"CONGRUENCE BETWEEN ATMOSPHERIC CUES AND STORE IMAGE IN FASHION RETAILING"

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Abstract

This project analyzes the possible congruence between retail atmospheric cues and store image in fashion retailing in Turkey. Atmospherics, which is defined by Kotler (1973) as "conscious designing of space and its various dimensions to evoke certain effects in buyers", has become an important concept in retailing. In today's competitive environment, retailers can differentiate themselves from their competitors by making use of atmospheric cues. Main aim of this study is to increase understanding of atmospherics and also to preliminarily investigate the possible link between retail environment and store image in fashion retailers in Turkey. It also assesses the possibility of using store atmospherics as a basis of classification in fashion retailing. The data is collected via direct observations of 17 fashion retailers and through interviews with store managers and 58 customers. The sample stores are categorized based on type of merchandise and pricing policy. Both visual and non-visual cues used in these store environments are explored. The results of the study indicate that music is the most predominant atmospheric element used in fashion retailers in Turkey. The study also shows that lighting and scent are not necessarily consistent with the store image as bright lighting and inoffensive, natural scents are preferred in most of the stores, irrespective of the store category and concept. It also illustrates that neutral colors are used in the interior design of majority of the stores. Moreover the project highlights that most chain retailers do not have a uniform and consistent image among all the branches. In conclusion it can be said that even though importance of atmospherics has increased in retailing, it is still an area to be developed in practice and needs to be investigated further academically in Turkey.

Introduction

Studying the effect of senses in marketing is relatively new. Traditional marketing theories undermine the impact sensory cues have on consumers' perception, attitude, emotions and shopping experience, as they believe that consumers are rational decision-makers who care about functional features and benefits of a product. Today, consumer purchase decisions are increasingly driven by consumers' emotions and experiential marketers believe that consumers are also emotional and along with functional features having a pleasant experience is also important (Schmitt, 1999).

Krishna defines sensory marketing as "marketing that engages the consumers' senses and affects their behaviors" (Krishna, 2009). Touch, taste, smell, sound, and look of the products, affect consumers' emotions, perceptions, choices, decisions and consumption habits. As stated by Hulten and his colleagues five senses play an important role in forming marketing strategy, differentiating the product or service and in positioning it in the customers' mind. By using a variety of tools, sensory marketing enhances the message of a brand, enable customers to have a positive shopping experience, help to build long lasting relationships between customers and brand and give the brand a sustainable competitive advantage (Hulten, Broweus and van Dijk, 2009).

Previous research carried out in the area of sensory marketing suggests that sensory cues, such as color, background music, or ambient scents, influence consumers' evaluation of the retail environment and the merchandise and affect consumers' behavior. However most of these studies have focused on influence of one sense at a time, and thus ignored the joint impact of sensory cues. Recently marketers have begun to examine the impact of multi-sensory cues in retail environments, but empirical literature in this area is still limited.

Atmosphere is a major component of the store image and it reflects store's service, its pricing and its products. It is essential for the atmosphere of the store to complement the store image, store design, merchandise and other elements of the retail mix. It is also critical for the atmospheric elements to be in congruence with each other. Bitner's Servicescapes Model (1992) proposes that compatibility between the elements of the retail environment helps to increase consumers' satisfaction (Vaccaro, Yucetepe, Baumgarten, Lee, 2008). A store's atmosphere contributes to customers' perceptions and also affects customers' purchasing behavior and satisfaction level.

Retail industry is highly competitive and rapidly changing in line with changes in consumer needs and technology. Today it has become difficult for retailers to differentiate themselves, therefore many retailers search for new marketing strategies to attract and retain

customers. Retailers need to try to figure out best ways to entertain shoppers and also to make them feel comfortable. They can create a perfect shopping mood by using visual and non-visual cues. Furthermore combination of different types of store atmospherics elements can help to determine retailers' positioning strategy. Developing a clear positioning strategy and creating an emotional attachment can help to build customer loyalty, which helps to build a sustainable competitive advantage. Therefore retail managers can use store atmospherics as a strategic tool to differentiate their stores from their competitors'.

Objectives

This study aims to analyze the possible congruence between retail atmospheric cues and retail image based on observations and interviews conducted in 17 fashion retailers in Izmir. The primary objectives of the study are:

- To provide an understanding of different factors of store environment
- To highlight the possible congruence between different retail environment factors and retail image
- To examine the possible link between store atmospherics and retail positioning
- To assess the possibility of using store atmospherics as basis of classification in fashion retailing.

The study is expected to provide answers to the following research questions:

1. Are the visual cues such as lighting and color consistent with the store image?
2. Are the non-visual cues such as music and scent consistent with the store image?
3. Is the overall store atmosphere consistent with the store image?
4. Which factors impact the selection of the atmospheric cues?
5. Do the amospheric cues used by the stores match customers' expectations?
6. Can the store atmospherics serve as a basis of classification for the fashion retailers?
7. Do the stores with similar merchandise and pricing strategy use similar retail environment factors in their stores?
8. Can stores differentiate themelves from their competitors by making use of atmospheric cues?

The results are expected to provide a deeper understanding of atmospheric cues used in fashion retailing in Turkey and to assess if they are in conformity with the store image. The findings will also indicate if there is a consistency between the atmospheric cues used in stores within the same category.

Literature Review

Definition of Atmospherics

The concept of atmospherics was introduced by Kotler in 1973, in his article "Atmosphere as a Marketing Tool." Kotler defined atmospherics as, "conscious designing of space and its various dimensions to evoke certain effects in buyers" (Solomon and Rabolt, 2004). In their book "Retailing Management", Levy and Weitz (2004) adapted the definition of Yalch and Spangenberg. According to them; "Atmospherics refers to the design of an environment via visual communications, lighting, colors, music and scent to stimulate customers' perceptual and emotional responses and ultimately to affect their purchasing behavior" (Levy and Weitz, 2004). A more specific definition of store atmosphere is "the combination of store's characteristics such as design, layout, display, signs, colors, lighting, temperature, sounds and smells, which together create an image in consumer's mind" (Levy and Weitz, 2004). It is the psychological feeling customer gets when visiting the store.

Some of the well-known scholars who studied the effects of various atmospheric elements are: Bitner (1990) for the effect of clutter and cleanliness; Milliman (1982), Yalch and Spangenberg (1990) for the effect of music; Bellizzi (1983) and Crowley (1993) for the effect of color; Golden and Zimmerman (1986) for the effect of lighting; Eroglu and Machleit (1990) for the effect of crowding; and Spangenberg, Crowley and Henderson (1996) for the effect of scent (Chebat and Michon, 2003).

Factors of Retail Environment

Marketing researchers include both design and ambient cues under store atmospherics. In 1986, Baker classified the environmental variables in three groups (Eroglu, Machleit, Davis, 2003):

1. Design factors, which are visual cues such as layout, clutter, cleanliness and color.
2. Ambient factors, which are non-visual cues such as smell and sound.
3. Social factors, which include the people in the store such as customers and employees.

