

**STORE ATMOSPHERE AND POP MATERIALS:
A STUDY ON BUYING BEHAVIOR OF CUSTOMERS AT
SUPERMARKETS IN ISTANBUL**

Asst.Prof. Güzide Öncü E. PEKTAŞ¹

¹*Haliç University
Istanbul, Türkiye
guzideoncum@hotmail.com*

Abstract

In the new century, the value and perception of the enterprises have changed due to the changes in consumers' demands and needs. By virtue of this evolution, the enterprises have begun to attach importance to the value-satisfaction-royalty connection in the new contemporary merchandising concept. The retailers must promote their customers with this connection model and ensure creating satisfaction while meeting their needs. Regarding the marketing activities which enterprises follow in their changing retailing and store management, one of the most important factors that influence the customers' buying behavior is the store atmosphere and pop advertising activities. In the literature section of this study, store properties and pop advertising activities are analyzed; and in the application section, the impact of store atmosphere and pop advertising activities on buying behavior of consumers are analyzed with supermarket application in Istanbul.

Key Words: Retailing, P.O.P. Advertising, Store Atmosphere

**MAĞAZA ATMOSFERİ VE POP MATERYALLERİ:
İSTANBUL'DAKİ SÜPERMARKETLERDE TÜKETİCİ SATIN
ALMA DAVRANIŞI ÜZERİNE BİR ARAŞTIRMA**

Özetçe

Yeni yüzyılda değişen tüketici istek ve ihtiyaçlarıyla işletmelerin değer ve anlayışları da değiştirmiştir. Bu gelişmelerle işletmeler çağdaş mağazacılık anlayışında değer-memnuniyet-sadakat ilişkisine önem vermeye başlamıştır. Perakendeciler müşterilerini bu ilişki modelinde tutundurarak, onların isteklerine cevap vermenin yanında memnuniyet oluşturmayı da sağlamalıdır. İşletmelerin değişen perakendecilik ve mağaza yönetiminde izledikleri pazarlama faaliyetlerinin tüketici satın alma davranışına etkisinde en önemli karar alanlarından bir tanesi de mağaza atmosferi ve pop reklâm aktiviteleridir. Bu çalışmada literatür bölümünde mağaza özellikleri ve pop reklâm aktiviteleri yer alırken, uygulama bölümünde ise tüketicilerin mağaza atmosfer ve pop reklâm aktivitelerine göre satın alma davranışları İstanbul ilindeki süpermarket uygulaması ile araştırılmıştır.

Anahtar Kelimeler : Perakendecilik, P.O.P. Reklâm, Mağaza Atmosferi.

1. INTRODUCTION

As a result of economic, political, social, cultural, technological and seasonal developments experienced in the 21th century, significant changes and developments took place in the marketing concept. This change and development has occurred in all areas of the marketing mix, and restructured the philosophy of marketing by bringing a new consumer concept into the forefront. This philosophy aims at representing the demands and needs of today's customers in the marketing model. The increasing competition in the course of globalization, fast development in

the retailing sector, differentiation and diversification of the products and services led the customers to make their buying decisions with different perception and motivations. These different perception and motivations have constituted the behavioral aspect of the consumers, and resulted in the necessity of analyzing them systematically from the perspective of enterprises.

In order for enabling the marketing activities which enterprises follow in the changing retailing and store management to result with satisfaction and purchasing of the consumers, one of the most important decision areas is establishing the store environment. Today, in the changing retailing and store management creative store properties is an art of experiential connections that ensure the customer royalty. In the literature section of this study store atmosphere and pop advertising activities are mentioned, and in the application section buying behavior of customers at supermarkets are studied.

2. STORE ATMOSPHERE

Store atmosphere is a concept that shapes consumer's thought about the store and has the utmost importance on customer's buying decision. The word 'atmosphere', which was first used by Philip Kotler, is a trending and popular topic in both academic literature and retailing sector. In 1974, in the first atmosphere article which was the first article on store atmosphere in the literature, Kotler describes the store atmosphere as follows; (Kotler, 1974:50)

Atmospheric environment is the conscious design of the space that has certain influences on customers. To put it more explicitly, atmospheric environment is the effort of designing the buying environment in order to create emotional influences on customers and trying to increase the buying chance of customers.

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

Kotler expresses that the store environment, when compared to the product itself, creates a more effective buying decision on customers. In some cases, the atmosphere becomes the primary product in the store. However, retail shop owners have occasionally ignored seeing the atmosphere as a marketing tool. There are two reasons for this: First one is that the businessmen behave thinking practice and function in thought and thus ignore the aesthetics factor in consumption. And the second one is that the store atmosphere, consumer and retailer have a silent communication language between each other (Kotler, 1974:50). Silent language is retailer's effort of giving the intended message to the consumer through the atmospheric environment which will be created in the store. For instance, retailers can provide the customers with the store atmosphere they want using an abstract or inner language (Kotler, 1974:50) in the store created with the decoration, pictures, artistic objects such as sculptures-paintings or different design products, or with a specific music or an incense in the store.

