The Shopping Mall and Social Sustainability from the Perceptions of Social Actors

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Abstract

By means of this document, it was possible to analyze the main characteristics of the volume of scientific production related to the study of the variables Shopping Center and Social Sustainability. A bibliometric analysis was proposed to analyze details such as Year of Publication, Country of Origin of the publication, Area of Knowledge in which the published research is carried out and the Type of Publication most frequently used by the authors of each document published in high-impact journals indexed in the Scopus database during the period between 2017 and 2022. Among the main findings, it was possible to determine that, for the execution of the different research methodologies, the report of 32 scientific documents related to the study of the aforementioned variables was achieved. The maximum number of publications made in a year was 8 papers submitted in 2021. The country of origin of the institutions that reported the highest number of records in Scopus was Australia with 4 documents. The area of knowledge with the greatest influence at the time of executing the research projects that resulted in scientific publications was Social Sciences, which contributed great theoretical material in a total of 18 publications. Finally, the type of publication most frequently used to publicize findings from the analysis of the aforementioned variables was the Journal Article, which represented 75% of the total scientific production. In addition, the critical ethnographic method was used; We worked with social actors between 18 and 50 years old, obtaining information through semi-structured interviews, which consisted of observation and informal talks. The results were that the appreciation created in these places favors the environment, or social inclusion, so it does not lead them to the reflection of reality. Sustainable architecture and neuroarchitecture are essential elements to benefit the quality of life of living beings in an urban area. The synthesis of the information gave four comprehensive categorical points: interaction with the place, social dynamics in the shopping center, habitus of social actors and social welfare sites, which helped to explain the phenomenon of the lack of social sustainability in built spaces dedicated to consumerism.

Keywords: *Shopping Center, Social Sustainability, Social Actors.*

1. Introduction

In a constant evolution of urban development in large cities and community life, the implementation of shopping malls has played a vibrant role that extends far beyond

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simple commercial spaces. These important commercial establishments, characterized by being a multifaceted form of marketing, have contributed integral contributions to the modern society of the present century, which has brought it a fundamental role in a transformation of social sustainability from the different perspectives of social authors. As bustling hubs of economic and commercial activity with community interaction, shopping malls have the ability to adapt to societal needs with greater influence on the lives of citizens, consumers, employees, and local support for businesses.

Social sustainability, one of the three pillars of sustainability along with economic and environmental sustainability, revolves around the benefit of community well-being and societies as a whole. It emphasizes the elaboration of spaces where the inhabitants can bring fulfillment and thus promote social inclusion and equity as a whole. From another social perspective, shopping malls offer society a variability of both commercial and economic opportunities and with this the challenges that directly impact the lives of social authors and, in turn, provide a broad concept of social sustainability.

In this article we will talk about the importance of shopping centers in social sustainability, we will delve into it from the perspectives of the social authors. For shoppers, these centers offer not only convenience but also opportunities to forge social connections, discover new cultures, and engage in leisure activities. Employees working in shopping malls are looking for meaningful employment and financial stability, making these spaces critical to shaping their livelihoods. Local businesses, whether located inside or outside of malls, depend on the foot traffic generated by these malls to thrive and grow. Urban planners and policymakers face the challenge of harnessing the potential of shopping malls to create vibrant, socially sustainable communities.

Through the lens of stakeholders, we will discover the ways in which shopping centres can promote social inclusion, support local economies, improve community well-being, and contribute to a more socially sustainable future. This research will shed light on the complex interplay between these retail giants and the individuals and communities they serve, ultimately demonstrating that shopping malls have a profound influence on the social fabric of our modern world. By understanding and harnessing this influence, we can work to create more socially sustainable, inclusive, and thriving urban environments for all. For this reason, this article seeks to describe the main characteristics of the compendium of publications indexed in the Scopus database related to the variables Shopping Center and Social Sustainability, as well. Such as the description of the position of certain authors affiliated with institutions, during the period between 2017 and 2022.

2. General Objective

To analyze, from a bibliometric approach, the characteristics in the volume of scientific production related to the Shopping Center and Social Sustainability, registered in Scopus during the period 2017-2022.

3. Methodology

This article is carried out through a research with a mixed orientation that combines the quantitative and qualitative method.

On the one hand, a quantitative analysis of the information selected in Scopus is carried out under a bibliometric approach of the scientific production corresponding to the study of the Shopping Center and Social Sustainability.

On the other hand, examples of some research works published in the area of study mentioned above are analyzed from a qualitative perspective, based on a bibliographic approach that allows describing the position of different authors on the proposed topic.

It is important to note that the entire search was carried out through Scopus, managing to establish the parameters referenced in Figure 1.
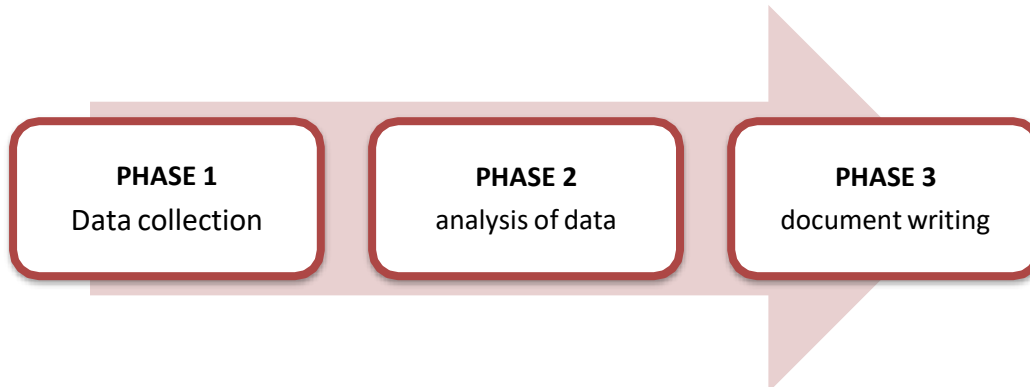
3.1 Methodological design

Figure 1. Methodological design
Source: Authors' own creation

3.1.1 Phase 1: Data collection

Data collection was carried out from the Search tool on the Scopus website, where 32 publications were obtained from the following filters:

TITLE-ABS-KEY (shopping AND center, AND social AND sustainability) AND PUBYEAR > 2016 AND PUBYEAR < 2023

➢ Published documents whose study variables are related to the study of the Shopping Center and Social Sustainability
➢ Works published in journals indexed in Scopus during the period 2017-2022.
➢ Without distinction by country of origin
➢ No distinction in areas of knowledge.
➢ No distinction of type of publication.

