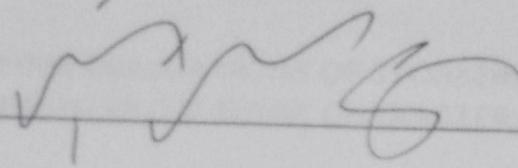


**FACTORS AFFECTING EVALUATIONS OF STOREFRONT
DESIGNS AND INFERENCES ON STORE CHARACTERISTICS**

**A THESIS SUBMITTED TO THE DEPARTMENT OF
INTERIOR ARCHITECTURE AND ENVIRONMENTAL
DESIGN AND THE INSTITUTE OF ECONOMICS AND
SOCIAL SCIENCES OF BİLKENT UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF FINE ARTS**

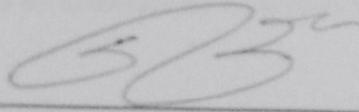
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Yasemin Burcu akırlar
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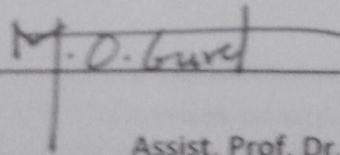
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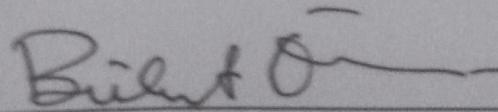
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Approved by the Institute of Fine Arts



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ABSTRACT

FACTORS AFFECTING EVALUATIONS OF STOREFRONT DESIGNS AND INFERENCES ON STORE CHARACTERISTICS

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The aim of this study was to examine the factors affecting the evaluations of storefront designs and to understand how they relate to inferences on store characteristics.

The study consists of two parts. In both parts of the study, 12 color photographs of storefronts manipulated to represent two different levels of crowdedness and openness levels were used. The first part was conducted with 70 students from Interior Architecture and Environmental Design Department, Bilkent University. They were asked to rate the storefronts on a semantic differential scale which consisted of adjective pairs involving evaluations of storefront designs and those related to their inferences on the items which may be sold in the stores. In the second part, interviews with 32 shoppers were conducted in a shopping mall, regarding their preferences on the same storefronts displayed together on a board, and reasons affecting their appraisals.

The results show that the evaluations of storefront designs have a strong relationship with the inferences on store characteristics. Crowdedness, openness, complexity and familiarity of the storefronts were also found to affect the appraisals of storefronts.

Key Words: store atmospherics, evaluations, crowdedness, openness, storefronts, complexity, familiarity

ÖZET

MAĞAZA CEPHELERİNİN DEĞERLENDİRİLMESİNİ VE MAĞAZANIN ÖZELLİKLERİYLE İLGİLİ ÇIKARIMLARI ETKİLEYEN FAKTÖRLER

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Temmuz, 2010

Bu çalışmanın amacı, mağaza cephesi tasarımlarının değerlendirilmesini etkileyen faktörleri incelemek ve bu değerlendirmelerin mağazayla ilgili çıkarımlarla ilişkilerini anlamaktır.

Çalışma iki bölümden oluşmaktadır. Her iki bölümde de, farklı açıklık ve kalabalıklık seviyelerini göstermek üzere düzenlenen 12 renkli mağaza cephesi fotoğrafı kullanılmıştır. Çalışmanın ilk kısmı, Bilkent Üniversitesi İç Mimarlık ve Çevre Tasarımı Bölümü'nden 70 öğrenciye uygulanmıştır. Mağaza cephesi fotoğrafları gösterildikten sonra, katılımcılardan gösterilen mağaza cephelerinin tasarımı ve bu mağazalarda satılabilecek ürünlerin olası özelliklerini ilgili sıfat çiftleri için anlamsal farklılaşma ölçeği üzerinde değerlendirmeleri istenmiştir. Çalışmanın ikinci bölümünde ise, bir alışveriş merkezinde alışveriş yapan 32 katılımcıyla, mağaza cepheleriyle ilgili tercihlerini ve görüşlerini inceleyen görüşmeler yapılmıştır.

Çalışmanın sonuçları, mağaza cephesinin değerlendirilmesi ve mağazayla ilgili çıkarımlar arasında güçlü bir ilişki olduğunu göstermiştir. Ayrıca, mağaza cephelerinde, kalabalıklık, açıklık, karmaşıklık ve tanıdıklığın tasarımın değerlendirilmesinde etkisinin olduğu bulunmuştur.

Anahtar Kelimeler: mağaza atmosferi,değerlendirmeler, kalabalıklık , açıklık, mağaza cepheleri, karmaşıklık, tanıdıklık

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1. INTRODUCTION

The main aim of the studies and writings on *aesthetics* by philosophers, psychologists, artists or environmental design professionals has been to understand what gives pleasure to people and why (Lang, 1987, p.179). Today, the term is used in discussions for a wide range of matters including both the objects and the processes such as buildings and design, furniture or housework. Even, everyday objects such as a car interior, office furniture or cutlery are discussed with their aesthetic qualities which influence people's judgments with their different properties, although they are not primarily designed for aesthetic appreciation (Stich, Knauper, Eisermann and Leder, 2007).

People spend most of their time in built environments. The influence of environment on behavior has long been recognized by architects, interior designers, landscape architects, environmental psychologists and many researchers from different disciplines. In 1973, Kotler claimed that, "Aesthetics are appearing in places where individuals buy" (p. 49). Today, it is known that, consumption behavior of individuals is also affected by their evaluations of the physical environment. Design of retail environments influence people to enter a store, to stay and explore (Donovan and Rossiter, 1982, Joyce and Lambert, 1996; Turley and Milliman, 2000). So, it is not surprising that, many studies give emphasis to the perception and appraisals of retail environments as an important aspect of store image, in other words "the way the store is defined in the shoppers' mind" (Joyce

and Lambert, 1996, p.24). In other words, it is possible to design store interiors and exteriors to create specific feelings in shoppers.

The exterior of a store usually generates the first impression and this impression could influence shoppers' inferences about a store's merchandise and could alter their shopping behaviors (Yüksel, 2009). Storefront may be simply defined as the facade of a shop which consists of the store façade, window display and the seen part of the interior from outside. Aslantamer (2003) refers the storefront as a threshold between the outside and the store interior, which attracts customers, displays goods, and exhibits the character of a store. In retailing, shop window design is becoming increasingly popular where retailers began to recognize that they act like highly effective tools to take attention and communicate with people. For instance, shop window design competitions are organized and some chain stores are collaborating with famous designers for their storefront designs.

There are many sources and guides on the design of storefronts, where different effects of various criteria such as the colors, size, materials or lighting are argued and most of these studies are based on theoretical knowledge. However, the empirical research on the issue is quite limited and still, there is a lack in literature on how much shoppers recognize the store exteriors and which factors affect their evaluations. So, in order to contribute the literature, this study is mainly based on questioning the factors contributing to the evaluations of storefront designs and the role of storefront design on the inferences on store characteristics. Openness and crowdedness of the storefront in terms of amount of display items seen from

outside are regarded as important factors affecting the perception and appraisals of store exteriors (Green, 1986). So, for this study they were chosen as the primary factors for the selection of visual materials. Additionally, the effects of openness, crowdedness, perceived complexity and the impact of familiarity on the evaluations of storefront design are examined.

1.1. Aim of the Study

Literature suggests that, the exteriors of retail environments, more specifically, storefronts have a significant effect on appraisals of store environments and evaluations for given services and displayed products in retail spaces (Aslantamer, 2003; Edwards and Shackley, 1992; Sen, Block and Chandran, 2002; Turley and Milliman, 2000; Ward, Bitner and Barnes, 1992; Woods, 1995; Yıldırım, Akalın-Baskaya and Hidayetoğlu, 2007; Yüksel, 2009; Zielke and Toporowski, 2009). The aim of the study is contributing to literature by;

- exploring the relationships between evaluations of storefront designs and inferences on store characteristics,
- exploring the effects of openness, crowdedness of storefronts (in terms of amount of display items seen from outside), perceived complexity and the impact of familiarity on evaluations of storefront designs.

1.2. Structure of the Thesis

The thesis is structured in six chapters. The first chapter is introduction. In the second chapter, the factors contributing to people's perceptions of the built environment and environmental appraisals are examined through a brief literature review. Environmental evaluations in retail environments and the effects of atmospheric variables in retail spaces are also discussed in this chapter.

The main focus of this thesis is storefront design as one of the external atmospheric variables of retail environments. Therefore, functions of storefronts, design considerations for storefronts and factors influencing the perception of storefronts and inferences about store characteristics are discussed with examples in the third chapter.

In the fourth chapter, the study done as a part of this thesis is described. The study consisted of two parts: the questionnaires for interior architecture department third and fourth year students and interviews with shoppers. Objectives of the study are explained, research questions and hypotheses are stated in this part. Additionally, the sampling method, materials used in the study and procedure is described for both parts.

The results for both parts are given and discussed in the fifth chapter. The final chapter includes the conclusion of the thesis. Limitations of the current study are explained and suggestions for future studies are provided in this chapter.

2. ENVIRONMENTAL FACTORS AFFECTING APPRAISALS OF BUILT ENVIRONMENTS

It may be said that, environmental preference studies takes their origin from environmental aesthetics. So, in this section, a brief review is presented on the formal and symbolic aspects of environmental appraisals in order to give information on which factors may contribute to people's perceptions and evaluations of built environment. Besides, the factors affecting the evaluations of retail environments are discussed, the term "atmospherics" is defined and "atmospheric variables" affecting the evaluations of retail environments are explained.

2.1. Classifications on Aspects of Environmental Appraisals

Gifford (2002) divides the evaluation of an environment into two which are environmental appraisal and environmental assessment. Environmental assessment is the combination of ratings by several observers or users of the setting for a broader judgment of an environment. On the other hand, environmental appraisal refers to an individual's personal impressions of a setting (p. 57.). Environmental appraisals of aesthetic quality may be analyzed through two aspects, named as formal and symbolic or associational (Nasar, 1992).

According to this classification, formal analysis of aesthetics focuses on the structural properties of the object, such as degree of complexity, order, novelty, proportions, size, shapes, spatial relations, hierarchy, color, complexity, balance,

rhythms, scale, illumination, and shadowing effects of natural and built environments are the subjects of formal aesthetics (Lang, 1987, p. 188; Nasar, 1992, 1994).

On the other hand, symbolic analysis focuses on the variables that through experience produce connotative meanings such that the object implies something else, such as when people associate meanings with a particular style of building. (Nasar, 1992, p. 3). Unlike formal aesthetics, symbolic aesthetics considers the associational or symbolic meaning or content or forms of a certain place, related to individual's internal representation of a place (Luz Reis and Dias Lay, 2010). Lang (1987) suggests five architectural variables which may carry meaning: building configuration, spatial configurations, materials, nature of illumination and color (p. 207). Lang (1987) mentions that, many of the issues that are traditionally were regarded as formal aesthetic ones may more appropriately be regarded as symbolic aesthetic ones (p.200). So it should be noted that, some variables may both represent formal and symbolic aspects and the categorization may be unclear according to the context. For instance, preference for order and openness may contribute to form alone, but their association with status is also discussed in many studies (Nasar, 2000, p.134).

2.1.1. Environmental Appraisals through Formal Aspects of the Environment

The research on understanding of the formal aesthetics of built environment covers a wide variety of topics. *Complexity*, defined as “comprising visual richness, ornamentation and information rate, diversity and variety of information in an environment” (Nasar, 1994) is one of the most widely studied factors related to environmental appraisal and preference. The effects of complexity on evaluations of built environment were examined for residential building facades (Akalin, Yıldırım, Wilson and Kılıçoğlu, 2009; Imamoğlu, 2000; Stamps, 1999a, 1999b), building exteriors (Nasar, 1994; Herzog and Shier, 2000), interior spaces (Scott, 1993), and urban scenes (Nasar, 1987). In most of the studies, moderate amounts of complexity were found to be preferred rather than extremely low or high levels (Akalin et. al., 2009; Imamoğlu, 2000; Nasar, 1987; Stamps, 1999a). However, in some studies the relationship between perceived complexity and preference were found to be linear (Herzog& Shier, 2000). Educational background differences may also affect the perceptions of complexity (Akalin et. al., 2009; Imamoğlu, 2000). Imamoğlu (2000) found that there is a significant difference between architecture and non- architecture students in the preference of drawings of residential facades with different manipulated complexity levels. Complexity and preference is also studied in relation to building age and preference (Herzog& Shier, 2000) where well maintained older buildings with higher complexity levels in their facades were preferred over modern buildings and gender factor (Stamps, 1999b).

Novelty (also referred as *atypicality* or *unfamiliarity*) is also another factor which determines the preference for environment. It is defined as “the condition in which the visual stimulus is unlike anything in the observer’s experience or somewhat familiar but are organized in an unfamiliar way” (Berlyne, 1972) and implies that the observer is seeing something new (Kaplan, 1992). Peron, Peron, Purcell, Staats, Falchero and Lamb (1998) suggest a model named as “preference for prototypes or preference for differences” which explains preference with differences between judgments of novelty/unfamiliarity and typicality. According to Nasar (1992), the effect of familiarity is conflicting. The reason is, people may prefer scenes which they are familiar with, or on the contrary, unfamiliar or novel scenes as they cause an interest. The findings in the issue are contradictory; and while some studies show that people prefer novel environments (Herzog, Kaplan and Kaplan, 1976; Nasar, 1994; Peron et. al. ,1998; Tinio and Leder, 2009) some others suggest preference for familiar environments, such as familiar facades (Imamoğlu, 2000). Additionally, the perceived complexity level may interact with familiarity in affecting evaluations (Imamoğlu, 2000; Tinio and Leder, 2009). It should also be noted that, being an expert or a lay person, or in other words, having an education on architecture and design or not may affect the way that the environment is evaluated. Gifford states that, “architects prefer more unusual house forms and that non-architects prefer more typical forms” (Gifford, 2002, p.69).

Kaplan (1992) claims that, *making sense* referring to “the concern to understand what is going on in the immediate here”, and *involvement* defined as “the concern to figure out, to learn and to be stimulated” are the pervasive purposes for

humans, thus, environments which support these purposes should be preferred. According to Kaplan's preference framework, in reacting to visual environment, people seem to relate to the information they gather in two different ways: through the visual array like a picture plane and the three-dimensional-space. According to this framework, the main components contributing to the preference for visual array are: Complexity and coherence. *Complexity* refers to "how much going on in a particular scene" and *coherence* is the factor which includes the components that "make a scene easier to organize, to comprehend and to structure". On the other hand, *mystery*, defined as "the opportunity to gather new information in the context of an inferred space" and *legibility* which deals with "interpreting the space, with finding one's way" are the components contributing to the preference for three-dimensional- space. For instance, legibility is greater when there is a considerable apparent depth and a well-defined space (Kaplan, 1992, p. 47- 51).

Nasar (1987) mentions that, for a scene to make sense, it needs unity, patterning or organization, or something that helps it to hang together. According to Kaplan and Kaplan (1992), by aiding comprehension, coherence reduces uncertainty and individuals tend to like and prefer *coherence* or *order* in an environment because it helps them make sense of their surroundings so that they feel safe. On the other hand, Nasar (2000) also mentions that, naturalness of a space, good upkeep, open views, significance of historical elements and order of the space contributes to coherence and explains people's tendency for preferring more coherent environments due to their associations with social status where more coherent

environments are considered as they are the kind which wealthier, persons can afford (p.134). Complexity may also affect the perceptions of coherence. For instance, Nasar (1987) examined the effects of signscape complexity and coherence on perceived visual quality of streetside commercial scenes and found that shoppers tend to prefer moderate levels of complexity in accordance with the findings of some other studies (Imamoğlu, 2000; Stamps, 1999a) and high coherence for signscapes. This study (Nasar, 1987) also showed that, least complex signscapes were rated as the most coherent scenes.

Enclosure and *openness* of a space is also discussed in relation to environmental appraisals. For example, Nasar (1994) suggests that people tend to prefer defined open spaces, rather than wide open spaces or highly enclosed spaces (Nasar, 1994). In other words, they tend to prefer intermediate levels of enclosure.

Color is another formal variable which influences the estimation of volume, weight, temperature, time and noise and also affects the perception of size as it makes spaces look larger, smaller, higher or lower near or further away and contributes to unity, complexity, visibility, and spaciousness (Mahnke, 1996). *Light* may also work as a formal aspect where it may influence the evaluations of spaces. For instance, the brightness of light may influence the perceived size of a space (Birren, 1988).

2.1.2. Environmental Appraisals through Symbolic Aspects of the Environment

The recognition of these meanings, consciously or subconsciously, may contribute to people's feelings about an environment and about themselves (Lang, 1987).

According to Lang (1987), symbolic meaning results from "a cognitive process whereby an object requires a connotation beyond its instrumental use". He (1987) suggests *building configuration* as the first variable of symbolic aesthetics and claims that although in certain cultures, specific shapes, such as circle or particular patterns such as symmetry have associational meanings themselves; in architecture, it is principally the style of the building that carries symbolic meaning.

Spatial configuration including the volume, degree of enclosure, and proportions of enclosed space is another variable which may constitute symbolic meaning (Lang, 1987, p. 205). Beck (1970, cited in Lang, 1987) also defines five spatial variables; diffuse versus dense space, delineated versus open space, verticality versus horizontality, right and left in the horizontal plane, and up versus down in the vertical plane and claimed that delineated space refers to bounded, constricted space where open space refers to inward and outward movement, freedom.

The nature of illumination; the effects of directionality, source, color and the level of illumination of a space are also regarded as primary variables of symbolic aesthetics. For instance, Knez (1995) found that women react more positively to warm white lighting than men related to their emotional responses to color of light.

Coloring of the built environment may also carry meanings. This may be related to the effects of cultural differences, demographic variables on individuals' color

associations (Kaya and Crosby, 2006). Lang (1987) mentions that, colors may often be associated with specific building types. For instance, Kaya and Crosby (2006) studied individuals' color associations with eleven different building types which are: residences, schools, official buildings, hospitals, shopping malls, entertainment buildings, restaurants, hotels, factories, and religious buildings and the reasons which control their color choices. The results showed that, color associations may be based on individual and emotional factors where previous knowledge and experience with a particular building type or a building, also play an essential role (Kaya and Crosby, 2006).

Materials may also contribute to the associations of people. Lang (1987) claims that certain building materials become associated with building types. He mentions that;

“A plain wood interior may be chosen for a ski shop, marble for the Kennedy Arts Center in Washington, or metal for a museum of technology. These materials may be chosen partially for their technical attributes but also the associations they afford”(p.206).