Ahtola's (1985) study indicated that it was estimated that about 50% consumers bought without plans, so they were easy to carry out impulse buying. By exploring the causes, he discovered that the reason was consumers increased their perceptual perceived value due to the influence of store atmosphere. The study of Bellenger et al. (1978) on department stores found that 27 to 62% of all sales belonged to impulse buying. They also discovered that the more frequently a consumer visited a store, the more possible he would purchase. Therefore, how to make use of store atmosphere to initiate perceptual consumer emotion is very important. (Chen, Han-Shen and Tsuifang, 2011, pg. 10056)

According to Baker (1986), store's atmospheric environment comprises of ambiance (environment, harmony), design and social factors (Baker, 1986:183). And again according to Baker (2000), store atmosphere is the sum of the store's physical characteristics creating sensual and emotional influences on customers. In other words, the consumers are influenced by the store atmosphere both physically and psychologically.

When the customer first enters the store, store atmosphere elements such as music, color, smell, crowd, charm of the store affects the customer's subsequent reactions (Baker et al., 2002:46)

Singh (2006) introduced customer experience value on the basis of S-O-R and took it as the foundation of customer perceptions and valuations to explore how the environmental perceptions and valuations of customers with different shopping motives (utilitarian and hedonic motivation) affected their shopping behaviors. He found that same environment would bring about different impacts on customers with different shopping motives: Customers with hedonic motives focused on both the realization of shopping purpose and the pleasure of shopping experience while customers with utilitarian motives paid more attention to whether the environment could promote highly-efficient accomplishments of their tasks. (Chen, Han-Shen and Tsuifang, 2011, pg. 10056)

2.1 Store's External Atmosphere

Even though it is thought that the external appearance is not related to the store atmosphere, the first thing that excites the attention of the consumer is the store's external appearance. Consumers will enter through the door of a store they liked and are excited with. The store's external appearance also forms the consumer's first thought on the store. In literature, the atmosphere topic includes the store's external atmosphere at first and the store's internal atmosphere as second. In this study this order has been followed and thus started with store's external atmosphere at first.

➤ Architectural Structure and Facade of the Store

The store's architectural structure and facade is where the first information and image relating the store begins to shape for consumers. For this reason, the store's authenticity and noticeability plays a significant role

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

in terms of routing the consumer to the store. Apart from that, the architectural structure is also important with regards to the customers' behaviors inside the store and ease of use of the store. The store's architectural structure should as well be considered in terms of security. Surveillance system, fire exit, security points, entrance and exit doors, etc. must be designed properly for the customers' safety inside the store. When it is taken into account that the name or brand board of the store will be on the facade, facade paint, maintenance of the building and external appearance have another importance at this point as well.

➤ The Entrance and Front Layout of the Store

The first signs that inform the consumers about the store and try to attract them to step inside are the entrance and front layout of the store. These are important factors that grab the consumers' attention and get them to step inside the store. The store entrance also affects the customer traffic when consumers enter or exit the store. They must have ergonomics which is suitable for the entry and exit of mothers with babies, old and disabled people. The store's front layout is as important as the store entrance. A flower pot or a different accessory placed at the store entrance decorates the store entrance and ensures a lovely appearance. Besides, a cartoon character, an animation game, a painting, a character, etc. placed at the store entrance may both invoke the consumers to step inside by providing information about the products sold in the store, and attracts people passing by.

➤ Store Window Layout

The store's decoration and window layout must be planned in accordance with the customers to be served. The decoration of a store appealing to young girls and the decoration of a store appealing to middle-aged and rich women must not be the same. The store's decoration and all display layout methods directly influence the customers' purchases, and thus influence and direct many issues such as the customer's stay time in the

store. As there are principles for specific store window layouts for certain months or days of the year, there may also be principles for specific store window layouts for the products sold or the customer profile. The store window and its interior layout is one of the featured stimulus that route the customer's perception and directly influences the buying decision of the customer (Eroğlu, 2004:59). The store window layout, product's on shelf positioning, product's packaging, and in-store promotion and selling activities are effective on the planned sales. The store window layout plays a big role in the decision of a consumer who passes by and wants to buy something but could not decide from where or what to buy (Arslan, 2004:80).