3.1.2 Phase 2: Construction of analytical material

The information collected in Scopus during the previous phase is organized and then classified by graphs, figures and tables as follows:

➢ Co-occurrence of Words.
➢ Year of publication.
➢ Country of origin of the publication.
➢ Area of knowledge.
➢ Type of Publication.

3.1.3 Phase 3: Drafting of conclusions and outcome document

In this phase, the results of the previous results are analysed, resulting in the determination of conclusions and, consequently, the obtaining of the final document.

3.2 Methodological justification

It should be noted that the criterion for selecting the sample for this study arises from the interest of the research case, therefore, the questions constitute the conceptual axis of the case; In this sense, the type of problem and its empirical characteristics are highlighted, namely: How do the perceptions of users, who visit shopping centers, contribute to the use and construction of architectural spaces to design areas with social equity in accordance with the well-being of living beings?

As an important ethnographic study, its results and interpretation make an important contribution to the formulation of general recommendations for establishing a framework theory of social and architectural sustainability. The objective is to propose the

organization of stages and procedures so that a cognitive study of the social actors in shopping centers can be carried out from a subset of them. Therefore, there is a need to find subjects with certain selection characteristics who are appropriate to answer the research questions. The selection is guided by the previous information of the research, in order to maximize the usefulness of the information obtained by the social actors. Candidates will be selected on the basis of expectations about their informational content. The study is critical and seeks to obtain data to make logical deductions.

Delimitation of the sample based on population limits, such delimitation is aimed at:

• Qualified social actors 01 (knowledge of architecture): the population includes all those architects, engineers and urban planners with experience in sustainable architecture or in the architecture of the senses, who reside in Metepec or Toluca, and with knowledge of the Town Square Metepec shopping center.

• Social actors 02 (type case): the population includes users who present a constant visit to the Town Square Metepec shopping center, (Residents of Metepec or Toluca)

The selection of social actors will be non-probabilistic (directed), with a procedure guided by the characteristics of the research, voluntary access to the study must be taken into account, so the choice of elements will not depend on probability, but on causes related to the particularities of the research or the purposes of the researcher (Johnson, 2014, Hernández-Sampieri et al., 2013 and Battaglia, 2008b), this is based on the approach of the study, the search for support strategies in sustainable architecture and social sustainability for the improvement of spaces in accordance with the well-being of living beings.

In this sense, the interest is in obtaining diversity for data collection and analysis. Therefore, it is essential to choose the appropriate cases in accordance with the statement of the research problem and to achieve access to the informants. The delimitation of the number of social actors is determined in 18 social actors.

• Qualified social actors 01 (with knowledge of architecture): 3 candidates who accept participation.

- At least 1 woman and 2 men

Variables for the selection of qualified social actors

• Age range: between 30 and 50 years old.

• Gender: men and women.

• Education: Bachelor's degree/engineering or higher

-        Social actors 02 (type case): 15 candidates who accept participation. Selection criteria: (At least 8 men and 7 women)

or   4 between the ages of 18 and 25 (2 males and 2 females)

or   4 between the ages of 26 and 31 (2 males and 2 females)

or   4 between the age of 32 and 40 (2 men and 2 women)

or   3 between the ages of 31 and 50 (2 males and 1 female)

Variables for the selection of social actors

• Age range: between 18 and 50 years old.

• Gender: men and women.

• Economic level: Medium-High

The use of the interview will be a guide to carry out the efficient control of the social actors, so the same topics will be addressed to ensure the collection of similar information

by the experts and users in general. It should be noted that the interview will be conducted through social media applications (internet).

4. Results

4.1 Results of bibliometric analysis

4.1.1 Co-occurrence of words

Figure 2 shows the co-occurrence of keywords found in the publications identified in the Scopus database.
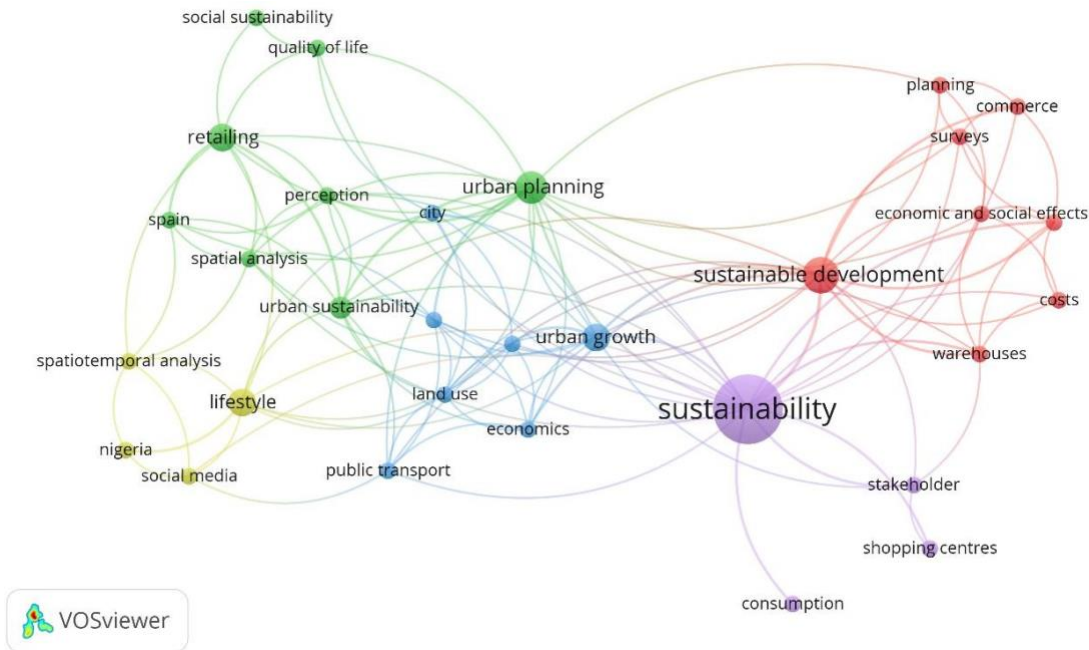

Figure 2. Co-occurrence of words

Source: Authors' own elaboration (2023); based on data exported from Scopus.

