. Experience	39
3.3. Business Space's Elements Research For Anchor Department Store	40
3.3.1. Level Interface	40
3.3.2 Vertical Interface	43
3.4. Non-consume Behavior	45
3.5. Summary.....	45
Chapter 4 Business Space's Location Research for Anchor	

Department Store in Shopping Center47

4.1. Research for Plane Layout of Shopping Center and Positioning for Its Anchor Department Store47

4.1.1. Linear Plane Shopping Center and Location Research for Business Space of Anchor Department Store in Shopping Center.....47

4.1.2. Concentric Plane Shopping Center and Location Research for Business Space of Anchor Department Store in Shopping Center50

4.1.3. Annular Plane Shopping Center and Location Research for Business Space of Anchor Department Store in Shopping Center.....52

4.1.4. Cluster Plane Shopping Center and Location Research for Business Space of Anchor Department Store in Shopping Center.....53

4.2. Business Space's Vertical Layout Research for Anchor Department Store in Shopping Center55

4.3. Summary.....57

Chapter 5 Relationship Research for Business Space of Anchor Department Store and General Store.....58

5.1. Form of Business Space of Anchor Department Store in Shopping Center.....58

5.1.1. Long Style58

5.1.2. Hall Style.....59

5.1.3. Atrium Style60

5.1.4. Split-level Style.....62

5.1.5. Mix Style.....63

5.2. Level Of Relationship Research for Business Space of Anchor Department Store and General Store63

5.2.1. Surround.....	64
5.2.2. Side by Side	65
5.2.3. Adjacent	67
5.2.4. Independent.....	68
5.2.5. Unity	69
5.3. Vertical Of Relationship Research for Business Space of Anchor Department Store and General Store.....	70
5.4. Summary.....	72
Chapter 6 Customer's Streamline Research For Business Space of Anchor Department Store	74
6.1. Customer's Walk Streamline Research For Business Space of Anchor Department Store	74
6.1.1. Research for Road or Square and Its Main Entrance.....	75
6.1.2. Customer's Level Streamline Research For Business Space of Anchor Department Store	79
6.1.3. Design Strategy of Customer's Level Streamline in Business Space of Anchor Department Store	85
6.1.4. Customer's Vertical Streamline Research For Business Space of Anchor Department Store	90
6.2. Traffic Streamline Research for Shopping Center	94
6.2.1. Organize form of Traffic Streamline and Other Streamlines in External Space of Shopping Center	95
6.2.2. Parking space research for	96
6.3. Summary.....	99

Chapter 7 Conclusion	101
7.1. About Function.....	101
7.2. About Combine with the Space of General Store	101
7.3. About Streamline	102
7.4. About Feature of Space	103
Reference	104
Regards	107

厦门大学博硕士学位论文摘要库

Degree papers are in the "[Xiamen University Electronic Theses and Dissertations Database](#)". Full texts are available in the following ways:

1. If your library is a CALIS member libraries, please log on <http://etd.calis.edu.cn/> and submit requests online, or consult the interlibrary loan department in your library.
2. For users of non-CALIS member libraries, please mail to etd@xmu.edu.cn for delivery details.

厦门大学博硕士论文摘要库