Figure 1: Factors of Retail Environment
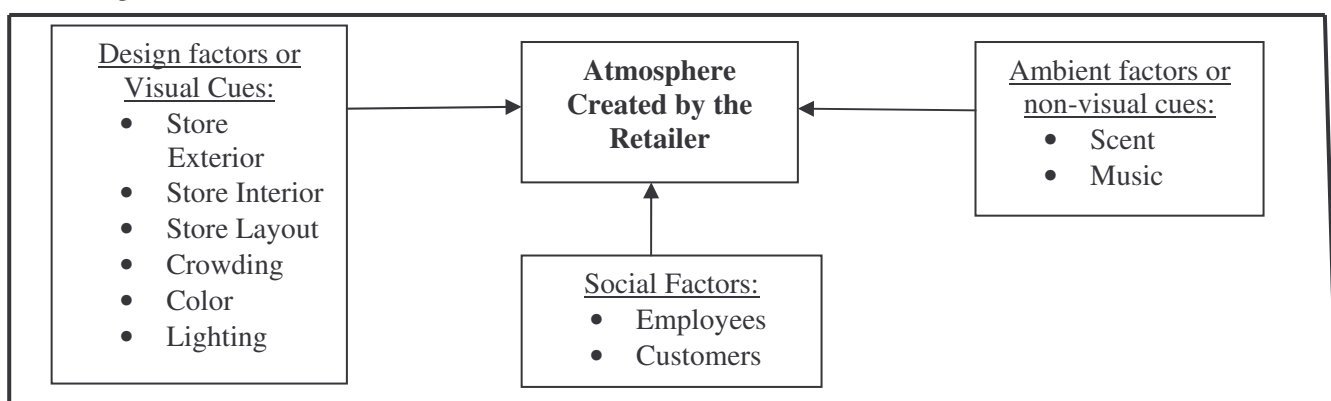
<u>Design Factors (Visual cues)</u>

The design factors contributing to the visual environment of the retailer are the exterior, interior and the layout of the store, colors and lighting used and the perceived crowding.

Consumers can sometimes judge a store by its exterior, therefore storefront is critical in presenting the store's image. Store's sign, number of entrances, type of entrance used and style of the walkway are all part of the atmosphere and impact the image of the store. Window displays are another important dimension of store exterior. Windows can be designed to give different messages to the shoppers. They help to build an image and to represent the type of products sold in the store. Some aim to attract customers with bargain prices, whereas others try to attract customers by showing the newest fashion trends. There are also special event windows, which aim to create excitement to visit the store. Most retailers' main goal is to have a unique exterior to catch attention and attract customers.

Today many retailers design their stores so that they have a distinctive atmosphere. Store's interior design should be consistent with its image, strategy, merchandise and prices. Factors such as flooring material, wall textures, store fixtures and dressing facilities help to define store interior and reflect store type, strategy and image (Berman and Evans, 2007).

Store layout and space planning influence customers' buying decision as well. Based on the needs of the customers, the store layout will either be easy to move around so that merchandise will be found easily or it will be varied and different. For many shoppers main goal of store design is convenience, which means entering and leaving the store quickly and finding the products they need easily. Badly designed stores may cause emotional distress, affecting the customers' mood badly and reducing the shopping pleasure (Baker, Parasuraman, Grewal and Voss, 2002).

Today retailers often use one of the three general types of store layouts, which are grid, racetrack and free-form. Most groceries and drugstores use grid layout, which is not aesthetic, but it allows the customers to move throughout the store and easily locate what they need without losing time. Grid layouts are cost efficient however they are not suitable if the retailer wants the customers to explore. Racetrack layout, which is often used in department stores, gets customers to visit multiple departments and it encourages impulse buying. Free-form layout or a boutique layout is mainly used in small specialty stores. It offers a pleasant, relaxed environment, which stimulates browsing, exploring and shopping, but it is more expensive as storage and displace space is lost to create a more spacious atmosphere.

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There are also feature areas in the stores, which are especially designed to attract customer's attention. These include end caps, freestanding fixtures, promotional areas and mannequins, windows, walls and point of sale areas. Visual communication tools which consist of graphics, signs and décor, are used both in the store and in window displays. These tools help to increase sales by giving information on products and special offers. They also help customers to locate the department and products they are looking for. Signs can be used as labels, for direction, for communicating rules and also to communicate the store image. Graphics can complement the store's image by adding personality. They can be used to supplement the theme and overall presentation. Retailers need to make sure that the color and style of the signs and graphics are in line with the store image, theme and products. Theatrical effects can also help to increase store excitement and enhance store image in addition to serving as decorative, informative and functional tools (Levy and Weitz, 2004).

Crowding is included among the design factors as well. Retail crowding has two dimensions: human and spatial. Spatial crowding is related to the number of nonhuman objects such as amount of merchandise and fixtures and their arrangement within the store. Human or social crowding refers to the number of people and level of interaction between them in a store setting (Machleit, Eroglu and Mantel, 2000). Consumers will perceive the store environment as crowded when number of people and, or objects restrict their activities.

Research has shown that level of perceived in store crowding can affect consumer satisfaction, loyalty or patronage decisions and shopping experience (Machleit, Eroglu and Mantel, 2000). Factors such as emotions, crowding tolerance and store category can influence effect of crowding on satisfaction level. There must be a balance between giving customers enough space to shop and using space to display products. Retailers may want to display as many products as possible in their stores; however overcrowding can confuse the customers and cause them to leave the store without buying anything (Chebat and Michon, 2003). On the contrary, wide, un-crowded aisles create a better atmosphere as people feel more comfortable and therefore shop longer.

Previous studies found that color is another design factor, which affects mood and emotions of customers and therefore can have positive or negative implications on retail environment. Color has three dimensions which are; hue, value and intensity. Hue (i.e. red versus blue) is one determinant. Blue color, which is associated with water, symbolizes tranquility and generally has been identified as calm, cool and positive. Whereas red is often perceived as negative, tense and physically arousing (Bellizzi and Hite, 1992). Stores decorated in blue evoke a calm feeling in shoppers, whereas red decorations can make people

tense (Solomon and Rabolt, 2004). Furthermore it is found that blue retail environments stimulate purchases and motivate consumers to shop and browse (Bellizzi and Hite, 1992).

Research has proven that warm colors such as yellow and red have opposite physiological and psychological effects from cool colors such as green and blue. In retail environment, warm colors are used to catch attention and attract customers; however they can also be distracting and unpleasant. On the other hand cool colors are relaxing, pleasant, peaceful and calming. Therefore cool colors are preferred by retailers selling expensive goods to relax anxious buyers (Bellizzi and Hite, 1992).

Value, which is light versus dark, and intensity, which is brightness versus dullness are the other two dimensions of color. Dull, bright, light and dark versions of color have different impacts on feelings and perceptions. Light colors can be used to arise a feeling of spaciousness and calmness. Neutral and pale colors can also be soothing and relaxing. On the other hand, bright colors such as red create feelings of arousal and excitement and can be used to attract customers. For this reason they can be used in point of purchase displays and in signage. Colors such as green, orange and yellow can also be used to capture attention, however if used too much they can be tiring (Solomon and Rabolt, 2004).

Colors that do not match the theme or the overall presentation of the store can have a negative effect on the display. Furthermore colors should be chosen according to target customers or specific products. For instance, primary colors are suitable for kids, hot vivid colors for teens, pastel colors for lingerie and bright colors for sportswear (Levy and Weitz, 2004).

Lighting, which is another design factor, is used to highlight products and to create a mood that enhances the store's image. Having appropriate lighting can create excitement and can have a positive impact on customer's purchasing behavior. Lower lighting can increase comfort level. However, brighter lighting is more important in retail environment, as it is related to higher product involvement of consumers and more positive consumer perceptions of the store image (Vaccaro, Yucetepe, Baumgarten and Lee, 2008). When in store lighting is brighter, customers tend to examine and handle more products. In 1982, Donnovan and Rossiter suggested that bright lighting and upbeat music increased consumer arousal (Vaccaro, Yucetepe, Baumgarten and Lee, 2008).

