



STORE ENVIRONMENT OF VAN DER VELDE BOEKHANDEL LEEUWARDEN

Final Project

Supervisor: Mr. Van Weperen

11th of June 2019

The Hague University of Applied Sciences

Faculty of Management & Organisation

European Studies

Mardjantie Stienstra

13104659 ES4

1. Executive Summary

In order for bookstores to compete with its online competitors it is important that brick-and-mortar bookstore can distinguish themselves. One way to distinguish themselves is to create a effective store environment. Therefore, this research investigates how bookstores can improve the store environment, and since the research focuses on Van der Velde Boekhandel Leeuwarden the central question for this research is: *How can Van der Velde Boekhandel improve its store environment?*

The answer for the central question is found by starting a theoretical framework on the store environment, which discussed different theories on the store environment. One theory is chosen as basis for this research, and explained the main characteristics of the store environment and therefore also answered the first sub-question: *What are the characteristics of an effective bookstore environment?* Subsequently, questions are made for the questionnaire that are derived from the theory. The questionnaire was only distributed within the researcher's network and personally in Van der Velde Boekhandel, in total 109 respondents participated in the questionnaire. From the answers of the questionnaire, results are made that have answered the other three sub-question *What do Van der Velde Boekhandel's customers think of the bookstore environment?*, *What characteristic is most important to Van der Velde Boekhandel's customers?* and *How important is the bookstore environment for Van der Velde Boekhandel's customers?*

The answers of the sub-questions led to knowing that atmospherics is the most important store environment characteristic and that respondents that have visited the store a handful of times would be influenced by changes in the store environment. Moreover, the respondents that visit Van der Velde Boekhandel sometimes or regularly do not think the store environment influences their visit, however they do think that the atmospheric aspect of store environment is important. Therefore it can be concluded that Van der Velde Boekhandel can improve its store environment by changing the store environment, which includes the colours, music and smell in the store. By changing the atmospheric aspect Van der Velde Boekhandel can possibly gain extra customers, without scaring away the regular customers. Thus it is recommended to the bookstore, to make small changes in the atmospheric aspect in order to test whether the changes work and whether they gain extra customers with it. However it is also recommended to do extra research on the opinions of the actual customers of the bookstore, in order to gain a representative image of their opinion on the store environment.

Table of Contents

1. Executive Summary	II
2. Theoretical Framework	4
2.1 Store environment	4
2.3 Theory for this research	8
2.4 Operationalization table	17
3. Methodology	22
3.1 Data collection.....	22
3.2 Data Analysis	23
3.3 Limitations.....	26
4. Results	28
4.1 Respondents' characteristics	28
4.2 Respondents opinion on Van der Velde's bookstore environment.....	30
4.3 Importance of store environment.....	37
5. Analysis.....	40
5.1 Quality of results	40
5.2 Respondents' characteristics	40
5.3 Respondents' opinion on Van der Velde's store environment	41
5.4 Importance of store environment.....	42
6. Conclusion	45
7. Recommendations	46
8. References.....	47
9. Appendices.....	49
9.1 Appendix 1 – Distributed questionnaire (Dutch)	49
9.2 Appendix 2 – Questionnaire translated to English.....	55
9.3 Appendix 3 – Extra Figures.....	61

1. Introduction

The shopping streets of many cities have changed over the last decade. According data from Het Centraal Bureau voor de Statistiek (CBS) (2015, para. 1) the amount of brick-and-mortar bookshops have decreased with 20% over the last 10 years in the Netherlands. Whereas the number of online stores has only increased over the years. For the Dutch book industry this meant that about 200 bookshops of the 1000 had to close their doors between 2007 and 2014. Moreover, the turnover in bookstores decreased as well with 20% between 2012 and 2014 (2015, para. 3).

