Approaching a Successful Interior Design Atmosphere for Retail Clothing Stores Case of Dereboyu Street, Lefkoşa

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ABSTRACT

Shopping is one of the attractive activities in people's every day's life. Because of the importance of this activity, the stores can play a significant role for shoppers. Coordinately, a successful atmosphere of the stores can affect the shoppers and attract them. Atmosphere is a language of interior space. It is the value, which belongs directly to human's emotion without any boundary. Human think, feel, imagine, dream and this routine processes are significant to clarify characteristics of human being. As a matter of fact, one of the aims of interior design is to increase the quality of the spaces. Several elements are the reason of creation of atmosphere. In between these elements interior design and ambient factors playing important roles which are related directly with the human being emotions. These elements can give meaning to any space and affect the human being psychology, feeling and senses. Successful atmosphere can create a sense of confidence for the users. Design and ambient factors are one of the elements which can control the atmosphere of the space. According to these importance's, this study explores the effect of interior design elements due to creating appropriate atmosphere of the interior spaces of retail stores.

The general problem statement deals with the lack of the knowledge of store's owners about the creating of the useful interior design and successful atmosphere of the retail clothing stores. The aim of this study is to find a design guideline for retail clothing store through the main shopping streets of cities. Quantitative method which is based on the observation of outer and qualitative method which deals with the literature survey of the study can lead the research to achieve the results to have the design guideline for retail clothing stores.

Literature survey mainly based on three main parts. In the first part, general information of stores, history and development of retailing were considered. Different functions which can be exist in retail stores were explained and atmosphere of the stores were mentioned which could contain external and internal factors. Second part deals with general information about retail clothing stores, interior design, effect of gender, perception and space organizations on the retail clothing stores.

The investigation of interior design of clothing retail stores along the main shopping street of Lefkoşa were explored. Retailing stores were selected for the study, analyzed and observed to achieve the founding of the study. Men, women and unisex clothing stores along the Dereboyu Street in Lefkoşa were selected the analysis. The average of the results which achieved from analysis, leaded the study to find out the successful interior design and interior atmosphere for retail clothing store. By considering on the results of the study the founding and recommendations were explored. This can lead the study to rich the conclusion of the study which can use for further studies for owners of the clothing stores, interior designers of clothing stores and prospective generations.

Keywords: clothing store, atmosphere, interior design, design factors and ambient factors.

ÖZ

Alışveriş, insanların günlük hayatlarının en çekici aktivitelerinden biridir. Mağazalar, bu aktivitenin öneminden dolayı, müsteriler için çok kayda değer bir role sahiptir. Buna koordineli olarak, mağazaların başarılı ortamı müşterileri etkileyip, onlara çekici gelmektedir. Ortam, iç mekanın dilidir. Bu, hiçbir engel olmaksızın direk olarak insanların duygularına verilen değerdir. İnsanlar düşünür, hisseder, hayal kurar ve bu rutin süreç, onların karakteristik özelliklerini belirlemede çok önemli bir unsurdur. Aslına bakılırsa, iç mekan tasarımının amaçlarından biride, iç mekan alanlarının kalitesini yükseltmektir. Bu ortamın yaratılmasına birkaç unsur sebep olmaktadır. Bu unsurların arasında iç mekan tasarımı ve ambians faktörleri direk olarak insanların duygularıyla ilişkilidir. Bu unsurlar herhangi bir mekana anlam verebilir ve insan piskolojisini, duygu ve duyarlarını etkileye bilmektedir. Başarılı bir ortam, kulanıcıları için güven duygusu yaratabilir. Tasarım ve ambians faktörleri bir alanın atmosferini kontrol eden unsurlardır. Bu çalışmada iç mekan tasarımı unsurlarının mağazalar için doğru iç mekanı yaratmanın etkisini araştıracaktır. İlgilenilen genel sorun, kıyafet mağazaları için kullanışlı bir iç mekan ve başarılı bir ortam yaratma bilgisinin eksikliği üzerindedir. Bu çalışmanın amacı, şehirlerin esas alışveriş sokakları boyunca bulunan mağazaların tasarımı için seçenekler bulmaktır. Kıyafet mağazaları iç mekan tasarımı analizleri için, yapılan gözlemler yüzdelikler ile yorumlanıp nicel metod yöntemi kullanılmış, ve literatürdeki bilgilerden yararlanılırken ise nitel metod kullanılmıştır. Literatür üç esas bölüme dayanmaktadır. İlk bölümde mağazalar hakkında genel bilgi, tarihi süreç içerisindeki gelişimi dikkate alınmıştır. Satış mağazalarında bulunabilen farklı fonksiyonlar açıklanmış ve mağazaların ortamlarından bahsedilmiştir. İkinci bölümde kıyafet satış mağazaları hakkında genel bilgi, iç mekan tasarımı ile kıyafet magazaları ilişkisi, ayrıca, cinsiyetin mekan tasarımına etkisi ile mekan algısı kavramlarının iç mekan organizasyondaki ilişkisi irdelenmistir. Çalışmada, Lefkoşa'da bulunan ana alışveriş caddelerinden biri olan Dereboyu ele alınıp incelenmistir. Bu cadde üzerindeki mağazaların iç mekan tasarımı incelenmiştir. Analiz için, Dereboyu caddesinde kadın, erkek ve hem kadın hem erkek kıyafeti satan magazalar seçilmiştir. Analiz sonucunda ortaya çıkan ortalama sonuçlar bu çalışmanın kıyafet satış magazaları için en başarılı ortam ve en uygun iç mekan tasarımının bulunmasına yol açmıştır. Çalışmamın sonucunda ise; yapılan gözlemler sonucunda çıkan bulgular ele alınıp, alışveris caddesi üzerinde yeni tasarlanacak bir mağaza için önerilerde bulunulmuştur.

Bu çalışmanın sonucu, ileriki çalışmalar, kıyafet mağaza sahipleri, kıyafet mağzası iç mimarları ve muhtemel üretimler için kulanılabilir bir sonuca ulaşmaya öncülük edebilir.

Anahtar kelimeler: kıyafet mağazası, ortam /atmosfer, iç mekan tasarımı, tasarım faktörleri ve ambians faktörleri.

TO MY FAMILY…

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Chapter 1

INTRODUCTION

Interiors are one of the important aspects in the changing patterns and meaning of modern cities. The design has a great level of awareness of the new developments and includes the visual arts, popular and trending visual culture and advertising within the architectural design.

Retail design is a multi-dimensional activity that consists of different roles and contribution that can yield to a successful development of the retailer identity. Retail design is an important factor for management of the retail marketing. Although interior designers play an important role in the success of the store.

An important issue for clothing store is to increase the display of the merchandises as much as possible since it represents revenue producing space. The designers should do this work by offering the most flexible and functional design. A good design gives a good shopping experience to the customers and can add new dimension to the space of the store. It is not just based on aesthetic but also philosophical discipline and practicality.

Atmosphere is the language of any interior space which can explain the quality of the spaces. It can easily reflect the emotion of interior spaces. Different factors come together to create an atmosphere for any interior spaces. These interior spaces can be public or private spaces. Retail stores are one of these interior spaces which should be considered to increase the sense of satisfaction for users. By increasing the sense of satisfaction, costumer behavior can be influenced which can directly affect the business and income of the store. In this thesis, the effective factors of a successful atmosphere going to be consider and analysis in retail stores.

1.1 Problem Statement

When a person enters to the clothing stores as a customer, when people enter to the clothing stores sometimes they feel comfort and satisfaction but sometimes they don’t. It can be partly because of the interior design and atmosphere of the stores which are directly related to the feelings of the users.

Atmosphere means the whole interior place of a space which include different factors. One of these factors is interior design and the elements of the design in stores which are color, style, material, display and layout (Ullakonoja, 2011). These elements should be considered strongly during designing a clothing store. If these design elements reached according to the concept and rules of design, a successful atmosphere can be reached so it can attract more customers. When costumers enter to the store, a useful interior design and successful atmosphere can make them to spend more time and come back again and again.

The problem is, lack of awareness and less consideration on successful atmosphere which can affect the economy of the store and action of buy and sell. Some owners think that lower prices of the items can attract the customer’s whereas, there are other factors which could be significant and essential for the owners, these factors can be the atmosphere and interior design of the stores. With a successful atmosphere and interior design, customers can be attracted more in to the stores. According to the main problem of the study, the following questions going to be asked to support the problem statement of the study.

Main research question is as following:

How can a successful interior atmosphere be created for the main street clothing stores to attract more customers in retail clothing stores?

By considering on main question of the study, other questions were given to support the study.

Research objectives:

What is the role of interior atmosphere in clothing stores?

What is successful atmosphere and how interior design can affect the clothing stores?

How interior design elements can affect the atmosphere of the clothing stores?

How atmosphere of the clothing store can affect the customer’s behavior?

How interior designers can increase the sell and buy action of the store by considering on the atmosphere of the clothing stores?

The main target of this study is finding out whether useful interior design and successful atmosphere influences on customers feelings about shopping, increase satisfaction rates and increase their place attachment. In order to answer this question, the main subject of study which is: “effect of successful interior design and interior atmosphere on retail clothing stores according to author observation” will be analyzed in this study.

1.2 Aim of Study

The aim of this study is to find a design guideline for retail clothing store through the main streets of cities. It is assumed that, this guideline can lead and help the users of the retail clothing stores to have a useful interior design and successful atmosphere. Besides, it is also a guideline to find out the effective factors of interior atmosphere in retail clothing store.

Analyzing the atmosphere of clothing stores in terms of ambience and design factors to have a key as an identity to have a clothing store. Stores are going to be analyzed that how ambient and design factors used and how they can affect the interior and atmosphere of the clothing stores. Also, the plan organization of the stores going to be analyzed in clothing stores to show the general pattern of circulation inside of the stores.

The main purpose of this study is to collect information about the interior design, atmosphere and image of retailing stores and using these data to have analysis on clothing stores. These examinations are all going to base on each sections of clothing store which are window shops, entrance areas, cashier areas, display areas, resting areas and dressing rooms. By analyzing and examine it for each parts of the clothing stores, finally the purpose is to achieve the proper of interior design for clothing stores. According to the data which is going to be reached from this study, the aim is to have a key as an identity to help owner who wants to have a clothing store in future to use these data and apply them in order to have a successful clothing store.

1.3 Methodology of Study

The methodology of the study, is based on the literature survey of the thesis. Documentary research is the method to collect information from different sources such as books, magazines, thesis and articles which analyzed to further support the arguments put forward.

Mixed research method is used in this study which is based on two main methods of qualitative and quantitative. Qualitative part is the observation method which was be done in various clothing retail stores in order to find out stores with successful and unsuccessful atmosphere. Quantitative part contains several tables for analyzing the different factors of the selected cases. Results that are obtained from analysis were cross-tabulated and interpreted to understand the real reasons behind the atmosphere of the retail clothing stores. Finalizing the methodology of the study is presented in a final table in terms of the percentages of the results. This method will help us to find a key to have a useful interior design and successful atmosphere for clothing stores for both customer as buyer and owner as seller.

Dereboyu Street in Lefkoşa, North Cyprus is one of the famous and important streets in this city because of its economic potential. As a case of this study, the clothing stores in this street were selected to analyze in terms of atmosphere and interior design to find the most attractive stores which have successful atmosphere.

1.4 Limitation of Study

The study is limited on men, women and unisex retail clothing stores through the shopping streets. The analysis of the stores is be limited on floor plan organization and atmosphere of the stores in terms of ambient factors which are limited on music, lighting, smell and design factors which are limited on color, 3 dimensional spaces (floor covering, wall covering and ceiling), materials, texture, scale, aisles, signs, accessories and cleanness. Economic factors, social factors, geographical condition, culture, life style and climate are not included in this study. All these limitations are related to partly internal atmosphere which are cashier areas entrances area, display areas, resting area and dressing room and a small part of external atmosphere which is window shops of the retail clothing stores. The functions which are limited in this study are entrance and window shop which are external atmosphere that can be connected outside to inside of the stores. The other functions are cashier area, display units area, waiting area and dressing room which are internal atmosphere of clothing stores.

1.5 Structure of Study

In Figure 1 the general structure of thesis is summarize in the below diagram.

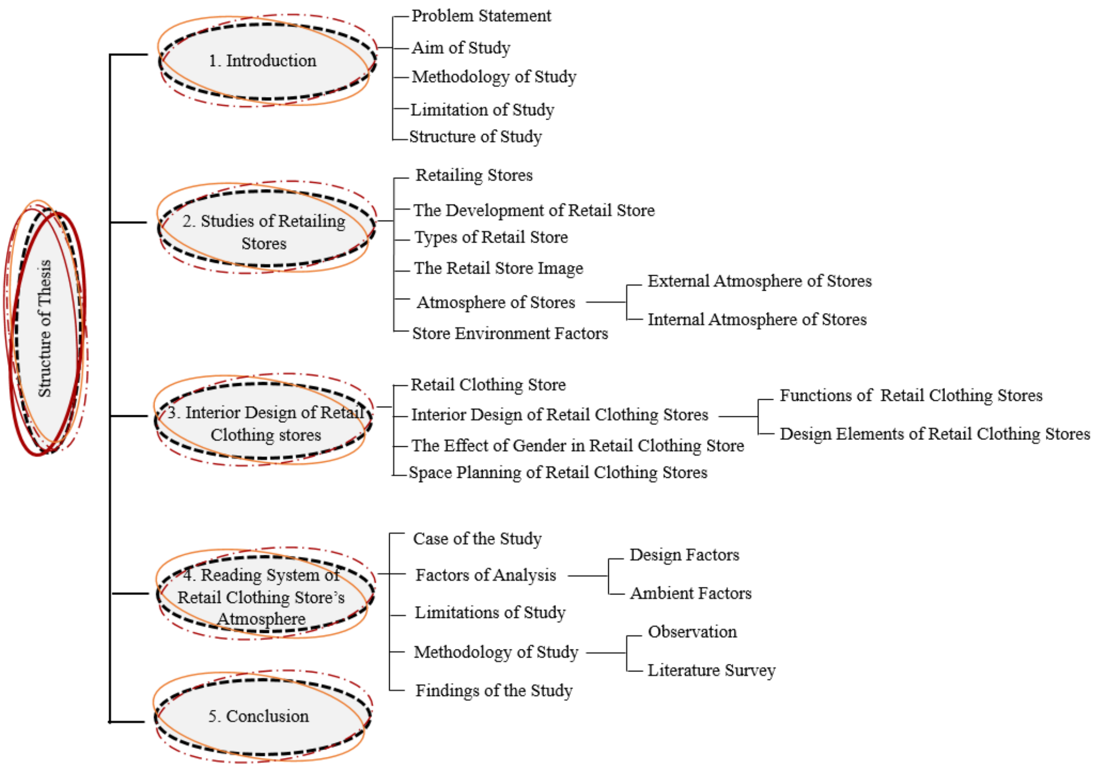

Structure of Thesis
1. Introduction
Problem Statement
Aim of Study
Methodology of Study
Limitation of Study
Structure of Study
2. Studies of Retailing Stores
Retailing Stores
The Development of Retail Store
Types of Retail Store
The Retail Store Image
Atmosphere of Stores
External Atmosphere of Stores
Internal Atmosphere of Stores
Store Environment Factors
3. Interior Design of Retail Clothing stores
Retail Clothing Store
Interior Design of Retail Clothing Stores
Functions of Retail Clothing Stores
Design Elements of Retail Clothing Stores
The Effect of Gender in Retail Clothing Store
Space Planning of Retail Clothing Stores
4. Reading System of Retail Clothing Store's Atmosphere
Case of the Study
Factors of Analysis
Design Factors
Ambient Factors
Limitations of Study
Methodology of Study
Observation
Literature Survey
Findings of the Study
5. Conclusion

Figure 1: Structure of the Thesis

This thesis deals with five main chapters. The first chapter of thesis is based on problem statement, aim of study, methodology of study, limitation of study and general structure of the study.

Second and third chapters are based on literature review of the study which are based on general information about retailing stores, development of retailing store, types of retailing store, retail store image, atmosphere of stores, interior design of clothing stores, function of retail clothing stores, space plan organization and effect of gender on atmospheres of the retailing clothing stores.

In forth chapter the methodology of the study going to be explore which is dealing with the information about the case of study, limitation, methodology findings and recommendations. The fifth chapter is the conclusion of study which achieved from the analysis of chapter four.

Chapter 2

STUDIES ON RETAIL STORES

The following chapter mentions, general information about retail stores, the development and types of retail stores. Furthermore, the retail store image and the factors of it were considered. At the final part of the chapter, the atmosphere of the store and the elements of it is going to be considered. The last part of the chapter which is atmosphere of the stores contains external/internal atmosphere, ambient, design and social factors which are going to be studied in detail.

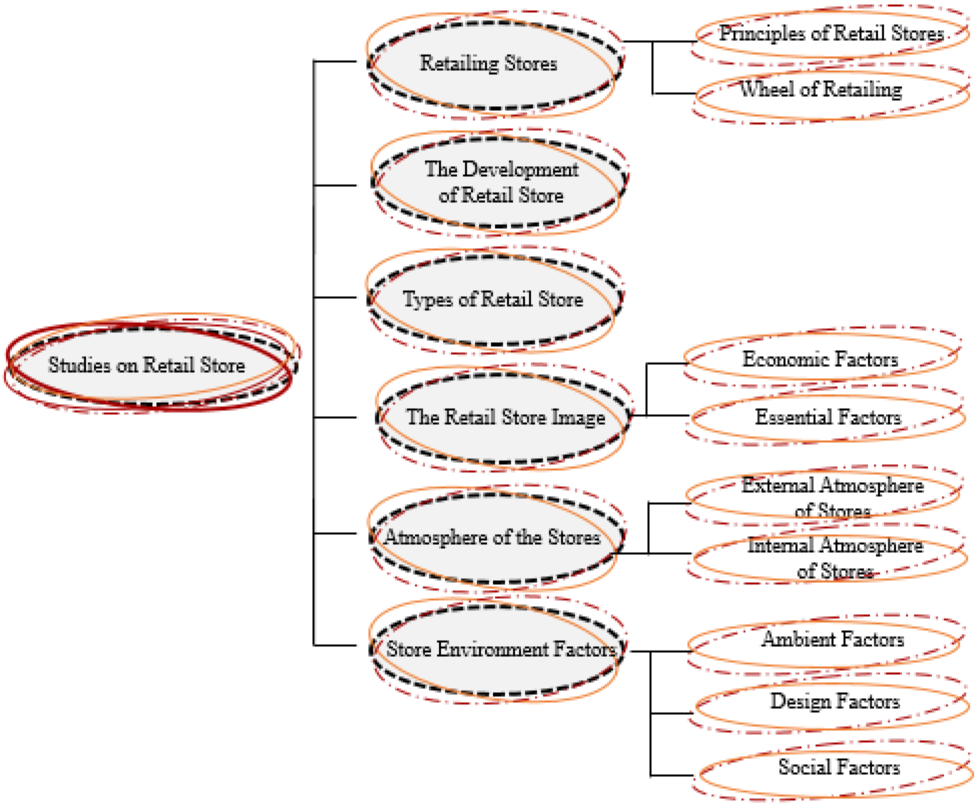

Studies on Retail Store
Retailing Stores
Principles of Retail Stores
Wheel of Retailing
The Development of Retail Store
Types of Retail Store
The Retail Store Image
Economic Factors
Essential Factors
Atmosphere of the Stores
External Atmosphere of Stores
Internal Atmosphere of Stores
Store Environment Factors
Ambient Factors
Design Factors
Social Factors

Figure 2: Summary of Chapter 2. Studies on retail stores

2.1 Retailing Store

Shopping is a significant part of our life (McCracken, 1988) and beside the necessity perspective of shopping, people shop for different reasons such social reasons, recreation, physical activities, and keeping up with latest trends (Tauber, 1972). Shopping may not be a routine task for people with disabilities or visually impaired problems.

Pooler, J (2003) mentioned that:

> In fact, shopping becomes the most central event in people's efforts to define themselves as human beings. Self-definition is one of the most pivotal functions of shopping.

Also, Applebaum, (1951) noted that:

> To buy is to purchase. To shop is to visit business establishments for inspection or purchase of goods. Therefore, shopping is an element of customer behavior in buying.

next
new look
RIVER ISLAND

Figure 3: Street Shopping, Traditional Retailing, UK. (Higgins, 2013)

A "shop" is a place where things are made, prepared, or fixed, repaired particularly by human being. Like, an ice cream shop, a coffee shop, a butcher shop, a workshop, or a wood shop (Figure 3). But, a store is a point of sell or an outlet for things that come from somewhere else (Ward, 2012). In this thesis, the retailing stores are going to be emphasized in detail.

The word retail comes from the French word retailer which means to cut a piece off or to break bulk. The retailer is between the consumer and the producer who links the producer to the ultimate consumers (Ahsanath, 2011) Retail has a high growth area in the global economy in the developed countries. This growth has led to the increasing of competition hence increasing the new retailing formats (Popkowski, & Timmermans, 2000).

In the past, a good location and display shelves of a store was good enough to build a store. But these days, with the saturation of the stores, people prefer to shop from the stores based on their image rather than their tangible physical properties. The retail stores come up with their own images and have different effects and influence on the customer. These images may give a self-image feeling to some consumers that increase the purchases rate (Schiffman, Kanuk, 1997).

As Burt (2000) mentioned, retail stores play an important role in success factor of a retail company. The main source of competitive among the retailers is found between the values given to customers (Burt, 2000).

A retailer stocks The Producers good and sell them to the consumers with a margin of profit. The sale may include personal, family or household use. Retailing is the last chain of connection between the producers and consumers (Berman, & Evans, 2009).

2.1.1 Principles of Retail Store

The basics of retail shop can help the retailers to increase their sales and gain more consumers. The most effective case is when the retailer and the manufacturer work closely for some shared customers (Burke, 2005).

Table 1: Principles of Retail Store (Burke, 2005).

Principles of Retail Store	
Showing the product	The retailers must have good knowledge about their products so they can enhance the presentation of the merchandise
Arrange navigational guide	In retailers' world is the same as such when a customer enters an unfamiliar store that customer needs help and good service.
Keep the product presentation and organization simple	Stores with large sections of similar products tends to provide hard time difficulty for consumers to pick a product.
Minimize mess	Mess is the worst thing for a retailer store which interferes both visually and physically with the navigation of the consumers to find demanded products.
Keep products affordable	The overall look of a product should easily determine its value and affords.
Present new items and ideas	new products are the most important part in the retailer stores bleach determine innovation, changes, and new trends
Ease the shopping experience	Most consumers have limited time to spend in the stores based on competing demands and time constraints.
Shopping experience should be enjoyable	Consumers who feel good in a store tend to purchase more products and as Walt Disney once said, people spend more money where and when they are happy.

2.1.2 Wheel of Retailing

According to the wheel of retailing theory it is seen that the retailers enter the market with low margin price and status. It starts with attracting customers by offering low price and low service. By the time the stores expect and want to offer more therefore there is a chance for new small retailers to get in the market. The Evolution is as the following. The retailer store which becomes bigger has upgraded its facility and products. But it becomes vulnerable to the low cost and price retailers stores. Such as rapid discounts and many more (Ahsanath, 2011). The following figure shows the retiling wheel and category specialists.

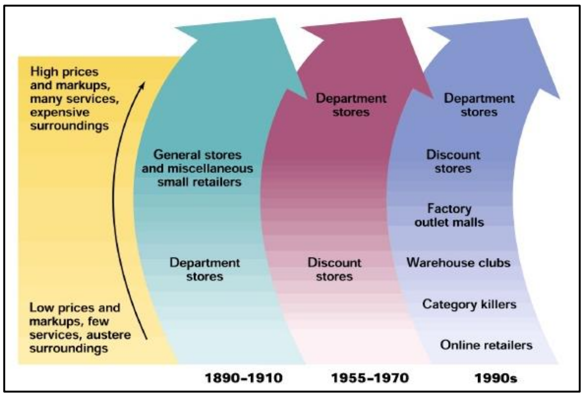

High prices and markups, many services, expensive surroundings
Low prices and markups, few services, austere surroundings
General stores and miscellaneous small retailers
Department stores
Department stores
Discount stores
Department stores
Discount stores
Factory outlet malls
Warehouse clubs
Category killers
Online retailers
1890–1910
1955–1970
1990s

Figure 4: Wheel of Retailing. (Hartley, 1984)

The wheel of retailing (MCNair 1931) shows the cycles in which the stores change position in a rotational matte. Retailers upgrade their strategies to have more sales and profits by discounts and such (Zentes, & Morschett, 2007).

2.2 The Development of Retail Store

The time has changed when there were only a few items on the stores. These days the stores are upgraded influence of supermarkets shopping malls, department stores and many more. These stores have passed through the evolution successfully and have signified the beginning of organized retailing throughout the world. These new organized retailers offer almost everything including can pack food, Bread, fresh meat, Furniture, shoes and so on, on their well-organized shelves (Limba, 2003).

Again Lamba, (2003) noted that:

> The revolution in the shopping habits of the people across the entire world, which has virtually brought the supermarket to the main street. This revolution in unparalleled in human history as it has engendered the development of a distribution system that delivers food and other products to the consumer in unprecedented abundance, variety and quality.

The story of retailing seems more like a history of revolutions. This revolution might not be seen directly but when you look at the rates of selling and buying you can see how it affected the economy. As the Australian historian, Kim Humphery mentioned the talk of revolution within the retailing history while the Industrial Revolution after early 19th century was transforming the field of consumption with a revolutionary touch (Langer, & Jessen, 2016).

In the 20th century retail changed in such a way that the merchandise stores became worldwide massive chains that let the manufacturers to sell huge amount of products with low profit margin. This was foreseen in the late 19th century just as the way that it will be evidence for the late twentieth (Chandler, 1977). This chains bring the competition to a higher level that the price of transporting and shipping is reduced and also the quality of the products are increased (Chandler, 1977).

Lamba, (2003) noted that:

> Consequently, retailing is today one of the largest industries in the world and even the largest in some countries. In many of developed countries, more than 30 percent of the population is directly employed in retailing. The retail business is also one of the largest employers in many of the developing countries.

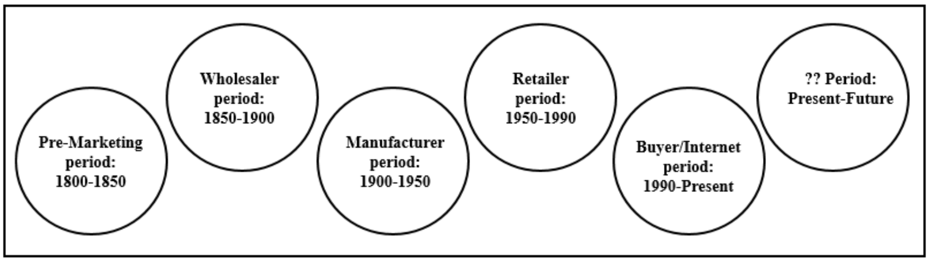

Pre-Marketing period: 1800-1850
Wholesaler period: 1850-1900
Manufacturer period: 1900-1950
Retailer period: 1950-1990
Buyer/Internet period: 1990-Present
?? Period: Present-Future

Figure 5: The Cycle of Control Retailing (Luck, & Patti, 2004).

Since 1977 General merchandising have become bigger rapidly and are professionals in the retailer Market. With adding more stores, they increase their range of selection. They have more array selection rather than having deeper selections in a specific category (Basker, & Van, 2010).

Bannett, (1996) mentioned:

> The competition between the retailers stores increase by the numbers of the retailers in market. The competitive advantage of one market over another is an important thing to consider. The distinctive competences of a firm and the factors which are critical for success are within the industry that permits the firm to outperform its competitors. Advantages can be gained by having the lowest delivered costs and/or differentiation in terms of providing superior or unique performance on attributes that are important to customers

2.3 Types of Retail Stores

The numbers of retailer’s stores are absolutely unlimited such as small store or highly sophisticated ones. But there are types of retailer stores which could be discussed (Limba, 2003).

The formats of the stores are as the following.

- The merchandise and service which is offered by the retailer
- The price definition of the merchandise by the retailer
- Advertisement and promotional programs by the retailers

- The design office store as well as visual merchandising by a retailer
- The location of the store chosen by the retailer
- The size of the store (Limba, 2003)

General merchandise retailer means to have a several product lines stock in a large amount. The combination of customers or the offering of the products and also operating the style of the retailers is different in this category (Pride, & Ferrell, 2015). The following table shows the types of retailers:

Table 2: General Merchandise Retailers (Pride, & Ferrell, 2015).

Types of retailer	**Description**
Department store	Large organization offering a wide product mix and organized into separate departments
Discount store	Self-service, general-merchandise store offering brand-name and private-brand products at low prices
Convenience store	Small, self-service store offering narrow product assortment in convenient locations.
Supermarket	Self-service store offering complete line of food productions and some nonfood products
Superstore	Giant outlet offering all food and nonfood products found in supermarkets, as well as most routinely purchased products.
Hypermarket	Combination supermarket and discount store, larger than a superstore
Warehouse club	Large-scale, members-only establishments combining cash-and-carry wholesaling with discount retailing
Warehouse showroom	Facility in a large, low-cost building with large on premises inventors and minimal service.

Department Store

In this study, department stores going to be selected as the case of research. Department stores are usually the stores with high range of products in separate departments. The department stores have the widest merchandise mix than any other retailer store format. These merchandise mixes may change from company to company. These huge stores offer high level of customer service and also may have different sections for each merchandise display. Most department stores also own Several Regional department store chains (Limba, 2003).

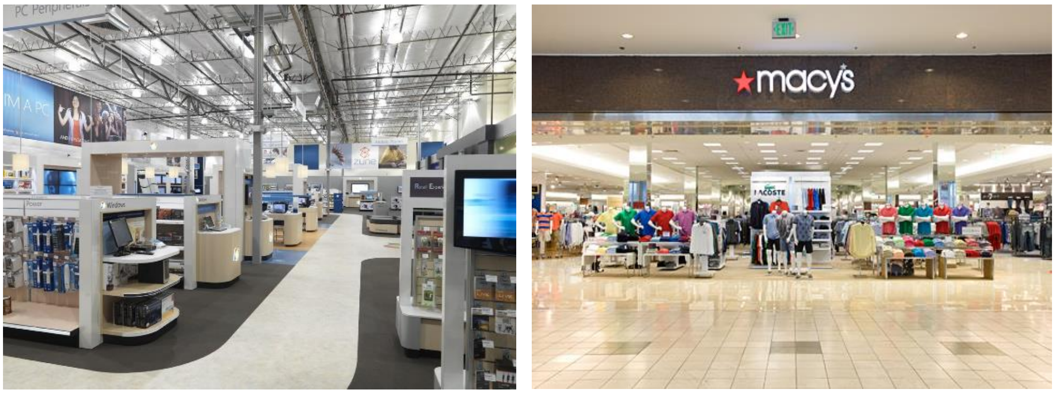


Figure 6: An example of department store, URL1

Department stores are the great kinds of retailing business that can handles a wide range of shopping and goods. They can be organized into different departments according to the aim of services and promotions. Department stores can handle a wide range of produce under one roof to defined department according to the desires which is centrally measured the primarily needs of shoppers. (Chand, 2016)

Figure 7: Macy’s department store in New York City, URL 5

Generally, department stores in now a days are organized according to four main heads of management, merchandise, control, and promotions of sales. Commonly every function is trained without regarding to the others. Rationally, the business of department store is deals with buy and sell at a price. Buying might be supposed to be a selling function; store organization activities largely deals with selling. Promotions are certainly sub-functions of marketing. (Emmet, 1930)

NS • FISHMONGER • 1707 WINE BAR

Figure 8: London Department Stores, URL 6

2.4 The Retail Store Image

The very first shoppers have the first impression of the quality of the service and the price of the store from its environment and atmosphere. The first impression is really important and in order to affect the Shopper's choice the surrounding atmosphere should be well designed for better physical attraction with the factors consisting of color, texture, lighting, music and many more to stimulate the five senses (Sagiroglu, 2013).

All these elements are essential to affect shoppers’ first impression. Kunkel and Berry describe retail store image “as discriminative stimuli for an action's expected reinforcement: Specifically, retail store image is the total conceptualized or expected reinforcement that a person associates with shopping at a particular store” (Kunkel and

Berry, 1968). Shoppers experiences evaluate the store, the retail store image can be detailed as the following: “The overall form that this image will take depends on the respective value that the consumer places on store convenience, fashion and selection of merchandise, quality and quantity of sales personnel, and other such factors, plus the degree of reward and/or punishment incurred in connection with these factors” (Kunkel, & Berry, 1968)

The term "physical attractiveness" used in the Darden, Erdem, and Darden (1983)” as mentioned with Baker et al., that is a term to show the link between store image and store environment since physical attraction gives some basic clues about store. Also, Mazursky and Jacobsy’s retail store image definition is: "cognition and/or affect (or a set of cognitions and/or affects), which is (are) inferred, either from a set of ongoing perceptions and/or memory inputs attaching to a phenomenon.” (Mazursky, Jacoby, 1986).

Porter and Claycomb (1997) explain retail store image with the following description: Retail image is mainly illustrated by the shoppers but there are also other factors that affect the image. Perception and emotions of Shoppers are also important why creating a store image. The physical attraction of the elements shows how the image is shaped in shoppers mind. The image is affected by what the Shopper sees in the environment.

Porter and Claycomb title that, “Retail image is generally described as a combination of a store’s functional qualities and the psychological attributes consumers’ link to these” (1997: 374). To support the assertion, they give a description additively “Retail store image is an overall impression of a store as perceived by consumers” (Sagiroglu, 2013).

Bloemer and De Ruyter (1998) mention that image is expressed as a function of the noticeable characteristics of a specific store that are assessed and tested against each other. That is why, it is preferred to define image as a complexity of a consumer's perceptions of a store on different characteristics. They mention eight elements that generate a retail store image: location, price, store atmosphere, advertising, merchandise customer service, personal selling and sales spur programs (Bloemer and De Ruyter, 1998). Some mixtures of these elements are useful to create advanced retail store images. Corresponding to all these definitions, as an inference, what effects shoppers' choice in retail stores are atmosphere and atmospheric elements, visible and invisible, visual and non-visual components of retail store environment.

Martineau (1985) in his book "The personality of the retail store", has mentions, less physical factors like character of the store should be considered also as well as visible and measurable factors. According to him, the image of the store is what is shaped in the customers' minds both by functional qualities and psychological variables. However, his definition was criticized because of trending to credit "mystique" to the subject which is not completely related (Mcgoldbrick, 1990).

Sheth, Mittal and Newman (2001) describe that the image of the store is a total summation of consumers' perception and view of the store. Their determination of perception contains different factors like products, price, facility, promotions, atmosphere and customers. They believed that the image of store shows the kind of customers that stores can attracted them and their feedback of the image. Although, many discussions are valid for the word "perception" in the selling activity based on the psychologists who believe in the hardness of getting a perception of a person completely about the topic.

Figure 9: Retail store image, URL 2: Pica, L. (2016)

Also, there are many definitions which were criticized for introducing a stable store image which does not exist. The image varies based on the observations or events experienced by shoppers. Berry (1969) tried to overcome the limitations but describing the store image with behavioral terms. To him, the image store is the effect of different collaborations in environment with the specific stimulus. This can be called as a reason of image in the whole concept and estimated collaborations that any customer experiences a specific store (Berry, 1969).

Table 3 shows the compilation of the store image and the classification of its components (Giraldi, 2007).

Table 3: Classification of Store Image Components (Giraldi, 2007).

Component	**Details**
Price of merchandise	Low price Competitive or non-competitive prices
Quality of merchandise	Good or poor quality of merchandise Stock brand names
Assortment of merchandise	Breadth and depth of assortment Carries or not the brand the customer wants Carries or not elegant brands
Sales personnel	Attitude of sales personnel Knowledgeability of sales personnel Number of sales personnel Good or poor service
Location convenience	Location from home/work Access Good or poor location
Other convenience factors	Parking Hours store is open

	Convenience with regard to other stores Store by-out with respect to convenience Convenience in general
Services	Credit Delivery Ease of return Self-service
Sales promotions	Special sales Stamps and other promotions Displays Symbols and colors
Advertising	Style and quality of advertising Media and vehicle used Reliability of advertising
Store atmosphere	Lay-out of store without respect to convenience External and internal decor of store Congestion Prestige of store Congeniality
Institutional	Reputation for fairness Conservative or modern
Clientele	Social class Self-image
Physical aspects	Facilities Architecture Shopping ease
Post transaction	Satisfaction or dissatisfaction

According to Table 3, the Store Atmosphere and some Physical Aspects of retail stores going to be emphasized in this study.

Porter and Claycomb (1997) believe that a technique to ensure a desirable image of store is a mixture of products with a great number of brands with high awareness of brand and more products with a stronger image. To him, the image of store and brand are inseparable and related to each other. Positive images of some stores have a positive effect on the rate of purchase decision behavior and on the other hand unfavorable images tend to decrease this rate.

This means that the image linked to the bran brings its effect to the store image which affects customers' decision making and behavior (Porter, & Claycomb, 1997).

Table 4: Categorization of the store image elements (Loya, 2002).

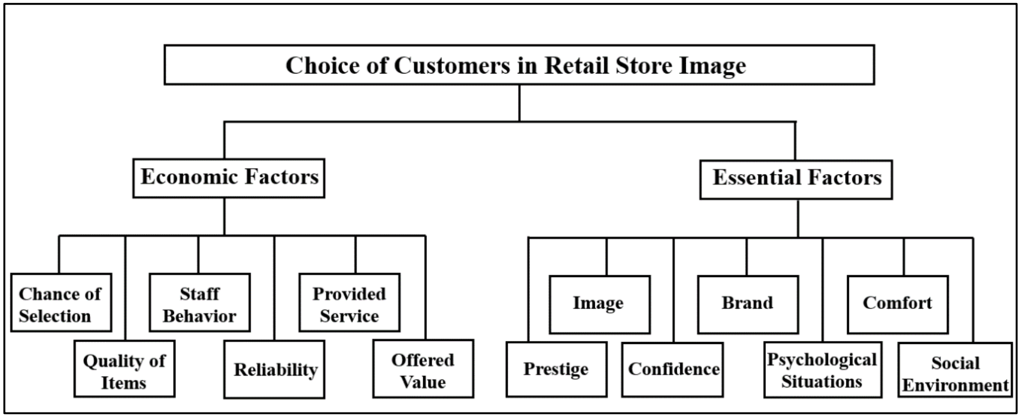
Store image elements	Quality, price, product range
	Fashionista, sales ability, attractiveness, frequency of promotion and advertising
	Customer mix, institutional maturity, product range, guaranteed.
	Shopping Satisfaction
	Location, price, cleanliness, loan facilities, product quality, friendliness of staff
	Physical and technological factors
	Environmental factors, design factors, social factors

Retailers operating quality , speed, and each time eligibility will affect customers who seek qualifications of the staff to give them information that will allow the definition of the product will not nervous , far from a surprise, assured that , offering a pleasant store atmosphere , to enable them to have a comfortable time , the event will allow them to be satisfied beyond their expectations in addition to the physical location of the store features realization, facade, windows , placement of products , internal display , decoration, the opening and closing hours of the store customers compliance is effective in image detection (Soysal, 1999).

Retail store image is affected by two main factors which are economic factors and essential factors which is going to be emphasized below.

As Arıkbay, (1996) mentioned, factors which related to the choice of customers in the store image are divided into economic and emotional factors. Table 5 can show the components of these factors

Table 5: Factors which related to the customers in retail store image. (Arikbay, 1996)


Choice of Customers in Retail Store Image
Economic Factors
Essential Factors
Chance of Selection
Staff Behavior
Provided Service
Quality of Items
Reliability
Offered Value
Image
Brand
Comfort
Prestige
Confidence
Psychological Situations
Social Environment

2.5 Atmosphere of the Store

The retailing stores lead the customers to make their decisions by differentiating the products and services. This causes different motivation and awareness that directly affects the customer behavior that needs to be precisely analyzed systematically. (See Tables 3 & 4)

The atmosphere of the store is an important factor for customer buying decisions. The word ‘atmosphere’ was first used by Philip Kotler that is a known and popular topic in both academic field and retailing. The first article about the atmosphere was published in 1974 describing the store atmosphere (Öncü, 2014). The atmosphere of the store is the environment designed in a way to affect the emotions of the customers to increase the number of purchases by the customer (Kotler, 1974).

As Öncü, (2014) described, 50% of customers purchase even without any shopping plans due to the correct atmosphere. He discovered that the reason is the atmosphere that enhances the customers’ perceptions and impulse purchases. Department stores discovered that 27% to 62% of all purchases are due to the impulse buying. It is very important to create a pleasant atmosphere for the customers because the more a customer regularly visits a store, the higher the chance to purchase.

The atmosphere of the store is the sum of store’s characteristics and specifications effects on emotions of the customers. In other words, it can be said that the customers are effected both physically and psychologically by the atmosphere of a store. As soon as a customer enters a store, atmosphere elements such as crowd, color, music, smell and charm of the store, influence the customer directly (Baker, 2002).

It is known that the customers responding to the all products relatively referring to only the core merchandise or service. One of the important factors of the total product is where the purchase was made. In some cases, the atmosphere of the store is more effective that the products in the making purchase decisions. (Billings, 1990). With the increase of emphasis on the store interior design, and overall environmental arrangements of the retailers, yet there are many retailers which still underestimate the actual potential of the using a good atmosphere as a marketing tool (Markin, Charles, & Chem, 1976).

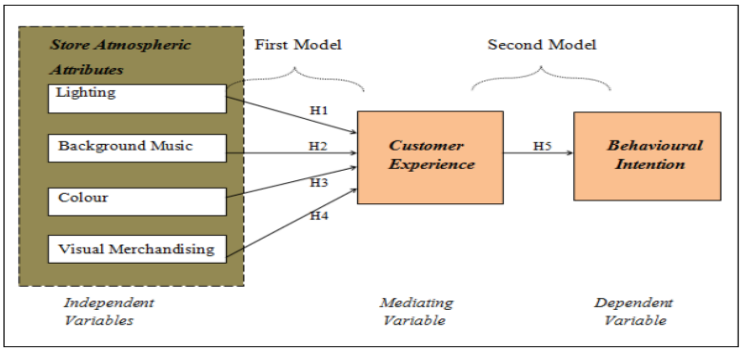

Store Atmospheric Attributes
Lighting
Background Music
Colour
Visual Merchandising
First Model
Second Model
H1
H2
H3
H4
H5
Customer Experience
Behavioural Intention
Independent Variables
Mediating Variable
Dependent Variable

Figure 10: The theoretical framework of relationship between the stores atmospheric attributes, experience perceived by the customer and their behavioral intention at Auto Bavaria (Binti, 2013).

The effect of the atmosphere is an important research topic of retailers. The atmosphere can affect the marketing strategy to achieve shopping experience. And as Donovan, and Rossner, (1982) mentioned a pleasant atmosphere would lead the customers to spend more money than they planned. Also, Kotler (1973) supports this in his studies. Beside the work of the designers to create an intended atmosphere, different customers observe the atmosphere differently. There is a big difference between intended atmosphere and observed atmosphere by the customer. Some customer reacts to colors, music, noise, temperature and such differently. The following table shows the atmosphere elements of the retail stores.

Table 6: Atmospheric variable of store (Yalcin, & Kocamaz, 2003)

External Variables	**General Interior Variables**	**Layout and Design Variables**	**Point of Purchase Variables**	**Human Variables**
Exterior signs	Flooring and carpeting	Space design and allocation	Point of purchase display	Employee characteristics
Entrance	Color scheme	Placement of merchandise	Sign and cards	Employee uniforms
Exterior display windows	Lighting	Grouping of merchandise	Wall decoration	Crowding
Height of building	Music	Work station placement	Degree and certificates	Customer characteristic
Size of building	Scents	Placement of equipment	Pictures	Privacy
Color of building	Tobacco smoke	Placement of cash registers	Artwork	
Surrounding store	Width of aisles	Waiting area	Product displays	
Lawns and garden	Wall composition	Waiting room	Usage instructions	
Address and location	Paints and wall paper	Department locations	Price displays	
Architectural style	Ceiling comp.	Traffic flow	Tele-text	
Surrounding area	Merchandise	Racks and cases		
Parking availability	Temperature	Waiting ques		
Congestion and traffic	Cleanliness	furniture		
Exterior walls		Dead areas		

The boxes which hatched in Table 6, are the subjects which are going to be examined in this thesis. According to the atmospheric variable of the stores, human variables are not taking place in this study. About the other variables which are existing in the atmosphere of the stores, the physical and observable variables of atmosphere and interior design which can be seen by the author selected to analyses.

Ward, Bitncr, & Barnes, (1992) point that store atmosphere as a store's physical environment divided as external environment and internal environment. External environment consists of store visibility of the store from parking lot, entrance and traffic. The internal environment includes the visibility of the retail selling space.

2.5.1 External Atmosphere of Store

The very first thing that excites the customers is the external appearance of the store. They like to enter the store from the door which excited them. The external appearance effects the customer's first expression of the store. As in literature, external atmosphere of the store is place before internal atmosphere. Öncü, (2014) sorts the store external atmosphere as the following:

Table 7: External Atmosphere factors of store which sorted by (Öncü, 2014)

External Atmosphere of Store	
Architectural Structure of the Store	- Facade is where the first information and image relating the store begins to shape for consumers. - The store's noticeability plays a significant role in terms of routing the consumer to the store. - It is important with regards to the customers' behaviors inside the store. - Ease of use of the store. - Store must be designed properly for the customers' safety inside the store.
The Entrance and Front of the Store	- First signs that inform the consumers about the store. - Consumers' attention and get them to step inside the store. - Affects the customer traffic when consumers enter or exit the store. - Must have ergonomics which is suitable for the entry and exit of mothers with babies, old and disabled people. - Entrance may both invoke the consumers to step inside by providing information about the products sold in the store.

Window Layout of the store	- Must be planned in accordance with the customers to be served. - Decoration of the store for young, middle age or reach people must not be the same. - Display layout methods directly influence the customers' purchases. - Influence direct many issues such as the customer's stay time in the store. - Featured stimulus that route the customer's perception and directly influences the buying decision of the customer. - Plays a big role in the decision of a consumer who passes.
Parking Area of the Store	- The store's proximity to the public transport shelters and proximity to the main roads by location has a prime importance for consumers to find the store easily. - Parking service is a must have in store properties. - In case not available, it affects the consumer to move to other stores. - Parking areas must be in accord with the store's capacity.

In between all the external factors, window layout of the store selected for research in this study.

2.5.2 Internal Atmosphere of Store

Internal atmosphere of a store should be designed in relation to the external appearance. When customers are excited with the external look of the store, they should not be disappointed when entered the store. The internal atmosphere should encourage the customer to make purchases. Internal atmosphere and design should be relevant to the overall store image and concept (Öncü, 2014).

Each store has different environment and atmosphere with different marketing specialists which remark the importance of the environment in the shopping experience. The environment can lead the consumers in their impressions, thoughts and presentation quality of the store. This is why the environment has become a part of the store’s image.

Experiments show that some signs in the stores would increase the service quality from the consumers’ awareness. The signs could be the ambiance, design and social factors of the store. As Baker, Grewal and Parasuraman (1994) mention in their study, the good signs can influence the awareness of the quality of the products (Baker, & Grewal, 1994)

Table 8: Internal Atmosphere of Store

Internal Atmosphere of Store	
Floor and Ceiling	- influence the customers. - Different kind of ceiling and floor can result in different atmosphere and impressions on the customers. - Floor can be used for a maximum efficiency. - The store is identified with a combination of reflective ceiling and with other vertical surfaces. - The vertical surfaces are usually provided with first color and the surfaces with second color.
Ease of Movement Inside the Store	- The space layout should be in a way that the customer is able to walk through sections freely. - reach the products, grabbing them, touching or smelling them and etc. - The sections with cosmetic and personal care should have more spaces. - The situation and making the path through the store is mainly made in a flexible and economical usage of space. - The traffic path should be designed in a way that is flexible for any changes and fixtures.
Interior Design of the Store	- Design and decoration of the store should be related to the store. - Should reflect the products in the store with the similar format. - Should ergonomic the customer. - Should not be boring and encourage.

- **Floor and Ceiling**

The floor and the ceiling of the store influence the customers. A plain concrete floor or a floor designed with soft carpet result in different atmosphere and impressions on the customers. Ceramics, granite, wooden parquet, laminated flooring, concrete or linoleum is mostly chosen for floorings. Ceilings with high and low result the spacious or unpleasant atmosphere. By using light colors such as white, gray, beige, champagne or light pink for the ceiling, the attention and interest of the customers are drawn to the ceiling. Since the lighting and air conditioning is located at the ceiling, they should either be hidden from the sight or have an aesthetic view for a stylish look (Arslan, 2004).

Studies suggest that the existing floor can also be used for a maximum efficiency while still providing an attractive layout. For instance, floor area is bounded with walls and surroundings with at least one wall linked to the entrance. Another wall is a short stub type at the corner installation. The store is identified with a combination of reflective ceiling and with other vertical surfaces for display reasons with a mixture of at least two basic colors. The vertical surfaces are usually provided with first color and the surfaces with second color. In addition, it can be mentioned that the influence of canopy or drop ceiling for Display Island reasons to create a harmony and unitary impression (Harris, 1980).

- **Ease of Movement inside the Store**

In-store hallway width and the space layout is really important. The space layout should be in a way that the customer is able to walk through sections freely, reach the products, grabbing them, touching or smelling them and many more. The sections with cosmetic and personal care should have more spaces. This is because customers tend to read the information on the cosmetic products before purchasing them. Another important factor is the width of the hallway so that the customers can move freely with their shopping baskets, for the mothers with baby carriages or for the staff that can use equipment such as forklift and many more (Öncü, 2014).

