

## Research Paper

# The Evolution of the Concept of Socialization in the Marketplace to Enhance Social Sustainability (Case Study: Tabriz Grand Market)

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### Abstract

Given that newly constructed commercial complexes and the trend toward luxury are negatively impacting socio-economic structures, it is essential to establish principles for sustainable development, with social considerations being a fundamental aspect. Applying the social elements of sustainable development is especially critical in historical and ancient contexts. As previously mentioned, both new and old commercial buildings often appear as stylish but empty structures devoid of businesses. The concept of public space and community perception is at odds with modern shopping centers, which differ significantly from traditional markets. This disparity arises because many modern shopping centers cater to specific social groups, defined by particular tastes and ages. This article aims to analyze the social aspects of bazaars and identify key sub-indicators of social sustainability to propose suitable solutions for future market designs. Bazaars are vital places with complex and extensive social significance, particularly in Iran. The study's findings suggest that incorporating sustainable development indicators into urban design can significantly enhance productivity and foster a sense of community in emerging markets. The current study highlighted the impact of various attributes—physical, environmental, cultural, and social—on enhancing the sociability and spatial quality of the area. The study revealed that structural-semantic values, as a cultural feature, have the greatest influence on bazaar socialization, with an effective coefficient of 0.410. Other significant factors include physical attributes (0.381), socio-political-cultural components (0.285), visual exposure (0.264), physical quality (0.235), and social capital (0.255). Finally, the study proposed appropriate solutions, such as establishing access pathways, employing diverse shapes and proportions in design, creating visible depth, ensuring permeability at the margins, varying roof shapes, and revitalizing the marketplace system.

**Keywords:** Bazaar, Social Sustainability, Socialization, Tabriz Grand Bazaar.

## 1. INTRODUCTION

Sustainable development refers to a design approach that meets current needs without compromising the resources available for future generations. It must consider economic and social sustainability, as well as energy consumption and its impact on housing and urban spaces (Lang, 1987;

Zarghami, 2010). Social sustainability is one of the three pillars of sustainable development, originating from the field of sociology. Sustainable development initially focused on environmental issues in the 1980s and 1990s, followed by financial concerns in the 1990s. In recent years and into the early 21st century, social issues have become increasingly prominent. Documents such as the Brundtland Report

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(WCED, 1987) and Agenda 21 (Agenda 21, 1992) emphasize economic, ecological, and social aspects of sustainability but often overlook the measurement of social sustainability. A sustainable society harmonizes with the environment and nature, fostering a healthy existence integrated with the financial system (Alizadeh et al., 2015).

In addition to physical instability, social instability is a significant issue in ancient contexts, encompassing social capital, indicators of discrimination, a sense of belonging, and the reduction of social heterogeneity. Social sustainability has various definitions. According to Koning, it entails equal rights within society, freedom from social deprivation, and a high quality of life for everyone (Koning, 2001; Partridge, 2005). Litting and Griebler (2005) have analyzed civic participation and the life of civic institutions (Litting and Griebler, 2005). For Chiu, the main objective of social sustainability is to preserve and enhance living conditions for future generations (Chiu, 2004). Social sustainability, along with the existence and flourishing of social groups, aligns with the development of civil society, which seeks to empower specific social and cultural groups (Poles & Stern, 2000).

Urban sustainability encompasses a variety of indicators. Bramley et al. (2009) studied 15 regions across five UK cities, examining social interaction, safety, participation in social groups, and environmental quality as indicators of social sustainability influenced by urban form (Bramley et al., 2009). Chan and Lee identified factors such as accessibility, urban landscape design, job opportunities, amenities, and open spaces as critical to social sustainability (Chan & Lee, 2008). Dempsey (2009) emphasized the importance of neighborhoods, accessibility, and pedestrian orientation in creating sociable public spaces (Dempsey, 2009).

This study investigates elements affecting marketplace socialization, considering both social sustainability and financial structure. Marketplaces serve as multifaceted social centers, functioning as cultural, religious, political, and economic hubs, and as the physical center of a city's meta-economic activities. The study's methodology focuses on the geographical aspects of the market and its relationship with the community, analyzing how these factors influence human presence in the space. Tabriz market has long been a public space and a thriving commercial-social center, offering opportunities for diverse activities and gatherings, including business, entertainment, devotional, and cultural events. By examining the market's social structure, we can develop an appropriate model for designing new commercial complexes.

## 2. THEATRICAL FRAME

### 2.1. Bazaar

The bazaar has long been a defining feature of Iranian and Islamic cities, symbolizing a city's status and serving as one of its distinctive characteristics. The city and the bazaar are deeply intertwined; it is difficult to imagine a town without a bazaar (Mahdinezhad & Najjari Nabi, 2020: 148). Historically, markets were established in the city's core and expanded into open spaces and significant squares in the neighborhoods. Markets played a crucial role in the development and expansion of Iran's Islamic cities until the mid-10th century (Mashhadizadeh, 1995). As Habibi (2013:12) noted, "the bazaar is one of the main elements of the city's context, influencing both superficial and deep social phenomena, manifesting its function at every societal level." (Habibi, 2013:12). In Iranian cities, the bazaar is a vital urban space and functional element (Najjari Nabi & Mahdinezhad, 2020:68-69).

The bazaar expresses the identity of a social place, encompassing various complex functions such as markets, mosques, schools, and baths, each serving multiple social purposes. By interacting with physical, social, and economic capital, the bazaar demonstrates high efficiency and thrives as a multifaceted entity in urban space. The relationship between people, their behavior, and the environment is crucial for spatial efficiency. Informal social networks within the market facilitate information flow, leading to more efficient market operations. Social interactions distinguish the market from nonverbal, monotonous store environments. Socio-cultural relationships are built through market activities, and products and human activities presented in the market cater to people's needs and reveal potential skills.

### 2.2. Social Sustainability in Bazaar

The Iranian market is renowned worldwide for its distinctive features. It is a universal concept, recognized in all languages (Pirnia, 2007). In Persian literature, the term "bazaar" signifies a bustling place that plays a crucial role in determining economic, social, and even political outcomes. The bazaar is an essential institution in meeting collective needs in both contemporary and modern society, where its absence is unimaginable. As an economic hub, the bazaar is part of a socio-economic organization that fosters interaction among people and exemplifies new principles of action and order (Slater & Tonkiss, 2001).

Evaluating the functions of traditional Iranian bazaars and their counterparts in international trade reveals that Iranian bazaars are more socialized, with specific spatial, functional, behavioral, and environmental roles. Iranian bazaars have historically been influential in social, political, and economic developments, serving as the foundation for significant societal changes. Hence, they have been referred to as social-commercial enterprise markets (Masoudi Nejad, 2005; Hanachi & Yadollahi, 2011; Mahdinezhad et al., 2020). Additionally, the architectural components of the bazaars, while possessing independent identities, are highly

interconnected. The proximity of the manufacturing unit and workshop, Sara<sup>1</sup> and Carvansara<sup>2</sup> to the stores, and Rasta<sup>3</sup> of manufacturing to consumption made the products as affordable as possible. A comprehensive study of bazaar design shows that its overall structure and components were created to meet human biological needs—material, economic, cultural, social, and spiritual. Consequently, bazaars have been a humane phenomenon in urban spaces. The continued appeal of traditional bazaars is related to these factors (Mahdinezhad et al., 2020). Table 1 outlines the sustainable development impact of the bazaars.