The decrease in bookstores and the decrease in turnover of bookstores resulted from a variety of reasons of consumers. The credit crisis was one of the most important factors for many consumers. According to a measurement of KVB Boekwerk and GfK, almost 30% of the consumer spends less money as a consequence of the economic situation (Witte & Scholtz, 2015, p.52). Which led to over one third of the book buyers that had spent less money on books in 2015 (Witte & Scholtz, 2015, p. 56). As a consequence, many consumers bought more books second-hand or lent the books from the library or acquaintances (Witte & Scholtz, 2015, p. 58). Another study of KVB Boekwerk found that there had been a decrease of Dutch consumers that buys books regularly. This was a decrease of 1.5 million less regular book buyers from 2009 to 2018 (2018, para. 6). Another cause for the decrease in bookstores could be the decrease in reading as an activity. Since 2013 there has been a decrease of almost 10% in the activity reading books (Witte & van Strien, 2018, p. 23). Where other activities, such as watching television and using social media have gained in popularity, reading has only decreased. Not only reading books is not a popular activity anymore, people also don't read papers or other magazines as often anymore.

Even though these causes have made the entire book industry tough, both brick-and-mortar as online, the brick-and-mortar bookshops have a hard time competing with their online competitors. The book industry knows a fixed book price, which means that competing in pricing does not apply in this industry. Moreover, since consumers are able to scroll through the books online, order the books whenever they want, and having it delivered the next day at home, makes them rather buying books online than in brick-and-mortar stores (Molenaar, 2013, p.71). This is proved by consumer research of Stichting Marktonderzoek Boekenvak, which showed that there has been an increase of 25% in the group consumers that often buys books through the internet (KVB Boekwerk, 2018, para. 1).

Loosing even more bookstores would be a sin to our society, because bookstores have a social impact. Lysias Advies has done a research on the social impact of bookstores and found that bookstores have 4 general values for consumers: Economic value, shop experience, sensory

perception and inspiration (Beune and Rikkert, 2019, p. 8). Especially the inspiration and the shop experience values are great social values for consumers. The bookstore visit is not always perceived as a shopping trip but rather a cultural trip. A trip in which consumers can inspire and relax themselves by skimming through books. Moreover, bookstores with cafés or bookstores that organise events, also change a bookstore from a being a store to a meeting place (Beune and Rikkert, 2019, p. 10-12).

Even though the bookstore industry has had a difficult time to survive, it is now on its return towards growth. Almost 50% of the consumers still buy their books rather in a brick-and-mortar bookshop than online, according to Peters & van Strien (2018, p. 54). Reasons for consumers to buy their books in a brick-and-mortar bookstore are, amongst other things: the comfortable atmosphere, convenience and the service in the store (Peters & van Strien, 2018, p. 35). Because there are still so many consumers that rather buy books in a physical bookstore, there is a bright future for bookstores. However, they need to add value to consumers to gain more customers and keep making profits. A few examples of added value are a greater assortment of books, organising events such as debates or guest lectures and catering options (De Jong, 2018, 'Van boekhandel 1.0 naar 2.0:' section). Furthermore, research found that the sensory perception of visiting a bookstore is also seen as added value for consumers. Holding the books, skimming the books and smelling the books are a few reasons for consumers to buy books in brick-and-mortar stores rather than online (Beune and Rikkert, 2019, p. 9). Therefore, the consumer's sensory perception of a bookstore is also important for bookstore to consider. Moreover, Kotler states that the place, 'specifically the atmosphere of the place, is more influential than the product itself in the purchase decision' (1973-1974, p. 48). Baker et al. also concludes from their study that in-store elements, such as colour, lighting and music, could influence the consumer decision making more than marketing tools that are not present at the point of purchase, tool such as advertisement (1994, p. 328). Sun and Yazdanifard add to this that the store environment can even give stores a competitive advantage over their competitors (2015, p. 1049). In addition to that, Berman, Evans and Chatterjee state that the store environment influences consumers' shopping enjoyment, their time spent browsing, tendency to buy more than planned beforehand and the likelihood of coming back. Shortly said, consumers often judge the firm based on the store environment before they have seen the merchandise and prices (2018, p. 464). Thus, enhancing the store environment of bookstores could be the solution to bookstores to compete with online competitors. Especially, because this is an improvement that online competitors are unable to accomplish. Because store environment could give bookstores a competitive advantage over their online competitors, it is worth researching

what to improve in the store environment. This study will research the store environment of bookstores, especially focussed on the bookstore Van der Velde Boekhandel in Leeuwarden.

