Store design

A comparison between luxurious and normal/regular fashion stores

Group no: 2909

Authors:
Jinan Riadh Alazzawi (jai11001)
Loredana Alexandrina Farcuta (lfaf11001)

Tutor: Carl G. Thunman
Examiner: Ole Liljefors

Västerås, Sweden
June 2012
Abstract

Date: 4 June 2012

University: Mälardalen University, Västerås

Program: MIMA- International Marketing

Course Name: Master Thesis in Business Studies (EFO705)

Title: Store design

A comparison between luxurious and normal/regular fashion stores

Authors: Jinan Riadh Alazzawi (jai11001)

Loredana Alexandrina Farcuta (Ifa11001)

Group Number: 2909

Supervisor: Carl G. Thunman

Second Reader: Konstantin Lampou

Examiner: Ole Liljefors

Purpose: The purpose of this study is to do a comparison between luxurious fashion stores and normal/regular ones, describe the differences in terms of the store design and discuss the influences and their impact on the customer experience. The second purpose is to give suggestions to normal/regular fashion stores from Sweden regarding improvements that they might need to enhance the customer’s shopping experience.

Method: In order to complete this study, both primary and secondary data were collected. Primary data was collected by performing three different methods. First was an observation, which was done in both luxurious and normal/regular fashion stores. An interview was performed with the manager of H&M Västerås. Last but not least method was to apply a questionnaire in order to find out the customer’s opinion concerning their shopping experience. The secondary data was gathered from Mälardalen’s University data bases and library and also from online resources.

Conclusion: The luxurious fashion stores have a unique way of displaying their garments, which gives an idea of neatness, comfort and order. They also have special services that add to the customer’s shopping experience, enhancing it. Even thought normal/regular fashion stores are different
from luxurious, they give a big importance to the quality, the price and displaying their garments in a specific order.

When it comes to the shopping experience customers’ encounter, most of them considered that it is important to have helpful staff, right temperature, appropriate music and light and clean environment. Overall it can be seen, that even thought they are completely different, the normal/regular fashion stores still try to offer the best experience to their customers.

**Keywords:** Luxurious fashion stores, Normal/Regular fashion stores, Store design and shopping experience.
Acknowledgement

“Always do your best. What you plant now, you will harvest later. “

By Og Mandino

This research would not have been possible without the help and advices from several people who, one way or another helped with this research.

First of all we would like to express our sincere appreciation to our tutor, Carl G. Thunman, for his support, help and advices concerning our Master Thesis.

We would also like to thank the manager that took the time to talk to us and answer our questions and of course to all the people that answered our questionnaire.

Last but not least, we would like to thank our families for their support and help during this chaotic time.

28 of May, 2012

Jinan Riadh Alazzawi & Loredana Alexandrina Farcuta
# Table of Contents

Chapter 1: Introduction .................................................................................................................. 10

1.1 Definition of Keywords ......................................................................................................... 11
1.2 Problem Formulation ............................................................................................................. 12
1.3 Purpose .................................................................................................................................. 12
1.4 Structure ................................................................................................................................. 13

Chapter 2: Method ......................................................................................................................... 15

2.1 Method to collect the data ...................................................................................................... 15

2.1.1 Collection of primary data ................................................................................................. 16

2.1.1.1 Observation .................................................................................................................. 16
2.1.1.2 Interview ..................................................................................................................... 18
2.1.1.3 Questionnaire .............................................................................................................. 18

2.1.2 Collection of secondary data ............................................................................................. 20

2.2 Method to analyze data .......................................................................................................... 20

2.2.1 Analyzing of primary data ................................................................................................. 20

2.2.1.1 Observation .................................................................................................................. 20
2.2.1.2 Interview ..................................................................................................................... 20
2.2.1.3 Questionnaire .............................................................................................................. 21

2.2.2 Analyzing of secondary data ............................................................................................. 21

Chapter 3: The Conceptual Framework ......................................................................................... 22

3.1 Main part of the Framework .................................................................................................... 23

3.1.1 Store atmosphere ............................................................................................................... 23

3.1.1.1 The stores design and information display ................................................................. 25
3.1.1.2 The social factor ........................................................................................................ 25

3.1.2 Store image ....................................................................................................................... 26

3.1.2.1 Convenience ............................................................................................................... 26
3.1.2.2 Safety .......................................................................................................................... 28
List of figures

Figure 1: Store design framework ................................................................. 22
Figure 1.1 a: Store atmosphere ................................................................. 23
Figure 1.1 b: Store image .......................................................................... 26
Figure 1.1 c: Customer’s expectations ...................................................... 28

List of matrixes

Matrix 1: Methods of collecting data ......................................................... 15
Matrix 2: The observations by number, date, time and locations ............... 17
Matrix 3: The variables used in the survey ............................................... 36
Matrix 4: The interviews by number, store, name of manager, date, time and location....... 52

List of pictures

Picture 1: The entrance of the McQueen store in New York ......................... 37
Picture 2: Shelves ..................................................................................... 37
Picture 3: “The mother ship” and dressing rooms ..................................... 37
Picture 4: Gucci entrance in New York ....................................................... 38
Picture 5: Interior of the store ................................................................. 38
Picture 6: Leathered-paneled staircase ....................................................... 38
Picture 7: Interior design .......................................................................... 39
Picture 8: Interior design .......................................................................... 39
Picture 9: Pringle interior design .............................................................. 39
Picture 10: Entrance to Prada Store .......................................................... 39
Picture 11: Interior .................................................................................... 40
Picture 12: Dressing rooms ...................................................................... 40
Picture 13: Dressing rooms ...................................................................... 40
Picture 14: Interior Panda ......................................................................... 40
Picture 15: Emporio Armani Entrance ...................................................... 40
List of charts

Chart 1: Sample of the respondents ................................................................. 53
Chart 2: Luxurious fashion stores visited .......................................................... 57
Chart 3: Normal/Regular fashion stores visited ............................................... 57
Chart 4: Shopping experience 1 ........................................................................ 58
Chart 5: Shopping experience 2 ........................................................................ 58
Chart 6: Gender of the respondents ................................................................. 61
Chart 7: Age of the respondents .................................................................... 62
Chart 8: Age of male and females ................................................................ 62

List of tables

Table 1: Exterior elements .............................................................................. 54
Table 2: Interior elements ............................................................................... 55
Table 3: Improvements for luxurious fashion stores ........................................ 59
Table 4: Improvements for normal/regular fashion stores .............................. 60
Chapter 1

Introduction

This first chapter presents the idea behind store design, and the purpose of this study. It also explains the key words that are essential in order to understand the main points presented in the thesis.

Store design does not only involve the infrastructure of the building, but also everything that can be seen or touched in the store. The customer's interaction with the store begins when they see the store's logo or the moment they enter the store. The experience they will embrace in the store will determine the actual purchase. There are many elements that are important when attracting customers, but two of the most important are the colors and the ambiance. Many studies have been made on customer's reaction and were based on the stores design and atmosphere. (Underhill, 2009, p. 10-14) This paper also describes what is important when it comes to the atmosphere of fashion stores and how this atmosphere influences the customers in their shopping trip. The store design is directly connected with the brand as well. Different brands have different impacts on the fashion sector. Many people relate or want to belong to a category of people that have a certain brand or act a certain way.

According to some studies, it has been discovered that customers who seek high levels of merchandise will be attracted to stores that have created a certain theme for their merchandise, have a special store interior design, service quality and identity. In return that will effect positively the emotions that are associated with the buying experience of a customer. This is found in special brands such as: Gucci, Louis Vuitton. (Chebat, & Michon, 2003, p. 530)

This research follows a comparison between luxurious fashion stores and normal/regular ones in order to see the differences that are between them and how these differences can help with certain improvements that might be needed in order to enhance customer's shopping experience. Luxurious fashion brands have a higher status than the rest of the brands according to this fact they can charge customers with a premium price. Nowadays the fashion market is driven by a constant need to “refresh” the product and the frequently change of merchandise in the store due to the highly competitive business. (Christopher et al, 2004, p. 367-376)

Considering the fact that more and more competitive stores are present on the market, it is important for retailers to be able to keep a neat atmosphere design and to create customer satisfaction by having quality products that meet their needs better than the competition. (Otieno, et al, 2005, p. 299)

This research is being made for those interested in fashion store design and also fascinated with the idea of combining them in order to have a successful business. This study contains special services and facilities experiences that have been gathered and presented in order to give the needed information and to clarify the importance of store design in attracting customers.
Once the needed and relevant literature is gathered and presented, the next step is to present the differences between the two main types of fashion stores (Luxurious and Normal/Regular) and also to point out the correct steps a company should follow in order to offer customers a better shopping experience. This comparison helps in pointing out the required improvements in the store design that needs to be done in order to enhance the customer’s shopping experience.

1.1 Definition of Keywords

Following are the definitions of the essential words that are used in the report, these words or group of words are: luxurious fashion stores, normal/regular fashion stores, store design and shopping experience.

The first group of words used in this paper is “Luxurious fashion stores”, which refers to the well known expensive firms that sell their products on the exquisite market. According to the online oxford dictionary, the word “Luxurious” means “very comfortable, elegant and involving great expenses” or an item that is desired, but due to its expenses it is difficult to obtain. (Oxford Dictionaries)

The word “Luxury” is a very hard to define, it varies a lot depending on the term that is used for and in what context. It can be considered that it is the mysterious and elusive concept. (James, 2011)

According to (Heine, 2011, p. 41) “Luxury products have more than necessary and ordinary characteristics compared to other products of their category, which include their relatively high level of price, quality, aesthetics, rarity, extraordinariness and symbolic meaning”. This group of words covers the products that are more than necessary or needed in our daily lives in contrast with other products of the same category. (Heine, 2011, p.41)

According to About.com “Fashion” means the art form, the method of consuming clothing and accessories in order to reveal or hide something about a person. They are usually considering the latest fashions and it is always varying, slightly intangible and exceptionally seductive. It requires six months ahead of each season to make the orders with the manufacturers for styles and to prepare all the needed preparations to the predicted styles that their customer will might buy. (Nellis, 2012)

Store is the physical place that customer usually visit to buy a certain product, in this concept is related to the Stores that are for “Fashion”. The “Store design” includes the store physical interior design which is aimed to give the best possible “exposure” to their customer. The store’s image is shaped from the general display layout of the store which creates an insight and perception for the customers. (VanBaren, 2012)

The “shopping experience” includes the environment that the customer visits and it does not include the payment. (Shopping experience, 2011) The first word, “shopping” means the examination of goods and services from a retail store with the intent of purchasing. Shopping is an act of selection and it can be considered as a leisure activity or an economic one.
(Shopping, 2012) The “experience” is particularly the process of observing, encountering while going through a certain environment and to gain certain knowledge from this process, which can be negative or positive. (Experience, 2010) In this concept they mean that a person is gaining a certain kind of practice and knowledge from a particular observation in a specific fashion store.

1.2 Problem Formulation

One of the most important stages in starting a business is the store design. It is used by retailers as a competitive strategy in order to influence the customer's behavior. (Marsh, 1999, 19-20) (Chebat & Michon, 2003, p.529–539). Retailers also try to achieve a special store identity which will enhance customers shopping behavior making them willingly to browse, purchase and return for more. (Evans, et al 2010, p.17-22) Other studies were previously made, that surround the idea of store design influencing the customers in their trip to the stores. The store design differs according to the type of store and there are different suggestions in each of the cases. This study concentrates on the fashion stores and how these stores make sure their store design will enhance customer's shopping experience. There are many people that use shopping as a remedy against sadness or daily problems, therefore stores should make sure they offer a good shopping experience. (Oh, et al, 2007, p. 2, 4)

This research follows the impact store design elements have on the customer's shopping experience. As Underhill, 2009 stated, there are many elements which belong to the store's design and influence the shopping experience customers have in a particular store. Other researchers came to the conclusion that a special themed store is a good idea. (Oh, et al 2007, p.4) Even thought there were other studies made on customer's shopping experience, this research concentrated on a comparison between luxurious and normal/regular fashion stores. The belief was that, if the comparison would be made only between normal/regular fashion stores, the differences would be small; therefore the need of improvement might not be seen. By choosing to compare normal/regular fashion stores with the luxurious ones, the spotted differences would be bigger and it will make the need of improvement seem important.

The practical implication of this study makes it beneficial for normal/regular fashion stores, which can find relevant information about improvements that they might need to make in order to enhance the customer's shopping experience. The results can help these fashion stores realize what elements of their store design have problems or need to be improved. Sometimes it is hard to see which element is lacking unless a comparison is made in order to indicate this.

1.3 Purpose

The purpose of this study is to do a comparison between luxurious fashion stores and normal/regular ones, describe the differences in terms of the store design and discuss the influences and their impact on the customer experience.

The second purpose is to give suggestions to normal/regular fashion stores from Sweden regarding improvements that they might need to enhance the customer’s shopping experience.
1.4 Structure

Chapter 1 - Introduction

This chapter presents the idea behind store design and the purpose of this study. It also explains the key words that are essential in order to understand the main points presented in the report.

Chapter 2 – Method

In this chapter it is presented the methodology used to put together this paper. For a better understanding, it offers detailed information on how each of the methods were designed and used.

Chapter 3 – The Conceptual Framework

This chapter presents the conceptual framework, which was adopted in order to guide the research through the main parts that are important when comparing luxurious with normal/regular fashion stores.

This framework works as a model which structures the entire paper. It contains three parts from which the last one is the main one (Store atmosphere - Store image - Customer’s expectations relationship). It begins with the two types of fashion stores (Luxurious and Normal/Regular) that are placed there due to their importance in the research. The second part contains the brand, which is divided in two: identity and lifestyle. The brand surrounds both of these stores and also the last part of the model. Last but not least, the Store atmosphere - Store image - Customer’s expectations concept, the main part, after which the paper is done.

Since the last part of the model is the main part taken in consideration by this study, it will be discussed first in the paper.

Chapter 4 – Store design in luxurious and normal/regular fashion stores

This chapter presents eleven luxurious fashion stores and four normal/regular ones. In the sub-chapter presenting the first type, general ideas are written about these stores and how they make customers interested in their products. The second sub-chapter describes four regular stores present in Sweden. The description also contains the way these stores design and display their merchandise in order to attract their customers.

Chapter 5– Findings and analyses

This chapter presents one by one, each of the three primary data collections. First is the observation that was conducted to both luxurious and normal/regular stores. Next is the interview, where only the most important things were mentioned. The last part is allocated to the analysis of the surveys. This analysis consists of tables and charts that are posted with comments. The comments represent the analysis of the collected data.
Chapter 6 – Conclusions and recommendations

Last chapter of this research contains the conclusions that were drawn after gathering and analyzing the two sets of data. This chapter also gives some recommendations for improvements in normal/regular fashion stores and also recommendations for future studies in this subject.
Chapter 2

Method

This chapter presents the methods of gathering primary and secondary data and also explains the way these data collections and analyzes were made.

According to Fisher (2010) the realists believe that the knowledge that is gathered can be used in order to offer suggestions on how things could be done. (Fisher, 2010, p. 50) In this research, the information gathered through both primary and secondary data collections, will conclude with giving recommendations for improvements that might be needed in order to enhance the customer's shopping experience. As stated in Fisher (2010), a typical realist project would concentrate on identifying factors that either enhanced or lowered a certain element. Like in the case of this project, a realist research gathers the data through interviews, participant observation or questionnaires. (Fisher, 2010, p. 55)

2.1 Methods to collect data

This paper contains both primary and secondary data. In order to present the way that the data was collected a matrix was made. This matrix shows each type of data and the collection of it in a structured way that makes it easy to understand. Under the matrix, each method is taken individually and detailed information is being stated.

<table>
<thead>
<tr>
<th>Data collection</th>
<th>How was it done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature</td>
<td>From the gathered literature (articles, journals, thesis, books, internet sites) the framework was composed.</td>
</tr>
</tbody>
</table>
| Observation     | Was performed between the following dates: 8 and 20 of May 2012. There were 9 observations performed.  
• Västerås – 8, 10, 11 and 14 of May in H&M and Gina Tricot  
• Stockholm 19 of May in Louis Vuitton and Gucci |
| Interview       | With manager of H&M, Västerås and Köping, Mr. Bo Eriksson.  
Date: 16 of May 2012 in Köping, Sweden at 16:00 o’clock. |
| Questionnaire   | Designed after the concepts present in the framework.  
It was inserted on Survey Monkey internet tool on 12 of May  
It was closed on 20 May 2012.  
There were 91 respondents (58 females and 33 males). |

Matrix 1: Methods to collect data (own matrix)
2.1.1 Collection of primary data

2.1.1.1 Observation

First method consists of performing observations to some fashion stores in Västerås and in Stockholm. The type of observation was personal allowing the researchers to spend long hours monitoring the customers present in the store and how they interact with the elements mentioned in the model. It followed a normal type of observation since the observed data was in its environment, but due to the fact that it wasn’t possible to specify in detail the exact data that needs to be gathered the observation was semi structured, due to short time the observers did not follow only one person, instead they did an overall asses of the store.

This observation was also a systematic one, due to the fact that there were certain elements that were investigated and taken into consideration in each of the stores. The studied points are mentioned in the conceptual framework. Even though not telling people that they are being watched is debated to be an unethical issue, if the subjects of the study would be told about the research they might change their usual behavior. Understanding the fact that people tend to act differently when knowing they are being watched the disguised observation technique was adopted and the mystery shopper was used. (Malhotra, 2006, p.242)

Being inspired by the mystery shopper idea, the decision was to make a similar investigation. Nine investigations were performed to the stores in order to investigate and pay attention to the store design structure and everything related to the store atmosphere. After each visit, the information gathered was written on papers. The customers weren't informed of this and neither were the managers of some stores.

The observation was done according to “Why We Buy” by Underhill’s (2009) and “Marketing Research” by Malhotra (2006). The observation form is stated in appendix. The observation form contains detailed information about the date and time when that was performed, the name and location of the store. The observation is structured into two parts one includes the exterior design of the store and the other the inside design of the store, followed by questions regarding the behavior and preferences of the target group in the observed stores.

The observation form also contains questions about the safety and the price exposed (regular price and the sales or campaign one). According to Malhotra, (2007) there is also an additional part that observes mainly the customers and contains the “who”, “what”, “where”, “why” and “the way” the observation is made. “The greatest advantage of observational techniques is that they permit measurement of the actual behavior rather than reports of intended or preferred behavior.” (Malhotra, 2006, p. 248) This is why this method was chosen in order to collect primary data for this research. The observations were performed in two normal/regular fashion stores in Västerås and in two luxurious fashion stores in Stockholm. The observation was done after “Why we buy” by Underhill (2009) and according to “Marketing research” by Malhotra (2006). The observation form can be seen in the appendix.

The observation for normal/regular fashion stores was performed in H&M and Gina Tricot. The stores were chosen due to their origins, public preference and accessibility. First one,
H&M is a well known Swedish fashion retailer which has stores all over the world. Their first store was also opened in Västerås, therefore the observation was performed in the store located on Vasagatan, Västerås. Since first store was selected in this location so was Gina Tricot, this store also represents a well known fashion store that is appreciated by a lot of people and like H&M they also have a Facebook page where they keep in touch with their customers.

