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# Taste of Architectural Space: A Study of User Perception

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ABSTRACT: Influence of Architectural characteristics are critical in shaping up the architectural taste of humans. The study examined how user experience and user perception of public buildings in terms of judgement of taste is affected by sociocultural and economic conditions of the users. The main study included a comprehensive literature review followed by a sequential explanatory design consisting two parts; online questionnaire and Interviews. Results from quantitative analysis using SPSS and qualitative analysis using NVivo confirmed that there are considerable number of correlations between socio economic factors and characteristics. The study discovered strong relationship between financial status of the user and the judgement of architectural taste. At the same time categories like religion and sex have shown moderate relationship. The discovered main factors that affect judgement of architectural taste were function, form, space, proportion, sense of detail and landscaping. Among those; function, space, sense of detail and landscaping were the most concerned factors in designing institutional buildings. The results would be effectively utilized in designing institutional buildings in the future.

**KEYWORDS**: Taste, Judgement of architectural taste, Socio-cultural and Economic factors, Architectural characteristics

#### INTRODUCTION

Two meanings of taste have been derived from philosophical aesthetics; the ability of identifying diverse aesthetic components a sense of understanding different aspects of beauty and the metaphor of immediate happiness connected to judgment (Townsend, 2001; Cohen, 2004 as cited in Kwon, 2007). Irrespective of how taste is perceived in different ways, it is indeed a part of life that is personal and pleasurable. Based on the

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function or classification, Architecture can be considered great, good, average, ordinary or bad. The observation of the building should also be considered in the visual sense and qualities/ characteristics such as shape, size, decorations and order to make it more attractive. Criteria for taste depend on interest, attractiveness and pleasure (Guiton, 2012). Some other aspects such as the experience of living in the building, education, architectural knowledge, morality, different religious beliefs and political views play a role in influencing the taste in relation to architecture (Scruton, 1979). The key aesthetic properties linked to the judgement of taste in architectural space were function, form, space, proportion and sense of detail (Scruton, 1979).

This research aimed to examine the formation of architectural taste among the general public under two main categories; socio-cultural and economic aspects and architectural characteristics. Moreover, the study aimed to explore the relationship between Sociocultural and economic factors and architectural characteristics. The study intended to use University students and institutional buildings in universities to conduct the research. Independent variables were socio-cultural and economic aspects where Age and Education were controlled. The Dependent variable was Judgement of Architectural Taste where it followed the deductive approach and Sequential Explanatory Design, mixed-method research.

### The Research Questions are,

- 1. What aspects influence the user's architectural taste (Social, Cultural, Economic factors and Architectural characteristics)?
- 2. How do the identified aspects affect the architectural taste of the user?

In order to address the above issues hypotheses (Table 1) were formed.

Architecture has changed over time with social, economic and cultural development. The rapid and radical manner in which tastes change over time in relation to cultural, economic, educational and social changes is noteworthy. Therefore, identifying the influence of socio-cultural and economic aspects on the formation of the architectural taste is essential. As a response to this idea, the case study analysis was formed on the institutional buildings in the Sri Lankan context, to identify the aspects that affect the Taste and to which degree these aspects would contribute to change in architectural taste with time.

The key objective of the study was to identify the formation of architectural taste among the users of a building. The research intended to investigate this notion under two main categories; Socio-cultural and Economic aspects and Architectural aspects. The specific objectives of the research were identifying the Socio-cultural and Economic aspects that influence the Architectural taste among the user groups, identifying the Architectural characteristics that affect the taste among the user groups and examining the relationship between Architectural taste with Socio-cultural and economic aspects and Architectural characteristics. The main aim was finding the architectural characteristics that are highly involved in creating architectural taste among the general

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public, affecting the taste of users of the building according to their social parameters. These qualitative aspects are to be critically analysed by focusing on the main objective, so that the findings can be effectively utilized.

## A list of non-standard abbreviations

SPSS - Statistical Package for the Social Sciences

UOM- University of Moratuwa,

UOP - University of Peradeniya

USJ - University of Sri Jayewardenepura

#### **LITERATURE**

Seminal work by two eminent scholars, respectively, Pierre Bourdieu (1930-2002) and Roger Scruton (1944-2020) was taken into account to elaborate on the social aspects of architectural characteristics affecting taste.