**Table 1.** The sustainable development impact of the market on the city, Source(s): Authors

The Sustainable improvement impact of the market on the city		
<i>Human needs</i>	<i>Material Needs</i>	<ul style="list-style-type: none"> <li>▪ Abundance and diversity of commodities to meet different social styles</li> <li>▪ Creating trade and economic prosperity in cities, and improving people's purchasing power</li> <li>▪ People (urban and rural) for the supply of essential commodities and naked people Meet the needs of</li> <li>▪ internal trade and external dimensions</li> <li>▪ Appropriate economic performance by importing and exporting goods</li> <li>▪ Bazaar, provision of products by villagers, exchange of bilateral goods, and place for improving the economic situation of the population</li> </ul>
	<i>Social Needs</i>	<ul style="list-style-type: none"> <li>▪ Meeting and exchanging information at the bazaar</li> <li>▪ Interaction between marketers</li> <li>▪ Social space for interaction and communication between people</li> <li>▪ Partnership with marketers to solve people's problems</li> <li>▪ Helping the poor through marketers</li> <li>▪ Restoration of the bazaar People's cooperation and participation in the bazaar for</li> <li>▪ Leisure at the bazaar</li> <li>▪ Local bazaar for the interaction of the elderly</li> <li>▪ Holding various events at the bazaar</li> <li>▪ Bazaar for problem solving and social discussion center</li> <li>▪ Publishing news, topics, and social trends at the bazaar</li> <li>▪ Bazaar, Center of Intellectual and Social Forums with Scientists and Politicians</li> <li>▪ Forming a social system in a traditional city by integrating ethical, social and cultural groups into the bazaar</li> </ul>
	<i>Cultural Needs</i>	<ul style="list-style-type: none"> <li>▪ Conducting religious ceremonies at the bazaar and observing national ceremonies</li> <li>▪ Bazaar, a place of cultural activity</li> <li>▪ Education and religion center with special holiness for individuals and Bazaar</li> <li>▪ Attracting people from different subcultures, the general public</li> <li>▪ A culture of respect for support and related rights in the bazaar and their promotion culture</li> <li>▪ Expanding behavior and thinking patterns by exercising influence between the bazaar and people</li> <li>▪ Low crime and social anomalies due to a particular behavioral culture in the bazaar</li> </ul>
	<i>Spiritual needs</i>	<ul style="list-style-type: none"> <li>▪ Establish congregational prayers at the mosque in the bazaar</li> <li>▪ Numerous sanctuaries in the bazaar</li> <li>▪ Central mosque that motivates marketers to solve the problems of people and other marketers</li> <li>▪ Confidence and trust among marketers to adhere to the religious principles of the bazaar</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Many important mosques and shrines in the bazaar</li> <li>▪ Social support from marketers to the religious community</li> <li>▪ Stabilizing mosques and schools as architectural elements, and social relationships</li> <li>▪ Solidarity between marketing professionals and religious scholars and the interaction between bazaar and religion</li> <li>▪ Political aspects of bazaar integration and religious sites and bazaar construction to rebuild these sites</li> </ul>
<i>Urban Economy</i>	<ul style="list-style-type: none"> <li>▪ Increase trade and commodity exchanges with neighboring countries and Europe to strengthen the city's economic base</li> <li>▪ Enhance in tourists and thus impact on the socio-economic structure of the city</li> <li>▪ Bazaar, urban economic elements and patterns are divided from bazaar to city based on business principles</li> <li>▪ Various functions of the bazaar and the central role of society</li> <li>▪ The economic beat of the city of Iran</li> <li>▪ Importance and role of production in the market The market and its financial and commercial strength in the pricing of various products in the city</li> <li>▪ Organization of investment in Iran through the market</li> </ul>
<i>Physical space</i>	<ul style="list-style-type: none"> <li>▪ Space to meet human needs</li> <li>▪ Having specific functions to meet the different needs of humans</li> <li>▪ Spatial segmentation tailored to human needs</li> <li>▪ Dividing the space into open, closed, and semi-open spaces to create a space where people can witness.</li> </ul>

### 2.3. Background

As a public space, the marketplace (bazaar) is a key part of the urban environment in many cities worldwide (Ouria, 2019) and is collectively owned by all citizens (Pirnia, 2007). Bazaars play vital roles in numerous countries by contributing to environmental sustainability, fostering a sense of belonging, and promoting social attachment (Ashworth, 2005). In Asian countries, bazaars are crucial social elements of cities. In China, they aim to enhance the quality of life and social cohesion of local residents by emphasizing diversity and identity in relation to social and place value (Wang & Aoki, 2018). In Georgia, bazaars serve as venues for entertainment, social interaction, shopping, and socio-cultural activities (Mielke & Hornidge, 2017). In Islamic countries, particularly in the Middle East, bazaars represent the economy, lifestyle of various social classes, and a symbol of Islamic or Middle Eastern life (Jayyusi et al., 2008). Examples of successful bazaars include Iran's Bazaar (Najjari Nabi et al., 2024; Hatefi Shojae et al., 2024; Beigi Kermani et al., 2024; Abbasi et al., 2024; Pahleven et al., 2023) and the Turkish bazaar

(Golkarian & Golkarian, 2023; Demirel & Moazemi Goudarzi, 2023; Tuncer et al., 2014). Sustainability is a key concept in these markets. Numerous studies have identified sub-indicators of socio-cultural, economic, and ecological factors in these settings (Shams et al., 2023; Kuyrukçu & Çınar, 2023; Demirel & Goudarzi, 2023; Ibrahimgil, 2022).

As an economic institution, the market encompasses a network of social relations that is seldom independently studied. Recent research has primarily approached market studies from qualitative and descriptive perspectives, often overlooking the market's socio-cultural characteristics. Consequently, recommendations have typically focused on broad macro factors. This research employs both qualitative and quantitative methods, using scientific approaches and objective, phenomenological observations. By analyzing people's experiences and behaviors in the market, the study presents a structural model based on specific factors and micro-indices. These design solutions can guide future studies and designs by examining each influential factor in detail.