Van der Velde Boekhandel is a bookstore located in Leeuwarden, which is also the main location of 9 bookstores in total. Van der Velde Boekhandel is a bookstore that has only grown during the difficult times for the bookstore industry. In August 2018, the bookstore even took over one of the most beautiful bookstores of the Netherlands: Boekhandel Waanders located in Zwolle (Leeuwarder Courant, 2018). Since Van der Velde Boekhandel has grown over the last years, it is worth to research their store environment, to research how much influence the store environment of their bookstores has on their customers.

Because brick-and-mortar bookstores have not lost their fight against their online competitors yet, it is time for bookstores to distinguish themselves. Brick-and-mortar bookstores need to make sure that consumers have a reason to come and visit their stores and will return afterwards, that the consumers are more likely to browse and buy books. Since the store environment could influence a consumer's mind regarding the shop experience, it is worth researching whether bookstore should improve their shop environment to gain more customers. Since this research will focus on the bookstore Van der Velde Boekhandel in Leeuwarden, the central question of this research is: *How can Van der Velde Boekhandel improve its store environment?*

To find the answer to the central question, this research will follow a few sub-questions to find the answer step by step. First, the characteristics of the store environment will be researched, in which the characteristics that create an effective bookstore environment will be discussed. This part will follow the first sub-question:

1. *What are the characteristics of an effective bookstore environment?*

These characteristics will be presented to Van der Velde's customers to research their opinions on the Van der Velde Boekhandel's store environment. Subsequently, the results of the customer's opinions will be written down and discussed. This part is based on following sub-questions:

2. *What do Van der Velde Boekhandel's customers think of the bookstore environment?*
3. *What characteristic is most important to Van der Velde Boekhandel's customers?*
4. *How important is the bookstore environment for Van der Velde Boekhandel's customers?*

From the discussion a conclusion will be made and recommendations for Van der Velde Boekhandel Leeuwarden will be made.

2. Theoretical Framework

In order to research how the store environment of bookstores can be improved, it is important to know what *store environment* is and what it entails. In this chapter store environment will be explained. This will be followed by a discussion of different theories regarding store environment, whereupon the best theory will be chosen to be applied for this research. Subsequently, all the factors of the bookstore environment will be discussed, which will thus also answer the first sub-question: *What are the characteristics of an effective bookstore environment?* Finally, the chapter will end with a conceptual framework, in which the factors of the bookstore environment are summarised, and which will serve as a basis for the questionnaire of this research.

2.1 Store environment

Store environment is a broad concept with many slightly different meanings and descriptions. For example, Kotler's definition of *atmospherics* of the store environment is 'the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability' (1973-1974, p. 50). For Berman, Evans and Chatterjee the store environment revolves around the store's image and therefore is defined as 'the store's physical characteristics that project an image and draw customers' (2018, p. 464). Mary Jo Bitner defines the store environment as 'the ability of the physical environment to influence behaviours and to create an image' (1992, p. 57). According to Varley the term store design is the 'total physical attributes found in a shop-based retail outlet' (2001, p. 155). Even though, these are just a handful of different definitions of store environment, it can be concluded that an important factor of store environment is the physical design of the store. The physical design has, in all of the definitions, an influence on customers, which can either draw customers or enhance the chance of purchase of customers. Therefore, the definition for store environment in this research is: the physical factors within a store that influences customers behaviour. As there are many different meanings about the concept *store environment*, there are also many different theories explaining what *store environment* entails. Some of these different theories are explained below.

2.1.1 Atmospherics

One of the first theories around the store environment was written down by Philip Kotler. Kotler stated the importance of the place where the product is bought or consumed, where the atmosphere could be more influential than the actual product in the purchase decision (1973-1974, p. 48). This theory is called atmospherics and it entails: "the effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability" (Kotler, 1973-1974, p. 50). Because the theory wants to produce emotional effects, the theory is based on

the sensory factors, however the taste sense does not necessarily apply directly to the store atmosphere. Thus, the four dimensions of the *Atmospherics* theory are as followed:

- Visual dimension includes: colour, brightness, size and shapes.
- Aural dimension includes: volume and pitch.
- Olfactory dimension includes: scent and freshness.
- Tactile dimension includes: softness, smoothness and temperature.

