Design, Shopping Centers and the Scale of Tendency and Feelings Of Consumers Toward Entrance (Philosophy Of Design)

Seyed Rahmatollah Mousavimoghadam[1], Zeinab Arab[2*]

[1] Associate Professor And Head Of Department Of Islamic Studies, Ilam University Of Medical Sciences, Ilam, Iran. ORCID: 0000-0002-0764-8825
[2] Ph.D. Student In Philosophy Of Art, Islamic Azad University, Sanandaj, Iran.
*Corresponding Author (Zeanab.Arab @ Yahoo.Com)

Abstract

Diversity And Fast Change Of Constituents Of Modern Life Due To The Advertising Skills And Techniques With An Artistic Approach Have Led To The Change Of Life Style Of Many Of Consumers To The Extent That The Necessity Of Consumption And Freedom In Choice Has Fallen Victim To Immediate And Superficial Impact Of Advertisement And Artistic Resources And The Role Of Will And Power Of Choice Or Denial In Modern Man Remains Passive; The Expansion Of This Technique And Power Of Art And Design With Two Positive And Negative Approaches Have Doubled The Necessity Of Research In This Regard And Thus Paying Attention To "Philosophy Of Design" Seems To Be Unavoidable In Modern World. **Materials And Methods:** The Method Of The Current Study Is Applied And Survey Type; The Statistical Society Of This Research Is Consisted Of The Citizens Of Sari City From Whom 386 Men Have Been Selected Using Random Sampling Method And By Means Of Morgan's Table. **Findings:** Emotional Conception And Initial Encounter Of Consumers Of/With The Design Of The Front And Show Window Of Stores Influence Their Behavior To A Considerable Extent. Environmental Graphic Factors Of The Front And Show Window Of Shopping Centers Are Very Influential On The Behaviors Of Consumers; Audio And Visual Elements Used In The Front And Show Windows Of The Stores Orient The Behavior Of Consumers; The Color And Light Used In The Front And Show Windows Of The Stores Also Have An Influence On The Decisions And Emotions Of Consumers. **Conclusion:** To Increase The Attraction And Even For Making This Type Of Centers More Peaceful For The Consumers And Also For Better Management Of The Mind And Thought Of The Consumers Through "Tourism", Which Is Today The Foundation Of National Economy Of Many Countries, Design Is A Key And Strategic Commercial Category In Enhancing The Sense Of Satisfaction In Viewers With Its Focus On "Environmental Graphic" And Attractive Points; Environmental Graphic Which Represents The Most Symbolic Part Of Design Is An Applied And Economic Art; Because It Immediately Becomes Related With Human Sight And Mind And Plays An Effective Role In Creation Of A Peaceful Space For Individuals And Constitutes One Of The Foundations Of "Art Economy".

Keywords; Environmental Graphic, Shopping Centers, Visual Factors, Market Psychology, Philosophy Of Design.

Introduction

Store Layout Is A Critical Factor Driving Consumer Elaboration And Response In Retailing. While Considerable Attention Has Focused On Store Layout In Relation To Brick And Mortar Retailing, Store Layout Has Been Virtually Ignored In The Study Of Retailing. The Layout Of A Retail Store Has Been Found To Significantly Impact A Retailer's Overall Performance Through Its Influence On Information Processing, Purchase Intentions And Attitude Towards The Retail Establishment. Retailers" Store Layout Results In Greater Consumer Elaboration And More Positive Consumer Outcomes [1].

Having Urban Spaces That Reflect The City And Its Inhabitants Is Critical To Its Livability. These Spaces Make Residents Proud Of Their City And Make It A More Enjoyable Place To Be. They Also Foster A Sense Of Community Among Inhabitants By Rejecting Social Differences And "Assuming That All Participants Share A Common Experience And Common Values. Urban Spaces That Are Reflective Of The City Actually Become Microcosms Of The City, Taking On Its Characteristics And Articulating Them. Through This Certain Urban Public Spaces Seem To Embody The Cities In Which They Are Found: Times Square In Midtown Manhattan, Washington Square In Greenwich Village, Dupont Circle In Washington, DC, And The River Walk In San Antonio Are Just A Few Examples Of Places That Help Make A Particular City The Place That It Is [2].