**Table 2.** The background of bazaar studies, Source(s): Authors

Authors	Indicators	Method	Results
Shams et al. (2023)	Behavioural Patterns	Survey	<ul style="list-style-type: none"> <li>▪ Classification of behavioral patterns into 3 fields 1. Seller-Customer Interaction, sub-categories of Socialization and Socio-Emotional Bonding in the field of Seller-Seller Interaction, and sub-categories of Cultural Age and Sense of Belonging and Ownership of Space</li> <li>▪ Changes in the body of shops and a semantic break in the market</li> <li>▪ Weakening the power among traders and increasing the spirit of competitiveness</li> <li>▪ Ignoring the current situation and the historical past and strengthening the social break as a result of the personalization of spaces</li> <li>▪ Diminishing the spirit of friendship and cooperation and family relations</li> </ul>
Kuyrukçu and Çınar (2023)	Morphological change of historical and commercial context	quantitative and qualitative (Space Syntax method)	<ul style="list-style-type: none"> <li>▪ The morphological change of this historical and commercial texture</li> <li>▪ Decreasing the gate counts and intelligibility values in the process following the Uzum Bazaar period</li> <li>▪ Describing the first period of the Uzum Bazaar as ‘essence’ (and steps have been taken towards the “return to essence” with the transformation of the Altın Bazaar)</li> </ul>
Demirel and Goudarzi (2023)	Topographical effect on spatially constructed feature and user’s experience	Descriptive-analytical	<p>Topographical feature effect on:</p> <ul style="list-style-type: none"> <li>▪ Strengthens both socio-cultural and commercial linkages in the Bazaar</li> <li>▪ Developing human relations, bringing people together, and bringing them into a partnership or dialog</li> <li>▪ Formative aspect on architectural setting</li> </ul>
Ibrahimgil (2022)	Social and architectural changes	Descriptive-analytical	<ul style="list-style-type: none"> <li>▪ Describing the form of construction</li> <li>▪ The bazaar developed as an axis on the caravan route.</li> <li>▪ Pathology of Turkish bazaars</li> </ul>
Ghasemia (2019)	The physical structure of the market and its difference from a new and old perspective	Qualitative	<ul style="list-style-type: none"> <li>▪ Studying the main urban elements in the physical structure of traditional Iranian cities</li> <li>▪ Investigating the characteristics of elements, and their performance in urban livability with regard to their improvement</li> <li>▪ Comparison of religious, economic, residential, public, political, and administrative spaces with the main urban elements</li> <li>▪ Paying attention to the period of time and strategies learned from the past in the process of urban planners in order to respond to contemporary needs with their continuity and integration by preserving the historical structure and spaces.</li> </ul>
Torkyan et al., (2015)	Physical structure - a sense of security in the market	Descriptive-analytical	<ul style="list-style-type: none"> <li>▪ The shape of the roof and the structure similar to shops are the most effective factors in feeling safe.</li> <li>▪ The height of the row with the least impact on the sense of security</li> </ul>

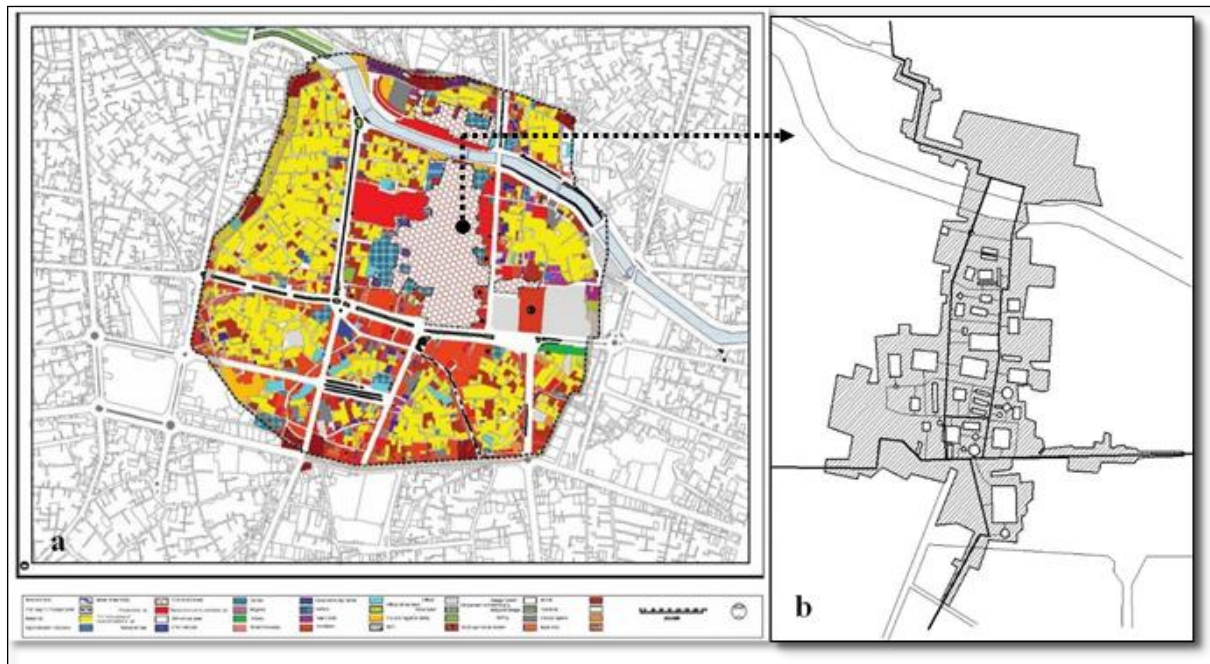
Farsi and Talebi (2015)	Physical-functional factors of the Bazaar	Phenomenological	<ul style="list-style-type: none"> <li>▪ Passage for communication between localities or communication function, comfort and familiarity of communication inside the market</li> <li>▪ The incomprehensibility of the natural passage of time in the market due to the physical structure</li> <li>▪ The prosperity of the market due to the commercial activities around it, the fit between the body and the age of the market</li> <li>▪ The presence of some special businesses that boost the market</li> <li>▪ Encroachment on the main line of passage on the part of the business as an authentic behavior, a supportive and quantitative role of cultural heritage on the market.</li> <li>▪ The illegibility of the market and the excitement of customers unfamiliar with it</li> <li>▪ Artificial light is one of the important factors of market prosperity and the technical weakness of processing natural light in the physical state of the market</li> </ul>
EDGÜ et al., (2012)	Functional-spatial structure	Analytical (based on space syntax)	<ul style="list-style-type: none"> <li>▪ Comparative comparison between Iranian and Turkish markets</li> <li>▪ Tabriz market is a cluster market and as a result the concentration of shopping increases</li> <li>▪ Examining the spatial structure according to the function of the space</li> <li>▪ Division of Iranian markets into two categories: commercial markets, and commercial-social markets</li> </ul>
Masoudi Nejad (2005)	The social structure of the market	Analytical (based on space syntax)	<ul style="list-style-type: none"> <li>▪ City markets as commercial-social markets with socio-economic and spatial divisions</li> <li>▪ The arrangement of buildings and social-cultural spaces, the main role of the market in the structure of the city, the commercial market, the center of social activities.</li> </ul>

### 3. RESEARCH METHODOLOGY

#### 3.1. Case Study: Tabriz Grand Bazaar

Due to its geographic location, Tabriz, a key division of the Silk Road, holds a strategic position in trans-local trade, which significantly contributed to the bazaar's formation. Comparing contemporary maps with the map of Dar Al-Saltanah<sup>4</sup> (in 1880 AD) and accounts from foreign travelers visiting Tabriz Bazaar suggests that this complex was likely constructed between 1840 and 1860 (A.D) during the Qajar<sup>5</sup> period. An analysis of these maps with the current state of the Tabriz Grand Bazaar indicates

minimal changes over time. Figure 1 illustrates the location of Tabriz Grand Bazaar.