The situation and making the path through the store is mainly made in a flexible and economical usage of space. The traffic path should be designed in a way that is flexible for any changes and fixtures. Most small retail stores use a single straight aisle path extending the length of the store which may differ depending on the placement of fixtures. The width of main aisle is usually 180 cm, with 90 or 120 cm minor aisle. In small stores stairs, can be used to separate the selling section. The number of stairs is based on the accessibility requirements of the area. Meanwhile in the large stores, the stairs and the elevators must be built in a way that is accessed by the customers easily (Piotrowski, & Rogers, 2007).

- **Interior Design of the Store**

The design and decoration of the store should be related to the store and should reflect the products in the store with the similar format. The decoration and design of the store should comfort the customer when entered the store and should not be boring and encourage the customers to spend more time in the store.

As an example, a store which sells night dresses should have stylish and elegant. We should point that the design and decoration of the store should be related to the products being sold (Pektaş, 2009).

Another effective factor which should be considered in the atmosphere of the store is the cleanness of the stores. Every store should keep both interior and external space of the store clean to attract customers. Otherwise no customer would prefer to enter a dirty store despite how good the products and quality of service are. The store should be cleaned and checked all the time. Also, the cleaning schedule should be arranged and increased according to the high traffic of the store (Öncü, 2014). Cleanness is one of the significant factors for the atmosphere of the stores. The interior design and the selection of the materials should be well considered to have same cleanness after passing time.

2.6 Store Environment Factors

To examine the factors that attract the consumers it is important to categorize factors of a store atmosphere. There is not a single and general technique for separating the factors of a retail stores. (Baker, 1986) Environment contains three main dimensions which are ambient, social and design factors. Ambient factors are placed in the conditions of the background and are not noticed by the customers such as music of the background, scent, noise, light and the temperature of the room. The people who are in environment are a part of social factors with all the interactions. Design factors consists of visible and physical factors of the store for example arrangement and materials that being used in decoration and architecture (Ullakonoja, 2011).

Baker (1986) sorts the atmospheric store environmental elements into three groups;

- Ambient Factors (environment, harmony),
- Design factors
- Social factors

The components of the physical store environment (ambient, design and social factors) is sorted in the following table according to Baker, (1987)

Table 9: The components of the physical store environment

Ambient Factors	Background conditions that exist below the level of our immediate awareness	Air Quality - Temperature - Humidity - Circulation/Ventilation Noise (level/Pitch) Scent Cleanliness
Design Factors	Stimuli that exist at the forefront of our awareness	**Aesthetic** Architecture, Color, Style Materials, Décor Scale, Shape Texture, Pattern **Functional** Layout Ergonomic Signage Accessories
Social Factors	People in the environment	**Audience (Other Customers)** Number, Appearance, Behavior **Service Personnel** Number, Appearance Behavior

2.6.1 Ambient Factors

Ambient factors are background features and are not noticed by the customer directly such as music/sound, lighting, scent and store's temperature (Oh, Fiorito, & Cho, 2007). These factors may or may not be noticed by the customers directly yet they influence human senses (Mirabi, & Samiey, 2015).

Table 10: Ambient Factors

Ambient Factors	
Smell/Scent	Sense of smell, Drives of costumer buying emotion, psychological moderator, enhance costumer mood, emotion, evaluation response.
Lighting	Creating atmosphere, change the mood, create positive attitude, focusing light on items, draw costumer attention, effect costumer decision, effect costumer behavior
Music	Interaction among costumer, give feeling, influence costumer behavior, control the craws and traffic of the store, effect costumer mood, match the social class and time, stay longer, creating atmosphere.
Visual Merchandising	Effect costumer purchase, provide right products, effective presentation, display, special events, fashion coordination, increase the sales.

With the huge competition among retailer stores, attractive ambiance to encourage customer for more purchases is an important subject. Many studies suggest the satisfactory customer purchases caused by a proper environment (Donovan, & Rossiter, 1982). Ambience generally relates to nonvisual elements of the store's environment (Tlapana, 2009). Although these factors are not well noticed by the customers, but if they exceed their proper range, such as loud music, it would have a negative effect on the store. They should be kept on their best range for the best result. Ambient factors should not be used alone without considering other factors. This leads to the worse situation where the absence of any ambient factors would be better

(Ullakonoja, 2011). Ambient factors are important they have high cues and influence the collaboration of the business’s image (Bitner, 1992).

Based on what Levy, & Weitz, (2009) say, the environment of a store is a combination of lighting, color, music and smell to strengthen the store’s environment. Masson, Mayer, & Wilkinson, (1993) acknowledges that these are psychogenic factors attributes which are greatly intangible and remember hardly. These factors are also important when the customer has done the purchase and is leaving the store. The variables affect the visit or purchase behavior of the customer in the future.

Masson, Mayer, & Wilkinson, (1993) believe that a store with a positive feeling of alertness and excitement can lead to more enjoyable shopping experience in the store. More time is spent by the customers in the store and also more interaction with the staff. The customer is also keen to pay much more money for the products and there is a high chance they may return again once they like it.

- **Smell or scent**

Gustation is the sense of taste, olfaction is the sense of taste. Eating, drinking or even breathing is affected by gustation and olfaction. (Lahey, 2009). Feldman, (2009) mentioned that the sense of smell of a human being is able to detect more than 10,000 different scents and could also memorize them. Therefore, if a customer experiences a bad odor, he or she will remember it each time smelling alike stench. Levy, Weitz, (2009) also points that odors are main drivers of customer buying emotions. In selling activity or marketing, scent known as a psychological mediator to improve the customer’s frame of mind, emotions and evaluation responsibilities. To create an effective atmosphere of store, a store had better to “smell like it is supposed to smell” (Lewison, & DeLozier, 1986).

It is well known that the human sense of smelling has an important influence on feelings. This is because of the dirtiness of the nose which linked to the olfactory part, which is a section of the system’s limbic. Limbic system is a part of the brain which is related to the reactions. Although customer may not be able to express the smell which are open to, the brain is still assist smell with events of the life and induce emotional state and emotions (Ullakonoja, 2011).

- **Lighting**

Lighting is so important to show customers different products. Every type of lighting has its own function whether it is decorative or displaying a specific feature or a product. Mehrabian, Russel, (1976) mentioned that lighting is the main factor in order to create an atmosphere with a greater effect on customers. The brighter light it is in the store, the higher chance of buyers to interact with the store and products. (Vaccaro, 2008). People usually say that bright light helps them see the products more clearly. As Levy, & Weitz, (2009) mention that lighting helps to improve more excitement feeling rather than just the illumination and give more accurate color perception of the products.

Another important use of lighting is making the products pop and more obvious by focusing some spotlights on them. Used up the merchandise draws shoppers’ attention strategically to the store. Proper lighting needs to be done professionally by the experts. A proper lighting in a balanced environment can give more credit to the products. The lighting makes the buying decision of the shopper. Customer are attracted more to the bright spaces of the store and techniques of light like wall clothes wash, hidden and non-direct lightings. The lighting can control and guide the customer through the traffic path and hallway and guide them to the purchase decision making step (Basera, 2013).

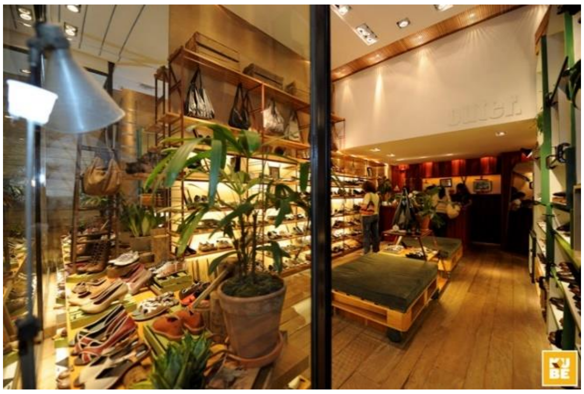


Figure 11: A successful lighting for retail store URL 3: Artica (2011)

Another important factor concerning the lighting is color that provides more contrast. The lighting speeds up the processes, accuracy at the cashier table and improve the sales. The lighting should be bright, uniformly and well distributed so that the customers feel secured in the store. Over-lighting should be avoided completely and glares should be prevented. Unwanted lighting should be eliminated to keep the glare for shoppers perceived from the surrounding area (Basera, 2013).

These two studies clearly show the rate between the lighting and customers' behavior. According to Gestalt psychology, it can be stated that lighting is a section of a whole atmosphere that customer feeling as a part of it (Ullakonoja, 2011).

Baker et al. (1994) mentioned that a combination of classical music with soft lighting is a sign of high prices. Hence, this may work in some certain types of stores. With the growth of technology, spot lights and led lights can easily brighten the specific parts of the store and make products more visible rather than lighting up the whole store (Baker & Grewal & Parasurama 1994).

Ganslandt & Hofmann (1992) divided good and bad lightings by considering on their effects on the atmosphere:

Good Lighting

- Energy efficient.
- Shines on specific targets.
- Balanced and not too much bright.

Bad Lighting

- Energy wasteful.
- Creating pollution.
- Glaring.

As Binggeli (2010) noted in his book; each parts of an interior should have different light levels. Through the different kinds of lighting which are task, ambient and accent lighting, the design approach involving the balance and three dimensional environments to create the variety of arrangement and mood. The best technique is to maintain on the task lighting at first, then consider on ambient lighting and finally determine the accent lighting which provides artwork and architectural elements.

- **Music**

Music in the background helps the interaction among shoppers and seller and give a feeling of belonging. The background music influence shoppers' behavior, creates the image of the store and draws attention of shoppers. The volume and tempo of the background music also controls and leads the crows and traffic of the store (Dube, & Morin, 2001).

Music alters the customers' mood and the time they are willing to spend in the store. The music is chosen in a way to match the customer social class and the time the music is played. When customers hear their preferred music, they tend to stay longer in the store and it makes them comfortable and relaxed and increases the chance of ordering more items. On the other hand, when the music is not well chosen, it bothers the customers and they would stay less time in the store (Basera, 2013).

Ambient music is widely researched and investigated element in the store environment. Bailey, and Areni, (2006). The music can either be loud "foreground" or unnoticeable "background". These two terms are used to differentiate them from each other. (Yalch & Spangenberg 1990). The music of background is a part of an ambient factor while the music of foreground is a part of a design element the aim of which is over than just creating atmosphere. The background music is usually mood music, easy listening and chilling with usually unknown singer. On the other hand, foreground music is popular and well known performed by famous artists (Ullakonoja, 2011).

The main modifiable part of the music is volume of tempo and style. Tempo is widely explored because of being easy to measure. De-marketing is a marketing method to reduce the demand. Studies suggest that slow music makes the shoppers spend more time in the store and purchase more items. An important issue when selecting a music for a store is that it should match the whole concept of the store and environment. Loud music is suitable for a store which sells teenager products (Ullakonoja, 2011).

- **Visual Merchandising**

Visual merchandising is an ambient factor that is an effective presentation of the items and has a direct effect on customers' purchases. It provides the right product, to the right customer at the right moment. The definition of visual merchandising is the effective presentation of the store or brand, teamwork of the merchandise advertises, display, special events, fashion coordination and merchandising departments in order to increase the sales of the items and the overall service of the store. This means that whatever the customer sees, including both interior and exterior, creates a positive image for the customer. Retailers are realizing the importance of the customers' satisfaction and convenience beside the sales (Mehta, &, Chugan, 2013).

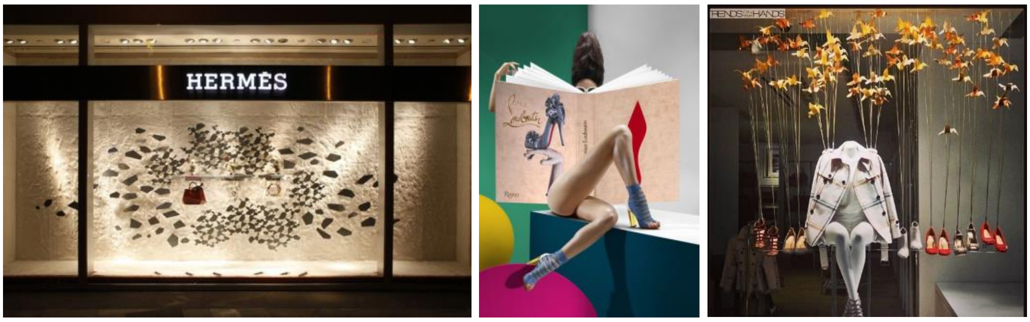


Figure 12: Examples of Visual Merchandising, URL 7

Visual merchandising involves both interior and exterior of the store. The exterior includes window display, façade and retail grounds. The display creates the very first image on customers' mind and encourages them to enter the store (Darden, Erdem, & Darden, 1983).

The physical of the store should be attractive enough to impress the customers to choose the store. Furthermore, exterior of the store encourages customers to enter the store. Appropriate interior attracts customers and decreases the psychological defense and help the sales (Jiyeon, 2003).

2.6.2 Design Factors

Nowadays, the competition is not only by the products but the service and visual perception of the retailers should be carefully planned. According to Dunne, Lunsch and Griffith, store's environment should be a memorable image (Dunne, Lunsch, & Griffith, 2002).

By the definition of Novak, the overall architectural character, design and style is what the store is to the customers. (Novak, 1977). The design of the store can introduce scale variations and geographical location conservation. Large stores could give high adverse effects such as shyness or intimidation to some customers. The design and activity of the store should be in an economical way for assistance (Demirci, 2000).

The departments have done their tasks truly over the centuries and are willing to build shopping centers for customers to meet their products. They try to create an environment with a sense of space, vibrant, streamlined, fun, favorable and human art in the stores (Underhill, 2005).

The main focus of the store should be the customer since they create the overall image and feedback of the store and the design should be attractive enough for them to choose the store over others, (Hasty, & Reardon, 1997). Many shoppers enter a store if they find the overall design appropriate for them. After entering the store, the interior design, layout, hallway path, width of corridors, floors, elevators, lighting and physical facilities of the store such as toilets or seating area affect the evaluation of the customers of the store and could increase the number of customers gradually. Loudon, & Bitta, (1998). Nevertheless, only entering the store is not enough. Customers should experience a good, relax and pleasant atmosphere. Dark looking stores are not attractive for the customers, and on the other hand well-lit and illuminated store attracts customers and increase the chance of sales while passing through the products and service (Kachaganova, 2008).

Unlike ambient factors, design factors are much more visible in nature. Design factors are divided in two groups of aesthetic and functional elements. Functional elements contain sense of ergonomic, layout and privacy. On the other hand, aesthetic elements initiate design factors, architectural style, color scheme, material and style (Baker, 1994).

Design factors have greatest number of variety in components. There are many researches about the components however it is hard to get to a general conclusion because in each study only a single component is investigated such as floor covering or lighting.

The studies should be up to date and the old studies cannot be used in today’s environment of the store, because the design and trend are changed rapidly as time goes on. For instance, peach and green color scheme was known for evoking feeling of high image in 1986 (Golden & Zimmerman 1986), which cannot be considered the same today (Ullakonoja, 2011).

Although it is being known that it should not judge a book by its cover, but us humans do that all the time. The very first impression a store creates an image of the company and people’s decision to purchase any product there. Therefore, the layout of the store should be appropriate and attractive for any random person who walks by.

For instance, a fashion retailing store can create a special shopping experience by considering both functional and aesthetic elements of design such as the design of the shelves, seating areas or fitting rooms. A good merchandise presentation for a fashion retailer can attract and encourage customers’ activity in the store through the proper color coordination, wide aisles and discounts placed in the back so that the customer can see the full price items at first (Sun, 2015).

A store layout or design factors are the selling machine of a retail store since they can meet the requirements of the customers and satisfy them. The layout is the physical planning that forms the business and is very important for retailer. The retailers should focus on presenting the best layout to increase the shopping experience of the customers (Wahida, 2011).

Retailing businesses are watched over world and manufactures are able to produce with the similar quality of other companies. Therefore, customers should be happy while choosing a store over others and the satisfaction of the customers should be the main focus of the retail businesses. The customers’ needs must be in the forefront.

The design should create a good impression on the customer. The customer should not only get connected to the store, but also advice for more customers and should leave happy and satisfied from the store which is an important aspect.

Table 11: Design Factors components. (Ullakonoja, 2011)

Design Factors	
Color	- Create effect on whole atmosphere - Induce feelings and emotions - Affects visual feelings - Create visual impression - Give positive/negative feeling
Style and Material	- Aesthetic factors - Part of whole design - Subjective element - Changes rapidly
Display and Layout	- Functional elements - Should be well considered - Create impulsive purchase

- **Color**

Colors are the most discussed elements of the design factor since they have a great effect on the whole store comparing to smaller factors such as signs and many more. Another property of color is to being fashion for a short time. Trends do not influence to some theories.

Color has the ability to induce feelings and emotions from the artistic point of view. As Birren, (1987) mentioned, the color is scientific and affects visual feelings since it is mentally and visually seen. Colors can be divided in seven main pure colors which are red, yellow, blue, green and hues, black white and gray which is a combination of both, shades and tints.

Color can create a strong and long term visual impression for the retailer. Color can either give a positive or negative feeling to the customer since it draws attention of the customers.

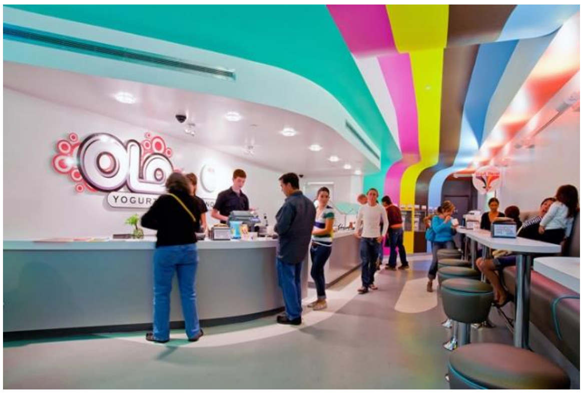


Figure 13: Colors play significant roles in designing of retail stores. URL 3: Artica (2011)

Lovelock, and Wirtz, (2011) mentioned that none sell system sorts color into three main categories which is based on psychological effect on retailers. Namely hue, which are common colors like red, green, blue and yellow.

Levy and Weitz, (2009) also says that warm colors shows love, romance, warmth, intimateness, friendliness and openness. Cool colors such as white, blue and green give gentle and calming feeling to the store's environment. An effective design and choosing colors considering cultural orientations is a challenging task to achieve. Bright colors have more psychological charm comparing to the cool colors. Masson (1993) suggests that warm colors are more suitable for places with lower involvement and fast moving consumer goods (FMCGS) which enhances the feel of buying. On the other hand, cool colors suit the places with higher involvement and purchase decisions that need problem solving (Levy, & Weitz, 2009).

Dagli, Sahin, & Guley (2012) mentioned in their books, types of colors generally categorized as below:

- Primary colors: Yellow, Blue and Red
- Secondary colors: Orange (Red + Yellow), Green (Blue + Yellow) and Purple (Blue + Red)
- Third colors: the combination of primary and secondary colors
- Neutral Colors: Black, Gray and White

Also, they grouped the color combinations into two part of warm colors and cool colors. Warm color are reddish colors which are achieving from mostly red and yellow colors. Yellow is more dominant color in this group. Cool colors are bluish colors which are achieving from blue and yellow tones of colors. Blue is more dominant color in this group (Dagli, Sahin, & Guley, 2012).

Color is the sensual perception which is based on the light absorption volume of different surfaces. The volume of light that is not absorbed by any separate surface and reflected as remaining light produces a color sense within the optical system of the viewer. For example, a red object appears red merely because it absorbs all waves of light but for the extended waves that it reflects to be apparent as red light. The item does not have the color itself but the outside’s molecular structure is such that it would not absorb the red portion of the light shed against it (Guley, 2014).

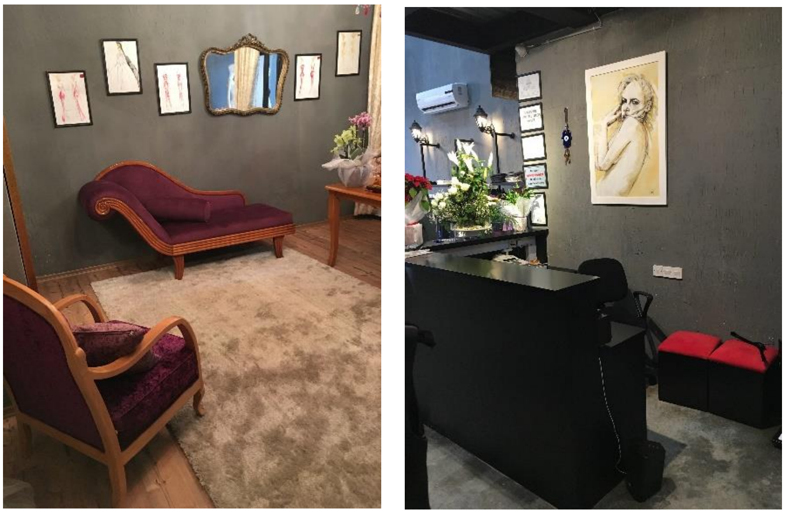


Figure 14: Usage of color in retail clothing store. Taken by author

Bellizzi (1983) mentioned that the research of psychological color selection and introduced that blood pressure being increased by red light while the blue light acts oppositely. With that being said, cool colors such as blue and green bring relaxing atmosphere and the warm colors such as red and yellow create impulsive and eye-catching atmosphere in the environment of the store (Bellizzi, Crowly, & Hasrt, 1983).

The color meaning differs from one person to another conferring to their profession. Since the psychologist’s point of view, it can be cruel of perception, which systems out in the mind. Additionally, affording a person who experience objects in everyday life, color is a possession of the materials and light sources. Essentially, the meaning of color is the total of all these consequences. Alternatively, according to a designer, in spite of of changing description from one to another, color normally means as a design idea, which affects the perceptual knowledge of the architectural end-product (Guley, 2014).

- **Style and Materials**

Style and material are other aesthetic factors. Since they are both part of a whole design, it is hard to get to a general conclusion. People consider that wooden or carpeted coverings of floor have high image while the vinyl or linoleum floors have low image (Baker, 1994). Even, the store's style is harder to conclude since it is subjective and changes rapidly (Ullakonoja, 2011).

- **Display and Layout**

Display and layout are the main factors of functional elements of the store. Even a small detail like hygienic facilities have a great impact on the whole store's image. Therefore, during designing the store they must be well considered. Display consists of display window, point-of-sale displays, sings display of the items and store's fixtures. There are researches about whether the item should be presented vertically or horizontally. Horizontal presentation gives the impulsive impression but may keep the product unnoticed. For instance, since the shelves are placed at the eye level and the reach of hand, everyday items like sugar and salt are recommended to be located on down shelve as people tend to see them easily. The following figure shows the levels discussed earlier (Ullakonoja, 2011).

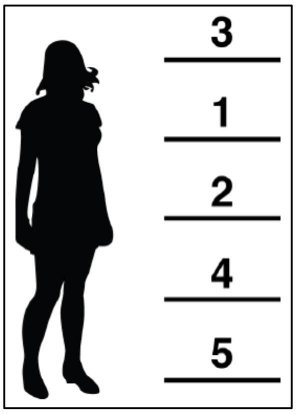


Figure 15: Levels of Importance in Horizontal Display, (Ullakonoja, 2011).

Layout affects both customer shopping experience and the speed of shopping. Layout can be sorted mainly by three kinds of free-form, grid and racetrack (Levy & Weitz, 2009). Retailers like grocery stores shall be presented simply layout as grid (Kaltcheva & Weitz, 2006). Racetrack is used where there are different categories of items. Racetracks are usually wider than other aisles and leads the visitors to walk around the store where they seem hedonic benefits. Layout such as free-form, is used in clothing stores or for very hedonic item categories. This layout is the most expensive one among the others but if done properly; it has a great effect on the store and merchandise and can attract more customers and lead them to spend more time in the store.

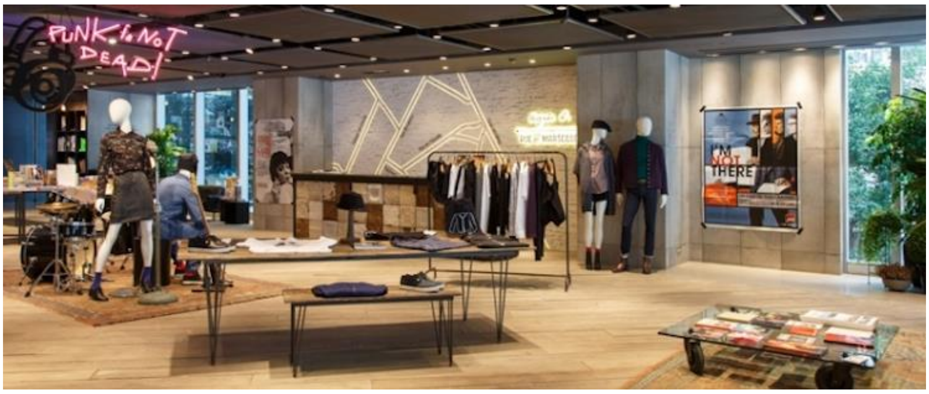


Figure 16: Display and layout in retail stores, URL 8

Generally functional elements have direct effect on what shoppers would purchase. For instance, if hedonic items are placed close to the entrance or crowded areas it can increase the chance of impulsive buying (Levy, & Weitz, 2009).

2.6.3 Social Factors

Social factors mostly affect the customers' behavior and evaluation of the store. These factors are hard to control by the companies but they can affect social environment factors by proper marketing strategies and managements (Chen, & Hsieh, 2010).

Social factors define the people in the store environment which involves the number, type and behavior of staff and customers. Tyrley and Milliman (2000) mentioned the term “human variable” where employees, space and customers’ behavior and privacy are the third category of the atmosphere of the store (Turley, & Milliman, 2000).

Social factors include human effect on the shopping environment. Social factors are dependent to the number and characteristics of the consumers. As an example, it can be pointed to a retail crowding which leads to an unpleasant and unsatisfactory shopping experience. Service personal shapes the social stimuli and may also be controlled and practiced to relate to a brand image and shopping environment (Strahle, 2015).

Social factors consist of the effect of human in the service which is not fully investigated in the earlier studies on environmental psychology (Baker, Levy & Grewal 1992). Customers’ behavior is affected by personnel present, its size, behavior and appearance. Also, the appearance, number and the behavior of another customer is a hard human factor of the environment (Bohl, 2012).

In order to finalize the atmosphere of a retailing store, the characteristics of prestige-image and discount-image store environment is sorted in the following table according to (Baker, Grewal & Parasurama, 1994).

Table 12: The components of the physical store environment

Characteristics		Prestige Image	Discount Image
Ambient Factors	Music	Classical	Top 20
	Lighting	Soft/Dim Incandescent	Bright/Harsh Fluorescent
	Smell	Not Available	Popcorn
Design Factors	Floor Covering	Pile Carpeting Hardwood	Linoleum/cement Vinyl

	Wall Covering	Textured/Flocked	Paint
	Display/Fixture	Not Available Disguised/Decorated	Bins Exposed
	Color	Gold, silver, black Up-to-date Classifier Neutral/Monochromic	Not available Dated Declassified Vivid
	Cleanness	Clean	Dirty
	Ceilings	Sheetrock/Decorative	Not available and painted
	Dressing room	Private Large	Semi-private or none Small
	Aisles	Wide	Narrow
	Layout	Free form	Grid
	Signs	Discreet	Apparent
Social Factors	Sales people	Nicely Dressed Cooperative	Sloppily Dressed Uncooperative

According to Table 12, the characteristics of ambient factor and design factors going to be analyzed in this study. These factors are the components of physical store environment and can easily control and effect the environment and atmosphere of the stores.

Store image is the general look of the stores that atmosphere of the stores is one of the sub-titles of this subject. Different functions which must be used in the retailing stores were emphasized also. Furthermore, atmosphere and the factors of atmosphere were explained in the previous chapter. The subject of atmosphere is the most notable subject in this study which is going to be analyzed via different factors of it in the following chapters (chapter 3 & 4). These factors are going to be limited on design and ambient factors. By considering the general information about the shops and retailing stores from different points of view which are based on chapter above, clothing stores, interior design of clothing stores design and ambient factors, space organization, perception and effect of gender in retailing stores, are going to be considered and discussed from different points of view in chapter three.

Chapter 3

INTERIOR DESIGN OF RETAIL CLOTHING STORE

In the following chapter, clothing stores are going to be the focused and more details about interior design and internal atmosphere of clothing stores will be given. The elements and factors which can affect the clothing retail stores are going to be considered in following chapter. In figure 17, the main titles of this chapter are noted:

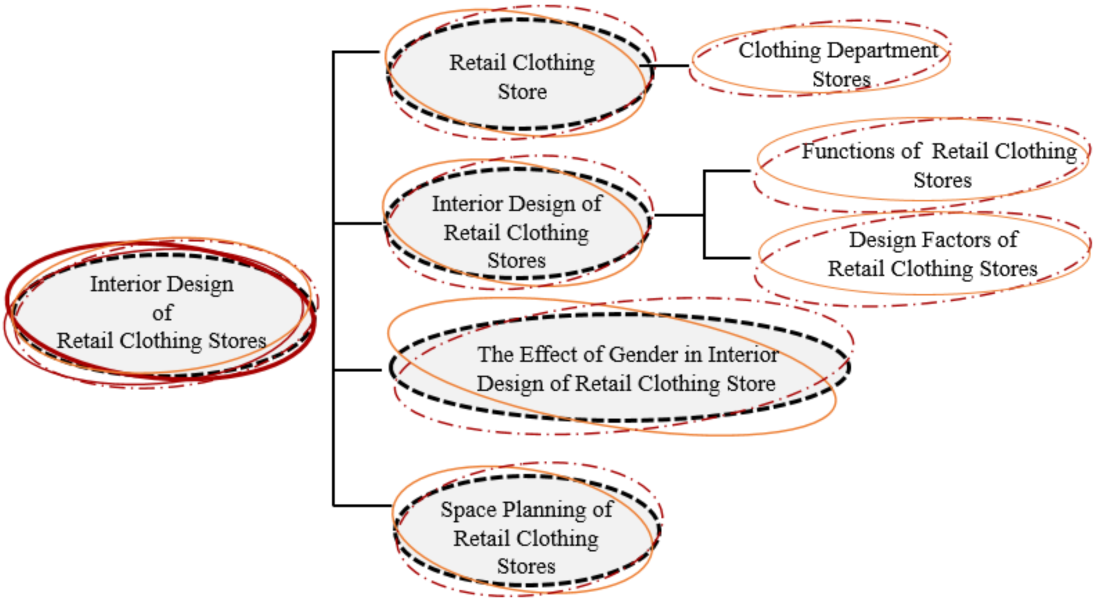

Interior Design of Retail Clothing Stores
Retail Clothing Store
Clothing Department Stores
Interior Design of Retail Clothing Stores
Functions of Retail Clothing Stores
Design Factors of Retail Clothing Stores
The Effect of Gender in Interior Design of Retail Clothing Store
Space Planning of Retail Clothing Stores

Figure 17: Summary of chapter 3. Interior design of clothing stores.

3.1 Retail Clothing store

Clothing is used for covering the body and make a more appealing and attractive look. Clothing may have different reasons and values for people. Some wear for comfort and protection and some for psychological and social reasons. Clothing can bring in self-confidence and can help to express personality better and help identifying people.

Based on basic human needs, meeting these needs bring satisfaction and enjoyment to life. Clothing is a part of these needs and knowing more about clothing can help a person to have a better understanding of him/herself. Clothing is a great but complex part of everyone's life. This is why clothing is for protection, safety, sanitation, modesty, identification, uniforms, style, color, status and decorations (Nadu, 2016).

According to the process of production, manufacture to selling, retail stores or retailers are the final destination of this process. In the last part of this process, the most significant aim is to present the produced items to costumers and attract them to the stores in order to increase the act of buy and sell. Clothing stores play an important role located among the production and consumption for fundamental elements of wealth and richness. This is why clothing stores should be located strategically:

- People visit store to satisfy their needs.
- The important act of purchasing is done in the stores
- Offering complementary items and service is important for a merchandise and sales (Galgano, 2006)

The stores are located in a place where the final action is taken by people which needs to be managed carefully and professionally in order to affect the complex market.

3.1.1 Retail Clothing Department Store

Clothing was not ready to wear back then and customer had to turn fabrics into cloths themselves with no attention to fashion. Wealthy people who had their own designers and tailors created style and people who wore those were considered as fashionable. After that the factories which could afford the price, started to produce goods and made an industrial revolution in the mid-1800s. This led to more development of clothing and household items which were not just based on functionality.

The specialty stores were successful but some merchants believe that they could offer a better service for customer needs by offering more than just one product category in a single store. They were the premiers in the department store concept. They offered a wide merchandise such as shoes, jewelry and other wearable accessories. This concept of retailing became very popular (Diamond, 2006).

As Kean, (2013) mentions retail stores as:

> For me the department store remains the ultimate retail format, able to adapt to changing economies through its unique variety of proposition. The former apocalyptic view that the web would commodities brands has not materialized, and the opportunity to develop unique private label has grown. As ever, the key is differentiation, the ability to create a brand rather than a name over the door, and to be truly Omni-channel.

The popularity of both on-site and off-site increased. The stores which were once known as their brick and mortar business now evolved to boutiques, off-prices, manufacturer’s outlets, discounters and warehouses clubs. The off-site experts were firstly demoted to the catalog operations. Some of them were the extension of the brick-and-mortar companies and some were purely direct-mail operations (Diamond, 2006).

The general store had no specific floor planning and positioning for their goods. But the department store was physically organized and similar type of merchandise and items were located to a specific area known as departments. This department-style categorization of retailing has become a fashion retailing industry and has yet remained popular among the customers at the late twentieth century. Unlike the specialty stores which had restricted offers, the department store offered a combination of merchandise with different product categories with a range of hard to soft goods. With the years of evolvement, the department stores started to decrease their hard goods and focus more on their soft goods (Diamond, 2006).

3.2 Interior Design of Retail Clothing Store

Interior is an important factor in the changing patterns and meaning of modern cities. The interior designs may be often short term and often formal for industrial or commercial buildings. The larger development such as urban or global scale facilitates the designers to respond more flexibly to create the trends and fashion. The design has a great level of awareness of the new developments and includes the visual arts, popular and trending visual culture and advertising within the architectural design (Vernet, & Wit, 1998).

The overall concept of the merchandise is important for the store owner for the initial design of the store. The retailer informs the designer about the merchandise, grouping and locating the products. A designer is responsible for organizing and dedicating layouts and logical selling groups for better selling results. The designer should make the shopping experience enjoyable, logical and easy. A small store should have the same specification of a large clothing store, such as planning the sales and non-selling areas, lightings, location of dressing rooms, traffic path planning, colors and material (Piotrowski, & Rogers, 2007).

In a store, the selling and buying acts are the two fundamental and strong aspect of the production and consumption activities. The store should have the required space for these activities based on supply and demand. Therefore, the space of the store can be defined to be the physical structure that consists of products and the offered service and sale to the merchants and buyers. The interior space organizes the social group and different level of activities (Smith & Gruen, 1967).

Retail design is a multi-dimensional activity that consists of different roles and contribution that can yield to a successful development of the retailer identity (Mazarella, 2010). Retail design is an important factor for management for the retail marketing. Although interior designers play an important role in the success of the store, however it is not yet recognized (Doyle, & Broadbridge, 1999). This study tends to investigate the importance and role of the interior designers that effect the identity of the retailer store.

An important issue for a small clothing store is to increase the display of the merchandises as much as possible since it represents revenue producing space. Therefore, the retailers demand for the squarest footage space to be used for displaying the merchandise and leave a small space for the non-selling activities. The designers should do this work by offering the most flexible and functional design. They should also note that the volume of the stock changes constantly depending on what the store sells. Therefore, they designers should be careful to offer the store owner and manager the highest possible flexibility in the merchandise display. Piotrowski, & Rogers, (2007). A good design gives a good shopping experience to the customers and can add new dimension to the space of the store. It is not just based on aesthetic but also philosophical discipline and practicality (Dodsworth, 2009).

The interior design helps a lot to sell more products of the merchandise regardless of the size and space of the store. Department stores and specialty stores follow the same terms (Piotrowski, & Rogers, 2007).

Merchandising is a known subject for the retailers which includes all the required specifications to enhance the sales such as advertisement, display, interior design and etc. Designers should be aware of the importance of the merchandise and the retail business. For instance, the floor planning is an important factor, the fixtures which display the merchandise and are to attract customers should be planned accordingly.

In a department store, the clothing items are located on the sides of the store and the accessories such as cosmetic and jewelry are usually placed close to the entry. These high demand small items can bring additional sales. For instance, the small items located at the cashier in a grocery store can cause additional and impulsive purchases since in the 21st century people do not enter a grocery store just to buy a small item such as a chewing gum (Piotrowski, & Rogers, 2007).

A successful interior design of retail clothing store: (UC Berkeley Extension 2004)

■ Studies customers’ desires, aims, and safety of life requirements.

■ mixes their discoveries with an information about interior design.

■ Frames initial concept of design which are aesthetic, proper, useful, harmony and standards.

■ Advances of final design suggestions over proper presentation.

■ arranges drawings and conditions for secondary construction of interior, reflected plans of ceiling, lighting system, details of interior, finishes, materials, space plan organization, furniture and tools according to the general ease of access strategies and all appropriate programs.

■ Team up with expert services of the other qualified specialists in the practical spaces of electrical, mechanical and load-bearing design which is needed for controlling the approval.

■ Arranges and manages contracts and proposals forms as the customer’s manager.

■ Examines and evaluation of design results throughout the application of conclusion

Issue of the formation of store image is the physical space of interior design (Baker, 1992). Sensual situations like lighting system, usage of color, temperature, sound, ease of access, plan organization, and general style, have a considerable effect on how a consumer assesses their experiences of shopping and sorts the image of store (Dowling, 1993). Stimuli of environmental have a great effect on customers’ expressive conditions effect on their specific retail scheme evaluation (Baker, Levy, and Grewal, 1992).

Many researches have shown the effect of atmospheric elements on an individual and its direct effect on the shopper’s mood and behavior. Bellizzi, Crowley, and Hasty, (1983) investigated the color effect in designing a store. They noticed that some colors can attract more customers to the display of retail stores (Bellizzi, Crowley, and Hasty, 1983). Based on their result, color is one of the most important and effective elements on people’s mood and actions (Hattwick, 1950).

Areni, & Kim, (1994) inspected that, the lighting system that effects on buying behavior is more suggestive and attractive for the customer when bright rather than being soft (Areni, & Kim, 1994).

Complexity and order are two elements of interior design which influence the shopper’s emotion and purchase actions (Gilboa, & Rafaeli, 2003). The complexity of environment, usually includes the visual fertility, decoration, range, and diversity, which can be effective when there are more variables and the volume of productivity between the spaces is presented (Nasar, 2000).

As an example of the environmental complexity, we can consider the application of a general extensive style of design; a difference of size and scales; a mixture of detached furniture and production displays, or likewise a diverse of materials usage.

On the other hand, the environmental order is characterized by consistency and unity, association, relevance, and clearness (Nasar, 2000). Order in the retail store could be related to the plan organization, aisles sizes; displays of products, signs and the skill of simple navigation. For instance, if a space is said to be complex while maintaining its great order, usually results in a positive evaluation and a complex place with a small amount of order is often negatively evaluated (Berlyne, 1970).

Designs which are observed as ‘rich architecture’ naturally hold a combination of materials classes; excessive fixtures; shaped three-dimensional features; and a diversity of enjoyable sensual signs (Donovan, & Rossiter, 1982). Thus, the atmospheres which involves a high fashion, are often rich in architecture and retailers maintain the beauty and originality to the customers.

The design of the stores constantly changes with fashion and trends. Retailers always update their spaces to keep up with other competitors. Innovations and design creativities are often seen a lot in the retailer sector. Designing the retailer store is complex since the designer should be completely aware of the brand and analysis of the identity of the store (Mesher, 2010).

The main action in the physical structure of a store is the chain of supply and purchases. The commercial space should have an enjoyable atmosphere perceived by the customer to lead them and encourage the purchases. This is achieved by attractive supply and motivation. Attracting the customers and by offering good quality supplies, the profit is increased and the manufacturers are to improve their quality and production (Maitland, 1990). Interior spaces have changed frequently due to functional facts or aesthetic contents and still is an important chain of images and impression of customers' needs. The interior designs have changed in a way that it should not only be relaxing for the customers but also be attractive and effective as well (Alnasser, 2013).

With the growth of cities, the purchasing abilities increase accordingly. More commercial quarters are built and small market centers became a group of shops and department stores started to appear (Mumford, 1991).

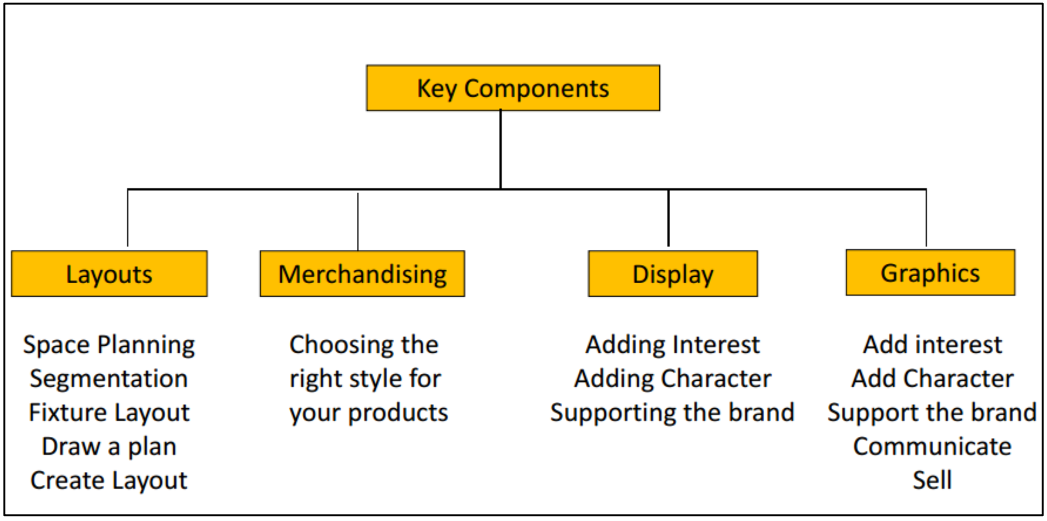
3.2.1 Functions of Retail Clothing Store

Merchandise volume varies from season to season; therefore, it is important that the fixture should be flexible enough to display the changing products to their full advantage. One way to do this is to plan the store in order to hold up the fixed fixtures. The space allocation of fixture and counters displays should be based on accessibility requirements. The movable fixtures are also considered as furniture and could be moved if necessary but the designers should keep in mind that the space organization of the fixtures is customer comfort passage and safety oriented.

Clothing stores often have more furniture than merchandise fixtures. Chair and benches are the most common items that are located to the three-way mirrors or the dressing area. These seating units should be small in size and be fixed that they will not tip or roll and should avoid any blockage of walking customers. Padded and filled seating units are seen more in the stores which offer expensive and upscale merchandises. Chairs are mostly used to create less visual weight and are helpful for older customers (Piotrowski, & Rogers, 2007).

As Murray, L. & Hill, P. (2007) mentioned: in Table 13 the main components of clothing retail store are going to be mentioned in the following:

Table 13: The main components of retail clothing store


Key Components
Layouts
Merchandising
Display
Graphics
Space Planning
Segmentation
Fixture Layout
Draw a plan
Create Layout
Choosing the
right style for
your products
Adding Interest
Adding Character
Supporting the brand
Add interest
Add Character
Support the brand
Communicate
Sell

As (Piotrowski, & Rogers, 2007) mentioned, functions of the retailing stores are divided into two main parts:

1. Non-selling areas which are not for the direct display or sales, such as the stockroom, store office, staff room and toilets
2. Selling areas designed to display the merchandise and collaboration between customers and store staffs, such as window shop, display units, cashier, dressing room, entrance, resting area and mannequins which will be discussed in this study.

Entrance area

The nature of the shop is the space open for public or private individuals. The art of the shop design and mostly the entrance, is to differentiate the shop from the street perceived by people. This can be done by extending the shop windows into an entrance hall. Another strategy is to combine the opening store to public spaces which leaves the customers in an uncertainty that whether they are inside the store or outside. When a customer is standing outside and looking into the windows, the customer is a potential buyer and is thinking whether to buy an item or not. The closer the customer gets to the store, the higher the chance of buying becomes. This is why the design of the entrance door is important and is known as cornerstone of retail architecture (Vernet, & Wit, 1998).

Table 14: Issues of entrance area of the stores (Vernet, & Wit, 1998).

Entrance area of the store	- Correct way of display - Attractive - Well design - Selection of correct materials - Create inviting sense

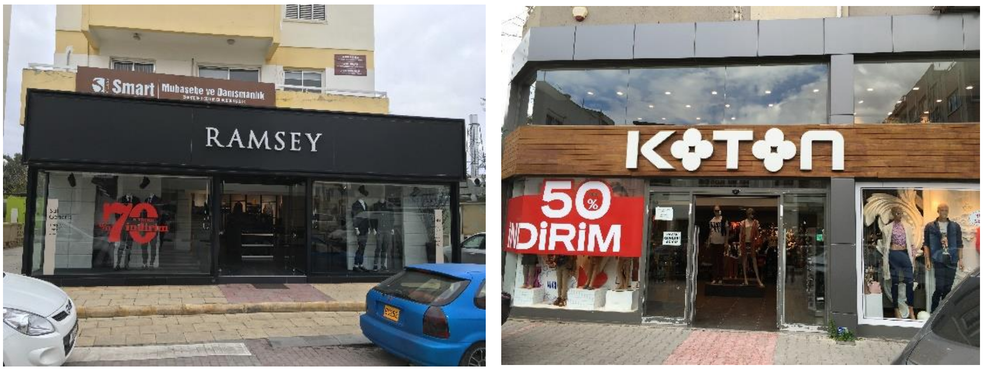


Figure 18: Example of entrance. Taken by author

Cashier Area

Cash/wrap desk is another important part of a store and designers almost always offer a custom cabinet to meet the store’s requirements and the owner. It is essential that the design of the cashier should be as much relevant as possible to the concept of the store (Piotrowski, & Rogers, 2007).

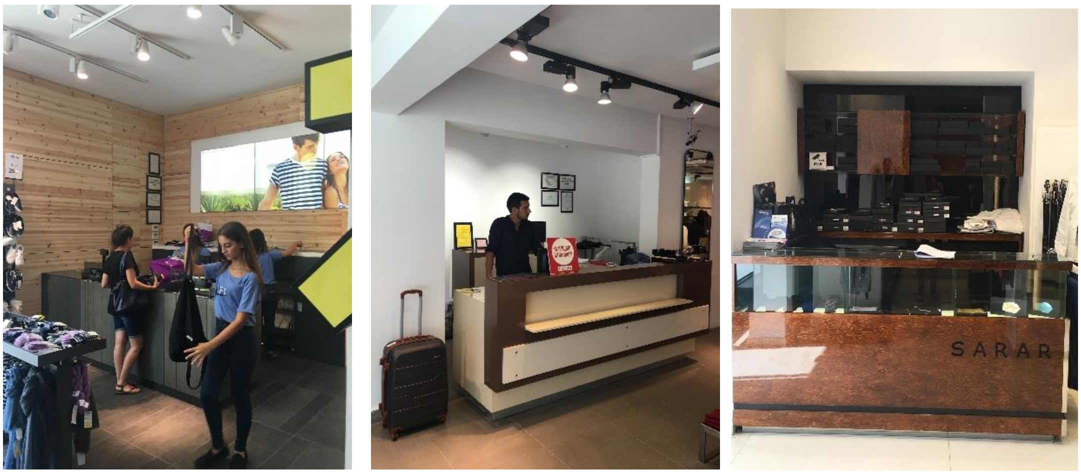


Figure 19: Examples of cashier which are located in front of the stores. taken by author

A two-level counter is used for writing on higher and outer section and POS computer and cash drawers on lower and inside section. (Figure 19). The height of the outer section is at least 42 inches and the lower section is 36 inches. Additionally, a shallow outer self is usually provided for the customers’ handbags and packages. The higher counter is good for better security reasons at the cash register and drawers. It is important that all the design and application of the cash register area should allow the customers and staff to stand evenly with the space (Piotrowski, & Rogers, 2007)

Table 15: Issues of cashier area of the stores. (URL 3: Artica 2011)

Cashier area of the store	- Easy to find - Central point of store - Well design - Ergonomic - Enough lighting

Dressing Room

Dressing rooms are the most important place in the store and the retailers should pay attention to this place. This is because it is in this point which the customer decides whether to buy the clothes or not. The main retail service is focused on this place and its effects such as physical environment and emotional states on customers (Baumstarck, 2008).

At least one dressing room should be offered to the customers and if possible more dressing rooms should be accessible based on the space of the store. The dressing room should be at least 140 by 180 centimeters. Smaller than this area is also possible if a curtain is used for covering as the door (Piotrowski, & Rogers, 2007).