With More Than Half Of World's Human Population Now Living In Cities, And With That Proportion

Projected To Increase Into The Foreseeable Future, Cities Are Important Determinants Of Future Sustainability And Human Health And Wellbeing [3].

These Kinds Of Spaces Sometimes Bring A Sense Of Identity To A Specific City And At Other Times, Provide A General Sense Of Urbanity That Reminds People Where They Are. Urban Public Spaces Are Important To The Life Of The City And Impact The City's Reputation And Image [4].

Nishanov And Ahunjonov (2016) Stated The Current Research Aims To Explore The Influence Of In Store Characteristics On Consumer Impulse Buying Behavior. Precisely, This Paper Investigated The Impact Of Window Display, Promotional Signage, Store Layout, Music And Store Smell On Consumer Impulse Buying Behavior. The Research Was Conducted Among 117 Customers Of Korzinka.Uz Supermarket Using Questionnaire Which Was Formulated Based On The Previous Literature. The Collected Data Was Analyzed Using Factor Analysis And Linear Regression Tests. The Research Findings Suggested That Store Characteristics Including Window Display, Promotional Signage And Scent Play Crucial Role In Stimulating The Impulse Buying Behavior Of Customers. Final Chapter Of The Current Research Provides Some Recommendations For Store Managers On Further Improvement Of Store Atmosphere To Encourage Impulse Buying Among Customers. This Is The First Study Conducted In Uzbekistan To Understand The Importance Of Factors Influencing Consumer Impulsive Buying Behavior Using The Case Of Local Supermarket Korzinka.Uz [5].

Perng Et Al (2010) Shows The Paper Studies Passengers' Responses To Retail Products At Taiwan Taoyuan International Airport. Incorporating The Passengers' Demand Factors, Modified Grey Relational Analysis Is Applied To Establish The Priority Relations Of Product Categories For Shopping Purposes And Satisfaction. The Results Indicated That Travelers Valued The Utility And Souvenir Characteristics Of Products. The Youngest Respondents Tended To Shop In Souvenir And Café Stores. Satisfaction Analysis Showed Higher Rankings For Brand-Name, Utility, And Low-Cost Products, And Low Satisfaction Levels On Quality And Price Of Café Products [6].

Whiting (2009) Shows The Paper Examines Coping Strategies That Consumers Use Within Crowded Retail Stores. Specifically, This Study Explores And Identifies Coping Strategies That Consumers Use, Investigates Whether The Folkman Or Duhachek Coping Frameworks Adequately Capture All Of The Ways Consumers Cope, And Looks At The Implications These Coping Strategies May Have On Consumers And Retailers. A Three-Stage Qualitative Study Was Conducted. Stage One Consisted Of Informal Interviews With Customers. Stage Two Was A Pilot Study Of Airport Passengers. Stage Three Was An Online Qualitative Survey. Many Of Duhachek's And Folkman's Coping Strategies Were Operative Within A Crowded Retail Setting. The Coping Strategies That Were Frequently Used Were Distancing, Avoidance, Social Support, Rational Thinking, Action, Escape, Positive Thinking, Emotional Venting, And Confrontive. The Study Also Found That Further Refinement Of Coping Strategies And Scales Is Needed [7].

Ward Et Al (2007) Shows The Ability Of Smell To Assist The Development And Communication Of Retail Brand Image. It Presents A Number Of Propositions Regarding Ambient Smell And The Retail Environment Derived From The Literature-Including The Potential For Novel Ambient Aromas To Act As A Distinctive Element In A Retailer's Marketing Mix. Empirical Testing Is Achieved Through A 'Natural Experiment' In A Large Electrical Store Using Fragranced And Unfragranced Conditions. An Environmental Psychology Base Was Used To Develop An In-Store Questionnaire, Supported By Direct Measurement Of Customer Dwell Times And Subsequent Interviews. In Total, 329 Questionnaires Were Returned And 429 Customer Groups Were Timed In The Two Departments Where The Experiment Occurred. Significant Differences In Consumer Perceptions Of The Store's Environmental Attributes Were Identified, Despite The Fact That Less Than 10% Of Respondents Questioned Were Aware Of The Use Of In-Store Fragrances. The Qualitative Interviews Provided Some Initial Confirmation For The More Complex Propositions Concerning The Memory Of Scents [8].