Bourdieu's most seminal literary work, 'Distinction: A Social Critique of the Judgment of Taste' (Bourdieu, 1984) is a critical piece of literature in this discourse on taste and its relation to the social realm. It exposes judgments of taste and its relationships with social position. (Oppong & Solo-mon, 2014). It is Pierre Bourdieu (1984) who raised a considerable interest in taste as a means or expression of social distinction. (Kwon, 2007). From this point onwards, the study will investigate the social aspects extracted from Bourdieu's findings, which influence architectural taste. Surveys found that almost all cultural applies (museum visits, concert, reading, etc.), and preferences in literature, painting or music, strongly linked to the quality of education and indirectly to social status. Taste is based on power and social status, "aesthetic stances ... in cosmetics, clothing or home decoration are opportunities to experience or assert ones' position in social space, as a rank to be upheld or a distance to be kept" (Bourdieu, 1984). In the current study socio cultural and economic factors were derived from Bourdieu(1984). Socio-cultural aspects such as social class, religion, gender, age, education, occupation and place of residence as well as Economic factors, such as financial status and demand too are considered to influence architectural taste.

According to Roger Scruton (1976), the aesthetics of architecture is an aesthetic of everyday life. Architecture can be distinguished from other art forms, which can be attributed its' sagacity of function, localized quality, technique, public and nonpersonal character, and its continuity with the decorative arts. Architectural experience is intrinsically exciting and is also a central component in understanding the value of architecture and its place in the art system. In fact, Scruton argues that analysing the mental states and features involved in an architectural experience provides better insights into the nature of architecture than a prior definition of its essence does. All experience of architecture can be viewed as an exercise of taste. Since the experience of architecture can be considered right or wrong, it naturally leads us to find the most appropriate or best object (Scruton, 1979).

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Scruton's (1979) critical explanation of architectural characteristics such as function, form, space, proportion and the sense of detail were taken in the present study concerning the fact that they determine the influence on the taste of the judgment of architectural space. In addition to these based on the pilot survey conducted for this study, landscape was taken into account as an important characteristic that influence the judgement of taste

### **METHODOLOGY**

Initially, approximately 120 existing literature sources were identified as relevant to the study. The combination of statistical records and qualitative insights from research studies pertinent to aesthetic judgment and built form characteristics of public buildings was considered the primary information source. Based on the comprehensiveness, intensity, and contribution, the preliminary literature was filtered to form the literature review. After scrutinizing the existing literature, the conceptual framework (figure 1) of this study was derived. The research methodology initially listed out specific prominent architectural characteristics of building forms and aesthetics according to the literature. Mentioned below are the main zones considered in the formation of the research design.

- Identifying the socio-cultural and Economic aspects that influence architectural taste.
- Identifying the architectural characteristics that affect the Architectural taste.

This study was designed using two phases, including quantitative and qualitative approaches in deductive reasoning, focusing on a common objective for the selected three case studies. The conceptual framework (table 1) for the study is illustrated below.

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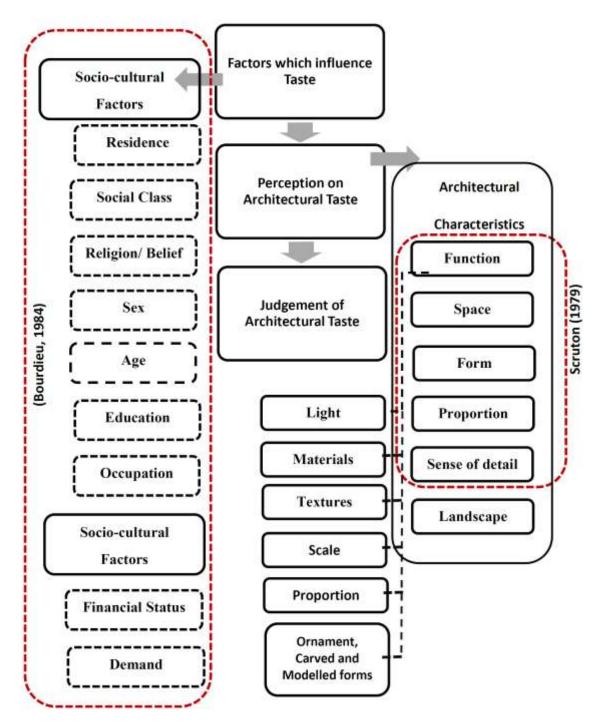