Lighting can also be used to draw attention, such as having spotlights on specific areas and products helps to attract customers towards those areas and items. Lighting can help to hide errors as well. For instance retailers can hide the unaesthetic parts of the store by keeping those areas dark.

Lighting is also used to capture a certain feeling. Chic stores may use chandeliers whereas discounters will prefer fluorescent lighting. In US incandescent lighting is often used in department stores to create a warm and cozy atmosphere. On the other hand in European stores, high light levels, cool colors and uniform level of lighting is preferred. Therefore the mood created in European stores is different than the mood in American stores (Levy and Weitz, 2004). Lighting can even impact the loyalty of the consumers. Summers and Hebert (2001) found that lighting is the second most important element after cleanliness in consumers' patronage decisions (Vaccaro, Yucetepe, Baumgarten and Lee, 2008)

Ambient Factors (Non-visual Cues)

Ambient factors, which are also referred as non-visual cues, include sound, olfactory, tactile and taste cues. Olfactory cues (scent) and sound cues (music) will be covered in this study.

Ambient scent is the scent which is present in the environment. Recently, stores carrying diverse products started to make use of scent, but ambient scent rather than product specific scent, because unlike product scents, ambient scents can influence evaluations of all products sold in the store. Researchers often differentiate scents on three dimensions: affective quality of scent, such as pleasantness, arousing nature of scent and its intensity (Spangenberg, Crowley and Henderson, 1996).

Scent is directly linked to feelings such as happiness, hunger and nostalgia. As more retailers started to believe that the olfactory cues also influence customer's evaluation of the store, it became popular to use aromatherapy to change the store environments. Certain scents are proven to be associated with certain emotions (Solomon and Rabolt, 2004) and different aromas are used to relax, energize or to fight depression (Chebat and Michon, 2003).

According to Gulas and Bloch (1995) effective ambient scent should support all products in the store. Scents which are inconsistent with the product have a negative effect on the product (Chebat and Michon, 2003). Furthermore, results of the research conducted by Matilla and Wirtz show that, matching arousal levels of ambient scent and background music, such as using a low arousal scent like lavender and slow tempo music together, improves consumers' shopping experience (Matilla and Wirtz, 2001). Bone and Jantrania (1992) also highlighted that when scent is not in congruence with other environmental features, the response to scent used may be negative (Gulas and Bloch, 1995). On the other hand, when congruent scent and music are used together, the result is a positive effect on impulse buying behavior and customer satisfaction (Levy and Weitz, 2004).

Previous studies also indicate that presence of scent is more critical than nature of the scent. Therefore it is found that in stores where neutral scents are used customer's perception of the store is more positive than stores where no scent is used (Levy and Weitz, 2004). Another research has proven that using scent in stores can make customers feel like they are spending less time shopping or waiting (Spangenberg, Crowley, Henderson, 1996).

Retailers can take into account gender, age or ethnic background of their target customer group when deciding on the type and intensity of scent to be used. Retailers need to be aware of the intensity of the smell because as the intensity increases beyond the optimal level evaluations may become less positive (Spangenberg, Crowley, Henderson, 1996). Previous studies show that using inoffensive scent, which are scents not considered unpleasant by most people, in retail environments is an effective way to enhance consumers' attitude to store and merchandise. However for all the stores not to smell alike, retailers need to use distinctive scents in order to differentiate their stores from the others. Furthermore, chosen scent also needs to be in congruence with the merchandise offered.

Music is another factor affecting feelings, mood and behavior and therefore it is increasingly used as a stimulus in retail environments. Music played in the store is a critical part of the retail ambience. One difference between music and other atmospheric elements is that, music can be easily changed. It has been shown that, both in retail and service environments, atmospheric music influences consumers in various ways such as time spent shopping, perceived waiting time, perceived shopping duration, product choice, purchase intention, sales, perceptions of salespeople, evaluation of service, and perceived product and service quality (Vaccaro, Yucetepe, Baumgarten and Lee, 2008).

Background music has an important effect on mood. Based on their study on effect of music on moods and purchase behavior, Alpert and Alpert (1986 and 1988) stated that happy music produce happy moods in subjects, whereas sad music produce higher purchase intentions (Bruner, 1990). Type and loudness of the music played in the store has an impact on consumer's judgment of the store and products. Furthermore, presence of background music may influence how buyers and sellers interact with each other and can increase their desire to affiliate (Dube, Chebat, Morin, 1995).

Presence of music generally creates a positive attitude towards the store. According to Bitner (1992) music is a key determinant of customers' service evaluation (Hui, Dube and Chebat, 1995). Furthermore music played in stores can affect customers' behavior and can serve to relax or stimulate consumers. Music can help to create an image, just like in Disney stores. Music can also be used to attract attention or to control store traffic. Volume and

tempo can also be used to control the crowd in the store. In restaurants at busy times, louder and faster music can be played to facilitate rapid turnover of the tables (Levy and Weitz, 2004). In the experiment he has conducted in 1982, Milliman found that in-store traffic in the supermarkets was slower but sales volume was higher when music was slow (Bruner, 1990).

In 1988, Yalch and Spangenberg compared the effects of foreground music (Top 40 chart), background music (instrumental, "easy listening" music) and no-music in department stores and found that familiarity of music is also critical. They stated that when consumers face non-typical and unfamiliar environmental factors shopping time seems to slow down (Bruner, 1990). Having music in the background may also reduce the negative effect of waiting for services because it distracts the consumers and as a result they perceive the length of wait to be shorter which in return influences their service evaluation (Hui, Dube and Chebat, 1995).

Fashion retailers choose music suitable for their target market. They can select background music according to customer demographics, for instance suitable for their age and area they live. They either develop music specific for the occasion, use unfamiliar but already existing music or play well-known hits. Stores for juniors and teenagers usually play loud and popular music. In department stores which target various markets, often different types of music can be played in each department, so that each section will have its own ambience (Levy and Weitz, 2004). Music is most effective when consumers have low cognitive and / or high affective involvement with the product, such as in the case of jewelry, sportswear and cosmetics. On the contrary, music will be less effective when consumers have high cognitive involvement, as in the case of buying cars, appliances and PCs (Bruner, 1990). Retail and service managers need to consider the affect of music on their customers and need to make sure that the music will match the retail environment.

Impact of Store Environment on Mood, Emotion and Cognition

Environmental psychology literature suggests that employees and customers in service firms respond to physical surroundings in three ways: cognitively, emotionally and physiologically. These responses in return influence their behavior in the environment (Bitner, 1992). Most scholars who have studied retail atmospherics followed environmental psychologists Mehrabian and Russell's pleasure/arousal research, which analyzes the effects of physical environment on human behavior. In 1974, Mehrabian and Russell proposed a stimulus-arousal-response PAD model, which includes three dimensions: pleasure, arousal and dominance (i.e. feeling of control). According to this model, environment-person interaction consists of two phases. In the first phase, environmental stimuli generate emotions

of pleasure, arousal and dominance referred as the "PAD". In the second phase, the emotions stimulate approach or avoidance behaviors. Approach behaviors are the positive behaviors such as desire to remain in the store and examine the merchandise. On the contrary, avoidance behaviors are negative ones such as desire to leave the store and not wanting to browse.

In 1982 Donovan and Rossiter used the Mehrabian-Russell model to carry out the first marketing study with retailers, to test the store atmosphere's impact on customers' emotions and behaviors. Based on the findings, Donovan and Rossiter suggested that "store-induced feelings of alertness and excitement can increase time spent in the store and also willingness to interact with sales personnel" (Vaccaro, Yucetepe, Baumgarten and Lee, 2008). Furthermore they found that approach behaviors such as shopping enjoyment, spending money, browsing time, are influenced by perceptions of the environment (Bitner, 1992). In 1984, Obermiller and Bitner showed that, in an emotionally pleasing retail environments consumers evaluate products more positively (Chebat and Michon, 2003). All these studies in fields of environmental psychology and in marketing reveal that quality of the environment is directly related to approach and avoidance responses to the environment (Hui, Dube and Chebat, 1995).

