

Store's Atmosphere's Importance in Creating Store's Image in Sustainable Management of Store and a Research in Konya(Turkey) City

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Abstract—This study is prepared on the purpose of examining the store's atmosphere effect to the store's image in sustainable management of store. Accordingly, a survey was prepared and was made among the customers of the clothing shops in a shopping mall, in Konya (Turkey). The research was applied to 363 customers in December, 2012. The information acquired through data gathering tool in the research are analyzed in SPSS software in a computer medium. For the distribution of subjects along demographic characteristics, frequency and percentage defining statistics are employed, while to determine the relationship between customers' evaluation on store image and store atmosphere and their demographic characteristics, t-test and variation analysis is employed, and to determine the relationship between a store's atmosphere and its image, multiple regression analysis was employed. The research showed that there are statistically significant effects of a store's atmosphere on all aspects of the store's image.

Index Terms—sustainable management, sustainable management of store, store's image, store's atmosphere's.

I. INTRODUCTION

A store atmosphere can be described as the general atmosphere in which all kinds of stimulants are involved such as store decoration, product shapes, packages, the presentation of products within the store, colors, illumination, ventilation, odors, music, the appearances of sales representatives and their attitudes, other customers and any other stimuli affecting the customers in some way.

A store image is described as how a customer perceives the psychological and physical structure of the store.

There are many elements within the head of customers about the image of a store. Among these elements, there are settlement plan, architectural design, symbols, colors, advertisements and sales representatives.

Although a store image is about how customers perceive the store, a store atmosphere is about what kind of a message retailing stores aim to give to the target customers.

In this view, it is possible to argue that store image and store atmosphere are both very similar terms in one hand, and also very different on the other hand.

In this study, the purpose is to examine the effect of store atmosphere on the store image. It is given under the title as "The Effect of Factors in a Store Atmosphere When Establishing a Store Image: A Study Conducted with Customers in a Shopping Mall in Konya". The findings of an interview questionnaire conducted in a shopping mall in Konya and the data obtained herein are given in this section.

II. STORE ATMOSPHERE

Store atmosphere includes all physical and symbolic elements related to the internal and external organization of a store. The purpose of an atmosphere is to create an environment in which customers are encouraged to have sentimental feelings, increasing their probability to make more shopping [1]. No relevance is made between the concept of an atmosphere and the products exhibited in a store in this definition. However, the products have a great effect on a store atmosphere. Therefore, Arslan (2004) used the concept of product when describing the store atmosphere. According to this, a store atmosphere is the general atmosphere in which all kinds of stimulants are involved such as store decoration, product shapes, packages, the presentation of products within the store, colors, illumination, ventilation, odors, music, the appearances of sales representatives and their attitudes, other customers and any other stimuli affecting the customers in some way [2].

A store atmosphere is used to gain a competitive advantage as an integrated communication element for retailers, besides being one of the most important elements affecting the store choices of customers and their commitment to that store. The studies conducted so far indicate that a store atmosphere have positive effects

on purchasing attitudes of consumers and their commitments [3].

A store atmosphere is a concept in which such factors in the following [4] have a strong effect;

- Enjoying shopping,
- Time spent on glancing over the products,
- Desire to talk to sales personnel,
- Tendency to spend more than planned,
- Probability of re-visiting that store.

Here, it is better to underline the fact that a store atmosphere is a concept in which especially retailers should give importance in these competitive conditions of our time and it is an important factor in terms of encouraging customers to visit a store. As a result, the importance of a store atmosphere can be summarized as in the following for the retailers [5].

Retailers should design their stimuli in their stores in a way that they will encourage customers to make a purchase in that store, because the store atmosphere creates a certain effect on customers and push them to make an unplanned purchase, besides increasing their tendency and dependency to visit that store again [6].

III. THE IMPORTANCE OF STORE ATMOSPHERE IN ESTABLISHING A STORE IMAGE

The term 'store image' was initially used at the end of the 1950s. A store image is to show what a store means to customers in terms of both functional characteristics and their visual and auditorial psychological attitudes [7].