➤ **Store's parking areas and means of transport**

Store's parking areas and means of transport are issues which are frequently asked by the consumers and have a significant importance. With regards to itinerary, 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. Today, parking service is a must have in store properties; and in case not available, it affects the consumer to move to other stores. Parking areas must also be in accord with the store's capacity. For shopping malls in big cities, low parking fees also have a significant influence on the consumers' store preference and stay time in the shopping mall.

2.2 Store's Internal Atmosphere

Store's internal atmosphere should be in accord with the store's external atmosphere. When a customer enters the store after being attracted by the store's external atmosphere he/she must not be disappointed by the store's internal atmosphere. The store's internal atmosphere must route the customer who has stepped in as a result of the charm of the inner atmosphere to the products in the store and must create an eagerness in the

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

customer for buying. Besides, the store's internal atmosphere must be in accord with the store's image and general concept.

In an increasing competitive environment, the environment of the stores in the retailing sector has gradually become critical. Each store has its own environment/ambiance, and marketing specialists assert that the store environment plays an important role in shopping experience. The retailing environment can guide the consumers in their thoughts about the products and in their inferring on the service quality and in-store presentations. The store environment has also become a part of the store image as a whole. The results of the experimental researches have demonstrated that some signs inside the store help customers in their perception of the service quality and products. The atmospheric signs of a store comprises of; ambiance, design (layout) and social factors. In a study performed by Baker, Grewal and Parasuraman (1994) it has been suggested that; a very good store environment influences the customers positively in their perception of product quality. (Baker and Grewal, 1994:329)

➤ Floor and Ceiling Layouts

In-store floor and ceiling layouts can leave different and remarkable impressions on customers. A concrete floor or a floor covered with a thick and soft carpet result with a different atmosphere in the store. Materials such as ceramics, granite, wooden parquet, laminated flooring, concrete or linoleum may be preferred as a flooring solution. High and low ceilings may result with a spacious or unpleasant atmosphere in the store. Preferring light colors such as white, gray, beige, champagne or light pink as ceiling color creates a spacious atmosphere and directs the interest of the consumer to the ceiling. Fittings for lighting and air conditioning are also located at the ceiling area. Giving them an aesthetic view or hiding them gives the store a stylish look (Arslan, 2004:90).

➤ **Interior Decoration and Design of the Store**

The decoration and design of the store must be in accord with the products in the store; it must reflect the products in the store and be in a similar format with them. The decoration and design of the store must have the characteristics to make the consumers feel comfortable when they enter the store; it must not bore them but ensure that they spent their time in the store. For instance, the interior design of a store selling night dresses must be stylish and elegant. Again, the interior design of a store selling furniture must be in accordance with the nature of the products being sold. The interior decorations of two different stores selling office furniture and domestic furniture must be in accordance with the products they sell (Pektaş, 2009:59).

➤ **Changing Rooms**

Changing rooms are an important section of a store and they must be available in every store. According to the researches, changing rooms have an increasing effect on sales. When a customer wants to try on a product, the sales staff accompanying him/her has to communicate with the customer at this point. During the conversation between the customer and the sales staff as the customer tries the product on, if the customer asks whether the product befits him/her or not, he/she can buy that product with the sales staff's ability of persuasion. Moreover, some retail shop owners do not put mirrors inside the changing rooms in order to stimulate a conversation between the customer and sales staff; thus the sales staff can have a chance to influence the customer. The customer gets out and looks at the mirror which is out of the cabin and asks the sales staff's opinion as well.

To mention briefly about properties which must be available in changing rooms; changing rooms must be clean, there must be more than

one coat hooks, if possible, there may be a stool or a seat, there must be sufficient lighting, the mirror must be as wide and big as possible, air conditioning must definitely be available and there must be a rug or carpet on the floor (Pektaş, 2009:60).

➤ Hallway Width and Ease of Movement inside the Store

In-store space layout is important in terms of ensuring that the consumers inside the store walk freely between the products and sections. In-store hallway width and comfort is very important for the consumers inside the store to be able to display behaviors such as reaching the products, taking the products in their hands and reading, touching or smelling them, etc. Particularly, sections where cosmetics and personal care products are placed are designed larger than the other sections. Principally, customers tend to show the behavior of reading the information on the packages of cosmetics and personal care products before buying them. One other factor to be taken into account when arranging the in-store hallway width is that it should be wide enough for the customers to move their shopping baskets, for mothers to move their baby carriages and for the staff to move the forklifts they use.

➤ Store Cleaning

In-store cleaning, undoubtedly, is a factor that every store should give weight to. Proprietors who want to attract customers to their store have to keep their store's internal and external space clean. Otherwise, no consumer would be willing to enter an unclean store. The consumers would not like to enter a store where internal and external space is unclean and looks dirty; no matter how good its products or the service quality is.