In the study they have carried out in 1987 to analyze the consumer mood in clothing stores, Sherman and Smith found that consumer moods have a positive relationship with store image, number of items purchased, and amount of money spent, unplanned purchases, and more time spent in the store than planned. They suggested that in order to affect consumers' mood and store image positively retailers can change the store's light level or play music which appeals to the shoppers (Vaccaro, Yucetepe, Baumgarten and Lee, 2008).

Store atmospherics can also affect people in physiological ways. Loud music can cause discomfort. Temperature of the store can cause people to perspire or to shiver. Lighting level may inhibit the ability to see merchandise clearly. All these physical responses will in return prevent the consumers from enjoying the shopping environment and will make them leave the store.

Impact of Store Environment on Customer Behavior

Demographics, lifestyles, needs and desires, shopping attitudes and behavior, retailer actions and environmental factors all affect retail shoppers. Previous research has shown that store atmospherics can also have an impact on consumer decision making and behaviors such as time spent in the store, purchase intentions, impulse buying and repeat purchase behaviors. According to Darden and Erdem (1983), attitudes toward store environment can sometimes be more influential in determining the store choice than attitudes toward the product

(Spangenberg, Crowley and Henderson, 1996). Store environment can affect motives for product usage and also how the product is evaluated.

The amount of time a shopper spends in the store is very important; therefore retailers try to increase this time by enhancing the shopping experience. Donovan and Rossiter (1982) highlighted that the more pleasant the customer finds the environment, the longer he or she will stay in the store and the more items he or she will handle and buy. Based on the findings of their study conducted in 1994, Darden and Babin emphasized that positive shopping experience can further help to build a positive store image. As underlined by Baker, Grewal and Parasuraman in 1994, positive shopping effect also improves perceptions of product and service quality (Babin and Attaway, 2000). On the contrary, Eroglu and Machleit (1990) showed that negative shopping experience increases consumers' desires to leave the store.

According to earlier survey results, a large percentage of the shoppers make unplanned purchases (Berman and Evans, 2007). This is why store atmospherics is very critical in order to tempt the customers to make a purchase and to increase impulse buying. Furthermore, positive shopping experience and previous customer satisfaction will affect future shopping preferences and therefore will impact repeat visiting behavior and store loyalty.

Effect of Atmospherics on Creating Customer Value and Share

Shopping can be done for utilitarian (functional) reasons or for hedonic (pleasurable) reasons. Atmospheric elements help to create both utilitarian and hedonic shopping value. Task oriented consumers want to complete the shopping and acquire the needed product with minimum effort. They find high arousal environments unpleasant, as they require more effort to complete the shopping. Unlike task oriented shoppers, consumers who shop for hedonic reasons find high arousal environments pleasant because they find shopping in such environments more exciting and rewarding (Kaltcheva and Weitz, 2006). Retailers need to consider the shopping motivation of their target customers before they decide on the level of arousal and excitement, so that atmospheric elements will not have an adverse effect on the customer value.

In their research conducted in 2000, Babin and Attaway found that atmospheric conditions which evoke positive shopping experience help to build customer share, whereas atmospheric conditions which have negative affect reduce customer share (Babin and Attaway, 2000). Therefore it can be said that store atmosphere affects customers' emotions, which help to determine the shopping value, which in return leads to customers to choose the same store repeatedly.

Effect of Atmospherics on Store Satisfaction, Store Loyalty and Store Patronage

Retail atmosphere plays an important role in influencing customer satisfaction and can be useful in developing store loyalty. Store commitment is an important part of store loyalty. If customers are loyal, they patronize a particular store or retailer which they like and trust. Store patronage includes the possibility of shopping at the store again in the future and also recommending it to others (Baker, Parasuraman, Grewal and Voss, 2002). As shown by Bitner in 1990, store satisfaction is an antecedent of store loyalty (Bloemer and Ruyter, 1998).

The model which Baker, Parasuraman, Grewal and Voss developed suggests that store environmental dimensions influence consumers' perceptions of store choice criteria, which in turn affect store patronage. According to the model, merchandise value is a function of perceived merchandise price, merchandise quality and shopping experience costs, which include time, effort and emotional stress spent during shopping (Baker, Parasuraman, Grewal and Voss, 2002).
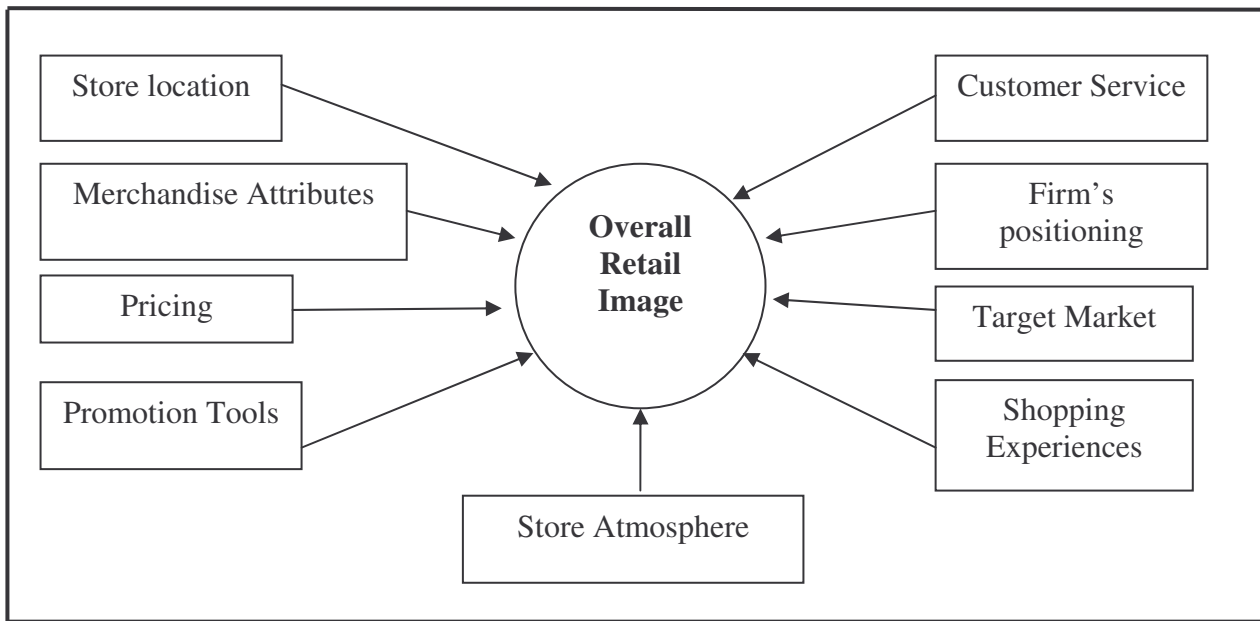
As Bitner highlighted in 1992, design, social and ambient environment cues are critical when assessing stores since they provide information regarding quality and price of product and the shopping experience (Baker, Parasuraman, Grewal and Voss, 2002). Kotler suggested in 1973 that, store atmospherics may create price perceptions independent of the actual prices. He also specified that (1973), design of a retail store influences how consumers evaluate quality of the products.

