

# Research on Information Technology Iteration and Composite Space Innovation

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**Abstract:** Composite space is a mixed operation mode of multiple formats in the same space and the same period of time, which guides and improves the traditional mode with an innovative design method, and adapts to the background of information technology iteration. This paper introduces the necessity of developing composite space, analyses the practical value of composite commercial space under the background of information technology iteration, and puts forward the strategy of organic integration of different functional spaces of composite commercial form, aiming at providing diversified theoretical support for the scientific development of composite space design and exploring the development direction of composite space design.

## 1. Introduction

Nowadays, with the rapid development of society, the consumption structure of Chinese people has undergone tremendous changes, and some commercial activities have undergone tremendous changes. With the development of science and technology, the emergence of information networks has changed the business environment, and the traditional business model is also facing many challenges. Consumers ask for more experience places with diversified personalities, high quality service and leisure, and traditional business model is developing towards composite business space. In order to adapt to the changes of business environment in the era of experience economy, composite commercial space is developing, which promotes the reform and innovation of commercial space design. Composite commercial space adapts to the new changes of consumers' demand for space. Because of its similar consumer groups, it can use common resources together. Through the constant adjustment of the previous business model, many large-scale commercial composites with composite functions are derived. Therefore, the study of how to achieve the sustainable development of composite commercial space design under the iteration of information technology is in line with the requirements of the development of the times.

## 2. The impact of information technology iteration on composite space

### 2.1. Influences of information iterative environment on consumer behavior

Under the environment of information iteration, retail enterprises are facing a new consumer group. China will change from mass consumption to new mainstream consumption. With the development of the Internet in China, they are more familiar with and master the Internet technology, so that they know more about how to obtain information, compare prices, exchange and share. The impact of information iteration on the main characteristics of these emerging consumer groups is shown in Figure 1 below.

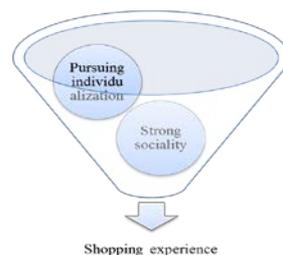


Figure 1. Impact of information iteration on consumer groups

## **2.2. The impact of consumer behavior on composite space**

Architectural space is a place where behavior and behavior are linked and combined. Behavior and space influence each other. On the one hand, space can inspire, promote or restrain human behavior. On the other hand, human behavior will require appropriate and reasonable space form. When the space design is not in conformity with the actual behavioral needs of consumers, it is easy to misuse the behavior. In the design, it is necessary to make a comprehensive analysis of the types of behavioral activities that occur in each space in order to avoid the improper size of the space and the allocation of the activity facilities, resulting in the misuse of the behavior and causing the loss of consumer shopping experience.

## **2.3. The impact of information technology iteration on composite space**

The factor function of information technology iteration technology, as well as the consumer's consuming idea and consuming purpose tending to be diversified and individualized, all urge the large-scale commercial buildings to be more diversified, and this adjustment and change is mainly reflected in the project scale, which makes the large-scale commercial buildings have to develop toward two extreme forms, that is, large-scale and small-scale and fine-quality. Large-scale refers to a large-scale commercial project with composite functions. Through the expansion of volume and the combination of functions, customers' consumption behavior is extended to create more enviable public space. At the same time, related entertainment, education, office and other composite formats are introduced to attract more consumers. The small and sophisticated commercial projects aim at the family consumption-oriented customers, based on meeting the needs of urban community life, integrating residents' leisure, shopping and convenience into one.

## **3. Necessity of developing composite space under information technology iteration**

Nowadays, composite space has expanded to all levels of social life. What was not a commercial category originally merged with each other because of the development of composite forms, creating a rich and colorful social life, forming a pluralistic and composite modern commercial model, making commercial space more meaningful for social activities. Composite commercial space has gradually become an important component of grasping the future development trend.