Figure 1. Conceptual framework

Source: Compiled by the author

The mixed-used method has been employed in architectural research on peoples' preferences (Lesan and Gjerd, 2020; Ghomeishi, 2020) and aesthetic judgement (Jennath and Nidhish 2016). The 'Sequential Explanatory Design' was followed in this

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study. In the sequential explanatory design (Creswell, 2003), first quantitative data were collected and analysed, and then qualitative data was used to explain and elaborate the quantitative data. In this model, quantitative and qualitative data were analysed separately, and the interpretation was given based on the common objective of all the phases by comparing and contrasting the results. This process was used in this study, as it is effective in comparing and validating results. This was used to formulate valid and well-substantiated conclusions about a single concept/ phenomenon.

## **Phase 1- Online Questionnaire (Quantitative)**

A self-administrated questionnaire, containing a Likert scale (1-5), was used to measure different constructs of this topic given in Sample 1 (university students) in Phase 1 to identify the aspects that are highly influential in creating architectural taste among the general public. Before conducting the main study online questionnaire for 420 students, an experimental trial has been carried out using 10 number of students to clarify the compatibility of the questionnaire. Questionnaire has been modified accordingly. Final year Students of 3 different universities in Sri Lanka were selected via purposive sampling (non-probability sampling). Demographic data were directed accordance with Socio-cultural and Economic aspects. Architectural Taste was measured along with Architectural characteristics which were found by literature and pilot study. Each architectural characteristics were divided mainly into three parts such as preference to each factor, Reasons for the preference and preferred changes.

### **Phase 2- Interview (Qualitative)**

Several students of Sample 1 were categorized based on the responses given in Phase 1. The Judgement of Architectural Taste was further clarified through interviews. Main questions are consisting of two parts such as reasons for the preference and explanation for preferred changes. As the sample of phase 2 (Sample 2), ten percent from total number of samples (140) of each university were selected from who have agreed to participated for interviews. Students of three universities were considered for the interviews via purposive sampling (non-probability sampling).

#### METHODS OF DATA ANALYSIS

Data analysis was done in two ways as Quantitative data analysis and Qualitative data analysis.

#### A. Quantitative data analysis

Structural equation modelling was the analysis technique used in this study for Quantitative data, which were analysed using SPSS Statistics and SPSS AMOS software. Qualitative data were analysed through Content Analysis and Case Study methods. Data were statistically analysed via ETA coefficient using SPSS software.

### B. Qualitative data analysis

First, all the data recorded from the interview were transcribed and data were categorized in order to conduct a 'content analysis'.

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# **Pilot Study**

Findings from the pilot study interviews suggested that although architects as professionals considered socio-cultural and economic factors in perspective of clients they ignored the users' perception in respect to socio-cultural and economic conditions. Most of the practicing architects pay their significant attention to architectural form, scale, proportions, building quality, light and ventilation systems and functions, while others focus on function, architectural detailing, mouldings, ornamentation, and selection of materials and colours. They are more stable in the industry than others. It was discovered that function and the economic level of the client play a significant role in designing a building. When designing a public building, function is an important factor because it can significantly impact user perception. When designing government or public buildings (when the user and the client are not the same) clients try to influence the design with their own perceptions, which do not entirely tally with the perceptions of the targeted user. Findings from the interview also proved that architectural details, colours, and materials are the factors noticed by the people when judging the taste of a particular space. How-ever they do pay attention on the functions and the quality of the spaces without their knowledge. Similarly, sex and education has marked as low influential socio-cultural factors since majority of the architects do not considering these parameters while they are designing the spaces.

