

Buka as a Focal Point for Social Interaction in Rural Communities: A Case Study of Owode, Nigeria

¹Taiwo Ayomide Ale, ²Aisha Panti Abdullahi,
¹Oshiozekai Raphael Nasamu & ¹Akor Stanley Ator.

¹Department of Architecture, Joseph Ayo Babalola University, Ikeji-Arakeji, Nigeria

²Department of Architecture, Federal Polytechnic Bida, Nigeria

aleayomide@gmail.com

Abstract

This study focuses on Buka as a focal point for interaction with Owode in Akure South Local Government Zone of Ondo State as a case study. Buka play a significant role in society by having a significant impact on their host communities by improving community well-being and reducing isolation. The study adopted a mixed-method approach using structured questionnaires, interviews as well as observation checklists. The questionnaires were presented to 135 respondents with a response rate of 63%. Analysis of the data was performed using SPSS and the results are presented in the tables and charts. The results of the study showed that there is good interaction between Buka users and that customer retention is high due to the price of local dishes. Based on the results of the study it is concluded that architects should consider eco-friendly and sustainable building materials favorable for construction to improve comfort while encouraging facility management to provide a hygienic environment for the users. It is therefore recommended to provide more Buka in Owode community as it accommodates all ages, genders and no different classes for rich and poor and helps to promote unity and between the people of rural Owode community.

Keywords: Buka, Community, Focal point, Owode and Interaction.

Introduction

The change in the labour market as well as transport and communication structures have changed the way we live together in the neighbourhood in recent decades; Work and leisure activities mostly take place outside of the home, where most interactions between families and strangers are no longer confined to the common neighbourhood. From the urban studies perspective, it is often argued that local neighbourhoods are places of conviviality and solidarity and have become less important for their residents (Paleka and Oleshchenko 2016; Shove's 2012 and Everts, 2016).

It's common to see a semi-private area or an inclusive public space on a street where people from all walks of life interact, create memories and bond. As such, they represent spaces that accommodate almost all

characteristics of social, cultural and economic life. All central concepts of urban geography and sociology, including the distinctions between private and public or domestic and public life, and the rules governing dealings with relatives or strangers, are challenged and blurred in retail and hospitality establishments. In short, from the gatherings of the working class in neighbourhood bars in the 19th century to today's lifestyle cafes, geographical and sociological research has sought to grasp how social (and political) life emerges in and through these establishments and how they have become important symbols of postmodern life and often contribute to a promoted image of neighbourhoods, cities, regions and states (Beriss and Sutton, 2007; Zukin, 2012).

Veliu and Sylejmani (2020) argued that roads are the lifeblood of our communities

and the foundation of our urban economies. They make up more than 80 percent of all public spaces in cities and have the potential to encourage business activity, serve as a front yard for residents, and provide a safe haven where people can more easily get around, whether on foot, by bike, in the car or on public transport. Furthermore, Manski (2000), emphasizes that social interaction takes place in economic settings. Local businesses (which are viewed as retail, dining and drinking venues) represent an important type of these local spaces that still bring people together at a local level. The importance of public spaces for social interaction, as many memories are collected, formed and reflected on the streets (Toprak et al. 2019).

Local street places popularly known as food vendors, groceries, local restaurant or Buka is a popular word in Nigeria and originated in the northern part of the country. The "Buka" restaurant has been commonly applied to lower-status, lower-priced restaurants from developing regions associated with quick vendors of side dishes (Wessendorf and Farre, 2021). Buka means "hole-in-the-wall" restaurant and is also called Mama Put Joints. People prefer Buka/Mama Put Joints because their food is relatively cheaper than fast food. In addition, the "Mama Put" does not differentiate between rich and poor. There is also no gender discrimination. All ages visit Buka to eat and socialize. Social interaction plays a crucial role in making a street lively and safe while maintaining contact and mutual trust between residents (Toprak et al., 2019 and Jacobs, 1962).

Despite the emergence of many restaurants, many people still prefer local, brick-and-mortar establishments such as quick service restaurants or a la carte restaurants (Davis et al., 2018). The intake of food as a basic need is a factor that shapes and determines the social and individual lifestyle. Different lifestyles and cultures have resulted in different food consumption (Krishnapillai 2019; Sloan, 2004).

In earlier times, eating food was initially a domestic activity but with the liberal economies outside the home, today it has become a time-consuming and enjoyable occupation. Because this formerly basic domestic need for food provided time away from home with friends or family, a wide range of gastronomic facilities with different demands on different social classes emerged. The first thing that comes to mind are the restaurants, cafeterias, local food vendors and buka, which are mostly located in local neighbourhoods along the streets, not only for pleasure and entertainment, but also as a place for meeting, organization, discussion or other social functions as functional places that continue to meet individual and societal demands.