Store design features such as, layout and product display, have an important impact on shopping experience and store patronage. However characteristics and demographics of the target customer group are also critical when planning the store environment. Low stress shopping environment is usually the key in attracting and maintaining customers.

Retail Atmosphere and Retail Image

Retail image is a broader concept than retail atmosphere. It can be defined as the customer's perception of the store and its attributes (Cox and Brittain, 2004). Store image is composed of different elements of the retail marketing mix. Store atmosphere is one of these elements. Each retail store may have a distinctive image in consumers' minds, which is usually based on different elements of the retail mix. According to Gosh (1990) these elements are location, merchandise, store atmosphere, customer service, price, advertising, personal selling and sales incentive programs (Bloemer and Ruyter, 1998).

Figure 2: Elements of Retail Image (Berman and Evans, 2007)

Store location

Merchandise Attributes

Pricing

Promotion Tools

Overall Retail Image

Customer Service

Firm's positioning

Target Market

Shopping Experiences

Store Atmosphere

Elements of the retail mix need to meet customer expectations for the customers to be satisfied and become loyal. Mazursky and Jacoby (1986) and Osman (1993) all stated that store loyalty may be positively related to store image and in 1998 Bloemer and Ruyter showed that store image can influence store loyalty through store satisfaction (Bloemer and Ruyter, 1998).

A retailer uses its image to position itself. To be successful a retailer should have a distinctive, clear and consistent image. Especially for chain retailers, franchisors and global retailers it is important to have a consistent image among all the branches. Store's atmospheric elements need to be in line with its image and they also help to enhance the image. In 1994, based on his studies Baker highlighted that classical music along with soft lighting and multiple salespeople help to generate an upscale retail image, which in return result in higher consumer ratings of service and quality (Vaccaro, Yucetepe, Baumgarten and Lee, 2008).

Store's image should also be in conformity with its target customers (Frings, 2001). In 2000, Sergy, Grewal and Mangleburg proposed that consistency between the store's image and consumer's self image leads to a positive attitude towards the store and thus influence retail patronage (Vaccaro, Yucetepe, Baumgarten and Lee, 2008).

Retail Atmosphere and Retail Positioning

Positioning strategy is an important part of retailer's marketing approach. Customer loyalty can be built by following a clear positioning strategy, which can be achieved by developing a distinctive image and reinforcing the image with its merchandise, services and

atmosphere. Two opposite positioning strategies, which have become popular are; mass merchandising and niche retailing. In mass merchandising approach, retailers try to appeal to a broad customer segment, attract a lot of customers, achieve high stock turnover and economies of scale, offer a wide or deep group of products, and have a large store and a discount or value oriented image. Whereas in niche retailing, retailers target specific customer segments and develop distinctive strategies to meet their specific needs. In this case price is not the major focus.

According to Turley and Milliman (2000), stores with narrow target markets can benefit more from manipulating their retail environment's elements than stores which aim at many market segments (Matilla and Wirtz, 2001). Consumers and employees can categorize the store mentally based on their perceptions of the physical surroundings; therefore atmospherics may help to position and distinguish a store by influencing how it is categorized.

Research Model and Propositions

For the scope of the study, store image is defined based on type of merchandise and pricing structure and store atmosphere is determined by visual and non-visual cues. Proposed model shown in figure 3 suggests a two way relationship between store atmosphere and store image, according to which atmospheric elements may have an impact on store image and store image may influence the selection of atmospheric elements. The model also indicates the possible impact of store atmosphere on quality of shopping experience.

Figure 3: Proposed Model of the Study
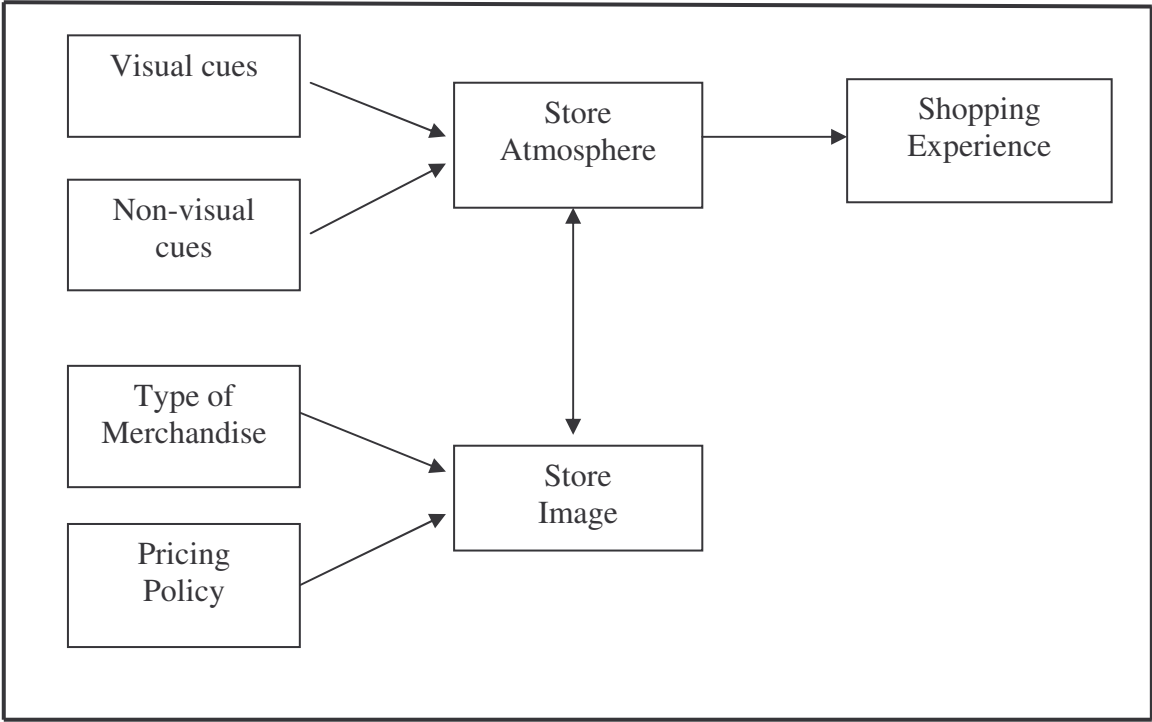
Based on literature reviewed propositions of the study can be listed as below:

1. Stores in the same category are expected to use similar retail environment factors.
2. Light and neutral colors can be used in stores to arouse feelings of spaciousness and calmness.
3. Brighter lighting is more important in retail environment and spot lights are often used in clothing stores to highlight products.
4. When neutral and inoffensive scents are used customer's perception of the store is more positive than stores where there is no scent.
5. Chain retailers, franchisors and global retailers are expected to have a consistent image among all the branches.
6. Store's atmospheric elements are in line with its image and merchandise.
7. Most predominant atmospheric elements are color, music and lighting.

Method

This is a qualitative, exploratory research conducted in Izmir, Turkey, which includes two separate groups of samples. First one being fashion retailers and their store managers and the second one being the customers of these stores. Based on literature studied and researcher's previous experience in the apparel industry, judgement sampling was used in selecting the representative fashion retailers under study.

Sources of information used in the study are direct observations of retail environments and interviews with store managers and customers. Seventeen fashion retailers in Izmir were visited. Two dimensions are used to group the stores: type of merchandise and pricing policy. Table 3.1 includes the list of the stores classified based on these two dimensions.