In general practice, analytical studies or surveys are not carried out by architects in order to get a proper under-standing about user perception during the process of preparing the architectural brief under schematic design stages. Majority of the architects highlighted that their main focus is on client's socio-cultural and economic parameters while making critical decisions when designing an institutional building.

The study explored that there is a relationship between literature found socio-cultural and economic factors and architectural characteristics that influence architectural taste. Additionally, majority of the architects highlighted that landscaping as an essential architectural characteristic when making decisions about the "taste of architectural space" as per the pilot survey. Users tend to change the design very often during the design stage and during the construction stage due to the changes in their taste with the time. It has been found that here is a significant relationship between economic factors and architectural characteristics such as details and function. Especially, function takes considerable attention on space designing. Similarly, the selected buildings for the case study were identified as buildings with a higher level of architectural taste that has similar architectural characteristics. (case study 1 - University of Moratuwa -Sumanadasa building, case study 2- University of Sri Jayewardenepura – Sumangala building and case study 3 - University of Peradeniya; faculty of engineering building). With the number of projects and stability of the architects, it was revealed that clients mostly measure the space de-pending on the function, materials, architectural details, colours and lighting. Architects who mostly entertain those needs practice regularly. Although the other factors are susceptible, people indicate no keen interest in those.

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### **RESULTS**

According to the finding of the study, Architectural characteristics such as function, form, space, proportion, sense of detail (Scruton, 1979) and landscape determine the influence on the taste in architectural space. Similarly, it has been found that function, space, sense of detail and land-scape are the most influential architectural characteristics which involves in the formation of judgement of architectural taste. On the contrary, Form and proportion are the less influential architectural characteristics compared to above in shaping up the judgement of taste in architecture. The ways of identified aspects affect the architectural taste of the user were recognized. It is important to mention that all the null hypotheses which were selected in the present study were rejected.

Table 1. Summary of the relationship between Socio-cultural and Economic factors and Judgement of Architectural Taste (all three case studies)

Hypothesis	Case study 01	Case study 02 –	Case study 03 -	
	- UOM	USJ	UOP	
Judgement of	Accepted weak	Accepted weak	Accepted weak	
Architectural Taste is	Relationship	Relationship	Relationship	
affected by Social Class				
Judgement of	Accepted	Accepted	Accepted	
Architectural Taste is	Strong	Moderate	Moderate	
affected by Religion	Relationship	Relationship	Relationship	
Judgement of	Accepted weak	Accepted weak	Accepted weak	
Architectural Taste is	Relationship	Relationship	Relationship	
affected by Education				
Judgement of	Accepted weak	Accepted weak	Accepted	
Architectural Taste is	Relationship	Relationship	Moderate	
affected by Place of			Relationship	
Residence				
Judgement of	Accepted	Accepted	Accepted	
Architectural Taste is	Strong	Moderate	Moderate	
affected by Sex	Relationship	Relationship	Relationship	
Judgement of	Accepted	Accepted	Accepted	
Architectural Taste is	Strong	Moderate	Strong	
affected by Financial	Relationship	Relationship	Relationship	
Status				
Judgement of	Accepted	Accepted	Accepted Weak	
Architectural Taste is	Weak	Moderate Relationship		
affected by Demand	Relationship	Relationship		

Source: Compiled by the author

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Table 2. Summary of the relationship between Socio-cultural and Economic factors and Architectural characteristics (all three case studies)