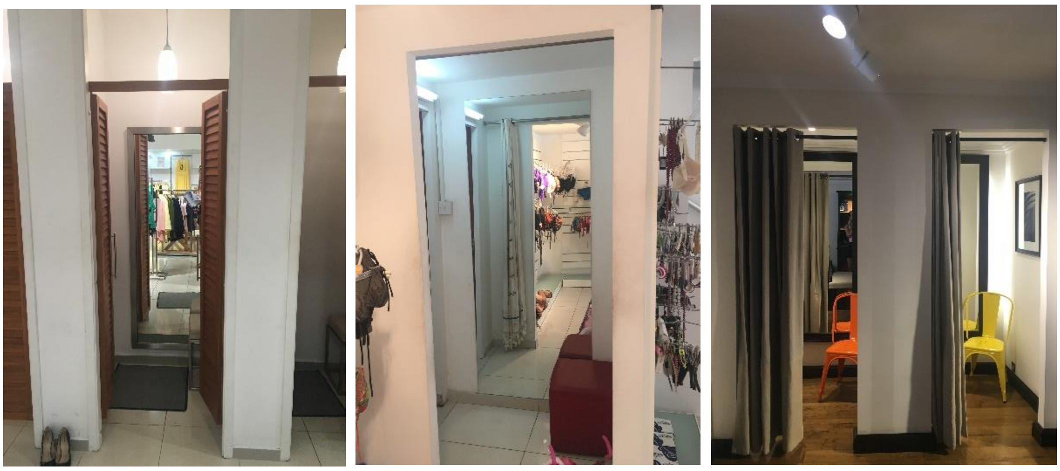


Figure 20: Examples of dressing rooms. Taken by Author

Most retailers prefer to minimize their non-selling areas such as dressing room. Underhill (1999) mentioned that some consider the dressing room as bathrooms and forget how important this tool is. Dressing rooms are where the decision of buying is made therefore retailers should provide dressing room with appropriate lighting, hangers, furniture. Mirrors should be large and frame a flattering portrait. Dressing rooms should be easily found and accessible. (Lee, 2010).

Resting Area

Retail merchandising faculty looks for how the merchandise is displayed, how the customers are treated and how the customers are interacting with each other and items. Because of that seating area is an important Factor. The reason is people shop with their friends related or family and some of which are not there for shopping therefore they need a place to rest and by that means a simple chair shows that the store cares about the customers. From a psychological point of view, the studies suggest that the shopping partners who are seated, tend to complain less about the items and this leads to a longer period of time spend in the store. Seating area also should be provided in the dressing room in order to preserve privacy of the customers especially for women in for example a lingerie section (Han, 2010).

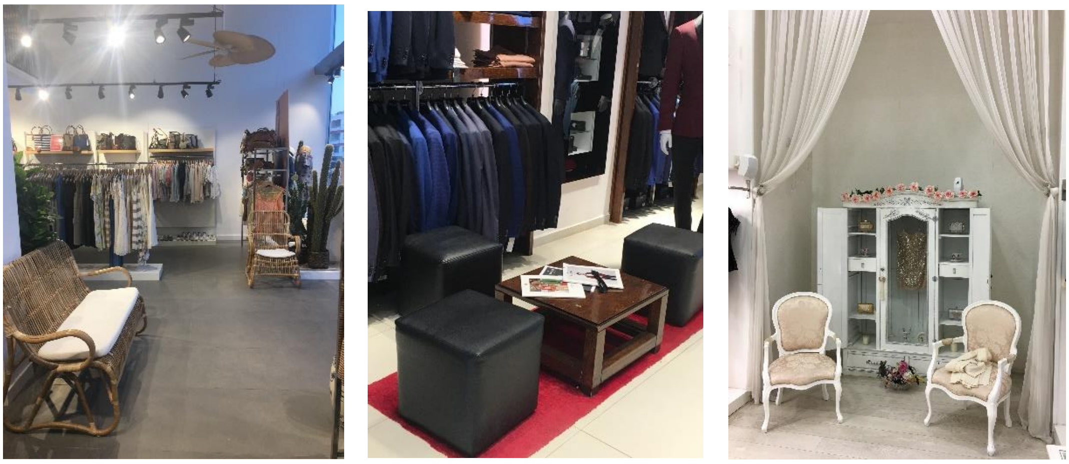


Figure 21: Examples of resting areas. Taken by author

As a retail merchandise faculty, we study how merchandises are displayed, how customers shop and are treated. We found that shopping is a social activity and people prefer to shop with a friend or suppose or family and etc. These people who do not shop need a place to sit and if a store has a seating unit, it means that the store cares for the customers. When these people have a place to sit, it is less likely to complain about an item therefore increases the sales. The seating units are usually provided close to the dressing room. However, in a lingerie section for instance, the seating units should not be close so that women feel comfortable (Lee, 2010).

Display Unit Area

Studies show the effect of displaying the products on buying decision. A product should be displayed individually if it draws more attention than the others and vice versa, less attractive products are purchased more when displayed together with attractive items. The customer who enter a shop already know their own taste and what they want, but also, they need an inspiration which is done by displaying the products appropriately that meet the customers’ requirement (Aspfors, 2010).

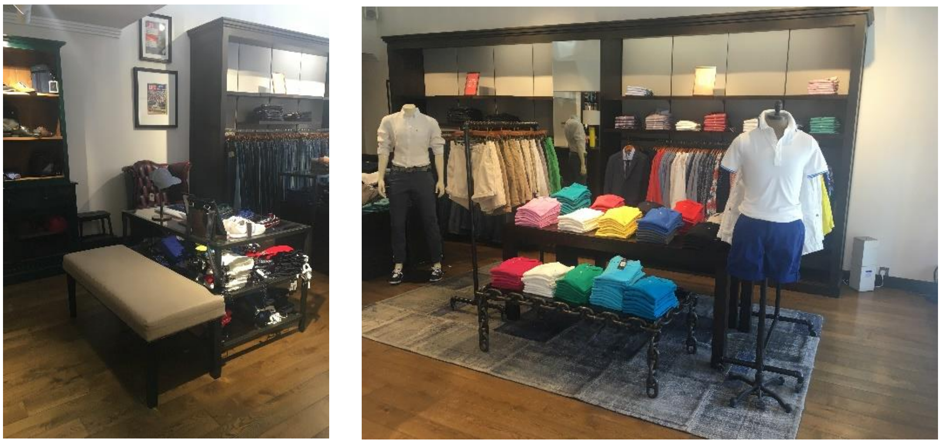


Figure 22: Examples of display units. Taken by author

Arranging the products is also an important factor which can influence the sales volume. It is related to the perception of the customer of the overall image of the store. The reason of this arranging and displaying is to make a product more attractive for the customer. It was believed that a creative arrangement is enough to attract customers. But recent studies show that not only creative, but a good arrangement and display is important for all retailers (Aspfors, 2010).

Table 16: Issues of display area of the stores. (URL 3: Artica 2011)

Display are of the store	- Well organize - Easy to use - Central point of sight - Well design - Attractive

Window Shop

Window displays are important because they are the first information linking to a potential customer. Windows display is as important as the advertisement and out of four purchase, one is the result of a successful window display. It takes only 11 seconds for a customer to decide whether to go in the store or not. The window display should not be crowded so the customer does not get confused. It should clearly state that which items are being promoted. Studies suggest that customers lose interest if anything was up there in display for longer than it should be. Changing is important whether in advertisement, window displays or whatever related to these things. New is always better that is the mentality of the new era. (Shoop, & Zetocha, Passewitz, 1991).

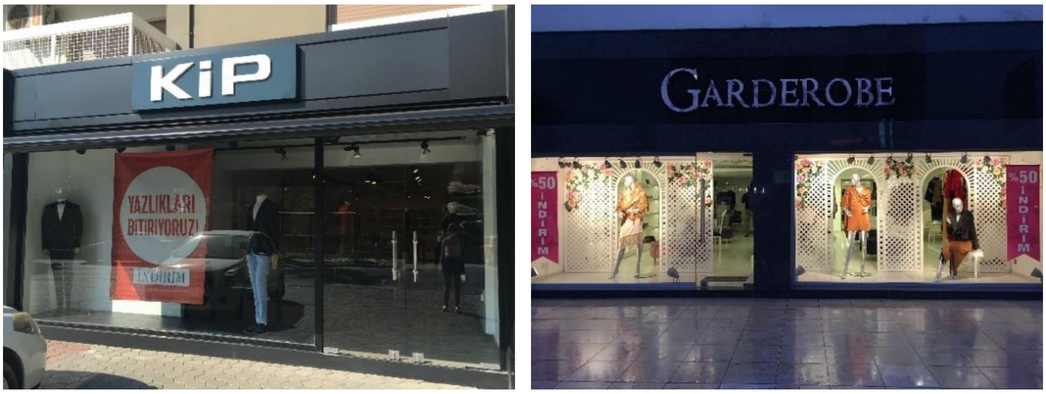


Figure 23: Example of window shop. Taken by author

Window displays, façade, color lighting, all should be relevant to the store and have a harmony with the whole design and environment rather than being different and out of the overall style. (Shoop, Zetocha, & Passewitz, 1991).

3.2.2 Design Elements of Retail Clothing Store

The interiors of commercial spaces are designed to accomplish highest performance with basic architectural elements and structural system. When we are aware of the surroundings such as walls, roofs floors and etc, we can develop, decorate and control the interior space easily. It is important to know these elements and their functionality. We can sort these elements into two main groups: formative elements (Walls, Ceilings, Floors, Staircases, Apertures, Furniture and Accessories) and quality elements such as color and light (Eisner & Gallion, 1993).

Walls

Walls are the primary elements of the definition of an interior space. All the separations of spaces are done with the walls they form the facades of the commercial spaces. Therefore, it is fundamental to investigate them because they have the largest visual field perceived by the customer. When designing commercial buildings, designers should consider the maximum amount of transparency of the walls (Beddington, 1982).

Alnasser, (2013) suggests that sometimes wall can be used as the background where the mirrors are more used for displaying the goods and products. The display can be direct on the products or linked to space form by transportable displaying elements.

They are of two structural kinds:

1. Bearing walls which representing the element’s importance in associate other planes of the space.
2. Non-bearing walls same as partitions walls. They provide easy of usage in defining interior spaces. They are more flexible with different forms (Ching, & Binggeli, 2004).

Ceiling

The elements which are horizontal and parallel to floors are representing the scale and heigh of the space. Ceilings have important visual function and play important role in the interior space. Designers use secondary roof and artificial or hidden lightning to enhance the visual influence. The changes in the height and lightings is helpful for separating the limits between spatial and adjacent areas (Ching, & Binggeli, 2004).

The changes of the ceiling’s transparency are introducing different psychological effects. Using the skylights by transparent glasses, we enlarge the size of the space which are structurally divided in two types:

1. Structural ceiling it is the way to refuges the space of interior which is a part of building structural system that directly refer to the material of the building.
2. Non-Structural ceiling is a kind of secondary roof that can have different kinds of forms which can be repetitive to the feature of the interior space. It can control the height of the space. These kinds of roofs can cover a space in between and in the meantime, the structural roofs can be used to cover the electrical equipment, and fix bases of artificial lightings (Ching, 1987).

Floor

Floor are the basic elements where other elements are constructed on them. Floors are the horizontal flat planes where people walk and move on them thus all the activities and events take place the floors. Floors should be constructed to be safe and to carry the weight (Ching, 1987). With the recent technology, strong glass plates can be made to carry weight and also be placed on the floor. Lightings can be located in these glass plates to increase the transparency. They can be made by two types:

1. Constructional floors which are the structure of the interior space.
2. Secondary floors which have different specifications and materials are normally used for special purposes such as reducing the space scale, using them for sources of artificial lighting (Ching, 1987).

Staircases

Staircases are the tools of vertical movement between floor levels and are sorted as the following:

1. Staircases Structural elements which are a system of building’s construction.
2. Staircases Non-constructional elements which are added later by designers.

Vertical movement influence the point of view since it brings changes to the perception of the interior space. Some images appear when ascending and some disappear when image attract, changes by the relation between the inside of the space. If it is to be eliminated, the designer uses a more functional and simple staircase to overlook the theatrical feature (Abercrombie, 1991).

Apertures

Apertures are presented with gates, windows, and shop facades in the commercial space to link the inside with outside. They take place in the transitional element and give the interior space its form, definition and properties. The vertical apertures create transparency in commercial spaces and are visually the most active (Ching, & Binggeli, 2004).

Furniture and accessories

Furniture and accessories are the group of element which provide the space with a rich content and texture. These elements differ based on their requirement, type and design. In commercial spaces these elements include chairs, tables, shelves and stalls. These elements should be flexible and movable. The products personally chosen by a consumer is displayed on a movable shelf and products which need explanation and more service are displayed on counter with a specialized user to guide and service the customer. These elements are located according to the design plan and their purpose and impression (Beddington, 1982).

Furniture are used to bring transparency to the space. It is going to less visual weight in designs and avoidance of visual masses. The design of furniture has also become simpler and transparent. Glasses are used in furniture industry more often in furniture such as chair, vitrines and tables which are strong to carry the weight (Sinclair, 1986).

Repetition brings simplicity and consistency to a space rather than dramatic influence by relations of contrast. Therefore, designers should be careful to create a balance and transparency and avoid furniture that obstruct the sight of the customers and to be able to provide the store with the illusion about the size of the space. In order to achieve all these, designers started to stimulate colors to make a degree of aesthetics in the spaces (Beddington, 1982).

Color

Color plays an important role in the impression of people to the overall appearance. For instance, the color on the display can make people to stop and look. The color of each part of the interior space can influence the atmosphere the store and changing these colors, changes people attitude, perception and the business itself. Color can draw attention to a dull room or object. People respond to different types of colors. Warm colors have a stimulating, intimate and cheerful feeling. The color should be considered carefully while designing, for example, in smaller rooms cool colors would work better than warm colors. Cool colors give a more pleasing feeling, while warm colors in the smaller spaces makes the spaces look even smaller since, the objects in the room would look bigger. (Shoop, & Zetocha, & Passewitz, 1991).

Knowing the effect of the colors is helpful for having a better and effective designing displays. However too much of any color especially vibrating colors, irritate the customers. To reduce this adding different tints and shades can be less intense and offensive (Shoop, & Zetocha, & Passewitz, 1991).

Table 17: Influence of Background Color on Merchandise (Pegler, 1983)

Color of Merchandise	Black Background	White Background	Beige Background	Dark Gray Background
Yellow	Enhanced in richness	Lightly duller	Warmer	Brighter
Red	Far more brilliant	Darker, purer	Bright, but less intense	Brighter, but loses saturation
Blue	More luminous	Richer and darker	A little more luminous	Brighter
Green	Paler, sharpened	Deepens in value	Lighter and yellowish	Increase brilliancy
Orange	More luminous	Darker and redder	Lighter and yellowish	Increases brilliancy
Purple	Loses strength and brilliancy	Darker	Brighter, gray becomes greenish	Gray becomes green

Lighting

While designing, we should consider the type of lighting, its luminance, strength and location. Every place should be having a different effect of lighting based on its function. For example, the path should be two to five times stronger that the other places, since it is highlighting the main circulation for customers, guiding them inside. It is also important to display different items and merchandise, the customer’s attention is always driven by the brightness of the lighting, so, adjusting the lighting will help us drag the customer’s attention to where we want it to be. There are three types of lighting: Primary, accent and atmosphere. (Shoop, & Zetocha, & Passewitz, 1991).

Primary lighting

It is used for the general lighting of the store, and usually used by fluorescent or other similar types. Basic window lighting includes 150 watt bulbs. Inside is illuminate with overhead lighting fixtures.

Accent or secondary lighting

This type is used to display specific areas. Using general lighting and the same amount of lighting for all over the place will give the customer an irritating feeling, changing is always a good idea even in lighting, changing from light to dark or the opposite will give the customer a more exciting feeling. Incandescent lights are the ones usually used in accent lighting. It can be done with different sizes and shapes.

Atmosphere lighting

This type gives a distinguished effect on a specific item or display. Atmosphere lighting is used with color filters, pinpoints and spotlights to make dramatic effects. Fluorescent lights of primary lighting cover an item or display with full illumination where will be no shadows. We can enhance the colors of the merchandises in the stores by changing the shades and vary in using them. The reflection of the colors is dependent to the type of lighting used (Shoop, & Zetocha, & Passewitz, 1991).

Shoop, Zetocha, & Passewitz, (1991) suggests the general common principles in designing a retailing store as the following:

1. Sign and show card margins should need special attention.
2. Using specific words and idioms and how to sell an item in your advertisement and displays for example: saving money, discount, new arrivals, free or guaranteed.

3. Using clear and precise information rather than vague and unclear ones.
4. Having an eager eye for details. The usage of promotions and printing should be harmonic with the overall style of the store.
5. Include worldwide names brand items which have extensive customer approval.
6. Inspire purchasing by offering the sales.

3.3 The Effect of Gender in Retail Clothing Store

The space planning in a men and women clothing store is close proximity and effective because there are a lot of items and products to be displayed and can be organized logically and be located next to each other. For instance, blouses are placed near skirts, pants or jackets. Ties, belts and dress pants are located near dress shirts in men's store. This closeness of similar item to each other can lead to higher sales. Additionally, designers usually place a tree way mirror so that the customer can complete his/her outfit with the near product hence increasing the sales of the store (Piotrowski, & Rogers, 2007).

Pettinger, L. (2005) mentioned that the gender involving in the fashion industry were the majority of customer service is feminized. The products itself are integrally gender. Clothes represent gender, class and status. This sums the gender consumption environment in both shopper, physical spaces of store and buyers. Since shopping is mostly considered a female activity, some men avoid shopping because of this reason. The difference between the perspective of men and women result in different shopping behavior and experience. Generally, men shop for their need while women shop for enjoyment and relaxation. Women tend to go shopping for fashion cosmetic, cloth and accessories while men go for electronic and high-tech devices. Women spend more time for shopping but men have a less tendency to spending more money on the shop (Bakewell, & Mitchell, 2006).

In addition, women show their preferences with shopping as leisure activities but men do not. Women consider shopping an enjoyable activity whereas men think that browsing the display windows of the stores is wasting time. Though men are concerned that time is more valuable than money. Men have a preference to spend more money to decrease the minimum time of shopping. But we should note that browsing is essential and browsing results in wanting and therefore buying an item (Campbell, 1997).

Gender plays an important role in store attitude. Men and women have dissimilar taste and are acted differently in different store's specifications. As an example, men choose to consult with a sales person and feel disappointed if no sales person is available. This directly affect the customer satisfaction. It is noted that the customer's satisfaction, contains "(a) satisfaction with stores' sales personnel, (b) satisfaction with special store sales, (c) satisfaction with products/services purchased at the store, (d) satisfaction with store environment, and (e) satisfaction with value-price relationship offered by the store" (Chea, 2011).

Women tend to spend more time in the store and try to match the items while men directly go to the items which they are interested in and leave the store quickly. Men are viewed as "Confused time restricted" with a confusion on selecting the store, then guide them to decide quickly to purchase (Bakewell, & Mitchell, 2006).

Shoppers have different shopping behaviors which affected by gender (Mitchell, & Walsh, 2004). Bakewell, Mitchell, (2006) suggest that men have self-governing highly, spending risk and self-confident. They have a tendency to to make fast and uncaring decision in shopping an item and they are less effected by another people's ideas. Main dissimilarities between men and women in purchasing were explored by Raajpoot, & Sharma, & Chebat, (2008).

Based on the study, behavior of the employees is an important factor of evaluation for men in the store and experience of shopping but women are concerned more with the product collection, variety and market accessibility is more significant for them. Though some different factors were explored between men and women but not all the large differences (Chea, 2011).

In this study, the men, women and unisex retail clothing store is going to be emphasize in different factors which were discussed in previous chapters.

3.4 Space Planning of Retail Clothing Store

Social science has proven the interest in consumption patterns, buying practices and customer behavior but they lack the importance of commercial space or architecture (Miller, 1998). However, in some recent studies we understand the function of market based on the fundamental concepts of commercial exchange (Steiner, 2005). These fundamental concepts include brand, advertisement, merchandising, product signage and packaging (Barey, Cochoy, & Dubuisson-Quellier, 2000)

It is related to the design and the location of the merchandise when we consider the shopping activities of people in retail environment. Motivation of customers for purchasing should be considered to maximize the sales.

Underhill (2009) mentioned that every commercial space has a transition area where the customers slow their movement and ultimately changing state from being outside to being inside and he refers this area as “the shopper’s landing strip”.

For a large store, it is not a problem, but for smaller ones where space is at a premium, the transition zone should be kept as small as possible. In order to achieve this without losing the concept, power displays are suggested. Power displays are large horizontal displays which act more like barriers. This barrier is to slow the customer and motivate them to bring them inside the store. When the customer is slowed, they have time to perceive the layout and decide where to go.

In order to have purchases by the customers, the customers should be able to locate items easily and Underhill (2005) suggests that maximizing the customers’ view by chevronin is the best way. Chevroning includes “placing shelves or racks at an angle” rather than traditional ninety degree shelves. By Chevroning the shelves are placed with forty-five degrees which result in more display to the customers. The reason is the more customers see, the more purchases are made. Chevroning has a disadvantage also which is the store can only display 80% of the merchandise comparing to the traditional display methods (Lee, 2010).

Selling space is a very important factor in the store, it should be utilized to help maximizing the sales. One way to do so is to plan effective displays and while planning the interior the theme and image of the interior should be relevant to the exterior to provide consistency for the shoppers (Shoop, & Zetocha, & Passewitz, 1991).

Shoop, & Zetocha, & Passewitz, (1991) also suggested some basic rules for fixture location in retail stores. There are not complete, but rather appropriate guides with the store set-up and customer traffic paths. The rules are as the following:

1. Permit 7.62 centimeter between stands.
2. The most common aisle is almost 15 centimeters.
3. Fire exit should be easily accessible and not having anything blocking its way in or out.
4. A good design in the aisle would work better than a normal designed one.
5. Using different ways to display and show the products by using different colors and numbers.
6. Using fixtures with rectangular or round shapes would work well with sale items.

Space is the main item and component in architecture and interior architecture. Space not only defines the zone where we are able to move, but also defines view, shapes, hearing voices, sense pleasure, odor and fragrances. Space holds these sensual and aesthetic properties within it (Isaac, 1971).

In a commercial space, all the selling and buying actions are made within it based on the demand and supply. Therefore, the commercial interior should be spacious enough to ease these processes. Thus, the space can be said to be the physical structure which holds the products, costumers and etc. interiors space can organize different levels of social groups. (Smith & Gruen, 1967).

Supplying and buying activities are taking place in the physical structure therefore, it should be well designed to attract customers and help them get out of their private limitations and invite and guide them to the general space (Alnasser, 2013)

Commercial spaces have seen many changes due to functional or aesthetic reasons. Interior space is the chain of impression and image of people requirement from past till now. As for commercial spaces, it is not important to affect the shoppers for contributing a chance to be relaxed or rest between the spaces (Alnasser, 2013).

Commercial interior is designed to achieve a certain goal by the basic architectural elements such as roofs, columns, floors, walls, and many more. By considering on these elements, we can improve and control the space to meet the requirements and maintain the transparency. The important factor is how to engage these elements to have a better expression, aesthetically attractiveness and psychologically pleasurable. We can sort these elements into two main groups. Formative design elements of space (walls, ceiling, floors, staircases, apertures, fixtures and accessories) and qualities design elements of the space which considers color and light (Eisner 1993).

As Rueger, J. (2014) mentions, “choosing your floor plan is important. Think of your floor plan as the foundation of your store layout. It gives you a structure through which to understand and organize everything else”. Also, he sorts the floor plans in three main types. The straight floor plan, angle floor plan and mixed floor plan.

Straight floor plan

There are two main explanations of the straight floor plan:

1. It is one of the most efficient and economical options

With all the furniture and displays at the proper angles, a good floor plan creates the most efficient usage of floor and wall. Also, less used areas such as corners can be used for display and shelves. (URL 4: MSG Team, 2016)

Most small businesses do not have large space for floor because wall displays and fixtures are necessary options for displaying.

2. It can customize highly and hold an extensive range of types of stores and aisle plan organizations.

Straight floor plan organizations are highly handy as they can house all the main styles of display and it would be able to use in different kinds of stores such as retailers which have high-end convenience, many layouts of aisles could be placed for the straight floor plan organization (Rueger, 2014).

Angular floor plan

Conferring to the angular floor plan, the racks and shelves are arranged by angle organization which mean all the direction are out of 90, 180 and 360 degrees to have a watch the customers. When customers have been free to walk in and pick up items on their own, the Angular floor plan works well in stores. (URL 4: MSG Team, 2016)

Curve floor plan

The term “curve” is a little confusing term when considering floor planning which uses a lot of curvatures creating visual assortment and classy feeling. (Rueger, 2014). Curve floor plan means there is no any straight line existing in organization of the plan. The walls and fixtures are assumed to look curved in interior of the stores. These kinds of organizations can give a more stylish look to the store. (Rueger, 2014)

Geometric floor plan

The fixtures, shelves and racks are specified in geometric shape in such a floor plan. These kinds of floor plan organizations are given a fashionable and unique look to the store. (URL 4: MSG Team, 2016)

Mixed floor plan

The mixed floor plans are the combinations of angular, curve and straight plan organizations to increase the usage of store lay out (Rueger, 2014).

Figure 24 can show the examples of different kinds of floor plan organizations of the clothing stores.

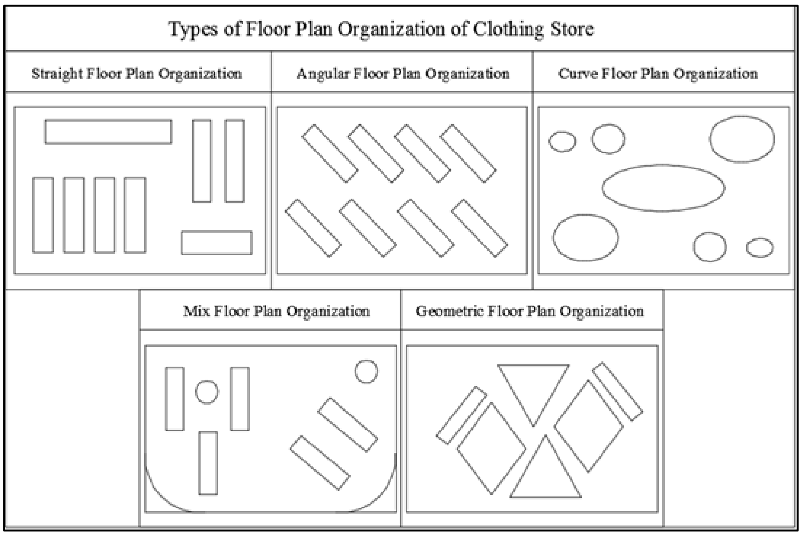

Types of Floor Plan Organization of Clothing Store
Straight Floor Plan Organization
Angular Floor Plan Organization
Curve Floor Plan Organization
Mix Floor Plan Organization
Geometric Floor Plan Organization

Figure 24: Types of floor plan organization (Rueger, 2014 & URL 4: MSG Team, 2016)

Store planning means the development of plan and its organization. Firstly, the retailer should be aware of the allocation of the required square footage of selling and non-selling spaces by using mathematical analysis. With the result of this analysis and

considering the different categories which the store is to offer and the space each category requires, a plan can be developed for the optimum space allocation.
After that the floor plan is made including all the placements and circulation of the store and finally suggestions should be given in order to reduce the shrinkage (Dunne, & Lusch, & Carver, 2009).

Retail has been among people for a very long time and there are many different tastes and approaches when designing an interior space but there are some common strategies in which all the retailers can relate for a better business (Khan, 2016).

A successful store should turn its consumer to customers. Customers prefer to shop in a pleasant environment with clear and large variety of merchandise and do not appreciate stock outs. The retailers should work on these subjects to have a better and effective merchandise to increase the customers' satisfaction (Li, 2010).

In order to achieve this satisfaction, some principles of the store layout and designs should be considered. Utilized floor are direct effect on potential customers. The size and space of the store is dependent to the store's budget, type, merchandise and the volume of sales. The aisle should be designed in a way to make the browsing and searching thought the merchandise is easy for the customers. The traffic path should be designed carefully to create a comfortable and safe shopping environment. Categorizing and grouping the similar items helps the customers to find the products easily (Li, 2010).

In pervious chapter, information about the clothing department stores were given in terms of its effective elements and how these elements can control the interior atmosphere of the stores. Shopping experience and customer behavior also mentioned in the previous chapter. The behavior and satisfaction of the customers can increase the act of sell and buy and directly can affect the economy of the clothing retailing stores. Different functions and importance of their locations also explained in detail. Design elements and the significant roles of them emphasized. The influence of gender and perceptions of the costumers was another important subject which considered in previous chapter. Likewise, space planning and plan organization explained in detail.

According to the literature review of previous chapters, in next chapter, the case study of this research is going to be analyzed in terms of the factors which were explained in the previous chapters. Mostly the space planning of the clothing store is going to be emphasizing beside the other factors which were aforementioned.

Chapter 4

A READING SYSTEM FOR CREATION OF INTERIOR ATMOSPHERE OF RETAIL CLOTHING STORE (CASE OF: INVESTIGTION OF INTERIOR ATMOSPHERE OF RETAILCLOTHING STORES ALONG DEREBOYU STREET)

The case of the study is researching on the interior design and atmosphere of retail clothing stores along the shopping streets. Men, women and unisex clothing department stores (see figures 6-8, page 16-17 & table 2 page 15) are selected which are going to be examined and analyzed. These examinations are generally based on the literature survey of the study.

By considering on this information which are collected from different sources, useful interior design and successful atmosphere of retail clothing stores are going to be searched and analyzed. Observation and literature survey are data collection methods of this study which are going to be used in this chapter. These methods can help us to explore the answer of the main questions of the study. In figure 25, the summary of chapter has been shown.

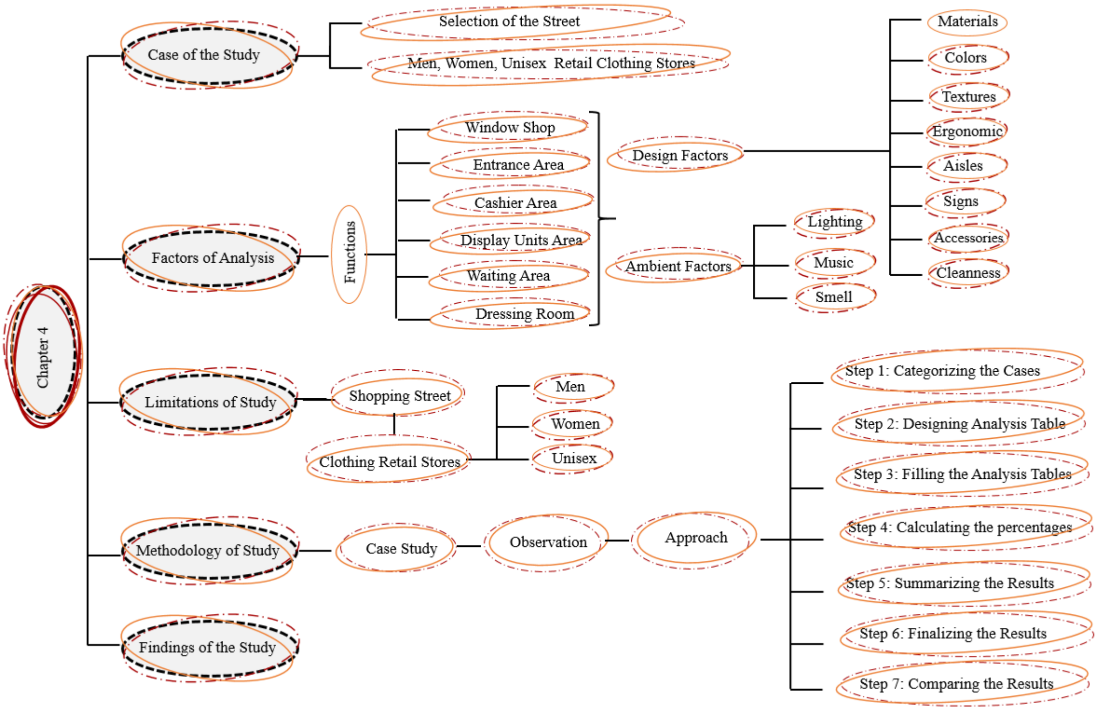

Chapter 4
Case of the Study
Selection of the Street
Men, Women, Unisex Retail Clothing Stores
Factors of Analysis
Functions
Window Shop
Entrance Area
Cashier Area
Display Units Area
Waiting Area
Dressing Room
Design Factors
Ambient Factors
Lighting
Music
Smell
Materials
Colors
Textures
Ergonomic
Aisles
Signs
Accessories
Cleanness
Limitations of Study
Shopping Street
Clothing Retail Stores
Men
Women
Unisex
Methodology of Study
Case Study
Observation
Approach
Step 1: Categorizing the Cases
Step 2: Designing Analysis Table
Step 3: Filling the Analysis Tables
Step 4: Calculating the percentages
Step 5: Summarizing the Results
Step 6: Finalizing the Results
Step 7: Comparing the Results
Findings of the Study

Figure 25: Summary of chapter 4

4.1 Structure of Reading System

In this part of the study, a reading system is developed to investigate the interior atmosphere of the retail clothing stores. This approach has six steps as mentioned below

The first step of the methodology is the selection of the street. The most popular street of a city has been selected as the case study area. In second step, all stores were categorized according to their functions. Tables are going to be prepared for the categorization of stores. These shops are divided in two groups of A and B which are the stores on north side and south side of the street. (See Appendix A1 and A2). In the third step, the photographs have taken from all of the stores along both sides of the street. They are listed according to the numbers and location of the buildings. (See Appendix B1 and B2).

In the next step, analysis tables were designed by author to initiate the analyses of the cases. As it was mentioned at the beginning of this chapter, the reading tools are based on the data and information that collected and considered in the literature review of the study.

Each case of the study is going to be observed by the author and according to the data which collected from the literature survey which reached from chapter 2 and 3, cases will be analyze one by one.

Following steps, was explained above, by considering on the percentages (more detail was given later) which are going to be achieve from the results, the ideas and suggestions for a clothing retail stores going to be explored in terms of useful interior design and successful atmosphere factors.

4.2 Limitation of Case Study

Men, women and unisex retail clothing store are going to be analyzed:

1. At Dereboyu Street in Lefkoşa/ North Cyprus
2. At Street shops along Dereboyu Street. These stores do not contain the shopping malls. (stated stores)
3. The research accomplished between 2015-2016 years.
4. Men, women and unisex retail clothing stores on both sides of Dereboyu Street that all are department stores is selected as the case.

4.3 Factors of Analysis

Selected stores examined and analyzed in different factors according to the literature survey. These factors categories same as following:

a. Types of floor plan organization (straight, angular and mix floor plan organizations) (see figure 24, page 79)

b. Location of the functions which are existing in this stores. These functions are categorized as: Window Shop (external atmosphere) (see table 7 page 26). Entrance area, Cashier area, Display Units area, Resting Area and Dressing room (internal atmosphere). (See tables 8, page 28).

c. Design factors (see table 9, page 31) which are limited in: existence of materials (see table 11, page 41), color (see table 17, page 71), texture, ergonomic (see figure 15, page 46), aisles (see table 66, page 25), signs, accessories and cleanness (see table 4, page 22) in the stores.

d. Ambient Factors (see table 9, 10 & 12 pages 31, 32 & 48): existing of Lighting, Music and Smell in the stores. (See figure 10, page 24)

Economic factors, social factors, geographical condition, culture, life style and climate are not included in this study.

4.4 Methodology of the Study (A Reading System for Interior Atmosphere of Retail Clothing Store: Dereboyu Street)

In this chapter the methodology of the study is going to be explored to find a reading system for interior atmosphere of clothing retail stores to find out a successful atmosphere factors to have useful interior design for these kinds of department stores.

4.4.1 Selection of Dereboyu Street

In this chapter of the study, the case of the study is to research on interior design and atmosphere of retail clothing stores along Dereboyu Street, Lefkoşa/ North Cyprus (see figure 26). This street selected as a shopping street because of its high potential of shopping. This street located at the center of the city which can attract a great amount of people every day. The action of buy and sell has high potential in this street because of great amount of people who are passing this street every day. (See figure 27) Men, women and unisex clothing stores selected which were categorized in terms of their functions. These retail clothing stores are going to be examine and analyzed as the case study of this thesis.

This Street known simply as Dereboyu Street and publicly as Mehmet Akif Avenue which is the eventful avenue in North Cyprus, as well as its center of entertainment. The length of street is 1,600 meters, with two lanes of right and left. The avenue has become a midpoint of nightlife and entertainment since the 1990s

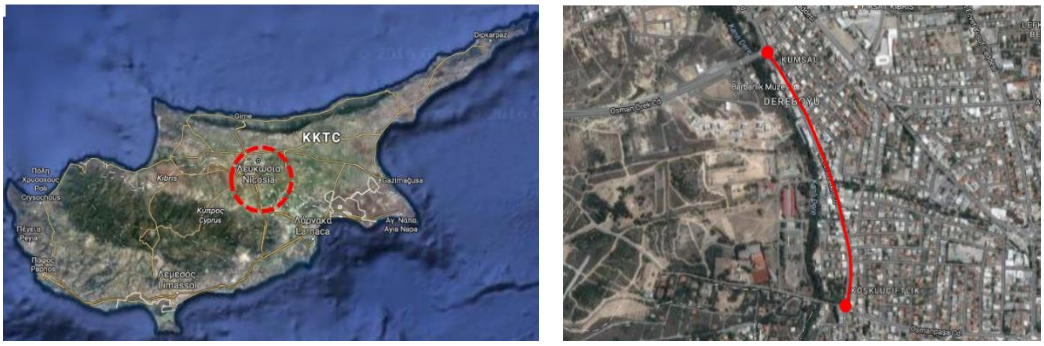


Figure 26: Location of Lefkoşa (Nicosia) in Cyprus map (left), Location of Dereboyu Street/Lefkoşa (Right) (Goole map)

In figure 26, the map of Dereboyu Street and all the stores which are existing in both sides of this street can be seen. These stores are divided in two groups of clothing stores and non-clothing stores. Retail Clothing stores are the cases of this research which marked by three colors of blue (men), red (female) and purple (unisex) colors. The other stores have different functions like restaurants, pharmacy, café, market and etc.

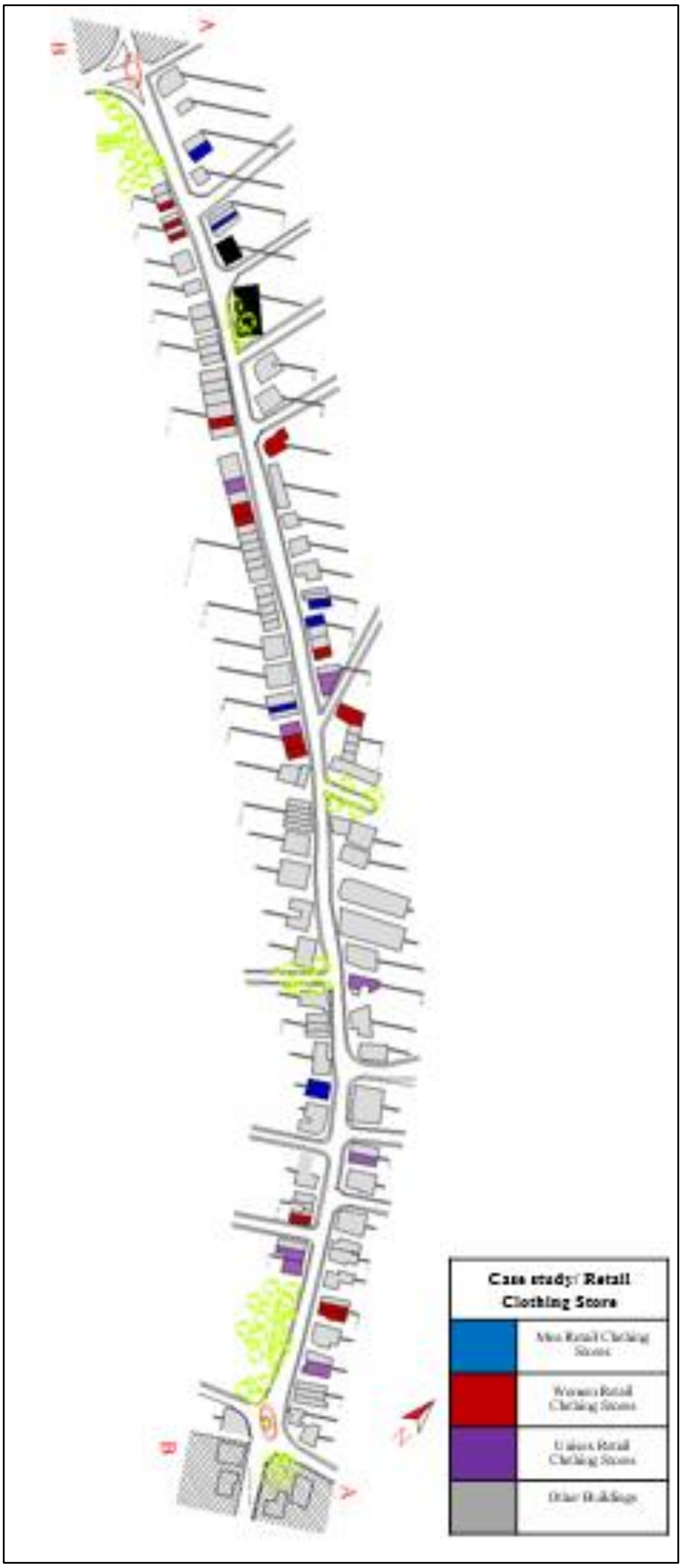

B
A
N
Case study: Retail Clothing Store
Men Retail Clothing Stores
Women Retail Clothing Stores
Unisex Retail Clothing Stores
Other Buildings

Figure 27: Plan of Dereboyu Street

By using reading system which is prepared by author, cases of the study are going to analyzed and examined. The results of the examination which are based on percentages are going to lead the study to finalize the analysis. By considering on final results, findings of the study are going to be explored. Findings can support the study to have the conclusion of research.

4.4.2 Functional categorization of all the Stores along the Selected Street

In this part, the clothing stores grouped according to the men, women and unisex shops. All the stores along the Dereboyu Street are listed in 5 parts which are:

1. Store number which is the number of all the stores along the street
2. Building number, in this part all the existing buildings along the street are listed according to the number of the stores under them, they have one or more stores under them.
3. Types of the stores which listed according to the functions of the stores.
4. Name of the stores.
5. Category of the shops whether it is men, women and unisex clothing stores.

These shops are divided in two groups of A and B groups which are the stores on left side and right side of Dereboyu Street. Group A, is the list of stores which are located on the north side and group B is the list of stores which are located in the south side of Dereboyu Street. (See Appendix A1 and A2) In table 18, an example for each store of men, women and unisex stores can be seen:

Table 18: Example of Photographs of Stores (See Appendixes C, D and E)

Men Clothing Retail Store		
Women Clothing Retail Store		
Unisex Clothing Retail Store	CARNEVALE STYLE VENUE UP TO 50% SALE	

4.4.3 Examining and Analyzing the Selected Stores

The photograph documentation was carried out at all the stores along both sides of Dereboyu Street to examine the selected cases. They listed according to the numbers and location of the buildings. These photographs going to support the list of the stores which were prepared in previous part of the chapter. These photographs help the study to have the certain examination and analysis of the cases during the research. (See Appendix B1 and B2)

4.4.4 Designing Analysis Table

Tables were designed by author to starting the analyses of the cases. As it mentioned at the beginning of this chapter, these analysis tables are based on the data and information which collected and considered in the literature review of the study. The list of factors which are going to be analyzed and examined according to figure 28.

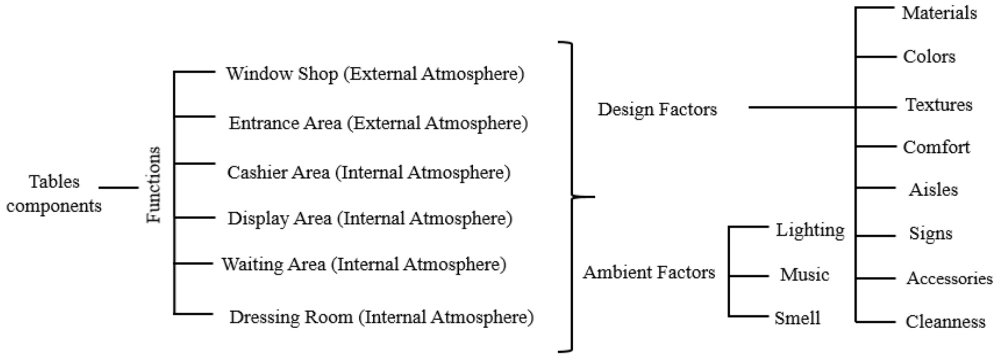
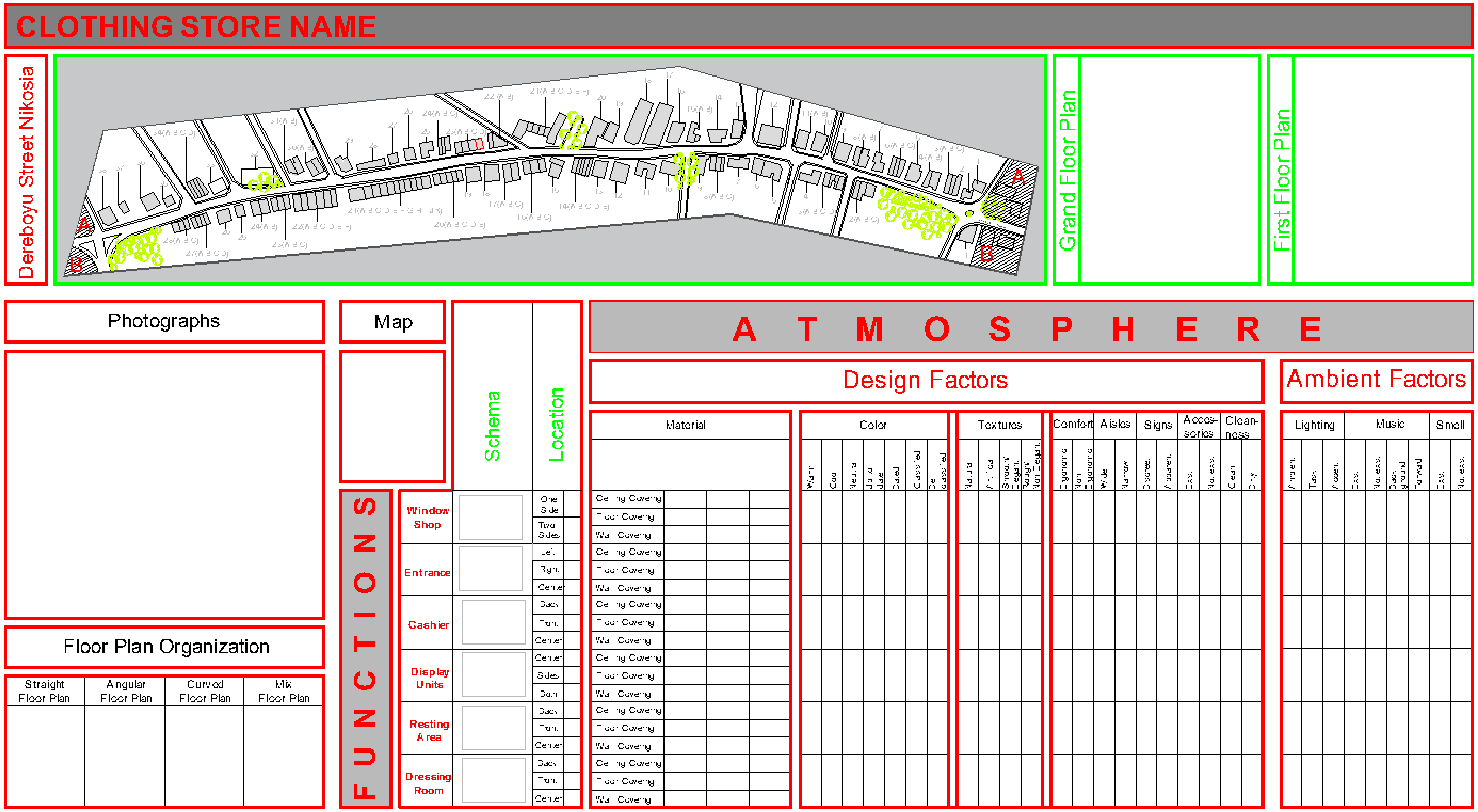

Tables components
Functions
Window Shop (External Atmosphere)
Entrance Area (External Atmosphere)
Cashier Area (Internal Atmosphere)
Display Area (Internal Atmosphere)
Waiting Area (Internal Atmosphere)
Dressing Room (Internal Atmosphere)
Design Factors
Ambient Factors
Lighting
Music
Smell
Materials
Colors
Textures
Comfort
Aisles
Signs
Accessories
Cleanness

Figure 28: Components of Methodology Tables

In Table 19, a sample of a designed analysis table is given which is used to examine for each case of the study in following part.