There was an observation performed in two of the luxurious fashion stores as well. The observation had the same form and technique and was performed in Louis Vuitton and Gucci stores in Stockholm. The site for this observation was Stockholm due to the fact that most of these luxurious stores are present in big cities, especially capitals. The chosen store was Louis Vuitton because this brand is known internationally, it appeals to different ages and it is world’s most valuable brand. (Louis Vuitton, 2012) The second observation was conducted in Gucci store also in Stockholm; it was located beside to the Louis Vuitton store. It is an international brand that is known to be the most triumphant manufacturer including high-end leather goods, clothing and many different fashion clothing. (Gucci, 2012)

Even if prior to the investigation the stores were browsed a couple of times, the observation took place between the following dates: 8 and 20 of May, 2012. Due to the fact that the stores present in Västerås were closer to reach, there were a number of visits to these stores for observing. Because of the lack of time, there was only one visit to the luxurious fashion stores in Stockholm.

<table>
<thead>
<tr>
<th>Number of observation</th>
<th>Date – Time – Store – Location (for more information check the appendix)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8 May 2012 – between 16:00 -16:45 – H&amp;M – at the corner of Vasagatan with Stora Gatan, Västerås</td>
</tr>
<tr>
<td>2</td>
<td>8 May 2012 – between 16:50-17:30 – Gina Tricot – in Galleria gallery from center of Västerås</td>
</tr>
<tr>
<td>3</td>
<td>10 May 2012 – between 15:57-16:40 – H&amp;M - at the corner of Vasagatan with Stora Gatan, Västerås</td>
</tr>
<tr>
<td>4</td>
<td>10 May 2012 – between 16:46-17:34 - Gina Tricot – in Galleria gallery from center of Västerås</td>
</tr>
<tr>
<td>5</td>
<td>11 May 2012 – between 14:00-15:00 – Gina Tricot – in Galleria gallery from center of Västerås</td>
</tr>
<tr>
<td>6</td>
<td>14 May 2012 – between 10:10-11:05 – H&amp;M - at the corner of Vasagatan with Stora Gatan, Västerås</td>
</tr>
<tr>
<td>7</td>
<td>14 May 2012 – between 11:10-12:00 – Gina Tricot – in Galleria gallery from center of Västerås</td>
</tr>
<tr>
<td>8</td>
<td>19 May 2012 – between 11:20-12:00 – Louis Vuitton - at the corner of Birger Jarlsgatan and Smålandsgatan in Stockholm</td>
</tr>
</tbody>
</table>
Due to the fact that the observation performed in the stores was not fully structured the data collected this way may be less reliable than if the observation would have been fully structured. Also choosing observation as technique might be a disadvantage since it can be difficult to determine the motives behind the actual behavior. (Malhotra, 2006, p. 248) Another big importance is the fact that the researchers are not professional observers and have never performed before an observation, so they might interpret things that are happening in a wrong way.

2.1.1.2 Interview

Another way of gathering primary data was to perform an open interview with the manager of a normal/regular fashion store. There was also an attempt of performing the same interview with managers of luxurious fashion stores, but this was unsuccessful. The Louis Vuitton manager diplomatically refused to give the required information present in the interview and the manager from Gucci didn’t have permission to answer all the questions. She only gave information about the window display, their employees and policies.

The interviews were needed in order to find out the point of view managers have for decorating and organizing the store in order to give a good shopping experience. The interview contained three questions, from which number two had eight scales, they were asked in private meeting scheduled with the manager. This interview was personal in-office interview and the respondent was interviewed face-to-face in their workplace.

“Managers being interviewed have the comfort and security of their office and can control the timing and the pace of the interview. For researchers, the big benefit of meeting managers in their office is the ability to build up a report, probe, and gain the full attention of the manager” (Malhotra, 2006, p. 229)

The analyzing of the planned interviews data might be problematic due to the inexperience of the researchers.

2.1.1.3 Questionnaire

The last method for collecting primary data was to form a questionnaire that was spread through the internet to respondents in order to get customer’s opinion when it comes to the store design influence on their shopping experience. “One interesting development in the use of research questionnaires is the use of email and the World Wide Web to deliver questionnaires and to receive the responses.....The email contained a hyperlink to a World Wide Web page that held the questionnaire.” (Fisher, 2010, p. 209)

The purpose was to gather information from customers of both luxurious and normal/regular fashion stores concerning their opinion on store design and shopping experience. Even with
the rest of primary data collected, it was important to have data directly from customers of these stores. It is important to know how customers interact and interpret certain things in stores, therefore making their visit pleasant is important.

The questionnaire concentrated on questions about the fashion stores in general, particular and about store design parts. The questionnaire was formed after going through “Marketing Research” by Malhotra’s (2006) and Fisher (2010) which both contained information about designing a good questionnaire and the best suited questions. Before releasing the questionnaire the population was determined. The population for this study was MDH students and the two Facebook pages members: International Marketing 2011-2012 at Mälardalen University (54 members) and International Committee @ MDH (1130 members). The questionnaire was sent through MDH e-mail to 242 students. There was also an attempt to post it on Blondinebella.se, which is a Swedish fashion blog, but there was no allowance granted.

The questionnaire was sent through the internet, by choosing as survey tool Survey Monkey. Which is a survey located on an internet site, which can be used for market research, customer feedback and product or event planning. There are more similar tools, such as: Survey Gizmo, Kwik Survey, Free online Survey and many others. This survey tool, Survey Monkey is known to be user friendly, free and popular among students.

This tool allows the questionnaire to be sent through a link to all the respondents. The respondents had to click the link and a new page with the questionnaire would appear. When they finish they press the “done” option that is in the end of the questionnaire and the information inserted is automatically sent to the database of the questionnaire site. After the data is collected, analysis can be done, by selecting or designing the suitable charts for the study. Ones this is done the charts can be downloaded from the survey site and added to the project.

Since the questionnaire was distributed to different target groups and through the internet there was an introduction on the top of its page presenting the main points regarding the questionnaire. This part also contained the filter question that needed respondents to have been to both luxurious and normal/regular fashion stores. Most of the questions were designed as scales, since it is easier to complete, the respondents only have to check one line at the time. The questionnaire was released on the internet on the 12 of May 2012 and it was closed on the 20 of May 2012. During this period 91 questionnaires were filled in.

The questions chosen for this questionnaire were formed according to the model and to each element a question was attributed (as stated in the questionnaire matrix located in the conceptual framework chapter). The questions had a logical order, starting with the easy questions and finishing with the sensitive ones like age and gender. All the questions being asked were structured (fact that is recommended by Malhotra, 2006), some of them were multiple choice questions and some were dichotomous ones.

In order to make the questionnaire comprehensive to anyone, the words were carefully chosen, avoiding ambiguous ones. The questionnaire was designed to be easy to go through, professional and attractive. To make sure that the respondents will understand the
questionnaire, a pilot testing was done. The pilot testing took place on the 10 of May, 2012 in
the computer room R2 - 302 at Mälardalen’s University, Västerås. There six students were
asked to fill in the online formed questionnaire. No interaction or help was given while they
were answering the questionnaire. Than the students were ask if they encountered any
problems while answering it. Since there were no problems the questionnaire was released.
The chosen sampling was purposive due to the fact that not many respondents could be found
by doing the sampling differently. According to Fisher, many students choose this option when
they are doing their master thesis since they cannot get enough surveys filled in. (Fisher. 2010,
p. 209)

“Many people doing Master’s dissertations resort to purposive sampling because their
problem is simply getting enough questionnaires filled in. This is a grand way of saying that
the researcher puts into their sample whoever they can obtain access to or whoever they think
may be appropriate respondents for the questions they want to ask.” (Fisher, 2007)

Since the survey was in English, the respondents that did not know English might have had a
hard time answering this survey.

2.1.2 Collection of secondary data

The collected secondary data was gathered from Mälardalen Högskolan databases and library.
The material gathered from there was formed of books, articles, journals and thesis. Additional
information was collected as well from online sources, like newspapers and publications. This
secondary data was used in order to present the main ideas surrounding the store design.

2.2 Methods to analyze data

2.2.1 Analyzing of primary data

2.2.1.1 Observation

After using the observation form to collect the data directly from each store, the data collected
was first stated and then analyzed. The observation of the stores starts from outside the stores,
making its way inside, through the decompression zone, checking the inside of the store that
can be seen from the entrance and then discussing the framework.

The analysis of each store was individually presented; this part can be seen in appendix. After
this, a summary of all the visits to each store was written in the paper. Following these
summaries there were two comparisons made between each type of stores and one comparison
between the two types of stores. In this comparison the similarities and differences were stated.

2.2.1.2 Interview

The interview was applied to H&M’s manager. The meeting with this manager was on the 16
of May, 2012 at 16:00 o’clock in Köping. The interview was performed in Swedish and then
translated into English in order to be posted in appendix. In the case of the luxurious fashion
store Louis Vuitton, there was no possibility to schedule an interview with the manager, since
they said that the design of the store is done after the suggestions received from Paris. They
were very diplomatic and they said (by phone and personally during the visiting in Stockholm) that the manager who is responsible and is authorized to answer some of the interview questions is busy at that time and can try to send an e-mail.

2.1.3 Questionnaire

In order to find out how the customers see the different designs of stores and how it influences them, the survey method was added. It is very crucial and important in these terms to know the point of view of customers, when it comes to their own shopping experience and what do they crave that stores might think to improve it.

Due to the short time and limited access to fashion blogs and forums, the survey link was only posted to MDH mail and Facebook on the 12 of May, 2012. Therefore only 91 questionnaires filled in. There are many reasons for this small number of responses: it can be because not many people have been to both luxurious and normal/regular fashion stores and this was a criterion for finding respondents, also due to the fact that not many people can afford buying from luxurious brands especially if they are students.

Once the questionnaires were filled in, with the help of the Survey Monkey site and application, charts and cross tabulations were made in order to analyze and explain the important factors that were discovered through this method. The analyzing was done for each question asked in the questionnaire. With the help of Survey Monkey tool, the analyzing was done. Tables and charts were created with relevant statistical information concerning the results.

2.2.2 Analyzing of secondary data

After gathering secondary data in different forms a literature review was done. Different relevant points were stated in the paper in order to point out the way this research should be done and what different previous researches have stated.
This chapter introduces the framework that was adopted in order to guide the research through the main parts that have to be taken in consideration when dealing with both luxurious and normal/regular fashion stores.

# The Store Design Framework

The following figure presents the conceptual framework that was adopted and used as a model for this thesis. This framework was inspired from the original one found in Oh, et al (2007), but in addition to that one three more concepts were added.

![Store Design Framework](image)

Considering the fact that the main part of this model consists of the Store Atmosphere - Store Image - Customer's expectations relationship, these concepts will be discussed first. They will
be followed by the discussion of brand and its two parts: identity and lifestyle. Last but not least are the two types of stores, which are being stated in one separate chapter. This chapter also includes pictures as empirical data.

3.1 Main part of the framework

The main part of the framework consists of the Store Atmosphere - Store Image - Customer's expectations relationship. This part was the first one discussed in order to give a clear overview about the main idea of the model.

3.1.1 Store Atmosphere

Store atmosphere is introduced by (Kotler, 1973, p. 42-49), and it has specific emotional affects on customers by designing a physical store environment that has an effect on customer’s purchase decision-making. Blek stated in his book (Blek, 1975, p. 157–164) indicates that Physical surrounding is one situational characteristic that stimulates customer behavior within an environment. Creating the store design for any company has become one of the most important stages in establishing a business; it is one of the competitive strategies used by retailers to influence the customer behavior, in turn that will increase them. (Marsh, 1999, 19-20) (Chebat & Michon, 2003, p.529–539). For many leading fashion stores, it became very vital to concentrate on the interior design because that is what attracts the customers.

![Store Atmosphere](image)

Figure 1.1a: Store atmosphere (own figure)

The store atmosphere influences the customer’s perception regarding the brand products and services present in one store. (Karanikas & Öhman, 2008, p. 2, 18) Many stores are trying to create a special atmosphere in order to make the customers buy their products. This atmosphere is correlated with the background part of the environment which touches the customer's subcontinent. (Evans, et al, 2010, p.17-22) Baker (1986) developed a typology categorizing the atmospheric store environmental elements into three groups: design factors, ambient factors, and social factors.

The design factor is composed of physical parts of the store that includes not only the interior but also the exterior. As part of the store layout the allocation of floor space and interior display are considered to be features. They are categorized as functional (store layout, display, comfort and privacy). Esthetic Factors: are accompanied of different elements such as (architecture, color, material and style). (Marans & Sprechelmeyer, 1982, p. 652-670).
The external elements are important in targeting customers because they see the store’s logo, the main entrance door and the display windows before seeing the interior of the store. The external part therefore has a big role in attracting customers. These elements should be visible from far. (Dennis & King 2007, p. 425) Many fashion stores use window display in order to present their garments. (H&M, 2012, Andersson, et al, 1999, p. 66) The parking spot is considered as part of the exterior feature as well.

The ambient factor includes non-structural components of the retail environment such as: music, scent, lights. The music needs to be appropriate in intensity and volume. (Dennis & King 2007, p. 425) It is important for managers to understand that not everyone appreciates the same intensity and tonality in the music. (Bergqvist & Sargezi, 2011, p.25) “In stores that are trendy and have a young target market, music can be a major focal point. In most other cases, music provides a pleasant background.” (McIntoch, 2008). Many stores have background music that appeals to the customer when they enter the store. Some stores aim for a slow music that is supposed to relax the customers in their search for products, others have a higher tonality being addressed especially to the younger generations. Once again the ambient affects the experience customers have in the store and plays a role in choosing the garments. (Bergqvist, & Sargezi, 2011, p. 25)

Scent includes fitting with other cues, novelty and pleasantness. (Dennis & King 2007, p. 425) “Scent is a big part of the store environment and the overall shopping experience, but creating a pleasant scent experience in thrift stores can be a bit more challenging than the norm” said Billie Torrentt, vice president of stores at Goodwill. (ISR., 2011) Also according to Underhill (2009) people tend to feel more welcomed if there is a certain smell (scent) in the area where they shop. “A pleasing scent can create a wonderful ambience and add to the customers' shopping experience, particularly if it is a sample of one of the products you are selling” (McIntoch, 2008)

The lights in the dressing rooms are important. Some stores provide lights that switch from day to night in order for the decision of buying to be easier. (Manuelli 2006, p. 38-43, Dennis & King 2007, p. 425) Both internal and external design elements are an important part in attracting customers and making them feel welcomed. The inside display contains a lot of factors that influence the shopping experience that customers have in a store. (Dennis & King 2007, p. 425)

All the mentioned above elements are used by retailers to achieve a special store identity and to encourage customers’ shopping behavior (willing to browse and to buy) and attracts them to come back for more. Choosing a pair of jeans that fit could be seen like a quest for some customers, and if the search is accompanied by a sharp music tonality and crowded area the person might give up searching and go to another store. Many stores are trying to create a special atmosphere in order to make the customers buy their products. This atmosphere is correlated with the background part of the environment which touches the customer's subcontinent. The experience a customer has when it comes to retail should begin at the entrance and end when the person exits the store. (Evans, et al 2010, p.17-22)
3.1.1.1 The stores design and information display

The store design presents a store’s identity that can attract the customers by presenting and showing a certain type of lifestyle atmosphere. Previous researchers have realized that it is a good idea to have a special theme in the store. As example of a thematic way of presenting the store is the window display, which is used by many stores in order to advertise their merchandise. (Oh, et al 2007, p. 4) The information display is also important when talking about the store and how they advertise their garments. The signs should be put in a special way in order to be seen and noticed by the customers. (Evans, et al 2010, p. 51-55)

Colors have a bigger impact than monochrome on customers. The warm colors such as orange and red makes the message appear larger, contrary to the blue color that makes it smaller. Red has most of the times the highest attention value. It is pointed out that using colors in packaging for example, will create an image of the brand in the customer’s mind and later on him/her will be drawn to that specific product. According to “Consumer Behavior” by Evans, et al (2010), primary colors usually attract children, such as yellow being particular for small children. Another interesting fact is connected to the way females seem to be more attracted to a colored mail envelope than men would be. (Evans, et al 2010, p. 53)

Nowadays color is an important aspect to be taken in consideration by marketers, when they are trying to catch a customer's eye in relation with a product. Some products use a specific color in order to implement an image in the customers mind and in the same time it can be seen as positive and negative. Red is often associated with passion, hotness and being strong, green with nature and calm environment, blue with authority and respect, black with power and mystery and yellow with warmth and caution. (Evans, et al 2010, p. 74) When it comes to colors marketers should also take in consideration that some people are color blind and it might become a problem to distinguish in between two similar products if the only difference consists in a different colored lid. (Evans, et al 2010, p. 75)

Another interesting factor is that people usually distinguish certain things with one side of the brain. As stated in the “Consumer Behavior” by Evans, et al (2010) it is important for retail stores to take in consideration the position of a particular product. Due to the fact that different things are recognized by different sides of the brain, marketers should be careful when advertising for a product. (Evans, et al 2010, p. 57) The characteristics of a product should be put on the right side so the left part of the brain can distinguish it. Contrary when it comes to emotional images, they shall be posted on the left side so the right part of the brain to be able to spot them. (Evans, et al 2010, p. 57)

3.1.1.2 The social factor

The Social factor includes the human elements and according to Karanikas & Öhman, (2008) they are important in creating a certain atmosphere in stores, since people tend to associate the personnel present in the store with the brand. (Karanikas, 2008, p. 2, 18) The interactions customers have with the staff or other customers present in the stores, such as crowded areas is also part of the social factor. (Dennis & King 2007, p. 425) Therefore it is important how the personnel behaves, what they wear, how do they act and most importantly how they treat the
customer, if they are able to satisfy their needs or maybe create new ones. (Karanikas, & Öhman 2008, p. 2, 18)

3.1.2 Store image

Store image is the middle part of the relationship between store atmosphere and customer’s expectations, and it represents the idea or the picture of a product present in the customer’s mind. The “image” can also be considered the personality of the store and many of the definitions have been given based on the perception of the customers. (Dennis & King 2007, p. 426) The store image has three parts that influence the way customers think about the store, which are: safety, convenience and entertainment. When talking about the experience customer have in a store those are considered to be key factors. They are not only related to the store image but also to the branding and what it offers to the customers. (Oh, et al 2007, p. 4)

![Store image](image)

Figure 1.1b: Store Image (own figure)

3.1.2.1 Convenience

Convenience is based on how easy it is to shop in a certain store; some customers might go to more than one store and try to search for the best offer when it comes to price or quality. It can also be connected with the time spent while shopping; some customers might look for an easier alternative and would like to save time. (Oh, et al 2007, p. 5)

In order to have an advantage from the competition, some stores started to provide a distinct level of facility hoping to make a difference in the eyes of the customer. Trying to make them feel like a guest, they have increased their environmental level that it is now competing with hotel environments. This quality of shopping experience is given to the customer from their entrance in the store till the exit. As part of this, necessary provisions are the drinks, refreshments, seating, toilets, disabled facilities that the stores should be able to offer. These things are fundamental when it comes to the idea behind a successful business. (Coleman 2006, p. 7)

A good suggestion can be found in “Why We Buy” by Underhill (2009) as well, where it is stated that, sometimes couples go together shopping and meanwhile the girl is looking for a dress, or going in the dressing room to try on a garment, there should be a place where her boyfriend or husband could sit and maybe read a newspaper. Therefore there is the suggestion that stores should have an area where people could sit meanwhile waiting for someone to finish their shopping. (Underhill, 2009, p. 91)
It is important for garment stores to have easy to find dressing rooms. Customers should be able to see it right away without the need to ask by having some signs that indicate the locations (Underhill, 2009, p. 181-183). The overall display and placement of the garments is important in order for the customer to find the garments or utilities easily. (Underhill, 2009, p. 181-183) Studies proved that men are less willingly to ask where the dressing rooms are, and if they do not see it they will most likely abort the idea and leave the store. Another factor is that the store should point out, visibly whether or not it is women, men or mixed dressing room, in order to avoid accidents and embarrassment. Even thought designing the entire store to fit and harmonize might seem a good idea, having the dressing rooms similar to the rest of the store will make it harder to spot.