Liu Et Al (2007) Shown In This Project, We Develop A New Research Methodology That Allows The Objective Measurement Of The Cognitive And Psychophysical Reactions Of Individual Consumers To Structural Changes In Realistic Store Settings. The Research Methodology Combines A New Tool For Immersive Virtual Reality Display, Built Recently In The Purdue Envision Center, With A Set Of Objective And Subjective Measurements Of The Consumer Experience. The Purpose Of The Stage Of This Research Defined In This Paper Is To Examine The Effects Of Different Store Layout On Signal Detection Statistics, Which Take Into Account Both Intended Purchases (Hits) And Unintended Purchases (False Alarms), And Provide Independent Measures Of The Degree To Which A Shopper Meets Their Shopping Goal (Sensitivity) And Their Strictness Or Impulsivity In Making Purchases (Response Bias). Fifty-Seven Subjects From Purdue University Interacted With A Virtual Environment Modeled On A Grocery Store To Find And Select Items From A Memorized Shopping List Under A Time Limit. Measurements Were Made Of The Participants' Navigational Path, The Time To Reach And Search The Targeted Store For The Specified Items, And The

Accuracy (Both Hits And False Alarms) Of The Selections. Participants Were Then Surveyed By Questionnaire On Shopping Motivations And Shopping Habits. We Tested The Same Participants In Different Virtual Environments (Grid And Circular Layouts) Using Identical Products In A Within-Subjects Statistical Design. Although There Are No Performance Differences Between Grid And Circular Layouts Exhibited By The Subjects, Regression Analyses Of The Survey Data From The Participants Show That The Hedonic Shoppers That Enjoy Browsing In A Store Have An Increased Tendency To Make Unplanned Purchases. Thus, Our Study Demonstrates That The Actual Habits Of These Shoppers Correspond With Their Self-Assessed Motivations, Reflecting Either A Lax Or Strict Criterion In Purchase Decisions. Moreover, We Find That Hedonic Shoppers Are Less Accurate Overall In Properly Locating Targeted Items, Due To The Reported Differences In Shopping Approaches Between Hedonic And Utilitarian Shoppers [9].

Given The Importance Of Environmental Graphic Of Fronts And Show Windows Of Stores And Shopping Centers And As A Result The Probability Of The Inattention Of These Individuals To These Cases And The Role That They Can Play In The Entrance Of Consumers, The Researchers Have Been Forced To Conduct Studies Of The Role Of Environmental Graphic Of Fronts And Show Windows In Stores And Shopping Centers As Well As The Tendency Of The Consumers To Enter Them.

Method
The Method Of Current Research Is Applied And Survey Type. The Applied Nature Of This Study Is Due To The Fact That Is Expected Results Can Be Used In The Evaluation Of The Behavior Of The Consumers In View Of The Attractions And Artistic Function Of Signs On The Fronts And Show Windows Of Stores And Shopping Centers. Since The Current Study Is Concerned With The Behavior Of Consumers And Citizens, The Statistical Society Of The Research Is Consisted Of The Citizens Of Sari City From Whom 386 Individuals Have Been Selected Using The Random Sampling Method And Morgan's Table. The Main Tool For Data Collection Is A Questionnaire Which Has Been Designed Based On The Variable Under Study And Includes 14 Questions. For The Environmental Psychology Variable 4 Questions, Goals Of Environmental Graphic 6 Questions, Visual Factors 4 Questions Have Been Designed By 5 Point Likert Scale. To Evaluate The Reliability Of Tool An Initial Sample Including 20 Pretest Questionnaires Were Prepared And Then Using The Acquired Data From The Questionnaire Cronbach's Alpha Was Calculated By $SPSS_{20}$**.** The Trust Coefficients Of The Questionnaire For Research Variables In Table 1 Show That The Questions Have High Reliability.