There is quite a body of literature in the field of social interaction, such as al., 2011; Dix, et. al. 2000; Holland et. al. 2007) and also in the area of socialization and interaction in urban restaurants by researchers (Agarwal, & Guirat, 2017; Krishnapillai 2019 and Alsaeed & Furlan 2017). It is important to note that issues of social sustainability and urban planning have not received an adequate level of attention from local scholars. Research gaps emerged (Al Saeed & Furlan, 2017). There is no literature on interaction in public spaces and restaurants in Nigeria. Future works concern a broader and deeper analysis of the behaviors and thoughts of different people regarding social interaction in public places (Antic, 2019). Therefore, this study aims to explore the role of social interaction in local restaurants (buka) located along the streets to enhance interaction between people of different ethnicity and religion, using Owode, Ondo State as a case study .

Social Interaction as it Relates to Place

Social interaction is described as a series of activities, demonstrations, or practices between two or more people that attempt to evaluate or influence the emotional encounter with each other (Aelbrecht, 2016; Rummel, 1976). Social interaction can last for a few minutes, a day or even a few days and can be described as the structural square

of society. The social idea is to expand mutual relationships that can bring prosperity to people. Socializing with one another promotes relationships as well as welfare.

The word "interaction" can be translated into different meanings in different orders. In human science, it refers to dynamic activities between at least two screen characters (Aelbrecht, 2016; Latour, 1996), with the level of association including just two entertainers with each having complementary activities at least level. However, there may be multiple entertainers, each associated with dynamic activity with both screen characters to varying degrees and with fluctuating interludes. The nature of the activity can be through verbal or non-verbal correspondence and it can take place in continuous space or in virtual space.

Oftentimes, events are the motivation for social gatherings, the events are related to the space in which they take place, where "place" is the idea that provides the metrics for live participation, collaboration, and use by its residents (Mottiar, et. al., 2014). Gathering for an event or occasion opens conceivable outcomes for communication between the people now accumulated in the light of the event. Thus, if a 'situation' is the social 'space' that provides an opportunity to come together, while 'encounter' is the actual interaction that takes place, availability for an occasion can seize dynamic opportunities to interact even when the individuals don't really interact with each other (Hogg, 2003 and Oakes, et al., 1994).

Social Interaction in Public Spaces

Social interaction is difficult to understand in public space. Because there are determining factors such as the situation the person is in, as well as other characteristics. People interact more in public spaces when they feel comfortable (Antic, 2019). It is therefore important to design public spaces in a way that encourages social interaction by providing comfort zone and the necessary privacy. However, the type of

activities that take place in a place, as well as the type of interaction implemented, determine the state of the interactive space (Antic, 2019). Additionally, the number of people in the space and the frequency of their visits determine how the interaction adds features and feels more inviting for people to discover their purpose, leading to the promotion of social interaction in public spaces. It is a well-known fact that people are attracted to spaces that offer interest, stimulation, comfort and convenience, which can positively transform reputation and overcome the physical barriers some users face in public spaces (Antic, 2019 and Holland. et al, 2007). Getting out of your comfort zone means many different things, such as fear, panic, anxiety, and excitement (Brown, 2008). This makes up part of the unknown experiences that occur in public space.

Public interactions are not only limited to the people interacting but also to the space they are in, which tends to make them more engaging and encouraging as people in a space know and are aware of their surroundings. However, Antics (2019) and Holland et al. (2007) noted that there was little interaction between generations, particularly between strangers. Certain age groups tend to avoid contact in public spaces, often through seclusion in the same space. This minimized the potential for conflict, but presented a clear division between the public life of the younger and older generations. This has been a problem for generations, with different age groups tending to avoid public interaction with each other and use the public space as an area to hang out with only comfortable people.

Buka Design Transition for Socialization

In today's society, many people use the food court as a place for family reunions, business interactions or socializing with friends, or even as a place to unwind after the day's activities. Manfredini, et al., (2014) and Usumowidagdo, (2015) found that the right design of food courts is likely to transform into new social spaces. The spaces provided in the food court are an

integral part of the space, as they alone are responsible for the visitor's special experience, called the sense of place (Usumowidagdo, 2015). Najafi & Shariff (2011) describe a place composed of physical aspects and social aspects. The physical aspect includes the man-made environment and the natural environment, while the social environment is heavily influenced by the sociocultural aspect. Usumowidagdo (2015) suggested that food courts are also characterized by their physical and social conditions.

Physical condition can be enhanced with an interesting public area, semi-private sitting areas, seating arrangements, and furniture design and placement. However, an aesthetically pleasing setting enhances eating experience (Amir et.al, 2019; Usumowidagdo, 2015) Likewise, traffic space for visitor movement is also an important aspect to consider when considering a dining area (Bitgood, 2006; Usumowidagdo, 2015). Other features such

as lighting, man-made or natural, music, and signage are also being considered.

Study Area

Owode in Akure South Local Government (Ondo State) is located in Nigeria about 201 m (or 323 km) southwest of Abuja, the country's capital. The nearest airport to Owode is Akure Airport, at a distance of 5 m (or 9 km). It is dominated by the Yorubas, who form the largest tribe in southwestern Nigeria. The main occupations of residents include artisans, farmers, small traders, civil servants, retired civil servants, etc. Despite the fact that the study region is located in an agricultural belt, it should be emphasized that agricultural land use has drastically decreased as a result of urbanization and development, which due to the area's population boom and the tranquil character of the area. Figure 1 shows the map of Ondo State in the national context and Figure 2 shows the South and North Akure Local Government Areas in the regional context where Owode is located.