Building materials may even affect judgments about occupants of a building. In a study of Sadalla and Sheets (1993), the respondents were shown houses made of brick, concrete block, weathered wood, stucco, flagstone, and wooden shingles and it was found that residents of concrete block houses were seen as cold and non-artistic while the residents of wooden shingle houses were seen as warm and creative.

Literature also suggests that symbolic inferences can be made from *architectural style*. For instance, people can make inferences about the friendliness and social status of the potential residents of houses with different architectural styles (Nasar, 1989). The meanings derived from the style and form of public building exteriors is also important because, “if the inferred function of a building does not agree with its actual function, the building fails to communicate its purpose and thus might reduce visits by intended users” (Nasar, Stamps and Hanyu, 2005, p. 160).

In relation to building exteriors, Nasar (1994) presents four variables as *naturalness*, *upkeep*, *intensity of use* and *style*. He claims that, especially the first three variables; naturalness, upkeep and intensity of use may be put under a more general variable, involving comparisons between natural and artificial influences and many studies confirm the preference for natural over artificial (Kaplan and Kaplan, 1989; Nasar, 1983). For building exteriors, Nasar(1994) also recommends that, in order to create interest and excitement, higher complexity and higher atypicality may be encouraged where for creating relaxing spaces, encouraging the usage of natural materials and familiar elements may be true (p.398).

The effects of factors affecting people’s appraisals on their environment are mentioned above. This study aimed to find out which factors affect the evaluations of storefront designs. The effects of openness, crowdedness of the storefronts in terms of the amount of display items seen from the exterior, complexity and familiarity on the evaluations of storefront designs were examined. In addition,

through the interviews with shoppers, the study aimed to find out which other factors such as color, materials or lighting mentioned in the literature for the appraisals of environments may affect the judgments of storefront designs.

2.2. Environmental Appraisals in Retail Environments and Effects of Atmospheric Variables in Retail Spaces

“How do shoppers make choices? From the first glimpse of the storefront to the final touches in the fitting room, people respond to color, design, lighting, texture and details that articulate a store’s personality and image. People choose based on the perception of the environment.” (Irish, 1990, p.9).

The importance of the effects of physical environment on emotions and behavior has become prominent in studies dealing with the retail environment, as the researches begin to show more attention to the effects of the store environment on consumers’ behavior (Gilboa and Rafaeli, 2003). The retail environment usually differs from other environments in terms of its context where it includes cues, messages and suggestions to the customers (Ward, Bitner and Barnes, 1992).

Gifford (2002) states that;

“Shopping is an essential human activity. It has always had social and recreational aspects as well as the utilitarian function of obtaining the basic necessities of life. Many forces shape our shopping habits; among these are the physical setting influences such as location of the store, décor, lighting, weather, sounds, crowding, smells and displays. Many studies show that environmental cues, or atmospherics, affect consumer spending, behavior and feelings. Retailers have become conscious of environmental psychology.” (p. 284).

In relation to the studies on retail environments, the term “atmospherics” was introduced by Kotler (1973) referring to the consciously designed consumer settings such as retail spaces to obtain certain effects on shoppers. Studies of retail environments observe many aspects of consumers’ behavior and social interactions such as customers’ evaluations on stores and items sold in stores, time spent in the environment in relation to a wide range of atmospheric stimuli such as architectural features, color, crowding in the environment.

Berman and Evans (1992) divide atmospheric stimuli or elements into four categories: the general interior variables, the layout and design variables, and the point- of-purchase and decoration variables and finally the external variables, including the storefront, exterior signs, height, size, color of the building, exterior walls, marquee, entrances, and window display, architectural style, surrounding area of the store. In their review on the topic, Turley and Milliman (2000) also make a classification on atmospheric variables based on the categories defined by Berman and Evans (1992) and suggest a fifth group, human variables to this classification (see Table 1).

Table 1. Atmospheric Variables

External variables	General interior variables	Layout and design variables	Point-of-purchase and decoration variables	Human variables
a. Exterior signs b. Entrances c. Exterior display windows d. Height of building e. Size of building f. Color of building g. Surrounding stores h. Lawns and gardens i. Address and location j. Architectural style k. Surrounding area l. Parking availability m. Congestion and traffic n. Exterior walls	a. Flooring and carpeting b. Color schemes c. Lighting d. Music e. Usage of Power Aisles f. Scents g. Tobacco smoke h. Width of aisles i. Wall composition j. Paint and wall paper k. Ceiling composition l. Merchandise m. Temperature n. Cleanliness	a. Space design and allocation b. Placement of merchandise c. Grouping of merchandise d. Work station placement e. Placement of equipment f. Placement of cash registers g. Waiting areas h. Waiting rooms i. Department locations j. Traffic flow k. Racks and cases l. Waiting queues m. Furniture n. Dead areas	a. Point-of-purchase displays b. Signs and cards c. Wall decorations d. Degrees and certificates e. Pictures f. Artwork g. Product displays h. Usage instructions i. Price displays j. Teletext	a. Customer characteristics b. Employee characteristics c. Employee uniforms d. Crowding e. Customer characteristics f. Privacy

Source: Turley and Milliman, 2000, p.194

2.2.1. External Variables

Exterior atmospheric variables include the storefront, marquee, entrances, display windows, building architecture, parking lot and the surrounding area. The exterior of the store is an important variable as it is the first part of the store environment which contributes to the first set of cues normally seen by a shopper (Turley and Milliman, 2000). Moreover, cognitions and emotions derived from the exterior environment may be transferred to subsequent environments (Babin, 1991).

However, literature pertaining to this portion of store atmosphere is quite limited.

Earlier studies on the exterior store environment may be classified into two groups: the studies focusing on the location and surrounding area and the studies concerning with the storefront designs. The effects of attractiveness, typicality, complexity, the effectiveness and type of window displays are some of the external atmospheric variables studied in relation to shopping attitudes, perceptions of quality and prices, and inferences on store characteristics.

Woods (1995) suggests that there is a positive relationship between preference for storefronts or commercial landscapes and expected price ratings. He also mentions that, in the absence of signs, people tend to rely on their preferences of the design of the store exterior, in order to make judgments about the expense of merchandise sold in commercial landscapes.

Typicality of the store exterior is another variable, which is discussed in previous studies. Ward, Bitner and Barnes (1992) suggest that external environmental cues

have an important effect on overall typicality appraisals for fast food restaurants, which are positively related to attitudes towards these restaurants. Zielke and Toporowski (2009) claimed that, the attractiveness of grocery storefronts has significant positive effects on shopping attitudes. In the same study, the authors also state that, as grocery stores are generally planned as functional places rather than being attractive, atypicality may confuse the customers and it may be difficult for them to make judgments on prices or quality. On the other hand, Babin and Babin (2001) state that, for ladies' clothing stores, atypicality has positive effects on judgments of stores where novel and original storefronts may evoke positive emotions such as excitement or romance.

A study related to complexity was done by Gilboa and Rafaeli (2003) examining the effects of order and complexity on the pleasure and arousal using the photographs of different sections of grocery stores including the store exterior. According to the results, a significant positive relationship between complexity and arousal, a negative relationship between order and arousal and a positive relationship between order and pleasantness were found (Gilboa and Rafaeli, 2003).

Other design elements such as color of the store exterior, openness, the size of displays were also studied by some researchers. Edwards and Shackley (1992) examined the effectiveness of window displays in relation to various design elements such as color, the size of the window display, the relation of background and the products, enclosure. They found that window displays which are contrasted

with adjacent storefronts with their design and color and have a large enclosure were easily recalled by the shoppers. Yüksel (2009) found that, perceptions of crowding and inferences about a store's merchandise and service quality differs between cool and warm colored store exteriors. Aslantamer (2003) examined the effects of different design criteria on storefronts including color, type of entrances on perceived target market of the store, target income level of the store and the predictions on types of goods with a case study.

Pinto and Leonidas (1994) studied the influence of parking and location on perceptions of quality. A different aspect of external variables was studied by Grossbart, Mittelstaedt, Curtis, and Rogers (1975) as they examined the impact of the shopping district on shopper behavior.

2.2.2. General Interior Variables

The most commonly studied variables are the general interior variables of atmospherics, consisting of ambient features of a retail space such as lighting, music, scent, temperature, ventilation, color schemes, and finishing materials. (Berman and Evans, 1992; Turley and Milliman, 2000) The common finding of studies on overall perceptions of the general interior of a retail space is that the general perception of the interior influences shoppers' behaviors (Donovan and Rossiter, 1982; Donovan, Rossiter, Marcoolyn and Nesdale, 1994; Ward, Bitner and Barnes, 1992).

Warmness or coolness of *color* used in retail environments was also found to affect liking of the store and perceptions of merchandise (Bellizzi and Hite, 1992; Babin, Hardesty and Suter, 2003) Additionally, color has an impact on perceptions of store image and the ability to attract shoppers toward a retail display (Crowley, 1993). *Lighting* variables such as brightness of in- store lighting are also found to influence both store image and the evaluations on merchandise (Areni and Kim, 1994; Baker, Lewy and Grewal, 1992). If all the other factors are equal, the *size* of the store also affects the preferences of customers and they prefer larger stores (Gifford, 2002, p. 284). *Music* (Herrington and Capella, 1996), presence of *adors* and *aroma* are also commonly studied general interior cues (Turley and Milliman, 2000).

2.2.3. Layout and Design Variables

Layout and design variables include variables such as space design and allocations, placement of merchandise and equipments, department locations, furniture. The design and arrangement and design of aisles (Smith and Burns, 1996), walkways, hallways, entrances and exits in a retail space may be listed under this category of variables.

Store knowledge and familiarity to the store's layout are also discussed under this category. Previous studies show that, customers' behavior is affected by the store layout because when users are familiar with the layouts, the probability of customer interaction and participation to service facilities increases (Heide and Grønhaug, 2006).

2.2.4. Point-of-Purchase and Decoration Variables

This category of atmospheric variables includes product displays, point-of-purchase displays, posters, signs, cards, wall decorations. The main aim of the displays the displays of point of purchase is providing information to users, influencing store atmosphere and having an advertising role (Berman and Evans, 1992).

2.2.5. Human Variables

Customer characteristics, employee characteristics, crowding and privacy, are some of the atmospheric variables covered in this category. Feeling that the store is crowded with people usually leads to dissatisfaction with the environment (Gifford, 2002, p.285)

The shopping perceptions of men and women consumers have been found to be usually different in many ways (Otnes and McGarth, 2001). Thus, the appraisals of men and women shoppers on store environments may change due to their different shopping attitudes, expectations and preferences. Besides the physical properties of retail spaces, some studies found that *gender* may also influence the perception of store environments usually related to different shopping habits and attitudes (Campbell, 1997; Hart, Farrell, Grazyna Reed and Cadogan , 2007). Previous studies show that, the satisfaction judgments of women shoppers were also found to be influenced by their negative emotions (Dube and Morgan, 1996) and they were found to be more critical compared to men about the store environment as well as the window displays (Yıldırım et. al., 2007). Some studies also indicate that, *age* may also influence people's perceptions of store environment and older people were

found to make more negative evaluations than younger adults on retail environment (Yıldırım, 2005; Yıldırım et. al., 2007).

3. THE ROLE OF STOREFRONT DESIGN ON EVALUATIONS OF STORE ENVIRONMENTS

In this part, brief information on the definition, the functions of the storefront as a part of store environment and design considerations for the storefront is given.

Physical properties of the storefront which may influence the perception of the storefront and inferences about store characteristics are also presented.

3.1. Functions of Storefronts

From the designer's point of view, storefronts provide filters through which the designer can control the shopper's perception of stores. So, it becomes important to give a true and understandable impression of the store on the storefront. Green (1986) claims that storefront acts like the front page of a newspaper; some readers will be attracted to the clean, restrained, uncluttered appearance while others will prefer a more sensational look and each is designed to reach a certain segment of the buying population (p. 14).

Besides its function as providing a physical transition from the shopping mall or a street to the store's interior, the storefront serves many purposes. First of all, it functions as a symbol of the store, its merchandise and philosophy. When the shoppers see the store for the first time, they register an impression of the store's level of service and quality, as well as the expense of the merchandise (Green, 1986, p.58). In other words, shoppers may rely on external and internal cues to make

inferences about the products and services offered by retailers by looking at the storefront (Bitner, 1992). Aslantamer (2003) found that, shoppers register an impression of the store through their judgments on visual signals such as the quality of store's materials, the type of lighting, the extent of the storefront closure, the type of display fixtures, the signage and method of pricing and finally the merchandise for sale (p. 39). As the design of the storefront communicates the store's image, it also becomes a significant differentiation element (Barr, 1990).

The storefront also has a role of being an attraction for the consumers. According to a study conducted by Oppewal and Timmermans (1999), the attractiveness of storefronts in a shopping mall is one of the main factors which influence pleasantness. Gifford (2002) also mentions that the attractive window displays are one of the features of most preferred shopping centers as well as more street activities and greenery (p.70). Cerver (1996) also points out that, the function of the storefront is not limited to displaying and attracting customers, but also it has a social responsibility of contributing to the enhancement of the city, or the place it is located. It may be understood that, besides its function of giving the first critical impression of a store, the attractiveness of a storefront is also important for improving pleasantness of the public space in shopping environments.

3.2. Design Considerations for Storefronts

Design considerations for storefronts may be classified into two groups as the intangible and tangible design criteria (Aslantamer, 2003). According to this classification, the first group is the intangible design criteria which relate to consumer and consumer behavior and are directly formed by the shopper, their psychological absolutes and behaviors. The second group consists of tangible design criteria which include the physical design features of the storefront such as shapes and forms, color, materials, types and sizes of shop window and lighting.

Cerver (1996) defines the basic technical and aesthetic conditions which every store front must meet in order to fulfill its function effectively. The first one is defined as the visibility of different elements, displays, photographs etc. and it is claimed that in general, the greater the perspective and the wider visual angle, the better the visibility will be. Coherence and unity between the store window and the whole exterior façade is another important consideration contributing to the image of the store. Finally, the general organization and the style of the storefront should meet with the message desired to be given to the shoppers. Similarly, Green (1986) also mentions the transparency of the storefront elevation in terms of visibility of interior from outside, the plan of a storefront in relation to the building façade and he additionally mentions the design statement referring to the style of the storefront. Mun (1981) states some other factors which may affect the storefront design as the type of the site, the environment in terms of climatic conditions and traffic, store character, the nature of the business and access to the store.

3.3. Factors Influencing Evaluations of Storefronts and Inferences about Store Characteristics

Although the storefronts were found to have an important affect on consumers' perception of the store in various studies and there is information on storefront design considerations in many sources, the empirical evidence on how these factors influence the evaluations of storefronts is relatively low. According to the classifications mentioned above, the factors which may affect the perception of storefronts may be listed as : the relation of the storefront with its surrounding, the transparency of the facade, type of window displays ,the amount of displayed items, the type of entrances, color, the type of finishing materials, lighting and identification elements.

For a storefront, the *relation with its surrounding* seems to be important as one of its main functions is differentiating a store from others. The surrounding affects the impression of a store in many ways. First of all, as it is claimed by Weishar (1992), the consumers get an idea of the level of expected quality from the information of location of the store (p.10). Secondly, the architecture of storefront against its surrounding environment is a powerful impression as the consumers approach the store. Another consideration is whether the store is located in a street or a mall. The architecture of malls may neutralize the individual storefront architecture in some situations (Weishar, 1992, p.10). The same condition may be true for the difference of perceptions of storefronts located on a line of storefronts in a mall or street and the fronts of free standing stores in the street.

The second factor which may affect the perception of the storefront is the type of *window displays*. In the study of Sen, Block and Chandran (2002) the relationship between the store and product related information communicated by window displays and shopping attitudes was examined and it was found that the consumers who are more likely to acquire general impression of the store from window display are more likely to enter the store. The window displays may be constructed with backgrounds where the window focuses the customer's complete attention to the displayed goods or without a background which permits the shopper to see beyond the display merchandise into the store. (Green, 1986, p.66). With closed back windows, the window display creates its own environment; on the other hand, with open back window displays, the store itself forms the backdrop (Barr, 1990). This factor also affects the transparency of the whole façade. The decision of taking the attention to the displayed products or presenting the information about the store by window displays may affect the consumers' perception of the store. Edwards and Shackley (1992) claim that large window displays with backgrounds were found to be more interesting and easily recalled by the respondents consisted of actual shoppers. The authors also mention that (1992), a contrasting product and background design, contrasting design with an adjacent window display on a line of displays, including a definite color such as only yellow, blue, red etc. are factors which makes a window display more recognizable. Secondly, the window display may be flat or arcade type. According to a study conducted by Yıldırım, Akalın and Hidayetoğlu (2007), the flat window displays were found to be perceived more positively in terms of store entry and purchase decisions in comparison with the arcade type store windows. The amount of items seen from storefront and

displayed in store windows, in other words *crowdedness of the storefront* with display items also gives messages. Green (1986) claims that, people tend to make different judgments for a store with a window display of a few products and a storefront displaying massive amounts of merchandise behind.

Another factor which may influence the perception of the storefront is the *transparency*; in other words the *openness* of the storefront. The amount of openness of the storefront is determined with the elements which allow physical and visual access to the interior. Aslantamer (2003) mentions the types of window display and types of entrances as the elements contributing to the openness of the storefront. Green (1986) argues that a closed storefront with small, distinctive show windows displaying a few uncommon, expensive items may be associated with high priced goods within, while a totally open storefront presents a casual, less threatening image and suggests moderate pricing (p.14). Pegler (1988) suggests that the wider openings are perceived as more inviting and give emphasis on lower prices rather than quality, where a narrower entrance and a more closed storefront gives emphasis on quality and perceived as more qualified (p. 177). On the other hand, according to Fitch and Gnobel (1990), the first consideration should be communicating the higher quality rather than security, so the wide entrance may also give the image of higher quality (p.24).

The *materials, color and texture* used on the storefront are the factors which may affect the perception of the storefront. Green (1986) claims that lesser quality

materials may indicate lower priced merchandise as does unshielded, glare producing lighting (Green, p.13). Barr (1990) claims that materials give different messages such as usage of metal is appropriate for jeweler or fine apparel stores which require a quality experience on the other hand usage of natural stone, brick or marbles is usually associated with solidity and timelessness. The same situation may be true for colors where people tend to make associations. The whole design of the storefront is also important in this respect. Barr (1990) claims that;

“The image of a material depends to great degree on its inherent qualities, its traditional use, context in which the designer presents it. To give an example, although finished natural wood connotes with warmth, richness and quality, its image may be improved or transformed by the context in which is presented. Finished, natural wood illuminated with incandescent lighting and placed near polished marble or granite will have an enhanced image of warmth and richness. If on the other hand, it is presented in a room with cool white fluorescent lighting and concrete floor, the natural wood will take on a different image. The image of a material is therefore, determined by its relationship with other materials as well as its inherent qualities.” (p.4).