The passage through the store should be wide enough to allow the carriage’s or wheelchair's access through the stands. If the target groups are females, store managers should take in consideration that mothers might go shopping with their youngsters (baby wagons) and therefore they would need to have space to walk through the store. (Underhill, 2009, p. 11) The layout of the store is important and it is mentioned in the “Why We Buy” by Underhill (2009) that during a store observation an obese male had problems reaching a lower shelf that stored his size of underwear because usually the unknown brand is placed on the lowest shelf. The suggestion given by the observer was to put underwear for younger people on the lower shelves since they won't encounter this problem. Therefore it is important to know who your customers are. (Underhill, 2009, p. 10) Another example mentioned, a jewelry stand located near the entrance of the store. Each time someone tried to take a look at the jewelry they would be pushed from behind by people that entered or tried to exit the store. Most of the people do not like to be pushed; therefore they gave up and abandoned their search from that stand. Many stands are incorrectly placed in order to attract attention, but they end up creating a crowded area. (Underhill, 2009, p. 11)

Many stores have a problem with attracting the attention of the customer to a particular product; they might expect the customer to have a certain route though the store, which in reality is mistaken. By studying and analyzing customers way of browsing through the store these mistakes could be avoided. (Underhill, 2009, p.13)

The presence of restrooms in a store also has an important touch when it comes to customer care facilities. If a customer needs to use the toilet while he or she is the store and there are none, they might leave the store in order to go find one. Considering the fact that a restroom is related to personal hygiene and service, if they are allowed to use the personnel restroom for example, they might end up buying something from the store in order to return the favor. (Coleman, 2006, p. 362-364) The quality of these restrooms shall not be underestimated. The importance of details and the impact they have on the customer, giving them a positive and memorable experience has to be taken in consideration. The toilets should have access and facilities to assist disabled people and for mothers shopping with their children there should be baby changes facilities. The stores should be able to offer a good shopping experience, to all people and try to treat them as guests. (Coleman, 2006, p. 362-364)
3.1.2.2 Safety

While designing any type of shop it is very crucial that the architecture takes in consideration this vital factor. Many don’t give the proper importance to the safety and protection even though they don’t intend too, because of the profitable consumption and viability of any area in the retailer shop. From the beginning it needs to be designed with high care. (Safety measures in the retail store design, 2010)

Having the safety factors within the design of a retailer space will give it captivating and responsible designs. Services have a leading role in keeping the store image and its performance as factors for safety and protection. Mechanization is necessary in establishing the safety factors; they also include having CCTV’s for retail spaces, access control systems, IP cameras, burglar alarms, smoke detector panels and water sprinkler systems. (Safety measures in the retail store design, 2010)

When it comes to stores, emergency exists should be easy to find by customers in case there is a fire and they need to get out of the store as soon as possible, therefore they should be properly marked and easy to reach. The safety of the store also consists of the idea that customers are not worried about: the products functions (if it works, lasts, fits and matches), its price (if it is too expensive or cheaper due to lower quality), after sale services (like warranty or product exchange). (Oh, et al 2007, p. 5)

3.1.2.3 Entertainment

When it comes to entertainment it is important for the customers to enjoy their time spent in a store, if they do not have fun during shopping, it would negatively affect the store. Some people go shopping when they feel down and sad, therefore the shopping experience is like a medicine, it is supposed to make them feel better. (Oh, et al, 2007, p. 2, 4)

A good strategic move for stores to implement the idea of creating special places for children to play meanwhile the parents are shopping. Sooner or later the child will get bored and tired and start to cry or make noises that will annoy not only the parent but also other customers that might leave the store because of the noise that the child is making. (Underhill, 2009, p. 160-161)

3.1.3 Customers expectations

Customer expectations regarding the product and the satisfaction that they get when buying from a certain brand, is influenced by the store atmosphere and design that represents a specific identity to the merchandise. (Oh, et al 2007, p. 3)
3.1.3.1 Customer’s past experience

Sometimes the marketers can use a customer's past experience to stimulate their sense which would happen when they encounter a familiar sound, smell, fabric or taste that brings back memories from the past. A store's main idea is to make the customer have positive feelings while being in the store, which will influence the customer's satisfaction and store loyalty. The experience that they have while shopping will influence their further decision of returning to the store and purchasing from there again. (Evans, et al 2010, p. 92)

3.1.3.2 The idea of brand

The idea of branding can be seen differently and it is hard to define. The brand is a sum of all the information that surrounds the product, the company and the services for that particular product; they are used in order to create an image and expectations in the mind of the customer. (Karanikas & Öhman, 2008, p. 20) It has been proved that the atmosphere is the essential way of teaching a customer about the brand; on the other hand the atmosphere has to be connected with the interior of the store. Interior design referers to the furniture, music, lights, information material, placement and design of the place, all have to send the same message like the brand does. (Karanikas & Öhman, 2008, p.17)

Shoppers do not love a store just because of the products they are having, most of the times customers continue shopping because of the experience they have when shopping at that particular store. It could be that they are familiar with it, they like it or they simply got used and the store touches them in a personal way. (Danziger, 2006, p. xiv) The shopping experience (luxurious and normal/regular) is directly connected with the store design model. It is the craze that customers gasp while they are visiting a store, this way of being influences their stay and their mood. Therefore it is important for fashion retailers to offer a good shopping experience to their customers. (Danziger, 2006, p. xiv)

But in order to touch the right customers, marketers should know what a customer's motivations are and according to that they could split them in segments and improve their store design and layout to fit with the needs of that specific segment. (Evans, et al, 2010, p. 24) Otherwise not knowing the customers that buy from your shop might end with the customer's dissatisfaction or low sales on a particular stand of garments. It is also important to know the gender of the target customers. Male and females are quite different when it comes to layout and display of the store. Females might need access to more privacy when shopping for sensitive garments. In this case the dressing rooms should be separated giving privacy for each gender. Age is another important factor to be considered by managers. Alike different genders, different ages react differently. Managers need to know the age of their target group and try to adjust their store according to that targeted group.

3.2 The Brand

It consists of the brand and its importance when it comes to customer’s evaluation of the store and final purchase. The store’s atmosphere, image and customer’s expectations correlation is included in this part. Brand is a broad area, but in this part of the paper, brand is presented
from two perspectives: brand as a lifestyle and brand as identity. Not every product's purchase is conditioned by its brand, but sometimes the idea of brand has an influence on the customer and this correlates with actual purchase. In some cases the idea of high quality and durability gives the branded product from exquisite brands a higher status, compared to products from other brands.

When shopping a certain luxurious branded item, customers usually do so because they like to identify themselves with the brand identity. This specific brand expresses their way of being; therefore they can express themselves through their clothing and accessories. (Evans, et al, 2010, p. 209) Some will develop a brand loyalty and only be interested in purchasing items from that brand; it could be any kind of brand as long that the customer feels that he or she is expressed through possessing it. While others might have different approaches and they will purchase different items from different brands, as long as their self image is projected through them. (Evans, et al, 2010, p. 246)

There are also a group of customers that interpret brand items as items that can only be bought by a certain type of social groups (like certain celebrities), or by high class. This type customers might purchase branded items because they wish to belong to that special class or contrary they might reside them (do not like or don’t want to be seen resembling to any of the mentioned groups) therefore they don’t buy the branded items. (Evans, et al, 2010, p. 247)

3.2.1 Brand as a lifestyle

Retailers do not want just to sell goods, they want the customer to look up to the brand and associate it with a type of living. Manuelli is mentioning in “Design for shopping: new retail interiors” that fashion brands such as: Donna Karan, Armani and Fendi have all joined the idea of presenting a lifestyle not just selling a product. (Manuelli, 2006, p 18-109). Usually retailers try to differentiate themselves from other competitors in terms of price, promotions and location of the store, but what consists of an important competitive edge for this type of differentiation is the environment present in the stores. The satisfaction of a customer has three stages: pre-sale stage consists of the expectations the person has about the product, the service, benefits of the product, its prices and availability, period when the customer is able to experience the environment of the store, the product itself and the quality and after- stage – when the customer wants support and advice, refund or replacement, repair.

When it comes to the classification of fashion retailers in their research article (Marciniak & Bruce, 2004) point out that they are divided by product, woman's wear, mans' wear or children wear. It is also pointed out that many fashion retailers offer products spread across age and gender ranges. It is stated in (Miler & Merrilees, 2004) that in Toronto, Eaton's Simpson insisted in having a nice interior design of their couture departments, they concentrated on creating a luxurious atmosphere where the customer will feel pampered by the entire environment. Knowing that there are few things that can differentiate a store from another, as stated in the article wrote by (Bridson & Evans, 2004) fashion stores try to develop a sustainable competitive advantage through branding not only the products they have but the total store experience. It is also mentioned that in order for a store to have the status of “retail
brand” it needs to accomplish four functions, such as: to be able to differentiate, to command a premium price, to have a separate existence to the corporation, to provide a form of psychic value to the customers.

In the “Why We Buy” by Underhill (2009) it is stated that usually people have a tendency to orientate themselves towards the right, when entering a store. When staging the merchandise, managers should take in consideration these ideas and be able to expose the garments that would pass unnoticed in this side, so they would attract the customer's eye when entering. (Underhill, 2009, p. 80-81)

**3.2.2 Branding and Identity**

Brands and Branding, people associate them with the multinational corporations. In competitive marketplace brands subsist. They are there to meet the different choices and interest of different people and different cultures all over the world. They give the customer the opportunity to choose one product or a service instead of another, in the complex world of increasing and variant choices with many needs it has become more difficult to differentiate between the products because they might have similar features but there is a big standard range. (Ahmad, 2009)

The concept of branding is related significantly to the marketing, advertising and playing on the subconscious aspirations of the customer. “Branding is global culture fuelled by consumerism and the need for people to categories their lifestyles, likes and dislikes through buying into particular products”. (Mesher, 2010)

Brands seek to have a special theme that distinguishes them from any other competitor in the same field. It is important to understand that each brand, gives its customers a certain product that even if it is sold in a different places such as super market but for maybe half the price, the customer will still believe that the contents of the tin are better quality. (Ahmad, 2009)

“The concept of branding is intrinsically linked with advertising, marketing and playing on the subconscious aspirations of the consumer. A brand can be a product, a person or a logo-anything that can be bought and sold, as an idea or artifact, can be branded”. (Mesher, 2010)

“Brands today represent more than a product, service or brand identity (the name and logo, design and voice of the brand.” (Ahmad, 2009)

In our world there are millions of brands, some of them are the ones that have been there for many years and people have become very aware of it. They build a brand name that many people seek for to obtain. The power of the brand is obvious in our everyday lives and our language is cultured with mentioned the brand references in our daily conversations. Once a brand has become known in the market, the costumers are no longer only buyers of a product or a service they are “stakeholders” who experience the brand in different ways and present it to the committees. Branding is the dialogue that helps in forming a strong and long lasting relationship between the organization and it stakeholders. (Ahmad, 2009)
When talking about brands, it is essential to point out the fact that those brands have created a certain type of architecture design to their shops starting from the outside and ending by the smallest details in displaying their garments. Usually the shops that are related to those luxurious brands have had their stores designed by famous architectures. In order to establish the idea of brand, stores have to invest in a good design that will reflect their design consciousness and the one of their customers. Luxury brands such as Prada manage to invest a lot of money in this concept.

3.3 The variables used in the survey

The questionnaire was structured according to the conceptual framework model and each question is related to the concepts present in this chapter. Most of the concepts used, surround the relationship between Store Atmosphere – Store image – Customer’s expectations, matrix number 2 was designed in order to give a clearer understanding on how the concepts are related to the questions.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Concept definition</th>
<th>Survey Questions</th>
</tr>
</thead>
</table>
| External     | The external elements are important in targeting customers because the customers see the store’s logo, the main entrance door and the display windows before seeing the interior of the store. The external part therefore has a big role in attracting customers. These elements should be visible from far.  (Dennis & King 2007, p. 425)  | How important are the following items located outside the stores?  
  • nice architectural style of the store,  
  • sale or promotion signs,  
  • interesting/inspiring display windows                                                                                                                      |
away without the need to ask by having some signs that indicate the locations (Underhill, 2009, p. 181-183)

<table>
<thead>
<tr>
<th>Music</th>
<th>The music needs to be appropriate in intensity and volume. (Dennis &amp; King 2007, p. 425) It is important for managers to understand that not everyone appreciates the same intensity and tonality in the music. (Bergqvist &amp; Sargezi, 2011, p. 25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature</td>
<td>Underhill (2009) pointed out the fact that stores, especially ones present in malls, have a rather high temperature, therefore in some seasons this might be an inconvenience for customers wearing thick clothes. (Underhill, 2009, p. 12)</td>
</tr>
<tr>
<td>Lights</td>
<td>The lights in the dressing rooms are important. Some stores provide lights that switch from day to night in order for the decision of buying to be easier. (Manuelli 2006, p. 38-43, Dennis &amp; King 2007, p. 425)</td>
</tr>
<tr>
<td>Cleanness</td>
<td>Cleanness is an essential factor, messy/dirty stores are not favorable and especially the dressing rooms should be clean. (Underhill, 2009, p. 21)</td>
</tr>
<tr>
<td>Space</td>
<td>The passage through the store should be wide enough to allow the carriage’s or wheelchair’s access through the stands. If the target groups are females, store managers should take in consideration that mothers might go shopping with their youngsters (baby wagons) and therefore they would need to have space to walk through the store. (Underhill, 2009, p. 11)</td>
</tr>
<tr>
<td>Scent</td>
<td>According to Underhill (2009) people tend to feel more welcomed if there is a certain smell (scent) in the area where they shop. “A pleasing scent can create a wonderful ambience and add to the customers' shopping experience, particularly if it is a sample of one of the products you are selling” (McIntoch, 2008)</td>
</tr>
<tr>
<td>Human elements</td>
<td>Sometimes the personnel are indirectly connected to this as well. Interactions with the sale person are considered as part of the factors that determine the actual purchase. Therefore it is important how the personnel behaves, what if the staff is helpful, what the employees wear, how the employees talk</td>
</tr>
<tr>
<td><strong>they wear, how do they act and most importantly how they treat the customer, if they are able to satisfy their needs or maybe create new ones. (Karanikas, &amp; Öhman 2008, p. 2, 18)</strong></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td>The services for a particular product are used in order to create an image and expectations in the mind of the customer. (Karanikas &amp; Öhman, 2008, p. 20)</td>
</tr>
<tr>
<td><strong>Sitting areas</strong></td>
<td>Sometimes couples go together shopping and meanwhile the girl is looking for a dress, or going in the dressing room to try on a garment, there should be a place where her boyfriend or husband could sit and maybe read a newspaper. Therefore there is the suggestion that stores should have an area where people could sit meanwhile waiting for someone to finish their shopping. (Underhill, 2009, p. 91)</td>
</tr>
<tr>
<td><strong>Children play area</strong></td>
<td>A good strategic move for stores to implement the idea of creating special places for children to play meanwhile the parents are shopping. Sooner or later the child will get bored and tired and start to cry or make noises that will annoy not only the parent but also other customers that might leave the store because of the noise that the child is making. (Underhill, 2009, p. 160-161)</td>
</tr>
<tr>
<td><strong>Restrooms</strong></td>
<td>The presence of restrooms in a store also has an important touch when it comes to customer care facilities. If a customer needs to use the toilet while he or she is the store and there are none, they might leave the store in order to go find one. Considering the fact that a restroom is related to personal hygiene and service, if they are allowed to use the personnel restroom for example, they might end up buying something from the store in order to return the favor. (Coleman, 2006, p. 362-364)</td>
</tr>
<tr>
<td><strong>Luxurious fashion stores</strong></td>
<td>Refers to the well known expensive firms that sell their products on the exquisite market. An item that is desired, but due to its expenses it is difficult to obtain. (Oxford Dictionaries)</td>
</tr>
<tr>
<td><strong>Normal/Regular</strong></td>
<td>This category includes the non luxurious fashion stores, present</td>
</tr>
</tbody>
</table>

• To be able to return (take back) a garment that has a flaw (defect) or does not fit.

• Sitting areas (sit while you wait for someone to finish shopping)

• Children play area

• Restrooms

During the last 25 months which of the following stores have you visited?

During the last 25 months which of the following
<table>
<thead>
<tr>
<th>fashion stores</th>
<th>on the Swedish market</th>
<th>have you visited?</th>
</tr>
</thead>
</table>
| Shopping experience | The shopping experience (luxurious and normal/regular) is directly connected with the store design model. It is the craze that customers gasp while they are visiting a store, this way of being influences their stay and their mood. Therefore it is important for fashion retailers to offer a good shopping experience to their customers. (Danziger, 2006, p. xiv) | Do you agree with the following statement “I am satisfied with the shopping experience in:
- Luxurious fashion stores
- Normal/regular fashion stores” |
| Improvements | In order to offer a better shopping experience to customers, certain improvements might need to be taken in consideration. | How important is to make the following improvements:
- Pleasant music
- Pleasant scent
- Pleasant lighting
- Cleaner store
- More space to move around
- Helpful staff
- Sitting areas
- Restrooms
- Childcare area
In both luxurious and normal/regular fashion stores. |
| Gender | Male and females are quite different when it comes to layout and display of the store. Females might need access to more privacy when shopping for sensitive garments. | I am
Male    Female |
| Age | Age is another important factor to be considered by managers. Alike different genders, different ages react differently. Managers need to know the age of their target group and try to adjust their store according to that targeted group. Young customers with ages between 15-24 years are more interested in colors. Customers with ages between 25-34 years old might already have a job and they might be interested in other styles. The ones in | What’s your age? |

Gender Male and females are quite different when it comes to layout and display of the store. Females might need access to more privacy when shopping for sensitive garments.

Age Age is another important factor to be considered by managers. Alike different genders, different ages react differently. Managers need to know the age of their target group and try to adjust their store according to that targeted group. Young customers with ages between 15-24 years are more interested in colors. Customers with ages between 25-34 years old might already have a job and they might be interested in other styles. The ones in

What’s your age?
the 35-44 years old group are already working for a while and maybe having children so they might as well be interested in having children areas in the store. Customers over 45 years old might be more interested in calmer areas where they can relax and enjoy their shopping.

Matrix 3: Variables, concepts definition and questions used in the questionnaire
Chapter 4

Store design in Luxurious and Normal/Regular fashion stores

In this chapter eleven luxurious fashion stores and four normal/regular ones are presented. The chapter also contains the description of these stores and how they design and display their merchandise in order to attract customers. The findings and analysis are presented together in order to give a simplified and special themed reading. It is aimed to give an appealing approach.