### **3.1. Unique spatial layout**

In the functional planning of composite space, there are many articles to be done on the grasp of the population in the space area and the characteristics of the operation of a single shop, which can prolong the stay time of customers, and its space utilization is more sufficient than that of a single function commercial space, which can highlight the complementary characteristics of spatial functions. In addition, the atmosphere of the composite space pays attention to the comfort of the environment, which can create the integration of people and people, people and commodities, people and the environment, and make all kinds of space effects fully manifested. Therefore, starting from the dynamic sequence of space, it emphasizes the cut-in of functional diversity in each period, and improves the dynamic functional utilization rate of space. It can not only distinguish the simple mixed mode of two functional spaces, but also make proper use of the resources of different functional spaces.

### **3.2. Diversified consumption experience**

Under the iteration environment of information technology, the simple commodity exchange mode can not meet the needs of consumers. For example, catering space, due to the impact of fast food industry, consumers have less opportunity to go out to physical stores to enjoy delicious food. In order to stimulate more consumer behavior, it could adopt a business model combining catering and entertainment to innovate the traditional single catering space and integrate its multiple functions to meet the diverse consumption experience. Therefore, on the basis of the existing spatial scale, the composite space can enhance the spatial inclusiveness, adapt to a variety of consumption needs in the same period of time, while expanding the extension, it also strengthens the added value

of space and enhances the consumption experience of space. Composite space integrates different functions, meets the diversified needs of consumers, and achieves the purpose of stimulating consumption and improving efficiency in varying degrees, thus forming a good cycle process and development trend.

#### **4. Strategies to realize composite space under information technology iteration**

##### **4.1. The space should correspond to its function**

Composite space integrates shopping, catering, entertainment, leisure and other different functions. It will be compatible with people's material and spiritual consumption. However, it is necessary to consider the matching between several commercial formats and whether they can achieve a complementary fit. In order to create a composite space, the effect of adding a variety of elements, it is in the design of a rigid copy. In addition, the original single space of two functions is integrated with each other. We should also pay attention to the correlation between the two, change the concept of sales, enhance the positioning of the brand, weaken the sales function, and make the concept of the brand clearer to consumers.

##### **4.2. Guarantee a clear primary-secondary relationship**

The integration of different functional spaces is bound to have a primary and secondary relationship. In the composite space, stores need to have a main push of goods to ensure profitability, and other additional formats should be able to assist the main industry to improve performance. In addition, the primary-secondary relationship should also be reflected in the planning of spatial functions, and the primary-secondary relationship should be reflected in the layout. The more important areas in the space are, the more important they should be divided into the main commercial content industries. For location which is easy to hide or suitable for embellishment should be planned as the secondary commercial content. The primary-secondary distinction in visual sense can also be formed from the contrast of color, material and light sensitivity of the space. To balance the proportion of space, avoid creating a sense of space ambiguity.

##### **4.3. Guarantee the freedom of space environment**

Under the iteration of information technology, consumers pay more attention to the quality of business services and the environment in the face of homogeneous competition and the continuous upgrading of the consumer industry. Today's composite space advocates independent shopping, customers can choose to buy their favorite goods. Here, the guide only plays a guiding role, the important thing is to protect the freedom of space environment, make consumers more comfortable and relaxed in spirit, fully understand the information of commodities, intuitively feel the performance of commodities, and make purchase decisions after repeated comparisons and choices. In addition, consumers hope to have a free shopping space environment, rather than blindly listen to the promotion of shopping guide. Only an open and free shopping environment can attract consumers, and the combination display of goods provides the best reference for consumers. Only by guaranteeing the freedom of space environment can consumers feel the performance of goods more intuitively.

#### **5. Conclusions**

With the iteration of information technology and the development of society, the innovation of business model must accord with the consumer behavior and psychological needs of the public, and design the composite space environment from a more humanized perspective. Composite space is a mode of mixed operation of multiple formats in the same space and the same period of time. It guides and improves the traditional business model with an innovative design method, and meets the diversified needs of consumers. To adopt appropriate design strategies of composite commercial space, thus giving new vitality to commercial space.

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