Sustainability was the most frequently used keyword within the studies identified through the execution of Phase 1 of the Methodological Design proposed for the development of this article. Sustainable Development is among the most frequently used variables, associated with variables such as Urban Growth, Economy, Social Development, Economic and Social Efficiency, Urban Planning, Shopping Center, Consumers. From the above, the perspectives of these key social actors, each of whom plays a unique role in the complex web of relationships that define the importance of shopping centers in social sustainability, are striking. We will examine how shopping centres can contribute to social inclusion, support the growth of local economies, improve community well-being, and promote broader social sustainability goals. Through a multidimensional lens, we will discover the intricate interplay between shopping malls and the people and communities they serve. This comprehensive analysis aims to highlight the profound influence of shopping malls on the social dynamics of our modern world. By recognising and harnessing this influence, we can work collaboratively to shape more socially sustainable, inclusive and prosperous urban environments that benefit all members of society, thereby moving closer to the vision of a harmonious and prosperous future for all.

4.1.2 Distribution of scientific production by year of publication

Figure 3 shows how scientific production is distributed according to the year of publication.
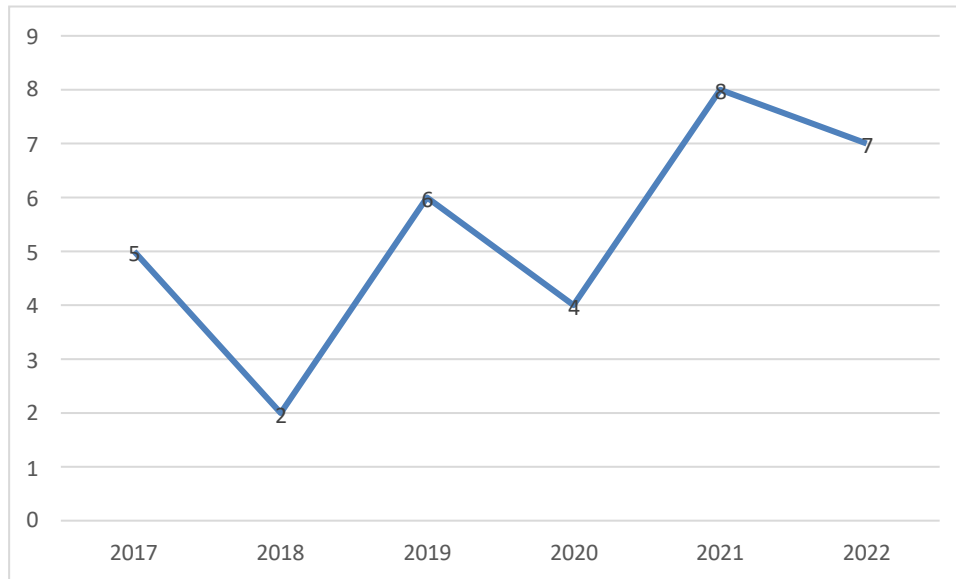
Figure 3. Distribution of scientific production by year of publication.

Source: Authors' own elaboration (2023); based on data exported from Scopus

Among the main characteristics evidenced through the distribution of scientific production by year of publication, a level of number of publications registered in Scopus was in 2021, reaching a total of 8 documents published in journals indexed on this platform. This can be explained thanks to articles such as the one entitled "Towards a new urban geography of spending: use of bank card transaction data to analyze multisectoral spatiotemporal distributions" In this article we analyze the temporal, spatial and spatiotemporal distributions of expenditure at the intra-urban scale of the city of Madrid (Spain), combining spatial statistical tools (Getis-Ord General for global autocorrelation and point analysis) Getis-Ord Gi* hot tubs for local autocorrelation) with k-mean cluster analysis and spatiotemporal tools (time series clustering analysis and temporal hot spot analysis). Our analysis confirms the strong center-periphery gradient described in the previous literature, but with a CBD composed of different specialized areas. The paper demonstrates that bank card data has great potential to support a new geography of spending that could strengthen decision-making in planning and retailing.(Carpio-Pinedo, 2022)