4.1 Luxurious fashion stores

Alexander McQueen store in New York, has chosen the way to design his store after seeing the movie “Close Encounters of the Third Kind”, therefore the interior of the store resembles a glowing, white and pale gray cocoon with soft rounded curves and with a few angles. (Manuelli 2006, p. 60-63) This ambient feature influences the store atmosphere that customers get when entering this unique environment. This environment and the experience they encounter will stay with them even after they will leave the store.

The attention is orientated towards the ceiling from which columns and scriptural form come down and implement themselves in the floor. The whole place reminds of a glacier setting and it looks as if it is was sculptured out of a full rock and not done piece by piece. The products are displayed on shelves that seem to be carved out of the curved walls. (Manuelli 2006, p. 60-63)

In the center of the store lays “The Mother Ship” structure, the structure that raises from the floor, holds 3 fitting rooms in an elegant walnut veneer together with a Victorian cut-glass box where couture items are displayed. The box has hemispheric shelves that bring a tendency of exoticism to the cool interior. The interior also has various hanging McQueen creations and mannequins that add to the dreamy space atmosphere. But from outside the facade looks simply and discreet. (Manuelli 2006, p. 60-63). The use of color is very important in this store’s design, it gives a special sensation to the customers and this will decide whether or not they will return.
**Gucci** store in New York has as signature the marble and wood environments, which were introduced in the firm in the '60s. The design of the store is modern and luxurious. In the open floor plan, interlocking display units can be seen which underline the space sculpturally.

![Picture 4: Gucci entrance in New York](image)

The surface is reflective, a lot of pale lacquers and a 6 m ceilings that complements the salons to which the hand crafted Modernist fixtures add a cinematic and subtle interior. (Manuelli 2006, p. 18-21). This also has an impact on the store atmosphere part, when customers enter the store; they get influenced by the unique way the store is designed.

The light is used as a material, complex combination of HID (High Intensity Discharge), metal halide, glowing, halogen and fluorescent illuminations bathe the interior with light that expands the sensual and tangible qualities of the store and its garments. The store is infused with luxury and status symbols. The fitting chambers complete the store by having “day-to-night” switching lights. (Manuelli 2006, p. 18-21). As stated above in the framework, light is a very important part of the store atmosphere, having lights that switch from one time of the day to another makes the customer’s shopping experience better. The store also has an additional private salon and a fitting room. There are custom made vitrines and cabinets seem to float on the transparent Lucite bases, making it all seem bright. (Manuelli 2006, p. 18-21).

![Picture 5: Interior of the store](image)

**Mulberry** store in London has a leather-paneled staircase that leads to the menswear department located under the entrance floor. The back wall, which is leather-clad, has semi-hidden doors that take the customers into dressing rooms. The dressing rooms have a low lighting which creates an idea of boudoir-style lavishness. (Manuelli, 2006, p. 26-29). This store also gives a big importance to the atmosphere they surround their customers with.

![Picture 6: Leather-paneled staircase](image)
But they also take in consideration the convenience part of the store’s image, by the layout of the store and also the location of the dressing rooms. The store also consists of leather mannequins that make it seem like art, and also the display units have bronze and timber.

The ground floor also holds an art looking exposition of luggage and home wear arranged to remember of different scenes. (Manuelli 2006, p. 26-29). When talking about arranging certain products in such a way to remember of different scenes, this can influence the customer’s subcontinent and make them buy something because they remember a past event or experience.

**Pringle** store in London has large tables that are covered in felt and remember of billiard tables but here are used for display. In the store materials such as concrete and stone play along with luxurious leather details. The heritage of the store includes wool, cashmere and silk. The idea behind the decorations is combine opposite materials like soft with hard and mat with shiny. The two floor environments are supposed to tell a story, and this is helped by images and objects that create that atmosphere. (Manuelli 2006, p. 30-33).

This store combines all the three parts of the framework (store atmosphere, image and customer’s expectations), they first concentrate on the environment and all the things that are connected to it, then they concentrate on the image they give by the layout and space, ending with implementing the idea of brand into the mind of the customer. Details such as the damask silk wall, the stone fireplace and the sweeping staircase remind of a Scottish Castle. Added to that slabs of stones that have fossils inside transport the visitors from London to the Scottish Highlands. (Manuelli 2006, p. 30-33).

**Prada** store in Los Angeles does not have a logo or a facade entrance, the entire store opens up to the street and merges together the public and commercial space. Inside the store there is a big staircase which supports the aluminum box that floats above the entrance. (Manuelli 2006, p. 38-43).
The staircase has a frame of laminated glass that changes from translucent to transparent and the shoppers sit on gel like cushions.

Each dressing room has Privalite glass walls that switch from transparent to translucent when the room is occupied. If the customer wants can choose to switch the glass back to transparent by just touching a button, by doing so they expose themselves to the other shoppers. The fitting rooms also have different lightening conditions, from warm evening glow to cool blue daylight. (Manuelli 2006, p. 38-43). Like Gucci, Prada also put a big importance on the lighting from dressing rooms.

The elevator has some small LCD screens that scan virtual imagery, and there are also screens built in the furniture to show the stock market data. The technology adopted in the store is supposed to help Prada portrait itself as a brand with a deep attachment to the current. (Manuelli 2006, p. 38-43). By doing this they offer the customer’s entertainment.

**Emporio Armani** store in Hong Kong, China, project was developed around the idea of fluidity, which was inspired by the casual movements of visitors and customers. Due to this the store was designed as a stage where the customer is an actor but in the same time a protagonist of the whole experience. (Manuelli 2006, p. 64-67). This involvement makes the customer feel as welcomed giving him the impression of a guest.

The store is covered in a lot of light and the blue-tinged resin floor in combination with the glass reinforced gypsum makes it all look like water. The furniture is made of stainless steel and clad which supports the sense of weightlessness.
The products are displayed in smooth and hanging glass boxes or on pared-down garments rails. (Manuelli 2006, p. 64-67). The display of the clothes is very important and the easier is for customers to find what garment they are looking for, more convenient it is.

The red fiberglass ribbon twirls placed around the store is the main feature which creates its way around the shop, the cafe, the bookstore, flower and cosmetic department.

In the restaurant area the ribbons shape transforms into tables, than into a DJ booth, than a bar space and in the end it becomes a tunnel creating the entrance to the store. The red color has a cultural significance in China where it means happiness. Outside the facade it has a illuminated red dragon motive. (Manuelli 2006, p. 64-67).

**Christian Dior** store from Tokyo has the entire facade covered with flat glass, which makes the entire building transparent. There is a gently curved acrylic layer in the interior that controls the transparency. This transparency makes the customers and the clothes seem to be placed on a stage. (Manuelli 2006, p. 68-71). This layout of the merchandise gives it a higher image in the mind of the customer.

The large logo of Dior on the building highlighted the idea of the building as a brand messenger. The building's floors have different highs and not all are for shoppers, some for events. It is stated that the high ceilings have the effect of making the rooms more spacious. (Manuelli 2006, p. 68-71). The way the logo and the building are shown makes the customer understand the importance of it and it also implies a certain lifestyle.
**Fendi** store from Paris, France, was designed to offer unique shopping experience, but in the same time a space that reflects the architectural tradition and materials. The staircases are the main structure inside of the boutique, and it makes the customer want to go through all of the floors. There are three levels connected by the squared shaped staircase that spirals towards the top. (Manuelli 2006, p. 72-75).

Everything present in the store is of a big scale, such as: table 7m, shelves 10m, hanging fascias 20m. Luxurious bags are displayed and having a light set on them and clothes are hanged up or laying around informally giving the idea of disorder, but this display encourages the customers to touch the material and try on some pieces. Rough surfaces are completed with paint that is supposed to protect the metal surfaces. The interior is warm with natural gray timber tones and shades of gray, brown and black, therefore Fredi's image makes it seem as dark, architectural and luxurious. (Manuelli 2006, p. 72-75).

The size of the shelves attracts the attention of the customers and makes them interested. The display of few products on them gives the idea of importance and uniqueness that makes the customers want to take part of and identify themselves with this brand.

**Camper** store in Munich, Germany, has in the door open triangle edges, this give the idea of a “meeting point”. The facade has a bright red geometrical form that is supposed to be good for the visual identification, but also to sends to the Bavarian flag.

Picture 23: Fendi logo

Picture 24: Fendi interior

Picture 25 & 26: Fendi interior

Picture 27: Entrance to Camper
This pattern can be seen from far away and it attracts people. (Manuelli 2006, p. 100-101). As mentioned above in the atmosphere part, colors are very important when trying to attract attention especially the color red that makes the sign look bigger.

In the inside of the store, rows of shoes are placed under big industrial looking lights. (Manuelli 2006, p. 100-101). This type of display of merchandise with the light put on the shoes gives the idea of them being special and this image will stick to the customers even once they leave the store.

**Miss Sixty Energie Emporium** store in Barcelona, Spain, combines Miss Sixty and the Energie lines, for example, chairs sit near other obscure parts, meanwhile the sunny nature of Barcelona is pointed out through the preference of vivid colors and tones. (Manuelli 2006, p. 106-109). Having this tonality they try to initiate the customer with the idea behind their brand, colors are important in giving a warm atmosphere that will make the customers feel welcomed.

Miss Sixty shops combine old and new, having glossy interiors that create the idea of modern furniture pieces. The entire’s shop look identifies itself with a hyper-modern pastiche addressed to young people. Even thought the shoppers are too young to understand the reference of the store it is impregnated into their culture and it is recognized by the atmosphere it creates. (Manuelli 2006, p. 106-109).

**Louis Vuitton** is a well known luxurious brand of goods. Previously the company thought that creating an image and repeating it everywhere is the best idea when trying to communicate the brand identity. But due to intense traveling and getting in contact with other similar things or having to design bigger spaces they started to have different architectural and façade design. (Vernet, 2007, p. 55-57)
According to Eric Carlson, luxury retailer stores have to bring together the commercial demands of exclusivity and inclusiveness. From the point of view of commercial the desire is to create an exclusive environment that only a part of the population can reach, but considering the financial part it would be good to be able to attract more customers, therefore to make it accessible for a larger part of the population. (Vernet, 2007, p. 60)

One of their stores not only involves the interior and the façade but also the furniture present in the store. They try to follow the fashion by creating something flexible but without losing the beloved understanding of quality. (Vernet, 2007, p. 60)

In the same interview with Eric Carlson, the layout of the store is brought up from the perspective of cultural differences that appear in different part of the World. In the Japanese stores the cash registers are placed in the back of the store, since Japanese citizens do not like to pay for products in public spots. In China the transactions are done only in cash due to the fact that Chinese do not like to carry credit cards with them in stores. The store they have in Hawaii has a chocolate-like components made of wood separation between the retailer part and the VIP room. This type of separation creates just a slightly distinction between the two parts which does not give the idea of less quality. (Vernet, 2007, p. 62)

The façade of the store needs to be designed before the store. The exterior and interior of the store are parts of separate projects. Due to the fact that the interior of the store has to maintain certain environment and a space that reflects the history of the company, it has more limitations than the exterior. (Vernet, 2007, p. 63)

Louis Vuitton has a layered façade due to the fact that they wanted to have something different than their competitors (most of which have glass and stone) and also because their products are all about texture. Besides these there is the main concept behind double façade which gives the store a mystery and creates a dreamlike atmosphere. (Vernet, 2007, p. 63)

For the Nagoya project, Jun Aoki presented a double layer of printed glass which was featuring the classic damier pattern. “The resulting moiré effect adorns a virtually liquid façade of subsequent projects.” (Vernet, 2007, p. 63) This project opened new directions for the stores architecture.
The architecture of the store has to be interesting and there also should be a connection between the interior and exterior of the store. Even so products are an important element, if the products are not good, no matter how good the design of the store is, they won’t sell. (Vernet, 2007, p. 64)

These luxurious stores present a lifestyle, a way of living and more importantly have a structured design and display of the store. They connect their brand with the design and they create a flow when it comes to the merchandise and the shopping experience.

Having a harmony when it comes to the display of garments in the store is helpful when trying to inspire an image in the mind of the customer and in the same time trying to make the shopping experience easier and better. For example, Tati clothing store, displays their men T-shirts by colors, therefore if someone is looking for a specific color can go to that table and look through the models, without having to browse the entire store.

When it comes to fashion, customer's values are important and the decisions are taken according to them. What customers end up wearing, depends on their thinking, values and lifestyle, which coordinate their buying.

Many people have the conception that the clothing they wear are their “second skin”, it represents them and categories them in a special segment. (Sarabia-Sanchez, et al 2012, p. 181) Sometimes they get influenced by the groups they belong or would want to belong to. As humans, one of the biggest goals individuals have is to belong somewhere or to fit in. (Evans, et al, 2010, p. 246)

4.2 Normal/Regular fashion stores

**Hennes & Mauritz**, mostly known simply by H&M was founded in 1947 and opened its first store in Västerås Sweden. Today it is a global fashion brand present in more than 40 countries and having over 2300 stores opened. H&M offers fashion and quality at the best price for the entire family. The most important communication channel H&M has with its customers is the display windows.
The store's aim is to invite, inspire and appeal to the public in a way that everyone entering the store should feel comfortable. The environment in the store should be inspiring, but in the same time customers should be granted easy access. (H&M, 2012) The reason why the display windows are the most important part of the store is because they are the first contact with the customer. The displayed garments present in the windows are changed every 10-14 days. The garments aim is to inspire the customers and show the best collections available at that time. The guidelines for store design and display windows are drawn in Stockholm where they have their Head Office. (H&M, Meet the customer, 2012). In regard of the children playing area in H&M there are none inside the store neither are there any sitting places for customers who might need to rest.

The dressing rooms in H&M Västerås, are located in each section of the store both for women and men. They are kind of small and there are no sitting places which are not convenient for the customers who are trying on clothes and in the same time, for the ones, who might be accompanying them. The colors of the curtains in the dressing rooms are dark, and that is not a good approach because it affects negatively the general outlook. Also during, the stands with garments on sale are placed near the entrance in order for the customers to spot them, but once the customers get close they end up blocking the passage for others.

**Gina Tricot** was established in 1997 and its main target group is teenagers girls and adult women. Gina Tricot focuses on styles, trends and quality. Their stores have 90-140 square meters and their interior is identical in all the stores. (Andersson, Lindgren, & Wiliö, 1999, p. 66)

In order to promote new trends and arrivals Gina tricot has window displays. The window display has a white background with windows of large panes of glass. (Andersson, Lindgren, & Wiliö, 1999, p. 66) The store usually has pictures displayed of models wearing the latest arrivals that inspires the customer and gives them a viewpoint on how the clothes might be fitting them.

The interior of the store is predominant white, the walls are painted in white and also the floor has white as color, these making the store seem brighter in its contrast with the light. The lights are simple and there is always an elegant music that entertains the customers. (Chea, 2011, p. 23)
Gina Tricot only sells clothing for females, having a range from casual to formal. The new campaign and arrivals are displayed near the entrance of the store. The garments are grouped according to the type and material. (Chea, 2011, p. 24) The dressing rooms have a lot of space and there are couches that customers can sit on while waiting for their friends to try on garments. (Chea, 2011, p. 24) There are no children’s areas and no rest rooms which is a negative approach, if a customer needs to go to the rest room or if they have children with them it will be difficult to concentrate on shopping, that will affect their shopping experience negatively.

**Dressmann store** is a well known Scandinavian store for men. In Dressmann's case the masculinity can be sensed from the door, due to its display that offers the customers a complete view from their entrance in it. (Chea, 2011, p. 25-26)

The merchandise is grouped accordingly to the type of wear they are, such as t-shirts, shirts, jeans, suits, overwear, sweaters, etc. (Chea, 2011, p. 25-26) This display makes the shopping time shorter and customers can have an easy access to the merchandise. But they also arrange their underwear after sizes; therefore the biggest size ends up being at the lowest hanger, which is bad.

**Lindex** is a fashion Swedish chain that has stores in around 14 countries. The segment customers are women and children and the company has a strong heritage as a lingerie brand. They use texture, patterns and natural materials for the interior of the stores. The store has a strong focus on the customer services. The dressing rooms have soft lighting. The design of Lindex store is essential when it comes to the way the store and its fashions are perceived. The modern interior design accentuates the garments and the layout lets customers find garments easily. (Daziel & Pow, 2011)
This type of display and lighting gives a pleasant experience to the customers while they are shopping, this experience will stay with them even after they leave the store.

The new store designing puts the lighting on a special spot, combinations of colors are encountered and the store tries to make each of their shops have a specific glare. The stores are all different, their size and location determines how the store design will be. (Lindex, 2012)

The Lindex store present in Punkt galleria has a good example of harmonizing the dressing rooms with the rest of the store, they have cylindrical dressing rooms made out of heavy dark gray material that reminds of curtains, which disappear in the background and they do not have signs pointing out that they are the dressing rooms.

There are other fashion stores present in Sweden that offer a certain shopping experience to their customers, for example, KappAhl usually offers their customers’ candy or discounts coupons on special occasions or celebrations.

Places for children are mostly encountered in shopping malls (Erikslund – IKEA), but there are also individual stores that provide a spot where children can play, for example, in Gallerien gallery, the store Albrekts Guld has a corner where children can draw or play with toys on a little table.
Chapter 5

Findings & Analysis

In this chapter the findings and analyzes of primary data are being presented. First one is the observation performed in four stores, than the interviews and the last part contain the result from the released questionnaire. Further details on findings and analyzes are placed in the appendix.

5.1 Observation

H&M

There were three observations conducted during different days at H&M, Västerås. From all these observations, it could be seen that their advertisement for the store is good, by having the logo of H&M on each side of the store and the two entrances are well signed.

Overall they pay attention to the customer’s shopping experience. They have shopping bags that can be used by customers while browsing through the store. In each section (women, children and men) there are enough dressing rooms, which allow many people to go and try on garments. Having separate departments also gives the customers a certain degree of privacy while shopping.

They also offer enough of space between aisles, so customers with disabilities or mothers with baby carriages can browse the store as well. The downside with it is that they do not have enough sitting places for people to sit, while waiting for other people to finish shopping. They do have few couches in the dressing room area, but unfortunately they are not enough.

Customers can get help easily; there are shop assistants all the time around the store that can be asked for directions or information. The store is also well signaled, having directions towards each department, emergency exits and cash registers. Near the cash registers there are enough impulse buying products displayed.

Gina Tricot

There were four observations conducted during different times and dates at Gina Tricot, Västerås. Unlike H&M store, this store is located in one of the galleries present in the center of Västerås. They have two entrances, one from inside the galleria and one from outside. The second entrance is advertised well, by the logo and window displays.

They do pay attention to the way they display their garments, arranging them after a logical order, which makes it easier for customers to browse. Their dressing rooms can be easily seen, they are big. They also have couches in this area, which unfortunately have the cover ripped off.

The underwear department is placed in a nice way which gives privacy for the ones browsing there. In some areas there is enough space for customers with disabilities or mothers with baby
carriages to walk around, but unfortunately there are some stands placed in the wrong way. This stands create crowded areas.

In case the customers need help with something, there are many shop assistants that they could ask for directions. The emergency exists are well signaled and easy to spot. They do not have enough impulse buying products near the cash registers.

**Comparison between H&M and Gina Tricot**

Both of these stores have two entrances for their stores and they both realized that it is important to have enough signs on each entrance.

When it comes to the layout, they do arrange their store in a logical, easy to browse way that helps the customers with their shopping experience, but unlike H&M, Gina tricot does not have shopping bags. Customers can get overwhelmed by the amount of possible outfits they consider buying if they have to carry them all around the store.