Store cleaning is a thing that must be done and checked all the time. Moreover, its frequency should be increased at specific times pursuant to

the traffic of the store. Importance of store cleaning increases according to the type of the store. For instance, stores providing food and beverage services must attach particular importance to cleaning. As a matter of fact, some restaurants and café's put a sign with "you can see our kitchen" written on it; this gives confidence to the customers in the store and represents the attention that the store pays to its cleaning. Selling and non-selling spaces, shelves, fixtures, toilets and as well all sales staff working in the store are all parts of the store cleaning. Even the clothes of the sales staff, their personal care and health condition gives confidence to the customer. For instance, if a sick cook is on duty in a restaurant this will discomfort the consumer.

3. POP ADVERTISEMENT

According to the official definition of Point of Purchase Advertising Institute (P.O.P.A.I), promotional retail sales aids such as shows, signs, structures and equipment which are used to increase the sales of a store, and advertise the products and services are called as POP (Elden, 2003:275).

The advertising activities carried out at the point-of-sale include; various exhibitions held inside or outside the store, special window layouts made to promote a particular product, product testing stands, promotional activities performed with electronic devices, posters hung at various points inside the store, various audible activities such as announcements or spots which are made referring to a particular product in the store, special shelves or sales machines which are put in the store (Harcar, 1990:36; Eroğlu, 2004:36) (*See; Table 3*). In addition to the pop advertisement materials, there are also floor graphics which have an illuminated or 3D look when stepped on.

These advertisement materials whose scope can be sorted as floor advertisements, sales cars, shelf advertisements, and cashier's desk banners,

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

illuminated or unilluminated board advertisements inside and outside the store can be arranged as illuminated animations and advertisements with interactive floor sounds (Eroğlu, 2004:30).

Table 3. In-store and External P.O.P Materials

In-store P.O.P. Materials	External P.O.P. Materials
<ul style="list-style-type: none">✓ Window displays✓ Product shelves and boxes✓ Wall displays, posters and banners✓ Labels etc. swinging from the shelves✓ Product collecting baskets✓ Discount baskets and gondolas✓ Kiosks✓ Models✓ Product testing stands✓ Display Cards✓ Cartoons✓ Signs and labels✓ Mirrors✓ Decoration and design materials✓ Swelling materials✓ In-store shows and presentations✓ Digital Advertisements (Video)✓ Floor advertisements✓ Promotional materials, small gifts, calendar, etc.✓ Cd listening units	<ul style="list-style-type: none">✓ Signs✓ Illumination✓ Wall displays, posters and banners✓ Expositions and mobile exhibitions✓ Product testing stands✓ Shows and presentations outside the store

Source: Pektaş, 2009, s.84.

For instance, the results of studies on customers' buying habits in supermarkets demonstrate that half of the purchases made in these places are not pre-planned. A housewife may enter a store with a list of requirements in her hand, but she probably has more than those listed in her mind. As she walks among the sections and some products catch her eyes,

she pictures her refrigerator in her mind and decides what to buy. In that case, the importance of point-of-sale advertisements on unconditioned product purchases cannot be underrated.

Pop advertising activities;

➤ **Wall Displays, Posters and Banners:** When consumers enter the store, probably the first things that catch their eyes will be the posters, banners and pictures in the store. Boards, posters, banners and signs are used to inform the customers. The in-store communication is ensured by using words, symbols and graphics on banners. Banners are used to inform, route the consumers in the store, give them instructions and make announcements. The posters and banners placed inside the store must be in accord with the advertisements at other point-of-sales, and also must not be too many to avoid creating crowd in the store.

➤ **In-store Shelf Layout:** In-store shelf layout determines the display methods for the products which are sold in the store. The products in the store are displayed in various ways. The products can be displayed on shelves, hangers, walls, product baskets, store windows or at stands located at the center of the store. Shelves are the simplest materials for displaying hundreds of products in the store. The shelves have various application points in the store; they can be mounted on the walls or a wide range various shelf systems, such as, around the cashier's desk, low shelf systems special for the center of the store, etc., can be designed. Shelves are mostly selected and planned in accordance with the nature, needs and characteristics of the products which are sold in the store. Shelves also assort the products in the store, thus ensure a comfortable display environment for the customers.

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

➤ ***In-store Shows:*** In-store shows are particularly applied for product groups such as cosmetics, food, etc. Besides this, it is a method that can easily be applied for consumer durables as well. For instance; it is used for products such as whisk, toasters, pans, etc. It should be paid attention to selection of stores with high sales and customer traffic. High costs of this application prevents this method from being applied in every store. Besides, the store spaces must be large enough for these shows. In order to make the retailer volunteer for this kind of application, the retailer must clearly be evinced that the sales of the store will increase (Bozkurt, 2004:272).