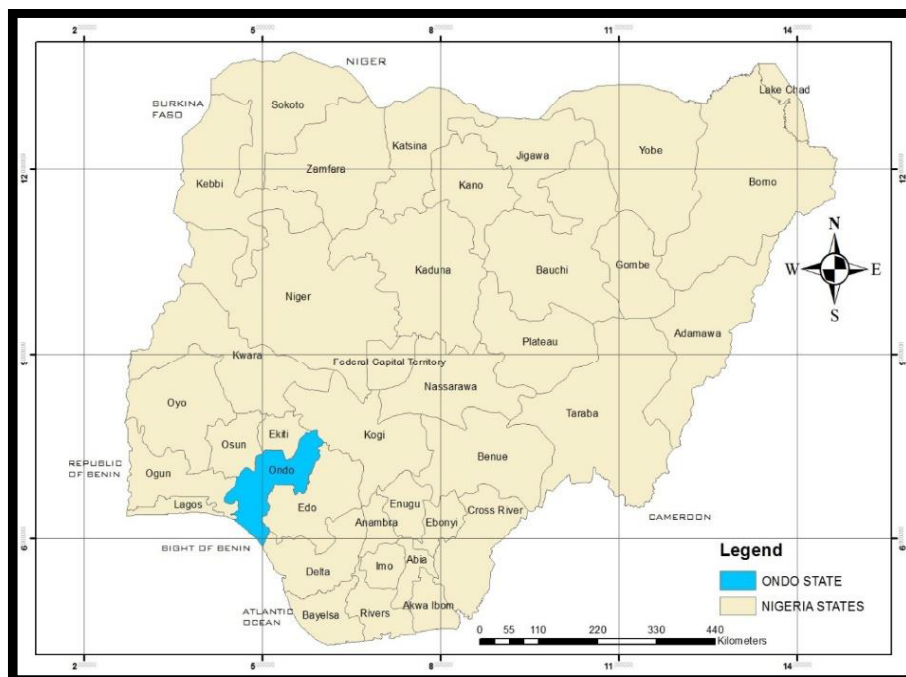


Figure 1: Ondo State in the National Context
Source: Google imagery (Digitised by the Author, 2022)