Both have dressing rooms that are easy to find, but Gina Tricot's ones are bigger and cleaner than the ones in H&M, except being the couches, that even though exist, they are old and should be replaced. An interesting update for the underwear department can be found in Gina Tricot, where this part of the store is nicely set in a private side room. This type of display is very well intentioned to offer customers privacy and care for their shopping experience. Both of the stores are once again allowing enough space between stands, exception being some jewelry stands in Gina Tricot.

In both stores, customers can get help easily since there are many shop assistants around the store. A big plus that H&M has is the fact that they have a big variety of impulse buying shopping around the cash registers, this keeps the customer busy while waiting, unfortunately Gina Tricot only has a little stand near each cash register, they should improve this part. Connected to the cash register waiting line, H&M tends to serve their customers faster than Gina Tricot.

**Louis Vuitton**

Due to short of time and location of this store, there was only one observation performed there. The store is located in Stockholm, not far from the center of the town. Like H&M this store is located on the corner of two streets. They also have enough advertisements in form of logo and window display.

Unlike the two previous stores, their display of garments and accessories is different. They allocate large spaces for one garment, which is individually placed on the shelf. This way of placing garments makes them seem rare and unique.

They do not offer shopping bags for customers, but they have shop assistants that carry the customer’s garments and accessories around the store, meanwhile they decide. The store has a lot of mirrors, which is good, since people like to watch themselves in the mirror while they
walk. The store personnel pay attention to the customers, they are helpful and they treat customers like guests.

Gucci

This store is located on the same street as Louis Vuitton. There was once again only one observation conducted here. The store is also located on the corner of two streets, has well advertised sides, both by logo and window display.

This store is spread by departments (women and men). Both departments follow the same design, garments around the walls and in the middle a table with accessories.

At the entrance there was a screen showing the latest summer collections on runway shows. They have placed in each department the latest collection of perfumes on the middle table.

Comparison between Louis Vuitton and Gucci

Both of these stores try to give a different class of shopping experience. The way they present their garments and accessories inspires the uniqueness of the stores. By placing these items individually it creates an idea of quality being more important than quantity.

Having shop assistants act the way they do, makes customers feel like welcomed guests that need to be served and pampered. These two stores do not have the need of shopping bags, since their shop assistants fulfill this task with elegance.

The layout of the stores has a logical order, male and female departments being separated and well signed. Louis Vuitton successfully plays with the need of people seeing themselves while walking through the store. They have a lot of mirrors that let customers see themselves from different sides, this being helpful when ladies trying a bag, for example walk around the store, probing. Gucci on the other hand has the garments located against all four walls therefore mirrors are only located once in each department. Instead they offer advertisements with the latest garments on runway showed on a screen at the entrance of the store.

Comparison between normal/regular and luxurious fashion stores

It can be seen that when it comes to advertising the store, both types do a good job. But considering the shopping experience, it is clear that the luxurious fashion stores take this to another dimension by offering classy and exquisite helping staff and product display. These things give a first class idea to the customer. Also these differences distinguish luxurious fashion stores from the regular ones.

The regular fashion stores cannot apply this way of displaying, due to their large amount of merchandise; therefore they should enhance other elements in order to supply customers with a better shopping experience.

It is understandable that there are big differences between these two types of stores, but unless compared with something superior, the need of improvement might not be seen.
5.2 Interview

<table>
<thead>
<tr>
<th>Interview number</th>
<th>Store, name, position, date, time and location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>H&amp;M - Bo Eriksson - manager - 16 of May 2012 - 16:00 Köping</td>
</tr>
<tr>
<td>2</td>
<td>Gucci - Store manager - 19 of May 2012 - 12:10 Stockholm</td>
</tr>
</tbody>
</table>

Matrix4: The interviews by number, store, name of manager, date, time and location

There was one successful interview performed with the manager of H&M: Mr. Bo Eriksson, in Köping, Sweden.

Throughout this interview he pointed out that the display windows are very important. The other main concern is to have the products displayed tidily. Keeping the good image of the store is very crucial that’s why they always try to maintain their stores organized and neat. They usually try to make some renovations from time to time.

The Gucci manager said that they have a specialist coming to organize the display windows according to the timing that the company plans. She also mentioned that their staff should be well educated in regard of Gucci products, in order to answer the customer’s questions.

Comparison between the two managers

Even though the information gathered from the manager of Gucci was not complete, it could be seen that like in the case of H&M, the window display element of design is important.

This element has to be identical with all the other Gucci stores around the world, which means that their window display acts like an identification element not only as advertisement. H&M store does not have this policy; therefore most of their stores have different products displayed in the windows.

The other important element pointed out by the manager of H&M, was that clean and tidy places are a goal, which must be taken into account and improved. Stores like Gucci, excellence through their class; thus this element is already implied as a must from the beginning.
5.3 Questionnaire

After collecting the data from the respondents on 20 of May 2012, 91 in total, the following analysis were done according to the gathered information.

Sample size

With the help of Survey Monkey internet tool, the survey was spread to MDH e-mail addresses, Facebook page and other personal e-mails or sites. According to the upper chart, from the total amount of respondents 91, the numbers of students from Mälardalen University were 62. The other big part of the respondents 19, were people living in Sweden that seen this survey on Facebook pages.
Exterior elements

The next question was about the exterior elements and it measured the importance customers give to them. These elements are composed of: the architectural style of the store, signs that are outside the store and more detailed questions about the window displays were asked in order to find out customers opinion.

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nice architectural style of the store</td>
<td>2.2% (2)</td>
<td>8.8% (3)</td>
<td>30.8% (25)</td>
<td>44.0% (40)</td>
<td>14.3% (13)</td>
<td>3.59</td>
</tr>
<tr>
<td>Sale or promotion signs</td>
<td>4.4% (4)</td>
<td>4.4% (4)</td>
<td>14.3% (13)</td>
<td>48.4% (44)</td>
<td>28.6% (25)</td>
<td>3.92</td>
</tr>
<tr>
<td>Interesting/inspiring display windows</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>19.8% (18)</td>
<td>49.5% (45)</td>
<td>27.5% (25)</td>
<td>4.00</td>
</tr>
<tr>
<td>The image of the display windows</td>
<td>0.0% (0)</td>
<td>6.6% (6)</td>
<td>23.1% (21)</td>
<td>53.8% (49)</td>
<td>16.5% (15)</td>
<td>3.80</td>
</tr>
<tr>
<td>The product/garment presented in the display windows</td>
<td>0.0% (0)</td>
<td>3.3% (3)</td>
<td>16.5% (15)</td>
<td>49.5% (45)</td>
<td>30.8% (23)</td>
<td>4.06</td>
</tr>
<tr>
<td>The lighting in the display windows</td>
<td>2.2% (2)</td>
<td>6.6% (6)</td>
<td>31.9% (29)</td>
<td>45.1% (41)</td>
<td>14.3% (13)</td>
<td>3.63</td>
</tr>
</tbody>
</table>

Table 1: Exterior elements

For this question most of the respondents chose the option “important” for each of the elements present outside the store. The highest “important” score was given to the image of the display window and the highest “very important” score was given to the product/garment present in the display window. In conclusion the customers do pay attention at the window displays before entering each store; they do get interested in the store by the product or image placed in the window.

Even though the architectural style of the building was considered pretty important, there was a big amount of people that did not think that is either important or unimportant giving it a neutral status. Same happened in the case of the lighting present in the window display part of the store.
### Interior elements

**Table 2: Interior elements**

<table>
<thead>
<tr>
<th>Interior element</th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither Important nor Unimportant</th>
<th>Important</th>
<th>Very Important</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music in the store</td>
<td>1.1% (1)</td>
<td>12.1% (11)</td>
<td>18.7% (17)</td>
<td>48.4%</td>
<td>19.8% (18)</td>
<td>3.74</td>
</tr>
<tr>
<td>Appropriate temperature</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>11.0% (10)</td>
<td>53.8%</td>
<td>31.9% (29)</td>
<td>4.13</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>7.7% (7)</td>
<td>61.5%</td>
<td>30.8% (28)</td>
<td>4.23</td>
</tr>
<tr>
<td>Pleasant dressing room facilities</td>
<td>0.0% (0)</td>
<td>3.3% (3)</td>
<td>12.1% (11)</td>
<td>44.0%</td>
<td>40.7% (37)</td>
<td>4.22</td>
</tr>
<tr>
<td>Clean/ neat store display</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>6.6% (6)</td>
<td>52.7%</td>
<td>37.4% (34)</td>
<td>4.23</td>
</tr>
<tr>
<td>Enough space to move around and reach garments</td>
<td>0.0% (0)</td>
<td>2.2% (2)</td>
<td>7.7% (7)</td>
<td>50.5%</td>
<td>39.6% (36)</td>
<td>4.27</td>
</tr>
<tr>
<td>Pleasant scent natural or artificial (flowers, perfume, smelling sticks)</td>
<td>2.2% (2)</td>
<td>15.4% (14)</td>
<td>40.7% (37)</td>
<td>33.0%</td>
<td>8.8% (8)</td>
<td>3.31</td>
</tr>
<tr>
<td>The staff to be helpful</td>
<td>0.0% (0)</td>
<td>4.4% (4)</td>
<td>20.9% (19)</td>
<td>35.2%</td>
<td>39.6% (36)</td>
<td>4.10</td>
</tr>
<tr>
<td>What the employees wear</td>
<td>5.5% (5)</td>
<td>27.5% (25)</td>
<td>29.7% (27)</td>
<td>28.6%</td>
<td>8.8% (8)</td>
<td>3.08</td>
</tr>
<tr>
<td>How the employees talk</td>
<td>3.3% (3)</td>
<td>13.2% (12)</td>
<td>13.2% (12)</td>
<td>46.2%</td>
<td>24.2% (22)</td>
<td>3.75</td>
</tr>
<tr>
<td>Many people in the store</td>
<td>12.1% (11)</td>
<td>19.8% (18)</td>
<td>46.2% (42)</td>
<td>20.9%</td>
<td>1.1% (1)</td>
<td>2.79</td>
</tr>
<tr>
<td>To be able to return (take back) a garment that has a flaw (defect) or does not fit.</td>
<td>0.0% (0)</td>
<td>2.2% (2)</td>
<td>7.7% (7)</td>
<td>34.1%</td>
<td>56.0% (51)</td>
<td>4.44</td>
</tr>
<tr>
<td>Sitting areas (sit while you wait for someone to finish shopping)</td>
<td>2.2% (2)</td>
<td>8.8% (8)</td>
<td>24.2% (22)</td>
<td>41.8%</td>
<td>23.1% (21)</td>
<td>3.75</td>
</tr>
<tr>
<td>Children play area</td>
<td>24.2% (22)</td>
<td>24.2% (22)</td>
<td>30.8% (28)</td>
<td>17.6%</td>
<td>3.3% (3)</td>
<td>2.52</td>
</tr>
<tr>
<td>Restrooms</td>
<td>9.9% (9)</td>
<td>20.9% (19)</td>
<td>29.7% (27)</td>
<td>30.8%</td>
<td>8.8% (8)</td>
<td>3.08</td>
</tr>
</tbody>
</table>

55
According to the respondents the element marked with the biggest amount of “very important” was regarding the issue of returning a damaged item. From 91 respondents 61 chose this option. Pleasant lighting, temperature and music occupied the most of “important” answers. The least important according to the results of this survey was the amount of people present in the store.

The importance of pleasant music was characterized as “important” and “very important” by most of the respondents, and it only had a small part of them categorizing it as “very unimportant”.

Appropriate temperature was also categorized as “very important” and “important” and only had few people stating it is “unimportant”. The largest amount of respondents has chosen the pleasant lighting as having the biggest importance when it comes to the interior design of the stores.

Having pleasant dressing room facilities was also important for most of the respondents that close options like “important” and “very important” for their answers. Enough space to move around was also categorized this way.

According to the 91 respondents pleasant scent natural or artificial did not get so big scores, and classified itself as less important for these respondents sample.

The element regarding the staff helpfulness was classified as “very important” and “important” since it is essential to have a good communication with employees of a store, when asking for help and suggestions. The employees should be helpful and nice giving a nice experience for customers that are visiting their store. What the employees wear was classified as “unimportant”.

The way the employees talk and behave was also considered “very important” by many respondents; this is closed connected with the degree of helpfulness they give.

For the amount of people present in the store, around 40 respondents answered with “neither important nor unimportant” which means that they are not bothered by having other people shop with them at the same time.

Restrooms and children playing area were considered less important than having sitting areas in the store. This means that not many people are interested in having a restroom facility in the store, especially if the store is little and not many products displayed that could take a lot of time to browse thought. When it comes to children playing area, considering the age ranges of the majority of the population that answered most of them being young and without children they did not see this as an important part of having a good shopping experience. But when it comes to sitting areas, many people go to a store by accompanying someone, therefore they might get bored and it would be good if they could find a place to sit and read something while waiting.
Visited stores

Despite the amount of respondents that chose other luxurious fashion stores that they have visited the last 25 months, the majority from the respondents mentioned Louis Vuitton and Gucci. These were also the stores that were chosen to perform the observation in. As it can be seen from this chart they were also the favorite ones.
As it can be seen in this chart, most of the respondents have been to H&M. This result does not come as a surprise since H&M is a well known Swedish brand which has already spread to many countries.

**Shopping experience**

---

**Chart 4: Shopping experience 1**

**Chart 5: Shopping experience 2**
According to the chart number 4, most of the respondents agreed with the statement “I am satisfied with the shopping experience in normal/regular fashion stores” and only half marked the same answer when it comes to luxurious fashion stores. This thing can be seen clearer in chart number 5 where with blue is represented the amount of respondents that like the experience in normal/regular fashion stores.

**Improvements in luxurious fashion stores**

According to the above table the highest score of “important”, from the amount of respondents (91) was on having more space to move around in luxurious fashion stores. At the other extremity the most “unimportant” and “very unimportant” was the children care area. This is understandable since many of the customers that go to this type of stores do not go there with their children.

Table 3: Improvements for luxurious fashion stores
The highest score when it comes to “very important” was on helpful staff. Since the employees of one fashion brand also influence the shopping experience of customers. It is also better when in a store the shop assistant is helpful and gives suggestions and ideas.

**Improvements in normal/regular fashion stores**

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music</td>
<td>2.2% (2)</td>
<td>6.6% (5)</td>
<td>33.0% (30)</td>
<td>46.2% (42)</td>
<td>12.1% (11)</td>
<td>3.59</td>
</tr>
<tr>
<td>Pleasant scent</td>
<td>3.3% (3)</td>
<td>14.3% (13)</td>
<td>30.8% (28)</td>
<td>41.8% (30)</td>
<td>9.9% (9)</td>
<td>3.41</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>2.2% (2)</td>
<td>5.5% (5)</td>
<td>20.9% (19)</td>
<td>54.3% (50)</td>
<td>16.5% (15)</td>
<td>3.78</td>
</tr>
<tr>
<td>Cleaner store</td>
<td>3.3% (3)</td>
<td>2.2% (2)</td>
<td>20.9% (19)</td>
<td>44.0% (40)</td>
<td>29.7% (27)</td>
<td>3.95</td>
</tr>
<tr>
<td>More space to move around</td>
<td>3.3% (3)</td>
<td>4.4% (4)</td>
<td>25.3% (23)</td>
<td>44.0% (40)</td>
<td>23.1% (27)</td>
<td>3.79</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>3.3% (3)</td>
<td>5.5% (5)</td>
<td>16.5% (15)</td>
<td>42.9% (30)</td>
<td>31.9% (29)</td>
<td>3.95</td>
</tr>
<tr>
<td>Sitting areas</td>
<td>4.4% (4)</td>
<td>8.8% (8)</td>
<td>28.6% (26)</td>
<td>39.6% (36)</td>
<td>18.7% (17)</td>
<td>3.59</td>
</tr>
<tr>
<td>Childcare area</td>
<td>23.1% (21)</td>
<td>17.5% (15)</td>
<td>31.9% (29)</td>
<td>18.7% (17)</td>
<td>8.8% (8)</td>
<td>2.73</td>
</tr>
<tr>
<td>Restrooms</td>
<td>15.4% (14)</td>
<td>15.4% (14)</td>
<td>30.8% (28)</td>
<td>28.6% (26)</td>
<td>9.9% (9)</td>
<td>3.02</td>
</tr>
</tbody>
</table>

Table 4: Improvements for Normal/Regular fashion stores

Fifty of the respondents marked the pleasant lighting as being the most important one when it comes to normal/regular fashion stores. Once again the children area is qualified as the lowest importance from this batch of respondents. Similar to the luxurious fashion stores question, the respondents also answer that the element that is “very important” is the helpful staff and followed closely by cleaner store.
In conclusion the customers are more interested in the way the employees take care of them and how they act and talk to them. They are also concerned with the way the store looks, how the garments are displayed.

It is important to be surrounded by clean areas, and when spending a lot of time inside a store the cleaner the store is the better.

**Similarities and differences between the two type of stores**

As similarity, it can be seen from the results stated above, that children care areas are not “important” for either of the two types of stores. Instead helpful staff is qualified as “very important” to improve for both.

When it comes to the differences, the customers choose for the normal/regular fashion stores “very important” to improve the cleaner stores element, so helpful staff is not the only element set as “very important” to improve.

In both of the stores cases, customers chose different elements as “important”. The luxurious fashion stores are supposed to enhance their space around the store, while the normal/regular ones should improve their overall lights.

In conclusion it can be seen that even thought these two types of stores are very different they still have similarities when it comes to improvements that should be made, at least from the point of view of customers.

**Demographics - gender**

![Gender of the respondents chart]

Chart 6: Gender of the respondents
From the total amount of respondents 58 were females and 33 were males.

**Demographics - age**

According to the chart number 7, the majority of respondents were classified between 20-24 and 25-29 age ranges. This is understandable due to the fact that the majority of people asked were students, but also because young people visit stores more often and are more interested in the latest fashion.
In order to see from the respondents how many males and females were a cross tabulation chart 8 was made.

According to chart number 8, it can be seen that the majority of respondents were females with the ages between 20 and 29 years old. So these results could only be representative for a population with the same age.

5.4 Combination of the three methods

From the analysis of these three parts (observation, interview and questionnaire), it was concluded that the observation method was successful because a lot of information could be gathered by visiting the stores and by observing the customers.

The interview was insufficient to cover this study due to the fact that there were some problems interviewing managers from luxurious fashion stores (Louis Vuitton or Gucci). On the other hand, regarding normal/regular fashion stores, the interview was successful, since the store manager of H&M, Västerås and Köping answered all the questions present in the interview form and mentioned the most important things for H&M.

Last but not least the questionnaire provided information about the customers and how they experience the shopping in different stores. This information was important in order to know direct information from the customer’s themselves.

These three methods were supposed to gather the needed information visually through the observation, the company’s perspective through the interview and the customer’s perspective through the questionnaire.

The best method used was the questionnaire, since with its help the research gathered specific and relevant information from the customer’s themselves. This does not mean that the gathered information from the observation and interview, were less important. They were crucial, since this type of study needs more than one perspective in order to have consistency in information.
Chapter 6

Conclusion

This chapter contains the conclusions withdrawn after analyzing the primary and secondary data. At the end of the conclusions there are some recommendations for the stores.

After gathering and analyzing the information presented above the drawn conclusion was that the experience customers get in fashion stores will stay with them, making them like or dislike the store, according to the characteristics of the atmosphere and facilities present in that particular store.