	Judgement of architectural taste	Function	Form	Space	Proportion	Sense of detail	Landscape
UOM							
Social class	Weak	weak	weak	weak	weak	weak	weak
Religion	Strong	strong	moderate	moderate	moderate	moderate	moderate
Sex	Strong	strong	moderate	moderate	moderate	moderate	moderate
Education	weak	weak	weak	weak	weak	weak	weak
Place of Residence	Weak	weak	weak	weak	weak	weak	weak
Financial Status	Strong	moderate	moderate	strong	moderate	strong	strong
Demand	Weak	weak	weak	weak	weak	weak	weak
USJ							
Social class	weak	weak	weak	weak	weak	weak	weak
Religion	moderate	moderate	moderate	moderate	moderate	moderate	moderate
Sex	Moderate	strong	moderate	moderate	moderate	moderate	moderate
Place of Residence	moderate	moderate	weak	moderate	moderate	moderate	strong
Financial Status	Strong	moderate	moderate	moderate	strong	moderate	moderate
Demand	Weak	weak	weak	weak	weak	weak	weak
UOP							
Social class	weak	weak	weak	weak	weak	weak	weak
Religion	moderate	moderate	moderate	moderate	moderate	moderate	moderate
Sex	moderate	strong	moderate	moderate	moderate	moderate	moderate
Place of Residence	weak	moderate	weak	strong	weak	moderate	weak
Financial Status	moderate	moderate	moderate	moderate	moderate	moderate	moderate
Demand	moderate	moderate	moderate	moderate	moderate	moderate	moderate

Source: Compiled by the author

The following table illustrates how different social characteristics influence architectural taste.

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Table 3. Relationship between socio-cultural and economic factors and judgement of Architectural taste

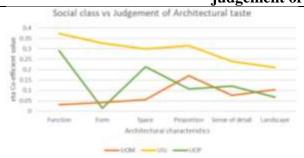


Figure 2 - Influence of Social class on Architectural characteristics

According to the above graph, Function is mostly affected and space and proportion are also considerably affected by social class rather than `form`, `sense of detail` and `landscape`.

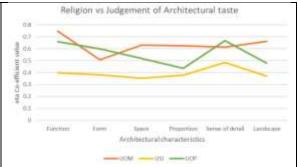


Figure 3 - Influence of Religion on Architectural characteristics

Above chart summarises variation of architectural taste of three case studies in accordance with religion. Accordingly due to their religion, they tend to focus more on different aspects in architecture.

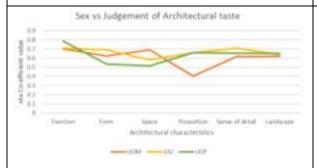


Figure 4 - Influence of Sex on Judgement of Architectural taste

According to the case studies carried out it is clearly visible that the judgement of taste of male is comparatively higher than female. `Function`, is the mostly affected architectural characteristic by sex as well as `Space` and `Sense of detail` are the mostly affected architectural characteristics.

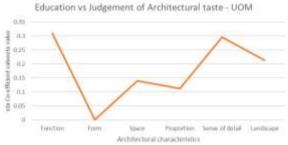


Figure 5. - Influence of Education on Architectural characteristic

Since variation of education levels were found only in University of Moratuwa, education level perception was analysed in respect to UOM results. According to the above graph Function is highly affected. Sense of detail also highly affected by education level. Form is the least affected. As per the interviews, UOM students mainly enthusiastic on functional aspect.

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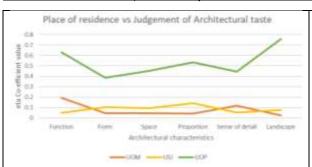


Figure 6: Influence of Place of residence on Architectural characteristics
According to the graph `function` is mostly affected by the place of residence.

`Proportion` and landscape are relatively highly influenced. As per the investigations of this study, a clear understanding between the relationship of the judgement of architectural taste and place of residence could not be found.

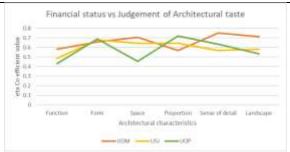


Figure 7 - Influence of Financial status on Judgement of Architectural taste

According to the above graph, `form` is mostly affected by financial status.

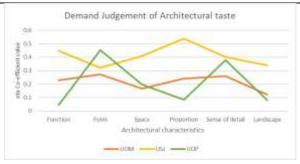


Figure 8: Influence of Demand on Architectural characteristics

As per the above graph no clear relationship was shown between Demand and Architectural characteristics.

Source: Compiled by the author

Following are the themes that emerged and were discussed during the interviews using NVivo.

- Preference for the building
- Preference for the Architectural characteristics of the building
- Preference for changing the Architectural characteristic

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#### **DISCUSSION**

A significant relationship between sex and the extent of visual-spatial elements has been found in previous research by Lelhaj and Moosavi (2014). It has been found that sex of the respondent affected different senses, smell, tactility, form and colours. In consistent with the above notion, the present study confirms that sex influences 'the judgement of taste'.