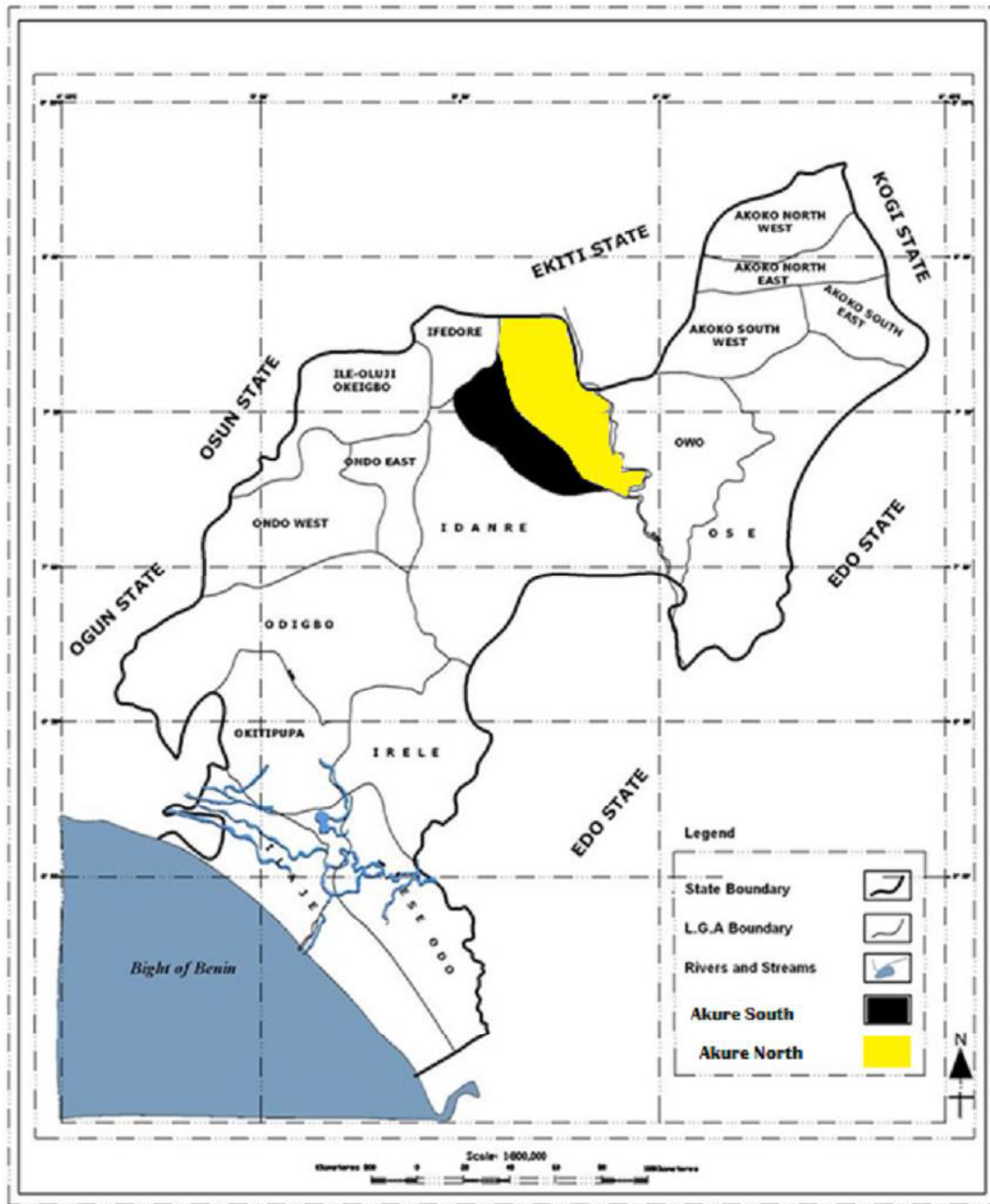


Figure 2: Akure South and North Local Government Area in the Regional Context
 Source: Ministry of Housing and Urban Development Akure, Ondo State (2022).

Methodology

The study population consisted of customers and management of three Bukas in the township of Owode. The study was conducted over a period of one month, which allowed for clear observation and interaction with the people visiting the Buka. In this study, a mixed-method approach using structured questionnaires, observation checklists, and interviews was

chosen. Structured questionnaires were used for data collection to achieve the study's objectives, while the interviews allow respondents to explain their answers and provide the interviewer with clear context. . When conducting the questionnaire, the time of day was taken into account. A sample size of 135 was considered appropriate for the study as suggested by Marshall et al. (2013), the study chose

stratified random sampling when determining sample size because it allowed data to be collected across different user groups. A total of 85 copies of the questions were returned, representing a response rate of 63%, which according to Boddy (2016) was considered adequate for analysis in a qualitative study. 15 of the 135 selected respondents were further questioned in order to better understand respondents' views on some of the answers given in the questionnaire. The returned copies of the

questionnaires were entered into SPSS for analysis using descriptive statistics and Spearman's rank correlation. The results are presented in tables and charts.

Discussion of Results

This section contains the profile of respondents who were considered for data collection. The profile of the respondents is presented in Table 1.

Table 1: Presentation of Respondents' Profile

Respondents' Profile	Frequency	Proportion (%)
Gender		
Male	21	50.0
Female	21	50.0
Total	42	100.0
Marital status		
Married	16	38.1
Single	15	35.7
Windowed	3	7.1
Divorced	4	9.5
Separated	4	9.5
Total	42	100
Age		
18-25	9	21.4
26-35	11	26.2
36-45	12	28.6
46-55	7	16.7
55 and Above	3	7.1
Total	42	100
Frequency of Patronage		
Once a day	10	23.8
Twice a day	6	14.3
Thrice a day	1	2.4
Other	25	59.5
Total	42	100.0
Days of operation		
Daily	32	76.2
Weekly	2	4.8
Weekends	6	14.3
Sundays	2	4.8
Total	42	100
Distance		
5 minutes	4	9.5
10 minutes	9	21.4
15 minutes	6	14.3
20 minutes	7	16.7
Others	16	38.1
Total	42	100.0
Time		
Morning	28	66.7
Afternoon	4	9.5
others	10	23.8
Total	42	100.0

As shown in Table 1 of the respondents, the gender of the respondents showed that 50% were male and 50% were female. This implies that the answers apply equally to both sexes. The marital status results showed that 38.1% of the respondents were married, 35.7% were single, while 9.5%, 9.5% and 7.1% were divorced, separated and widowed respectively. This implies that Bukas in Owode are mostly attended by married and single people. The age distribution of the respondents interviewed in the study area shows that 28.6% fall between the age groups 36-45 years, while 26.2%, 21.4%, 16.7% and 7.1% of respondents. This implies that respondents were old enough to understand the purpose and objectives of this study.

The results on the frequency of Buka revealed that the majority of respondents (59.5%) visit Buka two or three times a week, 23.8% visit it once a day, 14.3% visit it twice a day and 2, 4% visit them three times a day. The results of the operating days, as shown in Table 1, show that 76.2% of the Buka operate daily, 14.3% on weekends, 4.8% weekly and 4.8% on Sundays.

This means that most Buka in the study area are open every day. The time respondents spend traveling to the Buka from their various places of residence or work. The travel time for 14.3% and 9.5% is 20 minutes and 5 minutes, respectively. The result shows that the majority of Bukas are open in the morning, 23.8% at night and 9.5% in the afternoon.