When it comes to the examples of luxurious fashion stores, they distinguish themselves through the fact that they are spacious enough to present their garments in order, after their type and style. For example, the bags and the wallets are individually placed on shelves and this sophisticated way of display, gives the customer a feeling of neatness, comfort and order. Stores could display their garments on shelves after color or occasion, so it would be easy for the customers to find matching parts for an outfit.

The examples given in chapter five present the way retailers, like H&M try to attract customers and offer them a good shopping experience in their stores. Most of the stores presented in chapter five give a great importance to the quality and the “best price” idea assuming they will manage to attract more customers and to keep their regular ones. Part of the stores uses window display as a tactic in attracting the customers’ eyes. Others adopt an ordered way of displaying the products by the categories they best fit in, in order to make it easy for the customer to find them. Another approach is to place in the stores examples of how to combine the latest products by placing pictures near the products and having manikins wearing the clothes to inspire the customer and to give them a good example of the newest arrivals.

For those luxuries Shops: Emporio Armani, Prada, Christian Dior, Miss Sixty Energie Emporio, according to Ellen Lutpon she expresses that “To me, a clothing store is a more accessible kind of gallery, a place where I can walk away with some art in my shopping bag.” (Moreno, 2006, p. 7) The buying experience is stimulated by the wonderful, unique and sophisticated atmosphere collectively with the special fine architectural and interior design of a store, which surrounds customers while they browse in the special theme that shops offer. The special customer service offered by those brands to their customer is an extra bonus in stimulating the customers. That will make them exited and interested in the offered merchandise.

After collecting the primary data and analyzing it, it can be seen that a great importance was given to the cleanliness of the stores. It was a matter brought up by both managers in the interview and customers that classified this as “very important” according to the questionnaire.

Another big importance is the shopping experience that was given to the way employees of a certain store act and talk. As stated in the analyzing of the questionnaire this element got a
high vote. By applying the questionnaire it could be seen that customers pay high attention to the window displays and to what is placed in them. When it comes to elements present in the store, right temperature, music and lighting were categorized as important as well, since it is essential to have a certain volume of music and temperature in the store, there is a thin line between pleasant and irritating or disturbing, line that should not be crossed.

By comparing the luxurious brands with the other brands it can be seen the fact that even though the regular brands do not put a big accent on creating a special theme in the store they are still interested in offering the best experience to their customers.

6.1 Recommendations

It is important for marketers and managers to realize and take in consideration the ways they could influence in a bigger way the final decision of the customers and provide the best of services and facilities so that the customer will have a positive shopping experience.

Throughout this report there are certain things mentioned that could help improve if needed fashion retailers. The suggestions of this report, according to the primary and secondary data are the following:

1. Make sure that the outside signs are easy to spot from any side of the street. And that the inside signs are easy to spot and orientated in the right direction

2. The display of the merchandise is very important; therefore products should be displayed according to the target segment that buys them. Having them placed in such a way that a customer can easily see the products and also the price labels, without experiencing discomfort while looking for them. Another important thing is to have the garments displayed in a neat way.

3. Consider organizing the products in a way that they are easy to look through after different colors and sizes.

4. To place some kind of carrying bag to place the products that are bought and make it easy to carry while going through the shopping process

5. To make sure that the type and tonality of the music is suitable for the age group of the target segment.

6. Have a nice scent present in the shopping area, for example perfume scent gives a special feeling, or the smell of fresh cut flowers gives once again a nice welcoming feeling to the customers.

7. Give a big importance on the lights that are displayed in the store and in the dressing rooms.

8. The store’s inside temperature has to be taken in considerations well, especially during winter period, since customers come inside wearing warm clothes and if the temperature in the store is also high, they might end up having a discomfort.
9. Make sure your emergency exits are well marked and are easily spotted by the customers present in your store.

10. Give a big importance to the way the staff is acting and their interactions with the customers, because the customers will associate them with the company and in the same time they would want to get the needed attention and help.

11. Make the customer feel welcomed and make sure they do not get bored while waiting for friends to while try on garments, put chairs/couches and maybe some magazines to read while they wait or in case they get tired.

12. Keep in mind that some customers might not want to ask where the dressing rooms are located; therefore they should be able to spot them right away. Having well signed stores gives the idea of neatness and order also.

13. Stores should be able to provide toilets for their customers if they need to use one.

14. The space is another important factor, the space should be large enough to allow wheelchairs and prawns access between all the stands floors and passages.

15. Have elevators to provide services to people with special health conditions or with baby wagons.

16. Have enough mirrors in the store even outside the dressing rooms, people like to look at the products from a distant view as well.

17. Stores should be able to provide a place, inside or outside the store, in case of malls, where parents can leave their children to play while they are doing their shopping.

18. To have a clean, neat and ordered store.

6.2 Future Research

1. The readers might face reservations on seeing the need for improvements in normal/regular fashion stores, due to the fact that the observation for this research was done only in two such stores. For future research, there should be done observations in a larger amount of normal/regular fashion store, in order to collect more data about their store design and its influence on customer’s shopping experience.

2. Taking in consideration the fact that in this research there was only one full interview with a manager, further investigations should concentrate on gathering information regarding other manager’s opinion about store design and its influence on customer’s shopping experience.

3. In term of demographic, this study was focused on people from Sweden. For future research, another country can be targeted. This study was also focused on both male and female respondents. In a future research only females could be targeted for the research. By targeting only females, the stores should be chosen after this criteria as well.
4. This study only concentrated on physical stores. A future research could aim for the web site of these stores and how these sites create a convenient access and browse. There could also be investigations on how much do stores rely on their web page for advertising and sales.

5. Given that this research did not touch any price or sales point from the perspective of the customers shopping experience and how this would influence the sales. Further researches can investigate from the point of view of the impact customer’s shopping experience has on the sales of one or more fashion stores.
List of references


Age Question, Retrieved 23 of April 2012 from: http://blog.vovici.com/blog/bid/18077/Age-Question


Brand, Retrieved 10 of April, 2012 from: http://oxforddictionaries.com/definition/brand?q=brand


*ISR*, Retrieved 26 of May 2012 from: http://www.retailsolutionsonline.com/doc.mvc/Ambient-Scent-Comes-To-Goodwill-Stores-In-0001


69

Loyal, Retrieved 10 of April, 2012 from: http://oxforddictionaries.com/definition/loyal

Loyalty card, Retrieved 10 of April, 2012 from: http://oxforddictionaries.com/definition/loyalty+card

Luxurious, Retrieved 10 of April, 2012 from: http://oxforddictionaries.com/definition/luxurious?q=luxurious


**Internet sites for the pictures:**

Picture 1, McQueen Corner, Retrieved 12 of March, 2012 from: http://blog.pentagram.com/McQueen_Corner_lo.jpg
Picture 2, McQueen Shelves, Retrieved 29 of March, 2012 from:

Picture 3, the “mother ship”, Retrieved 12 of March, 2012 from:

Picture 4, Entrance to Gucci store, Retrieved 12 of March, 2012 from:

Picture 5, Interior of the store, Retrieved 28 of March, 2012 from:

Picture 6, Leather staircase, Retrieved 12 of March, 2012 from:
http://www.fouri.com/images/ozxoqqm7c.jpg

Picture 7, Curtain interior decoration, Retrieved 12 of March, 2012 from:
http://viewpictures.co.uk/ImageThumbs/4IV-MS-0004/1/4IV-MS-0004_MULBERRY_STORE_.jpg

Picture 8, Interior design of Mulberry store, Retrieved 12 of March, 2012 from:
http://www.fouri.com/images/1n8wtaenc.jpg

Picture 9, Pringle interior design, Retrieved 12 of March, 2012 from:
http://www.wellsmackereth.com/images/projects/Pringle_of_Scotland_Bond_Street.jpg

Picture 10, Prada entrance, Retrieved 28 of March, 2012 from:
http://images.businessweek.com/ss/06/06/wonders_retail/image/prada.jpg

Picture 11, Staircase Prada, Retrieved 12 of March, 2012 from:
http://lashoppingreviews.files.wordpress.com/2010/03/prada-store-on-rodeo-drive-los-angeles.jpg

Picture 12, Fitting room, Retrieved 12 of March, 2012 from:
http://www.flickr.com/photos/kh1979/5622203106/

Picture 13, Fitting room, Retrieved 12 of March, 2012 from:

Picture 14, Interior of the store, Retrieved 12 of March, 2012 from:

Picture 15, Emporio Armani Entrance, Retrieved 29 of March, 2012 from:

Picture 16, Blue interior, Retrieved 12 of March, 2012 from:
http://c1038.r38.cf3.rackcdn.com/group1/building1292/media/media_29066.jpg

Picture 19, the red ribbon in the restaurant, Retrieved 12 of March, 2012 from: http://www.interiordesignphotos.co.uk/design/admin/pictures/15580756434a10779b5d18a9.15415061s.jpg


Picture 21, the building in which Dior store is located, Retrieved 12 of March, 2012 from: http://jimmycohrssten.com/work/files/gims/65_diorext.jpg

Picture 22, interior of Dior store, Retrieved 12 of March, 2012 from: http://www.flickr.com/photos/9921696@N02/2089883913


Appendix

Primary data collection tools

Observation form

Observation form

Day __________
Time __________

Store name __________
Location __________

Exterior part

Number of exterior signs: __________
Coverage of the window display: __________
Anything located in the decompression zone: Yes No

After entrance – inside store

Are cash registers visible from entrance: Yes No
Number of cash registers: ________
From which how many are opened: ________
Do they have shopping bags? Yes No
Do they put important things on the right side from entrance? Yes No
Do the things in the store have a logical order? Yes No
Are the signs noticeable? Yes No
Is there any music? Yes No
Is it neat? Yes No

Customers

Can the target group reach their wanted products/garments? Yes No
Do customers bump into other people while trying to look for something? Yes No
How long does it take to get served at the cash registers? _____
Is there anything to look, get while waiting? (Impulse buying) _____
Are the dressing rooms easy to find? Yes No
Are they separate for men and women? Yes No
Are they neat? Yes No
Is there enough space for wheelchairs and baby carriages (prams)? Yes No
Can customers have privacy if needed? (Lingerie stand) Yes No
Are there places to sit and rest while waiting for others? Yes No
Are there things that could occupy the children meanwhile parents are shopping?
Yes No
Any bathrooms people can use? Yes No
Customers can get help easily? Yes No

**Safety measures taken by the store**

Is the floor slippery? Yes No
Are there any sharp edges that might seem dangerous? Yes No
Are the emergency exits clear and easy to reach? Yes No

**Prices**

Do they have garments exposed with contrast effect price tags? (The difference between the sale and the original price is big) Yes No

**Observing the buyers**

Who browses/purchases?

- Males
- Females
- Parents with children
- Children alone

What products do they consider (look at)?

________________________________________________________

What products are bought?

________________________________________________________
The price of the products they looked at?

Did they get influenced by the children that were in the store?

Where is this happening?
- Inside of the store
- Checkout counter
- Males department
- Female department
- Children department

Why are they buying?
- Influence of price
- Brand name
- Contrast effect
- Promotion
- Joining family members to shopping

The way the observation is made, is by personal observer disguised as shopper.
Observation findings and analyzes

Data collected after visiting the four stores: H&M, Gina Tricot, Louis Vuitton and Gucci.

First visit as a disguised shopper was on 8th of May when H&M store was browsed and information was gathered.

Observation 1 at H&M

Findings

The store is located on the corner of Vasagatan with Stora Gatan, it has three exterior sings, and they cover a big part of their windows. When it comes to the decompression zone they allocated some space for magazines.

The inside of the store is neat, and shopping bags can be found near the entrance. The cash registers view from the entrance is blocked by the new models displayed at the entrance. There are two floors in the store. Downstairs there is a large female department with garments, cosmetics and shoes; the upper floor is divided in three smaller departments: females, males and children. There is also a little department between the floors, with shoes, wallets and bags. Each of these departments has dressing rooms. There are four cash registers on the lower floor, four upstairs for males and females departments, three in the children’s department and 2 in the shoes area.

Customers have no problem reaching the garments, and if they need help they can ask the shop assistants. The line at the cash registers is usually longer in the floor department, 3-5 people waiting in line, two cash registers open. Customers have to wait around 2-3 minutes depending on the amount of garments the previous customer purchases. But with the amount of stands located near the cash registers they can pass the time browsing through nail polishes, socks and lipsticks.

The dressing rooms are well signaled, but they are a bit dirty. The aisles are large enough to have prams and wheelchairs enter on them. In the part of the store with lingerie people can have some privacy. There can be found one couch in the female dressing room upstairs.

Sings are very well put, a lot of indications around the store. The emergency exits are clear and easy to reach, and there are no sharp edges or slippery floors.

Some of the prices exposed, especially on sales stands have contrast effect.

Analysis

Being located at the crossroad of two important streets in the center of the town, makes H&M store visible from each part. In order to be seen clearer, H&M’s logo is red and it is present three times on the outside of the building. The window display of the store offers a nice selection of possible summer outfits which are presented on manikins and on big pictures that cover the background of one window. The decompression zone has the role of adjusting the customer with the store, it is a passage in between outside and inside, therefore in this part of
the store nothing should exist, but in this store magazines are located here. Most of the people entering the store might not see them.

It is good that they have shopping bags that can help the customer with their shopping. It is easier to put garments and accessories in bags rather than carry them all in your hands. Blocking the view of the cash registers at the entrance is a good idea, since customers are unable to see the queue right from entrance. Instead they get the chance to admire the latest collection.

Separating the store by different departments gives a degree of privacy and order to the store. Each member of the family can browse through a different part of the store. The store also has different themes on each department, the female downstairs and children departments are bright, but the male and female departments upstairs are less bright and more mysterious. The initial white walls are replaced by brown ones which give the idea of more selective garments.

There are around 5-6 shop assistants around the store, who can be asked for directions and help. At this hour usually there is a big flow of people in the store, and the cash registers line gets bigger. Even though there are only 2 cash registers open and there is a queue of 3 and 5 people to each, they have a lot of impulse buying stands accompanying them through the queue. This stands have cheaper products that might make the customers consider buying them as well.

Having a lot of signs in the store makes the customer understand faster the order that the garments are placed in, there are “basics” in the beginning on both sides, than “lingerie”, than the corner with “cosmetics”. There are also signs directing customers towards the cash registers and the dressing rooms. The dressing rooms are well organized and lighted but some of the rooms are tight and dusty.

Having the lingerie stands in a corner, makes them hidden from the rest of the store, therefore customers can have some privacy when browsing through this part. Having the aisles large enough to allow prams enter is a good, since many young parents have to take their children with them when shopping.

There are no sitting areas for customers to sit while waiting for family members to finish with their shopping, only one couch can be found in the female dressing room department upstairs. The fact that there are no slipper floors or sharp edges makes the store safe for all ages.

Having contrast effect prices gives the customer the idea of how good deal he or she is getting by purchasing something that costed far more than the price it has now.

**Observation 2 at Gina Tricot**

**Findings**

The location of this store is inside of one gallerias located in the center of Västerås. The store has two entrances, one from inside the galleria and one from the outside. The outside entrance crosses a decompression zone and is located across the cash registers. There are two window
displays near the outside entrance. The window displays have manikins and pictures displayed with the latest arrivals. There are two signs with “Gina Tricot” at the main entrance and one at the exterior one. There is nothing located in the decompression zone.

After entering the store, from both directions the cash registers can be seen. There are a number of five from which this day two were open. At this point they had new sales stands and many customers were browsing thought the cardigans and jewelry stands to find a good offer. There were also many customers present in the store, at the two open cash registers the queue was around 4-5 people each.

The store does not have any kid of baskets or shopping bags that customers could use. There are many signs around the store near each of the departments. The store is neat and bright.

The target group, in these case females, is able to reach the needed products. When it comes to the accessories it is a bit difficult since the stands are located close to each other making people unable to reach them in the same time. Customers have to wait for the line to clear before trying to reach the accessories.

Customers have to wait around one minute to get served and they have some squared recipients with underwear and body lotions to look at while waiting. The dressing rooms are easy to spot from the main entrance and their fitting rooms are big and spacious, there are also sitting areas here. The lingerie shelves are located in a separate side of the shop.

The floor is not slippery, no sharp edges and the emergency exits are easy to see. Some of the prices have contrast effect.

Analysis

Having two entrances to the store makes it visible from more directions. The fact that there is nothing located in the decompression zone is good since most of the people do not have time to look there while passing through. The fact that there are no bags to help the customers in their shopping is bad. Many customers can be seen carrying three or four garments on their arms around the store.

The fact that the cash registers can be seen from both entrances is slightly bad, since in case they have a long queue and people see this from entrance they might not want to enter anymore. Having only two tills opened when there are a lot of customers and many people in line could be on the limit.

There are signs indicating each type of outfit present in the store, the store also has a logical order. These make the store accessible and neat.

Having the accessories stands so close together might irritate the customers, which have to wait for one to step aside in order to be able to reach the needed products.

A good thing is that they have impulse buying stands located near the cash registers, which makes the customers pass the time while waiting. They are not so diverse and long row, so it might be difficult for the customer waiting at the farthest end to reach it.
The dressing rooms are big, which gives a lot of space for customers to put their jackets and bags while trying on garments. There are also two couches located in the dressing room area. This gives the opportunity to those accompanying the customers to take a sit while waiting.

Having the lingerie stands located in a separate side of the store, makes the customers entering there, feel safe by having their privacy protected. This idea of displaying their lingerie is a very good one.

Like H&M this store also has contrast effect prices displayed on their sale stands. In comparison with the previous store, this one’s contrast effect prices are lower.

**Observation 3 at H&M**

This was the second day of the investigation; most of the elements stated above about design and display were the same.

**Findings**

From the amount of cash registers present on each floor one was open in each; people standing in a queue had to wait about 1-2 minutes to get served.

During this day, in the female department downstairs, two females were seen browsing through the sale stands and looking at sale prices. There were no children in the store at this moment.

During the same hours, in the males department there was a male browsing through the jackets section, accompanied by a friend that was browsing through the stands as well.

**Analysis**

In this day even though there was only one cash register open the time of waiting was not so long due to the fewer people present in the store.

At this point there were no children present therefore it cannot be stated whether or not the presence of a child influenced the customers in a certain way.

The females were looking at the sale stand comparing the different prices that were stated on the garments.

**Observation 4 at Gina Tricot**

Gina Tricot store was investigated in the same day, after leaving H&M. Gina Tricot is only selling female clothing, accessories and cosmetics, therefore there are usually just females browsing this store.

**Findings**

At the time of the investigation there were around 30 people in the store and most of them were interested in the sale stands located near the second entrance and the new arrived
accessories located on the right side of the cash registers. Even thought there was only one cash register opened, at this time customers had to wait less than 1 minute to get served.

The accessories stands are located close to each other therefore if one person is looking at something, the rest have to wait till that person leaves in order to browse that stand.

A similar situation can be encountered near the other accessories stand with sales, due to the big discounts that are there, many customers try to look at them while others are waiting behind them to take a look as well.

During the observation there was a mother with her child that was trying on garments. The child took a seat in the dressing room (which is equipped with two black couches) while waiting for his parent to finish.

**Analysis**

Being able to serve customers in the shortest time possible is good. Unfortunately during this second observation it was noticed that there were still customers that could not reach certain stands because of the unorganized placement.