4.1.3 Distribution of scientific production by country of origin.

Figure 4 shows how the scientific production is distributed according to the nationality of the authors.
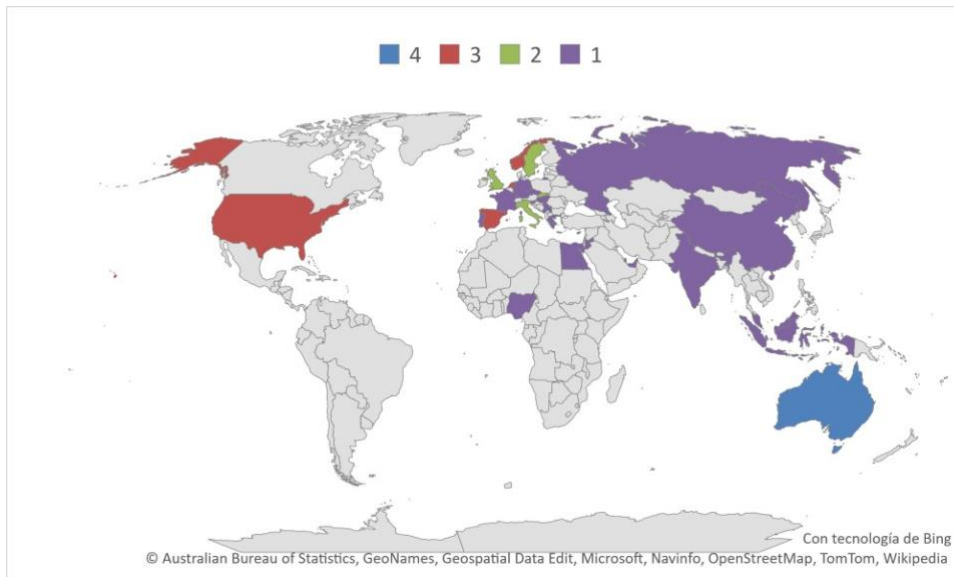
Figure 4. Distribution of scientific production by country of origin.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

Within the distribution of scientific production by country of origin, the registrations from institutions were taken into account, establishing Australia as the country of this community, with the highest number of publications indexed in Scopus during the period 2017-2022, with a total of 4 publications in total. In second place, the Netherlands, Spain, States with 3 scientific papers, and the United Kingdom occupying the third place presenting to the scientific community, with a total of 2 documents among which is the article entitled "The impact of the spatial configuration of socio-economic services in rural-urban dependencies in northern Jordan" This study investigates the actual use of services and the accessibility of places of employment by of rural residents as they interact with the surrounding towns, downtown, and rural county center. This study reveals the factors that contribute to rural-urban dependency in a developing country in terms of services and employment utilization. Its objective is to develop policies for regional sustainability. Therefore, a rural survey was conducted to identify actual dependency. The study found that rural residents were significantly integrated with the urban center in terms of shopping, education, and medical services rather than jobs, with less interdependencies among rural villages. Continued and massive dependence on the urban center was depleting rural resources creating a rural-urban gap in economic development. The study recommended a development strategy that emphasizes the importance of preserving rural life and jobs. He stressed the importance of the urban centre in providing employment to the rural population rather than long journeys for services.(Gharaibeh, 2022)

4.1.4 Distribution of scientific production by area of knowledge

Figure 5 shows the distribution of the elaboration of scientific publications based on the area of knowledge through which the different research methodologies are implemented.
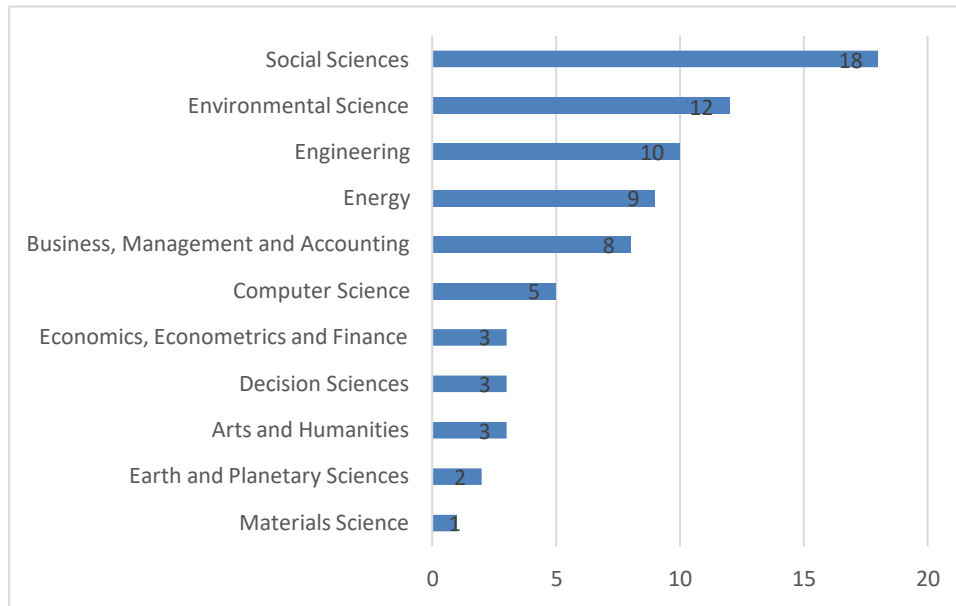
Figure 5. Distribution of scientific production by area of knowledge.

Source: Authors' own elaboration (2023); based on data provided by Scopus.

Social Sciences was the area of knowledge with the highest number of publications registered in Scopus, with a total of 18 documents that have been based on their variable methodologies: Shopping Center and Social Sustainability. In second place, Environmental Science with 12 articles and Engineering in third place with 10. The above can be explained thanks to the contribution and study of different branches, the article with the greatest impact was registered by the Social Sciences area entitled "At home with Gumtree: a cultural analysis of Australia's popular second-hand online market" The article examines the representation and branding strategies followed by the platform, which is now owned by global company Adevinta and formerly eBay, touts itself as a sustainable, local and social marketplace. The study looks at interrelated and ambiguous areas in Gumtree's identity-making to explain its distinctive place in Australia's second-hand consumer markets and, more broadly, the role online marketplaces play in contemporary retail cultural economies.