Table 1- Reliability Of Research Questionnaire

Variable	Factors	Cronbach's Alpha Coefficient
Environmental Psychology	Pay Attention To Environmental Graphic	0.96
	Ignore Environmental Graphic	0.86
Visual Factors	Color	0.98
	Light	0.94
	Typography	0.85
	Form	0.80
Goals Of Environmental Graphic		0.84

As The Data In Table 1 Suggest, Cronbach's Alpha Coefficient For All Variables Of The Study Is Higher Than 60 And This Shows That The Data Collection Tool Is Desirable. Validity Of The Content Of Questionnaire Has Been Evaluated Based On The Ideas Of Experts And The Necessary Changes Were Done. For Evaluation Of The Validity We Have Used The Factor Analysis Test.

For Testing The Research Hypotheses We Have Taken Advantage Of Parametric Tests (T-Test-Single Sample) Which Was Conducted By SPSS Software. Since The Questions Of The Questionnaire Have Been Rated According To The Scales We Have Used Number 2 As The Bordering Point And We Suppose That If The Average In Each Case Is Higher Than 2 That Factor Influences The Behavior Of Consumers.

Findings
Given The Results That Have Been Acquired In This Research One Can State That The Figure 1 Shows The Model For Measurement Of Environmental Psychology In Estimation Standard Mode. Based On The Results In The Figure We See That A Suitable Model Has Been Offered For Psychological Factors Of Environmental Fitness; Because Effects Coefficients Are Higher Than 0.3 And This Shows That There Is A Strong And
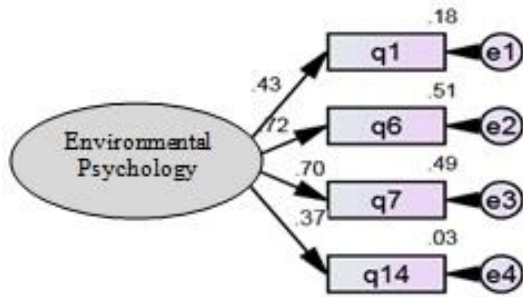
Suitable Relation Between The Intended Indices.

Figure 1- Factor Analysis Of Environmental Psychology

According To The Results Of Table 2, The Results Of Dividing The Chi-Square Test Statistic Into Degrees Of Freedom From A Smaller Value Of 3 And A Significant Level Of The Model (0.000) Were Less Than 0.05 And Finally, The Root Mean Square Error Approximation (RMSEA) 0 And Have Fallen Below The Critical Level Of 0.08. Given That The Model Has All The Conditions Necessary To Fit A Suitable Pattern, It Can Be Assured With 95% Confidence That The Model Has Been Fitted Well.

Table 2- Fitness Of Environmental Psychology

Chi-Square	Df	χ^2/df	P-Value	RMSEA
128	72	1.78	0.000	0.071

Figure 2 Shows That Model Of Measurement Of Goals Of Environmental Graphic In Standard Estimation Mode. From The Results Included In The Table One Can Observe That A Suitable Model Has Been Provided For Fitness Of The Goals Of Environmental Graphic, Because All Effects Coefficients Are Higher Than 0.3 And This Shows That There Is A Strong And Suitable Relation Between The Intended Indices And Aspects.
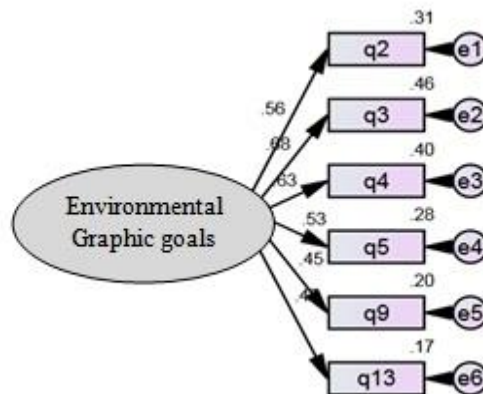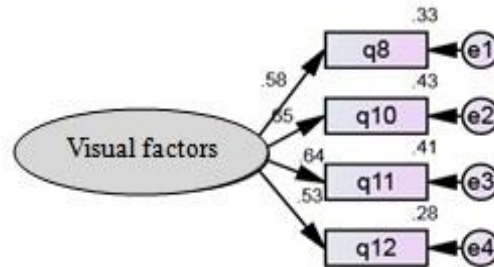