All stores reflect an image or a personality to their customers. On the other hand, the same store may reflect different images to different customer groups. Some prestigious store may even be regarded as extravagancy, splurge, show-off or luxury for middle and lower class income groups. In contrary to this, the same stores may be regarded by upper class income groups as selected, different, prestigious and fashion-conscious. Therefore, the store image changes from person to person, hence making it a subjective perception rather than an objective one. In other words, the store image depends on the time the customers spend in a store. Here, according to Berry, it is better to define the term 'store image'. According to Berry [8] a store image involves all attitudes developed through the evaluation of store attitudes, cared by the consumers.

A store image is divided into two components. These are the functional and psychological qualifications of a store [9]:

- The functional qualifications of a store involve the overall products exhibited in a store, the order of a store, its location, its price-value relation, which are easily compared by customers.
- The psychological qualifications of a store involve the perceptions of customers, the attitudes of personnel, their friendship, helpfulness, store decoration and the attractiveness of store atmosphere.

Although a store image is about how customers perceive the store, a store atmosphere is about what kind

of a message retailing stores aim to give to the target customers. In this view, it is possible to argue that store image and store atmosphere are both very similar terms in one hand, and also very different on the other hand. A store atmosphere can be described as the combination of such qualifications used to create an image and to maintain this image created, to make it different than other competitors and to attract more customers [10]:

The elements of a store image can be summarized as follows [11]:

- Quality, price, product range
- Fashion follow-up, sales ability, attractiveness, promotion frequency and advertisement
- Customer combination, institutional maturity, product range, trust
- Shopping satisfaction
- Prices, location, cleanliness, credit opportunities, product quality, friendliness of the personnel
- Physical and technological factors
- Environmental and design factors

According to the elements of a store image as listed by Loya (2002), the elements supporting the establishment of a store image are the product, service, customers, physical means, appropriateness, promotion, store atmosphere, institutionalization, and post-shopping satisfaction.

IV. STUDY

A. Scope and Limitations of the Study

The scope of the study focuses on finding if there is an effect of such factors utilized when establishing a store atmosphere on a store image. The limitations of the study are as follows:

- The study is limited to the responses made by the customers in a shopping mall in Konya.
- The data of the study are limited to data collection tools and statistical methods used herein.

B. Population and Sample

The population of the study involves the clothes shops located inside a shopping mall in Konya province. As a result of the study conducted, there are 48 clothes shops in this shopping mall. In order to determine the extent of sample to represent the aforementioned main population [12].

$$n = N t^2 p q / d^2 (N-1) + t^2 p q$$

N: Number of individuals in target population

n: Number of individuals taken as a sample

p: Frequency of incident examined (possibility of realization)

q: Infrequency of incident examined (possibility of non-realization)

t: On a certain significance level, theoretical values in accordance with the *t* table

d: \pm Sampling error accepted according to the frequency of incident

it is calculated by using these formulas, being not in a homogenous structure and 95% of confidence interval

for this population, $\pm 5\%$ sampling error and the extent of sample required herein is $n=240$. In this view, the questionnaire is applied to 400 clothes shops and only 363 of them deliver back a usable questionnaire form. In this framework, the data obtained from this study has a 95% of confidence interval and $\pm 5\%$ sampling error.

C. Data Collection and Data Evaluation Process

The data of this study were collected via a questionnaire. This questionnaire investigates the effect of a store atmosphere on a store image. There are four main factors on the concept of store atmosphere, which are described as "Store Design", "Store Environment", "Store Personnel" and "Overall Appearance of a Store". The store image is also described as "Prestige", "Sincerity" and "Speed and Range". In this study, a questionnaire form is developed and used according to the data obtained through a literature review. During the application of questionnaires, the forms are delivered to the store personnel and handed back after their completion. The data analysis procedure of the data obtained via data collection tools are conducted on a computer, using the SPSS 15 package program. When testing the reliability of the questionnaire, Alpha Coefficient (Cronbach Alpha) is preferred (Table I). The data gathered from 363 participants are used in this analysis made. In this view, a quite high coefficient value of $\alpha = 0,938$ is obtained after investigating the internal consistency of Store Image Scale.

TABLE I. COEFFICIENT VALUE

Cronbach Alfa	N
,938	22

and also, a quite high coefficient value of $\alpha = 0,924$ is obtained after investigating the internal consistency of Store Atmosphere Scale (Table II).