The example of the mother that was with her son in the store, exemplifies the need of sitting rooms for those that have nothing to do meanwhile their family are shopping. In this case the child did not disturb other customers due to the fact that he was away from the shopping area.

**Observation 5 at Gina Tricot**

On 11th of May there was one more investigation performed in Gina Tricot, when customers were seen browsing through the latest arrivals and the sales.

**Findings**

Other than the design and display stands that were the same like in the previous days, more accents were put on the customers present in the store.

A girl accompanied by her mother, was presenting interest in a knitted white top located on the first stand from the entrance.

Two girls were browsing through the lingerie stands that are located in a separate side of the room.

There was a big interest once again on the jewelry sale stands, but also on the new ones displayed near the cash registers. Customers formed a queue around them, since they were curious to see the new arrivals.

Only one cash register was open and there were 2-3 people in a queue waiting for their turn. Since it was Friday afternoon many people were browsing the store at this point.
Analysis

Having the new arrivals in the entrance of the store give right away suggestions to the customers, as they enter the store.

Being able to step in another side of the room while browsing through lingerie stands gives the idea of a walk-in closet. Due to this way of displaying this type of clothing it gives privacy to the customer in case they are too shy to look at them. Also considering the fact that this part of the room has only one side common with the store, it gives the customer an idea of mystery and protective zone. The lighting in this side is also important, there is not so bright light like in the rest of the store therefore it keeps more of the calm surrounding.

Observation 6 at H&M

The observation was conducted by the two students writing this research, location is Västerås-Sweden at H&M main store.

Findings

In the exterior part, there is the big red logo of H&M and because it is located on the corner of the street they added two signs of the logo on the corner of the street to attract attention to the store location.

There are three big window displays; the one on the left side is see through, people from outside the store can see what is inside, the other two on each side of the main entrance. In the decompression zone there are some stands of H&M summer Fashion catalogues.

There is also another entrance to the H&M store from the back side from the main street. There are two display windows that have some manikins and pictures of the summer fashion.

At the main entrance they have placed the latest arrivals that included (shorts and bikinis, accessories, hats, sandals, and some beach dresses. There are a lot of signs that indicates the direction to each section and the dressing rooms are easy to find.

The cashers, four in the ground floor, up in the first floor there are four cashers in the women section and three cashers in the children section. There is a lot of impulse buying near the cashier, two stands on each side plus two little ones near each registers.

Analysis

The cashers are opened. On the ground floor there are two of them and on the first floor there is one open in each section (Women and Children). There are small bags and big bags that are available for customers to use so that they can go around without being bothered of the garments that they are carrying. There are some smaller ones that are for the accessories: makeup, cosmetics and makeup tools.
Inside the store on the ground floor there are four cashers, three of them were opened and customers could pay directly and if there were more than two people waiting, another cashier is called and they make it possible to serve the customers faster.

The garments, the accessories and the cosmetics are placed logically and neatly. The customers know how to reach the needed garments easily. There is a lot of space in the store that gives the customers the ability to move around pleasantly without any disturbance. In this day there were three baby carriages present in the store and they did not encounter any problems for moving around. Sometimes in discount season the store can be crowded and it might be unpleasant to have a baby vegan aside while shopping.

The dressing rooms are easy to find, there are in each section (women, children, men) and they are clean. The sitting places for the ones that need to wait for someone who is trying on clothes are only a few. Even while browsing the store there might be some difficulty finding a place to sit and rest. There is no playing area or something that could keep children busy while their parents do the shopping.

The service in the store is fast if anyone needs help there are employees around the store. The floor is not slippery and the store is clean, neat and well organized. The Emergency exits are easy to see and reach.

They have placed in each entrance for each section the latest arrivals for the summer collection, and they present it on manikins that give the customers some inspirations of how the garments can be combined, and how they would look like. They have placed aside some accessories as well.

Observation 7 at Gina Tricot

The observation was conducted by the two students writing this research, location is Västerås-Sweden at Gallerian Gallery.

Findings

In the exterior part, there were two exterior signs big logo Gina Tricot. As coverage of the display windows they had some photos of models wearing the latest arrivals of the summer season. There were two entrances one from the outside and the other from the inside of the Gallery.

After entering inside the store, the cash registers are visible from both sides, there are five in the store.

There are no shopping bags for the customers, the latest arrivals of the season (summer) were placed in front of the main entrance and they have presented the collection on manikins and pictures of models. The signs are easy to read and clear, there is music played in the store and it is neat. There are some products placed near the cashier. There are no rest rooms, the emergency exits signs are clear and easy to see.
Analysis

Having pictures of models wearing the latest summer clothing, gives the opportunity to attract customers that want to see the new arrivals and get some inspiration.

Since the cash registers were left empty until someone comes to pay for the garments that they are buying, it was noticed that there were some customer waiting for the cashier to come and it took about 3 minutes till one of the employees noticed her and came to take care of her. There are some impulse buying for the customers to look at while waiting to pay, that included some lotion and underwear.

The dressing rooms are easy to find and there are some sitting place in the dressing room area but it was not very clean and the sitting places are old and the leather is torn apart.

The store has in each section a picture of a model wearing the clothes that are located in that row or angle. This makes it a wise approach, first in order to know what is located it in that area and second to inspire the customers while they are looking around in the store. That is always seen in Gina Tricot stores. The placing of the garments is logical. There is big room a side that is for the lingerie section where the customer can have their own privacy. There s a big jeans picture, a side of the jeans section as indication to is available in the section.

The customer can easily reach the garments and the accessories. There are no crowded areas that people couldn’t move around. Gina Tricot don’t have children play area because they don’t have any children section but it would be good to have one to occupy children in case of having children accompanying their parents while they are doing some shopping.

The staff is helpful and the emergency exits are easy to see and reach, there is nothing blocking the way. There is music played in the store but sometimes it is load and that might be unpleasant for some. The floors of the store are white and clean. The lights are strong and nice.

Observation 8 at Louis Vuitton

Findings

The store is located at the corner of Birger Jarls gatan and Smålandsgatan in Stockholm. It has two big signs on each side and four window displays. After entering the store, the cash registers can be seen from entrance. They are four, each on another side of the store, from these two were opened.

Unlike some of the normal/regular fashion stores, they do not have shopping bags, but they have shop assistants all wearing black customs (a number of 8) that help the serve customers by caring the products and presenting the items that the customers ask for (they bring it out from the storage). The products in the store have a logical order. The store has two floors, the second is a lower one with shoes, sitting sofas and belts, and they also have magazines customers can look at.
At the entrance there are female bags and wallets, which are the latest products, to the right from the entrance there are male bags, wallets, belts, key hangers and some wine carrying bags and to the left downstairs there are male, female shoes, bags and belts.

Each of the products is displayed alone on the shelves. The customers are served right away and they have no problems reaching a product, if they do they get help from the shop assistants.

The store has enough space to move around and it is clean. Customers can have privacy if they need to. There are also a lot of mirrors present in the store.

There are neither children care facilities nor are there bathrooms, in return customers can get help easily. There are no slippery floors or sharp edges and the emergency exits are clear easy to reach. Near each section with products they have a picture/painting representing it.

**Analysis**

Considering the fact that the store is located at the corner of two streets it is important to have sings that indicate the location of the store, so people can spot it from far. Even thought the cash registers can be seen from entrance, it does not represent a problem, since they do not have queues (this being also because there are many shop assistants in the store).

In the case of this store, there is no problem that they do not have shopping bags. The amount of products that can be bought is not that big that would require people to have a shopping bag. The shop assistants make sure that they serve the customers and help them carry the things they consider shopping.

There are many shopping assistants and they all wear similar outfits that fit with the brand image and give a certain impression to the ones entering the store.

Having everything in the store by a logical order makes it easy for customers to browse the store and find what they are looking for.

The fact that they have a lot of mirrors around the store is good, since people usually like to watch themselves in the mirror and when probing a bag or garment it is good to have an image of how it looks from different angles.

Displaying products individually on shelves gives them a bigger importance than just bags or shoes, making them seem special. Having products displayed like this improves the image the brand gets in the mind of the customer. There are some jewelries, sunglasses and scarves that are placed in a neat way that gives the product bigger importance. Also it makes it easy for the customers to reach and observe each item individually.
Observation 9 at Gucci

Findings

This store was located on Birger Jarlsgatan, Stockholm and has one big sign Gucci at the entrance, the rest of the signs are represented by the name present on each of the display windows. The display windows have bags, a manikin dressed in a green dress and on the other side a male manikin dressed in a suit.

As soon as customers enter the store, they are welcomed with a nice perfume smell. Straight away from entrance there is a little screen that shows the latest fashion on catwalks. From this part there is a room on the right side that has clothes around the wall and jewelry in the middle of the room, they are placed in a jewelry box on a table. After this room another one is connected where the men section is located with suits and a table of drawers on which is placed men perfumes. Further down a walk in closed look alike with shoes, belts and bags. On the other side from the entrance there is on cash register and more female accessories such as bags, jewelers and wallets.

The shop assistants here have the same type of dressing code like the ones in Louis Vuitton. There was one shop assistant and the manager was also in the store. Like the previous store, each bag or garment is displayed alone in order giving a neatness feeling.

There is no queue at the cash register, customers getting served right away. The cash registers are placed on glass see through shelves that have wallets and jewelry displayed. The customers can have privacy if needed especially since the lights are not too bright. The store is neat and there is enough space.

There are no parts where children could play while parents are shopping and also no bathrooms for customers. Customers get help easily.

Analysis

Since the store is located on a corner it is important to be advertise good enough from both sides.

Having the nice perfume welcome you from the entrance, gives a special idea to the customer about the brand and name of this store. The screen that can be seen from the entrance with the latest news gives also a similar idea.

Another good thing is the way the garments are displayed. Being displayed after a logical order helps the customers with their search.

In this case having only one cash register is not a problem, since the customers are not many and they get served right away. But in case it happens for them to wait in line, they can look at the displayed wallets placed in the see through desk.
Even though they do not have bathrooms and childcare facility they give the customers a good shopping experience by treating them like their guests and offering them the needed information in order for them to be able to decide on shopping or not one of Gucci’s products.
**Interview questions**

The interview was designed accordingly to the conceptual model and it had the following matrix:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Store design</strong></td>
<td>What are the most important elements and concepts in the design of your store?</td>
</tr>
<tr>
<td><strong>Importance of elements</strong></td>
<td>How important are the following elements:</td>
</tr>
<tr>
<td></td>
<td>• store’s external elements (signs, window display, façade)</td>
</tr>
<tr>
<td></td>
<td>• windows display</td>
</tr>
<tr>
<td></td>
<td>• the interior design</td>
</tr>
<tr>
<td></td>
<td>• in store stimulus like music, light and scent</td>
</tr>
<tr>
<td></td>
<td>• in store space</td>
</tr>
<tr>
<td></td>
<td>• the temperature present in the store</td>
</tr>
<tr>
<td></td>
<td>• clean store</td>
</tr>
<tr>
<td></td>
<td>• the staff members to behaving in a certain way that gives an idea of the brand</td>
</tr>
<tr>
<td><strong>Improvements</strong></td>
<td>If you would need to improve the store atmosphere what elements would you change and how would you improve the shopping experience for your customers?</td>
</tr>
</tbody>
</table>

Matrix 1: Variables and questions used in the interviews

1. What are the most important elements and concepts in the design of your store?
2. On a scale from 1 to 5 (where 1 is very unimportant and 5 is very important) answer the following questions:

1. How important are the store’s external elements (signs, window display, façade)?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

2. How important is the windows display?

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

89
3. How important is the interior design?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

4. How important are the in store stimulus like music, light and scent?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

5. How important is the in store space?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

6. How important is the temperature present in the store?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

7. How important is to have a clean store?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

8. How important is for the staff members to behaving in a certain way that gives an idea of the brand?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very unimportant</td>
<td>Unimportant</td>
<td>Neutral</td>
<td>Important</td>
<td>Very important</td>
</tr>
</tbody>
</table>

3. If you would need to improve the store atmosphere what elements would you change and how would you improve the shopping experience for your customers?
Interview with the manager of H&M

The interview took place in Köping, a town near located Västerås. There is another H&M store located there, it is 9 year old and it is located in “Bigg Inn” shopping mall. At 16.00 the students met the manager

Interview questions

1. What are the most important elements and concepts in the design of your store?

“For m, it is very important to have a well organized and neat store. The display windows are also very important because with their help the latest arrivals and campaigns are shown.”

2. On a scale from 1 to 5 (where 1 is very unimportant and 5 is very important) answer the following questions: the answers that he chose are marked by blue and they are underlined.

   a) How important are the store’s external elements (signs, window display, façade)?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | Important | **Very important**

   b) How important is the windows display?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | **Important** | Very important

   c) How important is the interior design?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | **Important** | Very important

   d) How important are the in store stimulus like music, light and scent?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | **Important** | Very important

   e) How important is the in store space?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | **Important** | Very important

   f) How important is the temperature present in the store?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
   Very unimportant | Unimportant | Neutral | Important | **Very important**

   g) How important is to have a clean store?

   | 1 | 2 | 3 | 4 | 5 |
3. If you would need to improve the store atmosphere what elements would you change and how would you improve the shopping experience for your customers?

“The store’s floor needs to be improved and changed. Renovating and changing the stores is always important, for example the renovation that we did earlier this year for the store located in Västerås.”

• How important are to you the external elements? How can you improve them?

  *It’s important.*

• What do you display in your windows? Do you display the new arrivals there? How important do you think are the windows display for your store?

  *It’s important and it shows the latest trends campaigns.*

• What is the most important element when doing the interior design?

  *It’s important and it should be easy to work with.*

• How important would you say that music, lights and scent are for your store?

  *It’s rather important.*

• Would you consider that your store’s layout is providing enough space? (Customers can reach products easily; people with disabilities can enter aisles, etc.)

  *Yes, it’s so important especially when there is one plane.*

• Do you consider the temperature present in your store adequate?

  *Yes.*

• How important is it for you to have a clean store? (overall)

  *Important that when a customer is browsing we make sure that they see everything placed neatly.*

• In order to improve your store atmosphere what elements would you change?

  *As you see that the floor needs to be changed and that what we are planning to do very soon and we are planning to make some renovation for this store.*
Are your staff members wearing uniforms or are they acting in a certain way which in
consists with your brand image?

*The Staff wears own clothes from H&M.*

Does the brand of your store get recognized by the elements present in the store? Does the
store offer the shopping experience expected from such a brand? What do you think?

*I think this is important because it is good order.*

If you would have to, how would you improve the shopping experience for your
customers?

*Good order of garments and newer interior, this one is nine years old and we are planning for renovation.*

**Findings**

16 of May 2012 – at 16:00 - interview with the manager of H&M

(The interview took place in Köping, Big Inn mall)

When the manager was asked about the most important elements and concepts that are
connected with the design of the store, he answered that most important is to have well
organized and neat store. He also stated that the display windows are a very important part,
since with their help the new arrivals, trends and campaigns are being displayed.

According to him the exterior signs and the temperature present in the store are very important.
When it comes to the music, scent and light the degree of importance is not so big. The space
is counted once again as very important, especially in the stores that have only one floor.

When he was asked about how would he improve the shopping experience of customers he
mentioned the renovations he is planning on doing in that store, due to the bad floors that need
to be changed. The floors are not the only part of the store he is planning on changing; since
the store is nine years old they are planning on giving it a new look overall and also display the
garments in a better order.

Having garments displayed in order and being neatly is very important after him, since this is
the image that gets transferred to the customers, and this is crucial.

At the question about the staff and if they act a certain way connected with the brand of H&M
the answer was that the employees do not wear a uniform that distinguish them from the rest,
but they wear garments from H&M in this way advertising the garments as well.

**Analyzes**

After performing this interview, it can be seen that their biggest concern is the way products
are displayed and what image do they give. They are concerned with the way the customer
interprets the display and whether or not they think it is clean or not. As the manager
mentioned a couple of times, it is important to have clean and neat surroundings. But in the same time redecorating and changing the interior from time to time is also indicated.

**Findings and analyzes of Gucci**

When talking with the manager of Gucci about their window displays, she said that there is a visual merchandiser that is on the entire country and who comes once or twice a year to that store to make the window display.

Without that person’s allowance the manager or shop assistants cannot change the products that should be displayed, because this is connected to the way the store look and it is supposed to look the same way all over the world. In case the products displayed in the windows are being sold, they have to put posters or pictures that are recommended through interior mail.

She also said that they have limitations in answering about the store. There are only two people that can give interviews concerning the company. Therefore the only information she was able to give was concerning the windows display.

Another thing she mentioned was that the company tries to make sure not to have a lot of employees, since they want the customer to be able to get as much information as they need from the shop assistants present in the store. So that the employees should be fully aware of each product and all the related information, since they are selling a well known brand and it’s very expensive.

In conclusion all the employees should know detailed information about the material or quality of the product. In order to give the best shopping experience to customers they should be able to offer this type of information. If they would have employees that do not know this information that would have a bad impact on the customer’s image over the company.
Like in the case of the interview, the questionnaire was structured after the conceptual model and each of the questions stated here were according to concepts discussed earlier.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External elements</strong></td>
<td>How important are the following items located outside the stores?</td>
</tr>
<tr>
<td></td>
<td>• nice architectural style of the store,</td>
</tr>
<tr>
<td></td>
<td>• sale or promotion signs,</td>
</tr>
<tr>
<td></td>
<td>• interesting/inspiring display windows</td>
</tr>
<tr>
<td><strong>Window display</strong></td>
<td>How important are the following items located outside the stores?</td>
</tr>
<tr>
<td></td>
<td>• the image of the display windows,</td>
</tr>
<tr>
<td></td>
<td>• the product/garment presented in the display windows,</td>
</tr>
<tr>
<td></td>
<td>• the lighting in the display windows</td>
</tr>
<tr>
<td><strong>Inside display</strong></td>
<td>How important are the following items located inside the stores?</td>
</tr>
<tr>
<td></td>
<td>• Pleasant dressing room facilities</td>
</tr>
<tr>
<td><strong>Music</strong></td>
<td>• Pleasant music in the store</td>
</tr>
<tr>
<td><strong>Temperature</strong></td>
<td>• Appropriate temperature</td>
</tr>
<tr>
<td><strong>Lights</strong></td>
<td>• Pleasant lighting</td>
</tr>
<tr>
<td><strong>Cleanness</strong></td>
<td>• Clean/neat store display</td>
</tr>
<tr>
<td><strong>Space</strong></td>
<td>• Enough space to move around and reach garments</td>
</tr>
<tr>
<td></td>
<td>• Many people in the store</td>
</tr>
<tr>
<td><strong>Scent</strong></td>
<td>• Pleasant scent natural or artificial (flowers, perfume, smelling sticks)</td>
</tr>
<tr>
<td><strong>Human elements</strong></td>
<td>• If the staff is helpful</td>
</tr>
<tr>
<td></td>
<td>• What the employees wear</td>
</tr>
<tr>
<td></td>
<td>• How the employees talk</td>
</tr>
<tr>
<td><strong>Services</strong></td>
<td>• To be able to return (take back) a garment that has a flaw (defect) or does not fit.</td>
</tr>
<tr>
<td>Sitting areas</td>
<td>• Sitting areas (sit while you wait for someone to finish shopping)</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>Children play area</td>
<td>• Children play area</td>
</tr>
<tr>
<td>Restrooms</td>
<td>• Restrooms</td>
</tr>
<tr>
<td>Luxurious fashion stores</td>
<td>During the last 25 months which of the following stores have you visited?</td>
</tr>
<tr>
<td>Normal/Regular fashion stores</td>
<td>During the last 25 months which of the following have you visited?</td>
</tr>
<tr>
<td>Shopping experience</td>
<td>Do you agree with the following statement “I am satisfied with the shopping experience in:</td>
</tr>
<tr>
<td></td>
<td>• Luxurious fashion stores</td>
</tr>
<tr>
<td></td>
<td>• Normal/regular fashion stores</td>
</tr>
<tr>
<td>Improvements</td>
<td>How important is to make the following improvements:</td>
</tr>
<tr>
<td></td>
<td>• Pleasant music</td>
</tr>
<tr>
<td></td>
<td>• Pleasant scent</td>
</tr>
<tr>
<td></td>
<td>• Pleasant lighting</td>
</tr>
<tr>
<td></td>
<td>• Cleaner store</td>
</tr>
<tr>
<td></td>
<td>• More space to move around</td>
</tr>
<tr>
<td></td>
<td>• Helpful staff</td>
</tr>
<tr>
<td></td>
<td>• Sitting areas</td>
</tr>
<tr>
<td></td>
<td>• Restrooms</td>
</tr>
<tr>
<td></td>
<td>• Childcare area</td>
</tr>
<tr>
<td>In both luxurious and normal/regular fashion stores.</td>
<td></td>
</tr>
<tr>
<td>Gender</td>
<td>I am Male Female</td>
</tr>
<tr>
<td>Age</td>
<td>What’s your age?</td>
</tr>
</tbody>
</table>
Questionnaire structure

How important is the store design in giving a good shopping experience?