4.1.5 Type of publication

In the following graph, you will see the distribution of the bibliographic finding according to the type of publication made by each of the authors found in Scopus.
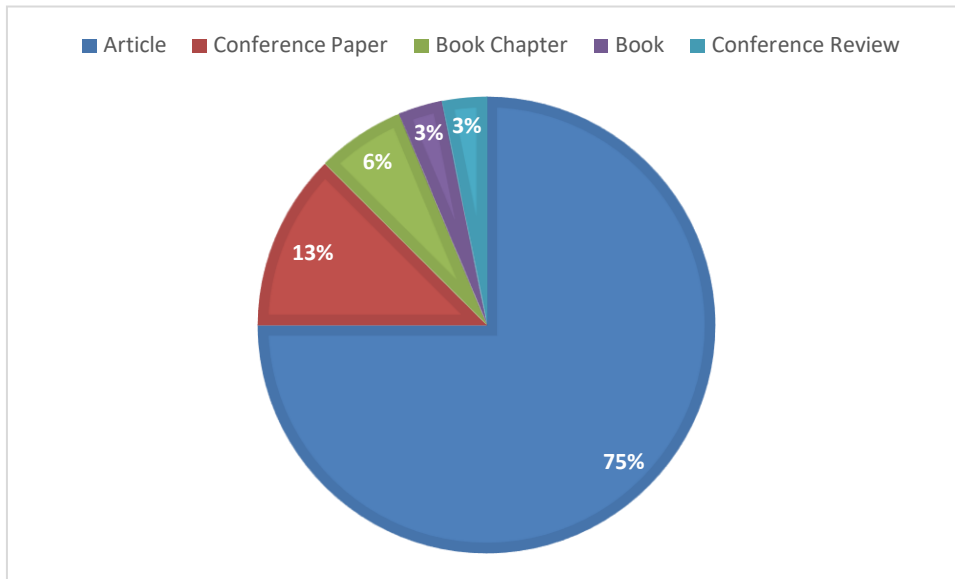
Figure 6. Type of publication.

Fountain: Authors' own elaboration (2023); based on data provided by Scopus.

The type of publication most frequently used by the researchers referenced in the body of this document was the one entitled Journal Articles with 75% of the total production identified for analysis, followed by Session Paper with 13%. Chapter of the book are part of this classification, representing 6% of the research papers published during the period 2017-2022, in journals indexed in Scopus. In the latter category, the one entitled "Construction Waste Audit in the Framework of Sustainable Waste Management in Construction Projects: Case Study" stands out Research studies show that one of the main barriers to insufficient recovery of CDWs is inadequate policies and legal frameworks to manage CDWs. It is also one of the European Union's (EU) environmental priorities. The aim of the article was to confirm the economic potential of processing construction and demolition waste audits through a case study. A waste audit was conducted prior to the demolition of a disused shopping mall building in the city of Snina, Slovakia. Subsequently, a comparison of the economic parameters (waste disposal costs and transportation costs) of the recommended CDW management was carried out. This comparison confirmed the economic benefits of environmentally friendly construction waste management methods based on the results of the waste audit, which would also increase the sustainability of construction projects. In addition, the cost parameters of selected waste disposal methods could be another dimension of building information modeling.(Spišáková, 2021)

4.2 Results of interviews with social actors

In this section, the analysis of the data obtained is presented, from the study of the characteristics of the space of the shopping center seen as places of coexistence in urban areas, achieving the interpretation of the perceptions lived in the space where the influence is seen from the perceptions of the social actors themselves, achieving the determination of the existence of different symbolic charges of the space itself that allows to have data of the behaviors within the space. of these. Highlighting the existence of sustainable architecture in social perceptions, where transformation scenarios are presented, such as the search for sites of social welfare. Therefore, the analysis of the space of the Town Square Metepec shopping center allows us to highlight the descriptions of the social perceptions of the social actors within the shopping center. The analysis is based on sensory experiences.

4.2.1 Description of social perceptions in the shopping mall

Private companies intervene in urban areas by implementing closed buildings, with formal characteristics and a modernist architectural language, which has established itself as the typology of buildings dedicated to consumption, with a marked international style. In this type of buildings, various types of spaces are offered, which, due to their characteristics, are intended for the use of certain social groups, these places are configured and distinguished as belonging to each of these groups. For example, there are those who only visit the mall to make use of the food fairs, others go because they like to walk through its aisles and spend long periods of time on the islands located along the corridors. Others are repeat consumers, who like to do all the shopping only at the mall, these are frequent visitors. The little ones like to go to the play areas and candy sales. This diversity of activities is what gives this shopping centre its dynamics.

Another outstanding aspect is given by the green area and the artificial lake under the open sky, located in the central courtyard, these are configured as a meeting place, printing a feeling of openness, by allowing the entry of natural light and ventilation, which is an appropriate environment for the consumer who has a taste for the space that surrounds the shopping center.

In this context, it should be noted that, despite the fact that the sites of the shopping centre are established by the function of the building, it is frequently used by the social partners because they assume it as a safe and comfortable place of recreation, easy access and a pleasant stay. And part of this answer is due to the fact that the architectural design and spatial distribution allow that sense of recreation or simple pastime to become evident, to materialize. The spatial distribution of the mall was designed to incite touring, contemplation and, obviously, consumption. However, the nature and frequency of use made by users who visit the shopping centre is due to very particular positions of tastes and needs; In other words, users use the mall because of the need to acquire certain products or because of the need for distraction, which brings with it social interaction. In other words, the shopping mall allows users to satisfy several needs in the same space.

Talking about the building also implies studying the social organizations that are generated in it by the use of the places. However, for some social actors, the building is only presented as a framework, in which different activities are generated and exclusivity is denoted for a certain group of people, which is called symbolic discrimination by the type of people; In other words, despite the fact that the building keeps its doors open, it is not visualized that all people have access to it.

According to the data collection, different categories were classified, which were included in the environmental, social, economic and cultural dimensions. In this way, the relationships between codes and categories are indirectly and directly linked between dimensions.

4.2.2 Perception of the concept of shopping centre by social actors

It can be asserted that shopping centers are not only visualized as spaces of consumption, but that, from the point of view of social actors, the presence of the impositions of the economic model present in the promotion of new styles of consumption are perceived according to the preferences, tastes and perceptions that have the same of these buildings. as well as for the offers in products and services present in this type of building.

The above shows that part of the behaviors emanating from the social agents when they are immersed inside the shopping center, go beyond the simple consumption of products, they are a reflection that is projected from the personal perspective that the subjects create for themselves based on the different spaces and activities that can be carried out in the shopping centers.