➤ ***Product Display and Display Standards:*** Inside the retail store, the possible highest amount of products are displayed, thus the products are made easily visible by the customers. Product display can be made in two different ways: open and closed display. At open display, the customers are encouraged to take the products in their hands, touch, and view and test them. Clothes, greeting cards, books, magazines, etc. are displayed on accessible open shelves, in baskets or at hangers in a packaged form. But in some stores, for instance menswear stores, men's shirts are displayed in packages but only a few are displayed at hangers in an open form. Similarly, cosmetics and perfumes are also displayed in their packages, but their testers are provided to the customers at the front of the shelf or on a counter. At closed displays, the products are displayed in a way that customers can see them, but they are not allowed to touch or test them. For instance, cd and cassettes are displayed in their gelatin packages. Expensive ornaments and jewelries are displayed in store windows in a closed form. In stores selling electronic appliances, most of the appliances are displayed in shelves for testing purposes, but slightly expensive equipment such as laptops and digital cameras are kept in locked windows; but the customers are allowed to test them in company with the sales staff. Sales staff gives the customer detailed information about the usage and properties of the product (Arslan, 2004:139)

➤ **Dummies:** Dummies are very important for displaying, particularly, the textile products on dummies and for trying to make it easy for the consumers to picture the product on themselves. Besides, it also gives the consumer an idea about different product combinations with the skirt-blouse or pants-coat combinations displayed on the dummy. This, of course, is important for selling these combinations as a set as well.

➤ **Digital and Electronic Materials:** Various electronic materials can be used to inform the consumers in the store about the products in the store. The aim of these is to give information about the product and services and also sell them. Video presentations include applications such as video catalogues, commercial films, electronic home decoration, providing technical information about the use of the product, showing electronic haircut and hair models, etc.

➤ **Floor advertisements:** Floor advertisements is a generic name for applications such as advertisements, warnings, routing signs which are attached on the floor at the point-of-sale. These are generally used at frequent destinations where there is a dense crowd such as supermarkets, metro, gymnasiums, in front of cashpoints and gas stations, etc. With this system, it can easily be reached to a million people who enter the market at weekends. Another advantage of floor advertisements is that it does not create a dense visual pollution. For example, you see 20 advertisements in a market in a while, but you only realize them when you get close. On the other hand, it creates a huge visual pollution when 20 banners are hung on walls. These can also be used for routing the customers with the signs and symbols on the floor to prevent heavy traffic at the sales points. (Globus, 2003:86) It should be kept in mind that the color, design, size and place of the floor advertisements must be in accord with the store's internal atmosphere.

4. STUDY

4.1. Purpose and Method of the Study

In order to analyze whether the store atmosphere and pop advertising activities in supermarkets have an influence on consumers' buying behavior or not, the consumers in Istanbul were asked to select the supermarket which they go for shopping with easy sampling method and answer the questions. The study was carried out with 171 participants using face to face survey method. In the questionnaire, the participants were asked to answer questions relating the topic whether the variables such as the ones that constitute the store's internal and external atmosphere, pop advertising activities, store cleaning and layout influence their purchases or not. In the study model, the store atmosphere, pop advertisement and store layout in the literature has been selected and a communication model with the demographic factors has been created. It has been analyzed whether different consumer groups in the supermarkets are influenced by the variables in model or not.

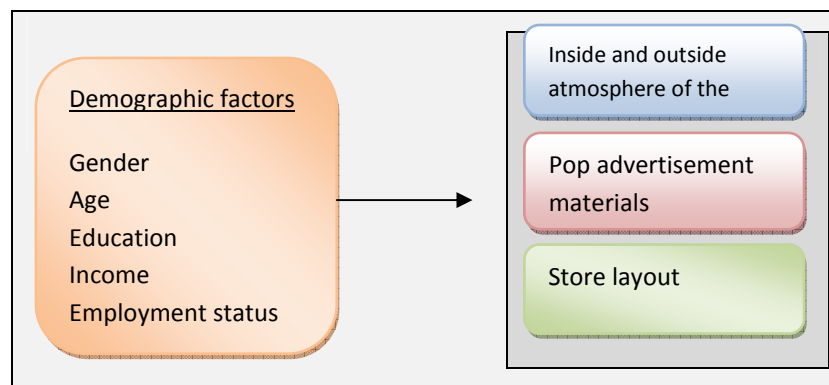


Figure 2. The Study Model
Source: Developed by the researcher.