Rating of Social Interaction Variables Associated with Buka

In examining the types of social interactions that take place in Bukas, respondents were required to provide the responses that best describe their perspective on each variable. This was obtained using a Likert scale and the calculation and decisions were determined based on the scale condition as follows:

1.0	-1.49	Very Good
1.5	-2.49	Good
2.5	-3.49	Poor
	>3.5	Very Poor

In examining the Bukas in the Owode area of Ondo State, which is a good example of a local food court as the cooked food is sold at street stalls or vendors. It is easy to see from Table 2.0 that the conducive nature of Buka for interaction was considered good because Buka offers the people an interactive space regardless of their social status. From Table 2.0, it can also be deduced that the Buka attracts many customers due to the fact that the prices of the food are cheap for all kinds of food, which allows people from different work sectors, including cyclists and bus commuters, to afford to eat.

The Bukas influence on youth has been considered good as it helps them develop their interpersonal relationships and they are able to mingle with both young and old, creating a sense of community. Buka influence on the youth of the community has the second to the lowest mean which could be easily associated with informal interaction between educated and uneducated companions in a relaxed atmosphere, and in some cases such conversations continue outside of the Buka environment if time permits for them to properly understand the topic of discussion.

Table 2.0: Respondents Opinion on Buka impact on interaction within community

Variable	Very Good X1	Good X2	Poor X3	Very Poor X4	Sum	Mean	Decision
Aesthetic of Buka in attracting users	4	56	27	4	91	2.166667	Good
Conducive nature of the Buka for interaction	4	54	33	0	91	2.166667	Good
Ability to make friends in the Buka	3	52	30	12	97	2.309524	Good
Rating of price of local dishes	14	44	15	4	77	1.833333	Good
People mix from neighboring communities in Buka	3	62	21	4	90	2.142857	Good
Community interaction influenced by the Buka	7	58	18	0	83	1.97619	Good
Buka Influence on youth interaction	8	46	24	12	90	2.142857	Good
Buka avenue for meetings	4	42	39	16	101	2.404762	Good
Location of Buka for ease of access to community dwellers	2	46	24	36	108	2.571429	Poor
Informal setting of Buka effect on relaxation of customers	8	32	30	32	102	2.428571	Good
Privacy offered in Buka premises	2	18	21	96	137	3.261905	Poor
Level of safety offered by Buka to community	6	46	24	20	96	2.285714	Good
Maintenance of community harmony	2	56	21	20	99	2.357143	Good

Conducive Nature of Buka for Interaction

Buka as part of a community creates a more informal environment for people to interact. The Buka has a dedicated group of customers who visit the eatery for either breakfast, lunch, dinner or a combination of these. They are regularly visited by individuals, office workers, taxi drivers, students, travellers, etc. who need to eat and get back to work or home and don't want to bother with the hassle of cooking and washing up.

Buka provides a favourable environment for different categories of people coming there as there is no preferential treatment unlike some restaurants where some rich people usually get special treatment. Buka cater for both the rich, middle class and the poor as long as they have the money. With this act that unites everyone, from high-flying executives to the daily commuting bus conductors. Aside from the interaction that takes place between customers, the seller also interact with their customer as it allows them to get to know their customers personally, which makes them feel welcome in the joint. However, there is a higher level

of interaction between customers as discussions are held on issues affecting the community and society in general.

The interaction helps develop relationships between customers both inside and outside the Buka as it also increases the frequency of visits to the Buka. In examining interactions between customers, visit frequency was cross-tabulated with relationship with other customers, as shown in Table 3.0, where for one category of those who visit the Buka daily, the relationship with other customers was rated as good. It is safe to conclude that they had developed some level of intimacy with each other and therefore considered each other friends, as stated by one of the respondents. This result is similar to the other categories, which visit the joint either two, three, or one times a week. It's therefore proof that the different groups of people who come to eat at the Buka create connections through interaction with one another by offering something to talk about. This kind of gathering promotes positive social interaction, improves the well-being of people and the community as a whole, and creates a sense of community among people.

Table 3.0: Frequency of Visit to Buka and Relationship among Users

		How can you rate your relationship with other users?	
		Very Good	Good
Frequency of visit to Buka	Daily	10	6
	Twice a Week	10	15
	Thrice a Week	6	17
	Others	12	9

Rating of Price of Local Dishes

Bukas are an integral part of any society as they take care of one of the basic human needs. Respondents revealed that Bukas attracts serious clientele due to the prices of their food, which are significantly lower than other restaurants in the area. The result shown in Figure 3.0 shows that 90% of the respondents found Buka's price attractive and affordable for everyone. In the interview, respondents indicated that:

Respondent 4

Buka joints cater to the needs of people of limited means who need to satisfy their hunger and have little money within reach, even if it means renting food.

Respondent 5

Buka is a safe haven for him as the price of their food is affordable and tasty.

Respondent 3

Due to the state of our economy, it's only wise to eat according to your wallet. I patronize them because they are affordable.