Table 3.1 Classification of the stores

	ELEGANT&FORMAL	**CASUAL**
UP-SCALE	VAKKO BEYMEN LIBAS	HILLFIGER DENIM CARNEVALE DIESEL JEANS LAB NAUTICA V2K
MID-SCALE	IPEKYOL NETWORK BANANA REPUBLIC	MAVI FENERIUM BENETTON TWIST &STYLE

Dimensions such as store exterior, store interior, visual cues like interior design, layout, color and lighting, non-visual cues like music and scent, and social cues were examined during the store observations. Observations were recorded using a checklist containing a total of 42 points. The observation guideline can be found in Appendix A.

One-to-one in depth interviews were carried out with store managers. A semi-structured discusion guide was used, which includes sections on general information regarding the store, demographic characteristics of target customers, store exterior, store interior, visual cues, non-visual cues and store image.   Interviews were qualitatively conducted. In addition to open ended questions, key remarks and comments were recorded using a summary sheet. The manager interview guideline can be found in Appendix B.

The last data collection method used was customer interviews. 58 customers were interviewed, of which 28 customers were selected from stores selling casual products and 30 from the stores selling more elagant and formal styles. Table 3.2 gives the number of customers interviewed in each category. Customer interviews mainly covered topics regarding lighting, color, music, scent, general store atmosphere and the feelings associated with it. Semi structured discusion guide was used and summary of dicussions were recorded. The customer interview guideline can be found in Appendix C.

Table 3.2 Customers Interviewed in each Category

	ELEGANT&FORMAL	CASUAL
UP-SCALE	16 customers	15 customers
MID-SCALE	14 customers	13 customers

Findings

Findings from observations and interviews are grouped under four categories, which are store exterior, visual cues, non-visual cues, and evaluation of store atmosphere and store image.

Store Exterior

For majority of the stores selected, window displays are designed by the visual merchandising group based at headquarters and are changed frequently. Most of them show a representative assortment of the store's merchandise accompanied with prices. Only some of the upscale stores visited show the newest fashion trends without attaching the prices. More

than half of the stores have an attractive store sign. Category of the store does not seem to have an effect on the attractiveness of the window display or the store sign.

Store Interior

Interior of most of the stores is designed by headquarters and is not changed frequently, unlike window display. Only minor changes are made in some of the stores occasionally. Majority of the stores do not have mannequins inside the store, mainly due to limited space. Point of purchase areas are used in almost all of the casual stores and only in one of the elegant stores. These areas, which are mainly used to display accessories, are often located in spots where customers wait, such as the checkout line, in order to increase impulse buying. Promotional areas do not exist in upscale stores. Almost all the stores make use of interior walls, either to hang posters and bill boards or to store or display merchandise.

As far as flooring material is concerned, tile is the most commonly used flooring in the stores selected. Marble is only used in upscale stores and stores which sell elegant styles, which supports proposition one. Concrete is used in casual stores and concrete is chosen to resemble the street look in these stores. Wood flooring is common in stores which sell denim products. It is also believed to create a warm atmosphere and therefore used in dressing rooms of one of the elegant stores.

Fixtures and pipes are covered in almost all the elegant stores. On the contrary, most of the casual stores leave their pipes exposed on purpose as part of the concept. Some of these casual stores are upscale contrary to assumption made in proposition one. Dressing rooms of all upscale elegant stores are luxurious, which is in line with proposition one. Almost all of the remaining stores have plain dressing rooms. As far as spatial crowding is concerned, in all the stores selling elegant styles aisles are wide and customers have enough space to shop. However, some of the upscale stores selling casual clothes are crowded with limited space for customers to shop. Spatial crowding is perceived negatively by customers in all types of stores.

Visual Cues

Except for few casual stores, lighting is bright in all the stores visited, which is also in line with majority of the customers' preference. This finding supports proposition three that bright lighting is important in retail environment. Even though dim lighting is part of the concept for stores selling casual products and which target younger customers, most of the stores which sell these type of products still choose to use bright lights as it is preferred by most of the customers. Many of the managers and customers believe that bright lights enable

to see the products better and also some think that it livens up the atmosphere. Day light is used to ensure that the colors of the products are seen correctly.

Spots are the most prefered type of ligting and they are often used to highlight the merchandise, which is in conformity with proposition three. In none of the stores lighting is used to hide unwanted features. None of the elegant upscale stores use chandeliers. Instead few upscale casual stores make use of one or two chandeliers in their stores. Fluorescent is only used in one of the stores which serves all customer groups. Based on findings from interviews, it can be said that concept of the store does not have a major impact on selection of lighting. Generally higher level of lighting is selected in most of the stores as it shows the products better and is prefered by customers and retailers.

Majority of the stores use neutral colors such as white, cream and gray in their stores. None of the elegant upscale stores use cool colors. Cool colors are used only in few casual stores. Warm colors are used to accessorize few of the casual stores. Wood is preferred by retailers from various categories for different reasons. Some elegant stores use it to add a warm feeling to store atmosphere, whereas one associates it with office environment and uses it at men's department. Wood is also preferred by stores selling denim products.

Majority of the stores use dull colors and only some casual stores add bright colors to liven up the atmosphere. All the elegant stores use light colors which supports proposition one. Mostly darker colors or a combination of both light and dark colors are preferred in casual stores. Light colors are preferred more by both customers and store managers as they create a relaxing, spacious atmosphere, which is in line with proposition two. Overall most of the customers are happy with the colors used but some feel that bright colors need to be added to create some excitement. It can be concluded that hue and intensity of the color do not vary a lot between different categories of stores, because in most stores neutral and dull colors are used. However value of the color plays a role, as light colors are used mostly in elegant stores and darker colors in casual stores. Furthermore only few of the store managers and none of the customers related color with the concept of the store. Theatrical effects are used in only few of the seventeen stores, all of which make use of TV to show programs and catwalks related to their concept and merchandise.

Non-visual Cues

All the stores play music and in majority, music played is chosen by the headquarters. In most of the stores music is changed frequently. Unlike color and lighting, concept of the store has an important role in selection of music type and tempo. In all of the elegant stores slow tempo music is played and in all the casual stores fast tempo music is played, which

supports proposition one. Chill out, lounge, classical and jazz are popular types of music for elegant and upscale stores, whereas pop is the most popular option in casual stores. Some casual stores also play rock, techno, house, club and hip hop. Only in one of the stores selling Turkish brand Turkish pop is played occasionally. Few of the stores have their own radio and play the same music in all the branches at the same time and one has its own TV channel.

Even though music type and tempo is consistent within the same category of stores, music volume is relatively less dependent on the concept. In none of the elegant stores music volume is high, which is in conformity with proposition one, but also some of the casual stores prefer not to play loud music. Major factor behind this is not to disturb the customers. Even though some stores play loud music to attract customers to the store, generally loud music is not preferred not to disrupt communication with the customers. Especially in luxurious stores they arrange the volume of the music so that the customers will not be disturbed but at the same time they will also not hear each other.

All the customers want music to be played in the stores. Majority of the customers are happy with the music played in the stores and their preferences are generally in line with the store's selection. Apart from concept, two other factors seem to affect retailers' music choice, which are customer feedback and season. Some play different music in winter and summer and customer feedback is especially critical on tempo and volume of the music. In conclusion it can be said that music is a critical atmospheric element and it is selected in conformity with store's image and concept. Therefore stores in the same category play similar types of music.

Unlike music, scent is not a very critical atmospheric element. Even though all the stores, apart from one, stated that they use ambient scent in their stores, majority of the customers and the researcher could not smell it and some of the customers even pointed out that they prefer stores not to use any artificial odors. In majority of the stores, store managers decide on the nature of the scent to be used and in all the cases room fresheners are used. Only in few stores headquarters decide on the nature of the scent. In none of the stores scent was strong.