4.2. The Study Findings

4.2.1 Frequency Analysis

Frequency analysis has been applied on all demographic questions. It has been done for the “*which supermarket do you go mostly*” question at the introductory chapter of the survey. The detailed demographic attributes of 171 participants of the survey are shown in Table 4. When we look at the highest percentage value in the table; 56% participants of the survey are female, 30% are between ages of 19-25, 20% are between ages of 25-30, 25% of them has an income level of 1001-1500 TL and education status of 57% is collage level.

Table 4. Demographic information of the participants of the survey

Demographic Attributes		Frequency Values	Percentage Value %
Gender	Female	51	56
	Male	35	46
Age Group	ages between 19-25	51	30
	ages between 26-30	35	20
	ages between 31-35	23	13
	ages between 36-40	21	12
	ages between 41-45	16	9
	ages between 46-50	8	5
	ages between 51-55	9	5
	ages between 56-60	5	3
	61 and over	3	2
Monthly income	Up to 1000 TL	41	24
	Between 1001-1500 TL	42	25
	Between 1501-2000 TL	25	15
	Between 2001-2500 TL	24	14

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

	Between 2501-3000 TL	22	13
	3000 TL and over	17	10
Level of Education	Primary education	5	3
	High school graduate	50	29
	College graduate	98	57
	Master's degree	15	9
	Doctoral degree	2	1

Participant's answered the "*which supermarket do you go mostly*" question with multiple options in Istanbul. The most preferred supermarket of the participants has been Migros with 43.3%. Carrefour was second with 28.1% and Bim follows as third.

Table 5. The most preferred supermarkets

Market Name	Percentage %
Migros	43,3
Carrefour	28,1
Bim	18,1
Tansas	14,6
Real	7,0

4.2.2 Factor Analysis

Prior to the factor analysis, a reliability test was applied on all survey questions. As the result of the reliability test, coefficient alpha has been found to be 0,835, which was a high value. As the result of factor analysis applied over survey questions, all variables has been collected under 4

groups. After eliminating the question variables which were over the group reliability in factor analysis and had a low factor group value, the factor analysis has been repeated again. Data regarding the factor groups and factor values are shown in Table 6.

Table 6. Factor Analysis Results

Factor Name	Question phrases	Factor weights	Explanatoriness of the factor (%)	Reliability
1. In-store pop materials	<ul style="list-style-type: none"> - Shows and games influence me on buying. - Music, colorful animation activities influence me on buying. - Voice announcements have importance on my buying. - Digital and electronic publications have importance on my buying. - Product testing stands have importance on my buying. - Floor advertisements are important. - I participate in product trials. - Posters, banners, photographs catch my attention. - Advertising activity influence me on buying. 	0,817 0,786 0,739 0,738 0,715 0,707 0,695 0,672 0,647	30,426	0,897
2. In-store Cleaning and Layout	<ul style="list-style-type: none"> - Cleaning of the store's external area - Signs and boards are important for me to find my way - Ease of the market's entrance and exit doors - Layout and a clean look have importance on my buying - Routing signs make it easy for me to walk around 	0,820 0,728 0,674 0,631 0,616	16,197	0,796
3. Store's internal and external atmosphere	<ul style="list-style-type: none"> - Its architectural structure and facade is important - The shape of the floor and ceiling is important - The inner atmosphere influence me on buying - Hallway width and layout influence me on buying - To be able to walk around easily influence me on buying - Illumination are easy on the eye 	0,697 0,676 0,674 0,636 0,610 0,508	6,785	0,791
4. Product category and store window layout	<ul style="list-style-type: none"> - I pay utmost attention to the product category - I look at the store window layout 	0,782 0,678	4,797	-

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

The scores of the factors are divided into 4 groups using the K-Means Cluster method. According to the 44% of the participants of the survey pop materials have a positive influence on buying behavior. According to 25.7% in-store cleaning and layout have a positive influence, and according to 26.3% store's internal and external atmosphere factor group has a positive influence on buying behavior. As a result of factor grouping, the “*product category and store window layout*” has showed up as a separate group, but its frequency value was too low. It can be commented that this creates a very low buying influence on consumers.