Buka offers a wide variety of food, which is an added bonus if you want to try a variety of amazing dishes. Respondents also added that Buka has a base price for basic food, while any extras such as extra meat can be added to a customer's order at an additional cost. Similarly, people prefer Buka not only because of the price, but also because of the taste of the food and the fact that they hardly ever sell leftovers: the meals are served

fresh, unlike some fast-food restaurants that sell leftovers by microwaving them the next day to their customers. However, some respondents are not comfortable with the Buka's environment, despite having patronized it. This was stated by one of the respondents.

Respondent 6

Mostly they make even more tasty dishes than the big restaurants. Although I don't like the environment, I buy my food and go to the office to eat instead of sitting there."

However, 10% of respondents said they would prefer to visit a standard restaurant for hygiene and convenience.

Respondent 8

I'd rather spend a large sum of money at a luxury restaurant and satisfy his "beauty and conscience," then go to a Buka, which is supposed to be pocket-friendly, and spend the same amount. He added that the only difference is that he spends a little more out of convenience.

Respondent 1

The hygiene level of most Buka is low, which can lead to health problems.

A clear understanding of these three respondents' views on environmental and hygiene levels indicates that hygiene levels at Buka need to be improved in order to increase clientele. Even while keeping the body and soul together, what is consumed must be properly cared for.

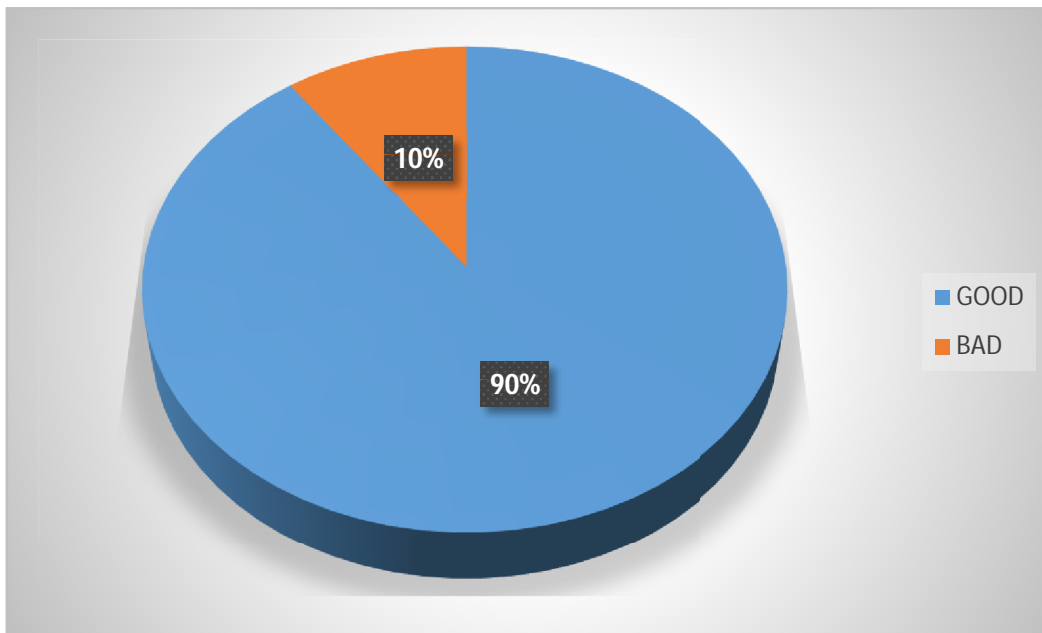


Figure 3.0: Frequency of Visit to Buka and Relationship among Users

Location of Buka for Ease of Access to Community Dwellers

Many factors contribute to the effective operation of a Buka, one of which is location. In order for the Buka to be a success, the location strategy of the place plays a fundamental role. The Bukas in this study were strategically located at different ends, allowing them to build their separate customer base. Many of those interviewed attributed the large clientele of the Bukas to the location, which allows easy access for the user. In an interview with one of the respondents, he said:

Respondent 2

In the situation where someone is hungry and their place of work is far from the nearest restaurant, they don't need to stress about going that far if they can satisfy their hunger with a plate of sumptuous meal from a nearby Buka

The Bukas were located near the main road for easy access by the user. This location helps attract customers from both community members and travellers on the go. Again, respondents made it known that Buka food operators announce the availability or readiness of breakfast, lunch and dinner menus simply by putting up a sign telling the public that "the food is

ready," which made the place easily recognizable at the sight of the signpost.

Relationship between frequency of patronage and time spent from the respondent's house to the Buka

The analysis of the association between frequency of patronage and time spent from respondents' homes to the Buka was performed using Spearman's rank correlation analysis. The result of the findings showed that there is a positive and significant correlation between the frequency of the visit and the time spent from the respondents' homes to the Buka. The result of Spearman's rank correlation analysis is shown in Table 4.0. The rank correlation value was positive and strong (0.753). The correlation was therefore found to be significant at the 5% (0.05) level of significance ($p = 0.005$).