Since atmospherics are often described in sensory terms, such as loud, cold and bright, the store environment is often perceived personal for each individual. This means that there is an important distinction between the intended atmosphere of the store and the perceived atmosphere of the consumer that shop owners need to consider (Kotler, 1973-1974, p. 51).

2.1.2 Atmospheric variables

The theory by Berman, Evans and Chatterjee uses the same terminology for store environment as Philip Kotler, *atmospherics*, however they have a different theory. According to Berman et al. the store atmosphere can be divided into four key variables: exterior, general interior, store layout and interior displays (2018, p. 464). Each of them will be shortly described.

- Exterior: this is basically the storefront. It is the first thing a consumer judges when passing by the store. Therefore, it includes the marquee, entrances, windows, lighting and construction materials.
- General interior: this includes all the elements in the store that affect consumers' perceptions. This includes flooring types, lighting, colours, scents, sounds, temperatures, width of aisles, personnel, merchandise and cleanliness.
- Store layout: this is all about how the store should be arranged. There are several important steps that are included in the store layout: allocation of floor space, classification of store offerings, traffic-flow, determination of space needs, arrangement of products.
- Interior displays: these provide consumers with more information and serves at the same time as a promotional tool. Types of displays are: assortment display, theme-setting display, ensemble display, rack display and a cut case display. The displays can be dressed up with posters, signs or cards.

(Berman, Evans, Chatterjee, 2018, p. 465- 474)

Turley and Milliman have used the same theory of *atmospheric variables*, though they have added a fifth variable: Human variables. This includes the employee characteristics and uniforms, crowding, customer characteristics and privacy (2000, p. 194).

2.1.3 Servicescape

Another theory by Mary Jo Bitner is the theory of servicescapes. Bitner noticed a lack of combination of both consumers as employees regarding the influence of store environment. Therefore, she has made a framework that describes the impact of store environment on both consumers as employees (Bitner, 1992, p. 58). The theory entails that certain factors of the built environment can cause two reactions of individuals towards a place: approach and avoidance. Approach behaviour is positive behaviour, which means the individual likes to stay in the place. Avoidance behaviour is the opposite and is rather a desire not to stay and avoid the place (Bitner, 1992, p. 60). The factors that can cause those reactions are divided into three dimensions: ambient conditions, spatial layout and functionality, and signs, symbols and artefacts (Bitner, 1992, p. 65). Each of the three dimensions will be shortly described:

- Ambient conditions: essentially the senses are the basis of the ambient conditions. Taste is in many cases not a relevant sense to research in the store environment, which is also the case in the *atmospherics* theory. Examples of ambient conditions are: temperature, lighting, music and smell.
- Spatial layout and functionality: this dimension are about how the aisles, hallways, walkways, entrances and exits are designed and organized.
- Signs, symbols and artifacts: this dimension includes signage, personal artifacts or decoration that work as explicit communicators. However, it can also be used as a form to communicate the meaning of the store and its norms and expectations for behaviour in the store. (Bitner, 1992, p. 66).

The servicescape theory is mainly focussed on service industries, though, the theory is also easily applicable to product-oriented industries, since there is not a dimension fully focussed on a service-oriented company.

2.1.4 Design, ambient and social attributes

There are multiple theories that state that the retail environment consists of three primary attributes: design, ambient and social attributes (Baker et al, 1994, p. 330; Ganapathy, 2017, p. 139; Puccinelli et al, 2009, p. 24; Sun and Yazdanifard, 2015, p. 1049).

The design attribute consists of external variables, internal variables and the decoration (Puccinelli et al, 2009, p. 24). This includes store layout, store display, furnishing, flooring etc. The design attribute can be classified into two categories: functional store elements, such as layout, comfort and privacy or aesthetic store elements, which include colour, materials and style (Baker et al, 1994, p. 330; Sun and Yazdanifard, 2015, p. 1050).

The ambient attributes are the background effects in the store environment, and affects mainly the consumers senses (Ganapathy, 2017, p. 139; Baker et al, 1994, p. 330). Therefore, this attribute is very similar to the *atmospherics* theory and the ambient conditions of the *servicescape* theory. In this attribute the elements are also related from the sensory factors, thus the visual factors (colour, brightness etc.), the audio factor (volume and pitch of music), the olfactory factor (scent and freshness) and the tactile factor (softness and temperature) (Sun and Yazdanifard, 2015, p. 1050).