Table 19: Example of analysis tables

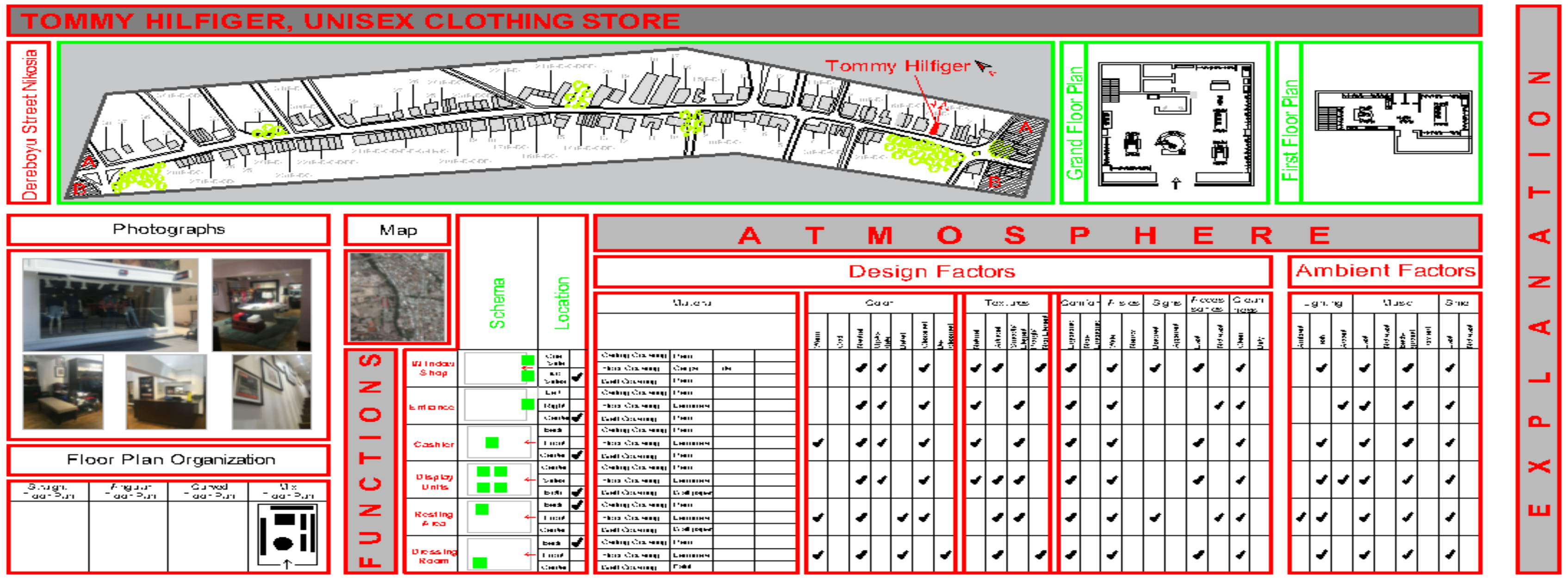

CLOTHING STORE NAME
Dereboyu Street Nikosia
A
B
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
One Side
Two Sides
ATMOSPHERE
Design Factors
Ambient Factors
Material
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanness
Lighting
Music
Smell
Ceiling Covering
Floor Covering
Wall Covering

The name and type of the stores, the plan of the Dereboyu Street, location of the store and photographs of the store, the plan of stores, floor plan organization (straight, angular, curve and mix) (See figure 24, page 79) , location of the functions (window shop, entrance, cashier, display units, resting area and dressing room) (see tables 13, 14, 15, 16 & 17) , ambient factors (smell, music and light) and design factors (color texture, ergonomic, aisles, sign, accessories and cleanness) (see table 6 & 9, page 25 & 31) took place in these tables to analysis in detail. After designing these analysis tables, next step is filling these analysis tables for each case.

4.4.5 Filling the Analysis Tables via Designed

Each selected store are going to be observed by author and analysis tables are going to be filled according to the data which collected from the literature review of the study. In Table 20 there is a sample of one of the unisex clothing store (Tommy Hilfiger). The rest of the tables can be found in appendix (C, D and E) of the study.

Table 20: The sample of one of the unisex clothing store (Tommy Hilfiger)


TOMMY HILFIGER, UNISEX CLOTHING STORE
Dereboyu Street Nicosia
Tommy Hilfiger
A
B
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
ATMOSPHERE
Design Factors
Ambient Factors
Materials
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanliness
Lighting
Music
Smell
EXPLANATION

Tommy Hilfiger, Unisex Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization [illegible]

Window shop [illegible]

Entrance [illegible]

Cashier [illegible]

Display units [illegible]

Resting area [illegible]

Dressing rooms [illegible]

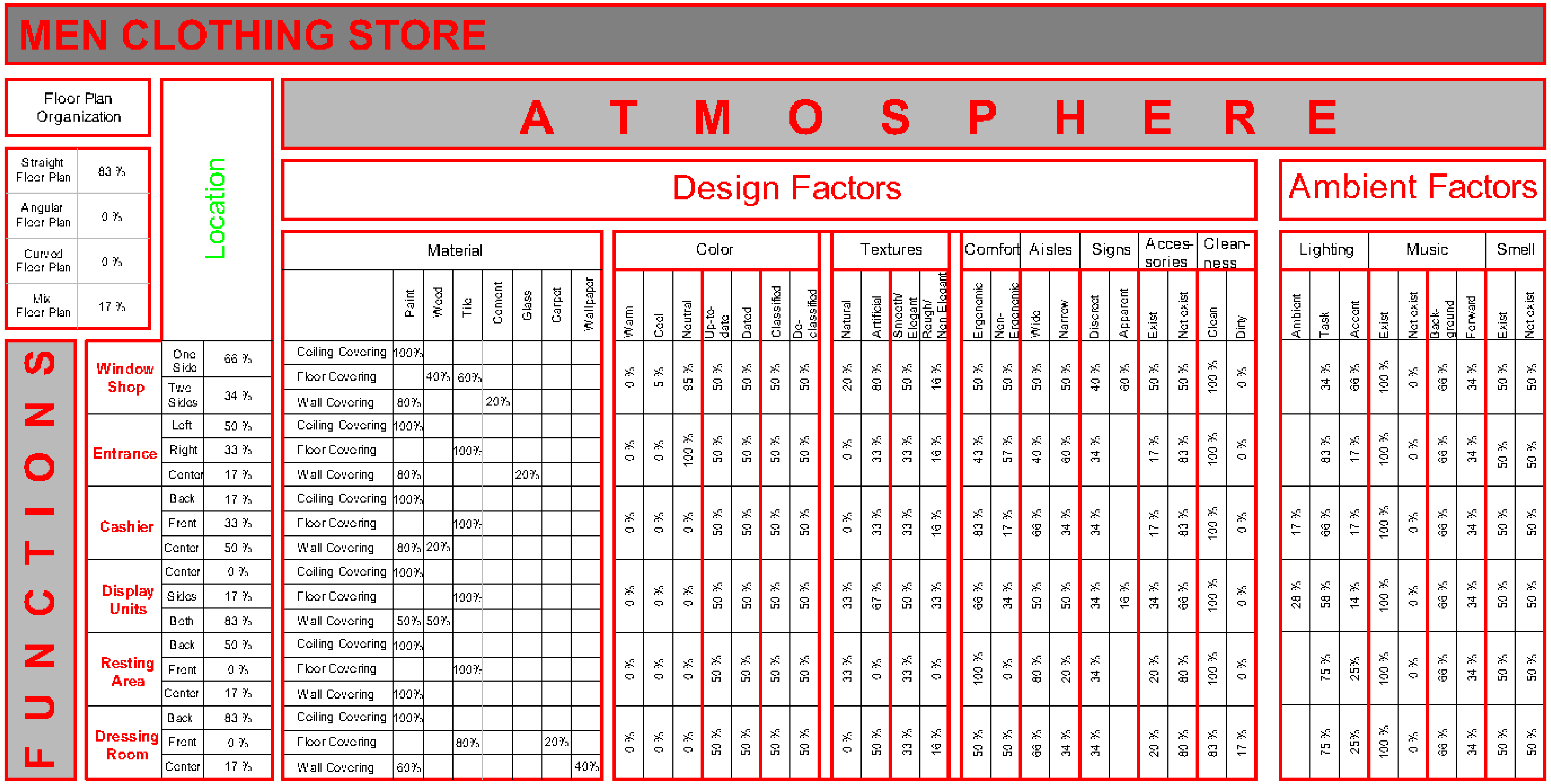
Generally, [illegible]

4.4.6 Calculating the Percentage of the Results

After finalizing the analysis for each store (men, women and unisex clothing store), the results are going to be converted to the percentages of the results to have an analytic approach to achieve more scientific results. For example, the results of floor plan organizations in men clothing retail stores were five straight and one mix floor plan organization. For calculation of the percentages of this results we divide 100 into 6 (total amount of men clothing stores) which gave us the results of approximately 17 then we multiplied the results to 17. By this calculation, we achieved the result of 83% straight floor plan organization and 17% mix floor plan organization.

Calculation of the percentages can lead the study to reach the final results. The percentages can explore which elements are mostly used and which one is not. Calculated results could also explore the existence and lack of the elements. By summarizing and comparing the results for men, women and unisex retail stores, the findings of the study is explored, that would also give direction for the recommendations and suggestions at the final part of this chapter. Likewise, the final results can lead the study to have the conclusion of the study. In table 21, the percentages of results are going to be explored.

Table 21: Men Clothing Stores, Percentage Results



MEN CLOTHING STORE

Floor Plan Organization	
Straight Floor Plan	83 %
Angular Floor Plan	0 %
Curved Floor Plan	0 %
Mix Floor Plan	17 %

ATMOSPHERE

Design Factors

FUNCTIONS	Location		Material	Paint	Wood	Tile	Cement	Glass	Carpet	Wallpaper
Window Shop	One Side	66 %	Ceiling Covering	100%						
	Two Sides	34 %	Floor Covering		40%	60%				
			Wall Covering	80%			20%			
Entrance	Left	50 %	Ceiling Covering	100%						
	Right	33 %	Floor Covering			100%				
	Center	17 %	Wall Covering	80%				20%		
Cashier	Back	17 %	Ceiling Covering	100%						
	Front	33 %	Floor Covering			100%				
	Center	50 %	Wall Covering	80%	20%					
Display Units	Center	0 %	Ceiling Covering	100%						
	Sides	17 %	Floor Covering			100%				
	Both	83 %	Wall Covering	50%	50%					
Resting Area	Back	50 %	Ceiling Covering	100%						
	Front	0 %	Floor Covering			100%				
	Center	17 %	Wall Covering	100%						
Dressing Room	Back	83 %	Ceiling Covering	100%						
	Front	0 %	Floor Covering			80%			20%	
	Center	17 %	Wall Covering	60%						40%

FUNCTIONS	Color							Textures			
	Warm	Cool	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	Smooth/ Elegant	Rough/ Non Elegant
Window Shop	0 %	5 %	95 %	50 %	50 %	50 %	50 %	20 %	80 %	50 %	16 %
Entrance	0 %	0 %	100 %	50 %	50 %	50 %	50 %	0 %	33 %	33 %	16 %
Cashier	0 %	0 %	0 %	50 %	50 %	50 %	50 %	0 %	33 %	33 %	16 %
Display Units	0 %	0 %	0 %	50 %	50 %	50 %	50 %	33 %	67 %	50 %	33 %
Resting Area	0 %	0 %	0 %	50 %	50 %	50 %	50 %	33 %	0 %	33 %	0 %
Dressing Room	0 %	0 %	0 %	50 %	50 %	50 %	50 %	0 %	50 %	33 %	16 %

FUNCTIONS	Comfort		Aisles		Signs		Acces-sories		Clean-ness	
	Ergonomic	Non-Ergonomic	Wide	Narrow	Discreet	Apparent	Exist	Not exist	Clean	Dirty
Window Shop	50 %	50 %	50 %	50 %	40 %	60 %	50 %	50 %	100 %	0 %
Entrance	43 %	57 %	40 %	60 %	34 %		17 %	83 %	100 %	0 %
Cashier	83 %	17 %	66 %	34 %	34 %		17 %	83 %	100 %	0 %
Display Units	66 %	34 %	50 %	50 %	34 %	16 %	34 %	66 %	100 %	0 %
Resting Area	100 %	0 %	80 %	20 %	34 %		20 %	80 %	100 %	0 %
Dressing Room	50 %	50 %	66 %	34 %	34 %		20 %	80 %	83 %	17 %

Ambient Factors

FUNCTIONS	Lighting			Music				Smell	
	Ambient	Task	Accent	Exist	Not exist	Back-ground	Forward	Exist	Not exist
Window Shop		34 %	66 %	100 %	0 %	66 %	34 %	50 %	50 %
Entrance		83 %	17 %	100 %	0 %	66 %	34 %	50 %	50 %
Cashier	17 %	66 %	17 %	100 %	0 %	66 %	34 %	50 %	50 %
Display Units	28 %	58 %	14 %	100 %	0 %	66 %	34 %	50 %	50 %
Resting Area		75 %	25%	100 %	0 %	66 %	34 %	50 %	50 %
Dressing Room		75 %	25%	100 %	0 %	66 %	34 %	50 %	50 %

By considering on the results which achieved from observation of men clothing stores in table above (table 21), Table 22 can show the final results of percentages for men clothing stores, along the Dereboyu Street.

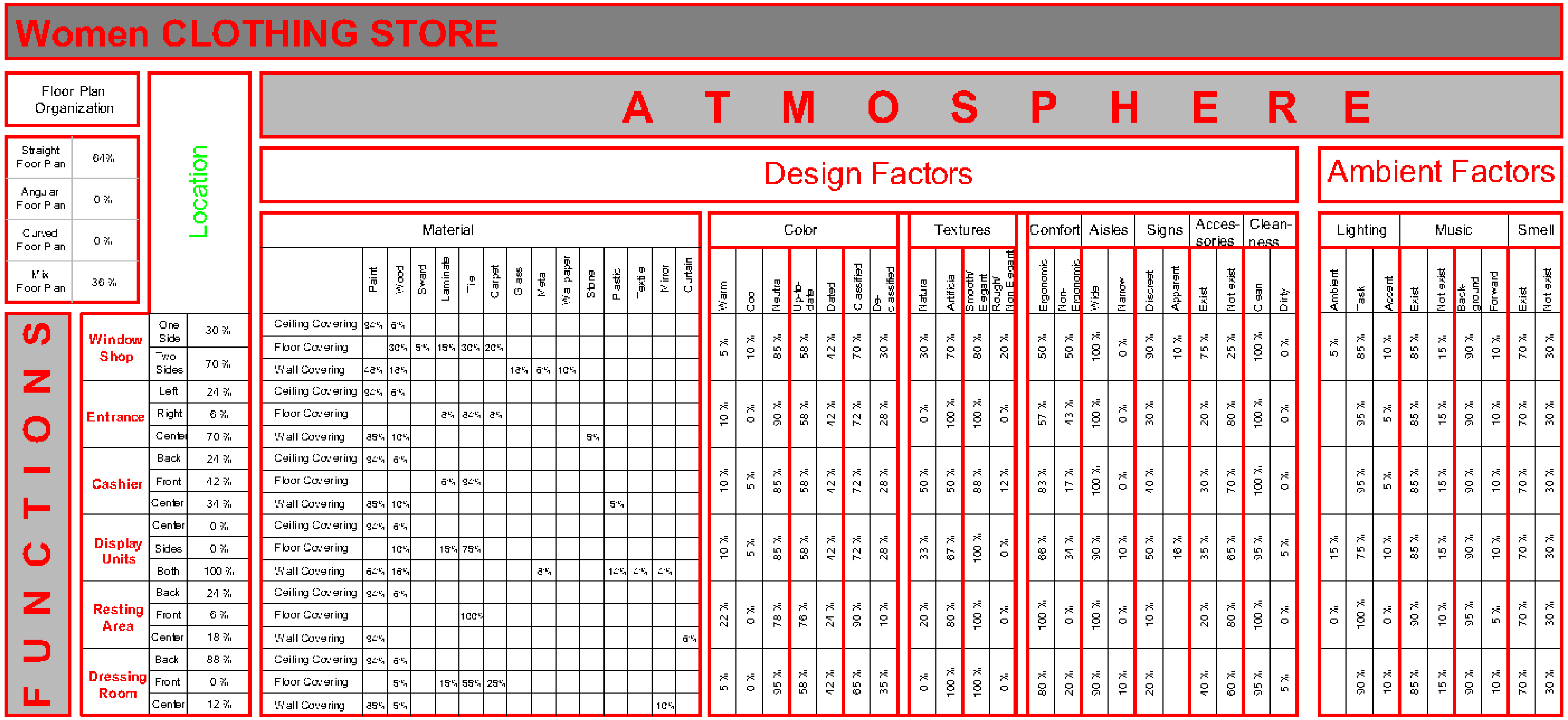
Table 22: Explanation of men Clothing Stores, Percentage Results

Explanation of men's clothing stores (83% straight floor plan, 17% mixed floor plan)			
Location	Window Shop	66% one side, 34% both sides.	
	Entrance Area	50% left, 33% right and 17% at the center.	
	Cashier Area	17% back, 33% front and 50% at the center.	
	Display Units Area	17% one side, 83% both sides.	
	Resting Area	50% back, 0% front, 17% center and 12% not exist	
	Dressing room	83% at the back, 0% front, 17% at the center	
Materials	Window Shop	Ceiling	100% paint
		Floor	40% wood and 60% tile.
		Wall	80% paint and 20% cement.
	Entrance Ares	Ceiling	100% paint
		Floor	100% tile
		Wall	80% paint and 20% glass.
	Cashier Area	Ceiling	100% paint
		Floor	100% tile
		Wall	80% paint and 20% wood.
	Display Units Area	Ceiling	100% paint
		Floor	100% tile
		Wall	50% paint and 50% wood.
	Resting Area	Ceiling	100% paint
		Floor	100% tile
		Wall	100% paint
	Dressing room	Ceiling	100% paint
		Floor	80% tile and 20% carpet
		Wall	60% paint and 40% wallpaper
Color	Window Shop	Mostly neutral colors. 50 % Up-to-date and classified and 50% dated and de-classified.	
	Entrance Area	Mostly neutral colors. 50 % Up-to-date and classified and 50% dated and de-classified.	
	Cashier Area	Mostly neutral colors. 50 % Up-to-date and classified and 50% dated and de-classified.	
	Display Units Area	85% neutral colors, 5% cool and 10 % warm colors. Up-to-date and classified.	
	Resting Area	85% neutral colors, 5% cool and 10 % warm colors. Up-to-date and classified.	
	Dressing room	85% neutral colors, 5% cool and 10 % warm colors. Up-to-date and classified.	
Te	Window Shop	Mostly artificial and smooth	
	Entrance Area	Mostly artificial, 83% smooth and 17% rough	

	Cashier Area	Mostly artificial, 83% smooth and 17% rough
	Display Units Area	66% artificial and 33% natural which are mostly smooth.
	Resting Area	Mostly artificial and smooth
	Dressing room	Mostly artificial and smooth
Ergonomic	Window Shop	50% exist with wide aisles but 50% was not ergonomic.
	Entrance Area	43% exist with wide aisles but 57% was not ergonomic.
	Cashier Area	83% exist with wide aisles but 17% was not ergonomic.
	Display Units Area	66% exist with wide aisles but 34% was not ergonomic.
	Resting Area	100% exist with wide aisles.
	Dressing room	50% exist with wide aisles but 50% was not ergonomic.
Signs	Window Shop	Mostly apparent
	Entrance Area	Mostly discreet
	Cashier Area	Mostly discreet
	Display Units Area	Mostly discreet
	Resting Area	Mostly discreet
	Dressing room	Mostly discreet
Accessories	Window Shop	50% exist but 50% doesn’t exist.
	Entrance Area	Mostly doesn’t exist
	Cashier Area	Mostly doesn’t exist
	Display Units Area	Mostly doesn’t exist
	Resting Area	Mostly doesn’t exist
	Dressing room	Mostly doesn’t exist
Cleanness	Window Shop	100% observed
	Entrance Area	100% observed
	Cashier Area	100% observed
	Display Units Area	100% observed
	Resting Area	100% observed
	Dressing room	83% observed and 17% was not clean enough.
Lightings	Window Shop	Mostly task lightings.
	Entrance Area	Mostly accent lightings.
	Cashier Area	Mostly task lightings.
	Display Units Area	58% task, 14% are accent and 28% ambient lightings.
	Resting Area	Mostly task lightings.
	Dressing room	75% task, 25% are accent and 0% ambient lightings.
Music	Window Shop	Mostly background music.
	Entrance Area	Mostly background music.
	Cashier Area	Mostly background music.
	Display Units Area	Mostly background music.
	Resting Area	Mostly background music.
	Dressing room	Mostly background music.
Smell	Window Shop	50% exist and 50% doesn’t exist.
	Entrance Area	50% exist and 50% doesn’t exist.
	Cashier Area	50% exist and 50% doesn’t exist.

	Display Units Area	50% exist and 50% doesn’t exist.
	Resting Area	50% exist and 50% doesn’t exist.
	Dressing room	50% exist and 50% doesn’t exist.

Table 23: Women Clothing Stores, Percentage Results



Women CLOTHING STORE

Floor Plan Organization	
Straight Floor Plan	64%
Angular Floor Plan	0 %
Curved Floor Plan	0 %
Mix Floor Plan	36 %

FUNCTIONS	Location	
Window Shop	One Side	30 %
	Two Sides	70 %
Entrance	Left	24 %
	Right	6 %
	Center	70 %
Cashier	Back	24 %
	Front	42 %
	Center	34 %
Display Units	Center	0 %
	Sides	0 %
	Both	100 %
Resting Area	Back	24 %
	Front	6 %
	Center	18 %
Dressing Room	Back	88 %
	Front	0 %
	Center	12 %

A T M O S P H E R E

Design Factors

FUNCTIONS	Material	Paint	Wood	Sward	Laminate	Tile	Carpet	Glass	Metal	Wall paper	Stone	Plastic	Textile	Mirror	Curtain
Window Shop	Ceiling Covering	94%	6%												
	Floor Covering		30%	5%	15%	30%	20%								
	Wall Covering	48%	18%					18%	6%	10%					
Entrance	Ceiling Covering	94%	6%												
	Floor Covering				8%	84%	8%								
	Wall Covering	85%	10%								5%				
Cashier	Ceiling Covering	94%	6%												
	Floor Covering				6%	94%									
	Wall Covering	85%	10%									5%			
Display Units	Ceiling Covering	94%	6%												
	Floor Covering		10%		15%	75%									
	Wall Covering	64%	16%						8%			12%	4%	4%	
Resting Area	Ceiling Covering	94%	6%												
	Floor Covering					100%									
	Wall Covering	94%													6%
Dressing Room	Ceiling Covering	94%	6%												
	Floor Covering		5%		15%	55%	25%								
	Wall Covering	85%	5%											10%	

FUNCTIONS	Color							Textures				Comfort		Aisles		Signs		Acces-sories		Clean-ness	
	Warm	Cool	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	Smooth/ Elegant	Rough/ Non Elegant	Ergonomic	Non-Ergonomic	Wide	Narrow	Discreet	Apparent	Exist	Not exist	Clean	Dirty
Window Shop	5 %	10 %	85 %	58 %	42 %	70 %	30 %	30 %	70 %	80 %	20 %	50 %	50 %	100 %	0 %	90 %	10 %	75 %	25 %	100 %	0 %
Entrance	10 %	0 %	90 %	58 %	42 %	72 %	28 %	0 %	100 %	100 %	0 %	57 %	43 %	100 %	0 %	30 %		20 %	80 %	100 %	0 %
Cashier	10 %	5 %	85 %	58 %	42 %	72 %	28 %	50 %	50 %	88 %	12 %	83 %	17 %	100 %	0 %	40 %		30 %	70 %	100 %	0 %
Display Units	10 %	5 %	85 %	58 %	42 %	72 %	28 %	33 %	67 %	100 %	0 %	66 %	34 %	90 %	10 %	50 %	16 %	35 %	65 %	95 %	5 %
Resting Area	22 %	0 %	78 %	76 %	24 %	90 %	10 %	20 %	80 %	100 %	0 %	100 %	0 %	100 %	0 %	10 %		20 %	80 %	100 %	0 %
Dressing Room	5 %	0 %	95 %	58 %	42 %	65 %	35 %	0 %	100 %	100 %	0 %	80 %	20 %	90 %	10 %	20 %		40 %	60 %	95 %	5 %

Ambient Factors

FUNCTIONS	Lighting			Music				Smell	
	Ambient	Task	Accent	Exist	Not exist	Back-ground	Forward	Exist	Not exist
Window Shop	5 %	85 %	10 %	85 %	15 %	90 %	10 %	70 %	30 %
Entrance		95 %	5 %	85 %	15 %	90 %	10 %	70 %	30 %
Cashier		95 %	5 %	85 %	15 %	90 %	10 %	70 %	30 %
Display Units	15 %	75 %	10 %	85 %	15 %	90 %	10 %	70 %	30 %
Resting Area	0 %	100 %	0 %	90 %	10 %	95 %	5 %	70 %	30 %
Dressing Room		90 %	10 %	85 %	15 %	90 %	10 %	70 %	30 %

By considering on the results which achieved from observation of women clothing stores in table above (table 23), Table 24 can show the final results of percentages for men clothing stores, along the Dereboyu Street.

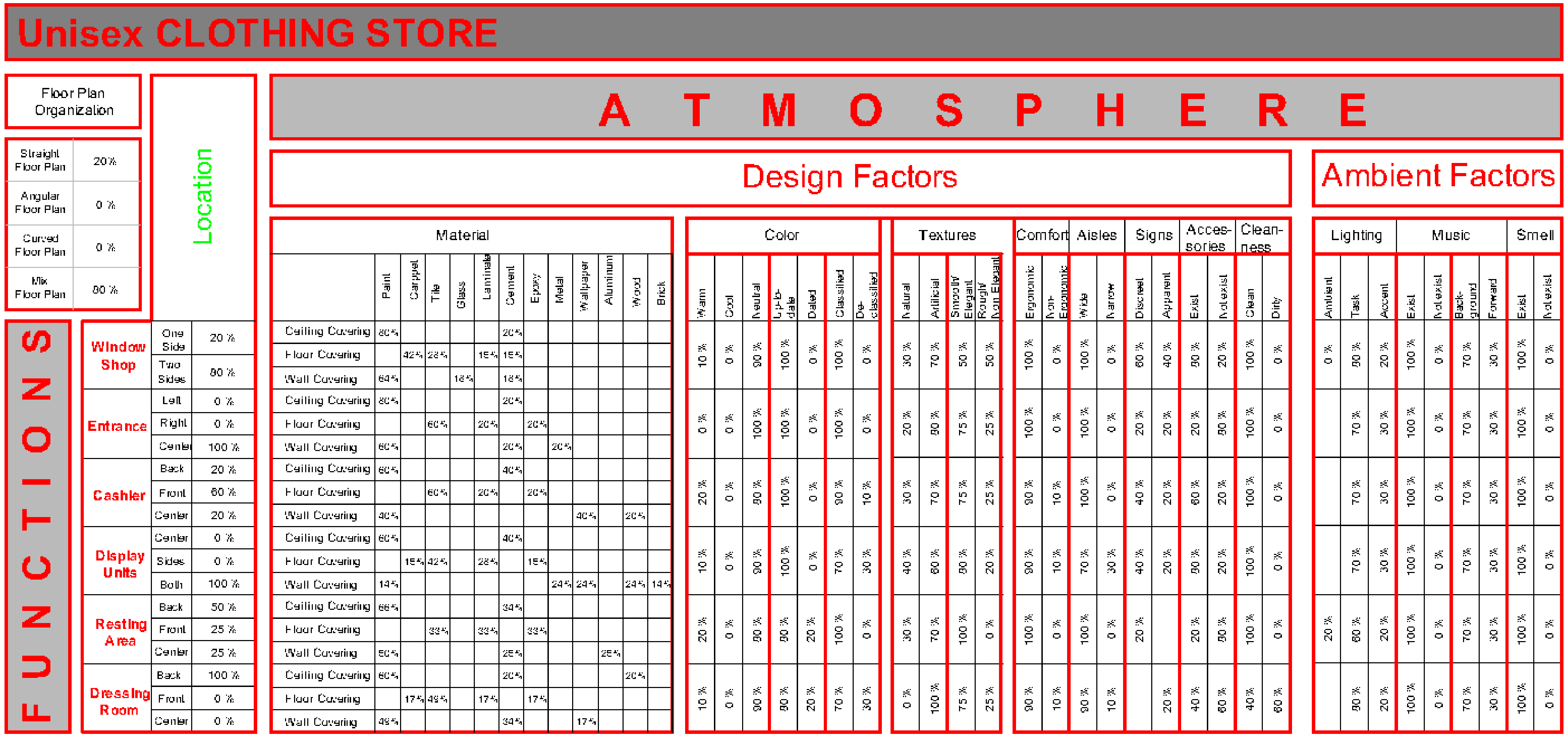
Table 24: Explanation of Women Clothing Stores, Percentage Results

Explanation of women's clothing stores (64% straight floor plan, 36% mixed floor plan)			
Location	Window Shop	30% one side, 70% both sides	
	Entrance Area	24% left, 6% right and 70% at the center	
	Cashier Area	20% back, 42% front and 34% at the center	
	Display Units Area	100% both sides	
	Resting Area	24% back, 6% front, 18% center and 52% not exist	
	Dressing room	88% at the back, 0% front, 12% at the center	
Materials	Window Shop	Ceiling	94% paint, 6% wood
		Floor	45% wood, 5% sward, 30% tile and 20% carpet
		Wall	94% paint, 6% wood
	Entrance Area	Ceiling	94% paint and 6% wood
		Floor	8% laminate, 84% tile and 8% carpet
		Wall	85% paint, 10% wood and 5% stone
	Cashier Area	Ceiling	94% paint and 6% wood
		Floor	6%laminate and 94% tile
		Wall	85% paint, 10% wood and 5% plastic
	Display Units Area	Ceiling	94% paint and 6% wood
		Floor	10% wood, 15% laminate and 75% tile
		Wall	64% paint 16% wood, 8% metal, 14% plastic, 4 % metal and 4% mirror
	Resting Area	Ceiling	94% paint and 6% wood
		Floor	100% tile
		Wall	94% paint and 6% curtain
	Dressing room	Ceiling	94% paint and 6 % wood
		Floor	5% wood, 15% laminate, 55% tile and 25% carpet
		Wall	85% paint, 5% wood and 10% mirror
Color	Window Shop	85% neutral, 10 % cool and 5% warm colors. Up-to-date and classified.	
	Entrance Area	90% neutral colors, up-to-date and classified.	
	Cashier Area	85% neutral colors, up-to-date and classified.	
	Display Units Area	85% neutral colors, 5% cool and 10 % warm colors. Up-to-date and classified.	
	Resting Area	78% neutral, 22 % warm colors. Up-to-date and classified.	
	Dressing room	95% neutral, 5 % warm colors up-to-date and classified.	
Textu	Window Shop	70% artificial and smooth 80%.	
	Entrance Area	100% artificial and smooth	
	Cashier Area	50% artificial, 50% natural. 88% smooth and 12% rough.	

	Display Units Area	67% artificial and 33% natural which are mostly smooth.
	Resting Area	Mostly natural and smooth
	Dressing room	100% artificial and smooth.
Ergonomic	Window Shop	50% exist with wide aisles.
	Entrance Area	57% exist with wide aisles.
	Cashier Area	83% exist with wide aisles.
	Display Units Area	66% exist with wide aisles.
	Resting Area	100% exist with wide aisles.
	Dressing room	83% exist with wide aisles.
Signs	Window Shop	Mostly apparent
	Entrance Area	Mostly discreet
	Cashier Area	Mostly discreet
	Display Units Area	Mostly discreet
	Resting Area	Mostly discreet
	Dressing room	Mostly discreet
Accessories	Window Shop	80% exist
	Entrance Area	40% exist
	Cashier Area	Doesn’t exist
	Display Units Area	60% exist
	Resting Area	Doesn’t exist
	Dressing room	Doesn’t exist
Cleanness	Window Shop	100% observed
	Entrance Area	100% observed
	Cashier Area	100% observed
	Display Units Area	95% observed
	Resting Area	100% observed
	Dressing room	95% observed
Lightings	Window Shop	85% task, 10% are accent and 5% ambient lightings.
	Entrance Area	95% task, 5% are accent and 0% ambient lightings.
	Cashier Area	95% task, 5% are accent and 0% ambient lightings.
	Display Units Area	75% task, 10% are accent and 5% ambient lightings.
	Resting Area	100% task lightings.
	Dressing room	90% task, 10% accent lightings.
Music	Window Shop	Mostly background music.
	Entrance Area	Mostly background music.
	Cashier Area	Mostly background music.
	Display Units Area	Mostly background music.
	Resting Area	Mostly background music.
	Dressing room	Mostly background music.
Smell	Window Shop	70% exist and 30% doesn’t exist.
	Entrance Area	70% exist and 30% doesn’t exist.
	Cashier Area	70% exist and 30% doesn’t exist.
	Display Units Area	70% exist and 30% doesn’t exist.

	Resting Area	70% exist and 30% doesn’t exist.
	Dressing room	70% exist and 30% doesn’t exist.

Table 25: Unisex Clothing Stores, Percentage Results



Unisex CLOTHING STORE

ATMOSPHERE

Floor Plan Organization	
Straight Floor Plan	20 %
Angular Floor Plan	0 %
Curved Floor Plan	0 %
Mix Floor Plan	80 %

FUNCTIONS	Location	
Window Shop	One Side	20 %
	Two Sides	80 %
Entrance	Left	0 %
	Right	0 %
	Center	100 %
Cashier	Back	20 %
	Front	60 %
	Center	20 %
Display Units	Center	0 %
	Sides	0 %
	Both	100 %
Resting Area	Back	50 %
	Front	25 %
	Center	25 %
Dressing Room	Back	100 %
	Front	0 %
	Center	0 %

Design Factors

FUNCTIONS	Material	Paint	Carppet	Tile	Glass	Laminate	Cement	Epoxy	Metal	Wallpaper	Aluminum	Wood	Brick
Window Shop	Ceiling Covering	80%					20%						
	Floor Covering		42%	28%		15%	15%						
	Wall Covering	64%			18%		18%						
Entrance	Ceiling Covering	80%					20%						
	Floor Covering			60%		20%		20%					
	Wall Covering	60%					20%		20%				
Cashier	Ceiling Covering	60%					40%						
	Floor Covering			60%		20%		20%					
	Wall Covering	40%								40%		20%	
Display Units	Ceiling Covering	60%					40%						
	Floor Covering		15%	42%		28%		15%					
	Wall Covering	14%							24%	24%		24%	14%
Resting Area	Ceiling Covering	66%					34%						
	Floor Covering			33%		33%		33%					
	Wall Covering	50%					25%				25%		
Dressing Room	Ceiling Covering	60%					20%					20%	
	Floor Covering		17%	49%		17%		17%					
	Wall Covering	49%					34%			17%			

FUNCTIONS	Color							Textures			
	Warm	Cool	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	Smooth/ Elegant	Rough/ Non Elegant
Window Shop	10 %	0 %	90 %	100 %	0 %	100 %	0 %	30 %	70 %	50 %	50 %
Entrance	0 %	0 %	100 %	100 %	0 %	100 %	0 %	20 %	90 %	75 %	25 %
Cashier	20 %	0 %	90 %	100 %	0 %	90 %	10 %	30 %	70 %	75 %	25 %
Display Units	10 %	0 %	90 %	100 %	0 %	70 %	30 %	40 %	80 %	90 %	20 %
Resting Area	20 %	0 %	90 %	90 %	20 %	100 %	0 %	30 %	70 %	100 %	0 %
Dressing Room	10 %	0 %	90 %	90 %	20 %	70 %	30 %	0 %	100 %	75 %	25 %

FUNCTIONS	Comfort		Aisles		Signs		Acces-sories		Clean-ness	
	Ergonomic	Non-Ergonomic	Wide	Narrow	Discreet	Apparent	Exist	Not exist	Clean	Dirty
Window Shop	100 %	0 %	100 %	0 %	80 %	40 %	90 %	20 %	100 %	0 %
Entrance	100 %	0 %	100 %	0 %	20 %	20 %	20 %	90 %	100 %	0 %
Cashier	90 %	10 %	100 %	0 %	40 %	20 %	80 %	20 %	100 %	0 %
Display Units	90 %	10 %	70 %	30 %	40 %	20 %	90 %	20 %	100 %	0 %
Resting Area	100 %	0 %	100 %	0 %	20 %		20 %	90 %	100 %	0 %
Dressing Room	90 %	10 %	90 %	10 %		20 %	40 %	80 %	40 %	80 %

Ambient Factors

FUNCTIONS	Lighting			Music				Smell	
	Ambient	Task	Accent	Exist	Not exist	Back-ground	Forward	Exist	Not exist
Window Shop	0 %	90 %	20 %	100 %	0 %	70 %	30 %	100 %	0 %
Entrance		70 %	30 %	100 %	0 %	70 %	30 %	100 %	0 %
Cashier		70 %	30 %	100 %	0 %	70 %	30 %	100 %	0 %
Display Units		70 %	30 %	100 %	0 %	70 %	30 %	100 %	0 %
Resting Area	20 %	80 %	20 %	100 %	0 %	70 %	30 %	100 %	0 %
Dressing Room		90 %	20 %	100 %	0 %	70 %	30 %	100 %	0 %

By considering on the results which achieved from observation of unisex clothing stores in table above (table 25), Table 26 can show the final results of percentages for men clothing stores, along the Dereboyu Street.

Table 26: Explanation of Unisex Clothing Stores, Percentage Results

Explanation of unisex clothing stores (20% straight floor plan, 80% mixed floor plan)			
Location	Window Shop	20% one side, 80% both sides	
	Entrance Area	100% at the center.	
	Cashier Area	20% back, 60% front and 20% at the center.	
	Display Units Area	100% both sides	
	Resting Area	40% back, 15% front, 20% center and 25% not exist	
	Dressing room	100% at the back site of the stores	
Materials	Window Shop	Ceiling	80% paint and 20% cement
		Floor	80% tile, 84% tile, 20% laminate and 20% epoxy
		Wall	60% paint, 20% cement and 20% metal
	Entrance Area	Ceiling	94% paint and 6% wood
		Floor	8% laminate, 84% tile and 8% carpet
		Wall	85% paint, 10% wood and 5% stone
	Cashier Area	Ceiling	60% paint and 40% cement
		Floor	60% tile, 20% laminate and 20% epoxy
		Wall	40% paint, 40% wallpaper and 20% wood
	Display Units Area	Ceiling	60% paint and 40% cement.
		Floor	15% carpet, 42% tile, 28% laminate and 15% epoxy
		Wall	14% paint, 24% metal, 24% wallpaper, 24% wood and 14 % brick.
	Resting Area	Ceiling	66% paint and 34% paint
		Floor	33% tile, 33% laminate and 34% epoxy.
		Wall	60% paint, 20 % wood and 20% cement
	Dressing room	Ceiling	94% paint and 6 % wood.
		Floor	17% carpet, 45% tile, 17% laminate and 17% epoxy.
		Wall	45% paint, 34% cement and 17% wallpaper.
Color	Window Shop	90% neutral, 10 % warm colors. Up-to-date and classified.	
	Entrance Area	100% neutral colors, up-to-date and classified.	
	Cashier Area	80% neutral colors, up-to-date and classified.	
	Display Units Area	90% neutral colors, 10% warm colors. Up-to-date and classified.	
	Resting Area	80% neutral, 20 % warm colors. Up-to-date and classified.	
	Dressing room	90% neutral, 10 % warm colors up-to-date and classified.	
Textu	Window Shop	70% artificial, mix of smooth and rough textures	
	Entrance Area	20% natural and 80% artificial.75% smooth, 25% rough.	
	Cashier Area	70% artificial, 30% natural. 75% smooth and 25% rough.	

	Display Units Area	60% artificial and 40% natural which are mostly smooth.
	Resting Area	70% artificial and 30% natural which are mostly smooth.
	Dressing room	100% artificial with mix of smooth and rough textures.
Ergonomic	Window Shop	100% exist with wide aisles.
	Entrance Area	100% exist with wide aisles.
	Cashier Area	90% exist with wide aisles.
	Display Units Area	90% exist with wide aisles.
	Resting Area	100% exist with wide aisles.
	Dressing room	100% exist with wide aisles.
Signs	Window Shop	60% discreet and 40% apparent
	Entrance Area	50% discreet and 50% apparent
	Cashier Area	Mostly discreet
	Display Units Area	40% discreet, 20% apparent and 40% didn’t have.
	Resting Area	20% discreet, 10% apparent and 70% didn’t have.
	Dressing room	20% discreet, 10% apparent and 70% didn’t have.
Accessories	Window Shop	80% exist
	Entrance Area	Mostly doesn’t exist
	Cashier Area	Mostly doesn’t exist
	Display Units Area	Mostly doesn’t exist
	Resting Area	Mostly doesn’t exist
	Dressing room	Mostly doesn’t exist
Cleanness	Window Shop	100% observed
	Entrance Area	100% observed
	Cashier Area	100% observed
	Display Units Area	100% observed
	Resting Area	100% observed
	Dressing room	100% observed
Lightings	Window Shop	80% task, 20% are accent and 0% ambient lightings.
	Entrance Area	70% task, 30% are accent and 0% ambient lightings.
	Cashier Area	70% task, 30% are accent and 0% ambient lightings.
	Display Units Area	70% task, 30% are accent and 0% ambient lightings.
	Resting Area	60% task, 20% are accent and 20% ambient lightings.
	Dressing room	80% task, 20% are accent and 0% ambient lightings.
Music	Window Shop	70% background and 30% forward music.
	Entrance Area	70% background and 30% forward music.
	Cashier Area	70% background and 30% forward music.
	Display Units Area	70% background and 30% forward music.
	Resting Area	70% background and 30% forward music.
	Dressing room	Mostly background music.
Smell	Window Shop	100% exist.
	Entrance Area	100% exist
	Cashier Area	100% exist
	Display Units Area	100% exist

	Resting Area	100% exist
	Dressing room	100% exist

4.4.7 Findings of the Study

In this part, findings will be going to be explored which are mainly based on the results which were achieved via the percentages of the tables in previous part. Firstly, summarizes of results for men, women and unisex retail clothing stores going to be explore by using graphs to show the common and not common factors. Later, percentages of all the stores going to be explore to support the results of previous part, for supporting the results of the percentages, the pie charts going to be shown, and after that the comparison between the results going to be explored which are based on the data that collected in literature survey of the study. In below, the summarizing of the results going to be explored for each men, women and unisex retail clothing stores.

According to the results which achieved from this study, to create a successful atmosphere, it can be mentioned that:

A) During the design process of a **man clothing** store in a shopping street:

- Straight floor plan organization increases the display quality of the items.
- Usage of materials like paint, plaster and tile because they are easy applicable materials and more economic than the other materials.
- Usage of neutral and cool colors to create a background for making the selling items more clear and obvious.
- Usage of artificial and smooth textures, because these kinds of textures are more economic and they can create a sense of comfort in retailing stores.
- Pay attention to have ergonomic in all parts of the store. Create the wide aisles to create a circulation around the stores.

- Usage of discreet signs. These kinds of signs are hidden sign which can give the message of the store to the customer without disturbing the visual view of the store.
- Pay attention to the cleanness of the store.
- Usage of task lighting is recommending to make selling items more clear and obvious.
- Pay attention to existence of background music to make customer spend more time in the stores.
- Pay attention to existence of odor smell to create a sense of comfort and satisfaction for customer.

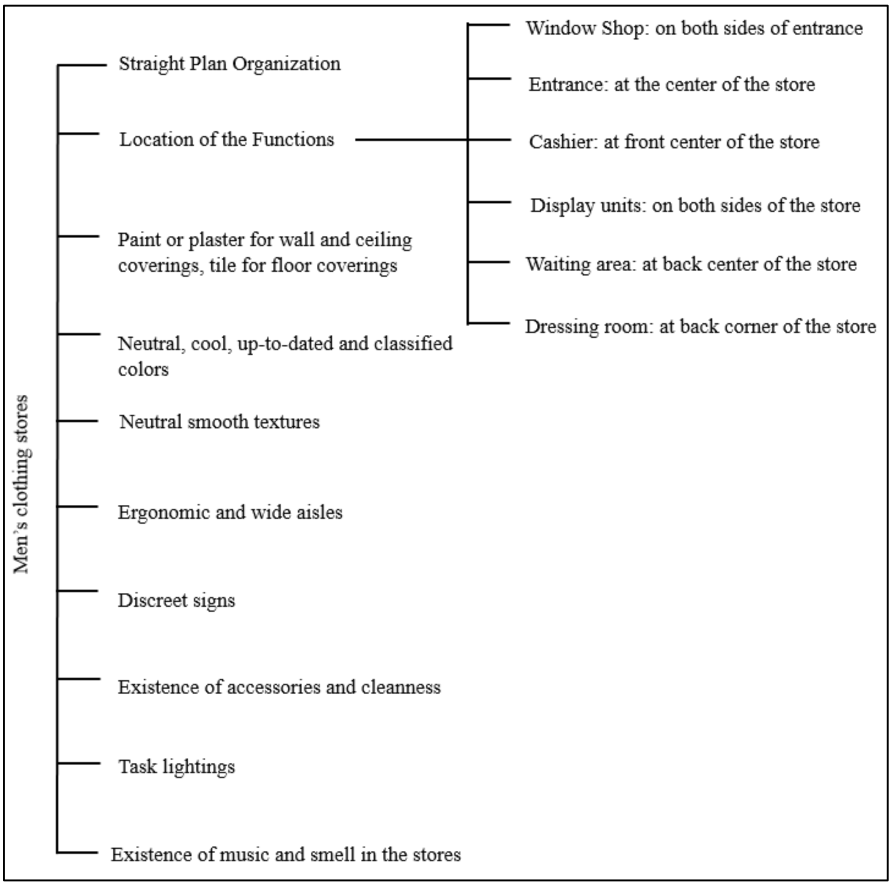

Men's clothing stores
Straight Plan Organization
Location of the Functions
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, cool, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Discreet signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores

Figure 29: Recommendations for designing men’s clothing store.

B) During the design process of a **women clothing** store in a shopping street:

- Straight floor plan organization to increase the display quality of the items.
- Usage of materials like paint, plaster, tile and carpet because they are easily applicable materials and more economic than the other materials.
- Usage of neutral and partly warm colors to create a background for making the selling items more clear and obvious
- Usage of artificial partly natural and smooth textures, because these kinds of textures are more economic and they can create a sense of comfort in retailing stores.
- Pay attention to have ergonomic in all parts of the store. Create the wide aisles to create a circulation around the stores.
- Usage of discreet signs. These kinds of signs are hidden sign which can give the message of the store to the customer without disturbing the visual view of the store.
- Cleanness of interior design.
- Usage of task and partly ambient lighting is recommending to make selling items more clear and obvious by task lighting and change the mood of the store by ambient lightings.
- Pay attention to existence of background music to make customer spend more time in the stores.
- Pay attention to existence of odor smell to create a sense of comfort and satisfaction for customer.

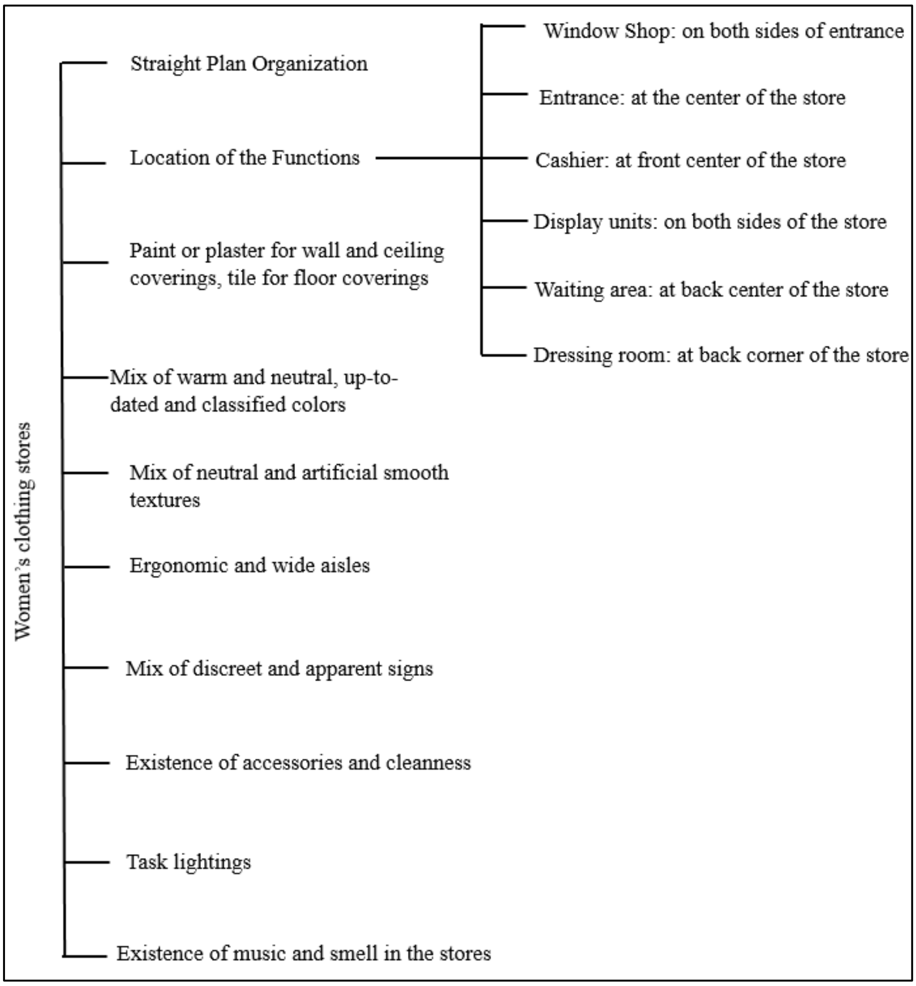

Women's clothing stores
Straight Plan Organization
Location of the Functions
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Mix of warm and neutral, up-to-dated and classified colors
Mix of neutral and artificial smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores

Figure 30: Recommendations for designing women's clothing store.

C) During the design process of a **Unisex clothing** store in a shopping street:

- Mix floor plan organization to increase the display quality of the items.
- Usage of materials like paint, plaster and tile because they are easily applicable materials and more economic than the other materials.
- Usage of neutral colors to create a background for making the selling items more clear and obvious
- Usage of artificial partly natural and smooth textures, because these kinds of textures are more economic and they can create a sense of comfort in retailing stores.

- Pay attention to have ergonomic in all parts of the store. Create the wide aisles to create a circulation around the stores.
- Usage of discreet signs. These kinds of signs are hidden sign which can give the message of the store to the customer without disturbing the visual view of the store.
- Cleanness interior design.
- Usage of task and partly ambient lighting is recommending to make selling items more clear and obvious by task lighting and change the mood of the store by ambient lightings.
- Pay attention to existence of background music to make customer spend more time in the stores.
- Pay attention to existence of odor smell to create a sense of comfort and satisfaction for customer.