**Fig 1.** Maps. (a). The city of Tabriz in the Qajar period and its location in the contemporary map of Tabriz and the location of Tabriz Grand Bazaar in the central core of the city. (b). Main access routes and public spaces at the Bazaar, Source (s): MBTB archive, Tabriz; Photos. Tabriz Grand Bazaar, Source(s): Authors

New streets in the city have slightly altered the Bazaar's periphery. Additionally, the Bazaar functioned as the city's backbone, extending toward the town's main gates. The pathways branched off from a linear bazaar that connected the city center. Unlike other linear bazaars, Tabriz Grand Bazaar features a network structure with two main passages. It is a compact, networked, and cohesive amalgamation of various elements. This multi-axis bazaar, with its communication network extending in four directions, comprises several parallel intersecting routes. The bazaar integrates various environmental elements, including surrounding contexts, houses, rivers, bridges, markets, offices, and government buildings, all promoting its primary socio-economic activities. The proximity of sanctuaries, mosques, and religious schools enhances its religious and cultural functions.

### 3.2. Research Method

The research method employed in this article combines qualitative and quantitative approaches in

five steps. The first two steps involve collecting and processing basic information qualitatively. Subsequently, using the Delphi Exploration and Grounded Theory methods, a questionnaire comprising 58 items is developed, considering aspects such as reliability, validity, and question difficulty. Data collection is conducted using a 4-point Likert-type scale. In the fourth step, data is analyzed, and main factors are extracted. The relationships between these factors are determined through a covariance matrix, and path coefficients are calculated based on standardized regression coefficients to estimate the main coefficients of the model. Each dependent factor is linked to the factor directly influencing it, with standardized regression coefficients calculated for each specified path estimate. Structural equations are established to determine the structure of specific relationships in the model (Najjari Nabi et al., 2020: 5-6). Figure 2 illustrates the methodology model.



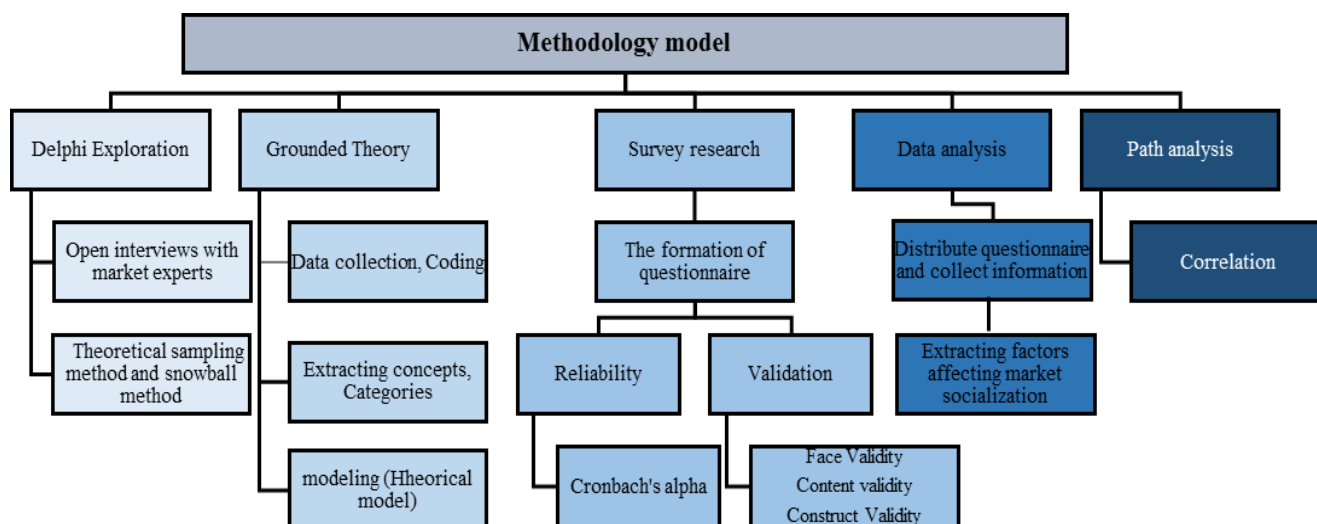


Fig 2. Methodology model, Source(s): Authors

### 3.3. Data Analysis and Results

The research investigated the number of influential factors in market socialization through the eigenvalue index, variance ratio interpretation, and the scree eigenvalue diagram. Sixteen specific eigenvalues exceeding one were identified using the screen test. These factors collectively account for 59.171% of the total variance of the test, indicating that 59.171% of an individual's mental content is identifiable and organized, while 41.829% remains unorganized. The research investigated the number of influential factors in market socialization through the eigenvalue index, variance ratio interpretation, and the scree eigenvalue diagram. Sixteen specific eigenvalues exceeding one were identified using the screen test. These factors collectively account for 59.171% of the total variance of the test, indicating that 59.171% of an individual's mental content is identifiable and organized, while 41.829% remains unorganized. Using Varimax rotation, exploratory factor analysis identified twelve points representing different factors: Cultural Capital (CB, n=7), Flexibility (F, n=4), Behavioral-activity Component (BA, n=5), Functional Capability (FC, n=4), Socio-political-cultural Components (SPC, n=3), Social Capital (SC, n=5), Visual Exposure (VE, n=3), Physical Element (PE, n=5), Adaptation to Environmental Factors (AEF, n=4), Structural-semantic Values (SSV, n=5), Physical Quality

(PQ, n=3), and Access and Communication (AC, n=3). These abbreviations facilitate references to each component. According to Table 3 and 4, regression analysis results indicate that CB serves as the independent variable, while FC, FQ, VE, and SPC act as moderator variables, and SSV, F, and PE are the dependent variables.

## 4. RESULTS

The data analysis elucidates the pivotal factors of socialization within the Tabriz market. Through assessments involving users and marketers, representing individuals within the market, key factors contributing to socialization were extracted. These factors were prioritized based on their importance, considering various aspects and sub-indicators reflecting physical, social, cultural, and environmental effects. Figure 3 categorizes these factors accordingly.