TABLE II. COEFFICIENT VALUE

Cronbach Alfa	N
,924	26

After repeating the analysis, the internal consistency of Store Atmosphere Scale increased to $\alpha = 0,938$ from $\alpha = 0,924$ (Table III)

TABLE III. COEFFICIENT VALUE

Cronbach Alfa	N
,938	24

D. Findings of the Study

In this part, the effect of a store atmosphere on a store image is investigated. There are four main factors on the concept of store atmosphere, which are described as "Store Design", "Store Environment", "Store Personnel" and "Overall Appearance of a Store". The store image is also described as "Prestige", "Sincerity" and "Speed and Range".

The relevance between the opinions of customers on store image and store atmosphere and its demographical characteristics. In this part, the relevance between the opinions of customers on store image and store atmosphere and its demographical characteristics are investigated via using t-test and analysis of variance.

E. The Relevance Between Store Atmosphere and Store Image

In this sub-section, the relevance between a store atmosphere and a store image is examined via using a multiple-regression analysis. In this way, store design, store environment, store personnel and overall appearance of a store; and such dimensions of store image as prestige, sincerity and speed and range are all investigated.

TABLE IV. RELATIONSHIP BETWEEN SIZE AND PRESTIGE OF THE IMAGE STORE ATMOSPHERE STORE

	Model	Sum of Squares	df	Mean Square	F	Significance
1	Regression	271,651	4	67,913	58,203	,000 ^a
	Difference	417,727	358	1,167		
	Total	689,378	362			

The relation between the store atmosphere and the store image in terms of prestige is examined via using multiple regression analysis and the results are given in Table IV. It is seen in the values ($p = 0.00$; $p < 0.01$) given in the significance column of the table that the relation between such variables is statistically significant.

The Sample Summary, arranged to determine the total effect of store atmosphere in terms of prestige of a store

image, is given in Table V. The data given in Sample Summary ($R^2 = 0.394$) indicates that the store atmosphere affects the store prestige as 39%.

TABLE V. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. E.
1	,628 ^a	,394	,387	1,08020

TABLE VI. COEFFICIENTS

	Model	Non-Standard Coefficients		Standard Coefficients	t	Significance
		B	Std. E.	Beta		
1	(Constant)	,753	,293		2,567	,011
	Store Design	,258	,112	,153	2,307	,022
	Store Environment	,305	,112	,175	2,730	,007
	Store Personnel	,208	,090	,137	2,317	,021
	Store Overview	,441	,110	,256	4,006	,000

The coefficients, indicating the store prestige of each component of a store atmosphere, are given in Table VI. According to this, the relation between “Store Design”, “Store Environment”, “Store Personnel” and “Store Overview” and store prestige is significant as $p < 0.05$. According to these findings, it is concluded that all aspects of store atmosphere directly affect the prestige of a store.

TABLE VII. THE RELATION BETWEEN THE STORE ATMOSPHERE AND THE STORE IMAGE

Model	Sum of Squares	Df	Mean Square	F	Significance
1 Regression	342,466	4	85,616	81,121	,000 ^a
Difference	377,839	358	1,055		
Total	720,305	362			

The Sample Summary, arranged to determine the total effect of store atmosphere in terms of prestige of a store image, is given in Table VIII. The data given in Sample Summary ($R^2 = 0.475$) indicates that the store atmosphere affects the store prestige as 47%.

TABLE VIII. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. E.
1	,690 ^a	,475	,470	1,02733

The relation between the store atmosphere and the store image in terms of sincerity is examined via using multiple regression analysis and the results are given in Table VII. It is seen in the values ($p = 0.00$; $p < 0.01$) given in the significance column of the table that the relation between such variables is statistically significant.

The coefficients, indicating the sincerity of each component of a store atmosphere, are given in Table IX. According to this, the relation between “Store Design”, “Store Environment”, “Store Personnel” and store prestige is significant as $p < 0.05$. “Overall Appearance of a Store” is found not to be significant in terms of sincerity.

According to these findings, it is concluded that “Store Design”, “Store Environment”, and “Store Personnel” directly affect the sincerity of a store, but the overall appearance of a store has no effect in terms of sincerity.