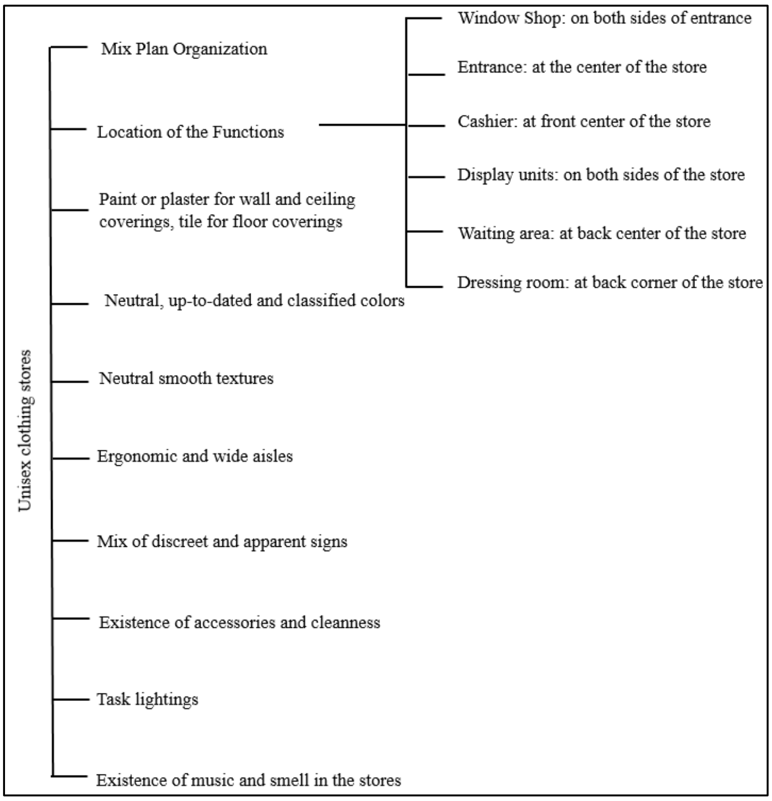
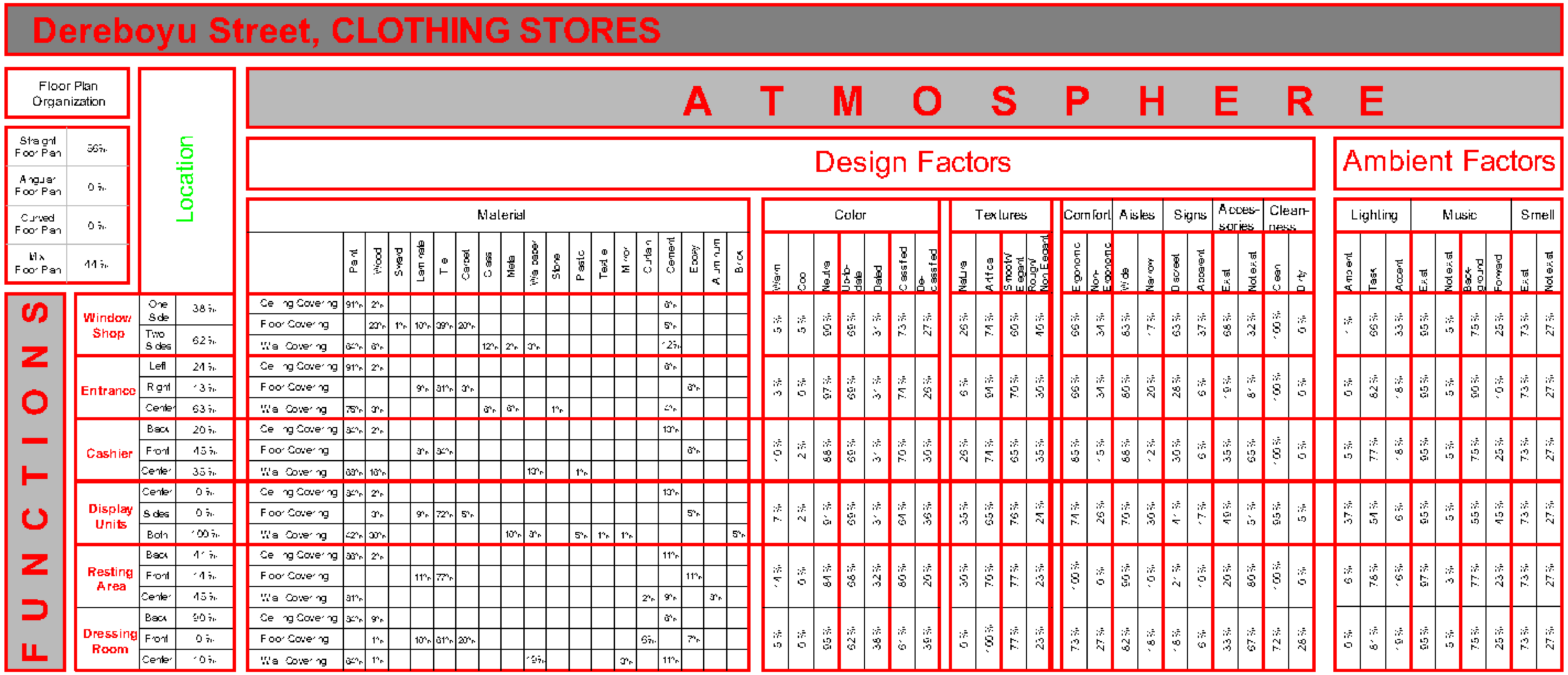

Unisex clothing stores
Mix Plan Organization
Location of the Functions
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store

Figure 31: Recommendations for designing unisex clothing store.

Table 27 is the final table to summarizing the findings of the study which can support the research to rich the certain results. All the results of analysis tables of men, women and unisex retail clothing stores calculated to have final result of the study. Pie chart also going to explored to support the results of the final analysis table to show the usage of each elements in selected cases. By using these results, the conclusion of the research going to be explored.

Table 27: Findings of the study



Dereboyu Street, CLOTHING STORES

Floor Plan Organization	
Straight Floor Plan	56%
Angular Floor Plan	0 %
Curved Floor Plan	0 %
Mix Floor Plan	44 %

ATMOSPHERE – Design Factors – Material

FUNCTIONS	Location	%		Paint	Wood	Sward	Laminate	Tile	Carpet	Glass	Metal	Wallpaper	Stone	Plastic	Textile	Mirror	Curtain	Cement	Epoxy	Aluminum	Brick
Window Shop	One Side	38 %	Ceiling Covering	91%	2%													6%			
	Two Sides	62 %	Floor Covering		20%	1%	10%	39%	20%									5%			
			Wall Covering	64%	6%					12%	2%	3%						12%			
Entrance	Left	24 %	Ceiling Covering	91%	2%													6%			
	Right	13 %	Floor Covering				9%	81%	3%										6%		
	Center	63 %	Wall Covering	75%	3%					6%	6%		1%					4%			
Cashier	Back	20 %	Ceiling Covering	88%	2%													10%			
	Front	45 %	Floor Covering				3%	84%											6%		
	Center	35 %	Wall Covering	68%	10%							10%		1%							
Display Units	Center	0 %	Ceiling Covering	88%	2%													10%			
	Sides	0 %	Floor Covering		3%		9%	72%	5%										5%		
	Both	100 %	Wall Covering	42%	30%						10%	3%		5%	1%	1%					5%
Resting Area	Back	41 %	Ceiling Covering	88%	2%													11%			
	Front	14 %	Floor Covering				11%	77%											11%		
	Center	45 %	Wall Covering	81%													2%	9%		3%	
Dressing Room	Back	90 %	Ceiling Covering	84%	9%													6%			
	Front	0 %	Floor Covering		1%		10%	61%	20%								6%		7%		
	Center	10 %	Wall Covering	84%	1%							15%				3%		11%			

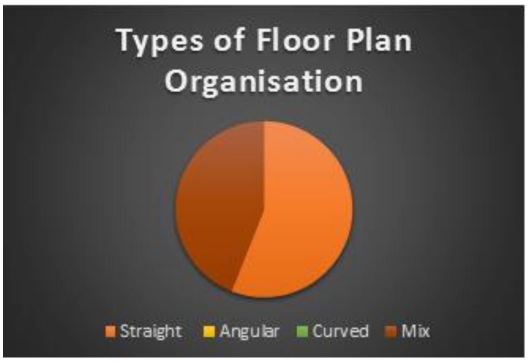
ATMOSPHERE – Design Factors

		Window Shop	Entrance	Cashier	Display Units	Resting Area	Dressing Room
Color	Warm	5 %	3 %	10 %	7 %	14 %	5 %
	Cool	5 %	0 %	2 %	2 %	0 %	0 %
	Neutral	90 %	97 %	88 %	91 %	84 %	95 %
	Up-to-date	69 %	69 %	69 %	69 %	68 %	62 %
	Dated	31 %	31 %	31 %	31 %	32 %	38 %
	Classified	73 %	74 %	70 %	64 %	80 %	61 %
	De-classified	27 %	26 %	30 %	36 %	20 %	39 %
Textures	Natural	26 %	6 %	26 %	35 %	30 %	0 %
	Artificial	74 %	94 %	74 %	65 %	70 %	100 %
	Smooth/ Elegant	60 %	70 %	65 %	76 %	77 %	77 %
	Rough/ Non Elegant	40 %	30 %	35 %	24 %	23 %	23 %
Comfort	Ergonomic	66 %	66 %	85 %	74 %	100 %	73 %
	Non-Ergonomic	34 %	34 %	15 %	26 %	0 %	27 %
Aisles	Wide	83 %	80 %	88 %	70 %	90 %	82 %
	Narrow	17 %	20 %	12 %	30 %	10 %	18 %
Signs	Discreet	63 %	26 %	30 %	41 %	21 %	18 %
	Apparent	37 %	6 %	6 %	17 %	10 %	6 %
Accessories	Exist	68 %	19 %	35 %	49 %	20 %	33 %
	Not exist	32 %	81 %	65 %	51 %	80 %	67 %
Cleanness	Clean	100 %	100 %	100 %	95 %	100 %	72 %
	Dirty	0 %	0 %	0 %	5 %	0 %	28 %

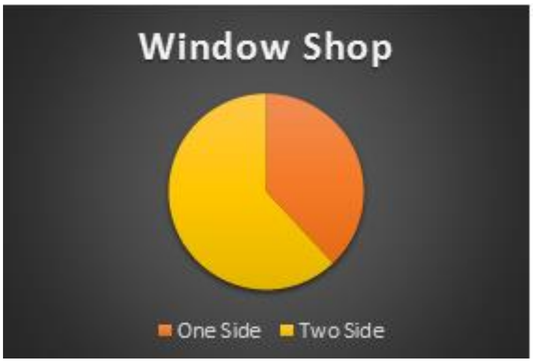
ATMOSPHERE – Ambient Factors

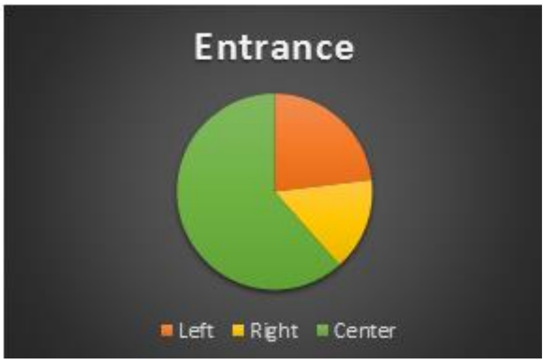
		Window Shop	Entrance	Cashier	Display Units	Resting Area	Dressing Room
Lighting	Ambient	1 %	0 %	5 %	37 %	6 %	0 %
	Task	66 %	82 %	77 %	54 %	76 %	81 %
	Accent	33 %	18 %	18 %	6 %	16 %	19 %
Music	Exist	95 %	95 %	95 %	95 %	97 %	95 %
	Not exist	5 %	5 %	5 %	5 %	3 %	5 %
	Background	75 %	90 %	75 %	55 %	77 %	75 %
	Forward	25 %	10 %	25 %	45 %	23 %	25 %
Smell	Exist	73 %	73 %	73 %	73 %	73 %	73 %
	Not exist	27 %	27 %	27 %	27 %	27 %	27 %

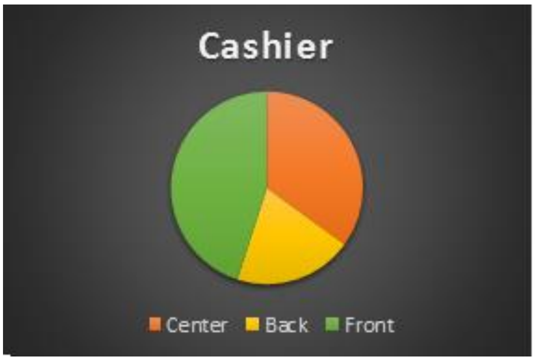
Following pie charts can show the percentages of the results for all the stores:

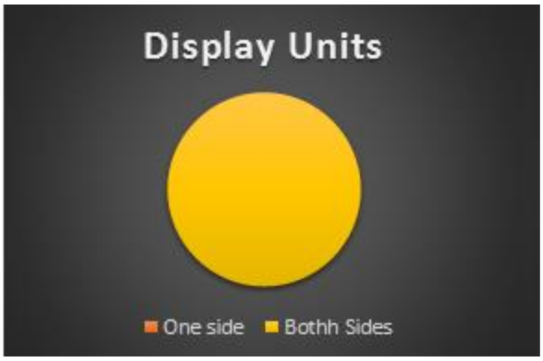


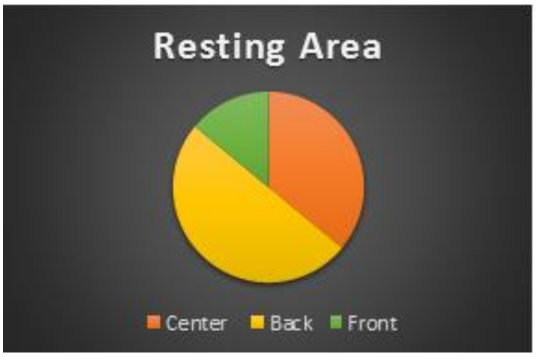
Location of the Functions:

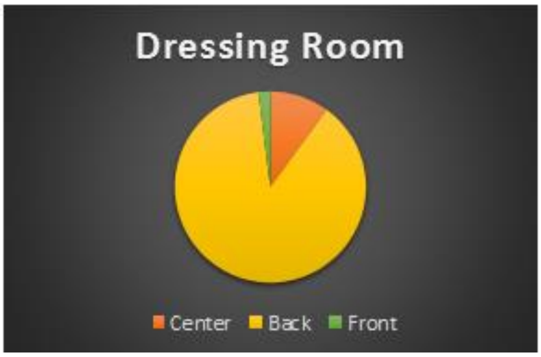




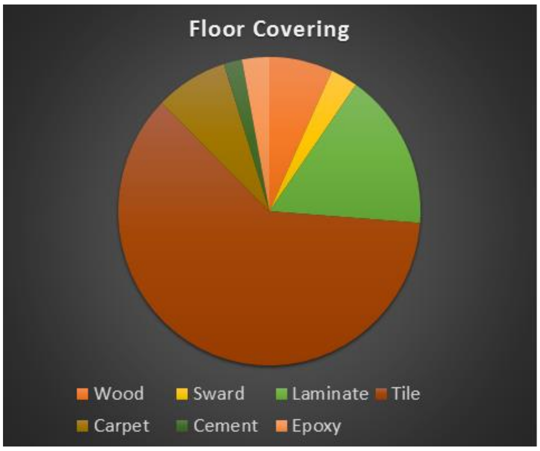


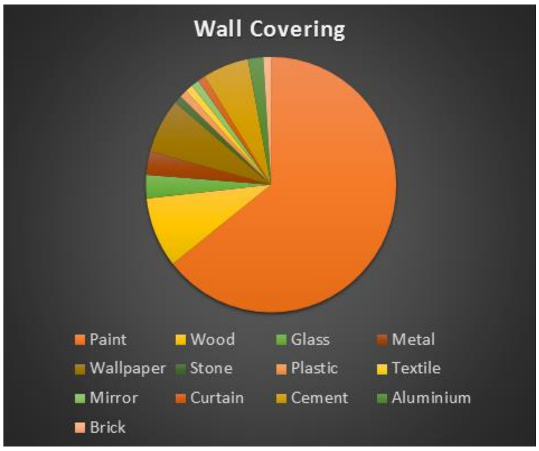


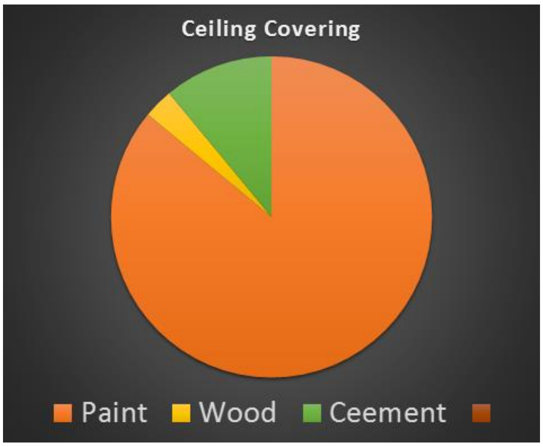




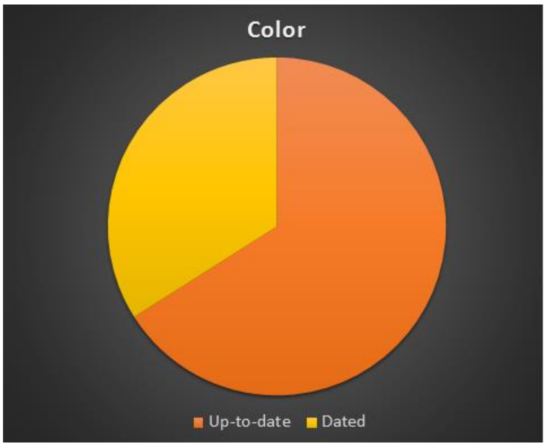
Usage of Materials:

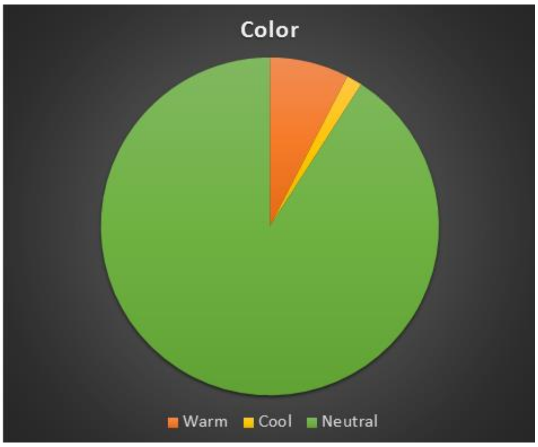




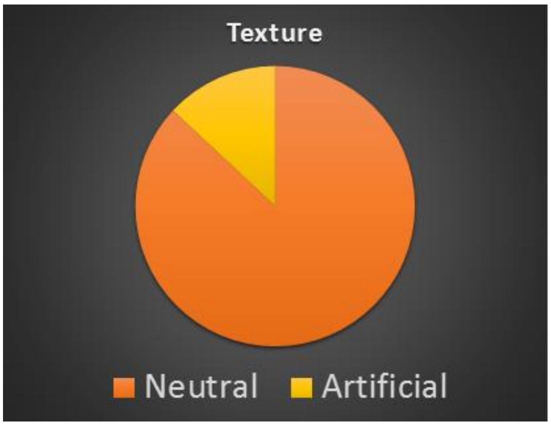


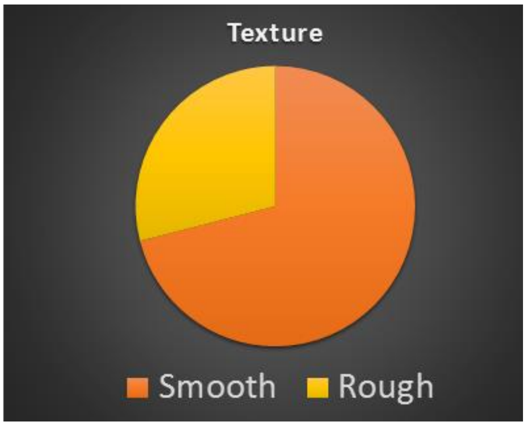
Usage of Color:



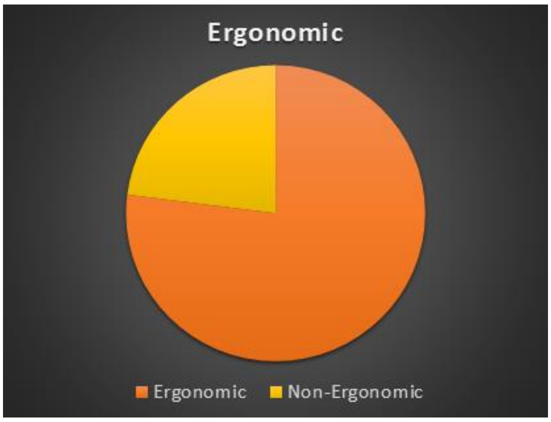


Usage of Texture:

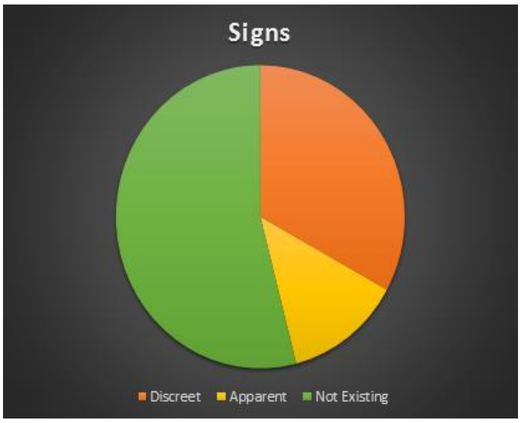




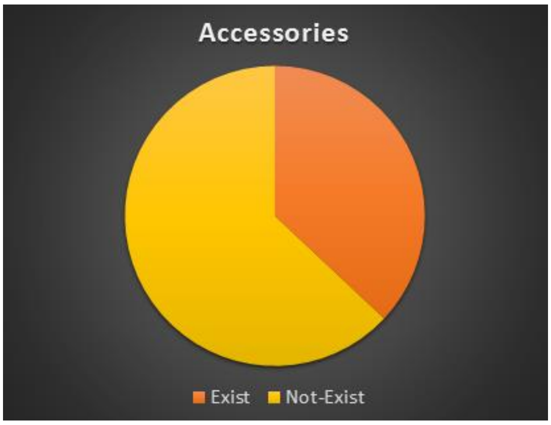
Ergonomic:



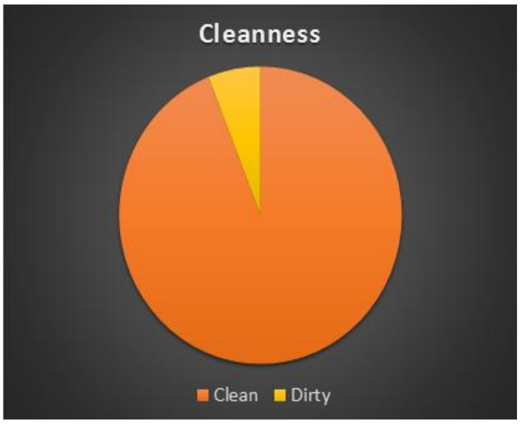
Existence of Signs:



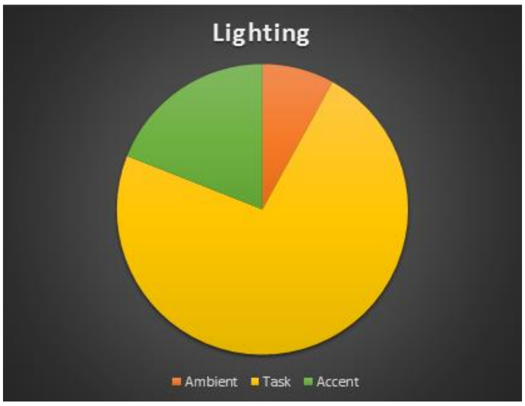
Existence of Accessories:

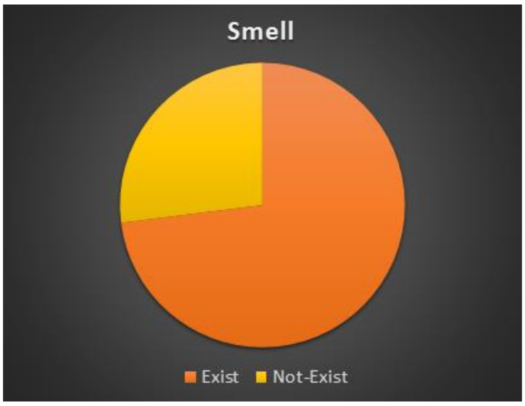


Cleanness:

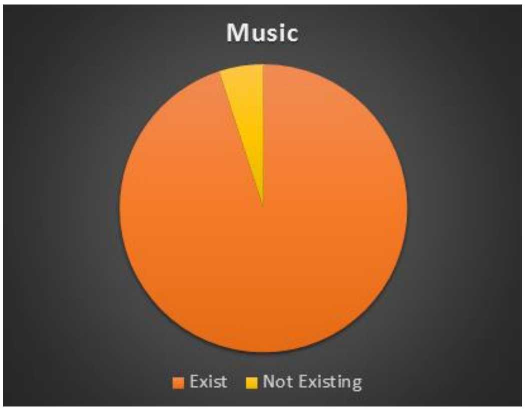


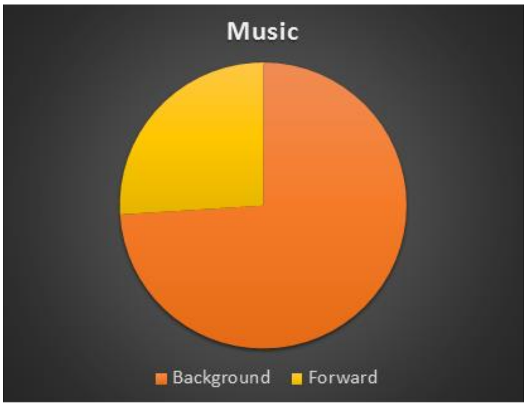
Lighting:





Existence of Music:





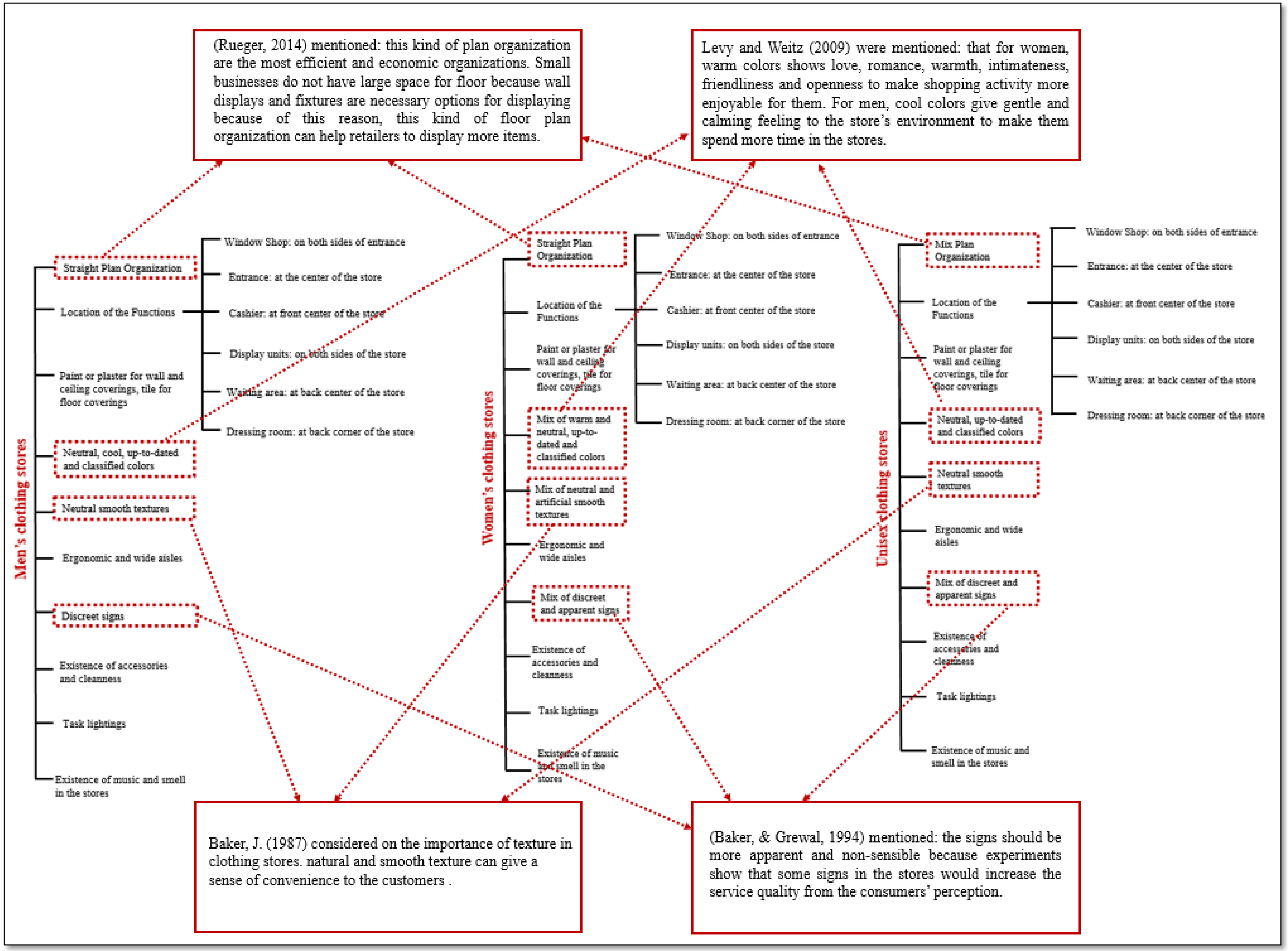
According to the charts above in can be noted that:

Floor plan organizations were mostly straight floor plan organization. The location of the functions can summarize like, window shops located at two sides, entrance placed at the center, cashier in front of the store, display units located at two sides of the stores, resting areas and dressing rooms located at the back side of the stores. The usage of the materials was mostly paint for walls and ceiling coverings and tile for floor coverings. The colors were mostly neutral and partly warm cool and cool colors which were mostly up-to-dated and classified. Textures were mostly neutral and smooth. All the stores were ergonomic, signs were mostly not existed, and the existed ones were discreet. Accessories mostly not existed. Most of the store were clean.

Mostly task lighting was used in the stores. Background music were mostly existed and smell also existed mostly in the stores.

4.4.8 Comparison between the Results of the Study

In final part of this chapter the comparisons of the results going to be explored. The common and not common factors which used in the selected cases going to be emphasize in this part and these results going to be compared with each other. These comparisons going to be supported by the data which collected from the literature survey of the study. These results can lead the study to have the guide line for designing retail clothing stores in shopping street to have successful atmosphere and useful interior design.

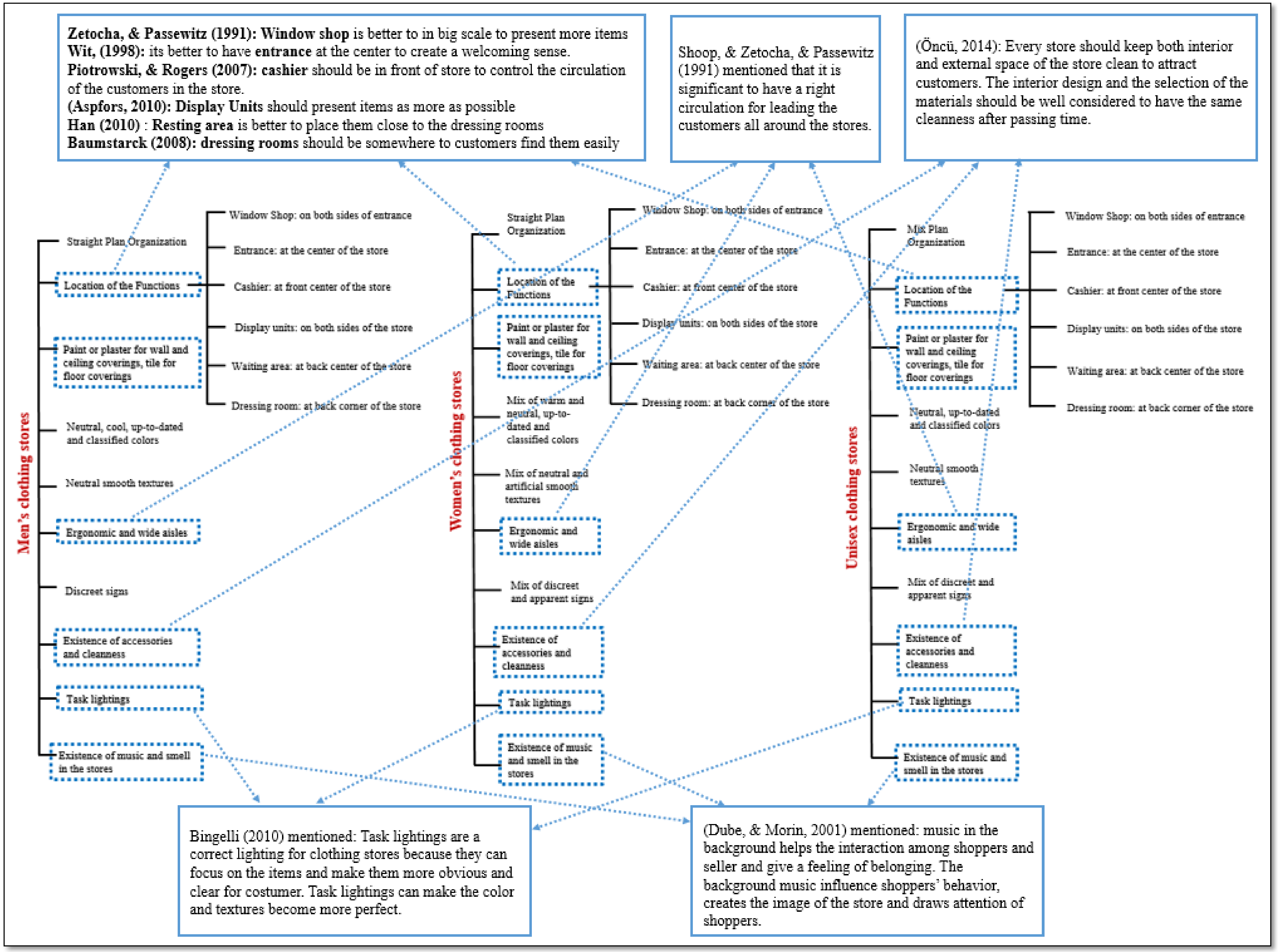

Men's clothing stores
Straight Plan Organization
Location of the Functions
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, cool, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Discreet signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Women's clothing stores
Straight Plan Organization
Location of the Functions
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Mix of warm and neutral, up-to-dated and classified colors
Mix of neutral and artificial smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Unisex clothing stores
Mix Plan Organization
Location of the Functions
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store

(Rueger, 2014) mentioned: this kind of plan organization are the most efficient and economic organizations. Small businesses do not have large space for floor because wall displays and fixtures are necessary options for displaying because of this reason, this kind of floor plan organization can help retailers to display more items.

Levy and Weitz (2009) were mentioned: that for women, warm colors shows love, romance, warmth, intimateness, friendliness and openness to make shopping activity more enjoyable for them. For men, cool colors give gentle and calming feeling to the store's environment to make them spend more time in the stores.

Baker, J. (1987) considered on the importance of texture in clothing stores. natural and smooth texture can give a sense of convenience to the customers .

(Baker, & Grewal, 1994) mentioned: the signs should be more apparent and non-sensible because experiments show that some signs in the stores would increase the service quality from the consumers' perception.


Men's clothing stores
Straight Plan Organization
Location of the Functions
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, cool, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Discreet signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Women's clothing stores
Straight Plan Organization
Location of the Functions
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Mix of warm and neutral, up-to-dated and classified colors
Mix of neutral and artificial smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores
Unisex clothing stores
Mix Plan Organization
Location of the Functions
Window Shop: on both sides of entrance
Entrance: at the center of the store
Cashier: at front center of the store
Display units: on both sides of the store
Waiting area: at back center of the store
Dressing room: at back corner of the store
Paint or plaster for wall and ceiling coverings, tile for floor coverings
Neutral, up-to-dated and classified colors
Neutral smooth textures
Ergonomic and wide aisles
Mix of discreet and apparent signs
Existence of accessories and cleanness
Task lightings
Existence of music and smell in the stores

Zetocha, & Passewitz (1991): Window shop is better to in big scale to present more items
Wit, (1998): its better to have **entrance** at the center to create a welcoming sense.
Piotrowski, & Rogers (2007): cashier should be in front of store to control the circulation of the customers in the store.
(Aspfors, 2010): Display Units should present items as more as possible
Han (2010) : **Resting area** is better to place them close to the dressing rooms
Baumstarck (2008): dressing rooms should be somewhere to customers find them easily

Shoop, & Zetocha, & Passewitz (1991) mentioned that it is significant to have a right circulation for leading the customers all around the stores.

(Öncü, 2014): Every store should keep both interior and external space of the store clean to attract customers. The interior design and the selection of the materials should be well considered to have the same cleanness after passing time.

Bingelli (2010) mentioned: Task lightings are a correct lighting for clothing stores because they can focus on the items and make them more obvious and clear for costumer. Task lightings can make the color and textures become more perfect.

(Dube, & Morin, 2001) mentioned: music in the background helps the interaction among shoppers and seller and give a feeling of belonging. The background music influence shoppers' behavior, creates the image of the store and draws attention of shoppers.

For finalizing this chapter, it can be mention that, generally it has been revealed that straight and mix floor plans, paint for wall and ceiling coverings, tile for floor coverings has been detected. Neutral, partly warm, up-to date and classified colors. Neutral and smooth textures. Ergonomic and wide aisles, discreet signs, existence of accessories and cleanness. Task lighting and partly accent lighting. Existence of music and smell can be seen in the clothing stores through Dereboyu Street/ Lefkoşa.

Chapter 5

CONCLUSION

Shopping is a kind of activity for customer to look through the presented products or services by several stores which are determined to buy an appropriate selection of them. Retail or a shop is a business that presents a selection of goods and offers to trade or sell them to customers for money or other goods. According to Mcgoldbrick, (1990), generally, customer's behavior can directly affect the business and income of the store. By increasing the satisfaction of the customer's, the selling of the store is going to be increased. The atmosphere of the stores is one of the significant elements which can easily affect the act of sell and buy.

At first step, customers have the first impression of the quality of the service and the price of the store from its environment and atmosphere. Atmosphere of the stores has different factors which should be considered during the design process. By creating a successful atmosphere, stores can attract more customers. Most of the times, attracting and creating a welcome sense for customers is not enough, these should be other factors in interior spaces of the stores to make the customers satisfy to spend more times and come back again. These factors are ambient and emotional factors which are directly related to the sense of the customers like lighting system, existence of music, fragrance smell, ergonomic and etc. design factors are also significant factors which should be considered on them in terms of color, space, shapes, forms, materials and textures. Social factors like staff behavior and number of personnel are other effective factors in atmosphere of the store (According to Philip Kotler on page 24-26).

According to Martineau (1985), generally, the image of the store can be an identity for any store which can explain the atmosphere of them. Awareness and emotions of customers are important while creating a store image. The physical attraction of the elements shows how the image is shaped in shopper's mind. The image is affected by what the Shopper sees and understands from the environment of the store. Generally, the image of retail store is the combination of a store's functional and psychological qualities.

In this research the effective elements of retail stores which can affect the atmosphere and interior design of them were emphasized. The factors which were explained above examined in different points of view. Explanations had given in detail for clothing stores in this thesis. The general information about the design of clothing stores and the factors which affecting the interior and atmosphere of these stores were also the significant subjects was considered in this thesis.

The method of this study is based on considering on interior design of retail clothing store. In this study, mostly design factors, ambient factors and space plan organization were examined in different conditions by observation of the author. By analyzing the results, this study would explore the importance of design elements in clothing stores, location of the functions, materials, color, texture, lighting, ergonomic, signs and cleanness of interior design are the factors which were analyzed in this study. By using the clothing stores through the Dereboyu Street in Lefkoşa this study would base on design factors and ambient factors to analyses in different points of view.

By considering the results which were explored from the previous chapter, it can be mentioned that mostly the straight floor plan organizations were used in the stores. As (Rueger, 2014) also mentioned, this kind of plan organization are the most efficient and economic organizations. Small businesses do not have large space for floor because wall displays and fixtures are necessary options for displaying because of this reason, this kind of floor plan organization can help retailers to display more items.

Secondly, it can be note that, the location of the functions is one of the significant factors which can affect easily the look of the stores. According to the findings, window shops were mostly located at two sides of the entrances to create a visual effect to make the first look of the stores be more attractive and sometimes for limitation of the general view of the facades of the buildings which they should continue the same pattern of the street also Shoop, Zetocha, & Passewitz (1991) mentioned about this subject in their books. Entrance areas were mostly located at the center of the store to increase the sense of welcoming for the customer. According to this result, Vernet, & Wit, (1998) also noted that entrance is combine the opening store to public spaces which leaves the customers in an uncertainty that whether they are inside the store or outside. As Piotrowski, & Rogers (2007) mentioned that cashier area should allow the customers and staff to stand evenly with the space according to this, results of the study show that cashiers areas were mostly located in front of the stores to have easy accessibility and controlling the circulation inside of the store. Display units areas were located in both sided of the stores to have a chance to displaying more items and also create more accessible places for costumers. According to this result it can be note that (Aspfors, 2010) mentioned that a product should be displayed individually if it draws more attention than the others and vice versa, less attractive products are purchased more when displayed together with attractive items. As Han (2010) noticed about resting areas, these places are the point which costumer interact each other and spend more time in the store, so these places should be place at the center of the stores to found by stores easily. According to this subject, results of the study show dad resting areas were mostly located at the center of the stores to create the sense of comfort for the costumers to find it easily. In some stores, the lack of resting area were observed which could affect the costumers in negative way. Dressing rooms were mostly located at the back of the store to control the visual display of the stores. Dressing room were mostly doesn’t have a good look because of this reason, they were located mostly at the back of the stores to hide them. According to this Baumstarck (2008). Were also mentioned on the importance of dressing rooms and they should place somewhere to find them easy by customers.

By considering design factors, materials which preferred in the selected stores were mostly paint for walls and ceiling covering and tile for floor coverings. Of course, the other materials were used in the stores according to the concept and design of the stores, but tile and paint are more economic and easy to apply.

Colors were mostly neutral which can act as a background color to make the items clearer to display partly warm color for women and cool color for men clothing retail stores were used, also Levy and Weitz (2009) were mentioned on this manner that for women, warm colors shows love, romance, warmth, intimateness, friendliness and openness to make shopping activity more enjoyable for them. For men, cool colors such as white, blue and green give gentle and calming feeling to the store’s environment to make them spend more time in the stores. (see page 44). Moreover, the colors were mostly up-to-dated and classified. Textures were mostly artificial and smooth to again act as a background element for items to make them clearer.

Functions were mostly ergonomic with wide aisles to create an easy circulation around the stores also Shoop, & Zetocha, & Passewitz (1991) mentioned about this subject that it is significant to have a right circulation for leading the customers all around the stores. . Signs were mostly discreet which should not be preferred in stores because it can affect the visual displaying of the stores in a wrong way. The signs should be more apparent and non-sensible because as (Baker, & Grewal, 1994) mentioned, experiments show that some signs in the stores would increase the service quality from the consumers' awareness. The signs could be the ambiance, design and social factors of the store. Also, Baker, Grewal and Parasuraman (1994) mention in their study, the good signs can influence the quality of the products.

Cleanness of interior design is one of the significant factors in clothing retail stores which emphasized in the selected cases. The stores were clean in all functions. (See table 4, page 22)

According to ambient factors, lighting which is preferred in these stores where mostly task lightings which can focus of a specific point also Bingelli (2010) mentioned on this factor as well (see page 31 & 48). These kinds of lighting are a correct lighting for clothing stores because they can focus on the items and make them more obvious and clear for costumer. Task lightings can make the color and textures become more perfect. Music were more background music which does not disturb the costumers and can make them spend more time in the stores. As (Dube, & Morin, 2001) mentioned, music in the background helps the interaction among shoppers and seller and give a feeling of belonging. The background music influence shoppers' behavior, creates the image of the store and draws attention of shoppers. Also (Ullakonoja, 2011) noted that, the background music is usually mood music, easy listening and chilling with usually unknown singer. On the other hand, foreground music is popular and well known performed by famous artists.

Good smell also was exist in most of the store which can directly relate to the costumers sense to feel more comfort during shopping. According to this Lewison, & DeLozie (1986) noted suggested that too create an effective atmosphere of store, a store had better to “smell like it is supposed to smell” (Lewison, & DeLozier, 1986).

Table 28 is a guide line that we aimed to achieve from the beginning of the study. This guideline can be used for designing any new retail clothing stores in future.

Table 28: Explanation of All Clothing Stores, High Percentage of the Results

Explanation of all clothing stores (56% straight floor plan, 44% mixed floor plan)		
Location	Window Shop	Both Sides
	Entrance Area	At the center.
	Cashier Area	Front side
	Display Units Area	Both sides
	Resting Area	At the Center
	Dressing room	Back sides
Materials	Ceiling Covering	Paint
	Floor Covering	Tile
	Wall covering	Paint
Color	Mostly neutral colors, partly mix of warm and cool colors. Up-to-dated and classified usage of color.	
Texture	Mostly artificial, partly natural smooth textures.	
Ergonomic	Mostly ergonomic and wide aisles.	
Signs	Mostly discreet signs.	
Accessories	Mostly doesn’t exist.	
Cleanness	Mostly observed	

Lightings	Mostly task lightings
Music	Mostly back-ground music
Smell	Mostly exist.

The results which achieved from this study can be a guideline for owners and interior architects which want to create a successful atmosphere for clothing stores in Deereboyu Street. As noted above, different factors can change the results of the study, but generally the results can support the interior architects and owners to create successful atmosphere and useful interior design to attract more customers and make them spend more time in stores to increase the act of buy and sell. Also, this guideline can be used for the stores which are located in the Dereboyu Street. The stores which are located in any other street stores, all the steps of this study should be done step by step to achieve a new guideline to use.

Store owners of Dereboyu Street can use this guideline to create a successful atmosphere and useful interior design, but the store owners of any other street stores can consider this guideline to increase their general information about ambient and design factors affections on store atmosphere. They can use this guideline as forefront information.

Architects and interior architects can use this guideline to design retail clothing stores in Dereboyu Street, but if they want to use this method for any other street stores, they can use the methodology of this study step by step to analyze the stores and achieve a new guideline to follow.

Student of interior architecture department also can take advantages of this method for their practice. Maybe they don’t need this much wide research, but they can use a few amounts of these stores to analyze and achieve their new guideline to follow.

Additionally, the results can be used for further studies more in detail by considering on ambient, design and also social factors on the atmosphere of retail clothing stores. These studies can be supported by questionnaire, interview, and check-list of customers' ideas. Also, the cases can be analyzed further, by comparison between the stores which are located in streets and shopping malls.