Another component of the storefront is *lighting*. Aslantamer (2003) suggests that, bright illuminations may easily take interest, and sometimes it may also be possible to create unusual display effects by using light fixtures with colored filters. It may be understood that, for the design of storefronts, it is important to select the right materials, colors, textures and lighting in accordance with the type of merchandise, emphasizing the message which is needed to be given to the shoppers.

Finally the *identification elements* on the storefront may affect the perception of the store. These identification elements include the graphics, logo, signs and

sculptural elements on the storefront. Displays signs, symbols and artifacts serve as signals that communicate store environment with their users (Heide and Grønhaug, 2006). Their most important consideration for the identification elements is being easily recognizable (Fitch& Gnobel, 1990, p.20)

4. THE STUDY

As a part of the thesis, a study on evaluations of storefronts was conducted. In this chapter, the objectives and method of the study are presented.

4.1. Objectives of the Study

The aim of this study was to examine the relationships between evaluations of storefronts and respondents' inferences about store characteristics and exploring the factors influencing appraisals of storefronts. How respondents make inferences on stores by looking at the storefront in terms of quality, price, type of items sold and decision for entering the store are considered as the store characteristics. The study aimed to contribute to the literature by exploring the effects of openness and crowdedness on the appraisals of storefronts. Since gender is mentioned to have a role on both shopping habits and perceptions of retail atmosphere (Hart et.al. , 2007; Yildırım et al.2007), the possible effects of gender difference on the appraisals of storefronts was also considered.

The study consisted of two parts. In the first part, the aim was to explore the possible effects of perceived crowdedness and openness on appraisals of storefronts and to find out about the relationship between the appraisals of storefronts and inferences about store characteristics. Third and fourth year students from Interior Architecture and Environmental Design Department (IAED) of

Bilkent University participated in the first part of the study. In the second part, spatial factors affecting the appraisals of storefronts and decision for entering the store were examined through interviews with actual shoppers in Armada Shopping Mall, Ankara.

4.2. Research Questions and Hypotheses

The study aimed to contribute to the literature on evaluations of store exteriors and external atmospheric variables (Aslantamer, 2003; Edwards and Shackley, 1992; Sen, et. al., 2002; Turley and Milliman, 2000; Ward, Bitner and Barnes, 1992; Woods, 1995; Yıldırım et. al. , 2007; Yüksel, 2009; Zielke and Toporowski, 2009) by exploring the effects of openness level and crowdedness (Green, 1986) of the storefront on the evaluations of storefronts and inferences about store characteristics. Thus, the storefronts presented to the respondents in the study were grouped according to their level of crowdedness and openness (see p.35- 36). Finally, in the second part of the study the aim was to explore the spatial factors that may influence evaluations of storefronts. Additionally, gender differences were taken into consideration in both parts of the study.

The hypotheses of the study related to the questions presented above are:

1. There is a relationship between the evaluations of storefronts and respondents' inferences on store characteristics.
2. Respondents' evaluations of storefronts are related to the perceived crowdedness level of storefronts represented in the photographs.
3. Respondents' evaluations of storefronts are related to the openness level of storefronts represented in the photographs.
4. Perceived complexity levels of the storefronts are related to the respondents' evaluations of storefronts.
5. Familiarity of storefronts is related to the respondents' evaluations of storefronts.
6. The evaluation of storefronts differs by gender.

4.3. Methodology

In this section, information is given about the respondents, selection of photographs of storefronts used in the study, questionnaire forms and finally the procedure.

4.3.1 Sample

In the first part of the study, the participants were third and fourth year students of IAED. The number of respondents for the first part of the study was 70 and quota

sampling was done in terms of gender (see Table 2). The aim of choosing respondents from the department of IAED was based on the assumption that their educational background on design and architecture alters their judgments toward a more critical point of view. Literature supports that there are significant differences in terms of environmental judgments, between people who have design or architecture education background and those who do (Akalin- Baskaya et. al., 2009; Brown and Gifford ,2001; Gifford et. al., 2000; Imamoğlu, 2000; Purcell, Peron and Sanchez ,1998) and the evaluations of designers show more complex ideas such as prototypicality of style and richness of materials and they make their evaluations on different sets of objective façade features (Gifford et. al., 2000).

Table 2. Sample for the First Part

Class	Women	Men	Total
Third Year	25	15	40
Fourth Year	10	20	30

As the study was about storefronts and the research questions were directly related to the respondents' inferences on store characteristics, it was decided to conduct the second part of the study with adult shoppers aged between 20 and 45, in a shopping mall using quota sampling where respondents were selected according to gender. Armada shopping mall in Ankara was selected for this part of the study. It was assumed that, it may be possible to reach a high- middle income or upper

income group of shoppers in this shopping mall where it becomes an attraction point for these group with mostly expensive stores inside, as mentioned by Acar (2006). It was assumed that, this group of respondents might shop more frequently, so that they may be more aware of storefront designs.

4.3.2. Selection and Manipulation of Photographs

The same set of manipulated photographs of actual storefronts was used for both parts of the study. Studies found that, color photographs provide a valid measure and a convenient way to obtain responses especially for visual issues (Nasar and Hong, 1999; Stamps, 1990). The main criteria for the selection of photographs were determined as the *openness* in terms of visual and physical access provided by the storefronts which was mentioned in the literature as the main factors to be taken into consideration for storefront design, and *crowdedness* of the storefronts in terms of the amount of displayed items which were assumed to give different messages to the shoppers (Green, 1986).

In this study, the storefront is defined as the façade of the store, the window display and the visible part of the store interior from outside. *Openness* is defined as how much visual and physical access is allowed to the interior of the store by the storefront, in other words how much of the interior side of the store is seen from the outside. *Crowdedness* is defined as the amount of display items seen in both in the interior of the store and in the shop window from the outside. It should be

emphasized that, the term crowdedness used in this study is not related with the number of people.

A set of 25 color photographs of storefronts representing different levels of openness and crowdedness were selected for the study from various sources including design books and web sites of stores (e.g. Pegler, 1988). No people were included in the scenes. All photographs allowed seeing display units and/or store windows and the entrance. Although it was acknowledged that signs and logos are one of the factors which influence the evaluations (Barr, 1990; Fitch and Gnobel, 1990; Green, 1986; Weishar, 1992; Woods, 1995) , signs and brand logos were removed from the scenes with the help of a photograph editing program, to permit respondents to make their decisions free from the influence of information conveyed through brand name or retailer's image. All the selected photographs display storefronts located in a line of stores in a mall; however the clues about the external environment, such as the location of the store and signs were also removed.

With the help of 12 judges from Bilkent University IAED, including (four instructors, and eight graduate students) the number of the photographs was decreased to 12, four sets representing both crowdedness and openness (see Table 3).

Table 3. Categorization of storefronts

1. Open and uncrowded storefronts	<i>Store interior is easily seen from outside, few display items are seen.</i>
2. Open and crowded storefronts	<i>Store interior is easily seen from outside, many display items are seen.</i>
3. Closed and uncrowded storefronts	<i>Store interior is covered from outside, few display items are seen.</i>
4. Closed and crowded storefronts	<i>Store interior is covered from outside, many display items are seen.</i>

Finally, there were four groups named as open and uncrowded storefronts (OU; see Figures 4.1., 4.2., 4.3.), open and crowded storefronts (OC; see Figures 4.4., 4.5., 4.6.), closed and uncrowded storefronts (CU; see Figures 4.7., 4.8., 4.9.) and finally closed and crowded storefronts (CC; see Figures 4.10., 4.11., 4.12.) including photographs of three storefronts in each.



Figure 4.1. (OU1) Open- Uncrowded Storefront 1, Swank

(Photographer: Virgile Simon Bertrand. From Pegler, M. (2003). *Stores of the Year*, 14. p. 26. New York: an Nostrand Reinhold.)



Figure 4.2. (OU2) Open- Uncrowded Storefront 2, Issey Miyake- Pleats Please

(Retrieved from; <http://www.designboom.com/cms/images/ridcue/pleat01.jpg>)



Figure 4.3. (OU3) Open- Uncrowded Storefront 3, Sacada

(Photographer: Courtesy of Arthur Casas. From Pegler, M. (2004) *Store Presentation and Design*, p.48. New York: Visual Preference Pub.)



Figure 4.4. (OC1) Open- Crowded Storefront 1, Le Chateau

(From M. Pegler. (2005). *Stores of the Year*, 15. p. 179. New York: Van Nostrand Reinhold)



Figure 4.5. (OC2) Open- Crowded Storefront 2, Torrid

(Photographer: Lazslo Regos..From Pegler, M. (2003). *Stores of the Year*, 14. p. 88. Van Nostrand Reinhold.)

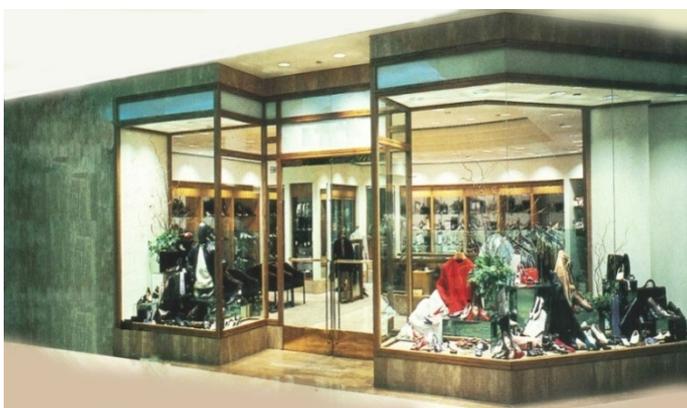


Figure 4.6. (OC3) Open- Crowded Storefront 3, Bally

(From Retail Reporting Corporation . (1996). *Storefronts and Facades*, p. 18. New York: Hearst Books)



Figure 4.7. (CU1) Closed- Uncrowded Storefront 1, Louis Vuitton

(Retrieved from; http://www.louisvuitton.com/en/flash/index.jsp?direct1=home_entry_gb0)



Figure 4.8. (CU2) Closed- Uncrowded Storefront 2, Papyrus

(From Jeong, Kwang-Young (2004). *Facade No.1 Shops*, p.24. Seoul: Archiworld, Co.Ltd.)

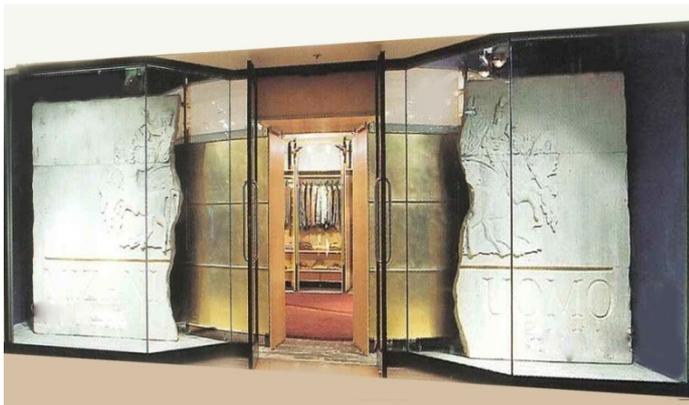


Figure 4.9. (CU3) Closed- Uncrowded Storefront 3, Mizani Oumo

(From M. Pegler. (2005). *Stores of the Year*, 15. p. 179. New York: Van Nostrand Reinhold.)



Figure 4.10. (CC1) Closed- Crowded Storefront 1, Burberry

(Retrieved from; <http://www.confashionsfromkuwait.com/2009/11/burberry-opens-first-burberry-london.html>)



Figure 4.11. (CC2) Closed- Crowded Storefront 2, Mudo

(Retrieved from http://www.henkel.com.tr/trt/content_images/Vitrin2_pboxx-pixelboxx_118438_72dpi_171H_171W.jpg.)



Figure 4.12. (CC3) Closed- Crowded Storefront 3, Louis Vuitton 2

(Photographer: Bizmac. Retrieved from; www.tokyofashion.com.)

4.4. First Part of the Study: Evaluations of Storefronts by Interior Architecture and Environmental Design Department Students

4.4.1. Questionnaires

Questionnaire forms were used in the first part of the study. The 12 photographs were presented to each respondent one-by-one and the respondents were asked to rate each item according to the given adjective pairs on the given questionnaire form. For each photograph, two groups of adjective pairs were used to measure the respondents' evaluations of the storefronts by using a 7-point semantic differential scale. Using the first group of adjectives, it was aimed to obtain data on evaluations of storefronts, consisting of the adjective pairs describing the physical features of the storefronts perceived by the respondents. The first group of adjectives was consisting of: 'liked- disliked', 'ugly- beautiful', 'interesting- uninteresting', 'unpleasant- pleasant', 'open- closed', 'familiar- unfamiliar', 'simple- complex', 'crowded- uncrowded'. These adjective pairs are selected from previous studies on preference (Pennartz and Elsinga,1990; Gifford, Hine, Muller- Clemm, Reynolds and Shaw, 2000; Hogg, Goodman, Porter, Mikellides and Preddy, 1979, Kasmar, 1992). The second group of adjectives described respondents' inferences on the items which may be sold in the store by looking at the photograph of its storefront. For this part, four adjective pairs: 'cheap- expensive', 'good quality- bad quality', 'demoded- fashionable', 'high class- low class' were used. These adjective pairs are also selected from the previous studies on evaluations of store environment and storefronts (Aslantamer, 2003; Joyce& Lambert, 1996; Woods, 1995).

Before the actual study, a pilot study with 10 people was conducted to check the comprehensibility of the adjectives, the questionnaire form in general, and the time required for filling out the parts related to each photograph. We noticed that, when negative and positive adjective pairs were presented in mixed order in two questionnaire forms, it caused ambiguity for the respondents while completing the ratings. Thus, the orders of evaluative adjective pairs were kept constant, while the orders of the remaining adjective pairs were reversed in the second form, Questionnaire form B. Thus, two types of questionnaire forms were used in the study (see Appendix A.2. and A.3.), in which the first group of adjective pairs related to the evaluations of the design of storefronts were given in reverse order.

Additionally, we decided to ask each participant if they recognize any of the stores represented on the photographs from somewhere after they saw all the photographs and completed to avoid the effects of knowing the brand on the evaluations.

4.4.2. Procedure

The study was conducted during the four studio hours of an IAED course. As mentioned before, two types of questionnaire forms, Questionnaire form A and Questionnaire Form B were used for the study. Each respondent saw and rated 12 photographs one by one. To minimize an order effect, respondents answering the Questionnaire Form A and Questionnaire Form B were shown the photographs in a different order.

4.5. Second Part of the Study: Interviews with Shoppers

In addition to finding the spatial factors affecting the liking for storefronts and decision for entering the stores, another aim of this part was gathering information on what kind of associations and inferences do people make through the design of the storefronts. The respondents were selected among shoppers who had been shopping in the entrance floor corridors of Armada, one of the larger shopping malls of Ankara and quota sampling was done in terms of gender. The semi-structured interviews were based on open-ended questions (see Appendix B). It was thought that, attention span may be shorter for interviews compared to the first part of the study as it would be hard for shoppers to see, remember and analyze the photographs one by one. Thus, in this part, the respondents were asked to answer the questions by looking at the photographs of 12 storefronts together, presented on a board.

The open-ended questions were about on their evaluations of these twelve storefronts and the reasons for liking or disliking. The respondents were also asked which factors affect their decisions for entering the stores by looking at their storefronts. By this way, it was aimed to understand what other factors contribute to the evaluations in addition to the factors studied in the first part of the study (Openness, crowdedness, complexity and familiarity). Moreover, they were asked if there was a store which they remembered or liked with its storefront and which features of this storefront they liked. Each respondent was also asked if they recognized any of the stores presented in the photographs, none of the storefronts were recognized by the respondents.

A total number of 32 participants consisting of 16 women and 16 men respondents were interviewed (mean age of total respondents= 27, 87; mean age of women= 29, 56; mean age of men= 26,18). The participants were from different occupation groups and none of them had an educational background related to design. Duration of each interview was approximately 10 minutes and the interviews were completed in a total of three days (two weekdays and one day at the weekend)

5. RESULTS AND DISCUSSION

5.1. Results and Discussion of the First Part of the Study

Statistics Package for the Social Sciences (SPSS) 13.0 was used to analyze the data obtained from the questionnaires. For analyzing the data, t-tests, factor analysis, correlations and ANOVAs were used.

5.1.1. Verifications of the Manipulation of Variables in the Photographs Used for the Study

First of all, to check if openness and crowdedness were perceived as intended, paired samples t-tests were conducted between the mean openness ratings of open storefronts and closed storefronts and mean crowdedness ratings of crowded and uncrowded storefronts. Mean openness ratings for open storefronts ($M= 5.82$, $SD=.64$) and those of closed storefronts ($M=2.38$, $SD= .67$) differed significantly in the predicted direction ($t =25.78$, $df = 69$, two-tailed $p = .00$). Also, mean crowdedness ratings for crowded storefronts ($M= 5.19$, $SD= .75$) and those of uncrowded storefronts ($M= 2.09$, $SD= .68$) differed significantly in the predicted direction ($t= -22.04$, $df= 69$, two- tailed $p = .00$). The results of paired samples t-tests showed that the categorization of the storefronts in terms of their openness and crowdedness levels was understood by the respondents as intended, and the manipulation of the photographs according to these criteria was satisfactory. (see Appendix C, Tables C.1. and C.2.).

5.1.2. Factor Analysis of the Rating Data

As a second step, the means over the ratings of the twelve storefronts related to the appraisals of storefronts and inferences on store characteristics were calculated for each of the adjective pairs for each of the 70 respondents. The data set involving these means were then factor analyzed.

The data consisting of the overall means for part one (8 adjective pairs related to the evaluations on storefronts) and part two (4 adjective pairs related to the inferences about store characteristics) were subjected to a varimax rotated factor analysis, in order to decide the dimensions of the ratings on the semantic differential scales (see Appendix C, Tables C.3.)

Four factors of evaluations on storefronts (Part 1) and inferences on store characteristics (Part 2) emerged, which accounted for 74.98 (see Table 4) per cent of the variance according to 'eigenvalue greater than one' criterion. The first factor was named as the Evaluation factor, and the items loaded in this factor were 'unpleasant-pleasant', 'ugly-beautiful', 'disliked- liked', 'uninteresting- interesting', 'bad quality- good quality', 'cheap- expensive', 'low class-high class' and 'demoded-fashionable'. It had an eigenvalue of 5.21 and accounted for 43.44 per cent of the variance. The second factor was named as Complexity- Crowdedness factor which included the items 'uncrowded- crowded' and 'simple- complex' and had an eigenvalue of 1.50 and accounted for 12.51 per cent of the total variance. The third factor was named as the Familiarity factor, for "familiar- unfamiliar" item had an eigenvalue of 1.15 and accounts for 9.57 percent of the total variance. The fourth

factor was labeled as the Openness factor, had an eigenvalue of 1.14 and accounted for 9.46 per cent of the total variance (see Appendix C, Table C.3.)