As for the number of social agents who come to the shopping centre as a meeting point in the urban area, it can be said that they unconsciously generate experiences and emotions that create emotionally positive states, which make them feel special despite being temporary emotions.

However, with regard to the architectural part, understood as the result of modernist trends in which consumption sets the tone, the user experiences the sensation of being in another place, in an envelope totally different from those achieved in the urban area and with which he interacts day by day. In this regard, the interviewees recognize that the physical configuration of the space articulates two totally separate areas in the metropolitan area, the commercial and the recreational, but it is this amalgam that gives these facilities the preference of users, since they are seen as one of the best sites; The most suitable for spending time with family or friends without having to leave the urban area.

Likewise, they state that the perceptions created by the type of finishes, the play of heights, the fulls and voids, as well as the shape of the building itself, generate that attraction that invites them to enter and spend a relaxed moment, which distances them from the conviction of urban life itself. The shopping center invites you to walk through its levels, to get to know the shops, to try a coffee in the comfort of an air-conditioned space, which is essential, generates calm and tranquility. This is related to Dovey's (1999) position when he indicates that social actors respond with what the city does not have: clean, safe places, where they can walk and interact with other people.

4.2.3 Sensory experiences presented by social actors

In the intervention of the interaction with the space, it is studied from the social perceptions, where the phenomenon that occurs when entering the shopping center is manifested, so that the activation of a first perception is translated into a sensory experience when the social agent feels that, upon entering, he will find a safe place. This is represented or materialized by those environments offered by the building and which are isolated from the outside. The feeling of comfort and security is felt as the stay inside the shopping centre begins and increases in the order in which the social agents live different experiences when they get involved in the different spaces offered by the shopping centre.

Sensory experiences are determined, therefore, by the interactions resulting from the perception of sounds, smells, sight and touch, to which, unrestrictedly, are added the relationships that occur between the different social agents within the building. It is these interactions that confer different social and perceptual characteristics to spaces, which are not perceived and experienced in the same way by all social agents. The different sensory characteristics are created by the social agents themselves and depend on the way in which they develop in the place, how they feel it, with whom they visit it and according to their cultural and economic level.

The search for safe zones according to the passage of time and according to the needs of society. Buildings are the most representative visual element of a safe space.

4.2.4 Perception of the existence of sustainable architecture

According to what is presented in the design process, the inclusion of the criteria of sustainable architecture must be considered, as well as those of social sustainability, since the idea is to achieve an architectural fact that responds to the local environment, but also to the culture and dynamics of the society for which it is built. By incorporating design, aesthetic and functional criteria related to social dynamics or characteristics, with the important elements and symbols of the local culture, sustainable architecture is already being considered, since it is generated by contextualizing typical aspects, reinterpreting them to keep the local imaginary alive and in this way, strengthen the roots, no matter that this is achieved with design strategies based on subliminal codes.

The analysis of sustainable architecture, when you want to study it from the inside of the building and from the point of view of the users, can be somewhat confusing, mainly because of the lack of knowledge that they have in this regard and because the building does not allow them to obtain that reading. For many of the actors, this feature of architecture translates to the presence of certain architectural elements, such as the garden area, fountains, and the open sky.

They also relate it to the presence of green spaces within the building, implying that this aspect is what characterizes a construction as sustainable.

• "I think it's there, in large part because you can see that transfer between day and night" (Yadira, personal communication, May 23, 2021).

• "The existence of gardens in the central part with the fountain and large trees" (Irma, personal communication, April 14, 2021).

• "The design of the large corridors, because they give great circulation, because they are open, you feel the natural breeze when you are walking through them" (Brenda, personal communication, April 13, 2021).

The comments of the actors reveal a perception about the building and elements of natural and artificial order are intermingled, mainly because the architectural element was designed to provide a feeling of spaciousness, and at the same time of relaxation to start a tour that creates a sensation of being in a natural place, such as better visualizing the contrast day and night and the breeze that gives off from the walk to the sky open.

In short, talking about sustainable architecture implies considering cultural contexts, which must be significant in the semantic and functional repertoire of a building, to which must necessarily be added the integration with nature. Culture is an articulation of the built fact and the natural environment, these are aspects that undoubtedly have a positive impact on the image of the building while giving it conditions as an element of identity both in the urban and socio-cultural context. In essence, it is these aspects that social actors look for when they want to interact in flexible spaces.

The idea of sustainable architecture is based on the intention of offering pleasant, comfortable, safe places in which the comfort of the open-air public place can be included, but without losing that sense of security that today's closed environments imprint. It clearly shows the relationships present between the most outstanding, such as the habits of the social actors and the most insufficient (interactions with space). This makes it clear that for social actors, the application of sustainable architecture in urban environments has to be linked to the idea of social well-being and the relationships of the social dynamics experienced.

4.2.5 Social sustainability seen from the habitus of social actors

Social Perceptions of Social Sustainability

In general, it can be argued that the discourse of social sustainability is expressed in architecture when features are presented that not only allow, but also promote social interaction.

The architectural environments present in urban areas are becoming part of the social identity, not only because of the formal and spatial configurations, but also because of the social sustainability that is created around them. Architecture, conceived as places for social interaction and is accepted in order to generate cultural roots in the area in which it is implanted and over time, becomes part of the history of the place and the collective that lives in those spaces. In this context, it is worth emphasizing that social sustainability is present when the architectural design really inspires a sense of security in people, but also transmits different sensations that affect the quality of life of the users inside the building,

as they feel safe, comfortable and cared for. Thus, social participation implies an increase in collective and individual values, fostered by a site that incites social order and generates well-being.

An important conclusion results from the possibility of measuring different indicators inherent both to the conditions of the place and to the experiences and sensations experienced by the social actors, which obviously would have different categories of measurement to evaluate social sustainability, since we would be talking about mostly qualitative measurements. In this order of ideas, it should be noted that the role of architects, engineers and urban planners, as well as anyone who has an inherent role in urban interventions, must be aimed at the materialization of harmonious, safe and healthy spaces, which are for the true enjoyment of citizens, and which also allow the enhancement of the local cultural and environmental values of the area in which the intervention was carried out.