Please help us with this survey. We are two students in International Marketing program at Mälardalen University and we are making a study on store design (how it influences customers and their shopping experience). With this questionnaire we want to get information straight from customers that experience these things when going shopping.

The study follows a comparison between luxurious fashion stores and normal/regular ones.

Luxurious fashion stores include: Giorgio Armani, Louis Vuitton, Gucci, Miss Sixty Energie Emporium, Alexander McQueen, Channel, Pringle, Christian Dior, Mulberry, Fendi, Prada, and Camper.

Normal/regular fashion stores include: H&M, Lindex, Gina Tricot, Dressmann, (and others Åhlens, Cubus, New Yorker, Tati).

Have you ever visited at least one shop in each group?

Yes (Please continue)

No (Thank you for your time)

The questionnaire will not take more than 6 minutes and we would kindly appreciate your contribution in this study.

Part 1: Introduction

Q1. a) Where did you see this questionnaire? (Mark the correct box)

- Mdh e-mail
- Other e-mail
- Facebook page
- Blondinebella.se
- Other site (please specify)__________

Part 2: Store design and atmosphere influence

In the following please consider: on a scale from 1 to 5 (where 1 is very unimportant and 5 is very important) mark the suitable box.

Q2. How important are the following items located outside the stores?

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
</table>

97
<table>
<thead>
<tr>
<th>Nice architectural style of the store</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale or promotion signs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Interesting/inspiring display windows.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The image of the display windows</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The product/garment presented in the display windows</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>The lighting in the display windows</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**Q3. How important are the following items located inside the stores?**

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music in the store</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Appropriate temperature</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pleasant dressing room facilities</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Clean/neat store display</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Enough space to move around and reach garments</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pleasant scent natural or artificial (flowers, perfume, smelling sticks)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>If the staff is helpful</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>What the employees wear</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>How the employees talk</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Many people in the store</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Part 3: Luxurious fashion stores in comparison with Swedish ones

Q4. a) During the last 25 months which of the following stores have you visited?

- Giorgio Armani
- Louis Vuitton
- Gucci
- Miss Sixty Energie Emporium
- Alexander McQueen
- Chanel
- Pringle
- Christian Dior
- Mulberry
- Fendi
- Prada
- Camper
- Other (please specify) ____________

Q4. b) During the last 25 months which of the following have you visited?

- H&M
- Lindex
- Dressmann
- Gina Tricot
- Other (please specify) _________________

Q5. Do you agree with the following statement “I am satisfied with the shopping experience in:

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxurious fashion stores</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Normal/regular fashion stores</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Q6. How important is to make the following improvements

a) in Luxurious fashion stores

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pleasant scent</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Cleaner store</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>More space to move around</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Sitting areas</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Childcare area</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Restrooms</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

b) in Normal/Regular fashion stores

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Feature</td>
<td>Rating</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasant scent</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleaner store</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More space to move around</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helpful staff</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sitting areas</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Childcare area</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Part 3: Demographics**

Q7. I am Male □ Female □

Q8. What is your age?

1. 15-19 □
2. 20-24 □
3. 25-29 □
4. 30-34 □
5. 35-39 □
6. 40-44 □
7. 45 and above □

Thank you for your time! ID Number __________
Questionnaire summary results on SurveyMonkey site

### Store design

1. Where did you see this questionnaire? (Mark the correct box)

<table>
<thead>
<tr>
<th>Source</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDH e-mail</td>
<td>68.1%</td>
<td>62</td>
</tr>
<tr>
<td>Other e-mail</td>
<td>1.1%</td>
<td>1</td>
</tr>
<tr>
<td>Facebook page</td>
<td>20.9%</td>
<td>19</td>
</tr>
<tr>
<td>Blondinebela.se</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>9.9%</td>
<td>9</td>
</tr>
</tbody>
</table>

answered question: 91
skipped question: 0

2. How important are the following items located outside the stores?

<table>
<thead>
<tr>
<th>Item</th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither Important nor unimportant</th>
<th>Important</th>
<th>Very Important</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nice architectural style of the store</td>
<td>2.2% (2)</td>
<td>8.8% (8)</td>
<td>30.8% (28)</td>
<td>44.0% (40)</td>
<td>14.3% (13)</td>
<td>3.59</td>
</tr>
<tr>
<td>Sale or promotion signs</td>
<td>4.4% (4)</td>
<td>4.4% (4)</td>
<td>14.3% (13)</td>
<td>48.4% (44)</td>
<td>25.6% (26)</td>
<td>3.92</td>
</tr>
<tr>
<td>Interesting/inspiring display windows</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>19.8% (18)</td>
<td>49.5% (45)</td>
<td>27.5% (25)</td>
<td>4.00</td>
</tr>
<tr>
<td>The Image of the display windows</td>
<td>0.0% (0)</td>
<td>6.6% (6)</td>
<td>23.1% (21)</td>
<td>53.8% (49)</td>
<td>16.5% (15)</td>
<td>3.80</td>
</tr>
<tr>
<td>The product/garment presented in the display windows</td>
<td>0.0% (0)</td>
<td>3.3% (3)</td>
<td>16.5% (15)</td>
<td>49.5% (45)</td>
<td>30.8% (28)</td>
<td>4.08</td>
</tr>
<tr>
<td>The lighting in the display windows</td>
<td>2.2% (2)</td>
<td>6.6% (6)</td>
<td>31.9% (29)</td>
<td>45.1% (41)</td>
<td>14.3% (13)</td>
<td>3.63</td>
</tr>
</tbody>
</table>
### 3. How important are the following items located inside the stores?

<table>
<thead>
<tr>
<th>Item</th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music in the store</td>
<td>1.1% (1)</td>
<td>12.1% (11)</td>
<td>18.7% (17)</td>
<td>48.4% (44)</td>
<td>19.6% (18)</td>
<td>3.74</td>
</tr>
<tr>
<td>Appropriate temperature</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>11.0% (10)</td>
<td>53.8% (49)</td>
<td>31.9% (29)</td>
<td>4.13</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>0.0% (0)</td>
<td>0.0% (0)</td>
<td>7.7% (7)</td>
<td>61.5% (56)</td>
<td>30.6% (29)</td>
<td>4.23</td>
</tr>
<tr>
<td>Pleasant dressing room facilities</td>
<td>0.0% (0)</td>
<td>3.3% (3)</td>
<td>12.1% (11)</td>
<td>44.0% (40)</td>
<td>40.7% (37)</td>
<td>4.22</td>
</tr>
<tr>
<td>Clean/heat store display</td>
<td>1.1% (1)</td>
<td>2.2% (2)</td>
<td>6.6% (6)</td>
<td>52.7% (48)</td>
<td>37.4% (34)</td>
<td>4.23</td>
</tr>
<tr>
<td>Enough space to move around and reach garments</td>
<td>0.0% (0)</td>
<td>2.2% (2)</td>
<td>7.7% (7)</td>
<td>50.5% (46)</td>
<td>39.6% (35)</td>
<td>4.27</td>
</tr>
<tr>
<td>Pleasant scent natural or artificial (flowers, perfume, smelling sticks)</td>
<td>2.2% (2)</td>
<td>15.4% (14)</td>
<td>40.7% (37)</td>
<td>33.0% (30)</td>
<td>8.6% (8)</td>
<td>3.31</td>
</tr>
<tr>
<td>The staff to be helpful</td>
<td>0.0% (0)</td>
<td>4.4% (4)</td>
<td>20.9% (19)</td>
<td>35.2% (32)</td>
<td>39.6% (36)</td>
<td>4.10</td>
</tr>
<tr>
<td>What the employees wear</td>
<td>5.5% (5)</td>
<td>27.5% (25)</td>
<td>23.7% (27)</td>
<td>28.6% (26)</td>
<td>8.8% (8)</td>
<td>3.06</td>
</tr>
<tr>
<td>How the employees talk</td>
<td>3.3% (3)</td>
<td>13.2% (12)</td>
<td>13.2% (12)</td>
<td>46.2% (42)</td>
<td>24.2% (22)</td>
<td>3.75</td>
</tr>
<tr>
<td>Many people in the store</td>
<td>12.1% (11)</td>
<td>19.8% (18)</td>
<td>46.2% (42)</td>
<td>20.9% (19)</td>
<td>1.1% (1)</td>
<td>2.79</td>
</tr>
<tr>
<td>To be able to return (take back) a garment that has a flaw (defect) or does not fit.</td>
<td>0.0% (0)</td>
<td>2.2% (2)</td>
<td>7.7% (7)</td>
<td>34.1% (31)</td>
<td>56.0% (51)</td>
<td>4.44</td>
</tr>
<tr>
<td>Sitting areas (sit while you wait for someone to finish shopping)</td>
<td>2.2% (2)</td>
<td>8.8% (8)</td>
<td>24.2% (22)</td>
<td>41.8% (38)</td>
<td>23.1% (21)</td>
<td>3.75</td>
</tr>
<tr>
<td>Children play area</td>
<td>24.2% (22)</td>
<td>24.2% (22)</td>
<td>30.8% (26)</td>
<td>17.6% (16)</td>
<td>3.3% (3)</td>
<td>2.52</td>
</tr>
<tr>
<td>Restrooms</td>
<td>9.9% (9)</td>
<td>20.9% (19)</td>
<td>29.7% (27)</td>
<td>30.8% (28)</td>
<td>8.8% (8)</td>
<td>3.06</td>
</tr>
</tbody>
</table>
4. During the last 25 months which of the following stores have you visited?

<table>
<thead>
<tr>
<th>Store</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giorgio Armani</td>
<td>18.7%</td>
<td>17</td>
</tr>
<tr>
<td>Louis Vuitton</td>
<td>20.9%</td>
<td>19</td>
</tr>
<tr>
<td>Gucci</td>
<td>22.0%</td>
<td>20</td>
</tr>
<tr>
<td>Miss Sixty Energie Emporium</td>
<td>11.0%</td>
<td>10</td>
</tr>
<tr>
<td>Alexander McQueen</td>
<td>1.1%</td>
<td>1</td>
</tr>
<tr>
<td>Chanel</td>
<td>12.1%</td>
<td>11</td>
</tr>
<tr>
<td>Pringle</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Christian Dior</td>
<td>13.2%</td>
<td>12</td>
</tr>
<tr>
<td>Mulberry</td>
<td>14.3%</td>
<td>13</td>
</tr>
<tr>
<td>Fendi</td>
<td>4.4%</td>
<td>4</td>
</tr>
<tr>
<td>Prada</td>
<td>14.3%</td>
<td>13</td>
</tr>
<tr>
<td>Camper</td>
<td>5.5%</td>
<td>5</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>48.4%</td>
<td>44</td>
</tr>
</tbody>
</table>

answered question: 91  
skipped question: 0

5. During the last 25 months which of the following have you visited?

<table>
<thead>
<tr>
<th>Store</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>H&amp;M</td>
<td>33.4%</td>
<td>85</td>
</tr>
<tr>
<td>Lindex</td>
<td>68.1%</td>
<td>62</td>
</tr>
<tr>
<td>Dressmann</td>
<td>46.4%</td>
<td>44</td>
</tr>
<tr>
<td>Gina Tricot</td>
<td>67.0%</td>
<td>61</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>19.8%</td>
<td>16</td>
</tr>
</tbody>
</table>

answered question: 91  
skipped question: 0
6. Do you agree with the following statement “I am satisfied with the shopping experience in:

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither agree nor disagree</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>Rating</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxurious fashion stores</td>
<td>2.2% (2)</td>
<td>14.3% (13)</td>
<td>36.3% (33)</td>
<td>36.3% (33)</td>
<td>11.0% (10)</td>
<td>3.40</td>
<td>91</td>
</tr>
<tr>
<td>Normal/regular fashion stores</td>
<td>0.0% (0)</td>
<td>5.5% (5)</td>
<td>19.8% (18)</td>
<td>61.5% (56)</td>
<td>13.2% (12)</td>
<td>3.82</td>
<td>91</td>
</tr>
</tbody>
</table>

answered question 91
skipped question 0

7. How important do you think it is, to make the following improvements in Luxurious fashion stores?

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
<th>Rating</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music</td>
<td>4.4% (4)</td>
<td>13.2% (12)</td>
<td>35.2% (32)</td>
<td>37.4% (34)</td>
<td>9.9% (9)</td>
<td>3.35</td>
<td></td>
</tr>
<tr>
<td>Pleasant scent</td>
<td>4.4% (4)</td>
<td>12.1% (11)</td>
<td>38.5% (35)</td>
<td>35.2% (32)</td>
<td>9.9% (9)</td>
<td>3.34</td>
<td></td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>3.3% (3)</td>
<td>9.9% (9)</td>
<td>30.8% (28)</td>
<td>38.5% (35)</td>
<td>17.6% (16)</td>
<td>3.57</td>
<td></td>
</tr>
<tr>
<td>Cleaner store</td>
<td>4.4% (4)</td>
<td>9.9% (9)</td>
<td>25.3% (23)</td>
<td>35.2% (32)</td>
<td>25.3% (23)</td>
<td>3.67</td>
<td></td>
</tr>
<tr>
<td>More space to move around</td>
<td>4.4% (4)</td>
<td>7.7% (7)</td>
<td>29.7% (27)</td>
<td>41.8% (38)</td>
<td>16.5% (15)</td>
<td>3.58</td>
<td></td>
</tr>
<tr>
<td>Helpful staff</td>
<td>4.4% (4)</td>
<td>9.9% (9)</td>
<td>23.1% (21)</td>
<td>25.3% (23)</td>
<td>37.4% (34)</td>
<td>3.81</td>
<td></td>
</tr>
<tr>
<td>Sitting areas</td>
<td>4.4% (4)</td>
<td>9.9% (9)</td>
<td>36.3% (33)</td>
<td>35.2% (32)</td>
<td>14.3% (13)</td>
<td>3.45</td>
<td></td>
</tr>
<tr>
<td>Childcare area</td>
<td>17.6% (16)</td>
<td>26.4% (24)</td>
<td>36.3% (33)</td>
<td>14.3% (13)</td>
<td>5.5% (5)</td>
<td>2.64</td>
<td></td>
</tr>
<tr>
<td>Restrooms</td>
<td>7.7% (7)</td>
<td>18.7% (17)</td>
<td>41.8% (38)</td>
<td>22.0% (20)</td>
<td>9.9% (9)</td>
<td>3.08</td>
<td></td>
</tr>
</tbody>
</table>
8. How important do you think it is, to make the following improvements in Normal/Regular stores?

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Unimportant</th>
<th>Neither Important nor unimportant</th>
<th>Important</th>
<th>Very important</th>
<th>Rating Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasant music</td>
<td>2.2% (2)</td>
<td>6.6% (5)</td>
<td>33.0% (30)</td>
<td>46.2% (42)</td>
<td>12.1% (11)</td>
<td>3.59</td>
</tr>
<tr>
<td>Pleasant scent</td>
<td>3.3% (3)</td>
<td>14.3% (13)</td>
<td>30.8% (28)</td>
<td>41.8% (38)</td>
<td>9.9% (9)</td>
<td>3.41</td>
</tr>
<tr>
<td>Pleasant lighting</td>
<td>2.2% (2)</td>
<td>5.5% (5)</td>
<td>20.9% (19)</td>
<td>54.9% (50)</td>
<td>16.5% (15)</td>
<td>3.78</td>
</tr>
<tr>
<td>Cleaner store</td>
<td>3.3% (3)</td>
<td>2.2% (2)</td>
<td>20.9% (19)</td>
<td>44.0% (40)</td>
<td>29.7% (27)</td>
<td>3.95</td>
</tr>
<tr>
<td>More space to move around</td>
<td>3.3% (3)</td>
<td>4.4% (4)</td>
<td>25.3% (23)</td>
<td>44.0% (40)</td>
<td>23.1% (21)</td>
<td>3.79</td>
</tr>
<tr>
<td>Helpful staff</td>
<td>3.3% (3)</td>
<td>5.5% (5)</td>
<td>16.5% (15)</td>
<td>42.9% (39)</td>
<td>31.9% (29)</td>
<td>3.95</td>
</tr>
<tr>
<td>Sitting areas</td>
<td>4.4% (4)</td>
<td>8.8% (8)</td>
<td>28.6% (25)</td>
<td>39.6% (36)</td>
<td>18.7% (17)</td>
<td>3.59</td>
</tr>
<tr>
<td>Childcare area</td>
<td>23.1% (21)</td>
<td>17.6% (16)</td>
<td>31.3% (23)</td>
<td>18.7% (17)</td>
<td>8.8% (8)</td>
<td>2.73</td>
</tr>
<tr>
<td>Restrooms</td>
<td>15.4% (14)</td>
<td>15.4% (14)</td>
<td>30.8% (28)</td>
<td>28.6% (26)</td>
<td>9.9% (9)</td>
<td>3.02</td>
</tr>
</tbody>
</table>

Answered question

9. I am

<table>
<thead>
<tr>
<th></th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>36.3%</td>
<td>33</td>
</tr>
<tr>
<td>Female</td>
<td>63.7%</td>
<td>58</td>
</tr>
</tbody>
</table>

Answered question
10. What is your age?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19</td>
<td>3.3%</td>
<td>3</td>
</tr>
<tr>
<td>20-24</td>
<td>42.9%</td>
<td>39</td>
</tr>
<tr>
<td>25-29</td>
<td>29.7%</td>
<td>27</td>
</tr>
<tr>
<td>30-34</td>
<td>13.2%</td>
<td>12</td>
</tr>
<tr>
<td>35-39</td>
<td>5.5%</td>
<td>5</td>
</tr>
<tr>
<td>40-44</td>
<td>2.2%</td>
<td>2</td>
</tr>
<tr>
<td>45 and above</td>
<td>3.3%</td>
<td>3</td>
</tr>
</tbody>
</table>

answered question 31
skipped question 0