Table 4. Factor Analysis

Factor 1	Evaluation Factor
Unpleasant- Pleasant	0.89
Ugly- Beautiful	0.83
Disliked- Liked	0.82
Uninteresting- Interesting	0.82
Bad Quality- Good Quality	0.79
Cheap- Expensive	0.78
Low Class- High Class	0.77
Demoded- Fashionable	0.69
Factor 2	Complexity-Crowdedness Factor
Simple- Complex	0.78
Uncrowded- Crowded	0.71
Factor 3	Familiarity
Unfamiliar- Familiar	0.89
Factor4	Openness
Open- Closed	0.87

5.1.3. The Internal Consistency Reliability of the Rating Data

For the two derived factors which include more than one adjective pair (Factor 1 , Evaluation and Factor 2, Complexity- Crowdedness), the internal validity was tested to check whether or not each group of variables was reliable within itself. Reliability of the adjective pairs and grouping were measured by Cronbach’s coefficient alpha which indicates whether the different items were completing each other in a group of data or not. As the score of the alpha increases, the scales become more reliable.

Cronbach’s coefficient alpha was calculated as .924 for the evaluation factor which includes the eight items, ‘unpleasant-pleasant’, ‘ugly-beautiful’ , ‘disliked- liked’ , ‘uninteresting- interesting’, ‘bad quality- good quality’, ‘cheap- expensive’, ‘low

class-high class' and 'demoded- fashionable'. The scale was reliable. However, for complexity - crowdedness factor, Cronbach's coefficient alpha became .457, which was not sufficient for reliability of this scale. So it was decided to examine complexity and crowdedness as separate factors. Consequently, five factors were determined, named as Evaluation factor, Complexity, Crowdedness, Openness and Familiarity.

5.1.4. Intercorrelations between Mean Ratings

The intercorrelations between mean ratings of the twelve photographs were calculated for the twelve adjective pairs and the five factors; Evaluation factor, Complexity, Crowdedness, Openness and Familiarity.

As can be seen in Appendix C, Table C.4. , the overall mean ratings for the Evaluation factor was negatively correlated with the mean crowdedness ratings of the twelve storefronts ($r = -.34$, $n = 70$, $p < .01$). This means, the evaluation ratings were lower for crowded storefronts compared with the uncrowded ones. Evaluation factor was also negatively correlated with crowdedness for open-crowded storefronts ($r = -.56$, $n = 70$, $p < .01$) and negatively correlated with complexity for closed- crowded storefronts ($r = -.46$, $n = 70$, $p < .01$) (see Appendix C, Tables C.6, C.8.).

Overall crowdedness ratings of the twelve storefronts were found to be strongly associated with overall ratings of perceived complexity ($r = .31$, $n = 70$, $p < .01$; see Appendix C, Table C.5.) As it was also seen in factor analysis results, crowdedness

and complexity ratings were positively correlated for all of the four groups of storefronts (Correlations for separate conditions can be seen in Appendix C, Tables C.6., C.7. and C.8.).

According to the correlations between overall mean ratings, familiarity and openness were not associated with any of the factors. However, openness was negatively correlated with interest ($r = -.28$, $n = 70$, $p < .05$; see Appendix C, Table C.6.) for open-crowded storefronts group including the storefronts which have the least mean ratings ($M = 2.30$, $SD = .92$) for 'uninteresting- interesting' item compared with other groups. That is, open storefronts were found as the least interesting ones among all groups. Familiarity was also negatively correlated with interest for both open- uncrowded storefronts ($r = -.24$, $n = 70$, $p < .05$), open- crowded storefronts ($r = -.35$, $n = 70$, $p < .01$) (see Appendix C, Tables C.9. and C.10.). Open and more familiar storefronts were found to be less interesting compared to the closed storefronts. However, for closed storefronts, correlations were not significant in terms of familiarity and interest (see Appendix C, Tables C.11. and C.12.).

5.1.5. Mixed (Between- Within) Design Subjects Analysis of Variance (ANOVA)

Results

The first mixed (between - within) design subjects ANOVA was conducted to explore the impact of openness, crowdedness and gender differences on the evaluation of storefronts. A second test was conducted to explore the impact of openness, crowdedness and gender differences on the perceived complexity level of storefronts. Thirdly, the impact of openness, crowdedness and gender differences on the familiarity level of storefronts were examined through mixed (between – within) design subjects ANOVA analysis.

5.1.5.1. ANOVA Results of Evaluation Ratings

The first mixed (between – within) design subjects ANOVA was conducted to explore the impact of openness, crowdedness and gender differences on the evaluation of storefronts (see Appendix C Table C.13.). There was a significant effect of openness of the storefront [Wilks Lambda' = . 34 , F (1, 68) =130.55, mean square error= .39, $p < .001$, multivariate partial eta squared = . 65] and a significant effect of crowdedness [Wilks Lambda'= . 23 , F (1, 68)= 220.8, $p < .001$, mean square error= .52 , multivariate partial eta squared = . 76] of the storefronts on evaluations. The results showed that, closed storefronts (Mean= 4.72, S.D.= .60) were evaluated more positively compared to the open ones (Mean= 3.86, S.D.= .58) (see Figure 5.1.). Uncrowded storefronts (Mean=4.93, S.D.=.65) were rated more positively compared to the crowded (Mean=3.65, S.D.=.59) ones.

Additionally, the interaction effect of openness and crowdedness showed a statistical significance [Wilks Lambda' = .38, $F(1, 68) = 111.72$, $p < .001$, mean square error = .28, multivariate partial eta squared = .62]. The openness-crowdedness interaction follow up analyses using Tukey technique indicated that, the mean evaluation ratings of uncrowded storefronts were not significant for open versus closed storefronts. Open-crowded storefronts (Mean = 2.90, S.D. = .72) were rated negatively compared to closed-crowded ones (Mean = 4.41, S.D. = .74; significant at .05 level). Therefore, evaluative ratings for crowded and uncrowded storefronts were more accentuated for open, compared to closed storefronts (see Figure 5.1). No significant effect of openness and crowdedness was found for evaluation, in terms of gender.

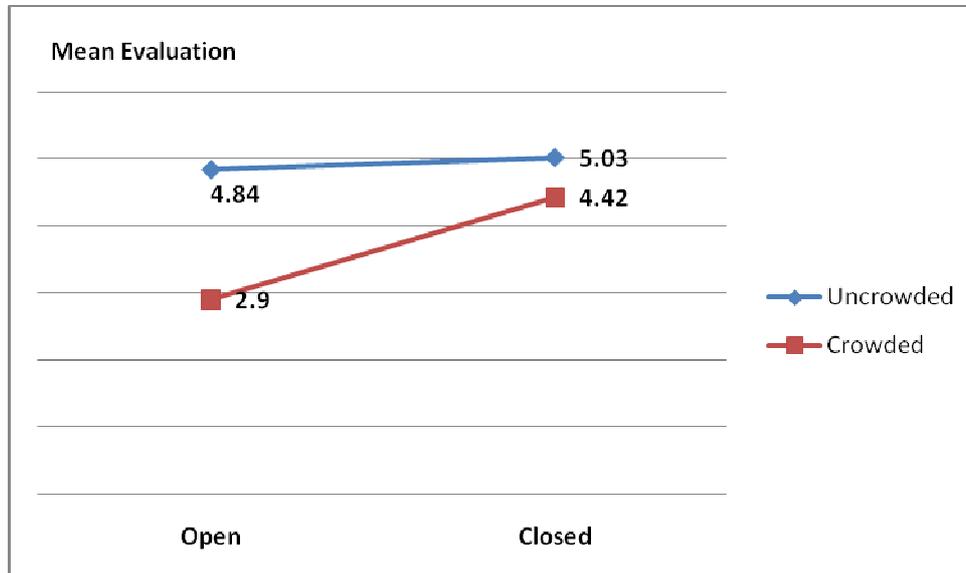


Figure 5.1. Openness and crowdedness interaction for mean evaluation ratings of storefronts

5.1.5.2. ANOVA Results of Complexity Ratings

The second test was conducted to examine the impact of openness, crowdedness and gender differences on the perceived complexity of storefronts (see Appendix C Table C.14.). It was seen that the amount of crowdedness had an impact on the perceived complexity level of the storefronts [Wilks Lambda' = . 18 , F (1, 68)= 314.16 , p < .001, mean square error= 1.38 , multivariate partial eta squared = . 82]. The crowded storefronts (Mean= 4.92, S.D.=.79) were perceived as more complex compared to the uncrowded ones (Mean= 2.42, S.D.= .79). Openness was also found to have an effect on perceived complexity level [Wilks Lambda' = . 91 , F (1, 68)= 6.74, p < .05 , mean square error= .52 , multivariate partial eta squared = . 09].

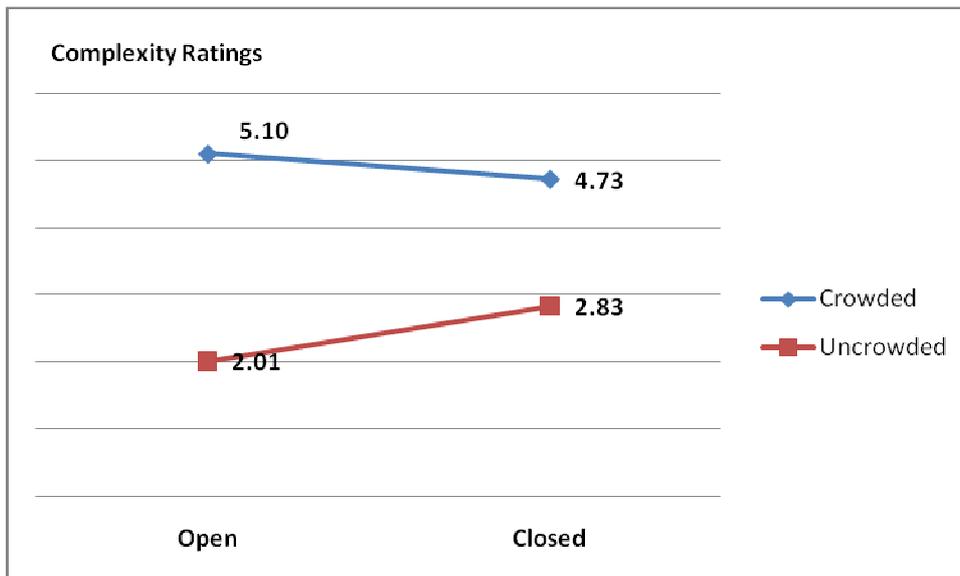


Figure 5.2. Openness and crowdedness interaction for mean complexity ratings of storefronts

In addition, an interaction effect was found for openness and crowdedness on perceived complexity level [Wilks Lambda' = . 66 , F (1, 68)= 34.5 , p < .001, mean square error= .71 , multivariate partial eta squared = . 33] Closed - uncrowded

(Mean= 4.72, S.D.= .80) storefronts were perceived as more complex compared to the open- uncrowded ones (Mean= 2.01, S.D.= .84)(see Figure 5.2.) whereas the difference for crowded storefronts did not vary as a function of open-closed dimension. Hence, difference between crowded and uncrowded storefronts was more accentuated for open ones, rather than closed storefronts on ratings of complexity. Follow-up analysis using Tukey technique showed that the difference between mean ratings was significant at .05 level for uncrowded storefronts, however there was not any significant difference for crowded storefronts (see Figure 5.2.).

Gender difference was also found to be effective where men perceived uncrowded storefronts more complex than women [Wilks Lambda' = .90 , F (1, 68)= 7.16 , p < .01, multivariate partial eta squared = .09] and follow-up analysis using Tukey technique indicated that the difference between the complexity ratings by women and men were significant at .05 level (see Figure 5.3.). However, the difference between ratings of men and women was not significant for crowded storefronts.

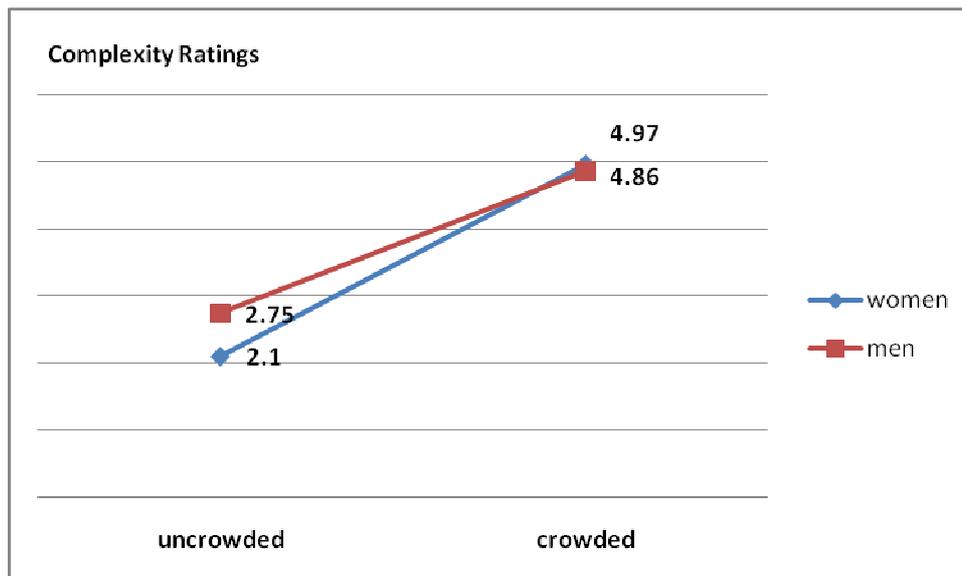


Figure 5.3. Interaction effect of crowdedness on complexity ratings of women and men

5.1.5.3. ANOVA Results of Familiarity Ratings

The third mixed (between – within) design subjects ANOVA analysis test was done in order to find the impact of openness, crowdedness and gender differences on the familiarity factor (see Appendix C, Table C.15.). The results showed that, both openness [Wilks Lambda' = .47 , F (1, 68)=74.30 , p < .0005 , multivariate partial eta squared = .52].and crowdedness [Wilks Lambda' =.99 , F (1, 68)=105.20 , p < .0005 , multivariate partial eta squared = .60] were associated with familiarity. The open storefronts (Mean= 4.73, S.D.= .86) were rated as more familiar than the closed ones (Mean= 3.80, S.D.= .83) and crowded storefronts (Mean= 4.93, S.D.= .92) were rated as more familiar compared with the uncrowded (Mean= 3.60, S.D.= .86) storefronts.

There was also an interaction effect of openness and gender on familiarity [Wilks Lambda' =.94 , F (1, 68)= 3.84 , p < .05 , multivariate partial eta squared = .05] The difference between mean ratings of both men and women for familiarity were not significant for either open or closed storefronts (see Figure 5.4).

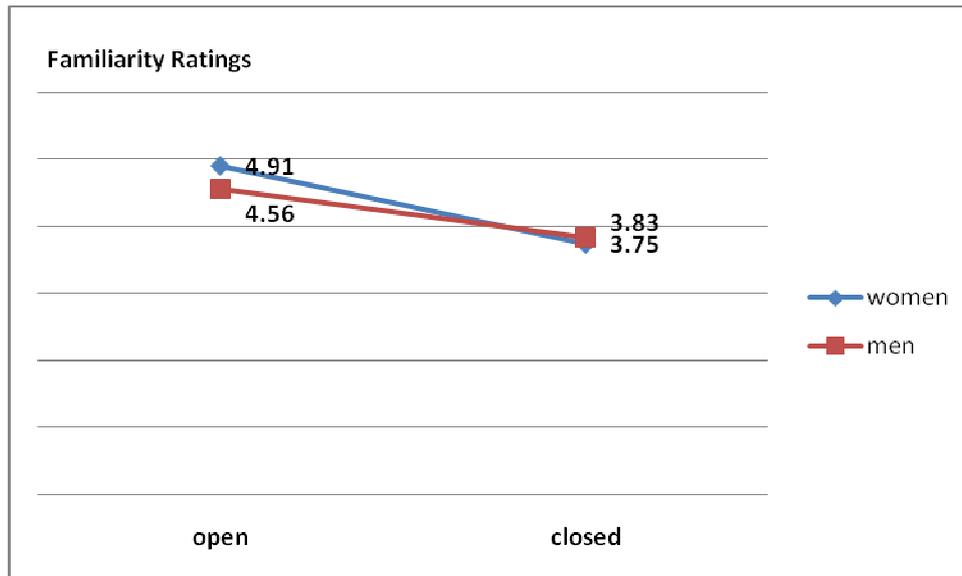


Figure 5.4. Interaction effect of openness and gender on familiarity ratings of men and women

However, the results indicated that, there was a significant difference between the ratings of women and men for open and uncrowded storefronts, where women's ratings on familiarity for these storefronts were higher compared to those of men (Wilks Lambda' =.94 , F (1, 68)= 4.10, p < .05 , multivariate partial eta squared = .05; significant at .05 level; see Figure 5.5). For closed and uncrowded group, and crowded storefronts the difference between the ratings of men and women were not significant according to follow up Tukey tests (see Figure 5.5. and 5.6.).