In order for the space to be fully enjoyed, it must guarantee safety, it must be a healthy environment, without pollution, it must also be a fair place, that is, accessible, where its use is equitable, without discrimination by age, sex or religion. This is intimately interconnected to seven subcategories, governed by the social actors themselves, which determine the different perceptions, scenarios or spaces that directly influence them.

The use of the concept of social sustainability in the proposal of an architectural design would add value to the concept of architectural design, since this criterion calls for the generation of strategies that allow the configuration of spaces that are explicitly linked to democracy. To speak of social sustainability in architecture, then, implies considering the search for social participation in the environment, which then involves considering social flexibility, cultural integration, social security and identity.

As far as sustainable architecture is concerned, it must be considered that it must also be accompanied by the criteria of flexibility, inclusion, participation and integration. These would be guiding guidelines for the design, recognizing the needs and behaviors of people, in such a way that the relationship between man and the built element is generated according to the quality of the site and the intention that it allows users to experience a better quality of life, but not only temporarily. but with more time, so that future generations can enjoy not only the beauty of the construction, but also the sociability created by the users within the architectural element.

5. Conclusions

Through the bibliometric analysis carried out in this research work, it was possible to establish that Australia was the country with the highest number of records published for the variables Shopping Center and Social Sustainability. with a total of 4 publications in the Scopus database. In the same way, it was possible to establish that the application of theories framed in the area of Social Sciences, Shopping centers promote accessibility and spaciousness. They are designed to be suitable for people of all ages, abilities, and experiences. Barrier-free access, ramps, lifts and disabled parking spaces ensure equal opportunities for participation. This inclusion creates an environment where everyone feels welcome and valued, promotes social equality, and reduces social inequality. In addition, shopping malls offer a wide range of services and opportunities to improve the quality of life for residents. These services may include health care facilities, educational facilities, recreational and entertainment facilities. Providing such services in shopping malls reduces the need for long-distance travel and increases the convenience and availability of essential services. This, in turn, contributes to the overall social well-being, satisfaction, and vitality of society. Overall, shopping malls play a vital role in the

sustainable development of society, promoting economic development, increasing social cohesion and inclusion, as well as providing basic services and amenities. Their impact goes beyond commercial spaces, as they serve as community gathering places, catalysts for economic growth, and platforms for social interaction and engagement. Taking into account the needs and desires of stakeholders, shopping centres can continue to develop and adapt, ensuring their continued relevance and contribution to the sustainable development of society also in the future.

In this study, it was possible to verify the influence of the habitus that Pierre Bourdieu argued as dispositions of a lasting nature, instituted by the conditions and determinations derived from a social position today, whose coincidence with Enrique Leff is relevant in the definition of social sustainability, which is based on economic reconstruction as an essential part of human survival. By assuming that there must be the search for the rupture of modernizing instrumental reason and the consolidation of social power as the most direct and reliable way towards a sustainable society. For this reason, one of the main findings of this work derives from the appropriation of space that people make by living it in their own way, in a certain way conditioned by neuro-architecture, but at the same time, avoiding the economic aspect as the main driver, because they do not go only or exclusively to consume what is offered to them. but to establish an "illusion/sensation of happiness, which, even if momentary, fosters mechanisms of self-realization at some point in their experiences in shopping malls, in this case in Town Square.

Sustainable architecture has to be seen as an efficient response to the development of human beings and their activities, hence the necessary inclusion of the criterion of social sustainability when designing buildings, especially those that involve collective uses. Neuroarchitecture has to be assumed as a tool in design processes. The human being is full of emotions, perceptions and neurosciences have shown this, therefore, the built area must consider an environment that allows interpretations, experiences and positive sensations in users who make use of the projected contexts; These elements integrate the characteristics of the search for places of social well-being by the actors, however, they are not isolated, since they are interacting with each other and among other elements, revealing that the modification of social perception could modify and have an impact on many other relationships.

Studies of relative perceptions and architectural buildings in particular, continue to have a dialogic nature by showing different scenarios full of illusions, whose main objective is the reproduction of the existing social order, where actions exist to be memorized, repeated, internalized and lived by the actors, controversially often show characteristics of the existence of social changes by the actors themselves, Because of this, these sites produce innumerable by-products for social studies, constituting an integral component in this process; Social studies could be a space that allows architects to analyze and understand the objective and subjective problems and needs of society in a better way; find and trace different present and past relationships and interconnections to improve the most suitable built elements in the urban area; Imagine a future in which specific social problems are solved and manage to take measures to carry out different architectural projects that improve the quality of life.

While it is true that the presence of different actors in a place indirectly influences social behavior, the search for safe zones in urban areas in the face of the effects caused by neoliberalism on the construction of buildings dedicated to consumption, seems to be an alternative derived from the insecurity experienced in the rest of the areas. The lack of socialization in built spaces allows us to highlight that most of the actors are governed by the aspects of the habitus that are generated by the family and acquaintances themselves. In general, individualism and social separation are encouraged, making it clear that social practices are limited. However, social sustainability must continue to evolve more towards the community aspect. Especially now to analyze the restrictions derived from the COVID 19 pandemic. The experience of the health contingency has had an important

influence on the new normality that we are experiencing, and it is up to the different actors to continuously participate in the social changes that lead to the global transformation that includes the renewal of social habits.

The search for healthy and safe environments is one of the most representative desires expressed by the actors, who perceive them as associated (that is their perception) with friendly environments with the natural environment, particularly the open area of the Metepec shopping center, because they identified it as the most attractive thing that the building has; It can be said that cultures shape the personal interactions fostered by the place, by virtue of the fact that the response of the actors can generate environments to contribute to the transformation of the space according to their own well-being.