As Gronow, Purhonen, & Heikkilä (2016) suggested legitimate taste increases in accordance with income level and illegitimate taste decreases in low income people. It is identified that financial status of a person has the strongest relationship with architectural taste according to case studies and interviews carried out during the present study. According to the findings of the study conducted by Rostami and Shalheh (2018) architecture is influenced according to where they live (rural or urban). Although the study found that there is a relationship with judgement of architecture taste and place of residence, it is a weak relationship where it relatively plays a low contribution. It showed a relatively high taste among people who live in urban area and low taste among people who live in rural areas. As per the interviews participants who lives in urban area showed more interest to the architecture of the building.

According to the interviews, those who have higher income levels are more concerned about `form`. That is mainly due to the high exposure levels of the people comes under higher in-come levels.

This study confirms Bourdieu`s argument of religions/beliefs strongly influence the judgement of architectural taste. Bourdieu defined that femininity and masculinity define the individual perception (Krais, 2006). While con-firming the theory of Bourdieu, this study found that there is strong relationship between the sex and the judgement of architectural taste. Jayawardena (2015) also suggested that philosophy of Buddhist contributes a lot in aesthetic judgement as it lays more emphasis on aesthetic and nature. Religion/beliefs plays a major role in aesthetic judgement. The present study confirms that the religion influences judgement of taste.

Bourdieu (1984) argued that education enhances the cultural capital that influence the architectural taste. Although this study confirms the Bourdieu theory, there is a weak relationship among education and architectural taste. According to Bourdieu theory taste is affected by place of residence where it leads to the aspiration to consume (1984). Although this study confirms the relationship with the place of residence and architectural taste, there is a weak relationship be-tween them. This study confirmed a strong relationship with financial status and the architectural taste. Although Bourdieu (1984) stated that there is a relationship with demand and the architectural taste, study confirmed a weaker relationship between them.

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Based on the Bourdieu's explanations (1984), there is a clear difference in aesthetic taste among different social classes which was identified as highbrow culture (legitimate taste), middlebrow and lowbrow (illegitimate taste). Although this study acclaimed the Bourdieu's theory it was found that there is no strong relationship in social class and architectural taste. In addition, Bourdieu argued that religion generates certain practices, knowledge, meanings, values and life experiences and increases the exposure to the society where it increases the legitimate taste (Bourdieu, 1990). This study confirms Bourdieu's argument of religions/beliefs strongly influence the judgement of architectural taste. Bourdieu defined that femininity and masculinity define the individual perception (Krais, 2006). While confirming the theory of Bourdieu, this study found that there is strong relationship between the sex and the judgement of architectural taste.

Bourdieu (1984) argued that education enhances the cultural capital that influence the architectural taste. Although this study confirms the Bourdieu theory, there is a weak relationship among education and architectural taste. According to Bourdieu theory taste is affected by place of residence where it leads to the aspiration to consume (1984). Although this study confirms the relationship with the place of residence and architectural taste, there is a weak relationship be-tween them.

Bourdieu (1984) stated that financial status affects the aesthetic taste. According to him, the higher the financial statues aesthetic taste increases where the financial status increases the exposure to the plenty of choices and social circle, and the ability to buy. This study confirms a strong relationship with financial status and the architectural taste. Although Bourdieu (1984) stated that there is a relationship with demand and the architectural taste, study confirmed a weaker relationship between them.

Bourdieu theory of relationship of aesthetic taste vs socio-cultural factors (such as social class, religion, sex, education, and place of residence) and economic factors (such as financial status and demand) shouldn't be ignored completely. It is found that there is a considerable relationship in the architectural taste vs socio cultural and economic factors. Significant influential factors—such as financial status, religion and sex too play a vital role. Although, this study shows a weaker relationship between social class, education, place of residence and demand—on the judgement of architectural taste, it was found that individual preferences driven by own personality, imagination and sense of belongings affects the architectural taste.