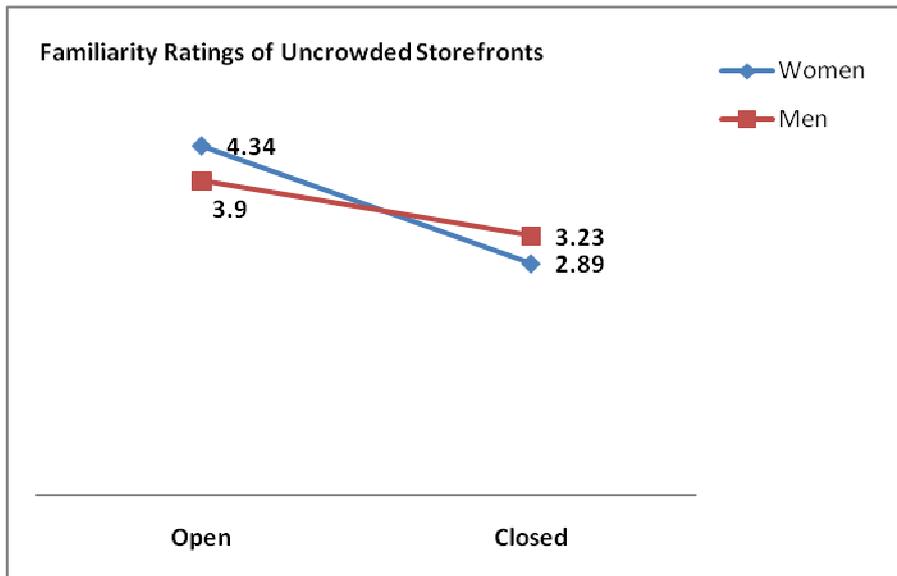


Figure 5.5. Interaction effect of openness on familiarity ratings of men and women for uncrowded storefronts

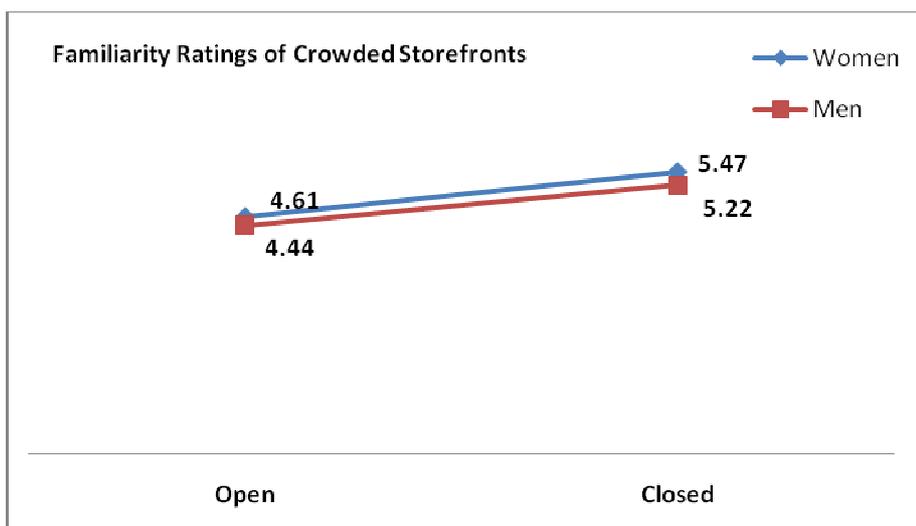


Figure 5.6. Interaction effect of openness on familiarity ratings of men and women for crowded storefronts

ANOVA analysis showed that crowdedness of storefronts has an effect on evaluations and uncrowded storefronts were evaluated with higher ratings compared with the crowded ones. The results of the first part of the study also showed that, complexity was perceived as parallel with crowdedness of the

storefronts. Thus, storefronts that have low complexity ratings were evaluated more positively than those perceived as more complex.

According to the results, open and crowded storefronts were perceived as more familiar than others. Although familiarity was not associated with the evaluations of storefronts, familiar storefronts were found less interesting according to correlations.

In terms of gender, there were not any significant differences between men and women on the evaluation ratings of storefronts. However, the results of ANOVAs showed that, there was an interaction effect of crowdedness on complexity ratings, men's ratings on complexity of uncrowded storefronts were higher than women, in other words they perceived the uncrowded storefronts as more complex.

Additionally, women found open storefronts more familiar than others.

5.2. Results and Discussion of the Second Part of the Study

The aim of the second part of the study was to explore the spatial factors affecting the evaluations of storefronts and decision for entering the store. As mentioned before, none of the storefronts were recognized by the respondents. The open-ended questions in this part enabled us to explore the other factors which are not examined in the first part. The respondents were free to give and explain their reasons rather than selecting from predetermined factors.

The first question was, “Which three storefronts did you liked the most and why?”. The results showed that, the three storefronts mentioned by about half of the participants were: OU3 (18 mentions), CU1 (14 mentions) and OU1 (13 mentions) (see Appendix D. Figure D.1.). The uncrowded storefronts had been rated more positively in the first part of the study. In the second part, uncrowded storefronts were mostly mentioned as the liked ones in the same way.

A majority of the 32 respondents stated the reasons for liking as follows (see Figure 5.7.): finding the facade plain or not much ornamented, spacious, in a preferable style, novel, unusual or original, uncrowded where only few items were seen, open or enabled to see the interior easily or closed which gives a sense of curiosity for seeing the interior, giving the impression of an expensive or high class store, designed with preferable colors and lighting or materials, had an interesting theme or decoration in the store window. Additionally, seeing the items easily from the

façade were other factors mentioned by the respondents affecting the liking for the storefronts they have chosen.

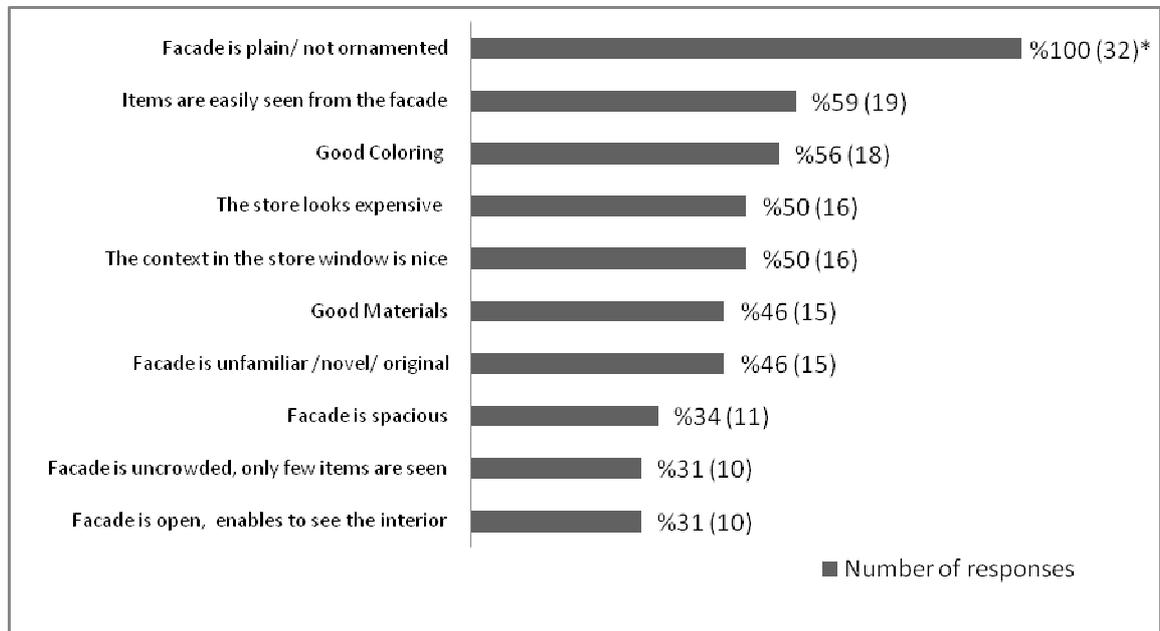


Figure 5.7. Reasons for liking the storefronts
*(Note: Numbers of responses for each factor are given in parentheses. *)*

The second question asked to the respondents was “Which three storefronts did you like the least and why?”. According to the results, the least preferred storefronts were, OC2 selected (16 times), CU2 (12 mentions), and OC3 (13 mentions) (see Appendix D. Table D.2.).

According to the answers, several factors such as finding the façade highly closed which obstructed seeing the interior and items sold inside, excessively open, crowded, empty or highly plain, highly complex or excessively ornamented, ordinary, designed with bad coloring and lighting or materials, giving the impression of a cheap and low class store, have an undefined and uninviting entrance lead to negative impressions on the storefronts. Also, many respondents mentioned that, they would not prefer some storefronts because it is hard to see the items sold and

due to that reason, it becomes hard to make inferences about those stores (see Figure 5.8.).

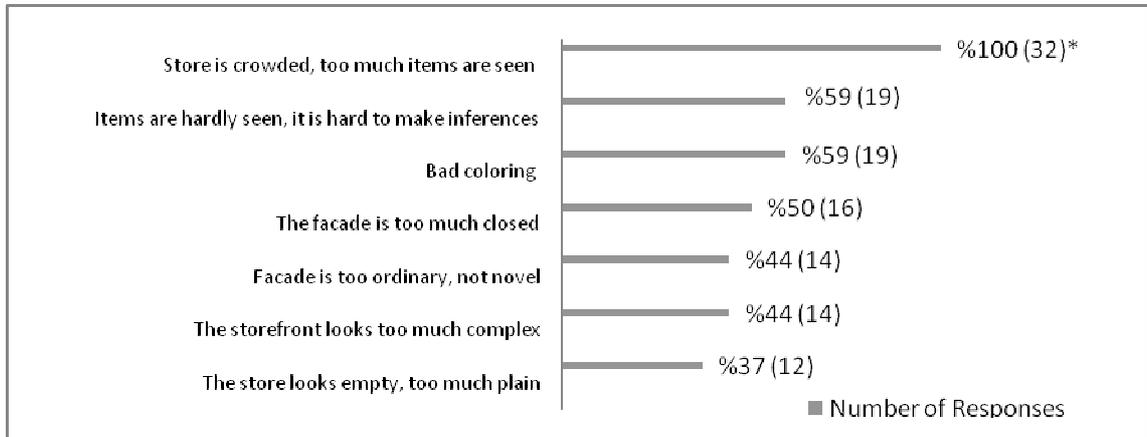


Figure 5.8. Reasons for not liking the storefronts
*(Note: Numbers of responses for each factor are given in parentheses. *)*

The first factor which was mentioned about the evaluation of storefronts was related to “being able to make inferences about the store and get information on the items sold in the store”. Previously, in their study, Sen, Block and Chandran (2002) found that, the decision to enter a store relates to shoppers’ acquisition of store related information from the store exterior. The results of this study also seem to support their findings. Many respondents mentioned that, they would not prefer a storefront when it does not allow understanding what is actually being sold in the store, and they would not prefer to enter such a store because of its storefront. In this case, it may be said that, giving shoppers cues to make inferences about the products sold in the store becomes more important than aesthetic considerations. For instance, people would not prefer a completely closed storefront or an empty one in which only a few items are displayed which do not give any clues about what they are going to find inside. In addition, the answers related to the openness of the storefronts were mostly based on being able to see

what is inside and easily making inferences on the store (see Appendix E.1.). During the interviews, a 25-year-old woman claimed that,

“An interesting, well- designed storefront takes interest and attention. However, if I am not able to see any products on a completely closed storefront, then I would not care if it is very - well designed and different”

The results of the first part of the study also showed that, uncrowded storefronts were preferred over crowded ones by IAED students. Additionally, crowded storefronts were also rated as more complex by the respondents. In the second part of the study, the second factor for liking the storefronts became “the plainness of the storefront” and most of the respondents mentioned that they would prefer a storefront because it looks plain and not much ornamented or not crowded with too many displays. In their study, Gilboa and Rafaeli (2003) found that too much complexity and overload of visual stimuli in retail environments may cause unpleasantness for shoppers. This study suggests that, the same situation may be true for store exteriors. There may be various reasons for preferring uncrowded storefronts.

One explanation may be that, as getting information about items for sale is a very important factor for liking a storefront and plain storefronts enable shoppers to concentrate on the displayed items, it becomes easier to make inferences about the store and the item through plain storefronts (see Appendix E. 1). For instance, a 37-years-old, women respondent mentioned that,

“The storefront should give information. It should also be plain and not too much crowded, so that, it becomes possible to see the displayed items”

Another reason may be that, crowdedness of the storefront is associated with the expense, quality, class of the items for sale and the store in general. Uncrowded, plain storefronts are generally associated with stores selling higher class, better quality, more expensive and more fashionable items (see Appendix E. 1). As it is suggested by Green (1986), people may make different inferences for storefronts which show only few products and those displaying massive amounts of merchandise behind. A respondent claimed that,

“I have chosen this storefront (OU3) because it looks very plain and modern, there are only few items and this gives the feeling that it is a high quality and high class store. Actually, I mostly find uncrowded, plain stores more beautiful.” (29-years-old, man, Economist)

The study also showed that, people tend to make associations with the characteristics of the store through the openness of the storefronts. For instance, closed storefronts are associated with higher class, more expensive products while open ones are associated with lower class items (see Appendix E. 1.). One of the respondents claimed that,

“A highly closed storefront makes me think that, the items in the store should be very expensive, even, inaccessible.” (33-years-old, man, Engineer)

As it is also suggested in the literature (Areni and Kim, 1994; Aslantamer, 2003; Babin, Hardesty and Suter, 2003; Edwards and Shackley, 1992; Green, 1986; Yüksel, 2009) coloring, selection of materials for the façade and the lighting are also found as important factors affecting the decisions. Moreover, it was seen that, most of the answers given to the question “Is there a store that you remember or like with its storefront and which features of this storefront do you like?” were related to the

color and the materials of the storefronts. It was seen that, the respondents also made associations with store characteristics through colors and materials and lighting (see Appendix E. 2).

The theme designed for displaying the products were also one of the factors mentioned by the respondents, especially for the question related with the storefront they most remember or like. They were usually able to describe the theme of the store window in details (see Appendix E. 3).

Babin and Babin (2001) mentioned that, for clothing stores, atypicality has positive effects on judgments where novel and original storefronts may evoke positive emotions such as excitement and interest. In this study, typicality was mostly regarded as a negative factor on the evaluations of the storefronts. For instance one of the respondents mentioned that,

"I did not like this storefront (CC2), there are only dummies and a plain background, it looks very ordinary, you can see it anywhere." (29-years-old, man, Economist)

Many respondents mentioned that they would prefer the storefronts which look more original and novel rather than the typical ones. The first part of the study also showed that, unfamiliar storefronts were found to be more interesting compared to the familiar ones. Thus, it should be noted that, although it is hard to make inferences on what is being sold in a store through closed storefronts, they are able to take shoppers' interest.

The third question of the interview was "By looking at their storefronts, which stores would you decide to enter for shopping and why?". As expected, according

to the answers, the stores which have the mostly most liked storefronts; OU3, OU1 and CU1 were also preferred for entering. The reasons mentioned were similar to those given for liking of storefronts (see Figure 5.9.).

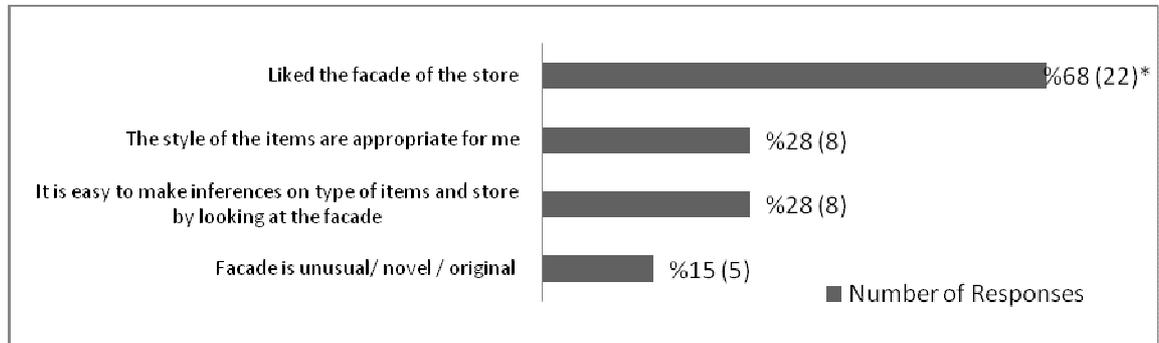


Figure 5.9. Reasons for deciding to enter the stores
*(Note: Numbers of responses for each factor are given in parentheses. *)*

The fourth question was “By looking at their storefronts, which stores would you not prefer to enter for shopping and why?” The first three storefronts were OU2, CU2 and OC 2 which respondents would not prefer to enter by looking at their storefront. According to the responses, not liking the façade, finding the façade highly crowded, very plain or empty, usual or ordinary or conversely too much unusual, bad coloring, thinking that the style of the displayed items are appropriate for the users’ clothing style, inferring that the store is highly expensive and high class or very cheap and low class and bad coloring was the negative factors affecting their decision. Many respondents also stated that, they would not prefer to enter the stores if they are not able to make inferences on the store and items by looking at the storefront. (see Figure 5.10.).

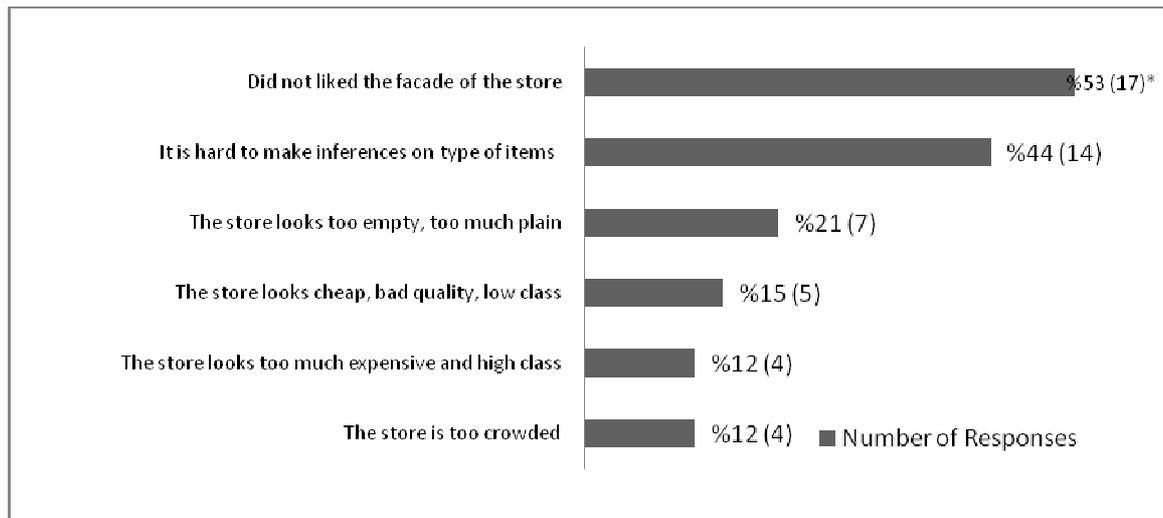


Figure 5.10. Reasons for deciding not to enter the stores

*(Note: Numbers of responses for each factor are given in parentheses. *)*

The study shows that, for deciding to enter a store by looking at its storefront, besides liking the general design of that storefront and finding the storefront unusual and inviting to explore the rest of the store, there were various reasons mostly related with more utility concerns, especially for men. For instance, getting the assumption that the store is comfortable to shop, thinking that the styles of the displayed items are close to the users' style are some of these factors (see Appendix E.4.).

Another question asked to the respondents was "Is there a store that you remember or like with its storefront and which features of this storefront do you like?". Respondents mentioned various features of the stores which they remember for their storefronts. 20 of 32 respondents, consisting of 13 women and 7 men replied to this question. The answers were quite similar to the reasons mention for liking of storefronts (see Figure 5.11.). In general, women gave more details about the physical features about the storefronts that they like and remember.