Table 7. Distribution of the factor groups

	Frequency	Percentage
Pop advertisement	76	44,4
In-store cleaning and layout	44	25,7
Store's internal and external atmosphere	45	26,3
Product category and store window layout	6	3,5
Total	171	100

4.2.3 Cross Analysis (Crosstabs)

In crosstabs, after the factor groups were created the frequency and percentage connection between these factor groups and demographic factors were analyzed. In connection between the factor groups and education which is shown in Table 8, it was seen that the most effective variable on buying behavior was pop advertisements with 40% according to the college graduates (*See; Table 8*)

Table 8. Connection between the factor groups and education

		Pop advertisement	In-store cleaning and layout	Store's internal and external atmosphere	Product category and store window layout	Total
Primary education	Frequency	4	0	1	0	5
	Percentage %	80,0	0,0	20,0	0,0	100,0
High school graduate	Frequency	26	9	12	3	50
	Percentage %	52,0	18,0	24,0	6,0	100,0
College graduate	Frequency	40	29	27	2	98
	Percentage %	40,8	29,6	27,6	2,0	100,0
Master's degree	Frequency	5	4	5	1	15
	Percentage %	33,3	26,7	33,3	6,7	100,0
Doctoral degree	Frequency	1	1	0	0	2
	Percentage %	50,0	50,0	0,0	0,0	100,0

In crosstabs, in connection between factor groups and income level, the most effective variable on buying was found as pop advertisements according to the consumers who have an income of up to 1000 TL (*See; Table 9*).

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

Table 9. Connection between Factor Groups and Monthly Income

		Pop advertisement	In-store cleaning and layout	Store's internal and external atmosphere	Product category and store window layout	Total
Up to 1000 TL	Frequency	22	5	12	2	41
	Percentage %	53,7	12,2	29,3	4,9	100,0
Between 1001-1500 TL	Frequency	16	10	13	3	42
	Percentage %	38,1	23,8	31,0	7,1	100,0
Between 1501-2000 TL	Frequency	13	6	6	0	25
	Percentage %	52	24	24	0	100
Between 2001-2500 TL	Frequency	17,1	13,6	13,3	0,0	14,6
	Percentage %	9	8	6	1	24
Between 2501-3000 TL	Frequency	37,5	33,3	25,0	4,2	100,0
	Percentage %	10	6	6	0	22
3000 TL and over	Frequency	45,5	27,3	27,3	0,0	100,0
	Percentage %	6	9	2	0	17
	Frequency	35,3	52,9	11,8	0,0	100,0

In crosstabs, in connection between factor groups and gender, the most effective factor group on buying was found to be pop advertisements for female and male participants. One other important data is that, in addition to pop advertisements, store's internal and external atmosphere is also effective on buying behavior of women. Males attached importance to in-store cleaning and layout factor group besides pop advertisements. (See; Table 10)

Table 10. Connection between Factor Groups and Gender

		Pop advertisement	In-store cleaning and layout	Store's internal and external atmosphere	Product category and store window layout	Total
Female	Frequency	40	23	29	3	95
	Percentage %	42,1	24,2	30,5	3,2	100,0
Male	Frequency	36	21	16	3	76
	Percentage %	47,4	27,6	21,1	3,9	100,0

In crosstabs, in connection between factor groups and employment status, the most effective factor group has again been pop advertisements for employed and unemployed participants (*See; Table 11*). Unemployed group includes students, retired and unemployed people and housewives.

Table 11. Connection between Factor Groups and Employment Status

		Pop advertisement	In-store cleaning and layout	Store's internal and external atmosphere	Product category and store window layout	Total
Employed	Frequency	28	19	24	3	74
	Percentage %	37,8	25,7	32,4	4,1	100,0
Unemployed	Frequency	48	25	21	3	97
	Percentage %	49,5	25,8	21,6	3,1	100,0

5. RESULT

In this study, it has been analyzed whether the store atmosphere in supermarkets and pop advertisements influence the buying behavior of consumers in Istanbul or not. For analyzing the study results it has been

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

benefitted from SPSS 13.0 statistical program. Reliability test, frequency analysis, factor analysis and cross analysis tests are applied on the study data. In the results of the study which has been applied on 171 participants, the question variables which influence the buying behavior of the consumers were listed under 4 factor groups. These are; store's internal and external atmosphere and pop advertising activities, store layout and cleaning, and product category and store window layout. In the distribution of the factor groups, the factor group which has the utmost influence on buying behavior has been pop advertisements. 76 of 171 participants of the survey said that they were influenced by the pop advertising activities in the store.

The second most effective factor group has been the store's internal and external atmosphere which was followed by in-store cleaning and layout. Product category and store window layout of supermarkets was found to have a very low influence of consumers' buying behavior.

In cross analysis, the connection between the supermarket customers' demographic attributes and factor groups are reviewed, and the most spectacular results were found to be as follows: 40% of the college graduates attach importance to pop advertisements; again, consumers with a monthly income level of up to 1000 TL attached the utmost importance to pop advertisements. In connection between gender and factor groups, the most important factor group has been pop advertisement, and store atmosphere as followed as second for women. For men, the most important group has been pop advertisements, followed with in-store cleaning and layout as second. In crosstabs, in connection between employment status and factor groups, the most effective factor group on buying has again been pop advertisements for employed and unemployed participants.