Figure 2- Fitness Of Goals Of Environmental Graphic

According To The Results Of Table 3, The Result Of The Division Of The Chi-Square Test To The Degree Of Freedom From The Smaller 3 And The Significance Level Of The Model (0.000) Is Less Than 0.05 And Finally The Root Mean Square Error Of Approximation (RMSEA) Is 0.051 And Has Fallen Below The Critical Level Of 0.88. Given That The Model Has All The Conditions Necessary To Fit A Suitable Model, It Can Be Assured With 95% Confidence That The Model Has Been Fitted Well.

Table 3- Fitness Of Goals Of Environmental Graphic

Chi-Square	Df	χ^2/df	P-Value	RMSEA
18	9	2	0.000	0.051

Figure 3 Shows The Measurement Model Of Goals Of Visual Factors In Standard Estimation Mode. The Results Presented In This Figure Show That A Suitable Model Has Been Offered For The Fitness Of The Visual Factors, Because All Effects Coefficients Are Higher Than 0.3 And This Shows A Strong And Suitable Relation Between The Intended Indices And Aspects.

Figure 3- Fitness Of Visual Factors

According To The Results Of Table 4, The Result Of The Division Of The Chi-Square Test To The Degree Of Freedom From The Smaller 3 And The Significance Level Of The Model (0.000) Is Less Than 0.05 And Finally The Root Mean Square Error Of Approximation (RMSEA) Is 0.051 And Has Fallen Below The Critical Level Of 0.88. Given That The Model Has All The Conditions Necessary To Fit A Suitable Model, It Can Be Assured With 95% Confidence That The Model Has Been Fitted Well.

Table 4- Fitness Of Visual Factors

Chi-Square	Df	χ^2/df	P-Value	RMSEA
1.94	2	96	0.000	0.000

According To The Results Presented In The Table 5, 150 Of Subjects Who Consist Almost 38.9 Percent Of The Whole Statistical Sample Are Men And 236 Of Subjects Who Constitute Almost 60.1 Percent Of The Whole Sample Are Women. Among The Respondents Almost 32.4 Percent Of Them Are Less Than 25 Years Old. 177 Of Subjects Who Constitute Almost 45.9 Percent Are Single While 209 Of Subjects Constituting 54.1 Percent Of The Sample Are Married. As Regards Education, 71 Of Subjects Representing 17.4 Percent Of The Sample Have Associate Degree Or Lesser, 239 Of Subjects Equivalent To 61.9 Percent Of Subjects Have Bachelor Degree, 63 Of Subjects Equivalent To 16.3 Percent Have Master's Degree And 13 Of Subjects Equivalent To 3.6 Percent Have Ph.D. The Major Of Majority Of Respondents Including 178 Of Subject's Equivalent To 46.1 Percent Is Various Branches Of Human Sciences. The Income Of Respondents Based On The Statistics In 234 Of Subjects Constituting 60.6 Percent Of The Whole Respondents Is Under 15 Million Rial, In 120 Of Subjects Equivalent To 31.1 Is Between 15 To 30 Million Rial, In 20 Of Subjects Equivalent To 5.2 Percent Of The Total Respondents Is Between 30 To 40 Million Rial And In 12 Of Subjects Constituting 3.1 Percent Of The Whole Respondents Is Higher Than 40 Million Rial.