Additionally, it was derived from the answers that, many of the most remembered and liked stores were located in their own buildings, rather than being placed in a line of stores (see Appendix E.5.).

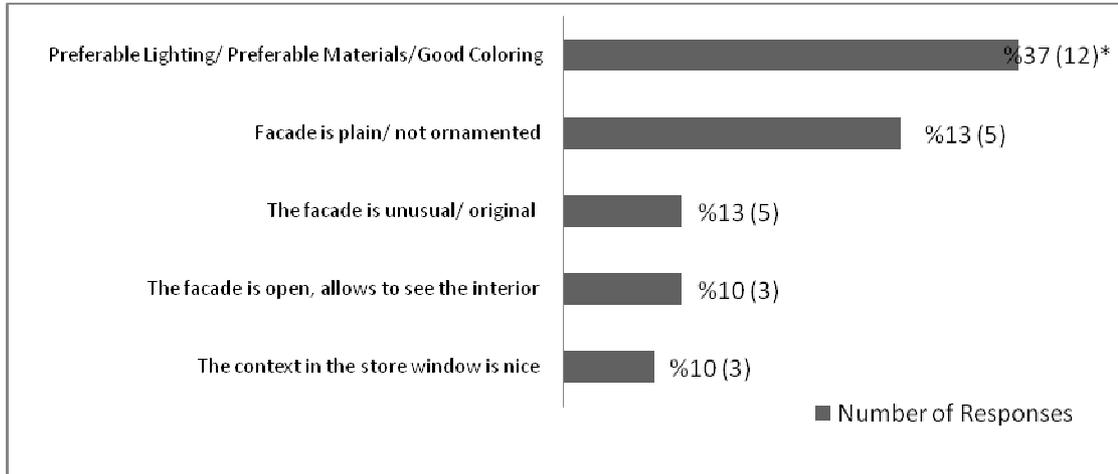


Figure 5.11. Features of most remembered, liked storefronts
*(Note: Numbers of responses for each factor are given in parentheses. *)*

The final questions asked to the respondents were “Are the storefront and the entrance of a store important for you in terms of the inferences you make about that store? Would you enter a store even you were not familiar with the brand by just by looking at its storefront?” Fifteen of 16 women respondents and 12 of 16 man respondents mentioned that the storefront is important in terms of their inferences about a store for various reasons. Most of the respondents claimed that the design of the storefront is important for them and affect their decisions and evaluations about a store. Many of them also mentioned that, they would enter a store for just because they liked the storefront. Additionally, the respondents mentioned that the brand is more important for them rather than the designs of the storefront were only men (see Appendix E.6.)

The responses show that men give more importance to utility considerations and being familiar with the brand while women seems to give more importance to storefront designs. However, as the sampling was not wide enough, it is hard to make conclusions and generalizations on the differences between the responses given by women and men. These differences may be examined in future studies.

6. CONCLUSIONS AND LIMITATIONS OF THE STUDY

As previously mentioned, factors affecting the evaluations of storefront designs and inferences on store characteristics through storefront designs are examined in this study.

The effects of perceptions of external atmospheric cues on evaluations of given services and displayed products in retail spaces are discussed in the literature (Edwards and Shackley, 1992; Sen, Block and Chandran, 2002; Turley and Milliman, 2000; Ward, Bitner and Barnes, 1992; Woods, 1995; Yıldırım, Akalın-Baskaya and Hidayetoğlu, 2007; Yüksel, 2009; Zielke and Toporowski, 2009). In relation to the first hypothesis, “There is a relationship between the evaluations of storefronts and respondents’ inferences on store characteristics”, according to the results of factor analysis, this study shows that, the evaluation of the design of storefronts is strongly related to the inferences about store characteristics in terms of the quality, fashion, class and prices of products which may be sold in that store. In other words, the study shows that positive evaluations of storefronts may lead to inferences that the store is high class, sells high quality, expensive and fashionable products. Moreover, we have observed that the storefronts which were evaluated with higher ratings in the first part of the study were also favored by respondents in the second part. Similarly, the storefronts which were evaluated with lower ratings were also not preferred by the respondents in the second part. In general, evaluations for storefronts were parallel between the two sample groups. In future

studies, the method may be the same for each group in order to make more valid comparisons.

During the first part, we were able to examine how storefronts were evaluated by people with some level of design education background. In the second part of the study, the main focus was finding out the factors that influenced shoppers' decisions on evaluations of storefronts and the reasons which directed these influences. Because, it was assumed that, conducting the second part of the study in a shopping mall and doing interviews with people who actually look at the storefronts and shop would be more appropriate and relevant to our study. Certainly some may discuss that, interior design students are also shoppers, so there would be an ambiguity for the selection of sample groups. However, it should be admitted that, there is a significant effect of having a design education background on preference for environments as it is widely mentioned in earlier studies (Akalin- Baskaya et. al., 2009; Brown and Gifford , 2001; Gifford et. al., 2000; Imamoğlu, 2000; Purcell, Peron and Sanchez ,1998). Thus for this study, it was preferred to refer to the comments of shoppers' who do not have a design education background, in addition to those who have.

The openness and crowdedness of the storefronts were taken as the main criteria, color photographs of selected storefronts were manipulated accordingly and used to understand if these factors affect the evaluations of the storefront designs. The first part of the study showed that, the crowdedness of the storefronts had an impact on the evaluations of storefront designs, supporting the second hypothesis: "Respondents' evaluations of storefronts are related to the perceived crowdedness

level of storefronts represented in the photographs.”. Uncrowded storefronts, in other words, storefronts displaying relatively less amounts of items were preferred over crowded ones.

Additionally, it was found that, crowdedness of the storefronts was positively correlated with perceived complexity. Many previous studies indicate that, people tend to prefer moderate amounts of complexity instead of extremely high or low levels (Akalin et. al., 2009; Imamoğlu, 2000; Nasar, 1987; Stamps, 1999). Results of this study suggests that, the storefronts rated as the least crowded and most crowded were not preferred by the respondents. Thus, perceived complexity levels may have affected the ratings, where highly complex or highly plain exteriors may have been favored less. Findings also showed that, crowded storefronts were perceived as more familiar and evaluated as less interesting by the respondents. Uncrowded storefronts were also preferred by shoppers and being plain or uncrowded became one of the main reasons for liking mentioned by the respondents. The results showed that, storefronts displaying fewer items were mostly associated with some store characteristics such as being high class or expensive.

Moreover, openness was also found to have an impact on evaluations, where closed storefronts were more positively rated than open storefronts, which supports the third hypothesis; “Respondents’ evaluations of storefronts are related to the openness level of storefronts represented in the photographs.” in the first part. However, in the second part, highly closed or highly open storefronts were also not favored by the respondents due to different reasons. The closed

storefronts were associated by positive inferences on store characteristics similarly; however they were criticized by shoppers for obstructing to get more information about the store and the products. On the other hand, highly open storefronts were associated with negative inferences about the store such as being ordinary, cheap, easily accessible. According to the results it may be said that, openness and crowdedness both affect the evaluations as it was predicted. However, decision for how to contribute them to the design of a storefront is related to the message which is desired to be given to people. For instance, although “cheapness” is referred as a negative inference related to negatively evaluated storefronts in this study, some may prefer to design an open storefront with many displayed items in order to give the message that the products in the store are easily accessible.

Additionally, the effects of complexity and familiarity on evaluations were examined in the first part. The crowded storefronts were rated as more familiar. However, ratings of these factors were not correlated with the evaluation ratings. In the second part, some respondents mentioned that they would not prefer familiar storefronts because they think that they are ordinary and uninteresting.

The second part of the study showed that, there are various factors affecting the evaluations of the storefronts and people tend to derive inferences about a store by looking at the design of the storefront. Some of these factors were mentioned more than others were: the crowdedness of the storefronts, openness, allowing the shoppers to get information about the products, coloring, lighting and type of materials, novelty of the storefront and theme used in the store windows.

Additionally, it was observed that people tend to make associations with store

characteristics through colors, materials and illumination used in the storefronts and the theme in window displays as it is also suggested in literature (Areni and Kim, 1994; Bellizzi and Hite, 1992; Green, 1986; Yüksel, 2009).

Yıldırım et. al. (2007) found that, women were more critical in their judgments of window displays. In terms of gender, there were not any significant differences between evaluative ratings of men and women in the first part of this study. However, some differences were observed through the interviews with shoppers in the mall. For instance, women respondents were mostly able to give detailed descriptions on the storefronts which they liked while most of the men based their reasons for liking on more functional reasons and hardly remembered the physical features of the storefront they liked. This may be related to different shopping habits of men and women. For instance, Hart et. al. (2007) claim that, for women, enjoyment is related to shopping as a leisure activity and they are more likely to “shop around”. So, maybe, women become more curious and pay more attention to the store environment. Campbell found (1997) that, men who shop usually see themselves as fulfilling an instrumental need, rather than engaging in “shopping for shopping’s sake” and women are more positive about shopping than men (pp.167-173). This may also be an explanation to why men rated the uncrowded storefronts as more complex and more crowded. They may give more importance to easily make inferences about the store and the products, shop quickly and more comfortably in an uncrowded store.

It should also be mentioned that, there are some limitations to the study. First of all, it is known that, in the literature, there are discussions on the type of visual stimuli used in studies dealing with the effects of complexity on environmental evaluations. In some of them, more controlled methods, for instance, CAD simulations (Stamps, 1999a and 1999b) or drawings of building façades (Imamoğlu, 2000) which represent varying levels of complexity on the same façade were used. Black and white photographs (Akalin-Baskaya et. al. ,2009; Nasar, 1987) and color photographs were also used (Groat, 1988). In his study, Stamps (1990) also suggests that color photographs may be valid simulations for environmental preference studies. In this study, color photographs of the storefronts were used. T-test results showed that, openness and crowdedness were perceived by the respondents as intended. However, all the environmental cues about the location and surrounding of represented storefronts were removed from the photographs as well as the signs and brand logos. As it is previously mentioned, brand, location and surrounding of a store are important factors which may affect the evaluations. For instance, in the second part of the study, it was seen that many remembered storefronts by respondents were the facades of free standing buildings, mostly became significant with their different architectural features compared with other building facades around them (see Figures 6.1. and 6.2.). They were remembered with the materials used in their facade, historical significance of the building which they belong to or the street which the store is located in. Brand is also another important factor; even people mention that the brand name is not a vital factor for their evaluations on store exterior, it is hard to be sure and studies may be done comparing the evaluations for storefronts with or without brand names in future. Additionally,

today, many brands and chain stores prefer to use identical designs for their storefronts and it is still not clear how much this attempt is recognized by shoppers'. Thus, more extended studies may also be done to analyze the consequences of this issue.



Figure 6.1. Burberry Store in Bagdat Street, İstanbul

(Retrieved from; http://commons.wikimedia.org/wiki/File:Bağdat_Caddesi_8.jpg)



Figure 6.2. Vakko Store in Bagdat Street, İstanbul

(Retrieved from; <http://wowturkey.com/>)

Future studies may also increase the number of visual stimuli and number of participants to obtain more valuable results. Age, cultural differences, expectations

of people belonging to different income level groups may also be examined as other factors affecting the evaluations of store exteriors. For instance, teenagers and adults may have different shopping habits and this may lead to differences on their perceptions and evaluations of store environments. The factors affecting the evaluations of storefronts that are mentioned in the second part of the study may also be helpful for the researchers for further studies on store exteriors. The obtained results of the study are expected to provide beneficial information to interior designers while designing retail spaces as well as contributing to the retail atmospherics literature.

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APPENDIX A. Questionnaire Forms Used in the First Part of the Study

A.1. Introduction Page

A

MAĞAZA CEPHELERİ DEĞERLENDİRİLMESİ ÇALIŞMASI

Bu çalışma mağazaların cephelerinin algılanmasıyla ilgili fikirlerinizi almaya yöneliktir. Doğru ya da yanlış cevap yoktur. Kimliğinizle ilgili bilgi istenmemektedir. Önemli olan maddeleri görüşlerinizi yansıtacak biçimde işaretlemenizdir. Katkılarınız için teşekkür ederim. Araştırmayla ilgili sorularınız için: Yasemin Burcu Çakırlar, Bilkent Üniversitesi, İç Mimarlık ve Çevre Tasarımı Bölümü cakirlar@bilkent.edu.tr

A. Gördüğünüz fotoğraflardaki mağaza cephelerini aşağıda verilen sıfat çiftlerine göre değerlendiriniz.

B. Fotoğrafta gördüğünüz mağazada satılabilecek ürünlerin zihninizde canlanan özelliklerini aşağıda verilen sıfat çiftlerine göre değerlendiriniz.

Örneğin, değerlendirdiğiniz mağaza cephesinin "kötü-iyi" boyutunda "biraz iyi" olduğunu düşünüyorsanız, 5 numaralı kutuyu daire içine alınız.

	<i>Çok Kötü</i>	<i>Oldukça kötü</i>	<i>Biraz Kötü</i>	<i>Ne iyi, ne kötü</i>	<i>Biraz İyi</i>	<i>Oldukça İyi</i>	<i>Çok İyi</i>	
Kötü	1	2	3	4	5	6	7	İyi

A.2. Questionnaire Form A

Cinsiyet: Kadın Erkek

Yaş:

A	
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1. Fotoğraf

A.

1	Beğenmedim (Disliked)	1	2	3	4	5	6	7	Beğendim (Liked)
2	Çirkin(Ugly)	1	2	3	4	5	6	7	Güzel (Beautiful)
3	Kalabalık değil (Uncrowded)	1	2	3	4	5	6	7	Kalabalık (Crowded)
4	İlginç Değil (Uninteresting)	1	2	3	4	5	6	7	İlginç (Interesting)
5	Hoş değil (Unpleasant)	1	2	3	4	5	6	7	Hoş (Pleasant)
6	Kapalı/ İçeriyi Göstermeyen(Closed)	1	2	3	4	5	6	7	Açık/ İçeriyi Gösteren (Open)
7	Tanıdık Olmayan (Unfamiliar)	1	2	3	4	5	6	7	Tanıdık (Familiar)
8	Basit/Yalın (Simple)	1	2	3	4	5	6	7	Karmaşık (Complex)

B.

1	Ucuz (Cheap)	1	2	3	4	5	6	7	Pahalı (Expensive)
2	Kalitesiz (Bad quality)	1	2	3	4	5	6	7	Kaliteli (Good Quality)
3	Demode (Demoded)	1	2	3	4	5	6	7	Modaya Uygun (Fashionable)
4	Düşük Sınıf (Low Class)	1	2	3	4	5	6	7	Yüksek Sınıf (High Class)

2. Fotoğraf

A.

1	Beğenmedim (Disliked)	1	2	3	4	5	6	7	Beğendim (Liked)
2	Çirkin(Ugly)	1	2	3	4	5	6	7	Güzel (Beautiful)
3	Kalabalık değil (Uncrowded)	1	2	3	4	5	6	7	Kalabalık (Crowded)
4	İlginç Değil (Uninteresting)	1	2	3	4	5	6	7	İlginç (Interesting)
5	Hoş değil (Unpleasant)	1	2	3	4	5	6	7	Hoş (Pleasant)
6	Kapalı/ İçeriyi Göstermeyen(Closed)	1	2	3	4	5	6	7	Açık/ İçeriyi Gösteren (Open)
7	Tanıdık Olmayan (Unfamiliar)	1	2	3	4	5	6	7	Tanıdık (Familiar)
8	Basit/Yalın (Simple)	1	2	3	4	5	6	7	Karmaşık (Complex)

B.

1	Ucuz (Cheap)	1	2	3	4	5	6	7	Pahalı (Expensive)
2	Kalitesiz (Bad quality)	1	2	3	4	5	6	7	Kaliteli (Good Quality)
3	Demode (Demoded)	1	2	3	4	5	6	7	Modaya Uygun (Fashionable)
4	Düşük Sınıf (Low Class)	1	2	3	4	5	6	7	Yüksek Sınıf (High Class)

A.3. Questionnaire Form B

Cinsiyet: Kadın Erkek

Yaş:

B	
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1. Fotoğraf

A.

1	Beğenmedim (Disliked)	1	2	3	4	5	6	7	Beğendim (Liked)
2	Çirkin(Ugly)	1	2	3	4	5	6	7	Güzel (Beautiful)
3	Kalabalık (Crowded)	1	2	3	4	5	6	7	Kalabalık değil (Uncrowded)
4	İlginç Değil (Uninteresting)	1	2	3	4	5	6	7	İlginç (Interesting)
5	Hoş değil (Unpleasant)	1	2	3	4	5	6	7	Hoş (Pleasant)
6	Açık/ İçeriği Gösteren (Open)	1	2	3	4	5	6	7	Kapalı/ İçeriği Göstermeyen(Closed)
7	Tanıdık (Familiar)	1	2	3	4	5	6	7	Tanıdık Olmayan (Unfamiliar)
8	Karmaşık (Complex)	1	2	3	4	5	6	7	Basit/Yalın (Simple)

B.

1	Ucuz (Cheap)	1	2	3	4	5	6	7	Pahalı (Expensive)
2	Kalitesiz (Bad quality)	1	2	3	4	5	6	7	Kaliteli (Good Quality)
3	Demode (Demoded)	1	2	3	4	5	6	7	Modaya Uygun (Fashionable)
4	Düşük Sınıf (Low Class)	1	2	3	4	5	6	7	Yüksek Sınıf (High Class)

2. Fotoğraf

A.

1	Beğenmedim (Disliked)	1	2	3	4	5	6	7	Beğendim (Liked)
2	Çirkin(Ugly)	1	2	3	4	5	6	7	Güzel (Beautiful)
3	Kalabalık (Crowded)	1	2	3	4	5	6	7	Kalabalık değil (Uncrowded)
4	İlginç Değil (Uninteresting)	1	2	3	4	5	6	7	İlginç (Interesting)
5	Hoş değil (Unpleasant)	1	2	3	4	5	6	7	Hoş (Pleasant)
6	Açık/ İçeriği Gösteren (Open)	1	2	3	4	5	6	7	Kapalı/ İçeriği Göstermeyen(Closed)
7	Tanıdık (Familiar)	1	2	3	4	5	6	7	Tanıdık Olmayan (Unfamiliar)
8	Karmaşık (Complex)	1	2	3	4	5	6	7	Basit/Yalın (Simple)

1	Ucuz (Cheap)	1	2	3	4	5	6	7	Pahalı (Expensive)
2	Kalitesiz (Bad quality)	1	2	3	4	5	6	7	Kaliteli (Good Quality)
3	Demode (Demoded)	1	2	3	4	5	6	7	Modaya Uygun (Fashionable)
4	Düşük Sınıf (Low Class)	1	2	3	4	5	6	7	Yüksek Sınıf (High Class)

APPENDIX B. Interview Questions used in the Second Part of the Study

MAĞAZA CEPHELERİ DEĞERLENDİRİLMESİ ÇALIŞMASI

Bu çalışma mağazaların cephelerinin algılanmasıyla ilgili fikirlerinizi almaya yöneliktir. Doğru ya da yanlış cevap yoktur. Kimliğinizle ilgili bilgi istenmemektedir. Önemli olan maddeleri görüşlerinizi yansıtacak biçimde işaretlemenizdir. Katkılarınız için teşekkür ederim.