Table 4.0: Results of Spearman's Rank Correlation Analysis

Analysis No.	Variables		Observations		Inferences	
	X	Y	R (%)	P _{VALUE}	Strength of Relationship	Remark
1	Frequency of patronage	Time spent on journey	0.753	0.005	Strong	Significant

Table 5.0 Regular * distance Cross tabulation

			distance				others	Total
			5 minutes	10 minutes	15 minutes	20 minutes		
Regular	once a day	Count	0	1	5	2	2	10
		% within regular	0.0%	10.0%	50.0%	20.0%	20.0%	100.0%
	twice a day	Count	1	2	1	0	2	6
		% within regular	16.7%	33.3%	16.7%	0.0%	33.3%	100.0%
	thrice a day	Count	1	0	0	0	0	1
		% within regular	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	others	Count	3	6	0	5	11	25
		% within regular	12.0%	24.0%	0.0%	20.0%	44.0%	100.0%
Total		Count	4	9	6	7	16	42
		% within regular	9.5%	21.4%	14.3%	16.7%	38.1%	100.0%

The cross-tabulation performed and presented in Table 5.0 supports the result of Spearman's rank correlation analysis and confirms the situation in the study areas. The results show that 10% of respondents who patronize once a day spent 10 minutes by car from their home to Buka, 50% in the same category 15 minutes, 20% of respondents 20 minutes by car from their home to Buka and others accounted for another 20% who travelled more than 20 minutes by car from their homes to Buka. The results show that 16.7% of respondents who patronize twice a day spent 5 minutes by car from their home to Buka, while 33.3% in the same category took 10 minutes and 16.7% of respondents took 15 minutes from Another 33.3% who travelled more than 20 minutes by car from their place of residence to Buka needed others to travel home to Buka. The results show that 100%

of respondents who visit three times a day spend 5 minutes driving from their home to Buka.

Conclusion and Recommendation

In this study, Buka was evaluated as a central point for interaction in Owode, Ondo State. The study found that social interaction in Buka takes place because of the informal and relaxed environment offered to users. However, the interaction can be affected by certain factors, such as the level of hygiene and level of comfort provided. The study also shows that the interaction cuts across all age groups and different social classes, which helps improve community well-being. The study concluded that social interaction in the Buka joint is rated as good. Therefore, the Buka-Joint has achieved the goal of offering diverse foods at affordable prices while

providing additional benefits of social interaction between users, although the level of comfort and hygiene levels need to be improved. It is therefore necessary that architects consider eco-friendly and sustainable building materials that are cheap and favourable for construction in order to improve the level of comfort while encouraging the management of the facility to provide a hygienic environment for the users. Therefore, based on the results of this study, it is strongly recommended and encouraged to offer more Buka in the Owode community as it accommodates all ages, genders and no different classes for rich and poor in order to promote unity among the people of Owode rural community.

References

- Aelbrecht P. S. (2016) 'Fourth places': the contemporary public settings for informal social interaction among strangers, *Journal of Urban Design*, 21:1, 124-152, DOI: 10.1080/13574809.2015.1106920
- Agarwal, S., & Guirat, R.B. (2017). An empirical study of various factors, influencing the behaviour of consumers towards fast food joints in Indian Market. *Independent Journal of Management & Production*, 8, 1341-1364.
- Al Saeed .M, Furlan .R. (2017). Strategies for the Enhancement of Users' Interactions in Al Mirqab Al Jadeed Street in Doha, State of Qatar. Scientific & Academic Publishing. 2017. 69-83. 10.5923/j.arch.20170703.02.
- Antic. D. (2019). Encouraging social interaction in public spaces through interactive light
- Bitgood, S. (2006, October). An Analysis of Visitor Circulation: Movement Patterns and the General Value Principle. Curator: The Museum Journal, 49(4), 463–475. Retrieved 2022-04-21, from <https://onlinelibrary.wiley.com/doi/10.1111/j.2151-6952.2006.tb00237.x>
doi: 10.1111/j.2151-6952.2006.tb00237.x
- Bitgood, S. (2006, October). An Analysis of Visitor Circulation: Movement Patterns and the General Value Principle. Curator: The Museum Journal, 49(4), 463–475. Retrieved 2022-04-21, from <https://onlinelibrary.wiley.com/doi/10.1111/j.2151-6952.2006.tb00237.x>
doi: 10.1111/j.2151-6952.2006.tb00237.x
- Amir G. Henrik H, Ann K. (2019). aesthetically (Dis)pleasing Visuals: A Dual Pathway To Empathy And Prosocial Behavior. *International Journal of Research in Marketing*, Vol. 36.1, 83-99. <https://doi.org/10.1016/j.ijresmar.2018.09.003>
- Banerjee, T., G. Giuliano, G. Hise, and D. Sloane. 1996. Invented and reinvented streets: designing the new shopping experience. *LuskReview2* (1): 18–30
- Bandung, G. (2015). *Global Journal of Business and Social Science Review Journal*. 3 (1), www.gjbssr.orgGJBSSR.
- Beriss, D. and Sutton, D (2007). *The Restaurant Book*. Ethnographies of where we eat, Oxford/New York: Berg, 2007
- Bitgood, S. (2006). An Analysis of Visitor Circulation: Movement Patterns and the General Value Principle. Curator: The Museum Journal, 49(4), 463–475. Retrieved 2022-04-21, from <https://onlinelibrary.wiley.com/doi/10.1111/j.2151-6952.2006.tb00237.x>
- Boddy, C. R. (2016). Sample size for Qualitative Research. *Qualitative Market Research: An International Journal*, 19(4), 426–432. <https://doi.org/10.1108/QMR-06-2016-0053>;
- Brown, M. (2008). Comfort zone: Model or metaphor? Waikato
- Dix, A., Rodden, T., Davies, N., Trevor, J., Friday, A., & Palfreyman, K. (2000). Exploiting Space and Location as a Design Framework for Interactive Mobile Systems
- Everts, J., Lahr-Kurten, M., and Watson, M (2011). Practice Matters! Geographical Inquiry and Theories of