Table 5- Demographical Information Of Respondents

Variable	Levels	Frequency	Frequency Percent	Variable	Levels	Frequency	Frequency Percent
Age	Less Than 25	125	32.4	Education	Associate And Less	71	18.4
	25-30	93	24.1		Bachelor	239	61.9
	31-35	65	16.8		Masters	63	16.3
	More Than 35	103	26.7		Ph.D	13	3.4
Sex	Male	150	38.9	Marriage Status	Single	177	45.9
	Female	236	61.1		Married	209	54.1
Major	Human Sciences	175	46.1	Income	Less Than 15 Million Rial	234	60.6
	Empirical Sciences	65	16.8		15 To 30 Million Rial	120	31.1
	Art	24	6.2		30 To 40 Million Rial	20	5.2
	Others	119	30.8		More Than 40 Million Rial	12	3.1

In The Results Acquired From Table 6, The Average Is 2.6341 Which Is Greater Than 2. Then, It Has The Required Condition. Now For Evaluation Of Significance Of This Average One Should Refer To The Number

Acquired For Sig And T In Table 7.

Table 6- Study Of Effect Of Feelings Of Consumers Resulted From The Front And Show Window Of Stores On Their Behaviors

Independent Variables	Number	Average	Standard Deviation	Average Standard Error
Environmental Psychology	386	2.6341	0.65836	0.3351

According To The Results Of The Test In Table 7, The Value Of Sig Is Zero, Which Is Lesser Than (0.05), And Also The Value (T = 922 / T), Which Is Greater Than (1.96). Therefore, With Regard To The Results, It Can Be Said That Environmental Psychology Of Front And Show Windows Of Stores Affects Their Behavior.

Table 7- T-Test-Single Sample Of The Effect Of Feelings Of Consumers Resulted From The Front And Show Window Of Stores On Their Behaviors

Independent Variables	T-Statistics	Freedom Degree	Significance Level	Average Difference	Confidence Distance Interval 0.95 %	
					Lower	Upper
Environmental Psychology	18.922	385	0.000	0.63407	0.5682	0.7000

In The Resulted Acquired In The Table 8, The Average Is 2.7547 Which Is Greater Than 2. Then, It Has The Required Condition. Now For Evaluation Of Significance Of This Average One Should Refer To The Number Acquired For Sig And T In Table 9.

Table 8- Study Of The Effect Of Factors Of Environmental Graphic Of Fronts And Show Windows Of Stores On The Behavior Of The Consumers

Independent Variables	Number	Average	Standard Deviation	Average Standard Error
Goals Of Environmental Graphic	386	2.7547	0.61218	0.03561

According To The Results Of The Test In Table 9, The Value Of Sig Is Zero, Which Is Smaller Than (0.001), And The Value (T = 24.223) Is Greater Than (1.96). According To The Results, It Can Be Said That The Goals Of The Environmental Graphic Design Of Stores Are Influential On Consumer Behavior.

Table 9- T-Test-Single Sample Of The Effect Of Factors Of Environmental Graphic Of Fronts And Show Window Of Stores On The Behavior Of Consumers

Independent Variables	T-Statistics	Freedom Degree	Significance Level	Average Difference	Confidence Distance Interval 0.95 %	
					Lower	Upper
Goals Of Environmental Graphic	24.223	385	0.000	0. 75475	0. 6935	0. 8160

In The Resulted Acquired In The Table 10, The Average Is 2.7649 Which Is Greater Than 2. Then, It Has The Required Condition. Now For Evaluation Of Significance Of This Average One Should Refer To The Number Acquired For Sig And T In Table 11.

Table 10- Study Of The Effect Of Visual Elements Used In Fronts And Show Windows Of The Stores On The Behavior Of Consumers

Independent Variables	Number	Average	Standard Deviation	Average Standard Error
Visual Element	386	2.7547	0.69292	0.03527

According To The Results Of The Test In Table 11, The Value Of Sig Is Zero, Which Is Lesser Than The Value (0.001), And Also The Value (218.688) Which Is Greater Than (1.96). Therefore, With Regard To The Results, It Can Be Said That The Visual Elements Used In Front And Show Windows Are Effective On Consumer Behavior.