1. Cinsiyeti: K E

2. Yaşı:

3. Mesleği:

4. Fotoğraflarda gördüğünüz mağaza cephelerinden birini daha önce hiç gördünüz mü? (Nereden tanıyorsunuz? Hangi mağaza?)

Hayır Evet

5. En çok hangi 3 mağazayı beğendiniz? Neden?

6. En az hangi 3 mağazayı beğendiniz? Neden?

7. İçeri girip alışveriş yapmayı tercih edeceğiniz ilk mağaza hangisi olurdu? Neden?

8. İçeri girip alışveriş yapmayı tercih edeceğiniz son mağaza hangisi olurdu? Neden?

9. Cephesiyle ya da vitriniyle beğendiğiniz, hatırladığınız bir mağaza var mı? Hangisi? Hangi özelliklerini beğeniyorsunuz?

10. Bir mağazanın girişi ve cephesi, o mağazayla ilgili edindiğiniz izlenimler açısından, sizin için ne kadar önem taşır? Nelere bakarsınız? Markayı tanımasanız bile, sadece cephesine bakarak bir mağazaya girer misiniz?

APPENDIX C. Results of the Statistical Analyses of the First Part

Table C.1. The results of paired samples t-tests for openness

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair	OpenPhotoMean	5.8286	70	.64078	.07659
1	ClosedPhotoMean	2.3833	70	.67944	.08121

Paired Samples Correlations

		N	Correlation	Sig.
Pair	OpenPhotoMean & ClosedPhotoMean	70	-.433	.000

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair	OpenPhotoMean - ClosedPhotoMean	3.44524	1.11775	.13360	3.17872	3.71176	25.788	69	.000

Table C.2. The results of paired samples t-tests for crowdedness

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	UncrowdedPhotoMean	2.0976	70	.68718	.08213
	CrowdedPhotoMean	5.1976	70	.75464	.09020

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	UncrowdedPhotoMean & CrowdedPhotoMean	70	-.330	.005

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			
					Lower	Upper		
Pair 1	UncrowdedPhotoMean - CrowdedPhotoMean	-3.10000	1.17660	.14063	-3.38055	-2.81945	-22.044	.000

Table C.3. Factor analysis of mean ratings of twelve storefront photographs

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.531	46.092	46.092	5.531	46.092	46.092	5.213	43.440	43.440
2	1.232	10.263	56.355	1.232	10.263	56.355	1.502	12.513	55.953
3	1.144	9.535	65.891	1.144	9.535	65.891	1.148	9.567	65.520
4	1.090	9.086	74.977	1.090	9.086	74.977	1.135	9.457	74.977
5	.842	7.015	81.991						
6	.677	5.643	87.634						
7	.493	4.112	91.746						
8	.363	3.025	94.771						
9	.249	2.075	96.846						
10	.171	1.428	98.274						
11	.114	.948	99.221						
12	.093	.779	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
MeanPleasant	.890	.250	-.115	.095
MeanBeatiful	.834	.308	-.268	-.015
MeanLiking	.823	.281	-.253	-.090
MeanQuality	.818	-.097	.141	-.061
MeanClass	.805	-.229	.334	-.019
MeanCheap	.803	-.186	.288	-.140
MeanInteresting	.789	.207	.088	.056
MeanFashion	.711	-.068	.165	.032
MeanComplexity	-.231	.675	.308	-.302
MeanCrowdedness	-.430	.620	.160	.105
MeanFamiliar	-.089	.061	.696	.573
MeanOpenness	.177	.082	-.375	.784

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
MeanPleasant	.891	-.020	-.129	.256
MeanBeatiful	.834	.034	-.317	.253
MeanLiking	.824	.022	-.343	.178
MeanInteresting	.816	.006	.029	.101
MeanQuality	.789	-.267	.038	-.085
MeanCheap	.780	-.311	.126	-.247
MeanClass	.772	-.358	.236	-.180
MeanFashion	.691	-.218	.114	-.022
MeanComplexity	-.011	.784	.027	-.282
MeanCrowdedness	-.257	.712	.150	.104
MeanFamiliar	-.002	.142	.890	.115
MeanOpenness	.095	-.119	.106	.871

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

Table C.4. Intercorrelations between mean ratings of five factors for twelve storefronts

Descriptive Statistics

	Mean	Std. Deviation	N
MeanCrowdedness	3.438095	.3739413	70
MeanOpenness	4.105952	.3518188	70
MeanFamiliar	4.261905	.7092791	70
MeanComplexity	3.669048	.5109453	70
MeanEvaluation	4.2946	.50998	70

Correlations

		Mean Crowdedness	Mean Openness	MeanFamiliar	Mean Complexity	Mean Evaluation
MeanCrowdedness	Pearson Correlation	1	-.029	.113	.311**	-.346**
	Sig. (2-tailed)		.812	.352	.009	.003
	N	70	70	70	70	70
MeanOpenness	Pearson Correlation	-.029	1	.040	-.137	.145
	Sig. (2-tailed)	.812		.745	.258	.232
	N	70	70	70	70	70
MeanFamiliar	Pearson Correlation	.113	.040	1	.045	-.071
	Sig. (2-tailed)	.352	.745		.710	.559
	N	70	70	70	70	70
MeanComplexity	Pearson Correlation	.311**	-.137	.045	1	-.166
	Sig. (2-tailed)	.009	.258	.710		.169
	N	70	70	70	70	70
MeanEvaluation	Pearson Correlation	-.346**	.145	-.071	-.166	1
	Sig. (2-tailed)	.003	.232	.559	.169	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Table C.5. Intercorrelations between mean ratings of five factors for open-uncrowded storefronts

Descriptive Statistics

	Mean	Std. Deviation	N
OUCrowd	1.7048	.74329	70
OUPopen	5.8429	.85639	70
OUFamiliar	4.1238	1.11377	70
OUComplex	2.0143	.84639	70
OUEvaluation	4.8429	.78345	70

Correlations

		OUCrowd	OUPopen	OUFamiliar	OUComplex	OUEvaluation
OUCrowd	Pearson Correlation	1	-.289*	-.062	.511**	-.229
	Sig. (2-tailed)		.015	.609	.000	.056
	N	70	70	70	70	70
OUPopen	Pearson Correlation	-.289*	1	.191	-.455**	.102
	Sig. (2-tailed)	.015		.113	.000	.401
	N	70	70	70	70	70
OUFamiliar	Pearson Correlation	-.062	.191	1	-.154	-.109
	Sig. (2-tailed)	.609	.113		.203	.370
	N	70	70	70	70	70
OUComplex	Pearson Correlation	.511**	-.455**	-.154	1	-.086
	Sig. (2-tailed)	.000	.000	.203		.482
	N	70	70	70	70	70
OUEvaluation	Pearson Correlation	-.229	.102	-.109	-.086	1
	Sig. (2-tailed)	.056	.401	.370	.482	
	N	70	70	70	70	70

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table C.6. Intercorrelations between mean ratings of five factors for open- crowded storefronts

Descriptive Statistics

	Mean	Std. Deviation	N
OCCrowd	5.6714	.96725	70
OCCOpen	5.8143	.84105	70
OCCFamiliar	5.3429	1.06014	70
OCCComplex	5.1000	1.10532	70
OCEvaluation	2.8946	.72307	70

Correlations

		OCCrowd	OCCOpen	OCCFamiliar	OCCComplex	OCEvaluation
OCCrowd	Pearson Correlation	1	.152	.393**	.417**	-.569**
	Sig. (2-tailed)		.210	.001	.000	.000
	N	70	70	70	70	70
OCCOpen	Pearson Correlation	.152	1	.018	.140	-.073
	Sig. (2-tailed)	.210		.881	.248	.550
	N	70	70	70	70	70
OCCFamiliar	Pearson Correlation	.393**	.018	1	.247*	-.295*
	Sig. (2-tailed)	.001	.881		.040	.013
	N	70	70	70	70	70
OCCComplex	Pearson Correlation	.417**	.140	.247*	1	-.307**
	Sig. (2-tailed)	.000	.248	.040		.010
	N	70	70	70	70	70
OCEvaluation	Pearson Correlation	-.569**	-.073	-.295*	-.307**	1
	Sig. (2-tailed)	.000	.550	.013	.010	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table C.7. Intercorrelations between mean ratings of five factors for closed- uncrowded storefronts

Descriptive Statistics

	Mean	Std. Deviation	N
CUCrowd	2.4905	.96429	70
CUOpen	1.8429	.72614	70
CUFamiliar	3.0571	1.04946	70
CUComplex	2.8333	1.09713	70
CUEvaluation	5.0256	.73943	70

Correlations

		CUCrowd	CUOpen	CUFamiliar	CUComplex	CUEvaluation
CUCrowd	Pearson Correlation	1	.351**	.137	.462**	.023
	Sig. (2-tailed)		.003	.257	.000	.850
	N	70	70	70	70	70
CUOpen	Pearson Correlation	.351**	1	.099	.165	-.014
	Sig. (2-tailed)	.003		.417	.173	.910
	N	70	70	70	70	70
CUFamiliar	Pearson Correlation	.137	.099	1	.214	-.371**
	Sig. (2-tailed)	.257	.417		.075	.002
	N	70	70	70	70	70
CUComplex	Pearson Correlation	.462**	.165	.214	1	-.235
	Sig. (2-tailed)	.000	.173	.075		.051
	N	70	70	70	70	70
CUEvaluation	Pearson Correlation	.023	-.014	-.371**	-.235	1
	Sig. (2-tailed)	.850	.910	.002	.051	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Table C.8. Intercorrelations between mean ratings of five factors for closed- crowded storefronts

Descriptive Statistics

	Mean	Std. Deviation	N
CCCrowd	4.7238	1.00397	70
CCOpen	2.9238	.92587	70
CCFamiliar	4.5238	1.07762	70
CCComplex	4.7286	.80316	70
CCEvaluation	4.4155	.74694	70

Correlations

		CCCrowd	CCOpen	CCFamiliar	CCComplex	CCEvaluation
CCCrowd	Pearson Correlation	1	.036	-.098	.323**	-.114
	Sig. (2-tailed)		.768	.419	.006	.347
	N	70	70	70	70	70
CCOpen	Pearson Correlation	.036	1	.089	-.065	-.001
	Sig. (2-tailed)	.768		.464	.593	.995
	N	70	70	70	70	70
CCFamiliar	Pearson Correlation	-.098	.089	1	.155	-.169
	Sig. (2-tailed)	.419	.464		.199	.162
	N	70	70	70	70	70
CCComplex	Pearson Correlation	.323**	-.065	.155	1	-.462**
	Sig. (2-tailed)	.006	.593	.199		.000
	N	70	70	70	70	70
CCEvaluation	Pearson Correlation	-.114	-.001	-.169	-.462**	1
	Sig. (2-tailed)	.347	.995	.162	.000	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Table C.9. Intercorrelations between mean ratings of open- uncrowded storefronts

		Correlations											
		OULiking	OUBeauty	OUCrowd	OUInterest	OUPleasant	OUCrowd	OUInterest	OUPleasant	OUCrowd	OUInterest	OUPleasant	OUCrowd
OULiking	Pearson Correlation	1	.835**	-.110	.545**	.771**	-.091	-.130	.093	.616**	.520**	.458**	.487**
	Sig. (2-tailed)		.000	.367	.000	.000	.452	.283	.443	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUBeauty	Pearson Correlation	.835**	1	.004	.484**	.816**	-.057	-.081	.064	.527**	.448**	.370**	.425**
	Sig. (2-tailed)	.000		.972	.000	.000	.640	.505	.601	.000	.000	.002	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUCrowd	Pearson Correlation	-.110	.004	1	-.177	-.072	-.289*	-.062	.511**	-.299*	-.419**	-.130	-.329**
	Sig. (2-tailed)	.367	.972		.144	.553	.015	.609	.000	.012	.000	.285	.005
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUInterest	Pearson Correlation	.545**	.484**	-.177	1	.634**	.042	-.249*	.004	.541**	.476**	.402**	.463**
	Sig. (2-tailed)	.000	.000	.144		.000	.732	.038	.975	.000	.000	.001	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUPleasant	Pearson Correlation	.771**	.816**	-.072	.634**	1	-.014	-.096	-.032	.703**	.623**	.581**	.566**
	Sig. (2-tailed)	.000	.000	.553	.000		.911	.429	.793	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUCrowd	Pearson Correlation	-.091	-.057	-.289*	.042	-.014	1	.191	-.455**	.247*	.284*	.143	.165
	Sig. (2-tailed)	.452	.640	.015	.732	.911		.113	.000	.039	.017	.239	.172
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUInterest	Pearson Correlation	-.130	-.081	-.062	-.249*	-.096	.191	1	-.154	-.045	-.050	.031	-.023
	Sig. (2-tailed)	.283	.505	.609	.038	.429	.113		.203	.710	.679	.799	.851
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUPleasant	Pearson Correlation	.093	.064	.511**	.004	-.032	-.455**	-.154	1	-.194	-.278*	-.079	-.211
	Sig. (2-tailed)	.443	.601	.000	.975	.793	.000	.203		.107	.020	.518	.079
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUCrowd	Pearson Correlation	.616**	.527**	-.299*	.541**	.703**	.247*	-.045	-.194	1	.722**	.669**	.686**
	Sig. (2-tailed)	.000	.000	.012	.000	.000	.039	.710	.107		.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUInterest	Pearson Correlation	.520**	.448**	-.419**	.476**	.623**	.284*	-.050	-.278*	.722**	1	.624**	.739**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.017	.679	.020	.000		.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUPleasant	Pearson Correlation	.458**	.370**	-.130	.402**	.581**	.143	.031	-.079	.669**	.624**	1	.699**
	Sig. (2-tailed)	.000	.002	.285	.001	.000	.239	.799	.518	.000	.000		.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OUCrowd	Pearson Correlation	.487**	.425**	-.329**	.463**	.566**	.165	-.023	-.211	.686**	.739**	.699**	1
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.172	.851	.079	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table C.10. Intercorrelations between mean ratings of open- crowded storefronts

		Correlations											
		OCLiking	OCBeauty	OCCrowd	OCInterest	OCPleasant	OCOpen	OCFamiliar	OCComplex	OCExpense	OCQuality	OCFashion	OCClass
OCLiking	Pearson Correlation	1	.845**	-.486**	.423**	.709**	.154	-.375**	-.115	.472**	.674**	.437**	.432**
	Sig. (2-tailed)		.000	.000	.000	.000	.203	.001	.344	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCBeauty	Pearson Correlation	.845**	1	-.483**	.365**	.683**	.101	-.313**	-.249*	.536**	.668**	.429**	.438**
	Sig. (2-tailed)	.000		.000	.002	.000	.406	.008	.038	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCCrowd	Pearson Correlation	-.486**	-.483**	1	-.380**	-.499**	.152	.393**	.417**	-.400**	-.435**	-.427**	-.459**
	Sig. (2-tailed)	.000	.000		.001	.000	.210	.001	.000	.001	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCInterest	Pearson Correlation	.423**	.365**	-.380**	1	.539**	-.279*	-.350**	-.283*	.354**	.477**	.386**	.356**
	Sig. (2-tailed)	.000	.002	.001		.000	.020	.003	.018	.003	.000	.001	.002
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCPleasant	Pearson Correlation	.709**	.683**	-.499**	.539**	1	-.136	-.244*	-.274*	.578**	.723**	.577**	.493**
	Sig. (2-tailed)	.000	.000	.000	.000		.261	.042	.022	.000	.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCOpen	Pearson Correlation	.154	.101	.152	-.279*	-.136	1	.018	.140	-.131	.022	-.072	-.140
	Sig. (2-tailed)	.203	.406	.210	.020	.261		.881	.248	.281	.855	.551	.249
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCFamiliar	Pearson Correlation	-.375**	-.313**	.393**	-.350**	-.244*	.018	1	.247*	-.086	-.282*	-.106	-.062
	Sig. (2-tailed)	.001	.008	.001	.003	.042	.881		.040	.479	.018	.383	.613
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCComplex	Pearson Correlation	-.115	-.249*	.417**	-.283*	-.274*	.140	.247*	1	-.303*	-.268*	-.207	-.246*
	Sig. (2-tailed)	.344	.038	.000	.018	.022	.248	.040		.011	.025	.086	.040
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCExpense	Pearson Correlation	.472**	.536**	-.400**	.354**	.578**	-.131	-.086	-.303*	1	.709**	.643**	.714**
	Sig. (2-tailed)	.000	.000	.001	.003	.000	.281	.479	.011		.000	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCQuality	Pearson Correlation	.674**	.668**	-.435**	.477**	.723**	.022	-.282*	-.268*	.709**	1	.699**	.714**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.855	.018	.025	.000		.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCFashion	Pearson Correlation	.437**	.429**	-.427**	.386**	.577**	-.072	-.106	-.207	.643**	.699**	1	.637**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.551	.383	.086	.000	.000		.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
OCClass	Pearson Correlation	.432**	.438**	-.459**	.356**	.493**	-.140	-.062	-.246*	.714**	.714**	.637**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.000	.249	.613	.040	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table C.11. Intercorrelations between mean ratings of closed- crowded storefronts