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APPENDICES

Appendix A: The List of Stores

Appendix A1, A2: The List of Stores Which are Located on the Dereboyu Street

Appendix A1: The list of stores according to Group A which are located on the north side of Dereboyu Street

GROUP A				
Store No.	Building No.	Type of Store	Name of Store	Category of Store Female/Male/Unisex
1	1	RESTAURANT	BIIZ	-----
2	2	TOYS SHOP	ARSEL BABY	K
3	3.A	DECORATION	GARA SANDIK	-----
4	3.B	PHONE SHOP	MACLINE	-----
5	3.C	SHOES SHOP	CROES	F-M (UNISEX)
6	4.A	CLOUTING SHOP	TOMMY HILFIGER	F-M (UNISEX)
7	4.B	CLOUTING SHOP	CONVERSE	F-M (UNISEX)
8	5	SPOR SHOP	NIKE	F-M (UNISEX)
9	6.A	CLOUTING SHOP	SRN PLUS	F
10	6.B	CLOUTING SHOP	JOURNEY	F
11	6.C	LABORATUVARI	GEN-TIP-TAHLIL	-----
12	7	OFFICE	HILMI KONDE	-----
13	8.A	SHOES SHOP	BAMBI	F
14	8.B	COSMETICS	PERSONA	-----
15	9	SPOR SHOP	ADDIDAS	F-M (UNISEX)
16	10	PHONE SHOP	TURKCELL	-----
17	11.A	CLOUTING SHOP	COLIN'S	F-M (UNISEX)
18	11.B	SHOES SHOP	MARKA	F
19	12	COFFE	GLORIA JEAN'S COFEE	-----
20	13	HOME SHOP	WHIRLPOOL	-----
21	14	RESTAURANT	CALIFORIAN	-----
22	15.A	PHARMACY	EBRU BASAY	-----
23	15.B	CLOUTING SHOP	TERRANOVA	F-M (UNISEX)
24	16	RESTAURANT		-----
25	17	RESTAURANT	JOHUNNY ROCKETS	-----
26	18	HOME SHOP	TOROS CENTER	-----
27	19	BANK	TEB BANK	-----
28	20	RESTAURANT	CADDE	-----
29	21.A	HOME SHOP	SEZER KAROGLU	-----
30	21.B	-----	-----	-----
31	21.C	ACCESSORIES	YELSS	-----
32	21.D	-----	-----	-----
33	21.E	-----	-----	-----
34	21.F	-----	-----	-----
35	22.A	CLOUTING SHOP	VANS	F-M (UNISEX)
36	22.B	TRAVEL AGENCY	SAYAR TURIZM	-----
37	23.A	CLOUTING SHOP	LA MONDO	F
38	23.B	RESTAURANT	ENISTE	-----
39	23.C	SPOR SHOP	NEW BALANCE	F-M (UNISEX)
40	23.D	CLOUTING SHOP	SARAR	M

41	24.A	CLOUTING SHOP	PASSION	M
42	24.B	SHOES SHOP	PASA	F-M (UNISEX)
43	24.C	BERBER	PALMIYA	-----
44	25	VILLA	-----	-----
45	26	UNDER CONSTRUCTION	-----	-----
46	27	COFFE	DEREBOYU KAHVESI	-----
47	28	HOME SHOP	SAMSUNG	-----
48	29	CLOUTING SHOP	IPEK YOL	F
49	30.A	ACCESSORIES	LAM	-----
50	30.B	ACCESSORIES	RESAT OPTIK & SAAT	-----
51	31.A	RESTAURANT	AYI	-----
52	31.B	SPOR SHOP	ADDIDAS	-----
53	32	IMPTY LAND	-----	-----
54	33	IMPTY LAND	-----	-----
55	34.A	COSMETICS	LUXURY COSMETICS	-----
56	34.B	CLOUTING SHOP	PIASSA	M
57	34.C	INSURANCE OFFICE	AS-CAN SIGORTA	-----
58	35	VILLA	-----	-----
59	36	CLOUTING SHOP	KIP	F-M (UNISEX)
60	37	VILLA	-----	-----
61	38	TECNOLOGY HOP	TEKNOGOLD	-----

Appendix A2: The list of stores according to Group B which are located on the south side of Dereboyu Street

GROUP B				
Shop No.	Building No.	Type of shop	Name of shop	Category of shop Female/Male/Unisex
1	1	RESTAURANT	DANNYS	-----
2	2.A	CLOUTING SHOP	KOTON	F-M (UNISEX)
3	2.B	CLOUTING SHOP	BATIK	F-M (UNISEX)
4	2.C	SHOES SHOP	ASICS	F-M (UNISEX)
5	3.A	CLOUTING SHOP	TRENDY	F
6	3.B	PHARMACY	DERYA	-----
7	3.C	COSMETICS	DP PERFIYUM	-----
8	3.D	UNDEWEAR	MERIH CO.LTD	F
9	4	VILLA	-----	-----
10	5	BANK	UNIVERSAL BANK	-----
11	6	CLOUTING SHOP	RAMSEY	M
12	7	RESTAURANT	BIYER	-----
13	8.A	PHOTO STUDIO	STUDIYO ALEM	-----
14	8.B	RESTAURANT	COMFORT FOODS	-----

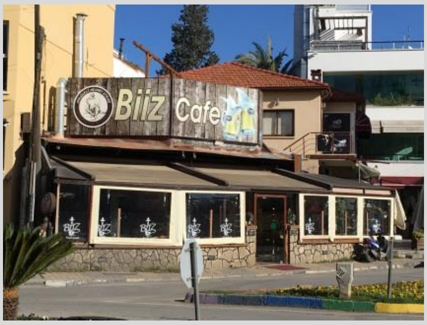
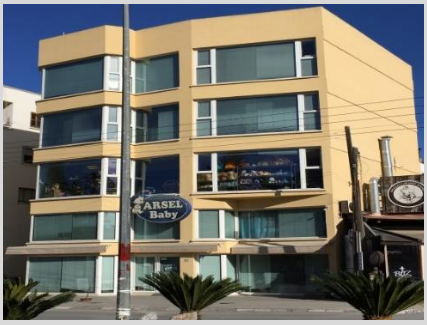
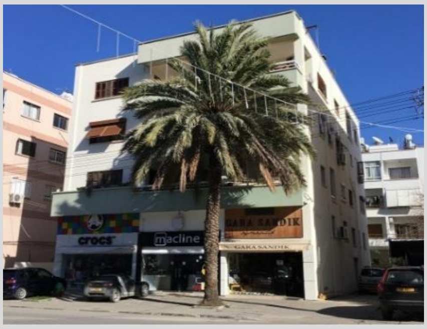
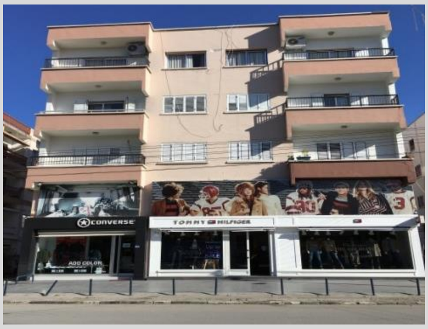
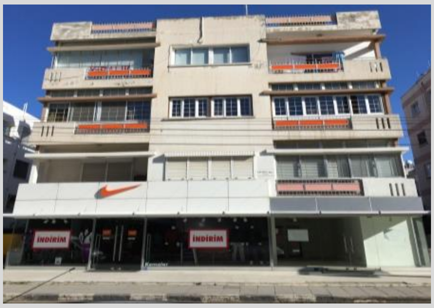
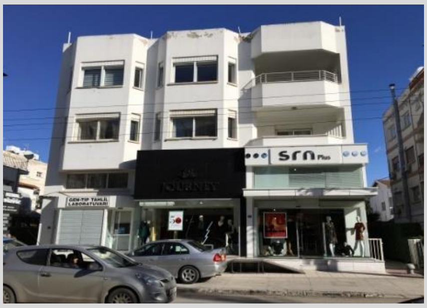
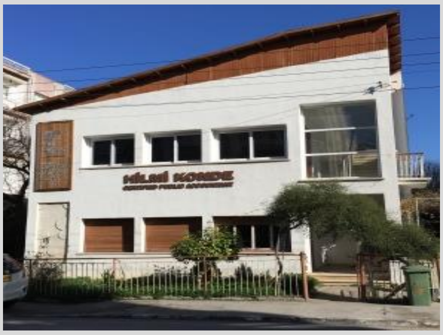
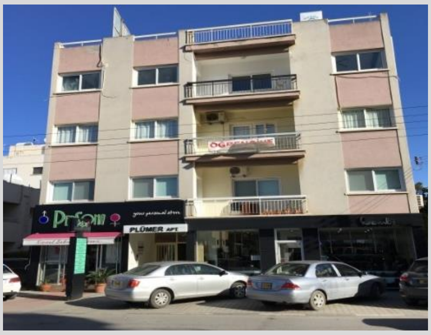
15	8.C	RESTAURANT	ETILER MARMARIS	-----
16	9	RESTAURANT	BURGER CITY	-----
17	10	VILLA	-----	-----
18	11	BANK	TURK BANK	-----
19	12	BANK	NEAR EAST BANK	-----
20	13	SUPER MARKET	REIS SUPER MARKET	-----
21	14.A	-----	-----	-----
22	14.B	COSMETICS	FLOR MAR	-----
23	14.C	RESTAURANT	BUGA BUGA	-----
24	14.D	RESTAURANT	CIMIR CIG COFTE	-----
25	14.E	FLOWER SHOP	CICEKCI GULUM	-----
26	15	COFFE	ROBERTS COFEE	-----
27	16.A	CLOUTING SHOP	ZEYNEP BUTIK	F
28	16.B	CLOUTING SHOP	MANGO	F
29	16.C	CLOUTING SHOP	ORGANZA	F-M (UNISEX)
30	17.A	GLASS SHOP	KAYA OPTIK	------
31	17.B	CLOUTING SHOP	TOUDORS	M
32	17.C	SPORT SHOP	PUMA	F-M (UNISEX)
33	18	HOME SHOP	OLGUN STOR	-----
34	19	VILLA	-----	-----
35	20.A	RESTUARANT	PADDYS IRISH PUP	-----
36	20.B	-----	-----	-----
37	20.C	ACCESSORIES	SWAROUSKI	-----
38	20.D	ACCESSORIES	SWATCH	F-M (UNISEX)
39	20.E	ACCESSORIES	AKAY SAAT	F-M (UNISEX)
40	21.A	RESTAURANT	PASCUCCI	-----
41	21.B	-----	-----	-----
42	21.C	-----	-----	-----
43	21.D	TOYS SHOP	TOYZZ SHOP	K
44	21.E	CINEMA	AVENUE CINEMAX	-----
45	21.F	-----	-----	-----
46	21.G	CLOUTING SHOP	YARGICI	F
47	21.H	CLOUTING SHOP	STEFANEL	F
48	21.I	COSMETICS	BY MEMDUH ERDAL PERFUME	-----
49	21.J	CLOUTING SHOP	CARNAVALE	F-M (UNISEX)
50	21.K	BAR	ROXANNES	-----
51	22.A	JEWERLLY	ALTINBAS	-----
52	22.B	CLOUTING SHOP	NOVITA	F
53	22.C	SUPER MARKET	CONKAN MARKET	-----
54	22.D	KIDS WEAR	CLEMENTINE BABY KIDS	K
55	22.E	PHARMACY	AKTOLGA ECZANE	-----
56	22.F	COFFE	COFFE LAVAZA	-----

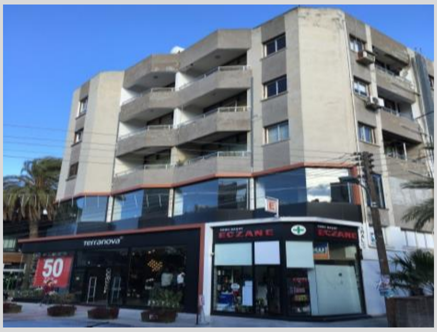
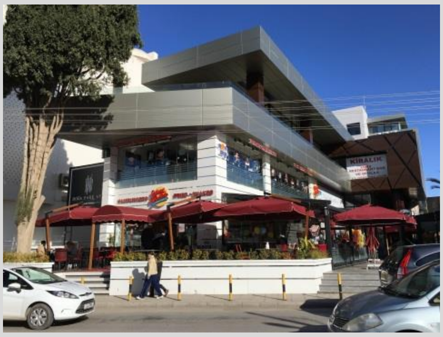
57	23.A	ACE CREAM	MARDO	-----
58	23.B	SPORT SHOP	NIKE	F-M (UNISEX)
59	23.C	COFEE	HASAN USTA	-----
60	24.A	RESTAURANT	KASAP DONER	-----
61	24.B	RESTAURANT	COFE ASKI	
62	25	HOME SHOP	OMAG LIMITED	-----
63	26	KIDS WEAR	DEREBOYU KIDS	K
64	27.A	CLOUTING SHOP	GARDROB	F
65	27.B	UNDERWEAR	DAGI PICAMA	F-M (UNISEX)
66	27.C	CLOUTING SHOP	PADIUM GIYIM	F
67	27.D	PHARMACY	CEVHER ECZANE	-----
68	28.A	CLOUTING SHOP	KIKIRIKI	F
69	28.B	ACCESSORIES	KISMET ACCESORI	-----
70	28.C	EXCHANGE	MONSTER	-----

Appendix B: Photographs of the Buildings

Appendix B1, B2: Photographs of the Buildings which are Located on Dereboyu Street

Appendix B1: Photograph of the buildings according to Group A which are located on North Side of Dereboyu Street

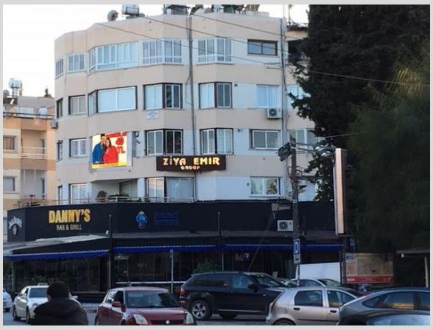
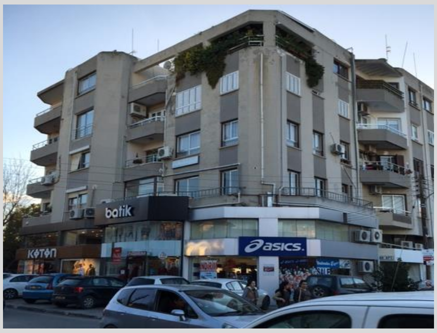
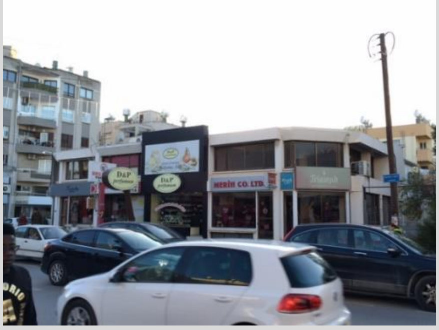
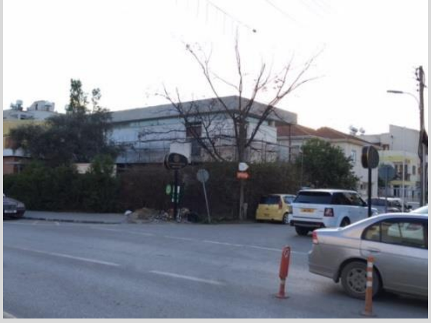
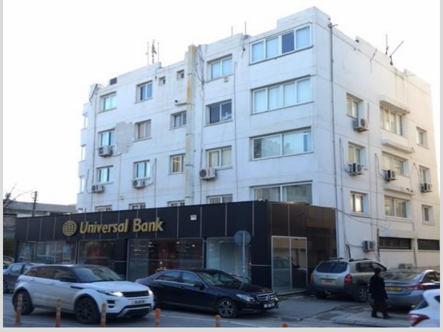
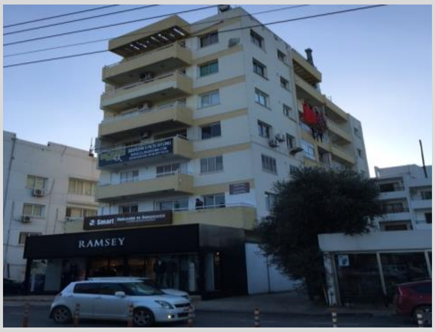
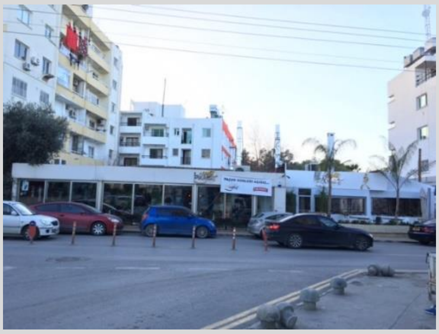
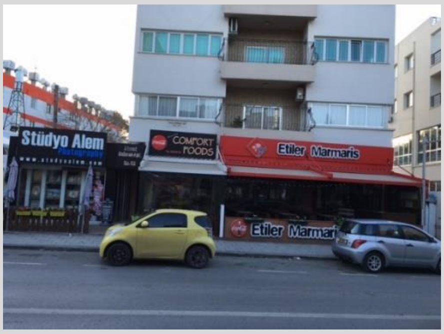
<table>
<tr><th colspan="4">Group A</th></tr>
<tr><th>No.</th><th>Photograph of the building</th><th>No.</th><th>Photograph of the building</th></tr>
<tr><td>1</td><td></td><td>2</td><td></td></tr>
<tr><td>3</td><td></td><td>4</td><td></td></tr>
<tr><td>5</td><td></td><td>6</td><td></td></tr>
<tr><td>7</td><td></td><td>8</td><td></td></tr>
</table>

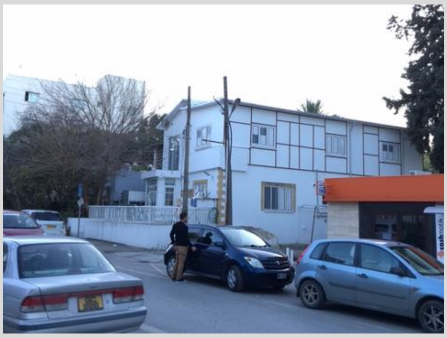
9		10	RE/MAX £ 100.000 TURKCELL
11		12	ABLUKA CYPRUS Gloria Jean's Coffees
13	Whirlpool PHILIPS indesit TOSHIBA	14	CALIFORIAN
15	 terranova 50 ECZANE	16	TADİLAT NEDENİYLE KAPALIYIZ. YENİ DEKORU İLE A HİZMETİNİZDEYİZ.
17		18	TOROS CENTER

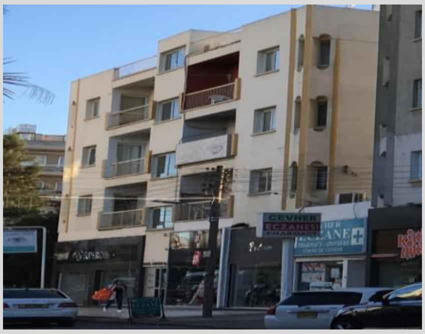
19		20	
21		22	
23		24	
25		26	
27		28	

29		30	
31		32	
33		34	AS-CAN SIGORTA
35		36	
37		38	

Appendix B2: Photograph of the buildings according to Group B which are located in South Side of Dereboyu Street

Group B			
No.	Photograph of the building	No.	Photograph of the building
1	 ZIYA EMIR DANNY'S	2	 batik KOTON asics
3	 D&P MERİC CO. LTD.	4	
5	 Universal Bank	6	 RAMSEY Smart
7		8	 Stüdyo Alem COMFORT FOODS Etiler Marmaris

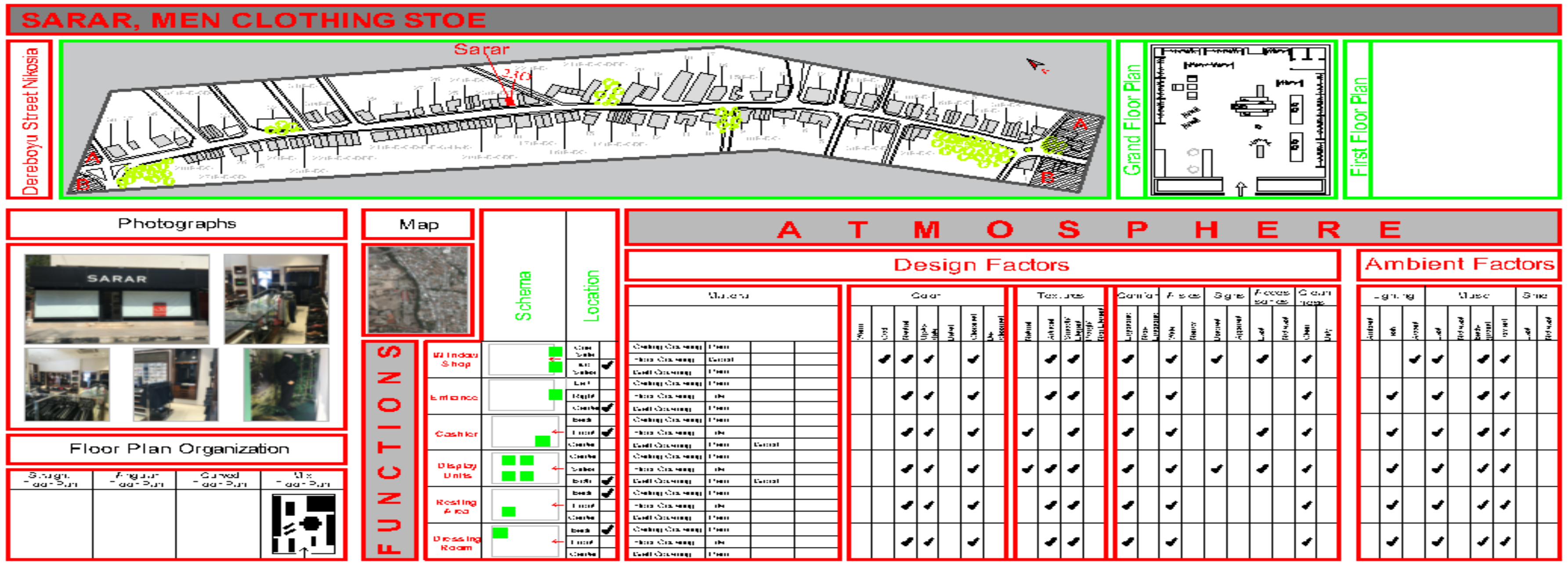
9	BURGER CITY	10	
11		12	NEAR EAST BANK
13	DECOCLASS reis Premier	14	
15	ROBERT'S COFFEE	16	
17	AKAY TUDORS PUMA	18	

19		20	pepsi AKAI SAAT
21		22	CANKAN MARKET clémentine baby & kids
23		24	
25		26	
27		28	dormen kismet MOONSTAR EXCHANGE DÖVİZ BÜROSU

Appendix C: Analysis Tables of Men Retail Clothing Stores

Appendix C1, C2, C3, C4, C5, C6: Analysis Tables of Men Retail Clothing Stores which are located on Dereboyu Street

Appendix C1: Analysis Table of Men Clothing Store


SARAR, MEN CLOTHING STOE
Dereboyu Street Nicosia
Sarar
Grand Floor Plan
First Floor Plan
Photographs
SARAR
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
Map
Schema
Location
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
One Side
Two Sides
Left
Right
Centre
Back
Front
Ceiling Covering
Floor Covering
Wall Covering
Paint
Tile
Materials
ATMOSPHERE
Design Factors
Ambient Factors
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanliness
Lighting
Music
Smell

EXPLANATION

Sarar, Men Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is the floor plan which is the combination of curved and angular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Combination of warm and neutral which are up-to-dated and classified are used in this part of the store. Textures are artificial and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, accent lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is no any sign and accessories in the entrance of the shop. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front left of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are natural and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Some accessories can be seen at the cashier of this store but there is no any sign in this part. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

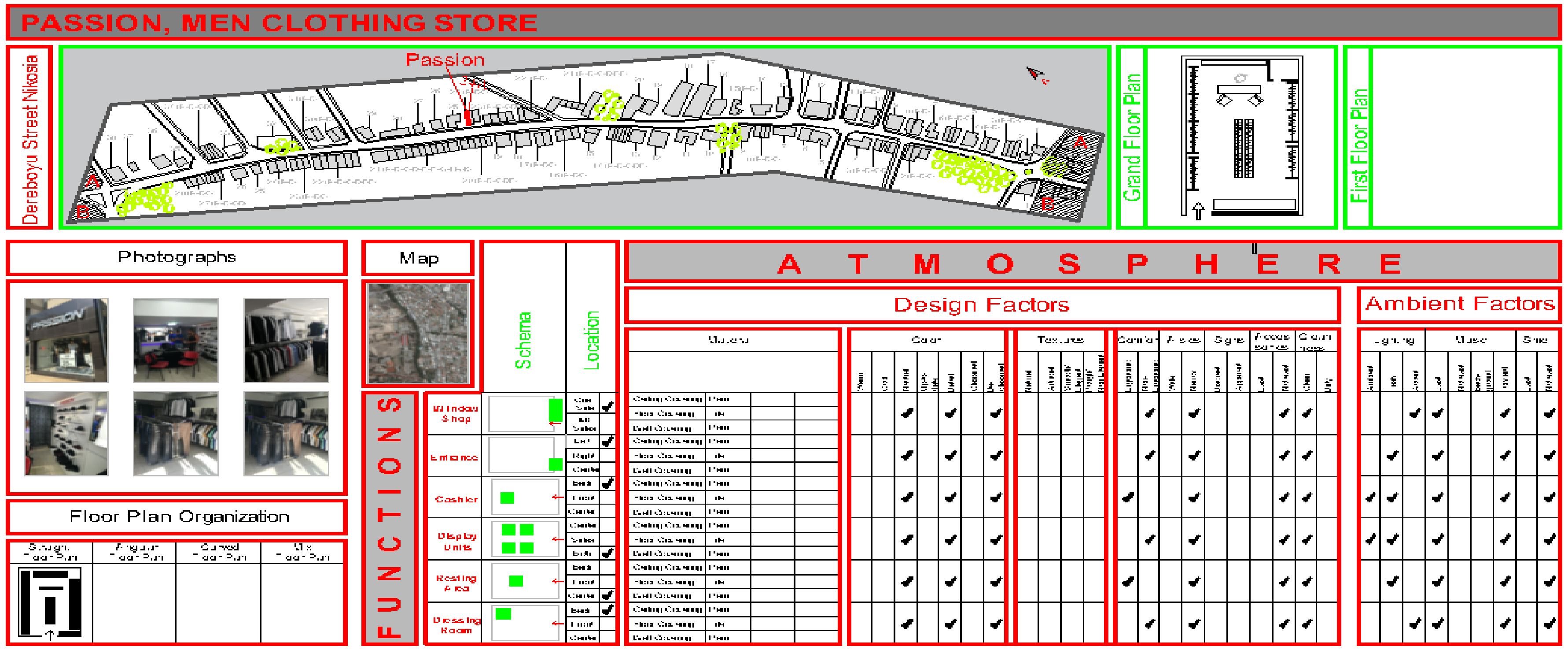
Display units are located at both sides and center of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. The textures which preferred in this parts are the combination of natural and artificial smooth textures. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in display units. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Resting area is located at the back left side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is no any sign and accessories in the resting area of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the back right side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is no any sign and accessories in the dressing rooms of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. Finally, it can mention that this store has a positive atmosphere for both users and staff.

Appendix C2: Analysis Table of Men Clothing Store


PASSION, MEN CLOTHING STORE
Dereboyu Street Nicosia
Passion
Grand Floor Plan
First Floor Plan
Photographs
Map
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
Schema
Location
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
ATMOSPHERE
Design Factors
Ambient Factors
Materials
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanliness
Lighting
Music
Smell

EXPLANATION

Passion, Men Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical and linear forms which used for arrangement of the display units.

Window shop of this store located right sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, accent lighting but there is no any smellers in this part.

Entrance is located at the left side of this store. Floor finishing of the entrance is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, accent lighting but there is no any smellers in this part.

Cashier is located at the center back side of the store. Floor finishing of the cashier is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, fast and ambient lighting but there is no any smellers in this part.

Display units are located at both sides and center of the store. Floor finishing of the display units is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, fast and ambient lighting but there is no any smellers in this part.

Resting area is located at the center of the store. Floor finishing of the resting area is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, fast lighting but there is no any smellers in this part.

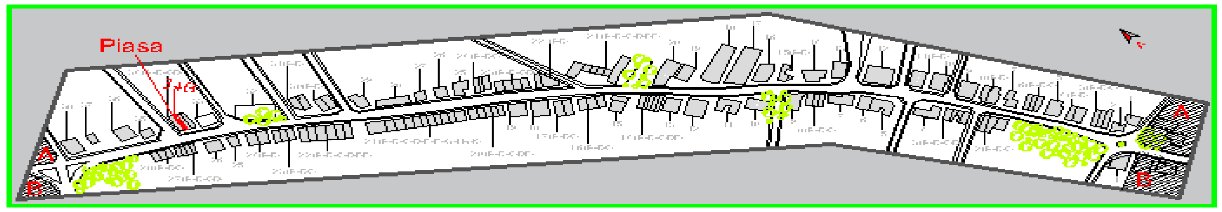
Dressing rooms are located at the back right side of the store. Floor finishing of the dressing room is from wood, ceilings and the walls are covered by paint and plaster. Neutral dated and de-classified colors used in this part of the store. There is no any usage of texture in this part. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like forward music, accent lighting but there is no any smellers in this part.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classified colors, no existence of texture, non-ergonomic of the objects and spaces, no existence of accessories and signs, forward music which can create uncomfortable sense for users and no existence of the smell. All these factors can create an unacceptable atmosphere in this store.

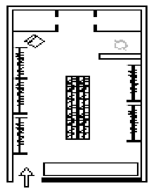
Appendix C3: Analysis Table of Men Clothing Store

PIASA, MEN CLOTHING STORE

Dereboyu Street Nikosia

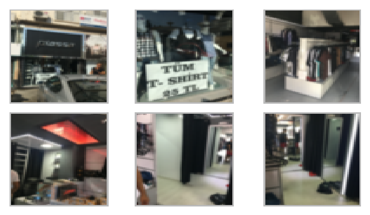


Grand Floor Plan

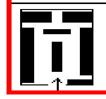


First Floor Plan

Photographs



Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

A T M O S P H E R E

FUNCTIONS

Functions	Location		Materials			
Window Shop	Right Side	✓	Ceiling Covering	Paint		
	Left Side		Floor Covering	[illegible]		
			Wall Covering	Paint		
Entrance	Left	✓	Ceiling Covering	Paint		
	Right		Floor Covering	[illegible]		
	Center		Wall Covering	Paint		
Cashier	Back	✓	Ceiling Covering	Paint		
	Front		Floor Covering	[illegible]		
	Center		Wall Covering	Paint		
Display Units	Center		Ceiling Covering	Paint		
	Sides		Floor Covering	[illegible]		
	Both	✓	Wall Covering	Paint	[illegible]	
Resting Area	Back	✓	Ceiling Covering	Paint		
	Front		Floor Covering	[illegible]		
	Center		Wall Covering	Paint		
Dressing Room	Back	✓	Ceiling Covering	Paint		
	Front		Floor Covering	[illegible]		
	Center		Wall Covering	Paint	[illegible]	

Design Factors

Functions	Color: Warm	Cool	Neutral	High-style	Dated	Classical	De-classed	Textures: Natural	Artificial	Smooth/Elegant	Rough/Not Elegant	Comfort: Ergonomic	Non-Ergonomic	Aisles: Wide	Narrow	Signs: Used	Not used	Accessories: Used	Not used	Cleanness: Clean	Dirty
Window Shop			✓		✓		✓						✓		✓		✓		✓	✓	
Entrance			✓		✓		✓						✓		✓				✓	✓	
Cashier			✓		✓		✓					✓			✓			✓		✓	
Display Units			✓		✓		✓		✓		✓	✓			✓				✓	✓	
Resting Area			✓		✓		✓					✓		✓					✓	✓	
Dressing Room			✓		✓		✓		✓		✓		✓	✓					✓		✓

Ambient Factors

Functions	Lighting: [illegible]	[illegible]	[illegible]	Music: [illegible]	[illegible]	[illegible]	[illegible]	Smell: [illegible]	[illegible]
Window Shop		✓		✓	✓				✓
Entrance		✓		✓	✓				✓
Cashier	✓	✓		✓	✓				✓
Display Units	✓	✓		✓	✓				✓
Resting Area		✓		✓	✓				✓
Dressing Room	✓	✓		✓	✓				✓

EXPLANATION

Piasa, Men Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical and linear forms which used for arrangement of the display units.

Window shop of this store located right sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are not ergonomic and aisle spaces are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, accent lightings but there is not any smell exists in this part.

Entrance is located at the left side of this store. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are not ergonomic and aisle spaces are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, accent lightings but there is not any smell exists in this part.

Cashier is located at the back right side of the store. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are ergonomic and aisle spaces are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, last and ambient lightings but there is not any smell exists in this part.

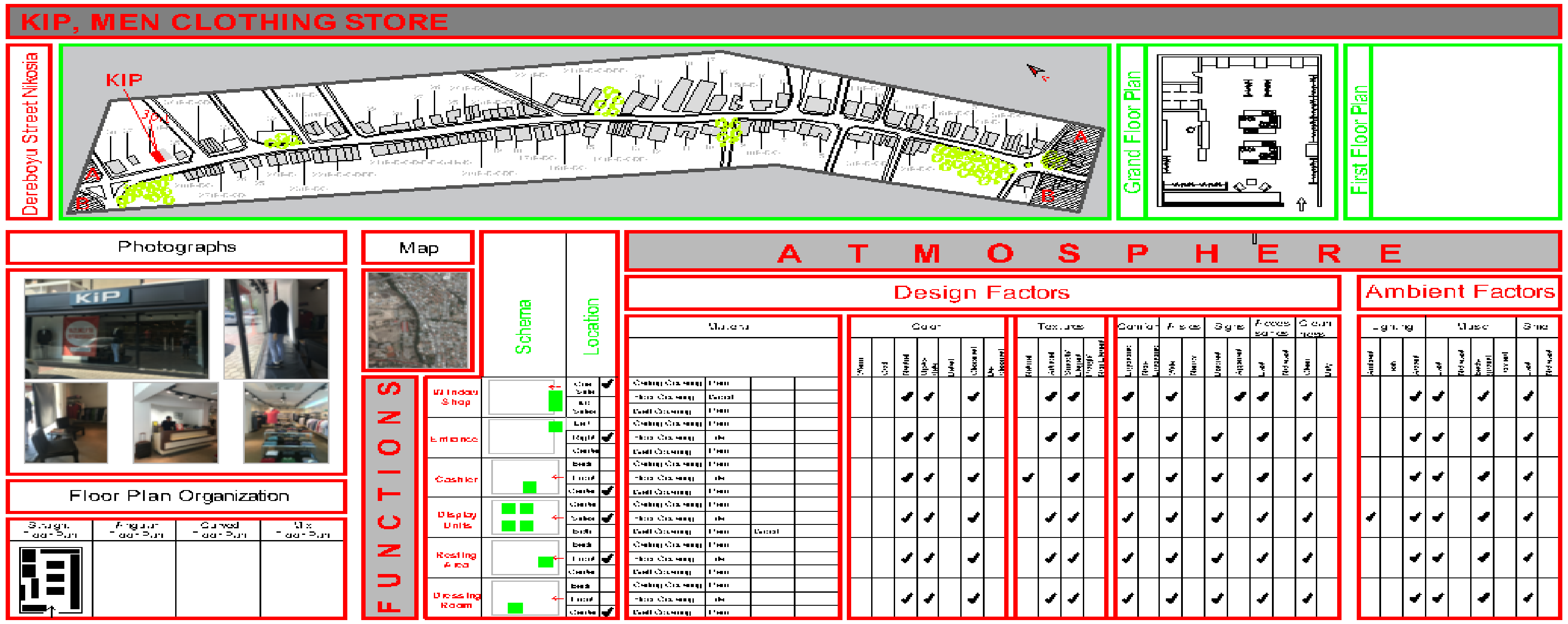
Display units are located at both sides and center of the store. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. Artificial rough and not elegant textures used in this part of the store. The sizes of the objects are ergonomic and aisle spaces are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, last and ambient lightings but there is not any smell exists in this part.

Resting area is located at the center of the store. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are ergonomic and aisle spaces are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, last lightings but there is not any smell exists in this part.

Dressing rooms are located at the back side of the store. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classed colors used in this part of the store. Artificial rough and not elegant textures used in this part of the store. The sizes of the objects are not ergonomic and aisle spaces are not wide enough and cleanness in this part. There is not any signs and accessories in this part of the store. The ambient factors are forward music, accent lightings but there is not any smell exists in this part.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classed colors, not existence of texture, non-ergonomic of the objects and spaces, not existence of accessories and signs, forward music which can create uncomfortable sense for users and not existence of the smell. All these factors can create an unacceptable atmosphere in this store.

Appendix C4: Analysis Table of Men Clothing Store



EXPLANATION

KIP, Men Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of different kinds of cubical and forms which used in display units of the store.

Window shop of this store located at right sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Combination of warm and neutral which are up-to-dated and classified are used in this part of the store. Textures are artificial and smooth elegant in this part of the store. The sizes of the objects are ergonomic and the aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, accent lightings and pleasant odor are existing in this part of the store.

Entrance is located at the left side of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth elegant in this part of the store. The sizes of the objects are ergonomic and the aisles are wide enough and clean in this part. There is not any sign and accessories in the entrance of the shop. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the left corner of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are natural and smooth elegant in this part of the store. The sizes of the objects are ergonomic and the aisles are wide enough and clean in this part. Some accessories can be seen at the cashier of this store but there is not any sign in this part. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. The textures which preferred in this parts are artificial smooth textures. . The sizes of the objects are ergonomic and the aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in display units. The ambient factors like background music, task and ambient lightings and pleasant odor are existing in this part of the store.

Resting area is located at the front left side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any sign and accessories in the resting area of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

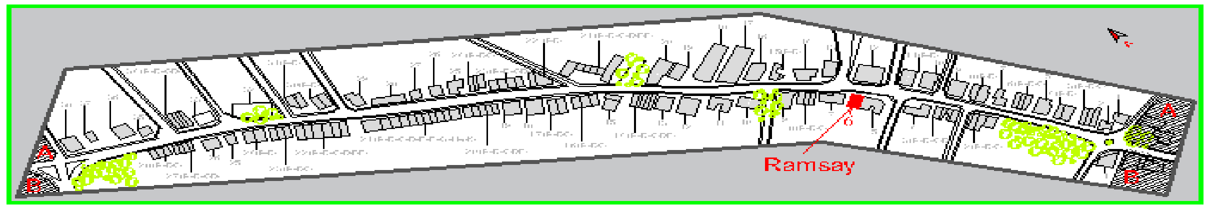
Dressing rooms are located at the left center side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. Textures are artificial and smooth elegant in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any sign and accessories in the dressing rooms of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. Finally, I can mention that this store has a positive atmosphere for both users and staff.

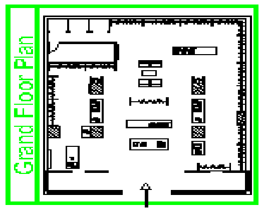
Appendix C5: Analysis Table of Men Clothing Store

RAMSEY, MEN CLOTHING STORE

Dereboyu Street Nikosia



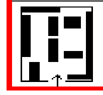
Grand Floor Plan



First Floor Plan

Photographs

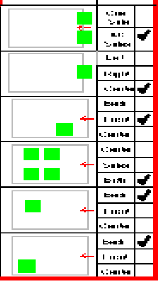
Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

FUNCTIONS

Schema



Functions	Location		Materials			
Window Shop	One Side		Ceiling Covering	Paint		
	Two Sides	✓	Floor Covering	Parquet		
			Wall Covering	Gypsum		
Entrance	Left		Ceiling Covering	Paint		
	Right		Floor Covering	Tile		
	Center	✓	Wall Covering	Glass		
Cashier	Back		Ceiling Covering	Paint		
	Front	✓	Floor Covering	Tile		
	Center		Wall Covering	Paint		
Display Units	Center		Ceiling Covering	Paint		
	Sides		Floor Covering	Tile		
	Both	✓	Wall Covering	Wood	Paint	
Resting Area	Back	✓	Ceiling Covering			
	Front		Floor Covering			
	Center		Wall Covering			
Dressing Room	Back	✓	Ceiling Covering	Paint		
	Front		Floor Covering	Carpet	Tile	
	Center		Wall Covering	Wallpaper	Paint	

A T M O S P H E R E

Design Factors

	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cold	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	Smooth/ Elegant	Rough/ Non-Elegant	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	[illegible]	[illegible]	Clean	Dirty
Window Shop			✓	✓		✓			✓		✓	✓		✓		✓		✓		✓	
Entrance			✓	✓		✓						✓		✓					✓	✓	
Cashier			✓	✓		✓							✓	✓		✓			✓	✓	
Display Units			✓	✓		✓			✓		✓	✓		✓					✓	✓	
Resting Area			✓	✓		✓						✓		✓					✓	✓	
Dressing Room			✓	✓		✓						✓		✓					✓	✓	

Ambient Factors

	Lighting			Music				Smell	
	Ambient	Task	Accent	[illegible]	[illegible]	Background	[illegible]	[illegible]	[illegible]
Window Shop		✓		✓		✓		✓	
Entrance		✓		✓		✓		✓	
Cashier		✓		✓		✓		✓	
Display Units		✓		✓		✓		✓	
Resting Area		✓		✓		✓		✓	
Dressing Room		✓		✓		✓		✓	

E X P L A N A T I O N

Ramsey, Men Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of block forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Combination of warm and neutral which are up-to-dated and classified are used in this part of the store. Textures are artificial and rough in the elegant in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, accent lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no any texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any sign and accessories in the entrance of the shop. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front left of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. There is no any texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed but there is no any accessories can be seen in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the cashier is from tile, ceilings are from paint plaster and the walls are covered by paint plaster and wood. Neutral, up-to-dated and classified colors are used in this part of the store. The textures which preferred in this parts are the combination of artificial rough in the elegant textures. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in display units. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Resting area is located at the back left side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no any texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any sign and accessories in the resting area of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

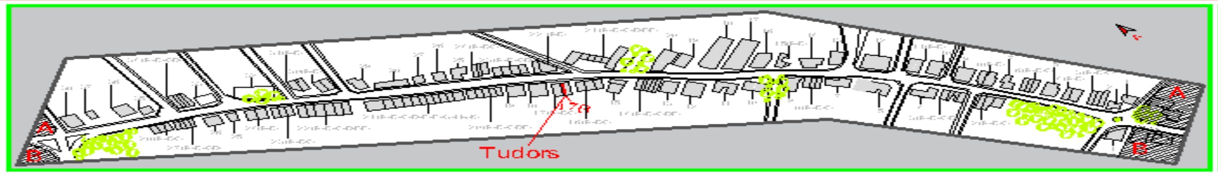
Dressing rooms are located at the back right side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no any texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any sign and accessories in the dressing rooms of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. Finally, it can mention that this store has a positive atmosphere for both users and staff.

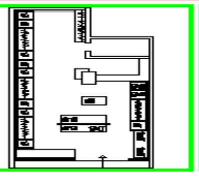
Appendix C6: Analysis Table of Men Clothing Store

TUDORS, MEN CLOTHING STORE

Dereboyu Street Nicosia



Grand Floor Plan



First Floor Plan

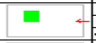
Photographs

Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan

FUNCTIONS

Functions	Schema	Location		Materials			
Window Shop		One Side	✓	Ceiling Covering	Paint		
		Two Sides		Floor Covering	Tile		
				Wall Covering	Paint		
Entrance		Left		Ceiling Covering	Paint		
		Right	✓	Floor Covering	Tile		
		Center		Wall Covering	Paint		
Cashier		Back		Ceiling Covering	Paint		
		Front		Floor Covering	Tile		
		Center	✓	Wall Covering	Paint		
Display Units		Center		Ceiling Covering	Paint		
		Sides	✓	Floor Covering	Tile		
		Both		Wall Covering	Paint		
Resting Area		Back		Ceiling Covering			
		Front		Floor Covering			
		Center		Wall Covering			
Dressing Room		Back	✓	Ceiling Covering	Paint		
		Front		Floor Covering	Tile		
		Center		Wall Covering	Paint		

A T M O S P H E R E

Design Factors

Functions	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	[illegible]	Dated	Classical	De-classical	Natural	Artificial	[illegible]	[illegible]	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	Lack	Redundant	Clean	Dirty
Window Shop			✓		✓		✓	✓	✓	✓			✓		✓		✓			✓	
Entrance			✓		✓		✓						✓		✓					✓	
Cashier			✓		✓		✓					✓		✓						✓	
Display Units			✓		✓		✓	✓		✓			✓		✓		✓			✓	
Resting Area																					
Dressing Room			✓		✓		✓						✓		✓					✓	

Ambient Factors

Functions	Lighting			Music				Smell	
	[illegible]	[illegible]	[illegible]	Low	Redundant	[illegible]	[illegible]	Lack	Redundant
Window Shop		✓		✓		✓			✓
Entrance		✓		✓		✓			✓
Cashier		✓		✓		✓			✓
Display Units		✓		✓		✓			✓
Resting Area									
Dressing Room		✓		✓		✓			✓

EXPLANATION

Tudors, Men Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical and linear forms which used for arrangement of the display units.

Window shop of this store located at left side of the entrance door. Floor finishing of the window shop is tile, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classified colors used in this part of the store. The combination of natural and artificial and smooth elegant textures used in this part of the store. The sizes of the objects are not ergonomic and aisles are not wide enough to clean in this part. Accent signs used in here and there is not any accessories in this part of the store. The ambient factors like lowered music, easy lightings but there is not any smell exists in this part.

Entrance is located at the right side of this store. Floor finishing of the entrance is tile, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classified colors used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are not ergonomic and aisles are not wide enough to clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like lowered music, easy lightings but there is not any smell exists in this part.

Cashier is located at the center of the store. Floor finishing of the cashier is tile, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classified colors used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough to clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like lowered music, easy lightings but there is not any smell exists in this part.

Display units are located at both sides and center of the store. Floor finishing of the display units is tile, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classified colors used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are not ergonomic and aisles are not wide enough to clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like lowered music, easy lightings but there is not any smell exists in this part.
Resting area is not existing in this store.

Dressing rooms are located at the back right side of the store. Floor finishing of the dressing rooms is tile, ceilings and the walls are covered by paint and plaster. Neutral, dated and de-classified colors used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are not ergonomic and aisles are not wide and clean enough in this part. There is not any signs and accessories in this part of the store. The ambient factors like lowered music, easy lightings but there is not any smell exists in this part.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classified colors, no existence of texture, non-ergonomic of the objects and spaces in some parts of the store, no existence of accessories and signs, lack of smell also is one of the factors which affected the atmosphere of this store. All these factors can create an un-acceptable atmosphere in this store.

Appendix D: Analysis Tables of Women Retail Clothing Stores

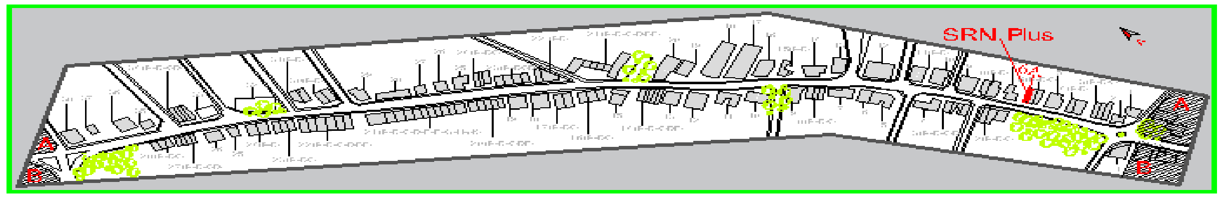
Appendix D1, D2, D3, D4, D5, D6, D7, D8, D9, D11, D12, D13:

Analysis Tables of Women Retail Clothing Stores which are located on Dereboyu Street

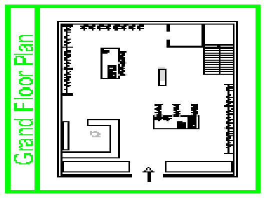
Appendix D1: Analysis Table of Women Clothing Store

SRN PLUS, WOMEN CLOTHING STORE

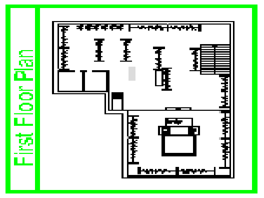
Dereboyu Street Nicosia



Grand Floor Plan

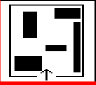


First Floor Plan



Photographs

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

FUNCTIONS

A T M O S P H E R E

Design Factors

Ambient Factors

Functions	Location		Material		Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness		Lighting			Music				Smell	
					Warm	Cool	Neutral	Up-to-date	Dated	Classified	Un-classified	Natural	Artificial	[illegible]	[illegible]	Ergonomic	Non-Ergonomic	Wide	Narrow	Discard	[illegible]	[illegible]	[illegible]	Clean	Dirty	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Window Shop	One Side		Ceiling Covering	Paint		✓	✓		✓		✓		✓	✓		✓		✓		✓			✓	✓			✓		✓				✓	
	Two Sides	✓	Floor Covering	Wood																														
			Wall Covering	Glass																														
Entrance	Left		Ceiling Covering	Paint			✓						✓	✓		✓		✓		✓			✓	✓			✓		✓				✓	
	Right		Floor Covering	Tile																														
	Center	✓	Wall Covering	Paint																														
Cashier	Back		Ceiling Covering	Paint			✓	✓		✓		✓		✓		✓		✓		✓			✓	✓			✓		✓				✓	
	Front	✓	Floor Covering	Tile																														
	Center		Wall Covering	Paint Plaster																														
Display Units	Center		Ceiling Covering	Paint	✓		✓	✓		✓			✓	✓		✓		✓		✓			✓	✓			✓		✓				✓	
	Sides		Floor Covering	Tile Laminate																														
	Both	✓	Wall Covering	Paint Plaster																														
Resting Area	Back		Ceiling Covering																															
	Front		Floor Covering																															
	Center		Wall Covering																															
Dressing Room	Back	✓	Ceiling Covering	Paint			✓				✓		✓	✓		✓		✓		✓			✓	✓			✓		✓				✓	
	Front		Floor Covering	Tile Laminate																														
	Center		Wall Covering	Paint																														

EXPLANATION

SRN Plus, Women Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical and linear forms which used for arrangement of the display units.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings is from paint plaster and the walls are covered by paint and glass. Neutral and cool colors used in the window shop of this store which are dated and de-classified. Natural elegant textures are used in window shop also. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in this window shop. The ambient factors like background music, [illegible] lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, dated and classified colors are used in this part of the store. The texture which used for this part of the store are artificial and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in the entrance of this shop. The ambient factors like background music, [illegible] lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front left side of the store. Floor finishing of the cashier is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors used at the cashier of this store. The texture which used for this part of the store is natural and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in the cashier of this store. The ambient factors like background music, [illegible] lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the display units is from tile and laminate, ceilings are paint plaster and the walls are covered by glass and paint. Combination of warm and neutral colors can be seen in this store which are up-to-date and classified. The textures which preferred in this parts are the combination of natural, artificial smooth textures. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in display units of this store. The ambient factors like background music, [illegible] lightings and pleasant odor are existing in this part of the store.

Resting area is not existing in this store.

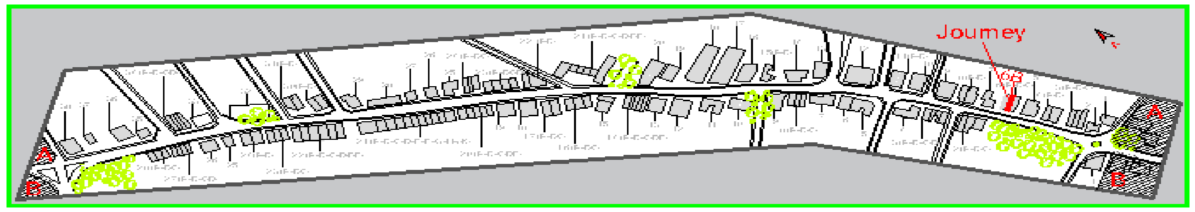
Dressing rooms are located at the back right side of the store. Floor finishing of the Dressing rooms is from laminate and tile, ceilings and the walls are covered by paint plaster. Neutral, dated and declassified colors can be seen in dressing rooms of this store. The texture which used for this part of the store is artificial and [illegible] smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in dressing rooms of this store. The ambient factors like background music, [illegible] lightings and pleasant odor are existing in this part of the store.