Table 11- T-Test-Single Sample Of The Effect Of Visual Elements Used In The Front And Show Window Of The Stores On The Behavior Of The Consumers

Independent Variables	T-Statistics	Freedom Degree	Significance Level	Average Difference	Confidence Distance Interval 0.95 %	
					Lower	Upper

Visual Elements	21.688	385	0.000	0.76490	0.6956	0.8342

In The Results Obtained From Table 12, The Average For The Color Is Equal To (2.6347) And For The Light From The Respondents' Point Of View (2.9482), The Difference Between The Average Color And Light From The Consumer's Point Of View Is 0.3135 Which Is Significant At The Significance Level Of 0.05; Hence, It Can Be Concluded That The Lighting Of Front Sign And Store Show Windows, More Than Their Color, Affects Consumer Behavior.

Table 12- Study Of Effect Of Color And Light Used In The Front And Show Windows Of Stores On The Behavior Of Consumers

Independent Variables	Number	Average	Standard Deviation	Average Standard Error
Light	386	2.6347	98.758	0.03527
Color	386	2.9482	98.688	0.05023

According To The Results Of The Test In Table 13, The Value Of Sig Is Zero, Which Is Lesser Than The Value (0.001), Also The Value (T = 12.627) For The Color And Amount (T = 18.877) For Light, Which Is Greater Than The Value (1.96). Therefore, According To The Results, It Can Be Said That The Color And Light Used In Shop Windows And Showcases Affect Consumers' Behavior.

Table 13- T-Test-Single Sample Of The Effect Of Color And Light Used In The Front And Show Windows Of Stores On The Behavior Of Consumers

Independent Variables	T-Statistics	Freedom Degree	Significance Level	Average Difference	Confidence Distance Interval 0.95 %	
					Lower	Upper
Color	12.627	385	0.000	0.63472	0.6956	0.8342
Light	18.877	385	0.000	0.94819	0.8494	1.0469

Discussion

The Major Objective Of The Current Research Is The Study Of The Role Of Environmental Graphic (Symbolic Part Of Design) Of Front And Show Window Of Stores And Shopping Centers On The Consumers' Tendency Toward Entrance; The Acquired Results Show The Positive Effect Of All Factors; The Approach Of The Research Is In Line With The Findings Of The Researches Done By Nishanov And Ahunjonov (2016) [5], Perng Et Al (2010) [6]. To Explain This Conclusion, One Can State That Creation Of Beautiful, Fascinating And Emotional Scenes In Populated Spaces And Communities Is The Chief Objective Of The Environmental Graphic. This Popular Art As An Influential Psychological And Social Means Along With The Direct And Indirect Messages That Conveys Catches The Attentions In Order To Provide The Required Order For Realization And Action Of The Audience. In Doing So, It Also Aims At Providing A Healthy, Happy And Convincing Space Based On Cultural, Social And Indigenous Values For Them. Using A Tool Called Environmental Graphic Is Known Today As The Most Important Part Of "Design". It Is A Significant Factor In Providing A Peaceful And Attractive Environment And Can Facilitate The Social Communication In City Particularly In Public Places; Today The Philosophy Of Design Is A Fundamental Applied And Basic Science In Economy Of Art According To The Artists And Economists. Following The Ever-Increasing Growth Of Stores And Shopping Centers, Application Of Elements And Indices Of Environmental Graphic In Organization Of These Centers And Attraction Of Consumers Particularly In Attraction Of Tourism As A Significant Economic Resource Plays A Vital Role.

Conclusion

According To The Field Studies In The Stores Of Sari City, We Can Conclude That Design And Professional Lighting Of Billboards Of Stores And Shopping Centers Can Affect The Behavior And The Tendency Of The Consumers Toward Entrance To These Places. Among Others, Visual Factors (Environmental Graphic) Play A Significant Role In Attraction Of The Attention Of Consumers. Then, It Is Proposed To The Owners Of The Shopping Centers And Super-Markets And Chain Stores Pay More Attention To The Design Of These Places Based On The Cultural Taste And Emotions Of The Consumers.

Conflict Of Interest: No Conflict Of Interest.

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