Perceptions are based on aspects and parameters intrinsic to the subject, but which are usually modified, due to the influence of the architectural aspect, in many cases, they can vary, for example, the idea of the shopping center as a public area to an unconscious search for natural sites. The aspects highlighted in this figure respond to certain fields necessary to identify parameters of sustainable architecture that influence shopping centers, opening up new possibilities for future research on the perception of sustainability for social development.

Comparing the perceptions of the actors from the perspective of social sustainability and from the dialogic relationship between them and the architectural space in which they are located, implies understanding that the activities carried out by the actors, whether physically or cognitively, are not presented only as an action, it is rather the interaction of the influence of the architectural environment itself that exalts the perceptions. Recognizing that the characteristics of that built environment arouse the stimuli and depending on these aspects, contextual characteristics and stimuli, acceptance or rejection of that site can be generated, which is linked, consequently, to the aspects of social sustainability.

People who talk about social sustainability without explicitly referring to everyday life, without understanding how important it is to deduce perceptions, to understand coexistence and the limitations that influence the full enjoyment of the space and time in which they live, are often trapped in networks of established ideas that prevent a conscious assimilation of their social reality. Talking about the social reality of the urban area and how social studies are presented, adding another type of sociocultural analysis, warns about the lack of studies of social sustainability from the perceptions of the actors themselves.

Social perceptions can be built on a critical knowledge of everyday life. Community and dialogues can only exist when each person has access to a direct experience of reality, when each actor has the necessary tools to solve the problems that are presented to them. The question is not to determine the social perceptions of actors today, but rather what can be done. Therefore, to study how people can change their actions, seen from the understanding of social perceptions in the search for social sustainability, built to contribute to social change from the understanding of the perceptions lived in a space dedicated to consumption and thus know the social situations and the degree of coexistence that is lived in the shopping center.

Therefore, architecture can be conceived under the parameters of social sustainability for development, so that the entire system constituted as a shopping center, apart from being self-sufficient, is articulated with the natural context, in addition to achieving healthier environments, a better dialogue is also achieved between the set of buildings, open spaces, people and other living beings (pets) that live there and the environment; all this affects the sense of belonging by resignifying the place as a symbol that is added to its identity, which in turn is framed in the habitus, where the concept of distinction raised by Bourdieu allows us to suggest that the development of people within the shopping center denotes being seen as a large space of elitist character. where a part of the diversity of the

population is brought together, especially those who are economically active and are located (or believe to be located) in the middle and upper classes.

In the understanding that in the face of the perceptions that manifest the constant search to improve the quality of life of the actors in an urban center, it can be said that any place that gives the feeling of security entails the implementation of various social processes, bodily reactions and even gestures of which, in most cases, People are not aware, understanding then that the search for a better quality of life, contextualized in the imaginary that architecture produces, has its genesis in what each person interprets. Therefore, there are great possibilities for research with qualitative approaches, having critical sociology as a possibility.

The challenge is to discover ways in which architecture, neuroarchitecture, and social studies, in particular, can contribute to social freedom; trying to ensure that society has the power and resources to carry out and carry out social transformations, free from the obstacles emanating from capitalism, which focus on the predominance of social classes, racism and other inequalities. Certainly, the capitalist system dominates not because people agree with it, but because acceptance is presented by perceiving it and convincing themselves that it is what provides them with certain elements to improve the imposed perspective of their quality of life.

It is pertinent and feasible to generate strategies aimed at consolidating the participation of actors in the search for inclusion and acceptance of people from different cultures in diverse economic contexts, in order to achieve more inclusive, equitable, pleasant and culturally accepted environments. If this is considered from now on in any design and construction process, then social sustainability would be accommodated as a concept of socio-cultural and environmental vindication.

Society is managed with great force by the media, new technologies, in this evolution architecture and urban space do not escape. The constructions are more daring, more innovative, in most cases, they are symbols of economic power, transcending the culture, realities and beliefs of the actors who make their lives in urban areas. The appreciation of the power of an avant-garde architectural project is its condition as a response to a societal problem; But in many cases they are based on non-existent shortcomings, which are posed as needs and this is achieved by carrying out an exercise of social analysis to respond with an innovative and therefore attractive architectural fact, which sells people the ideal of a safe, comfortable place, with services and, in addition, with aesthetic benefits.

Architects, engineers and urban planners must see architecture as a work for society, emphasizing the management of social sustainability, since the principles that are present in this conceptualization imply that every intervention process must aim at the quality of life of people, and architecture even more so, since all the activities of the human being are developed in the built spaces. The creation of systems of relationship between architecture and the perceptions of the subjects, observed from the emotions generated by the site itself, leads people, unconsciously, to incorporate it as part of that determining moment in their lives, leading them to the creation of social acceptance in it.

The subjects' own emotions generate experiences that attribute greater meaning to the elements, so that the perceptions presented in a given space leave their mark on the actors, and it is important to apply, in sustainable architecture, the social and environmental characteristics of local environments. By studying social sustainability for development, we will be contributing to the improvement not only of the quality of life, because it goes hand in hand with the urban environmental quality.

By combining sustainable architecture with the characteristics of neuroarchitecture and social sustainability as an integrated system, taking on environmental, cultural and social aspects, the architectural fact can be classified as truly sustainable. The fact of including

some green areas in a building does not imply that sustainable architecture is being made, since it must be a guarantee of respect for ecosystems and local culture. The most effective step to achieve the goal of social sustainability is to promote social capital through the creation of an architectural identity, characterized by the use of local forms, elements and systems adjusted to new architectural trends, where popular beliefs and participation have a place without discrimination.

It is then that shopping malls take advantage of the search for safe spaces, where social actors perceive them as the most strengthened public spaces of the contemporary city, as they show themselves as the best protected spaces both visually and architecturally for social actors. The construction of the mall is considered an important milestone for social actors, and the public space is used for the coexistence of different segments of society, managing different trends. Open spaces and green spaces, empowering these spaces as open public spaces, enhancing public spaces in today's contemporary cities.

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