TABLE IX. COEFFICIENTS

Model	Non-Standard Coefficients	Standard Coefficients	t	Significance
	B	Std. E.	Beta	
1 (Constant)	,251	,279		,899
Store Design	,447	,106	,258	4,198
Store Environment	,334	,106	,188	3,144
Store Personnel	,631	,085	,407	7,395
Store Overview	-,155	,105	-,088	-1,483

The relation between the store atmosphere and the store image in terms of speed and range is examined via using multiple regression analysis and the results are given in Table X. It is seen in the values ($p = 0.00$; $p <$

0.01) given in the significance column of the table that the relation between such variables is statistically significant.

TABLE X. THE RELATION BETWEEN THE STORE ATMOSPHERE AND THE STORE IMAGE IN TERMS OF SPEED AND RANGE

Model	Sum of Squares	Df	Mean Square	F	Significance
1 Regression	210,992	4	52,748	16,998	,000 ^a
Difference	1110,944	358	3,103		
Total	1321,936	362			

The Sample Summary, arranged to determine the total effect of store atmosphere in terms of speed and range of a store image, is given in Table XI. The data given in Sample Summary ($R^2 = 0.160$) indicates that the store atmosphere affects the speed and range of a store as 16%.

TABLE XI. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. E.
1	,400 ^a	,160	,150	1,76159

The coefficients, indicating the speed and range perception of each component of a store atmosphere, are given in Table XII. According to this, the relation between “Store Design”, “Store Personnel”, and “Overall Appearance of a Store” and the speed and range of a store is found not to be significant. The relation between “Store Environment” and the speed and range of a store is significant as $p < 0.05$.

According to these findings, it is concluded that “Store Design”, “Store Personnel”, and “Overall Appearance of a Store” have no effect on the speed and range of a store,

but “Store Environment” directly affects the perception on the speed and range of a store.

TABLE XII. COEFFICIENTS

	Model	Non-Standard Coefficients		Standard Coefficients	t	Significance
		B	Std. E.	Beta		
1	(Constant)	,877	,478		1,833	,068
	Store Design	,176	,183	,075	,962	,336
	Store Environment	,407	,182	,169	2,235	,026
	Store Personnel	,181	,146	,086	1,235	,218
	Store Overview	,306	,179	,128	1,705	,089

V. CONCLUSION

Retailing is one of the aspects of all economic activities in a society in our daily lives and retailing institutions are the final exit gate of such economic activities. Today, as in all other sectors, there is also a great competition in retailing sector. The store image and the images perceived by the consumers about a store come into prominence among all aspects, making similar products and options different than the others. In this study, the effect of a store atmosphere on a store image is examined by the participation of customers as retailers in a shopping mall in Konya province. The data obtained from the study are given in the following.

It is concluded that there is a significant relation between the store atmosphere and the prestige aspect of a store image as $p < 0.01$, and it affects the prestige of a store as 39%. It is also concluded that there is a significant relationship between “Store Design”, “Store Environment”, “Store Personnel” and “Overall Appearance of a Store” and store prestige as $p < 0.05$, and all elements of a store atmosphere have a direct effect on the prestige aspect.

It is concluded that there is a significant relation between the store atmosphere and the sincerity aspect of a store image as $p < 0.01$, and it affects the sincerity of a store as 47%. It is also concluded that there is statistically a significant relationship between “Store Design”, “Store Environment”, “Store Personnel” but there is statistically no significant relation between “Overall Appearance of a Store” and the sincerity aspect of a store image. It is also concluded that such aspects of a store as “Store Design”, “Store Environment”, and “Store Personnel” have a direct effect on sincerity perception of a store, and there is no effect of overall appearance of a store on the sincerity aspect.

It is concluded that there is statistically a significant relation between a store atmosphere and the speed and range aspect of a store image as $p < 0.01$, and it affects the perception of speed and range as 16%. It is also concluded that there is statistically no significant relation between the perception of speed and range of a store and “Store Design”, “Store Personnel” and “Overall Appearance of a Store”, but there is statistically a significant relation between the perception of speed and range of a store and “Store Environment” as $p < 0.05$. It is also concluded that such aspects of a store as “Store Design”, “Store Personnel” and “Overall Appearance of a Store” have no effect on the perception of speed and

range, but “Store Environment” has a direct effect on the perception of speed and range.

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