Generally, this store has a ordinal and common interior design which can be seen in many similar stores. The colors which preferred in this store are neutral but they are unclassified and dated mostly which can affect the atmosphere of this store in a wrong way. The ergonomic factors and the wideness of the aisles can affect the atmosphere of the shop in a positive ways. Ambient factors which used in this store are proper in terms of atmosphere factors of the store, they are not affecting the store in a wrong way. Generally it can be mention that, except the color usage of this store, other factors are proper for this store, but the lack of existing signs is a negative factor which can affect the customers to don't feel comfort in this store.

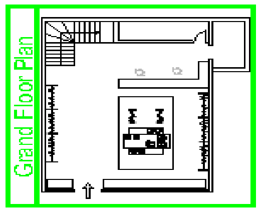
Appendix D2: Analysis Table of Women Clothing Store

JOURNEY, WOMEN CLOTHING STORE

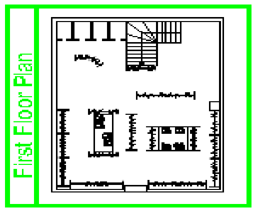
Dereboyu Street Nikosia



Grand Floor Plan



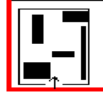
First Floor Plan



Photographs

Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

A T M O S P H E R E

Design Factors | Ambient Factors

FUNCTIONS	Location		Materials			Color: Warm	Color: Cold	Color: Neutral	Color: [illegible]	Color: [illegible]	Color: [illegible]	Color: [illegible]	Textures: Natural	Textures: Artificial	Textures: [illegible]	Textures: [illegible]	Comfort: Ergonomic	Comfort: Non-Ergonomic	Aisles: Wide	Aisles: Narrow	Signs: [illegible]	Signs: [illegible]	Accessories: [illegible]	Accessories: [illegible]	Cleanliness: Clean	Cleanliness: Dirty	Lighting: [illegible]	Lighting: [illegible]	Lighting: [illegible]	Music: [illegible]	Music: [illegible]	Music: [illegible]	Music: [illegible]	Smell: [illegible]	Smell: [illegible]
Window Shop	One Side Two Sides	✓ 	Ceiling Covering Floor Covering Wall Covering	Paint Laminate Glass				✓	✓		✓			✓	✓		✓		✓		✓		✓		✓			✓		✓		✓			✓
Entrance	Left Right Center	✓ 	Ceiling Covering Floor Covering Wall Covering	Paint Tile Paint				✓	✓		✓			✓	✓		✓		✓					✓	✓			✓		✓		✓			✓
Cashier	Back Front Center	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint Tile Paint				✓	✓		✓			✓	✓		✓		✓					✓	✓			✓		✓		✓			✓
Display Units	Center Sides Both	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint Tile Paint	 Laminate 		✓	✓	✓		✓			✓	✓		✓		✓		✓			✓	✓			✓		✓		✓			✓
Resting Area	Back Front Center		Ceiling Covering Floor Covering Wall Covering																																
Dressing Room	Back Front Center	✓ 	Ceiling Covering Floor Covering Wall Covering	Paint Tile Paint	 Carpet 	✓		✓	✓		✓			✓	✓		✓		✓					✓	✓			✓		✓		✓			✓

EXPLANATION

Journy, Women Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is in a floor plan which is the combination of cubic and circular forms which used in display units of this store.

Window shop of this store located right side of the entrance door. Floor finishing of the window shop is from laminate, ceilings is from paint plaster and the walls are covered by paint plaster and glass. Neutral, [illegible] and glass led colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth texture again. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, task lightings existing in this part of the store but there is no any smell.

Entrance is located at the left side of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, [illegible] and glass led colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth texture again. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any sign and accessories in the entrance of the shop. The ambient factors like background music, task lightings existing in this part of the store but there is no any smell.

Cashier is located at the center of the store. Floor finishing of the cashier is from tile, ceilings and the walls are covered by paint plaster. Neutral, [illegible] and glass led colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth texture again. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any sign and accessories in the cashier of the store. The ambient factors like background music, task lightings existing in this part of the store but there is no any smell.

Display units are located at both sides and center of the store. Floor finishing of the display units is from tile, ceilings and the walls are covered by paint plaster. The combination of cool and Neutral can be seen in this part which are [illegible] and glass led. The texture which used for this part of the store is artificial and smooth texture again. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Displayed signs can be seen in display units of the store but there is no any accessories in this part. The ambient factors like background music, task lightings existing in this part of the store but there is no any smell.

Resting area does not exist in this store.

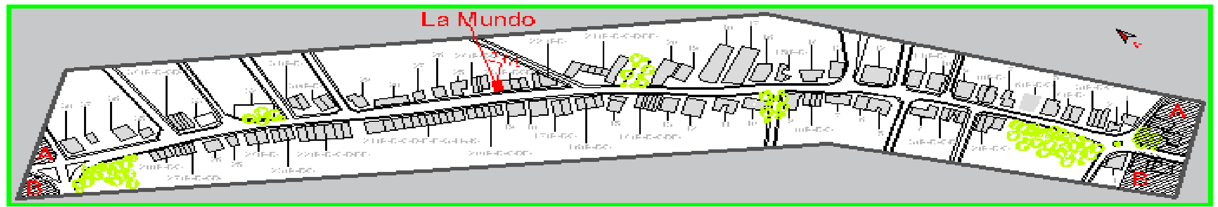
Dressing rooms are located at the back left side of the store. Floor finishing of the dressing rooms are from tile, ceilings and the walls are covered by paint plaster. The combination of warm and Neutral can be seen in this part which are [illegible] and glass led. The texture which used for this part of the store is artificial and smooth texture again. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part. The ambient factors like background music, task lightings existing in this part of the store but there is no any smell.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the glass led and [illegible] colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. Finally, I can mention that this store has a positive atmosphere for both users and staff, but the lack of existing smell is a negative factor which can affect the customers to don't feel comfort in this store.

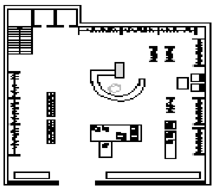
Appendix D3: Analysis Table of Women Clothing Store

LA MONDO, WOMEN CLOTHING STORE

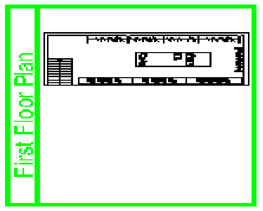
Dereboyu Street Nikosia



Grand Floor Plan

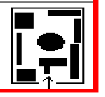


First Floor Plan



Photographs

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

FUNCTIONS

Function	Schema	Location		Material			
Window Shop		One Side		Ceiling Covering	Paint		
		Two Sides	✓	Floor Covering	Wood		
				Wall Covering	Paint		
Entrance		Left		Ceiling Covering	Paint		
		Right		Floor Covering	Tile		
		Center	✓	Wall Covering	Paint		
Cashier		Back		Ceiling Covering	Paint		
		Front	✓	Floor Covering	Tile		
		Center		Wall Covering	Paint		
Display Units		Center		Ceiling Covering	Paint		
		Sides		Floor Covering	Tile	Wood	
		Both	✓	Wall Covering	Wood	Textile	
Resting Area		Back	✓	Ceiling Covering	Paint		
		Front		Floor Covering	Tile		
		Center		Wall Covering	Curtain		
Dressing Room		Back	✓	Ceiling Covering	Paint		
		Front		Floor Covering	Carpet		
		Center		Wall Covering	Paint		

A T M O S P H E R E

Design Factors

Function	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	Unsaturated	[illegible]	Classified	Un-classified	Natural	Artificial	Smooth/Elegant	Rough/Non-elegant	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	Lack	[illegible]	Clean	Dirty
Window Shop			✓	✓		✓			✓	✓		✓		✓			✓		✓	✓	
Entrance			✓	✓		✓			✓	✓		✓		✓					✓	✓	
Cashier	✓		✓	✓		✓			✓	✓		✓		✓					✓	✓	
Display Units			✓	✓		✓			✓	✓		✓		✓					✓	✓	
Resting Area			✓	✓		✓			✓	✓		✓		✓					✓	✓	
Dressing Room			✓	✓		✓			✓	✓		✓		✓				✓	✓	✓	

Ambient Factors

Function	Lighting			Music				Smell	
	[illegible]	Fast	[illegible]	[illegible]	[illegible]	Background	[illegible]	Lack	[illegible]
Window Shop		✓		✓					✓
Entrance		✓		✓					✓
Cashier		✓		✓					✓
Display Units	✓	✓		✓					✓
Resting Area		✓		✓					✓
Dressing Room		✓		✓					✓

EXPLANATION

La Mondo, Women Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of cubical and circular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings and the walls are covered by paint and plaster. Neutral, unsaturated and classified colors are used in this part of the store. Artificial and smooth-elegant textures are used in window shop of this store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The accent signs are existing but there is not any accessories in this window shop. The ambient factors like forward music, fast lightings and but there is not any smell in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, unsaturated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, fast lightings and but no smell in this part of the store.

Cashier is located at left front of the store. Floor finishing of the cashier is from tile, ceilings and the walls are covered by paint and plaster. Warm and Neutral, unsaturated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are not ergonomic but aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, fast lightings but not any smell existing in this part of the store.

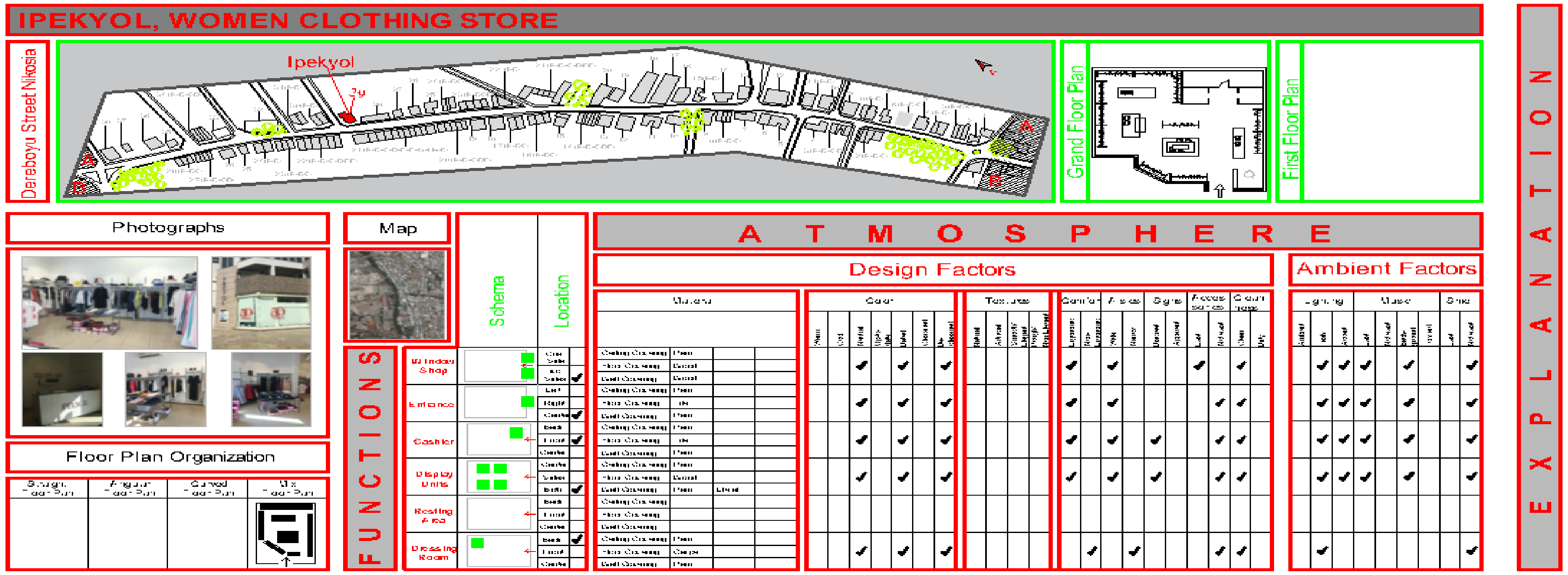
Display units are located at both sides and center of the store. Floor finishing of the display units are from wood and tile, ceilings are covered by paint plaster and walls are covered by wood and textile. Neutral, unsaturated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, fast and ambient lightings and but no smell in this part of the store.

Resting area is located at the center back of the store. Floor finishing of the resting room is from tile, ceilings are covered by paint plaster and walls are finished by curtain. Neutral, unsaturated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, fast lightings and but no smell in this part of the store.

Dressing rooms are located at the back left side of the store. Floor finishing of the dressing room is from carpet, ceilings and the walls are covered by paint plaster. Neutral, unsaturated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There are not any signs in this part but some accessories can be seen here. The ambient factors like forward music, fast lightings and but no smell in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and unsaturated colors with artificial smooth textures. As another factor which affected the atmosphere of the store is the usage of ambient factors like music and different kinds of lighting. But there are some negative factors which affected the atmosphere of this store [illegible] absence of smell, accent sign in window shop and lack of accessories in all around the store. But generally the atmosphere of this store is positive for both consumer and staff.

Appendix D4: Analysis Table of Women Clothing Store


IPEKYOL, WOMEN CLOTHING STORE
Dereboyu Street Nicosia
Ipekyol
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
Floor Plan Organization
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
A T M O S P H E R E
Design Factors
Ambient Factors
Materials
Color
Textures
Comfort
Aisles
Signs
Accessories
Clean-ness
Lighting
Music
Smell
EXPLANATION

Ipekyol, Women Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of curved and angular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings is from [illegible] and the walls are covered by wood. Neutral colors used in this store which are dated and de-classified. There is no any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs but accessories existing in this part. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by [illegible]. Neutral colors used in this store which are dated and de-classified. There is no any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs but accessories existing in this part. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front right of the store. Floor finishing of the cashier is from tile, ceilings and walls are from [illegible]. Neutral colors used in this store which are dated and de-classified. There is no any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discrete signs are exist but no accessories are in this part. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

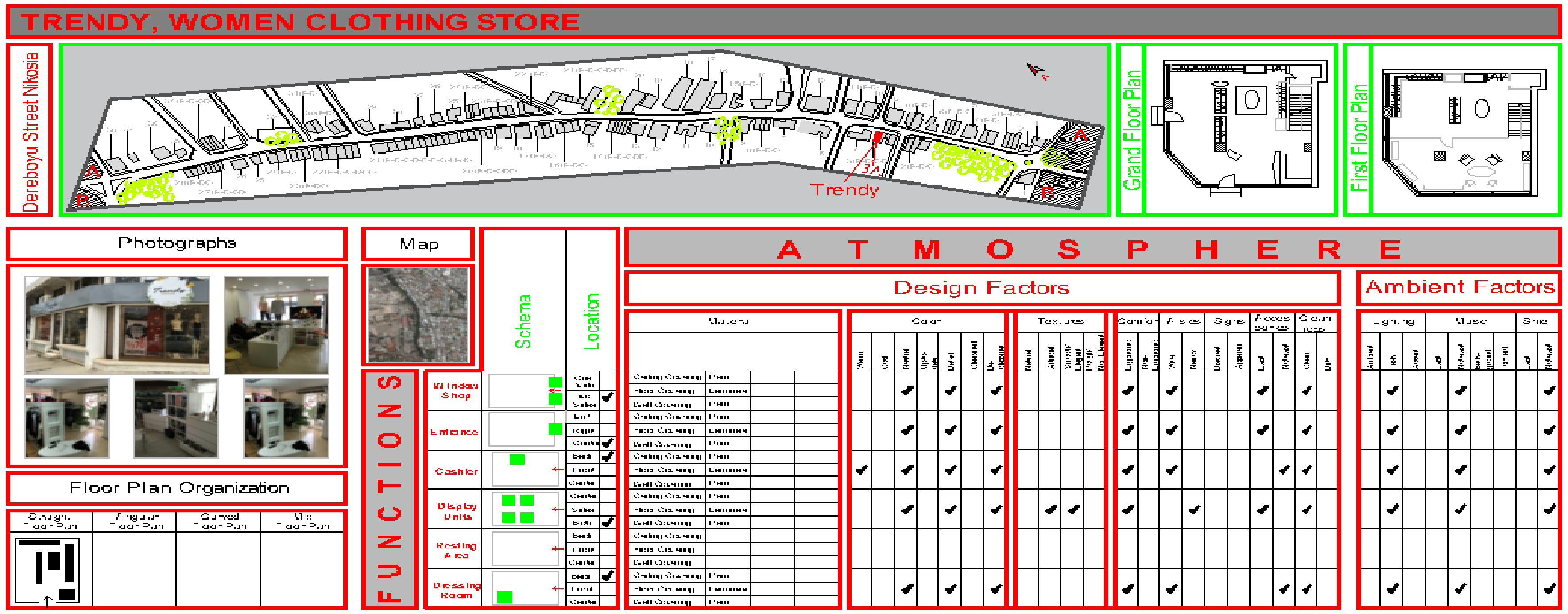
Display units are located at both sides and center of the store. Floor finishing of the cashier is from wood, ceilings are from [illegible] and the walls are covered by [illegible] and metal. Neutral colors used in this store which are dated and de-classified. There is no any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discrete signs are exist but no accessories are in this part. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Resting area is not existing in this store.

Dressing rooms are located at the back right side of the store. Floor finishing of the cashier is from carpet, ceilings and walls are covered by [illegible]. Neutral colors used in this store which are dated and de-classified. There is no any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs but accessories existing in this part. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classified colors, nonexistence of resting area and also no existence of texture, No usage of accessories and signs, not using theme in the store which can create uncomfortable sense for users and no existence of the theme. All these factors can create an unacceptable atmosphere in this store.

Appendix D5: Analysis Table of Women Clothing Store



EXPLANATION

Trendy, Women Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of display items which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from laminate, ceilings and walls are covered by paint plaster. Neutral, dated and de-classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is not any signs but accessories can be seen in this part of the store. According to the ambient factors, task lighting is used in this part but there is not any existence of music and smell.

Entrance is located at the center of this store. Floor finishing of the window shop is from laminate, ceilings and walls are covered by paint plaster. Neutral, dated and de-classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is not any signs but accessories can be seen in this part of the store. According to the ambient factors, task lighting is used in this part but there is not any existence of music and smell.

Cashier is located at the back right side of the store. Floor finishing of the window shop is from laminate, ceilings and walls are covered by paint plaster. Combination of warm and neutral colors can be seen in this store which are dated and de-classified. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is not any signs and accessories in this part of the store. According to the ambient factors, task lighting is used in this part but there is not any existence of music and smell.

Display units are located at both sides and center of the store. Floor finishing of the window shop is from laminate, ceilings and walls are covered by paint plaster. Neutral, dated and de-classified colors are used in this part of the store. Artificial smooth elegant textures used in this part of the store. The sizes of the objects are ergonomic but aisle spaces are not wide enough but clean in this part. There is not any signs but accessories can be seen in this part of the store. According to the ambient factors, task lighting is used in this part but there is not any existence of music and smell.

Resting area is not existing in this store.

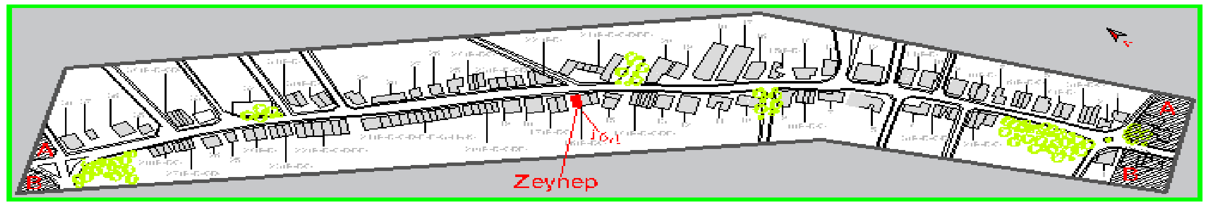
Dressing rooms are located at the back left side of the store. Floor finishing of the window shop is from laminate, ceilings and walls are covered by paint plaster. Neutral, dated and de-classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is not any signs but accessories can be seen in this part of the store. According to the ambient factors, task lighting is used in this part but there is not any existence of music and smell.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classified colors, no existence of texture, narrow aisles between display units, no existence of accessories and signs, lack of music and smell. All these factors can create an unacceptable atmosphere in the store.

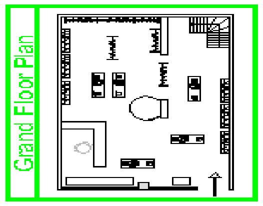
Appendix D6: Analysis Table of Women Clothing Store

ZEYNEP, WOMEN CLOTHING STORE

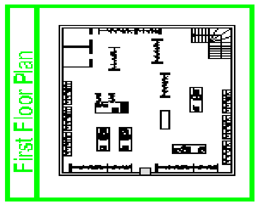
Dereboyu Street Nikosia



Grand Floor Plan



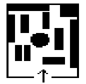
First Floor Plan



Photographs

Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

A T M O S P H E R E

FUNCTIONS

Function	Location	Materials							Design Factors																		Ambient Factors								
			Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness		Lighting			Music				Smell	
			Warm	Cool	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	[illegible]	[illegible]	Ergonomic	Non-ergonomic	Wide	Narrow	[illegible]	[illegible]	Lack	Reduced	Clean	Dirty	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	Lack	Reduced
Window Shop	Both Sides ✓ In Center	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓	✓			✓	✓		✓				✓		✓			✓		✓		✓			✓
Entrance	Left Right ✓ Center	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓					✓		✓					✓	✓			✓		✓		✓			✓
Cashier	Back Front ✓ Center	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓	✓		✓			✓	✓					✓	✓			✓		✓		✓			✓
Display Units	Center Sides Both ✓	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓	✓		✓		✓		✓					✓		✓		✓		✓		✓			✓
Resting Area	Back ✓ Front Center	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓					✓		✓					✓	✓			✓		✓		✓			✓
Dressing Room	Back Front Center ✓	Ceiling Covering: Wood Floor Covering: Tile Wall Covering: Paint			✓		✓		✓					✓		✓					✓		✓		✓		✓		✓			✓

E X P L A N A T I O N

Zeynep, Women Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of cubical and circular forms which used for arrangement of the display units.

Window shop of this store located at sides of the entrance door. Floor finishing of the window shop is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part of the store. Textures are natural and rough in this part of the store. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is not any signs but some accessories can be seen in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

Entrance is located at the right side of this store. Floor finishing of the entrance is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are not ergonomic and also aisles are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

Cashier is located at the front left side of the store. Floor finishing of the window shop is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part of the store. Textures are natural and smooth again in this part of the store. The sizes of the objects are not ergonomic but aisles are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

Display units are located at both sides and center of the store. Floor finishing of the window shop is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part of the store. Textures are natural and smooth again in this part of the store. The sizes of the objects are ergonomic and also aisles are not wide and clean enough in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

Resting area is located at the back right side of the store. Floor finishing of the window shop is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are not wide enough but clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

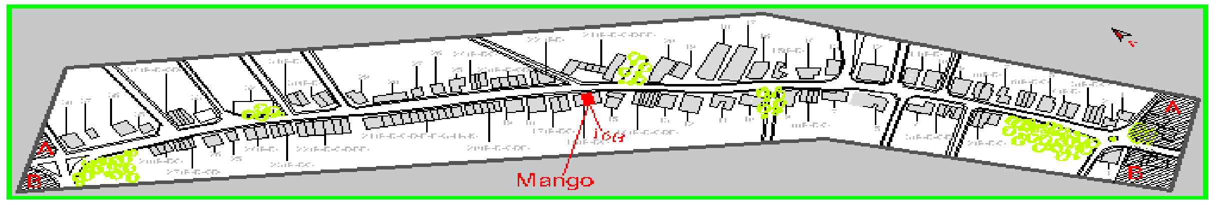
Dressing rooms are located at the center side of the store. Floor finishing of the window shop is from tile, ceilings from wood and walls are covered by paint plaster. Neutral dated and de-classified colors used in this part. There is not any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are wide enough but not clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lighting but there is not any smell exists in this part.

Generally, this store has not successful interior design because of the negative factors which can affect the atmosphere of the store. These negative factors are dated and de-classified colors, no existence of texture in many parts, non-ergonomic of the objects and spaces in cashier, no existence of accessories and signs, lack of smell which can create uncomfortable sense for users. All these factors can create an unacceptable atmosphere in this store.

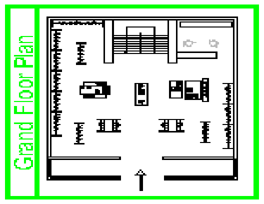
Appendix D7: Analysis Table of Women Clothing Store

MANGO, WOMEN CLOTHING STORE

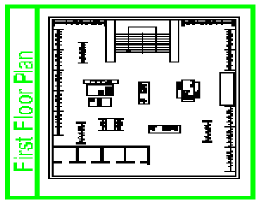
Dereboyu Street Nicosia



Grand Floor Plan



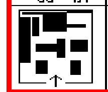
First Floor Plan



Photographs

Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

FUNCTIONS

Function	Location		Materials			
Window Shop	One Side		Ceiling Covering	Plaster		
	Two Sides	✓	Floor Covering	Carpet		
			Wall Covering	Wood		
Entrance	Left		Ceiling Covering	Plaster		
	Right		Floor Covering	Tile		
	Center	✓	Wall Covering	Wood		
Cashier	Back	✓	Ceiling Covering	Plaster		
	Front		Floor Covering	Tile		
	Center		Wall Covering	Wood		
Display Units	Center		Ceiling Covering	Plaster		
	Sides		Floor Covering	Tile		
	Both	✓	Wall Covering	Wood	Paint	
Resting Area	Back		Ceiling Covering			
	Front		Floor Covering			
	Center		Wall Covering			
Dressing Room	Back	✓	Ceiling Covering	Plaster		
	Front		Floor Covering	Tile		
	Center		Wall Covering	Wood	[illegible]	

A T M O S P H E R E

Design Factors

	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	[illegible]	[illegible]	[illegible]	[illegible]	Natural	Artificial	[illegible]	[illegible]	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	[illegible]	[illegible]	Clean	Dirty
Window Shop			✓	✓		✓		✓	✓	✓		✓		✓		✓		✓		✓	
Entrance			✓	✓		✓						✓		✓					✓	✓	
Cashier			✓	✓		✓		✓		✓		✓		✓					✓	✓	
Display Units			✓	✓		✓		✓		✓		✓		✓		✓		✓		✓	
Resting Area																					
Dressing Room			✓	✓		✓		✓		✓		✓		✓				✓		✓	

Ambient Factors

	Lighting			Music				Smell	
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Window Shop		✓	✓	✓			✓	✓	
Entrance		✓		✓			✓	✓	
Cashier		✓		✓			✓	✓	
Display Units	✓	✓		✓			✓	✓	
Resting Area									
Dressing Room		✓		✓			✓	✓	

EXPLANATION

Mango, Women Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from carpet, ceilings are from gypsum plaster and the walls are covered by wood. Neutral colors which are cool-colored and glass led are used in this part of the store. Combination of natural and artificial textures used in this part which are smooth-elegant in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like forward music, accent and task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings are from gypsum plaster and the walls are covered by wood. Neutral colors which are cool-colored and glass led are used in this part of the store. There is not any texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the back right of the store. Floor finishing of the entrance is from tile, ceilings are from gypsum plaster and the walls are covered by wood. Neutral colors which are cool-colored and glass led are used in this part of the store. Textures are natural and smooth-elegant in this part. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part. The ambient factors like forward music, task lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the entrance is from tile, ceilings are from gypsum plaster and the walls are covered by wood and paint. Neutral colors which are cool-colored and glass led are used in this part of the store. Textures are natural and smooth-elegant in this part. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like forward music, accent and ambient lightings and pleasant odor are existing in this part of the store.

Resting area is not existing in this store.

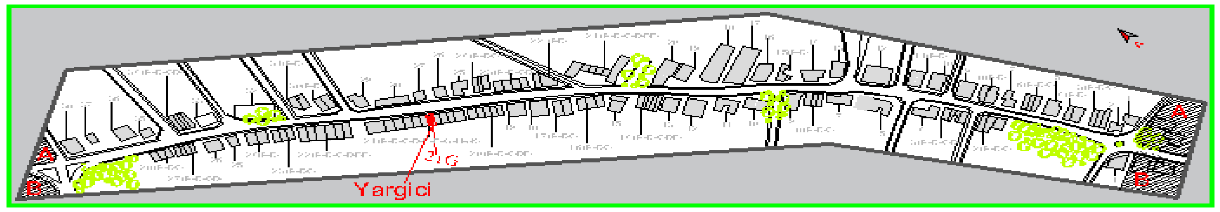
Dressing rooms are located at the front left side of the store. Floor finishing of the entrance is from tile, ceilings are from gypsum plaster and the walls are covered by wood. Neutral colors which are cool-colored and glass led are used in this part of the store. Textures are natural and smooth-elegant in this part. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any sign but some accessories can be seen in the dressing rooms of the store. The ambient factors like forward music, task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the glass led and cool-colored colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like time and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. But there are few factors which can affect negatively the atmosphere of this store, these are forward music and lack of sitting area which can create a sense of uncomfortable sense for both costumers and staff. Finally, I can mention that this store has a positive atmosphere for both users and staff.

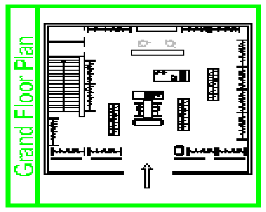
Appendix D8: Analysis Table of Women Clothing Store

YARGICI, WOMEN CLOTHING STORE

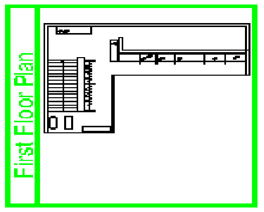
Dereboyu Street Nikosia



Grand Floor Plan

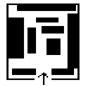


First Floor Plan



Photographs

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

FUNCTIONS

	Schema	Location		Materials		
Window Shop	🟩 🟩	One Side		Ceiling Covering	Paint	
		Two Sides	✓	Floor Covering	Carpet	Parquet
				Wall Covering	Wallpaper	
Entrance	🟩	Left		Ceiling Covering	Paint	
		Right		Floor Covering	Tile	
		Center	✓	Wall Covering	Paint	
Cashier	🟩	Back	✓	Ceiling Covering	Paint	
		Front		Floor Covering	Tile	
		Center		Wall Covering	Paint	
Display Units	🟩 🟩 🟩 🟩	Center		Ceiling Covering	Paint	
		Sides		Floor Covering	Tile	
		Both	✓	Wall Covering	Paint	
Resting Area	🟩	Back		Ceiling Covering	Paint	
		Front	✓	Floor Covering	Tile	
		Center		Wall Covering	Paint	
Dressing Room	🟩	Back	✓	Ceiling Covering	Paint	
		Front		Floor Covering	Tile	
		Center		Wall Covering	Paint	

A T M O S P H E R E

Design Factors

	Colour							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	Color-coated	[illegible]	Glass led	[illegible]	Natural	Artificial	Smooth/Elegant	Rough/Non-elegant	Ergonomic	Non-Ergonomic	Wide	Narrow	Displayed	[illegible]	Exist	[illegible]	Clean	Dirty
Window Shop		✓	✓	✓		✓		✓			✓	✓		✓		✓		✓		✓	
Entrance			✓	✓		✓						✓		✓				✓		✓	
Cashier			✓	✓		✓						✓		✓				✓		✓	
Display Units			✓	✓		✓						✓		✓		✓		✓		✓	
Resting Area	✓		✓	✓		✓		✓		✓		✓		✓				✓		✓	
Dressing Room			✓	✓		✓						✓		✓				✓		✓	

Ambient Factors

	Lighting			Music				Smell	
	Ambient	Task	Accent	[illegible]	[illegible]	Back-ground	[illegible]	[illegible]	[illegible]
Window Shop		✓		✓		✓		✓	
Entrance		✓		✓		✓		✓	
Cashier		✓		✓		✓		✓	
Display Units		✓		✓		✓		✓	
Resting Area		✓		✓		✓		✓	
Dressing Room		✓		✓		✓		✓	

EXPLANATION

Yargici, Women Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of display forms which used in display units of this store.

Window shop of this store located at the sides of the entrance door. Floor finishing of the window shop is from parquet, ceilings and the walls are covered by paint plaster. Neutral, color-coated and glass led colors are used in this part of the store. Artificial rough non-elegant textures used in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, color-coated and glass led colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Displays, signs and accessories existing in this part of the store. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

Cashier is located at the center back of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, color-coated and glass led colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Displays, signs are exist, but no accessories existing in this part of the store. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, color-coated and glass led colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Displays, signs and accessories existing in this part of the store. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

Resting area is located at the center of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Combination of warm and Neutral colors which are color-coated and glass led used in this part of the store. Natural and smooth elegant textures used in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Displays, signs and accessories existing in this part of the store. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

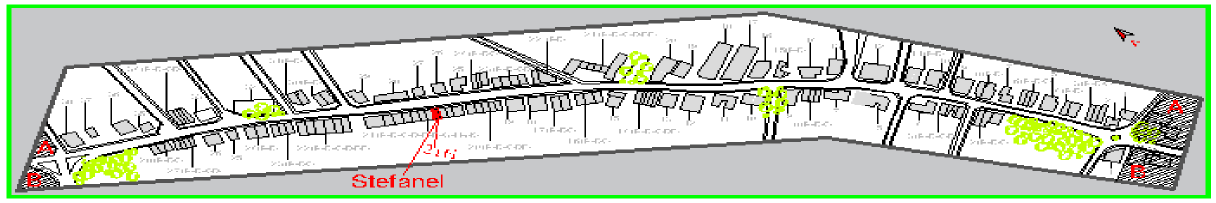
Dressing rooms are located at the center back side of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, color-coated and glass led colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. Displays, signs and accessories existing in this part of the store. The ambient factors like background music, task lighting and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the glass led and color-coated colors with the combination of natural and artificial textures. also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of task lighting. The aisles are wide enough and objects are ergonomic so it can create a sense of comfort for the users. Finally, it can mention that this store has a positive atmosphere for both users and staff.

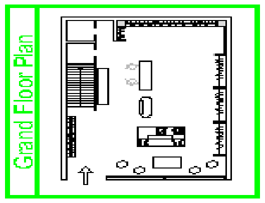
Appendix D9: Analysis Table of Women Clothing Store

STEFANEL, WOMEN CLOTHING STORE

Dereboyu Street Nicosia



Grand Floor Plan

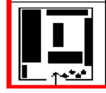


First Floor Plan

Photographs

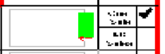
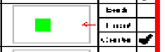
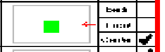
Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

A T M O S P H E R E

FUNCTIONS

Function	Schema	Location		Material			
Window Shop		Right Side	✓	Ceiling Covering	Paint		
		Left Side		Floor Covering	Tile		
				Wall Covering	Paint		
Entrance		Left		Ceiling Covering	Paint		
		Right		Floor Covering	Tile		
		Center	✓	Wall Covering	Paint		
Cashier		Back		Ceiling Covering	Paint		
		Front		Floor Covering	Tile		
		Center	✓	Wall Covering	Paint		
Display Units		Center		Ceiling Covering	Paint		
		Sides		Floor Covering	Tile		
		Both	✓	Wall Covering	Paint		
Resting Area		Back		Ceiling Covering	Paint		
		Front		Floor Covering	Tile		
		Center	✓	Wall Covering	Paint		
Dressing Room		Back	✓	Ceiling Covering	Paint		
		Front		Floor Covering	Tile	Carpet	
		Center		Wall Covering	Paint		

Design Factors

Function	Color: Warm	Color: Cool	Color: Neutral	Color: Up-to-dated	Color: Dated	Color: Classified	Color: Un-classified	Texture: Natural	Texture: Artificial	Texture: [illegible]	Texture: [illegible]	Comfort: Ergonomic	Comfort: Non-Ergonomic	Aisles: Wide	Aisles: Narrow	Signs: Discreet	Signs: Apparent	Accessories: Lack	Accessories: Relevant	Cleanliness: Clean	Cleanliness: Dirty
Window Shop			✓	✓		✓						✓		✓		✓			✓	✓	
Entrance		✓	✓	✓		✓						✓		✓					✓	✓	
Cashier			✓	✓		✓						✓		✓		✓			✓	✓	
Display Units			✓	✓		✓						✓		✓					✓	✓	
Resting Area			✓	✓		✓						✓		✓					✓	✓	
Dressing Room			✓	✓		✓						✓		✓					✓	✓	

Ambient Factors

Function	Lighting: [illegible]	Lighting: Task	Lighting: Accent	Music: Lack	Music: Relevant	Music: [illegible]	Music: [illegible]	Smell: Lack	Smell: Relevant
Window Shop			✓		✓			✓	
Entrance		✓			✓			✓	
Cashier		✓			✓			✓	
Display Units		✓			✓			✓	
Resting Area		✓			✓			✓	
Dressing Room		✓			✓			✓	

EXPLANATION

Stefanel, Women Clothing Store

The store located at South side of Dereboyu Road with a straight four plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of display items which used in display unit of this store.

Window shop of this store located at right side of the entrance door. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint plaster. Neutral and cool colors preferred for this window shop which are up-to-dated and classified. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discreet and the accessories can be seen in this window shop. The ambient factors like, accent lightings and pleasant odor are existing in this part of the store but there is no any music.

Entrance is located at the left side of this store. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the center of the store. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs are exist but no accessories existing in this part of the store. The ambient factors like, task lightings and pleasant odor are existing in this part of the store but there is no any music.

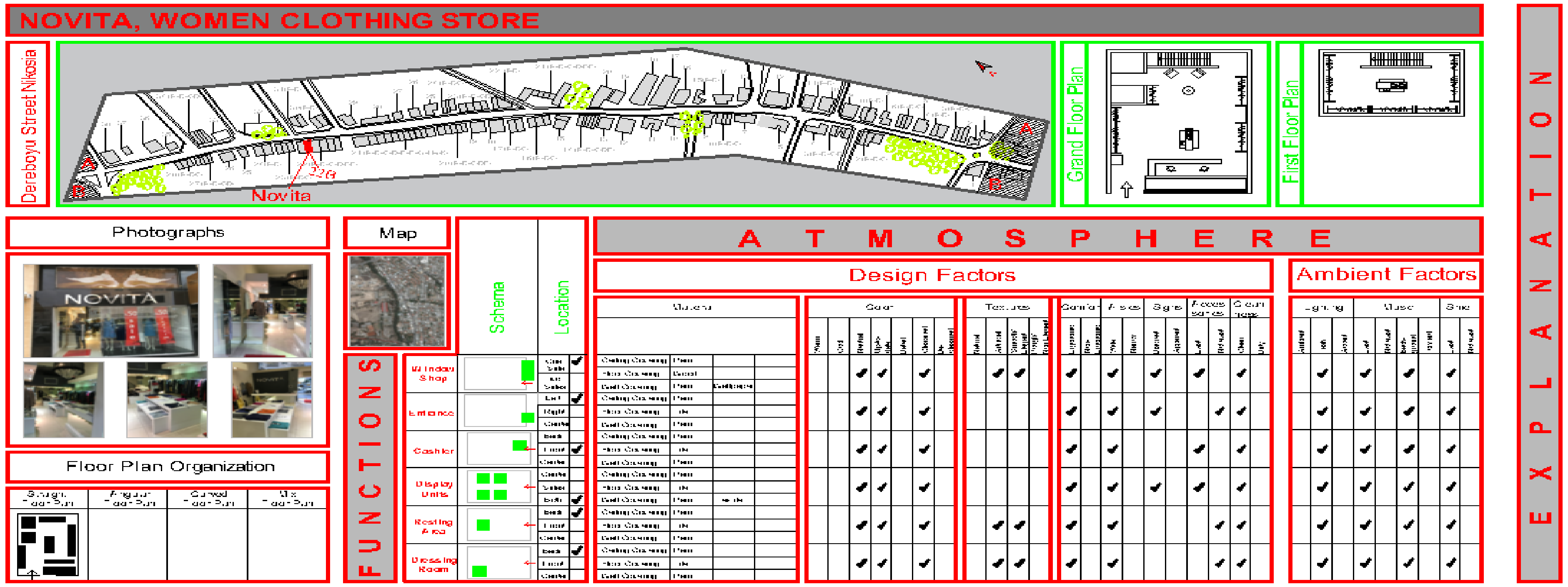
Display units are located at both sides and center of the store. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like, task lightings and pleasant odor are existing in this part of the store but there is no any music.

Resting area is located at the center of the store. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint plaster. Combination of warm and Neutral colors which are up-to-dated and classified used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like, task lightings and pleasant odor are existing in this part of the store but there is no any music.

Dressing rooms are located at the back left side of the store. Floor finishing of the window shop is from tile and carpet, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like, task lightings and pleasant odor are existing in this part of the store but there is no any music.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors. Also another factor which affected the atmosphere of the store is the usage of ambient factors like smell and different kinds of lighting. The aisles are wide enough and objects are ergonomic so it can create a sense of comfort for the users. There are some main factors which affected the atmosphere of this shop which are the lack of texture and music which can directly effect both design and atmosphere of the store. But overall, it can mention that this store has a positive atmosphere for both users and staff.

Appendix D10: Analysis Table of Women Clothing Store



Novita, Women Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical forms which used in display units of this store.

Window shop of this store located at right side of the entrance door. Floor finishing of the window shop is from wood, ceilings are from paint plaster and the walls are covered by wall paper and paint plaster. Neutral colors preferred for this window shop which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are discard and accessories can be seen in this window shop. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

Entrance is located at the left side of this store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral colors preferred for this entrance which are up-to-dated and classified. No textures used in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are discard but no accessories can be seen in this entrance. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front right side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by paint plaster. Neutral colors preferred for this cashier which are up-to-dated and classified. No any Texture exist in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is no signs in this part but some accessories can be seen in this cashier. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

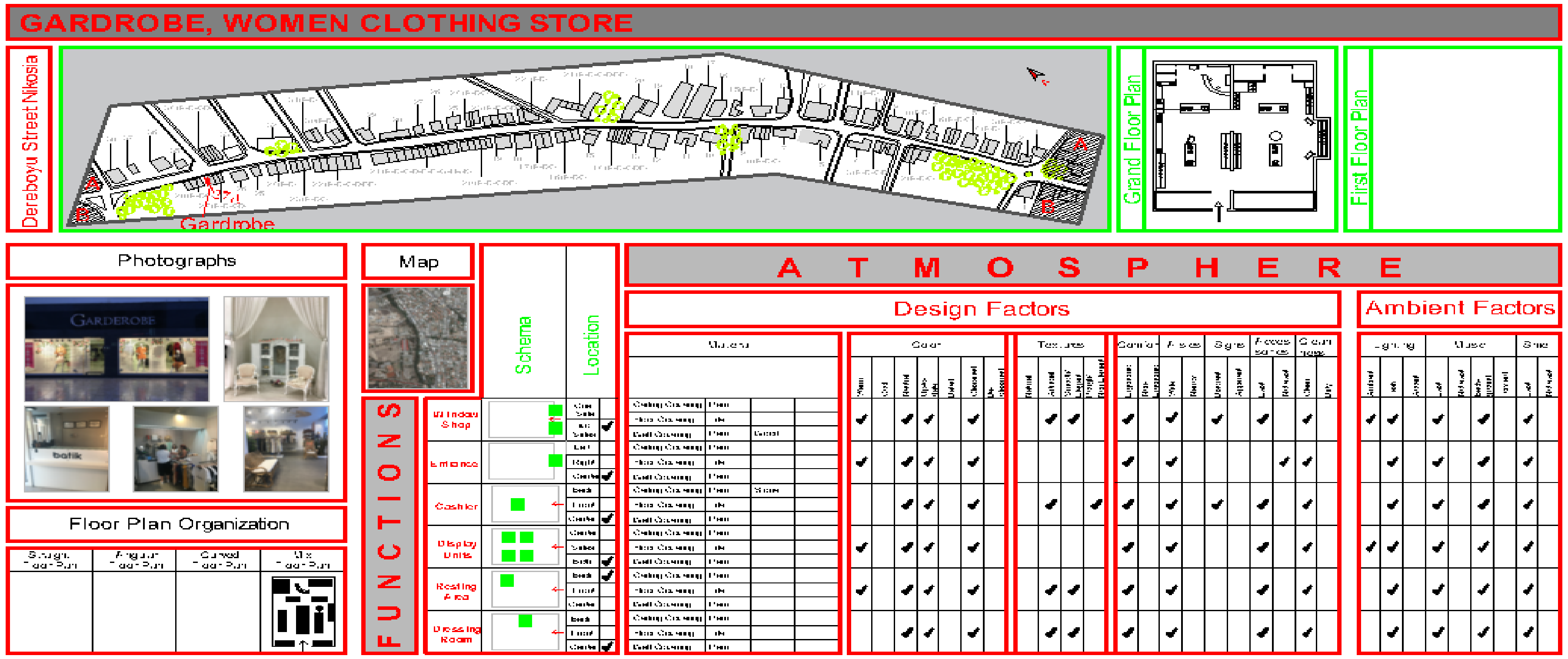
Display units are located at both sides and center of the store. Floor finishing of the display units are from tile, ceilings are from paint plaster and walls are covered by textile and paint plaster. Neutral colors preferred for this display units which are up-to-dated and classified. There is no any texture used in this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are discard and accessories can be seen in this display units. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

Resting area is located at the center of the store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral colors preferred for this resting area which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is no signs and accessories in this resting area. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the back left side of the store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral colors preferred for this dressing room which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. There is no signs and accessories in this Dressing room. The ambient factors live, background music, tasty lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the neutral colors which are classified and up-to-dated and usage of artificial texture in different parts of the store. Also another factor which affected the atmosphere of the store is the usage of ambient factors live music, smell and different kinds of tasty lighting. The aisles are wide enough and objects are ergonomic so it can create a sense of comfort for the users. Finally, it can mention that this store has a positive atmosphere for both users and staff.

Appendix D11: Analysis Table of Women Clothing Store



GARDROBE, WOMEN CLOTHING STORE

Dereboyu Street Nikosia
Gardrobe
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
FUNCTIONS
ATMOSPHERE
Design Factors
Ambient Factors

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			✓

Functions	Location		Materials			Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness		Lighting			Music				Smell	
						Warm	Cool	Neutral	Up-to-date	Dated	Classified	Un-classified	Natural	Artificial	Smooth/ Elegant	Rough/ Masculine	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	[illegible]	[illegible]	Clean	Dirty	Ambient	Task	Accent	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Window Shop	One Side Two Sides	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint	 Wood	✓		✓	✓		✓			✓	✓		✓		✓		✓		✓		✓		✓	✓		✓		✓		✓	
Entrance	Left Right Center	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint		✓		✓	✓		✓						✓		✓					✓	✓			✓		✓		✓		✓	
Cashier	Back Front Center	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint	Stone			✓	✓		✓			✓		✓	✓		✓		✓		✓		✓			✓		✓		✓		✓	
Display Units	Center Sides Both	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint		✓		✓	✓		✓						✓		✓				✓		✓		✓	✓		✓		✓		✓	
Resting Area	Back Front Center	✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint		✓		✓	✓		✓			✓	✓		✓		✓				✓		✓			✓		✓		✓		✓	
Dressing Room	Back Front Center	 ✓	Ceiling Covering Floor Covering Wall Covering	Paint tile Paint				✓	✓		✓			✓	✓		✓		✓				✓		✓			✓		✓		✓		✓	

Gardrobe, Women Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of angular and circular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from tile, ceilings are from paint plaster and the walls are covered by wood and paint plaster. Combination of warm and neutral colors preferred for this window shop which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like, background music, task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Combination of warm and neutral colors preferred for this entrance which are up-to-dated and classified. No textures used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like, background music, task and ambient lightings and pleasant odor are existing in this part of the store.

Cashier is located at the center back side of the store. Floor finishing of the cashier is from tile, ceilings are from stone and paint plaster and the walls are covered by wood and paint plaster. Neutral colors preferred for this cashier which are up-to-dated and classified. Artificial rough and elegant textures used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Decorative signs and some accessories can be seen in the cashier of this store. The ambient factors like, background music, task lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the display units are from tile, ceilings and walls are covered by paint plaster. Combination of warm and neutral colors preferred for display units which are up-to-dated and classified. There is not any texture used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs here but accessories can be seen in display units of this store. The ambient factors like, background music, task lightings and pleasant odor are existing in this part of the store.

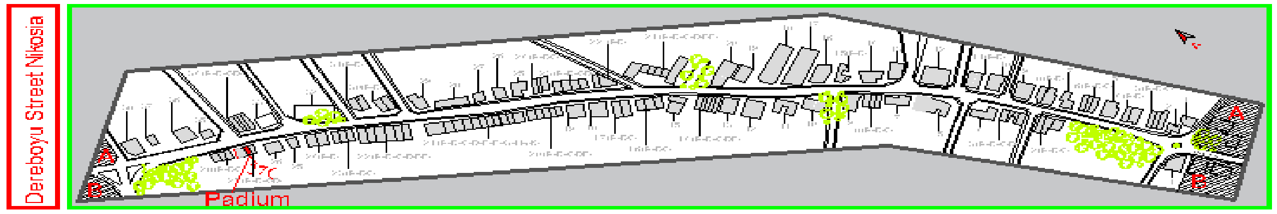
Resting area is located at the back right side of the store. Floor finishing of the resting area is from tile, ceilings and walls are covered by paint plaster. Combination of warm and neutral colors preferred for this resting area which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs here but accessories can be seen in resting area of this store. The ambient factors like, background music, task lightings and pleasant odor are existing in this part of the store.