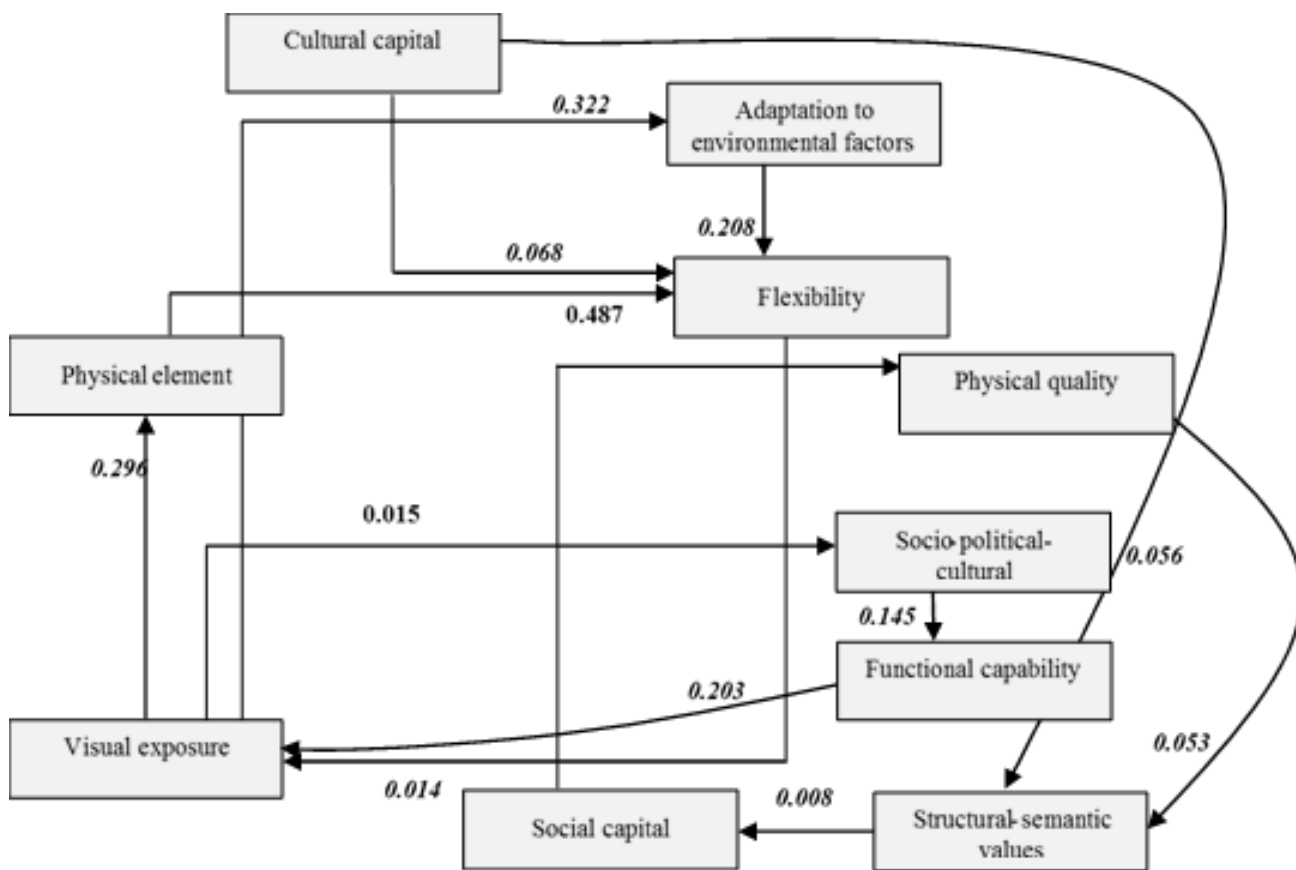
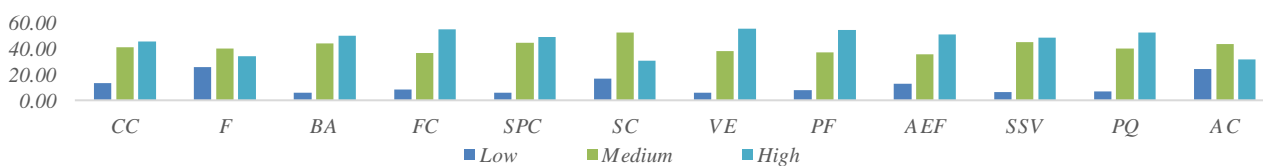


Fig 3. Structural model of socialization in Tabriz Grand Bazaar, Source(s): Authors

Table 3. Descriptive statistics and normality estimates for the constructs (N=326), Source(s): Authors

Main Factors	Median		Standard deviation		Variance	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Std. Error	Std. Error	
CC	20.57	.2711	4.895	23.962	-.305			-.828	
F	13.27	.2199	3.970	15.765	-.259			-.844	
BA	15.32	.1733	3.129	9.795	-.624			.352	
FC	12.56	.1389	2.509	6.296	-.607			-.105	
SPC	9.40	.1072	1.936	3.749	-.554			-.039	
SC	13.74	.1882	3.398	11.550	-.055	.135		-.724	
VE	9.60	.1031	1.862	3.470	-.798			.638	
PE	15.79	.1564	2.823	7.975	-.449			.001	
AEF	12.21	.1377	2.486	6.183	-.578			-.041	
SSV	15.14	.1628	2.940	8.647	-.461			.049	
PQ	9.51	.1100	1.987	3.949	-.807			.553	
AC	8.18	.1299	2.345	5.503	-.153			-.704	
Valid N (list wise)	326								



**Table 4.** The standardized regression coefficient (N=326). Note. \*\* P<0.01, Source(s): Authors

CC	1											[1]
F	.293**	1										[0.5 to 0.6]
BA	.345**	.420**	1									[0.4 to 0.5]
FC	.366**	.252**	.361**	1								[0.3 to 0.4]
SPC	.433**	.286**	.440**	.321**	1							[0.2 to 0.3]
SC	.243**	.344**	.228**	.176**	.348**	1						[0.1 to 0.2]
VE	.384**	.312**	.404**	.415**	.291**	.245**	1					
PE	.312**	.521**	.454**	.310**	.318**	.313**	.437**	1				
AEF	.205**	.318**	.136**	.253**	.165**	.350**	.305**	.420**	1			
SSV	.355**	.387**	.449**	.507**	.289**	.232**	.451**	.447**	.300**	1		
PQ	.294**	.295**	.220**	.201**	.321**	.344**	.306**	.379**	.300**	.264**	1	
AC	.388**	.321**	.444**	.342**	.288**	.250**	.381**	.351**	.274**	.481**	.196**	1
	CC	F	BA	FC	SPC	SC	VE	PE	AEF	SSV	PQ	AC

*(1). Environmental Effects in Sustainable Architecture*

Functional-physical diversity plays a critical role in encouraging people to engage with a space, promoting social inclusion, and reducing feelings of abstraction. This diversity attracts individuals to the socio-cultural aspects of the environment. Visual exposure also significantly influences the environment; without its surroundings, a place cannot fully meet people's needs. Visual exposure aids in orienting individuals within the space, creating distinct visual characteristics, and illustrating movement patterns. Perspectives and structures are presented to people through access, paths, and goals, enhancing their understanding of the environment. The attractiveness of a place generates a recognizable visual characteristic in the environment, establishing a unique identity for that location. The positioning of the place within the urban context, its proximity to other spaces, and its relationship with the surrounding environments all contribute to creating a conducive context for designing a favorable commercial space. The interaction between the environment and the place, as well as between the environment and the people, is influenced by the diversity and attractiveness of the functional features, impacting individuals from various social groups.

Compared to flexibility in new business centers, traditional bazaars are highly regarded for the importance they place on environmental features (Ortega et al., 2019; Fernandes & Mateus, 2012; Jeon & Jo Hi, 2019). Traditional bazaars are renowned for their integration into the surrounding context, seamlessly blending with the environment, buildings, and passages to create a cohesive and integrated center. These bazaars, along with adjacent gates and smaller markets, effectively cater to the needs of local neighborhoods and the entire city. Neighborhoods

play a vital role in meeting bazaar needs, including service, functional, and manufacturing activities. This integration fosters functional, cultural, and social diversity within the bazaar, enhancing its attractiveness and fostering a sense of social belonging. Consequently, traditional bazaars create a coherent environment that serves as a hub for meeting socio-cultural, functional, and diverse needs for both residents and tourists.