According to store managers, fresh, fruit, flower and natural scents are the most widely selected options. Nature of the scent selected is not related with the category of the store. Main factor behind the selection of scent is it to be mild and agreeable, which is in accordance with customers' preferences as well. This also supports proposition four. Another factor can be season as in few of the stores different scents are used in winter and summer. In winter more spicy scents such as cinnamon or vanilla are used whereas in summer mostly flowery smells are preferred.

Based on customers' views, mild and clean scents such as soap, vanilla, powder are the frequent choices for elegant stores and fresh, spicy and tropical are the common choices for casual stores, fresh being the most predominant. Few of the customers also mentioned that stores can use their own perfumes. Customers' preferences in most of the cases did not match the store selection. Overall it can be said that it is hard to consider scent as a critical atmospheric element. Generally mild scents are preferred both by retailers and by customers but there is not a consistency in nature of scents selected between different categories of stores.

Evaluation of Store Atmosphere and Store Image

Majority of the stores selected are specialty chain stores which sell both ladieswear and menswear. Almost half of these apparel chains do not have uniform and consistent atmospheric elements among all the branches, which is contrary to proposition five. Atmospheric elements used in each branch may change based on location of the store and when the store is opened. Every new branch opened may have a new concept. This is especially valid for interior design of the store. Music type is mostly consistent among the branches. However nature of the scent usually differs from branch to branch as it is depends on store manager's choice.

Duration of customer stay is longer in upscale elegant stores compared to midscale casual stores. However based on the findings of the study it is not possible to deduct a relation between the entertainment level of the stores and duration of the customer stay. Most of the stores are not found entertaining and the few which are relatively more entertaining than the others belong to different categories.

Consistency of store atmosphere and store image, and consistency of store atmosphere and merchandise are higher for all elegant stores and for upscale casual stores. For the midscale casual stores, the results vary. Upscale elegant stores have relatively distinctive atmospheres compared to most of the others. For the rest of the stores, results vary irrespective of store category.

Based on customers' views upscale elegant stores are found most attractive followed by upscale casual stores. Most of the midscale elegant and casual stores are found less attractive. As far as perceived entertainment level is concerned, a consistency is not found as it varied from customer to customer and from store to store. For some of the stores the feelings which the store atmosphere evoked in customers are in line with the store image that the retailer tries to create. These stores do not belong to a particular category. For rest of the

stores feelings which the store atmosphere inspired are not in conformity with the desired store image.

Discussion

Based on the findings of the study, propositions made previously can be evaluated as below:

Proposition 1: Stores in the same category are expected to use similar retail environment factors.

This proposition is accepted for factors such as; dressing rooms, value of color, tempo and type of music. Elegant and upscale fashion retailers have luxurious dressing rooms, use light colors in decoration, play slow tempo and soft music such as classical, jazz, chill out or lounge. On the other hand, casual and midscale fashion retailers have plain dressing rooms, prefer darker colors in decoration and play faster tempo pop music. However proposition is not valid for factors such as lighting, volume of music and scent, as bright lighting is preferred in most of the stores irrespective of category; volume of music is not loud in most stores not to cause discomfort to customers; and nature of scent varies based on store managers' decision.

Proposition 2: Light and neutral colors can be used in stores to arise feelings of spaciousness and calmness.

This proposition can be accepted, as customers of stores which use light and neutral colors in their store design often described the store atmosphere as calm, peaceful and relaxing. Furthermore light colors are often associated with spaciousness.

Proposition 3: Brighter lighting is more important in retail environment and spot lights are often used in clothing stores to highlight products.

This proposition is accepted as brighter lighting is preferred by majority of the retailers and customers, irrespective of the category and concept, because it is regarded that lower lighting level may inhibit the ability to see merchandise clearly. It is also shown that in almost all the stores spot lights are used to highlight products.

Proposition 4: Neutral and inoffensive scents are preferred to not using any scent.

This proposition can also be accepted. Even though some customers do not prefer retailers to use artificial odors, majority of the customers stated that they prefer neutral and inoffensive scents. Most of the store managers also stated that they prefer neutral and inoffensive scents not to cause discomfort to the customers. However it is important to be aware that if all the stores smell alike, the impact the scent will have on consumers will decrease. Therefore retailers need to use distinctive scents in order to differentiate their stores

from the others. Furthermore in none of the stores the scent was strong as the retailers are also aware that if the intensity of the smell is too high it can affect the customers negatively.

Proposition 5: Chain retailers, franchisors and global retailers are expected to have a consistent image among all the branches.

This proposition is rejected as most of the chain fashion retailers in the study do not have uniform and consistent atmospheric elements among all branches. This is especially valid for interior design of the store, which depends on location of the store and when the store is opened, and nature of scent used, which depends on the store manager's choice.

Proposition 6: Store's atmospheric elements are in line with its image and merchandise.

This proposition is not accepted for all the atmospheric elements, because not all the factors used in retail environment are in line with the store image. Furthermore it is not valid for fashion retailers in all categories. In upscale elegant fashion retailers most of the factors are in line with the store image, as most have marble flooring, luxurious dressing rooms and un-crowded aisles, use bright lighting and light colors and play soft, low tempo music in low volume. However this varies in casual fashion stores as some retailers do not prefer to use dim lights, darker colors and loud music because they are not preferred by customers.

Proposition 7: Most predominant atmospheric elements are color, music and lighting.

This proposition is partly accepted. Based on the findings, music is the most predominant atmospheric element used in the stores selected, because music type and tempo is selected in line with image and concept of the store and stores in the same category play similar types and tempo of music. Even though light colors are used in all the elegant stores it is not enough to state that color is a critical factor because only in few of the stores concept is taken into account in selecting the colors. Neutral colors are used in most stores so color cannot be used to distinguish the store category. Same is true for lighting as well. Even though all the elegant stores use bright lighting and some of the casual stores use dim lighting, lighting cannot be used to differentiate the stores as bright lighting is preferred in most of the stores.

Limitations and Further Research

Fashion retailers which were selected from Izmir may not represent the whole population of interest. Therefore the study can be extended and carried out in other major cities of Turkey to reach to a more geographically representative sample. This will enable the researcher to confirm and generalize the findings. Furthermore different branches of the same fashion retailer can be observed to assess the similarities and differences between branches.

As far as the customer sample is concerned, due to its exploratory nature the study included a small number of respondents.

Some of the store managers had limited knowledge especially on store's positioning strategy. Therefore marketing managers and visual merchandisers from headquarters can be interviewed to gain a better understanding of strategies regarding store image, positioning and various factors of retail environment.

Quantitative research can be carried out with a larger sample size for further research to enable extensive statistical analysis.

Managerial Implications

As in other industries, competition in retail business has become intense as well especially with the introduction of various shopping alternatives, new store concepts and formats. In order to compete, stores need to have a distinctive atmosphere and provide an extraordinary shopping experience both to attract new customers and to retain existing customers. One way to build sustainable competitive advantage is through customer loyalty. Developing a clear positioning strategy and creating an emotional attachment can help to build loyalty.

Successful retailers define their target markets well, understand the customer insight and position themselves strongly. They have a distinctive, clear and consistent image. Some consumers have little time for shopping, others are not interested in shopping, some enjoy bargain hunting, others like browsing and window shopping and some like to be pampered. No matter how diverse the customers they each encounter a retail experience when shopping. Retailers need to try to figure out best ways to entertain shoppers and also to make them feel comfortable. They can create a perfect shopping mood by using visual and non-visual cues.