		Correlations											
		CCLiking	CCBeauty	CCCrowd	CCInterest	CCPleasant	CCOpen	CCFamiliar	CCComplex	CCExpense	CCQuality	CCFashion	CCClass
CCliking	Pearson Correlation	1	.815**	-.116	.655**	.811**	.090	-.179	-.403**	.287*	.385**	.568**	.320**
	Sig. (2-tailed)		.000	.341	.000	.000	.458	.138	.001	.016	.001	.000	.007
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCBeauty	Pearson Correlation	.815**	1	-.032	.633**	.843**	.047	-.247*	-.463**	.381**	.525**	.603**	.373**
	Sig. (2-tailed)	.000		.792	.000	.000	.697	.039	.000	.001	.000	.000	.001
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCCrowd	Pearson Correlation	-.116	-.032	1	-.202	-.124	.036	-.098	.323**	-.008	-.018	-.066	-.097
	Sig. (2-tailed)	.341	.792		.093	.308	.768	.419	.006	.945	.885	.589	.425
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCInterest	Pearson Correlation	.655**	.633**	-.202	1	.630**	.123	-.051	-.219	.314**	.431**	.513**	.387**
	Sig. (2-tailed)	.000	.000	.093		.000	.312	.676	.068	.008	.000	.000	.001
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCPleasant	Pearson Correlation	.811**	.843**	-.124	.630**	1	.162	-.210	-.488**	.388**	.471**	.601**	.386**
	Sig. (2-tailed)	.000	.000	.308	.000		.179	.081	.000	.001	.000	.000	.001
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCOpen	Pearson Correlation	.090	.047	.036	.123	.162	1	.089	-.065	-.103	-.169	-.102	-.189
	Sig. (2-tailed)	.458	.697	.768	.312	.179		.464	.593	.397	.163	.402	.118
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCFamiliar	Pearson Correlation	-.179	-.247*	-.098	-.051	-.210	.089	1	.155	.078	-.143	-.187	-.034
	Sig. (2-tailed)	.138	.039	.419	.676	.081	.464		.199	.520	.238	.121	.781
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCComplex	Pearson Correlation	-.403**	-.463**	.323**	-.219	-.488**	-.065	.155	1	-.322**	-.295*	-.327**	-.286*
	Sig. (2-tailed)	.001	.000	.006	.068	.000	.593	.199		.007	.013	.006	.016
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCExpense	Pearson Correlation	.287*	.381**	-.008	.314**	.388**	-.103	.078	-.322**	1	.579**	.342**	.589**
	Sig. (2-tailed)	.016	.001	.945	.008	.001	.397	.520	.007		.000	.004	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCQuality	Pearson Correlation	.385**	.525**	-.018	.431**	.471**	-.169	-.143	-.295*	.579**	1	.513**	.666**
	Sig. (2-tailed)	.001	.000	.885	.000	.000	.163	.238	.013	.000		.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCFashion	Pearson Correlation	.568**	.603**	-.066	.513**	.601**	-.102	-.187	-.327**	.342**	.513**	1	.513**
	Sig. (2-tailed)	.000	.000	.589	.000	.000	.402	.121	.006	.004	.000		.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CCClass	Pearson Correlation	.320**	.373**	-.097	.387**	.386**	-.189	-.034	-.286*	.589**	.666**	.513**	1
	Sig. (2-tailed)	.007	.001	.425	.001	.001	.118	.781	.016	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table C.12. Intercorrelations between mean ratings of closed- uncrowded storefronts

Correlations

		CULiking	CUBeauty	CUCrowd	CUInterest	CU Pleasant	CUOpen	CUFamiliar	CUComplex	CUExpense	CUQuality	CUFashion	CUClass
CULiking	Pearson Correlation	1	.810**	.177	.616**	.815**	.124	-.246*	-.110	.327**	.378**	.415**	.363**
	Sig. (2-tailed)		.000	.143	.000	.000	.306	.040	.365	.006	.001	.000	.002
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUBeauty	Pearson Correlation	.810**	1	.138	.562**	.711**	.127	-.289*	-.069	.298*	.379**	.481**	.343**
	Sig. (2-tailed)	.000		.256	.000	.000	.293	.015	.571	.012	.001	.000	.004
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUCrowd	Pearson Correlation	.177	.138	1	.076	.063	.351**	.137	.462**	-.178	-.011	-.026	-.196
	Sig. (2-tailed)	.143	.256		.532	.603	.003	.257	.000	.140	.931	.834	.103
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUInterest	Pearson Correlation	.616**	.562**	.076	1	.674**	.060	-.210	-.128	.366**	.323**	.482**	.425**
	Sig. (2-tailed)	.000	.000	.532		.000	.621	.081	.291	.002	.006	.000	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUPleasant	Pearson Correlation	.815**	.711**	.063	.674**	1	.113	-.209	-.163	.399**	.379**	.459**	.393**
	Sig. (2-tailed)	.000	.000	.603	.000		.351	.083	.178	.001	.001	.000	.001
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUOpen	Pearson Correlation	.124	.127	.351**	.060	.113	1	.099	.165	-.321**	-.115	.049	-.240*
	Sig. (2-tailed)	.306	.293	.003	.621	.351		.417	.173	.007	.345	.687	.046
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUFamiliar	Pearson Correlation	-.246*	-.289*	.137	-.210	-.209	.099	1	.214	-.331**	-.371**	-.308**	-.282*
	Sig. (2-tailed)	.040	.015	.257	.081	.083	.417		.075	.005	.002	.010	.018
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUComplex	Pearson Correlation	-.110	-.069	.462**	-.128	-.163	.165	.214	1	-.305*	-.216	-.174	-.293*
	Sig. (2-tailed)	.365	.571	.000	.291	.178	.173	.075	.075		.010	.072	.151
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUExpense	Pearson Correlation	.327**	.298*	-.178	.366**	.399**	-.321**	-.331**	-.305*	1	.697**	.318**	.729**
	Sig. (2-tailed)	.006	.012	.140	.002	.001	.007	.005	.010		.000	.007	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUQuality	Pearson Correlation	.378**	.379**	-.011	.323**	.379**	-.115	-.371**	-.216	.697**	1	.340**	.702**
	Sig. (2-tailed)	.001	.001	.931	.006	.001	.345	.002	.072	.000		.004	.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUFashion	Pearson Correlation	.415**	.481**	-.026	.482**	.459**	.049	-.308**	-.174	.318**	.340**	1	.438**
	Sig. (2-tailed)	.000	.000	.834	.000	.000	.687	.010	.151	.007	.004		.000
	N	70	70	70	70	70	70	70	70	70	70	70	70
CUClass	Pearson Correlation	.363**	.343**	-.196	.425**	.393**	-.240*	-.282*	-.293*	.729**	.702**	.438**	1
	Sig. (2-tailed)	.002	.004	.103	.000	.001	.046	.018	.014	.000	.000	.000	
	N	70	70	70	70	70	70	70	70	70	70	70	70

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table C.13. Descriptive statistics for ANOVA tests, Evaluation Factor

	Gender	N	Mean	Std. Deviation
Open- Uncrowded Evaluation	Female	35	4.83	0.92
	Male	35	4.85	0.62
	Total	70	4.84	0.78
Open- Crowded Evaluation	Female	35	2.90	0.72
	Male	35	2.90	0.73
	Total	70	2.90	0.72
Closed- Uncrowded Evaluation	Female	35	5.05	0.81
	Male	35	5.00	0.66
	Total	70	5.02	0.73
Closed- Crowded Evaluation	Female	35	4.62	0.65
	Male	35	4.21	0.78
	Total	70	4.42	0.74

Table C.14 Descriptive statistics for Complexity Factor

	Gender	N	Mean	Std. Deviation
Open- Uncrowded Complexity	Female	35	1.71	0.63
	Male	35	2.31	0.93
	Total	70	2.01	0.84
Open- Crowded Complexity	Female	35	5.23	1.35
	Male	35	4.96	0.77
	Total	70	5.10	1.10
Closed- Uncrowded Complexity	Female	35	2.48	0.98
	Male	35	3.10	1.10
	Total	70	2.83	1.09
Closed- Crowded Complexity	Female	35	4.69	0.89
	Male	35	4.76	0.70
	Total	70	4.72	0.80

Table C.15. Descriptive statistics for Familiarity Factor

	Gender	N	Mean	Std. Deviation
Open- Uncrowded Familiarity	Female	35	4.34	1.23
	Male	35	3.90	0.94
	Total	70	4.12	1.11
Open- Crowded Familiarity	Female	35	5.46	1.13
	Male	35	5.21	0.97
	Total	70	5.34	1.06
Closed- Uncrowded Familiarity	Female	35	2.88	1.04
	Male	35	3.22	1.04
	Total	70	3.05	1.04
Closed- Crowded Familiarity	Female	35	4.60	1.13
	Male	35	4.43	1.02
	Total	70	4.52	1.07

APPENDIX D. Second Part: The Most-Liked and Least- Liked Storefronts

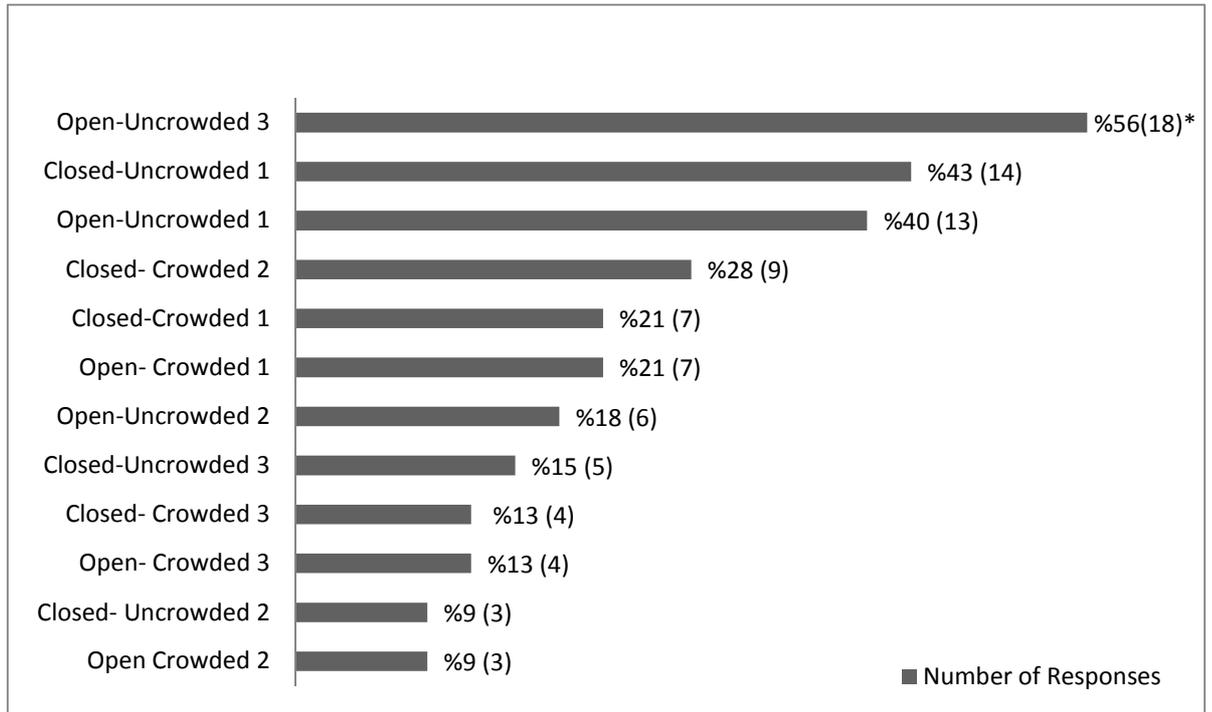


Figure D.1. The most- liked storefronts

*(Note: Numbers of responses for each factor are given in parentheses. *)*

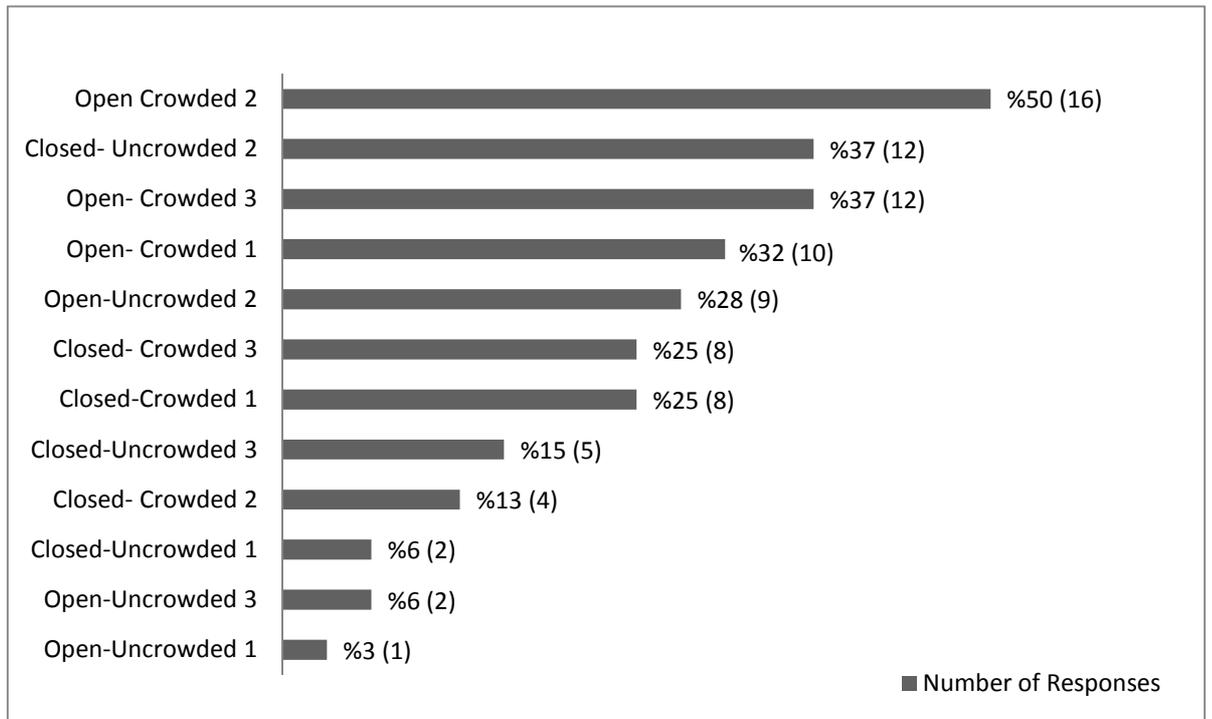


Figure D.2. The least- liked storefronts

*(Note: Numbers of responses for each factor are given in parentheses. *)*

APPENDIX E. Second Part : Comments of Shoppers

E.1. Comments Related to Openness and Crowdedness of the Storefronts

1. *"I did not like this storefront (CU2) because it is too closed and I cannot understand what is going on inside. However, it is original and I guess it is a very expensive store because they only display a few items"* (22-years-old, woman, University Student)

2. *"I liked (CU1) because it is plain and chic. The items should be high quality."* (37-years-old, woman, Housewife)

3. *"Even at the very first glimpse, I can tell you that it looks like very cheap place (OC1) like an outlet because it is too much crowded and too much open. I did not like (OC2) for the same reasons."*(32-years-old, woman, Housewife)

4. *"I did not like these storefronts (OC1 and OC1) because they are too much crowded with light, displays, colors and this gives the impression that these stores are ordinary and cheap"* (32-years-old, woman, Housewife).

5. *"I liked the design and style of this storefront (CU2), it is very interesting. However, I may hesitate to enter the store because the fully closed façade makes me think that this store is too much expensive, there may be some special products inside such as jewelers, designer clothes or antiques."* (30-years-old, woman, Insurance Agent)

6. *"A too much open storefront gives the feeling that ,it is a low class store everyone may enter and take look at the products easily .It may be easier to shop inside; however, I do not like these type of stores."* (35-years-old ,woman, Academician)

E. 2. Comments Related to Colors, Materials and Lighting

1. *"I think the most important thing for the storefront is that the concept and the context of the store should be in accordance. For instance, if it is a technological apparels store, then I should see metal surfaces."* (33-years-old, man, Engineer)

2. *"I liked the material used in the outside very much (CU2). It is very unique. The material makes me think that this is a high class and a very expensive store."*(30-years-old, woman, Insurance Agent)

3. *"I liked this storefront (OU1) very much, because the lighting looks very good, the interior seems very bright and beautiful. The wood surfaces also give a warm feeling. The store seems to be high class"* (29-years-old ,man, Lawyer)

4. *"The plastic red panels makes me think that, this is a low-class and cheap store."*(30- years-old,man, Engineer)

E.3. Comments Related to the Context in the Store Window

1. *"I liked the stones used for the decoration in the store window (CU3), it looks very unique and mysterious"* (21-years-old, woman, University Student).

2. *"I loved the context, the colorful baloons in the store window very much (CC1)."* (24-years-old, man, Engineer).

3. *"I have seen a storefront in a magazine. There was diamond like decorations hung on the store window in front of a black background. The store was a high class and expensive one actually, but I liked the decoration in the store window very much."* (26- years-old, woman,Dentist)

E.4. Comments Related to the Decision for Entering the Store

1. *"I actually did not like this storefront (OC1) but I would enter this store. Because the aim is shopping and I can easily see the items, I can quickly finish my work and get out from here."* (29-years-old ,man, Academician)

2. *"I think functionality is much more important than the aesthetic considerations for storefronts. For instance, I like this technologic apparels store because the context prepared for displaying the goods in store window looks very realistic." (30-years-old, man, Engineer)*

E.5. Comments Related to the Surrounding and Location of the Storefront

1. *"I like the store because the building is differentiated from other buildings around with its architecture. It is white and looks like an old building. Also, it has an attractive entrance and gives the feeling that, it is a very high class store and not everyone in the street may easily enter, makes me feel special." (30-years-old ,woman, Insurance Agent)*

2. *"I like this store very much because the building looks very different from the all the other stores on the street." (29-years-old man, Economist)*

3. *"Façade of the building is covered with wood and it looks very original." (29-years-old, woman, Doctor)*

4. *"Its white color makes the storefront look very bright and spacious from outside. It is very plain and well organized, there are only few items displayed on the storefront" (22-years-old woman, University Student)*

E.6. Comments Related to the Surrounding and Location of Storefronts

1. *"If I recognize the brand, then the storefront would not be so important, because I will already have an idea about the store. But, if I don't know the brand, then the design of the storefront becomes very important for me" (27-years-old, woman, PR Specialist)*

2. *"I would not care about the storefront, I just look at what is sold." (21- years- old, man, Engineer)*

3. *"The brand is crucial for me. I would hesitate to enter if I am not familiar with the brand" (33-years-old, man, Engineer)*

4. *"If I come across a very different and novel storefront, I would want to enter and see what is inside, I would not care about the brand. The storefront should give information about the style of the products"* (30-years-old, man, Interpreter)

5. *"I would absolutely want to enter and see the interior if I like the storefront. Sometimes, in my travels, I see very attractive and different storefronts; even I had my photographs taken in front of them."* (30-years-old, woman, Engineer)

6. *"The main aim of the storefront should be displaying the items sold. I should be able to understand if the style of their products is appropriate to me. However, if I think that the storefront is very interesting and different, I would enter the store and explore without looking at the brand. But, the most important thing is, the storefront should make me understand what kind of items are sold."* (29-years-old, man, Tourism)