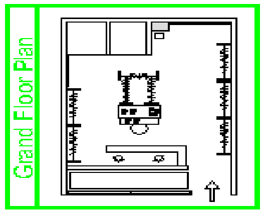
Dressing rooms are located at the center right side of the store. Floor finishing of the dressing rooms are from tile, ceilings and walls are covered by paint plaster. Neutral colors preferred for this cashier which are up-to-dated and classified. Artificial smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs here but accessories can be seen in dressing rooms of this store. The ambient factors like, background music, task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the neutral colors which are classified and up-to-dated and usage of artificial texture in different parts of the store. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of task lighting. The aisles are wide enough and objects are ergonomic so it can create a sense of comfort for the users. Finally, it can mention that this store has a positive atmosphere for both users and staff.

Appendix D12: Analysis Table of Women Clothing Store

PADIUM, WOMEN CLOTHING STORE

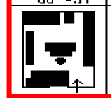




First Floor Plan

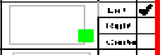
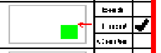
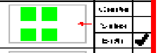
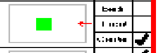
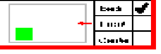
Photographs

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

Map

FUNCTIONS

	Schema	Location		Materials		
Window Shop		[illegible]	✓	Ceiling Covering	Plaster	
				Floor Covering	[illegible]	
		[illegible]		Wall Covering	Plaster	Wallpaper
Entrance		Left	✓	Ceiling Covering	Plaster	
		Right		Floor Covering	Tile	
		Center		Wall Covering	Plaster	
Cashier		Back		Ceiling Covering	Plaster	
		Front	✓	Floor Covering	Tile	
		Center		Wall Covering	Plaster	
Display Units		Center		Ceiling Covering	Plaster	
		Sides		Floor Covering	Tile	
		Both	✓	Wall Covering	Plaster	
Resting Area		Back		Ceiling Covering	Plaster	
		Front		Floor Covering	Tile	
		Center	✓	Wall Covering	Plaster	
Dressing Room		Back	✓	Ceiling Covering	Plaster	
		Front		Floor Covering	Tile	
		Center		Wall Covering	Plaster	

A T M O S P H E R E

Design Factors

Ambient Factors

	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness		Lighting			Music				Smell	
Window Shop			✓		✓		✓					✓		✓		✓		✓		✓			✓		✓			✓	✓	
Entrance			✓		✓		✓					✓		✓				✓		✓			✓		✓			✓	✓	
Cashier			✓		✓		✓					✓		✓					✓	✓			✓		✓			✓	✓	
Display Units			✓		✓		✓					✓		✓					✓	✓			✓		✓			✓	✓	
Resting Area			✓		✓		✓					✓		✓					✓	✓			✓		✓			✓	✓	
Dressing Room			✓		✓		✓					✓		✓					✓	✓			✓		✓			✓	✓	

EXPLANATION

Padium, Women Clothing Store

The store located at South side of Dereboyu Road with a straight four plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical forms which used in display units of the store.

Window shop of this store located at the right sides of the entrance door. Floor finishing of the window shop is from tile, ceilings are from gypsum plaster and the walls are covered by wall paper and gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. Display signs and accessories existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

Entrance is located at the left of this store. Floor finishing of the entrance is from tile, ceilings and walls are covered by gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. No signs existing but some accessories are existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front left side of the store. Floor finishing of the cashier is from tile, ceilings and walls are covered by gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. No signs and accessories existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

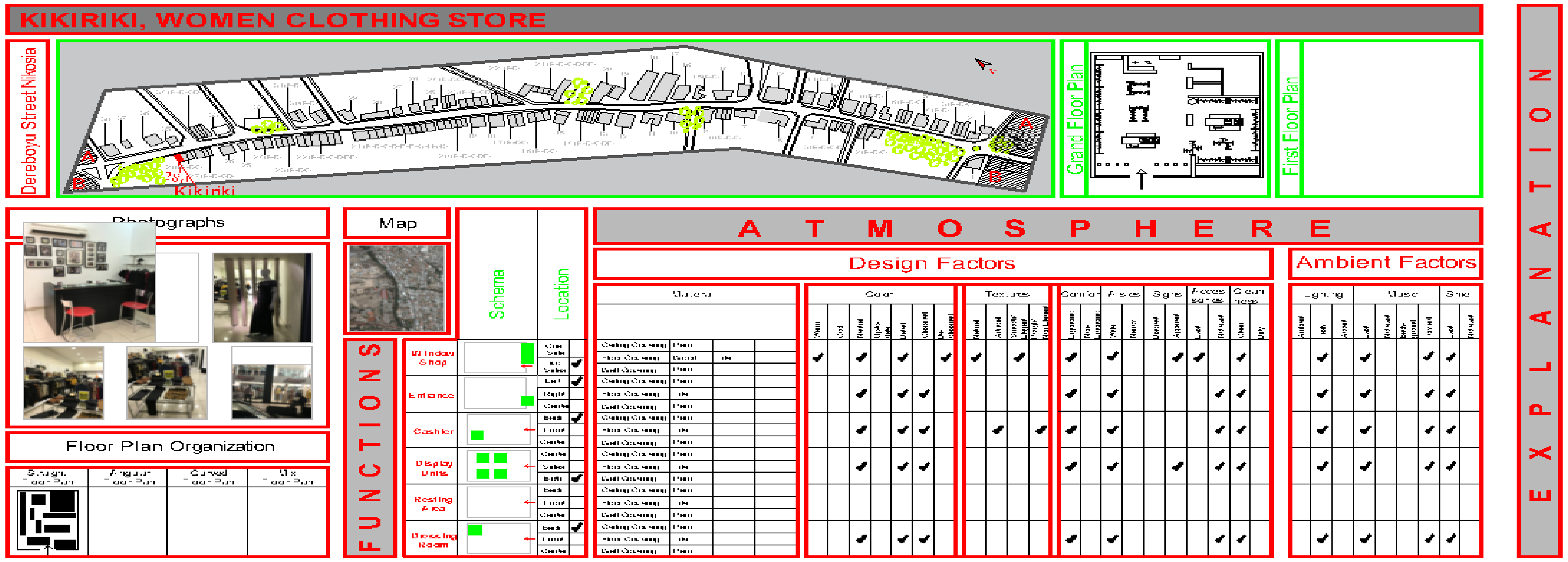
Display units are located at both sides and center of the store. Floor finishing of the display units are from tile, ceilings and walls are covered by gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. No signs and accessories existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

Resting area is located at the center of the store. Floor finishing of the resting area is from tile, ceilings and walls are covered by gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. No signs and accessories existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the back left side of the store. Floor finishing of the dressing rooms are from tile, ceilings and walls are covered by gypsum plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. No signs and accessories existing in this part of the store. The ambient factors live, forward music, fast and ambient lightings and pleasant odor are existing in this part of the store.

Generally, this store does not have a successful interior design because some of some factors which can affect the atmosphere of the store in a negative way. These factors are the usage of dated and de-classified colors in most parts of the store, no usage of texture in any where of the store and the existence of forward music which can create an uncomfortable sense for some costumers and stall in this atmosphere. Finally, it can be mentioned that, this store does not have a comfortable atmosphere for users.

Appendix D13: Analysis Table of Women Clothing Store



Kikiriki, Women Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical forms which used in display units of the store.

Window shop of this store located at the right sides of the entrance door. Floor finishing of the window shop is from tile and wood, ceilings and walls are covered by paint plaster. The combination of warm and neutral colors preferred for this part of the store but they are dated and de-classified. Natural and smooth elegant textures preferred for this part of the store. The sizes of the objects are ergonomic and also cases are wide enough and clean in this part. Accurate signs and accessories existing in this part of the store. The ambient factors like, forward music, tasty lightings and pleasant odor are existing in this part of the store.

Entrance is located at the left of this store. Floor finishing of the entrance is from, ceilings and walls are covered by paint plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and also cases are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like, forward music, tasty lightings and pleasant odor are existing in this part of the store.

Cashier is located at the back left side of the store. Floor finishing of the cashier is from, ceilings and walls are covered by paint plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. Artificial textures used in this part which are rough non-elegant. The sizes of the objects are ergonomic and also cases are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like, forward music, tasty lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the display units is from, ceilings and walls are covered by paint plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and also cases are wide enough and clean in this part. Accurate signs can be seen in this part but there is not any accessories exist in this part of the store. The ambient factors like, forward music, tasty lightings and pleasant odor are existing in this part of the store.

Resting area is not existing in the store.

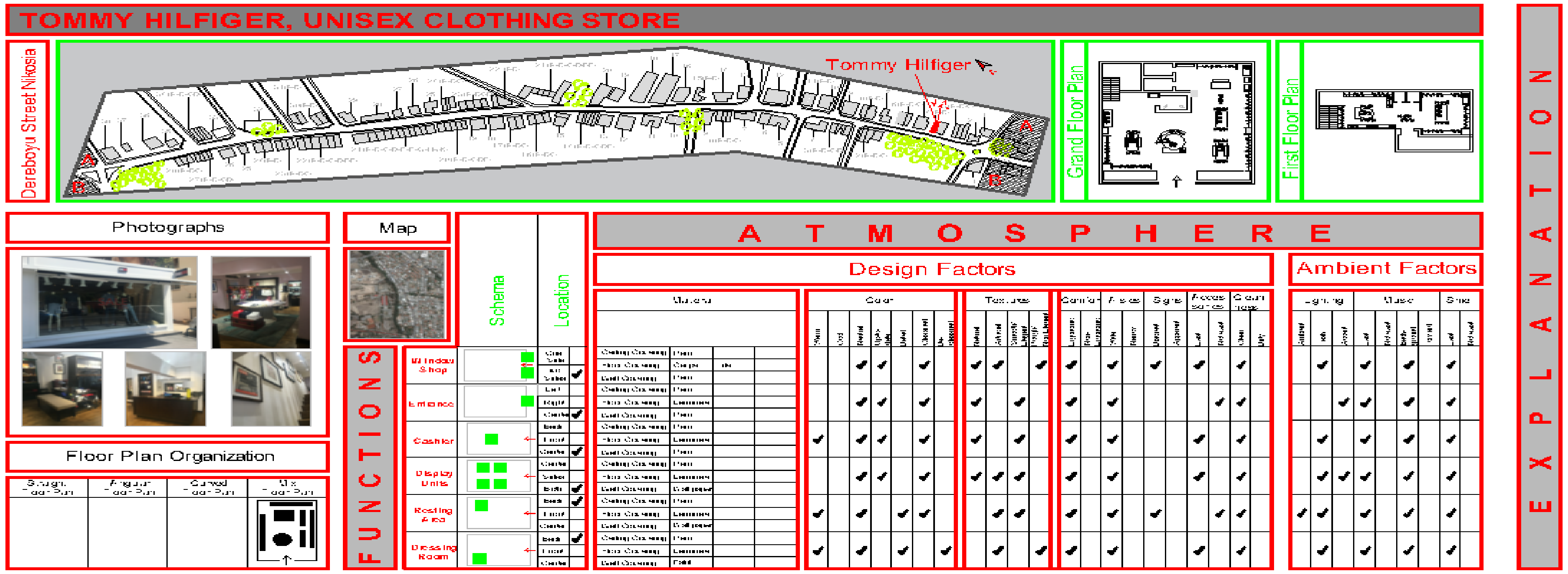
Dressing rooms are located at the back right side of the store. Floor finishing of the dressing rooms is from, ceilings and walls are covered by paint plaster. Neutral colors preferred for this part of the store but they are dated and de-classified. There is not any texture used in this part. The sizes of the objects are ergonomic and also cases are wide enough and clean in this part. There is not any signs and accessories existing in this part of the store. The ambient factors like, forward music, tasty lightings and pleasant odor are existing in this part of the store.

Generally, this store does not have a successful interior design because some of some factors which can affect the atmosphere of the store in a negative way. These factors are the usage of dated and de-classified colors in most parts of the store, no usage of texture in any where of the store, accurate signs in many parts of the store and existence of forward music which create an uncomfortable sense for costumers and staff. Finally it can be mentioned that, this store does not have a acceptable atmosphere for users.

Appendix E: Analysis Tables of Unisex Retail Clothing Stores

Appendix E1, E2, E3, E4, E5, E6, E7, E8: Analysis Tables of Unisex Retail Clothing Stores which are located on Dereboyu Street

Appendix E1: Analysis Table of Unisex Clothing Store


TOMMY HILFIGER, UNISEX CLOTHING STORE
Dereboyu Street Nikosia
Tommy Hilfiger
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
Floor Plan Organization
ATMOSPHERE
Design Factors
Ambient Factors
EXPLANATION

Tommy Hilfiger, Unisex Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization [illegible]

Window shop [illegible]

Entrance [illegible]

Cashier [illegible]

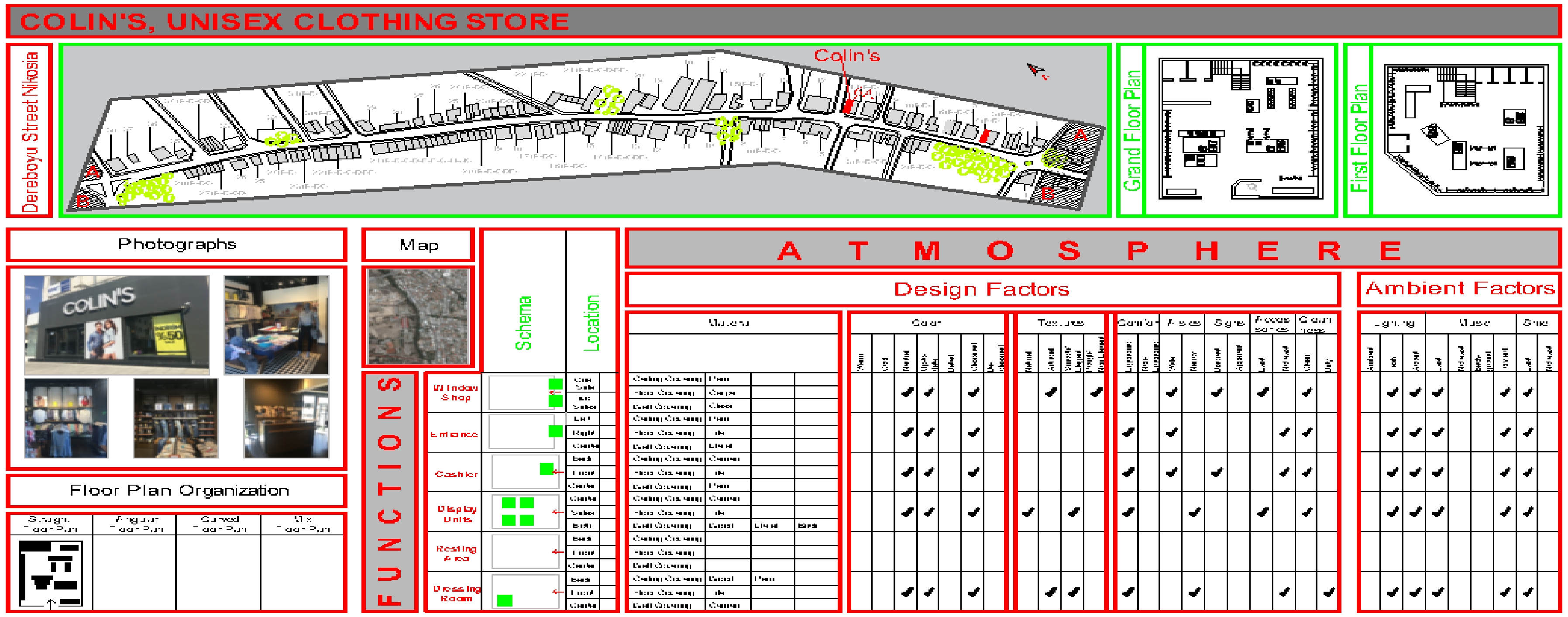
Display units [illegible]

Resting area [illegible]

Dressing rooms [illegible]

[illegible]

Appendix E2: Analysis Table of Unisex Clothing Store


COLIN'S, UNISEX CLOTHING STORE
Dereboyu Street Nicosia
Colin's
Grand Floor Plan
First Floor Plan
Photographs
COLIN'S
Map
Schema
Location
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
A T M O S P H E R E
Design Factors
Ambient Factors
Material
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanliness
Lighting
Music
Smell

EXPLANATION

Colin's, Unisex Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of cubical and circular forms which used in display units of this store.

Window shop of this store located two sides of entrance door. Floor finishing of the window shop is from marble, ceilings is from carton-plaster and the walls are covered by carton-plaster and glass. Neutral, yellow-based and glass led colors are used in this part of the store. The texture which used for this part of the store are artificial and rough/non-elegant. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, task and accent lightings and pleasant odor are existing in part of the store in this store.

Entrance is located at the left side of this store. Floor finishing of the entrance is from tile, ceilings of this store is from cement and the walls are covered by metal. Neutral, yellow-based and glass led colors are used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any sign and accessories in the entrance of the shop. The ambient factors like background music, task and accent lightings and pleasant odor are existing in part of the store in this store.

Cashier is located at the center of the store. Floor finishing of the cashier is from tile, ceilings of this store is from cement and the walls are covered by carton-plaster. Neutral, yellow-based and glass led colors are used in this part of the store. There is not any usage of texture in this part. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are displayed and accessories can be seen in this window shop. The ambient factors like background music, task and accent lightings and pleasant odor are existing in part of the store in this store.

Display units are located at both sides and center of the store. Floor finishing of the display units are from tile, ceilings of this store is from cement, and the walls are covered by wood, iron and metal. Neutral, yellow-based and glass led colors are used in this part of the store. The texture which used for this part of the store is natural and smooth/elegant. The sizes of the objects are ergonomic but aisles are not wide enough, store is clean in this part. There is not any signs in display units of the store but there is many accessories in this part. The ambient factors like background music, task and accent lightings and pleasant odor are existing in part of the store in this store.

Resting area does not exist in this store.

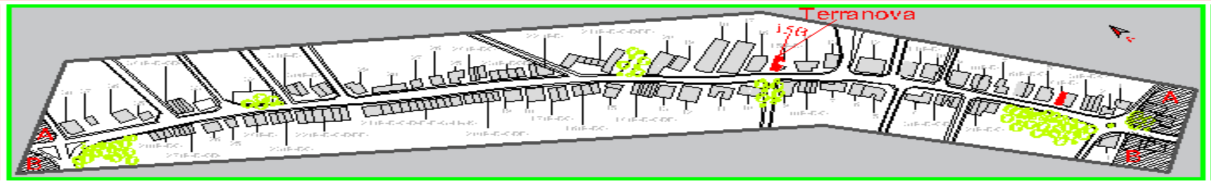
Dressing rooms are located at the back/left side of the store. Floor finishing of the dressing rooms is from tile, ceilings of this store is from cement and the walls are covered by wood and carton-plaster. Neutral, yellow-based and glass led colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth/elegant. The sizes of the objects are ergonomic but aisles are not wide enough, store is clean in this part. There is not any signs and accessories in this part. The ambient factors like background music, task and accent lightings and pleasant odor are existing in part of the store in this store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the glass led and yellow-based colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. But there are some negative factors which affected the atmosphere of this store in a wrong ways which are narrow aisles in display units and dressing rooms also there is not any sitting area in this store which can cause an uncomfortable sense for the customers.

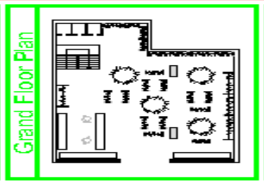
Appendix E3: Analysis Table of Unisex Clothing Store

TERANNOVA, UNISEX CLOTHING STORE

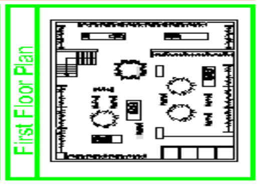
Dereboyu Street Nicosia



Grand Floor Plan



First Floor Plan



Photographs

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan

Map

FUNCTIONS

	Schema	Location		Materials		
Window Shop	🟩 🟩	One Side		Ceiling Covering	Gypsum	
		Two Sides	✓	Floor Covering	Carpet	Laminate
				Wall Covering	Gypsum	
Entrance	🟩	Left		Ceiling Covering	Gypsum	
		Right		Floor Covering	Tile	
		Center	✓	Wall Covering	Gypsum	
Cashier	🟩	Back		Ceiling Covering	Gypsum	
		Front	✓	Floor Covering	Tile	
		Center		Wall Covering	Wood	
Display Units	🟩 🟩 🟩 🟩	Center		Ceiling Covering	Gypsum	
		Sides		Floor Covering	Tile	
		Both	✓	Wall Covering	Gypsum	
Resting Area	🟩	Back	✓	Ceiling Covering		
		Front		Floor Covering		
		Center		Wall Covering		
Dressing Room	🟩	Back	✓	Ceiling Covering	Gypsum	
		Front		Floor Covering	Tile	Carpet
		Center		Wall Covering	Gypsum	Wall paper

A T M O S P H E R E

Design Factors

	Color							Texture				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	Up-to-date	Dated	Classified	De-classified	Natural	Artificial	Smooth/Elegant	Rough/Not Elegant	Ergonomic	Non-Ergonomic	Wide	Narrow	Obscured	Apparent	Lot	Reduced	Clean	Dirty
Window Shop	✓		✓	✓		✓			✓	✓		✓		✓			✓		✓	✓	
Entrance			✓	✓		✓			✓	✓		✓		✓			✓		✓	✓	
Cashier			✓	✓			✓		✓	✓		✓		✓			✓		✓	✓	
Display Units			✓	✓			✓		✓	✓			✓		✓		✓		✓	✓	
Resting Area																					
Dressing Room			✓	✓		✓			✓	✓		✓		✓			✓		✓		✓

Ambient Factors

	Lighting			Music				Smell	
	Natural	Soft	Accent	Lot	Reduced	Background	Forward	Lot	Reduced
Window Shop		✓		✓			✓	✓	
Entrance		✓		✓			✓	✓	
Cashier		✓		✓			✓	✓	
Display Units		✓		✓			✓	✓	
Resting Area									
Dressing Room		✓		✓			✓	✓	

EXPLANATION

Terranova, Unisex Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is linear floor plan which is the combination of cubical and circular forms which used in display units of this store.

Window shop of this store located two sides of entrance door. Floor finishing of the window shop is from laminate, ceilings and walls are covered by gypsum board. The combination of warm and neutral colors exist in this part of the store which are up-to-dated and classified. The texture which used for this part of the store are artificial and smooth elegant. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are apparent and the accessories can be seen in this window shop. The ambient factors like forward music, lasty lightings and pleasant odor are existing in part of the store this store.

Entrance is located at the center of the store. Floor finishing of the entrance is from tile, ceilings and walls are covered by gypsum board. Neutral colors exist in this part of the store which are up-to-dated but de-classified. The texture which used for this part of the store are artificial and smooth elegant. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are apparent and the accessories can be seen in this window shop. The ambient factors like forward music, lasty lightings and pleasant odor are existing in part of the store this store.

Cashier is located at front of of the store. Floor finishing of the cashier is from tile, ceilings of this store is from gypsum board and the walls are covered by wood. Neutral colors exist in this part of the store which are up-to-dated but de-classified. The texture which used for this part of the store are artificial and smooth elegant. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are apparent and the accessories can be seen in this window shop. The ambient factors like forward music, lasty lightings and pleasant odor are existing in part of the store this store.

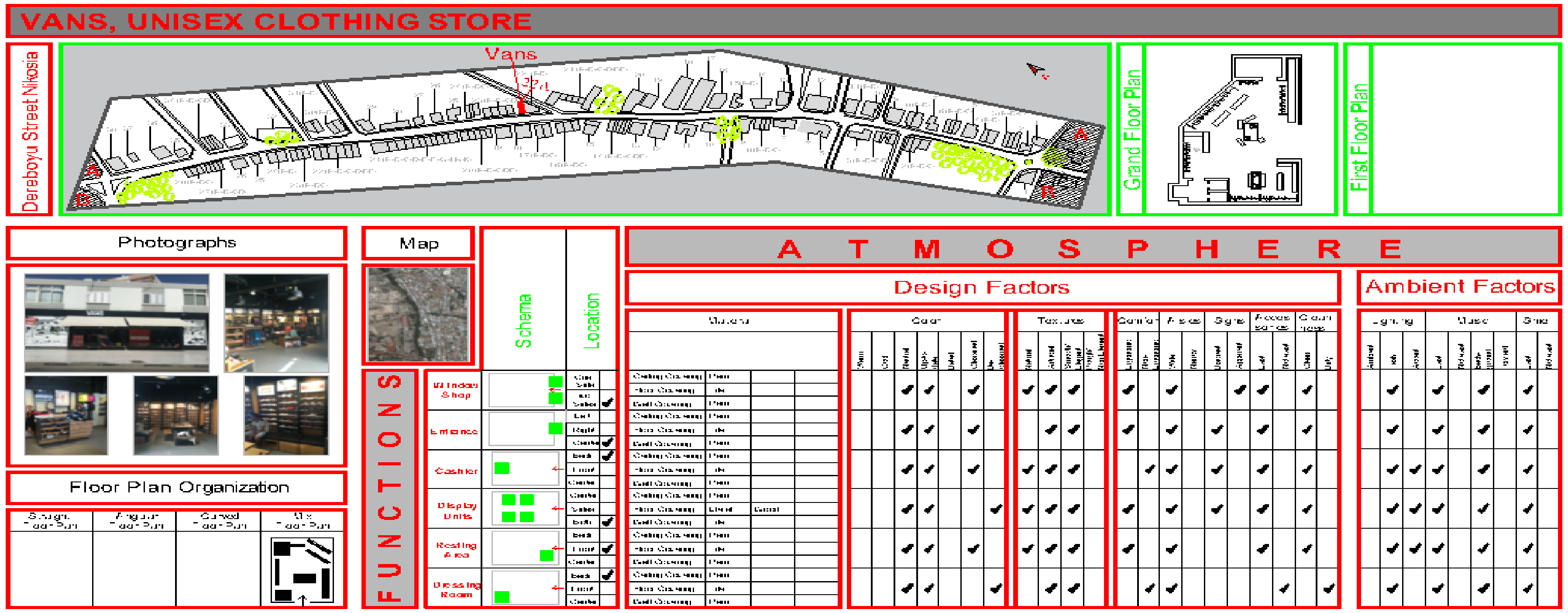
Display unit are located at both sides and center of the store. Floor finishing of the display units is from tile, ceilings and walls are covered by gypsum board, Neutral colors exist in this part of the store which are up-to-dated but de-classified. The texture which used for this part of the store are artificial and smooth elegant. The sizes of the objects are not ergonomic and aisle spaces are not wide enough but clean in this part. The signs are apparent and the accessories can be seen in this window shop. The ambient factors like forward music, lasty lightings and pleasant odor are existing in part of the store this store.

Resting area does not exist in this store.

Dressing rooms are located at the back left side of the store. Floor finishing of the dressing rooms is from tile and carpet, ceilings of this store is from gypsum board and the walls are covered by wall papers and gypsum board, Neutral colors exist in this part of the store which are up-to-dated but de-classified. The texture which used for this part of the store are artificial and smooth elegant. The sizes of the objects are ergonomic and aisle spaces are wide enough and clean in this part. The signs are apparent and the accessories can be seen in this window shop. The ambient factors like forward music, lasty lightings and pleasant odor are existing in part of the store this store.

Generally, this store doesn't has a successful interior design because it could not create a positive atmosphere. Although positive factors which are up-to-dated and classified colors in some parts, textures and ambient factors like pleasant odor, lasty lighting and music are existing in this store, but there are some negative factors which can affect the atmosphere more negatively, these factors are de-classified colors in cashier and display units, non-ergonomic and narrow aisles in display units, apparent signs all around the store and forward music which can create an uncomfortable atmosphere for both consumer and staff.

Appendix E4: Analysis Table of Unisex Clothing Store


VANS, UNISEX CLOTHING STORE
Dereboyu Street Nikosia
Vans
Grand Floor Plan
First Floor Plan
Photographs
Map
Floor Plan Organization
Straight Floor Plan
Angular Floor Plan
Curved Floor Plan
Mix Floor Plan
Schema
Location
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room
ATMOSPHERE
Design Factors
Ambient Factors
Materials
Color
Textures
Comfort
Aisles
Signs
Accessories
Cleanliness
Lighting
Music
Smell
Ceiling Covering
Floor Covering
Wall Covering
Plaster
Tile
Laminate
Metal
Left
Right
Center
Back
Front
Both

EXPLANATION

Vans, Unisex Clothing Store

The store located at North side of Dereboyu Road with a straight floor plan.

The store located at North side of Dereboyu Road with a straight floor plan.

Plan organization of this store is linear floor plan which is the combination of cubical and angular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from tile, ceilings and the walls are covered by paint and plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The combination of natural and artificial smooth-elegant textures are used in window shop of this store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are apparent and accessories can be seen in this window shop. The ambient factors like forward music, task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are discreet and accessories can be seen in this part. The ambient factors like forward music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the back center of the store. Floor finishing of the cashier is from tile, ceilings and the walls are covered by paint and plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The combination of natural and artificial smooth-elegant textures are used cashier of this store. The sizes of the objects are not ergonomic but aisles are wide enough and clean in this part. The signs are discreet and accessories can be seen in this part. The ambient factors like forward music, task and accent lightings and pleasant odor are existing in this part of the store.

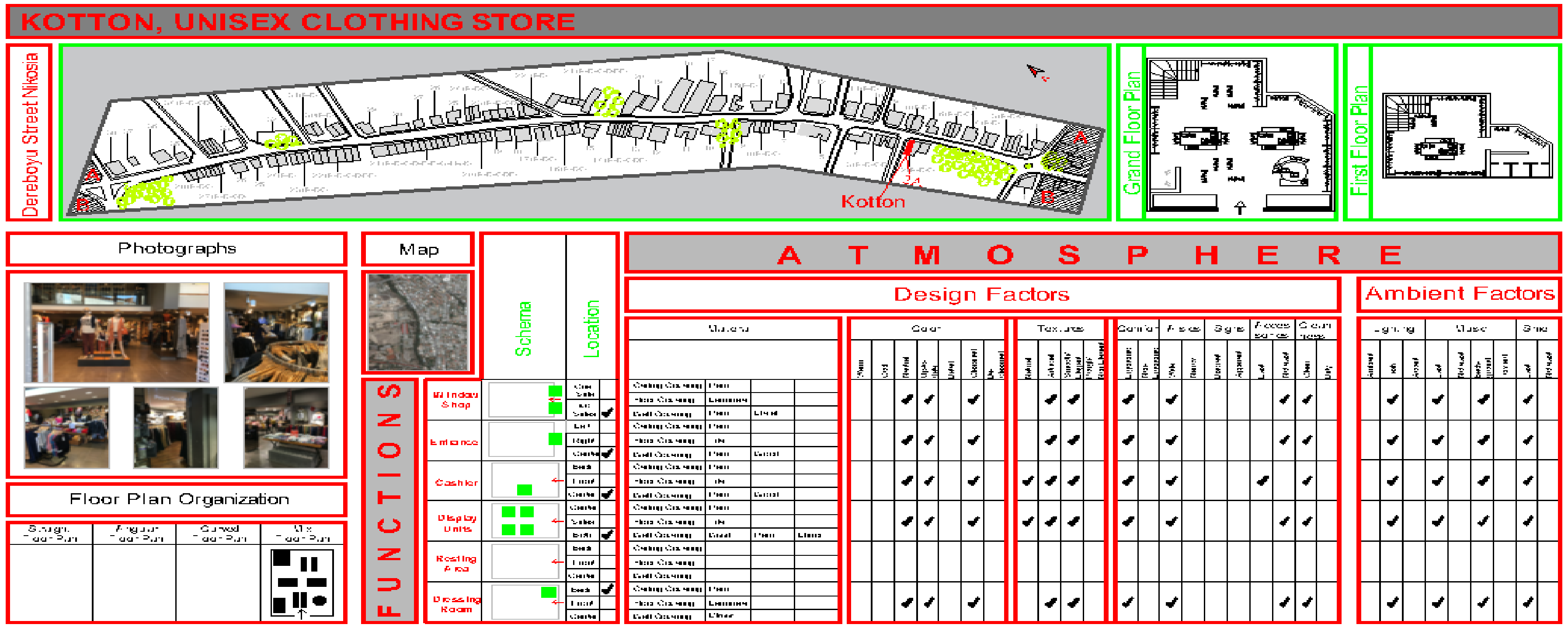
Display units are located at both sides and center of the store. Floor finishing of the display units are from laminate and metal, ceilings and walls are covered by paint plaster. Neutral, up-to-dated but de-classified colors are used in this part of the store. The combination of natural and artificial smooth-elegant textures are used in display units of this store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. The signs are discreet and accessories can be seen in this part. The ambient factors like forward music, task and accent lightings and pleasant odor are existing in this part of the store.

Resting area is located at the back right side of the store. Floor finishing of the resting area is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The combination of natural and artificial smooth-elegant textures are used in resting area of this store. The sizes of the objects are ergonomic and aisles are wide enough and clean in this part. There is not any sign in this part but some accessories can be seen around. The ambient factors like forward music, ambient, accent lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the back left side of the store. Floor finishing of the dressing room is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated but de-classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth-elegant. The sizes of the objects are not ergonomic but aisles are wide enough but this part is not clean. There is not any sign and accessories in this part of the store. Ambient factors like forward music, ambient, accent lightings and pleasant odor are existing in this part of the store.

Generally, this store doesn't has a successful interior design because it could not create a positive atmosphere. Although positive factors which are up-to-dated and classified colors in some parts, textures and ambient factors like pleasant odor, task lighting and music are existing in this store, but there are some negative factors which can affect the atmosphere more negatively, these factors are de-classified colors in display units and dressing rooms and non-ergonomic and narrow aisles in dressing rooms, apparent signs all around the store and forward music which can create an uncomfortable atmosphere for both consumer and staff

Appendix E5: Analysis Table of Unisex Clothing Store



EXPLANATION

Kotton, Unisex Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of cubical and circular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from laminate, ceilings are from plaster board and walls are covered by metal and plaster board. Neutral, pure-colored and classified colors are used in this part of the store. The artificial smooth elegant textures are used in part of this store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings are from plaster board and walls are covered by wood and plaster board. Neutral, pure-colored and classified colors are used in this part of the store. The artificial smooth elegant textures are used in part of this store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the center left side of the store. Floor finishing of the cashier is from tile, ceilings are from plaster board and walls are covered by wood and plaster board. Neutral, pure-colored and classified colors are used in this part of the store. The combination of natural and artificial smooth elegant textures are used in part of this store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs but accessories can be seen in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the cashier is from tile, ceilings are from plaster board and the walls are covered by wood, mirrors and plaster board. Neutral, pure-colored and classified colors are used in this part of the store. The combination of natural and artificial smooth elegant textures are used in part of this store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Sitting area is not existed in this store.

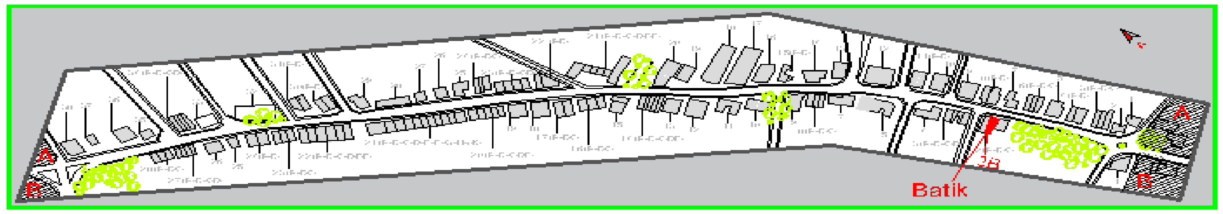
Dressing rooms are located at the front right side of the store. Floor finishing of the dressing room is from laminate, ceilings are from plaster board and walls are covered by mirror and wood. Neutral, pure-colored and classified colors are used in this part of the store. The artificial smooth elegant textures are used in part of this store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and pure-colored colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. Objects are ergonomic and the aisles are wide enough so it can create a sense of comfort for the users. But the lack of sitting area in this store could create a sense of uncomfortable for users but generally, it can mention that this store has a positive atmosphere for both users and staff.

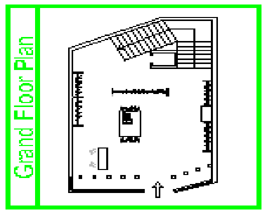
Appendix E6: Analysis Table of Unisex Clothing Store

BATIK, UNISEX CLOTHING STORE

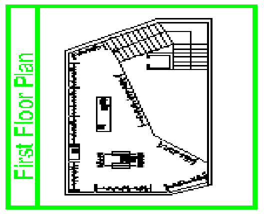
Dereboyu Street Nicosia



Grand Floor Plan



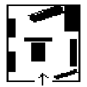
First Floor Plan



Photographs

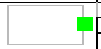
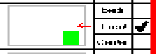
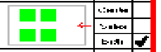
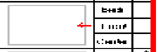
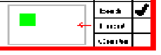
Map

Floor Plan Organization

Straight Floor Plan	Angular Floor Plan	Curved Floor Plan	Mix Floor Plan
			

A T M O S P H E R E

FUNCTIONS

Functions	Schema	Location		Materials		
Window Shop		One Side Both Sides	 ✓	Ceiling Covering Floor Covering Wall Covering	Plaster Wood Glass	
Entrance		Left Right Center	 ✓	Ceiling Covering Floor Covering Wall Covering	Plaster Tile Plaster	
Cashier		Back Front Center	 ✓ 	Ceiling Covering Floor Covering Wall Covering	Plaster Tile Plaster	
Display Units		Center Sides Both	 ✓	Ceiling Covering Floor Covering Wall Covering	Plaster Tile Wood	
Resting Area		Back Front Center		Ceiling Covering Floor Covering Wall Covering		
Dressing Room		Back Front Center	✓ 	Ceiling Covering Floor Covering Wall Covering	Plaster Carpet Wood	 Tile Plaster

Design Factors

	Color							Textures				Comfort		Aisles		Signs		Accessories		Cleanliness	
	Warm	Cool	Neutral	Up-to-date	[illegible]	Classical	Un-classical	Natural	Artificial	Smooth/Light	Rough/Heavy	Ergonomic	Non-Ergonomic	Wide	Narrow	[illegible]	[illegible]	Lack	[illegible]	Clean	Dirty
Window Shop			✓		✓	✓						✓		✓		✓		✓		✓	
Entrance			✓		✓	✓						✓		✓					✓	✓	
Cashier			✓		✓	✓						✓		✓					✓	✓	
Display Units			✓		✓	✓						✓		✓		✓			✓	✓	
Resting Area																					
Dressing Room			✓		✓	✓							✓	✓					✓	✓	

Ambient Factors

	Lighting			Music				Smell	
	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Window Shop		✓		✓		✓		✓	
Entrance		✓		✓		✓		✓	
Cashier		✓	✓	✓		✓		✓	
Display Units		✓	✓	✓		✓		✓	
Resting Area									
Dressing Room			✓	✓		✓		✓	

EXPLANATION

Batik, Unisex Clothing Store

The store located at south side of Dereboyu Road with a straight floor plan.

Plan organization of this store is mix floor plan which is the combination of cubical and angular forms which used in display units of this store.

Window shop of this store located at two sides of the entrance door. Floor finishing of the window shop is from wood, ceilings are from plasterboard and walls are covered by paint plaster and glass. Neutral, up-to-dated and classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Displays, signs and accessories can be seen in this part of the store. The ambient factors like background music, lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lightings and pleasant odor are existing in this part of the store.

Cashier is located at the front left side of the store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lightings and pleasant odor are existing in this part of the store.

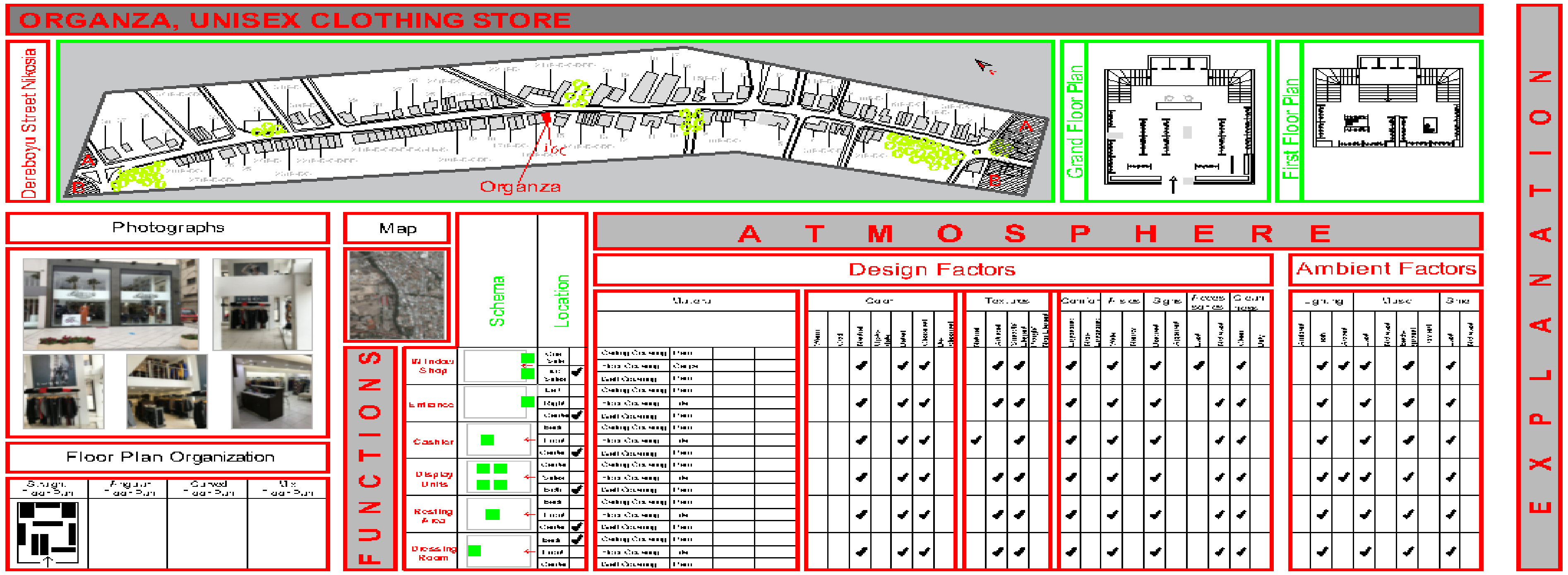
Display units are located at both sides and center of the store. Floor finishing of the entrance is from tile, ceilings and walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Displays, signs are existing but there is not any accessories in this part of the store. The ambient factors like background music, lightings and pleasant odor are existing in this part of the store.

Resting area is not existing in this store.

Dressing rooms are located at the back center of the store. Floor finishing of the entrance is from carpet, ceilings are from paint plaster and walls are covered by wood and paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. There is not any usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is not any signs and accessories in this part of the store. The ambient factors like background music, lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. Objects are ergonomic and the aisles are wide enough so it can create a sense of comfort for the users. But the lack of resting area and less usage of accessories in this store could create a sense of uncomfortable for users but generally, it can mention that this store has a positive atmosphere for both users and staff.

Appendix E7: Analysis Table of Unisex Clothing Store



Organza, Unisex Clothing Store

The store located at South side of Dereboyu Road with the straight floor plan.

Plan organization of this store is straight floor plan which is the combination of different kinds of cubical forms which used in display units of this store.

Window shop of this store located at the sides of the entrance door. Floor finishing of the window shop is from carpet, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The textures are artificial and smooth, elegant in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discreet and accessories can be seen in this window shop. The ambient factors like background music, task lightings and pleasant odor are existing in this part of the store.

Entrance is located at the center of this store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Cashier is located at the center back of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is natural and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs are exist but no accessories existing in this part of the store. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

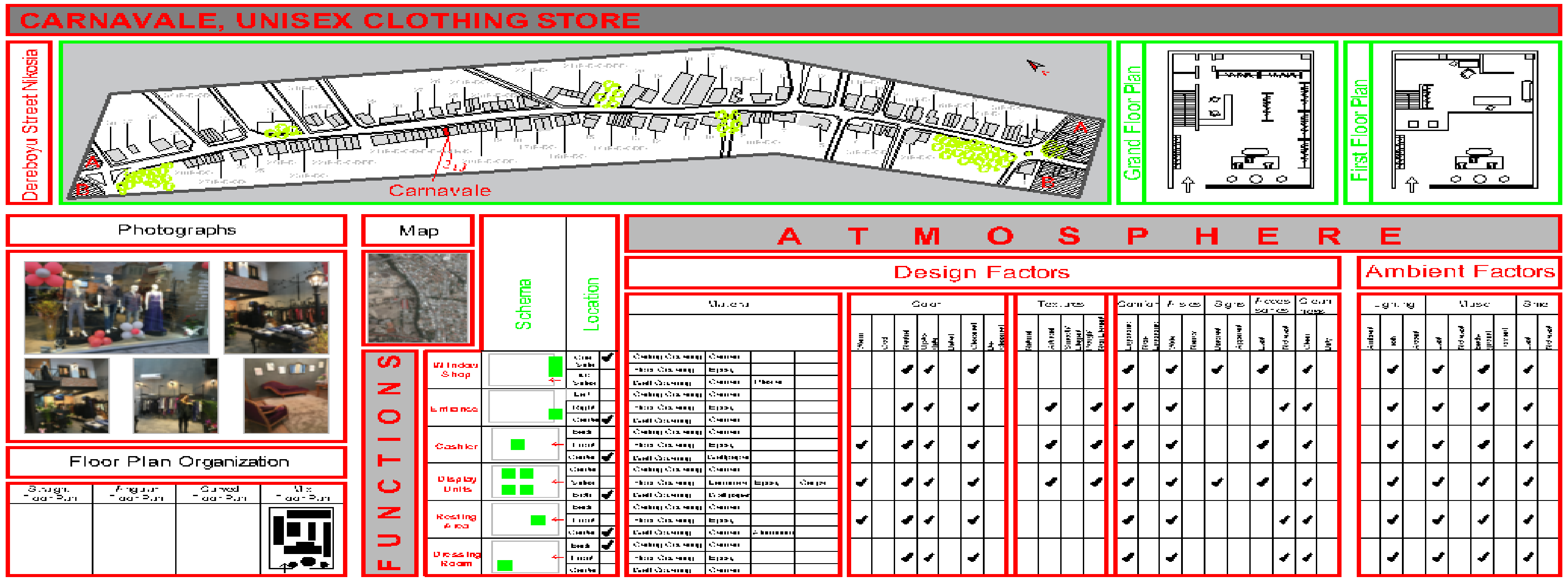
Display units are located at both sides and center of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Resting area is located at the center of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the center back side of the store. Floor finishing of this part is from tile, ceilings and the walls are covered by paint plaster. Neutral, up-to-dated and classified colors are used in this part of the store. The texture which used for this part of the store is artificial and smooth. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. Discreet signs and accessories existing in this part of the store. The ambient factors like background music, accent and task lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the classified and up-to-dated colors with the combination of natural and artificial textures. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of lighting. The aisles are wide enough so it can create a sense of comfort for the users. Finally, I can mention that this store has a positive atmosphere for both users and staff.

Appendix E8: Analysis Table of Unisex Clothing Store


CARNAVALE, UNISEX CLOTHING STORE
Dereboyu Street Nicosia
Carnavale
Grand Floor Plan
First Floor Plan
Photographs
Map
Schema
Location
ATMOSPHERE
Design Factors
Ambient Factors
Floor Plan Organization
FUNCTIONS
Window Shop
Entrance
Cashier
Display Units
Resting Area
Dressing Room

EXPLANATION

Carnavale, Unisex Clothing Store

The store located at South side of Dereboyu Road with a straight floor plan.

Plan organization of this store is [illegible] floor plan which is the combination of cubical and circular forms which used in display units of this store.

Window shop of this store located at right sides of the entrance door. Floor finishing of the window shop is from epoxy, ceilings are from cement and the walls are covered by cement and [illegible]. Neutral colors preferred for this window shop which are up-to-dated and classified. There is no usage of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in this window shop. The ambient factors like background music, accent lightings and pleasant odor are existing in this part of the store.

Entrance is located at the left side of this store. Floor finishing of the entrance is from epoxy, ceilings and walls are covered by cement. Neutral, up-to-dated and classified colors are used in this part of the store. Artificial rough non-elegant textures used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories existing in this part of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Cashier is located at the center of the store. Floor finishing of the cashier is from epoxy, ceilings are covered by cement and walls are covered by wallpaper. The combination of warm and neutral colors used in this part of the store which are up-to-dated and classified. Artificial rough non-elegant textures used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs but some accessories existing in this part of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Display units are located at both sides and center of the store. Floor finishing of the display units are from epoxy, carpet and laminate, ceilings are covered by cement and walls are covered by wallpaper. The combination of warm and neutral colors used in this part of the store which are up-to-dated and classified. Artificial rough non-elegant textures used in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. The signs are discard and no accessories can be seen in this window shop. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Resting area is located at the front of the store. Floor finishing of the resting area is from epoxy, laminate and carpet, ceilings are covered by cement and walls are covered by cement and aluminum. The combination of warm and neutral colors used in this part of the store which are up-to-dated and classified. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Dressing rooms are located at the back left side of the store. Floor finishing of the dressing rooms are from epoxy, ceilings and walls are covered by cement. Neutral, up-to-dated and classified colors are used in this part of the store. There is no existence of texture in this part of the store. The sizes of the objects are ergonomic and also aisles are wide enough and clean in this part. There is no any signs and accessories in this part of the store. The ambient factors like background music, fancy lightings and pleasant odor are existing in this part of the store.

Generally, this store has a successful interior design because it could create a positive atmosphere by using the mix of warm and neutral colors which are classified and up-to-dated and usage of artificial texture in different parts of the store. Also another factor which affected the atmosphere of the store is the usage of ambient factors like music, smell and different kinds of fancy lighting. The aisles are wide enough and objects are ergonomic so it can create a sense of comfort for the users. Finally, I can mention that this store has a positive atmosphere for both users and staff.