Considering these factors is a crucial coefficient in achieving individual and environmental continuity and exploring the relationship between architectural features and users' motivations to foster cohesion, thereby providing a suitable and authentic environment conducive to a strong social sense (Jusan, 2010). However, due to the significance of the environment surrounding buildings and the connection between urban and architectural elements, flexibility in modern bazaars faces challenges. The architectural texture of these centers often contrasts sharply with their surroundings, leading to a negative perception. It could be argued that these centers have been developed without harmonizing with their environment, lacking constructive communication with environmental elements, and failing to establish cohesive relationships between them, their surroundings, and the environment.

*(2). Social Effects in Sustainable Architecture*

This index is influenced by two key factors: physical and environmental developments, formed through their interaction. The initial element is visual exposure. Visual appeal is crucial in public environments as it significantly impacts viewers. Low visual appeal diminishes people's satisfaction with the space, often leading to economic and cultural disturbances (Al-Kodmany, 2000). Scholars such as

Shach-Pinsly (2007) and Fisher-Gewirtzman (2005) have extensively studied this issue. Visual appeal is a critical aspect of environmental quality and plays a significant role in the construction of the environment. Increased attention to this design aspect enhances emotions, improves interactions and communication, and prevents undesirable spatial mixing (Churchman & Herbert, 1978; Newell, 1995).

Archia (1977) argues that visual accessibility and "visual exposure" are fundamental features of social space, underpinning other environmental and behavioral aspects. He proposed an environmental model where physical properties are independent of imposed norms and symbols. His model illustrates how location selection and orientation in architecture are constrained by settings that influence both environmental and behavioral aspects. Visual accessibility and exposure are deemed appropriate for individual environmental and behavioral aspects within a space, ultimately shaping environmental and behavioral features (Pinsly et al., 2007:155-157).

The form of a place, shaped by its design purpose, reflects the users' deep understanding of the place, influenced by their culture. Activities within the bazaar shape its form, and changes in these activities modify the bazaar's physical form. This form is the result of a social process. By comprehending the relationships within a place, based on the perception of the interplay between physical-social forms and the uses of the place, it becomes possible to create a vernacular and socially innovative space. Understanding the place and its relation to the social context enhances the social quality of the space, fostering a strong relationship among the place, the environment, and the users, all of which are significantly influenced by dynamic cultural elements.

### *(3). Physical Effects in Sustainable Architecture*

Buildings, elements, and physical components create an image of urban space in the viewer's mind. Individuals, through their spatial experiences with buildings, functions, and associated activities, derive an image from the physical context that extends beyond mere physicality. In modern buildings today, especially in public spaces such as business centers, there is notable diversity in physical construction. However, some of these spaces convey a sense of inefficiency and lack dynamism, failing to provide suitable environments for social relations and behaviors, leading to social crises. Diversification and

attraction can transform the perceived meaning of a place, elevating it beyond a mere artificial setting. Flexibility must have the potential to enhance spatial-functional diversity and attractiveness, accommodating people with diverse subcultures and social features. High social mixing in business markets creates meaningful environments and provides the appropriate social spaces for relationships and activities, fostering a sense of community and social cohesion.

Business centers designed with the same features for all communities at different scales, despite socio-cultural diversity, can have varied impacts on viewers. The social features and the presence of individuals in place with others manifest and influence the physical components with proportional and shape features and specific geometrical orientations. This interaction allows the physical context to create, reinforce, and transform the place itself. Pierre von Meiss, in his book *Elements of Architecture: From Form to Place*, emphasizes that physical elements, which interpret the scheme's requirements and link them to the project's capacity, are crucial in public spaces. These physical capacities enable a place to be changed and transformed, allowing many functions to occur in new business centers. According to Hadman and Yazowski, this creates a space enclosed by symbolic elements, whose physical properties—such as size, shape, continuity, height, body, flooring, and architectural features—are integral (Hadman & Yazowski, 1991).

Harvey (1989), a pioneer in the theory of social production of space, argues that space is a result of social processes and not a separate entity from social life. He uses several concepts to describe the complex process of social space production. The first factors are material-physical practices that represent the interaction and flow between diverse and intersecting spaces, as part of economic production and social reproduction, encompassing all signs, symbols, and codes. Other concepts include increasing accessibility and expansion, ownership and exploitation, domination and control, and spatial production (Misyak et al., 2014).

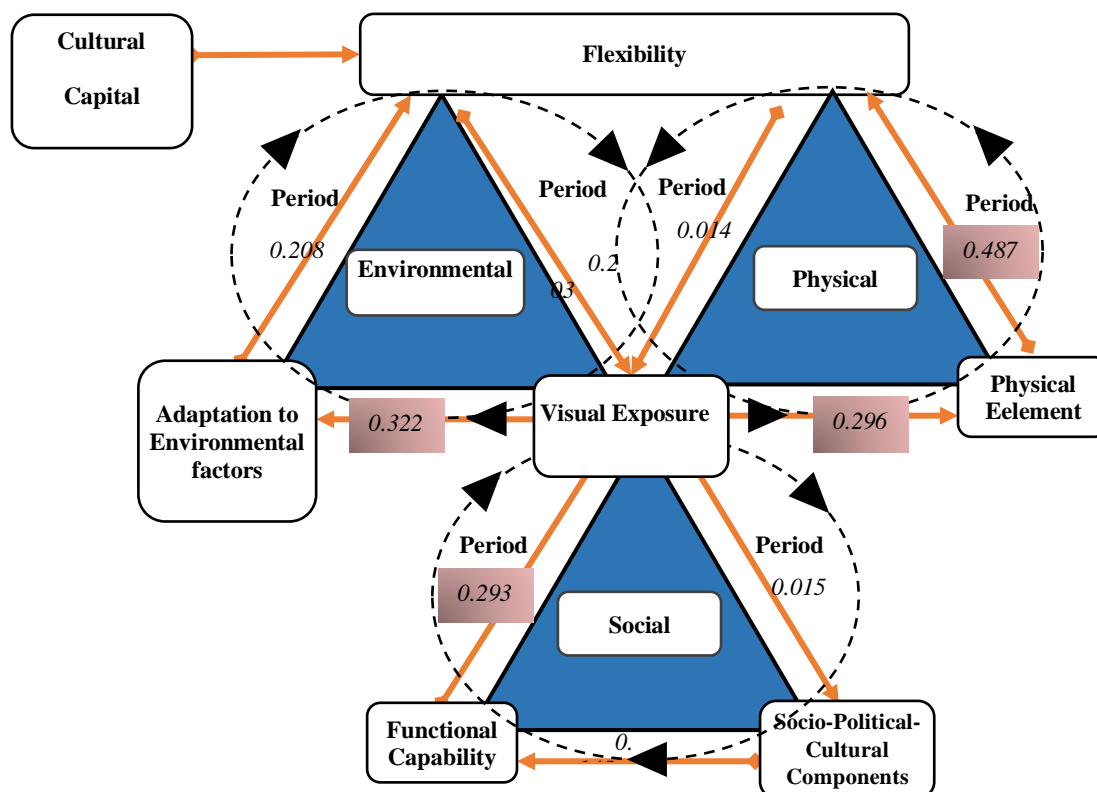


Fig 4. Combined environmental, physical and social cycle model, Source(s): Authors

(4). Cultural Effects on Sustainable Architecture

The place is a meaningful space for an individual or group of people. This definition is expressed as a combination of space and meaning. The place does not only involve the physical aspect; meaning also provides a valuable role for the place. Meaning is everybody's perception of the place, forming mental images that result from various behavioral, activity, conceptual, and meaningful components. Events, memories, and traditions define the meaning of a place and increase its value. Thus, the particular properties and possibilities of the material space form a meaningful place, and understanding this meaning forms the subjective notion.