- Practice, *Erdkunde*, 65, 323– 334, 2011.
- Everts J. (2016). Connecting Sites: Practice Theory and Large Phenomena. <https://www.jstor.org/stable/45173998>.
- Hogg, M. A. (2003). Social identity. In M. R. Leary, J. P. Tangney, M. R. E. Leary, & J. P. E. Tangney (Eds.), *Handbook of self and identity* (pp. 462–479). New York, NY: Guilford Press.
- Holland, Caroline, Andrew Clark, Jeanne Katz, and Sheila Peace. 2007. Social Interactions in Urban Public Places. Joseph Rowntree Foundation. Accessed July 12, 2011. <http://oro.open.ac.uk/7445/>
- Krishnapillai G. (2019). Navigating Dining Satisfaction by Understanding Diner Hygiene Expectation and Experience *International Review of Management and Marketing*
- Jacobs, J. (1962). *The death and life of great American Cities*. New York: Vintage Books.
- Najafi, M., & Shariff, M.K. (2011). The Concept of Place and Sense of Place in Architectural Studies. *International journal of humanities and social sciences*, 5, 1054-1060.
- Latour, B. (1996). Social theory and the study of computerized work sites. In W. J. Orkilowske, G. Walsham, M. R. Jones, & J. I. DeGross (Eds.), *Information technology and changes in organizational work*. London: Chapman and Hall.
- Manfredini, M., Jenner, R., Jusmartinah, R., & Litterick, P. (2014). Understanding the transitions of social life in public spaces in Indonesian cities. A comparative study on the 'urban inversion' of the Integrated Retail Centres of Surabaya.
- Manski, C. F. (2000). "Economic Analysis Of Social Interactions," *Journal of Economic Perspectives*, vol.14 115-136.
- Marshall, B., Cardon, P., Poddar A. & Fontenot, R. (2013) Does Sample Size Matter in Qualitative Research? : A Review of Qualitative Interviews in is Research, *Journal of Computer Information Systems*, 54:1, 11-22, DOI: [10.1080/08874417.2013.11645667](https://doi.org/10.1080/08874417.2013.11645667);
- Mottiar, Z. & Quinn, B. & Ryan, T. (2014). A Study of the Social and Community Impacts of the Gathering in Counties Kerry and Westmeath.
- Oakes, P. J., Haslam, S. A., & Turner, J. C. (1994). *Sterotyping and social reality*. Oxford, England: Blackwell;
- Paleka, U. & Oleshchenko (2016). Urban Planning Documentation in the Countries of the European Union and Ukraine. A Comparative Analysis. *Experience of Prospects of Development Cities of Ukraine* 50-57.
- Rummel R. J. (1976). *Social Behavior and Interaction, from the Conflict Helix*, Vol. 2.
- Shoves E., Mika .P, Watson M. (2012). The dynamics of social practice: Everyday life and how it changes. DIO-10.4135/9781446250655.
- Sloan D.M. (2004). Emotion regulation in action: Emotional reactivity in experiential avoidance. *Behaviour research and therapy*. 4(11). 1257-1270.
- Toprak, I. Ünlü, A. & Nes, A. (2019). Street Networks as Places of Social Interaction In Culturally Diverse Neighbourhoods Of Istanbul.
- Usumowidagdo, A. (2015). Visitor Perception on Food Court Servicescape The Study of Two Shopping Center Food Courts in Indonesia. *GATR Global Journal of Business Social Sciences Review*. 3. 98-106. [10.35609/gjbssr.2014.2.3](https://doi.org/10.35609/gjbssr.2014.2.3) (9).
- Veliu, S. and Sylejmani, M., (2020). "Typology of neighborhood public open spaces: case study of Pristina" UBT International Conference. <https://knowledgecenter.u bt-uni.net/conference/2020/asp/1>
- Wessendorf .S. and Farre J. (2021). Common place out of place diversities in London and Tokyo: migrant-run eateries as intercultural third place. *Comparative Migration Studies*

- 9(1):28. DOI: 1186/s40878-021-00235-3.
- Zukin, S.(2011). *Naked city: The death and life of authentic urban places*, Oxford University Press, 2011.
- Zukin S. (2012). The social production of urban cultural heritage: Identity and ecosystem on an Amsterdam shopping street. *City culture society* 3(4):281-291. DOI:10.1016/J.CCS.2012.10.002