The most effective variable on buying at supermarkets has been pop advertisements. When the consumer enters the store they are substantially influenced by advertisement boards, voice announcements, floor advertisements, alive materials, gondola and basket displays and reflect this on their buying behavior. This study which was carried out at supermarkets in Istanbul can be adapted to other sample groups and different store concepts and thus these consumer behaviors can be compared with other consumer behaviors. In believe that it will provide a different remark and perspective, particularly, for supermarket operators, and it will guide them for creating a store display and atmosphere.

REFERENCES:

- [1] Arslan, Müge. Mağazacılıkta Atmosfer. İstanbul: Derin Yayınları, 2004. Ayn E. Crowley, “The Two-Dimensional Impact of Color on Shopping”, Marketing Letters, 4:1, (1993) ss. 59-69.
- [2] Baker, Julie, A. Parasuraman ve Dhruv Grewal, “The Influence of Store Environment on Quality Inferences and Store Images”. Journal of Academy of Marketing. C: 22, S: 4, 1994. Aktaran: Baker, Julie, A. Parasuraman ve Dhruv Grewal, “The Influence of Store Environment on Quality Inferences and Store Images”. Journal of Academy of Marketing. C: 22, S: 4, (1994), ss. 328-339.
- [3] Baker, Julie, A. Parasuraman, Dhruv Grewal, Glenn B. Voss, “The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions”. Journal of Marketing. C: 66, April, 2002, ss. 120-141.
- [4] Bozkurt, İzzet. **İletişim Odaklı Pazarlama**. İstanbul: MediaCat Kitapları, 2004.
- [5] Cheb, Han-Shen ve Tsuifang Hsieh, “The effect of atmosphere on customer perceptions and customer behavior responses in chain store supermarkets”, African Journal of Business Management Vol. 5(24), pp. 10054-10066, 2011.

*Store Atmosphere and Pop Materials:
A Study on Buying Behavior of Customers at Supermarkets in Istanbul*

- [6] Dong-Mo Koo, “Inter Relationships Among Store Images, Store Satisfaction and Store Loyalty Among Korea Discount Retail Patrons”, *Asia Pasific Journal of Marketing and Logistics*, (2003), 15; 4. Global, s. 42.
- [7] Kotler, Philip, “Atmospherics as a Marketing Tool”. *Journal of Retailing*. C: 49, Number 4, 1974, ss. 48-64.
- [8] Kotler, Philip and Gary Armstrong. “Principles of marketing”, 2008, 13 th ed.
- [9] Müge Elden, **Reklâm Yazarlığı**, İstanbul: İletişim Yayınları, 2003, s. 275.
- [10] Eroğlu, Güzide Öncü, “Reklâm Kampanyalarının Planlanmasında Satış Noktası Reklâmın Önemi ve Bir Uygulama”, (**Basılmamış Yüksek Lisans Tezi**, Marmara Üniversitesi Sosyal Bilimler Enstitüsü, 2004), s. 64.
- [11] Pektaş E., Güzide Öncü, Mağaza Özellikleri Açısından Tükeicilerin Mağaza Sadakat Düzeylerinin Belirlenmesi ve Bir Uygulama, (**Basılmamış Doktora Tezi**, Marmara Üniversitesi Sosyal Bilimler Enstitüsü, 2009), s. 44.
- [12] Sharma, Arun ve F. Thomas Stafford, “The Effect of Retail Atmospherics on Customers’ Perceptions of Salespeople ve Customer Persuasion: An Empirical Investigation”, *Journal of Business Reserach*, 49, , (2000), s. 185.
- [13] Talha Harcar, “Satın Alma Noktasında Reklâm (P.O.P.)”, **Pazarlama Dünyası**, 4. 22, 1990, ss. 27-32. **Aktaran:** Eroğlu, s. 36.
- [14] Turley, L.W. ve Jean-Charles Chebat. “Linking Retail Strategy, Atmospheric Design and Shopping Behaviour”. *Journal of Marketing Management*. 18, 2002. ss. 125-144.
- [15] Wright, John S. Willis L. Winter ve Sherilvn K. Zeigler. **Advertising**, New Delhi, Mc Graw-Hill Book Company, 1983, s. 125.
- [16] Hatiboğlu, Zeyyat, **Pazarlama Yönetimi ve Stratejisi**; Temel Araştırma A.Ş. Yayınları, İstanbul: No:8, 1986, s. 59.
- [17] “Marka Yere Düştü Satışlar Patladı”, **Globus Dergisi**, Mayıs, 2003, s. 86. (23.08.07)