Meaningful places have an inclusive semantic hierarchy, allowing different interpretations and fostering a sense of belonging. The values of place structure influence the social factor, showing that a place is more than just an objective location. It is a set of physical, semantic, and social elements that all form the character of that place. This context supports various activities and encompasses diverse social and historical relationships, linking the past, present, and future (Partovi, 2002). Guttman (1999) classifies the meaning of the place into three parts: First, the syntax, in which the meaning of a place with its location effect has happened in the whole style or type of network.

Second, the semantics, concept, idea, and theory that form represents - and ultimately, the function is defined by planners, consumers, or organizations.

Accordingly, there is particular attention to the meaning of space (De Certeau, 1984), including social linguistics, the description of places, and a phenomenology of the behaviors organized in territories (Schefflen & Ashcraft, 1976) and semantics show that culture is regarded as a philosophical-spatial metaphor about the meaning of space (Ouspenski, 1973).

Trope argues that the geometrical space is understood by citizens and architects based on "appropriate meaning" (De Certeau, 1984). Augoyard (1979) noticed places like social networks that focus on the interaction mechanism between space and social networks. There are only a few studies in the context of the social production of space that consider the importance of everyday behavior and activity. Activities in space are a kind of space action. Normal citizen activity and genuine understanding of user activity include the spatial action of the people (Luck, 2019). Social relations are reinforced in the context of place and are determined at a higher stage than in general social relations, and the density of face-to-face relationships without intermediaries has increased, and the place is recognized as a symbol of people's social life and will bring a social sense to their people. Then,

people and contacts are identified with the place as a whole. Let's imagine this connection is fully established, resulting in a social place with a high social sense. Another factor benefiting from this relationship is environmental quality. A desirable combination of place and community influences environmental quality significantly. Environmental quality, as one of the important areas of the social index, is a measure of how well people are satisfied with the place. An environment with a semantic-social feature provides the necessary conditions for people to understand the place and enjoy it. All people have access to this place, and there is good social interaction. Strong social communication, an appropriate context for socializing, verbal and visual communication among people, leisure activities, and ultimate relaxation are the most important attributes of a quality place. Thus, a dynamic, socially relevant place forms a place of environmental quality that provides a context for the interactions between place and people.

## 5. CONCLUSION

This research has reviewed the literature on social sustainability and introduced the most important factors affecting the improvement of socialization in the traditional context. Based on the research processes, the indicators are classified into 12 items. According to the study of overlap and commonalities between components, 59.17% affect market socialization in the context. The results of the research suggest that there are other residual factors in the

social sustainability literature that can cover the percentage of residual impact. The use of sustainable development indicators in the urban planning process can significantly contribute to the effectiveness and continuity of this type of planning. Attention to physical, environmental, cultural, and social cycles has a significant impact on improving spatial quality. Since new social interactions and relationships in the field of social sustainability have the most relationship in the satisfaction of public places, the present study observed the effect of different characteristics in the form of 4 main factors in increasing the sociability of the place. In addition to the above points, according to the effective coefficient of different criteria in bazaar (marketplace) socialization, the maximum effect of Structural-semantic values as a cultural aspect (0.410) was observed. Therefore, it is important to pay attention to the small indicators of this criterion, including the sense of social and spatial belonging to the space, and to the spiritual and social needs of the people in increasing the sense of socialization in the space. Also, the physical feature (0.381), the Socio-political-cultural component (0.285), visual exposure (0.264), Physical quality, and Social capital (0.235) have the greatest impact on market socialization. So, paying close attention to these factors and evaluating the optimal level of these criteria in new business centers, and appropriate spatial planning, can be a good solution for future designs based on social suitability. Table 5 presents some architectural solutions that have been extracted and tested from the core of these elements.