Atmosphere of the retail environment is an important part of the product and can influence product image, store image and consumers' purchasing behavior and satisfaction level. A store's physical environment should be consistent with its image, strategy, merchandise and the pricing policy. Combination of different types of store atmospherics elements helps to determine retailers' positioning, which in return may become its competitive advantage. Therefore retail managers can use store atmospherics as a strategic tool to differentiate their stores from competitors'. However one should also note that store atmospherics by itself is not enough to attract and retain customers. The combined impact of merchandise quality, pricing and sales assistance should not be disregarded.

This study is a pioneering work aiming to provide guidance to increase understanding of atmospherics in fashion retailing in Turkey. Results of the study indicate that not all

atmospheric elements are in line with the store image and merchandise. It is noticed that among all the factors, music is the most predominant atmospheric element used in fashion retailers. The project also shows that it is still not possible to use store atmospherics as a basis of classification because bright lighting, inoffensive, natural scents, and neutral colors are preferred in most stores, irrespective of the store category and concept.

In conclusion it can be said that even though atmospherics is becoming an important concept in retailing, it is still an area to be developed in practice and needs to be investigated further academically in Turkey.

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STORE NAME:
DATE:

OBSERVATION GUIDELINE

TYPE OF STORE	specialty strore	department store	discount store		
TYPE OF OWNERSHIP	chain	franchise	independent		
TYPE OF MERCHANDISE	menswear	womenswear	both		
STORE EXTERIOR					
Rate the attractiveness of store name sign.	5	4	3	2	1
Rate the attractiveness of window display.	5	4	3	2	1
Does window display have a theme?	yes	no			
STORE INTERIOR					
VISUAL CUES					
Is the store design flexible?	yes	no			
Does the inside decoration look old and outdated?	yes	no			
Are there promotional areas?	yes	no			
Are there mannequins ?	yes	no			
Do they make use of wall space?	yes	no			
Do they make use of POP areas?	yes	no			
Is the signage inside the store clear?	yes	no			
Type of flooring used/	wood	carpet	concrete	tile	other
Are the store fixtures i.e. pipes covered?	yes	no			
Evaluate the dressing facilities.	luxurious	plain	not exist		
Are the aisles wide and un-crowded?	yes	no			
Do the customers have enough space to shop?	yes	no			
Is the store clean?	yes	no			
Evaluate the store lighting.	very bright	bright	dim		
Type of lighting.	chandelier	fluorescent	spotlights	other	
Does the lighting highlight merchandise?	yes	no			
Is the lighting used to hide unwanted features?	yes	no			
What colors are used in store design.					
Are the colors used cool or warm (hue)?	cool	warm			
Are the colors used bright or dull (intensity)?	bright	dull			
Are the colors dark or light (value)?	dark	light			
Have they used any theatrical effects?	yes	no			
NON-VISUAL CUES					
Is music used inside the store?	yes	no			
Is the music loud (volume)?	yes	no			
Is the music fast (tempo)?	yes	no			
Type of music used.	classical	jazz	pop	Turkish pop	other

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Is the store scented?	yes		no						
Type of scent used (nature).									
SOCIAL CUES									
Are the employees polite?	yes		no						
Are the employees helpful?	yes		no						
Are the employees well-groomed?	yes		no						
Are the employees friendly?	yes		no						
OVERALL EVALUATION									
Rate the consistency of store atmosphere and store image.	5		4		3		2		1
Rate the consistency of store ambience and merchandise.	5		4		3		2		1
How entertaining is the store environment-rate?	5		4		3		2		1
How distinctive is the store ambience-rate?	5		4		3		2		1

APPENDIX B

STORE NAME:
MANAGER'S NAME:
DATE:

MANAGER INTERVIEW GUIDELINE

GENERAL STORE INFORMATION								COMMENTS
What is the type of the store?	specialty		Variety		Department		discount	
What is the ownership structure?	chain		Franchise		independent			
Are design and atmospherics elements same in all branches?	yes		No					
What category of products do you sell?	mens		Womens		both			
DEMOGRAPHICS OF TARGET CUSTOMERS								
Are majority of your target customers male or female?	Male		Female					
Average age group of your target customers?	0-14		15-24		25-44		45-60	60+
Income level of target customers?	upper level		middle level		lower level			
OTHER CUSTOMER CHARACTERISTICS								
Do you measure the loyalty of your customers?	Yes		No					
What percentage of your customers are loyal?	more than 70%		50%-70%		30%-50%		less than 30%	
Do you measure the duration of customer visit?	Yes		No					
How long in average each customer stays in store?	more than 45min		30-45min		15-30min		less than 15min	
Do you measure percentage of customers who make a purchase?	Yes		No					
What percentage of the customers make a purchase?	more than 70%		50%-70%		30%-50%		less than 30%	
What do you do to increase customers' motivation to shop:								

Do you have any loyalty (frequent shopper) programs?	Yes	No				
If yes, what are they (i.e. loyalty card)?						
Do you use any entertainment techniques in your store to enhance shopping experience and what are they?						
What do you do to attract customers?						
STORE EXTERIOR						
Who designs the window displays?						
How many times do you change window displays in a year?	two-three	four-five	six-seven	more		
STORE INTERIOR						
VISUAL CUES						
Is it easy to change your store layout?	Yes	No				
Who is in charge of the store interior design and decoration?						
How many times do you change the store design in a year?	not change	Once	twice	three times	more	
What type of lighting do you use?	chandelier	fluorescent	spotlights	other		
Do you prefer to use bright or dim lighting?	bright	Dim				
Is there any reason for this?						
Who decides on the colors to be used inside the store?						
How often are the colors changed in a year?	not change	Once	twice	three times	more	
How do you choose the colors?						
Do you prefer to use cool or warm colors (hue)?	Cool	Warm	both	neutral		
Do you prefer to use bright or dull colors (intensity)?	bright	Dull	both			
Do you prefer to use dark or light colors (value)?	Dark	Light	both			
NON-VISUAL CUES						
Do you play music inside the store?	Yes	No				
If yes, what type of music?	classical	Jazz	pop	Turkish pop	other	
Who choses the music?						
Do you prefer to have the music loud?	Yes	No				
Why or why not?						
Do you prefer to have the music fast?	Yes	No				
Why or why not?						
How often do you change the music in a year?	two-three	four-five	six-seven	more	more	
Do you use scent inside the store?	Yes	No				
If yes, what is the nature of scent used?						
Who chooses the scent?						
Based on what factors do you choose the scent?						
STORE IMAGE AND POSITIONING						
Can you describe your store image						
How do you position your store						

STORE NAME:
DATE:

CUSTOMER INTERVIEW GUIDELINE

										COMMENTS
Age										
Gender	Female		Male							
Can you rate the attractiveness of store environment	5		4		3		2		1	
How entertaining is the shopping experience?	5		4		3		2		1	
Are you happy with the lighting used?	Yes		No							
Do you prefer bright or dim lights?	Bright		Dim							
How appropriate are the colors used inside the store?	5		4		3		2		1	
If you change the colors what would it be?										
Do you like the music used?	Yes		No							
If you change the music what would it be?	Pop		Jazz		Classic		Turkish		Other	
Do you prefer not to have any music?	Yes		No							
Do you like the scent used?	Yes		No							
If you change the scent what would it be?										
Do you prefer not to have any scent?	Yes		No							
Does the store atmosphere evoke any particular feelings?	Yes		No							
If yes, can you elaborate.										

```
ERROR: syntaxerror
OFFENDING COMMAND: --nostringval--

STACK:

(Ertekin_Gurkaynak)
/Title
()
/Subject
(D:20101221110651)
/ModDate
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/Keywords
(PDFCreator Version 0.8.0)
/Creator
(D:20101221110651)
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