Apart from these, findings of Bourdieu's studies bring to light several sub-connections of socio-cultural and economic aspects. These socio-cultural aspects include social class, religion/beliefs, age, gender, occupation/ profession and place of residence, while economic factors include financial status and demand. The present study also confirms the above findings of Bourdieu. However, The study was limited to the university students who possess an adequate technical knowledge. Therefore, the final year

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students were chosen as they have been using the buildings considerably for a long period. In addition, the participants for the case studies were selected in similar scale.

# **6. Implication to Research and Practice**

- 1. Architects should consider the user perception rather than clients/investors perception.
- 2. Architects should study the socio-cultural and economic factors of the user at the early stages of the design.
- 3. Architects should reflect on the religion, sex and financial status of the user mainly.
- 4. Architects should consider the architectural characteristics such as function, space, sense of detail and landscape in respect to the user's socio-cultural and economic aspects. Form and proportion could not be neglected in the perspective of aesthetics.

#### **CONCLUSION**

The objectives of the study have been achieved successfully. It is evident that architectural taste of general public depends on inter-related outcomes which are generated through the socio-cultural factors and economic factors. Furthermore, architectural characteristics which are designed by an architect too makes an impact on the judgment of taste. However, the degree to which the socio-cultural and economic factors and architectural characteristics impact on the judgment of architectural taste may vary from person to person. The relationship between the socio-cultural and economic factors and the architectural characteristics can be identified as reciprocal. The architectural taste of the general public depends on the interrelated outcomes generated through the socio-cultural and economic factors and they were derived from Bourdieu's (1984) theories. Socio-cultural aspects such as social class, religion, gender, age, education, occupation and place of residence are the main factors that influence architectural taste. They affect the sense in taste at different intensities. Economic factors, such as financial status and demand too, have a significant impact.

Scruton's (1979) critical explanation of architectural characteristics such as function, form, space, proportion, and the sense of detail determine the influence on the taste of the judgment of architectural space. The function acts as a meaningful simulation. The form, space and proportions are strongly related to taste. The sense of detail in the spaces has a positive effect on the judgment of taste. As per the pilot survey, architects suggested that landscaping as an architectural characteristic which influences the judgement of architectural taste.

As per the pilot survey, architects suggested that landscaping as an architectural characteristic which influences the judgement of architectural taste. The study found that the professional architects consider the client/investor irrespective of users' perception when designing a public institutional building. It is revealed that the

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continuous changes cause due to users' dissatisfaction and the lack of concerns on users. Therefore, it is important to consider the socio-cultural and economic factors as well as architectural characteristics which influence the judgement of architectural taste of the user. Further, in accordance with the suggestions made by the architects, landscape was considered as an architectural characteristic. The relationship between architectural factors such as function, form, space, proportion, sense of detail and landscape were examined in the study. Not only socio-cultural factors such as social class, religion, gender, place of residence, and education but also economic factors such as financial status and demand were also identified as they create a great influence on the judgement of architectural taste.

According to the research question, aspects influence the user's architectural taste (social-cultural, economic factors and architectural characteristics) were identified. It was found in the literature that socio-cultural and economic factors influenced the architectural taste. The present study also grounds the above finding concluding that financial status has strong relationship while religion and sex have moderate relationship with the judgement of architectural taste. Social class, education, place of residence and demand are the least considerable since they have a weak relationship with the judgement of architectural taste. Similarly, in line with the previous research findings, function, form, space, proportion, sense of detail and landscape are the factors which affect the judgement of architectural taste. Among these function, sense of detail, space and landscape are mostly concerned according to the study.

#### **Future Research**

To better understand the impacts of the findings brought out in this study, more studies could help to find out different factors that influence the judgement of architectural taste. It is encouraged to carry out future studies to fine-tune the research outcome, regarding the relationship between personal, psychological behaviour with the judgement of taste in architecture. Studies on the relationship between the judgement of taste and individual factors, including personality, social behaviour and cognitive functions are recommended as future implications. The findings of this study could be effectively utilized in designing institutional buildings in the future. However, as a verdict, it is suggested that the results of this study should be generalized to the whole population with the caution, as only three samples of universities were tested in the present study.

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