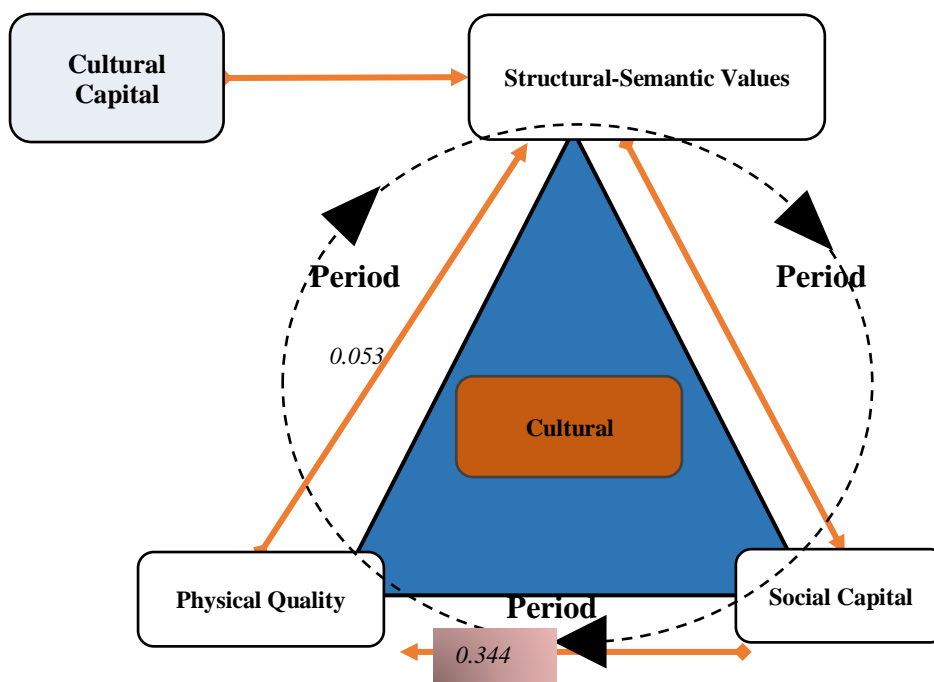


Fig 5. Cultural cycle model, Source(s): Authors



**Table 5.** Design approaches based on Bazaar socialization factors, Source(s): Authors

Concept	Approaches
Cultural capital	<ul style="list-style-type: none"> <li>▪ Paying attention to professional ethics among marketers</li> <li>▪ Build trust in the market</li> <li>▪ Recreating the conventional marketplace commercial enterprise machine that allows you to create task protection for entrepreneurs because of the life of wholesome lessons and social environment</li> <li>▪ Recreating the traditional market business system in order to create job security for marketers due to the existence of the healthy social environment</li> <li>▪ Promote oral culture among marketers and communicate it to people</li> <li>▪ Bazaar originality and use of union system in the market</li> <li>▪ Reproduce past business models in the market</li> </ul>
Environmental Effects	Adaptation to environment <ul style="list-style-type: none"> <li>▪ Pay attention to the entrances and Saras at the edge of the market (the Sara as an open space, capable of attracting the general public), create a relaxing and open space at the entrance of the market, increase the diversity and attractiveness of the structural structure increase</li> <li>▪ Proper Location of the market</li> <li>▪ Communication with the surrounding context (The market needs to establish a physical relationship with the surrounding context, and the material and shape structure is integrated with the surrounding neighborhood)</li> <li>▪ Be aware of intersections at market locations (markets need to be on major access roads, but reduce traffic load by creating appropriate access paths, some parking spaces, and pedestrian communication paths)</li> <li>▪ Creating supporting spaces such as storage areas and parking lots near the market</li> <li>▪ Adjustment and use of neighborhood patterns in the market’s context</li> <li>▪ The use of green space and water in the architecture of spaces</li> </ul>
Social Effects	Visual exposure <ul style="list-style-type: none"> <li>▪ Use multiple routes to re-establish relationships between the market’s Rastehs and Charsough drivers</li> <li>▪ Diversity and variety of morphological and physical structures (for example, in the market, the diversity of arches, domes, and skylights is substantial)</li> <li>▪ Spatial connection to navigation complexity</li> <li>▪ Readability of Rastehs and variety in Charsough</li> <li>▪ Variations in shape according to style (in the market, the height and opening of Rastehs vary depending on the number and type of users. For example, the north Rastehs is wider because it can accommodate most people in the surrounding city. Conversely, southern Rastehs or gold sellers serve in a smaller dimension due to the nature of the performance and the size of the audience, as well as security discussions.)</li> <li>▪ Creating visual depth (Use of composite composition structure and central complex (center) and various accesses)</li> <li>▪ The variety of vision and the use of light and shadow in the so-called universe (in the market, due to the difference in height and the variety of skylights, the variety of light in different parts is very specific and the viewer is stimulated to move. It is commercial in space Today, the glare and uniformity of light are clearly visible)</li> </ul>
	Socio-political-cultural <ul style="list-style-type: none"> <li>▪ Collaborate with different educational institutions to create balanced interactions across different ceremonies, union meetings, and markets to promote youth presence</li> <li>▪ Reconstruction of the market with social functions, despite meeting public spaces such as Sara, Timche, Mosque, and Coffee House in the new market</li> <li>▪ Transmitting and broadcasting political, and cultural information and developing social interactions in the marketplace via face-to-face communicate among entrepreneurs and people.</li> </ul>
	Functional capability <ul style="list-style-type: none"> <li>▪ Axial access</li> <li>▪ Skylights and optical valves</li> <li>▪ Multiple transparency of building walls</li> <li>▪ Use of intermediate space (refers to market access from the entrance – Rasteh- Sara- Dallan)</li> <li>▪ Proportional dimension of entrance and corresponding width-to-height ratio (fixed ratio 0.8)</li> <li>▪ The process of the movement in the vertical and horizontal regions of the market due to the presence of parallel and related Rastehes</li> <li>▪ Divide the market space into open space, closed space, and semi-open space to allow access to different parts.</li> <li>▪ Recreating the movement system by designing pause spaces (creating pause spaces and resting along the way) similar to Charsough and creating a space opening with decorated and diverse ceilings</li> </ul>

Physical Effects	Physical element	<ul style="list-style-type: none"> <li>▪ Openness at the edge of the market with a specific entrance to attract people Specified</li> <li>▪ Create rooms of various dimensions and sizes to attract the audience and create spatial transparency in the motion paths</li> <li>▪ Integration of routes according to the same activity and performance</li> <li>▪ Proportional dimensions of the Rasteh (communication and movement paths)</li> <li>▪ Strengthen pedestrians the use of the interoperability function in the market</li> <li>▪ Ability to change space for a variety of uses.</li> </ul>
	Physical quality	<ul style="list-style-type: none"> <li>▪ Start and end of market movement paths during commercial, social, and cultural processes with the required space</li> <li>▪ Significant entrances alongside numerous open, semi-open, and closed spaces (Sara, Charsough, Rasteh) and guiding motion routes for human beings to tour in the market</li> <li>▪ Use of service spaces to attract people from subcultures</li> <li>▪ Creating a sense of invitation in the main entrances to the market</li> <li>▪ Use of various signs and symbols for public access</li> <li>▪ Use of potential attractiveness by creating appropriate access to spaces with a variety of dimensions and scales, materials</li> <li>▪ Use of suitable lighting fixtures in keeping with the sort of spatial proportions</li> <li>▪ Rehabilitation of ceiling lighting and spatial openness by creating ceiling openings with various ceiling coverings</li> </ul>
Cultural Effects	Structural-semantic values	<ul style="list-style-type: none"> <li>▪ Pay attention to the location of the sacred space of the market through the space sign (for example, the use of some traditional market symbols such as decorations, materials, and symbolic shapes to evaluate the location)</li> <li>▪ The reproduction of the spatial relationship between cultural and sacred elements and the nature of the market (bazaars, mosques, schools, shrines, etc. have been integrated into commercial spaces and sales to form a consistent texture. This quality can be reproduced by creating new locations that are as valuable as these locations on the market).</li> <li>▪ Unity of material and spiritual realm (location of commercial space next to the religious space of the mosque)</li> <li>▪ Unification of material and spiritual territories (location of commercial territory next to the religious territory of the mosque)</li> <li>▪ Spatial reconstruction of Sara and Timche and spatial hierarchy with spatial diversity (the linear pattern of the bazaar consists of Rasteh, Charsoughs, and Saras. (The Rasteh and Charsough intersection is the general public. The green areas represent a fun space for people, while they are also an intermediate space for people to access the market space.)</li> </ul>
	Social capital	<ul style="list-style-type: none"> <li>▪ Create places for marketers and traders to meet their needs (mosques, schools, baths, reservoirs are interpretations of these places that can be updated in new markets)</li> <li>▪ In order to create a space for people, the diversity of space and the creation of space according to the needs of the audience (creating a place where for Pause and relaxation, paying attention to furniture suitable for the gathering of people, creating various centers depending on gender and age ( for example of the fusion of today's cafe and traditional coffee house)).</li> </ul>

**Limitation**

The major limitations in the research are related to the definition of society and the sampling method. Since the sampling is of a cluster type, the error margin in this experimental research is high, which may affect the results obtained. Additionally, due to the lack of resources and research background in this field, there are no standard questionnaires specifically designed for this topic. Consequently, the questions were formulated based on different Delphi and grounded theory methods and then standardized with the assistance of university lecturers.

**Notes**

1. The Sara(xan): Large complexes with a spacious central courtyard surrounded by one or two-story rows of rooms where goods are stored.
2. Caravanserais: to serve traders traveling on the ancient Silk Road
3. Rāstās (covered street): The basic elements of the Bazaar. They consist of a double row of shops aligned along an often-roofed linear path (Ouria 2019).
4. Dar Al-Saltaneh of Tabriz is one of the most authoritative maps prepared from the city of Tabriz.



5. The Qajar dynasty was an Iranian royal dynasty of Turkic origin, (Stokes & Gorman 2010) specifically from the Qajar tribe, ruling over Iran.

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