The social attribute is about 'all the people in the environment and their interactions' (Ganapathy, 2017, p. 139). This includes the number of other customers and or personnel, the type of people and their behaviour in the store (Baker et al, 1994, p. 331).

2.1.5 Store space and visual merchandising

According to Rosemary Varley the store design exists of two aspects, the store space and the visual merchandising. These two aspects make a distinction between the elements of the store that contribute to the general retail environment and the atmosphere, which is the store space, and the physical elements which are in direct contact with the products, which is the visual merchandising (2001, p. 155-156). The design of the store space includes following factors:

- the interior decoration of the store
- the materials used
- the use of atmospherics to create effects
- the use of lighting
- signage

(Varley, 2001, p. 155-156)

Visual merchandising is about the presentation of the product within the store to its best advantage (2001, p. 171). The factors of visual merchandising are as followed:

- fixtures and fittings, this includes: Gondolas, Rounders, Four-ways, Shelving and Bins, baskets and tables.
- Product Presentation, this includes: Vertical stacking, horizontal stacking, hanging (either on hangers or mounted on card or bubble packed).
- Store layout, this includes: grid layout, free form layout, boutique layout and modern layouts.
- Displays, this includes: on-shelf displays, off-shelf displays, and window displays.

(Varley, 2001, p. 174-183).

2.3 Theory for this research

Some factors of the theories are very similar to each other, whereas other dimensions are completely different. In order to research what exactly bookstores need to improve regarding the store environment in order to gain more customers, it is necessary to use the most comprehensive theory. The theory of Rosemary Varley includes most of the factors that are also mentioned in the other theories. Moreover, this theory has divided the factors in clear categories. Therefore, the research is able to discover different dimensions of the store environment of bookstores by using the theory of Rosemary Varley. However, since other theories are quite similar, some factors of other theories could be used as an addition to Varley's theory.

Because the theory of Rosemary Varley will be used for this research, the theory will be explained in more detail, whenever another theory is used as an addition, it will also be mentioned. Subsequently, the theory will be applied on the bookstore industry. This will be followed by an operationalization table, which includes the factors of the bookstore environment applied on Van der Velde Boekhandels. The operationalization table will serve as a basis for the questionnaire.

As mentioned before the theory of Rosemary Varley consists of two aspects (design of store space and visual merchandising) which include factors with certain characteristics. The characteristics of the factors will be explained in more detail.

2.3.1 Design of store space

Interior decoration of the store

The first factor of the aspect design of store space is the interior decoration of the store. This is the foundation of store environment, since it contains the building's architecture. Where are the windows placed, is there another floor, are stairs and lifts needed or partition walls? Thus, the architectural features need to be considered carefully when opening a store (Varley, 2001, p. 156). This factor is not an easy changeable factor and is likely to only be changed for long-term purposes. Moreover, this factor depends highly on the building, and can therefore not always be created to one's preferences.

Materials

The second factor of the store space aspect is about the materials that are used within the store. Different materials can be used for floors, walls and trims. What materials are used in which retail environment depends on the products that are sold, the cost that is involved, the store traffic, and environmental and safety concerns (Varley, 2001, p. 158). For example, it can be assumed that the floor in bookstores would be material that is soft, on which the footsteps cannot be heard too loudly, so people can concentrate on scanning the books.

Atmospherics to create effects

The use of atmospherics to create effects is the third factor of this aspect. 'Atmospherics are cues that act on the subconscious through the senses to create a state of mind in the customer'. By blending different aspects such as colour, music and temperature, an atmosphere is created. The more favourable the atmosphere for the customer, the longer a customer is likely to remain in the store (Varley, 2001, p. 158). The atmosphere of Varley's theory is comparable to Kotler's *Atmospherics*, the theory of *atmospheric variables*, the ambient conditions of the *servicescape* and the ambient attributes of the theories of *design, ambient and social attributes*. Therefore, the basis of this factor are the senses, which are visual, aural, olfactory and tactile. Atmospheric cues can be perceived very personal for consumers. It can have personal meanings, though, also cultural and societal meaning and associations can make a difference to the customer's perception of the atmosphere (Varley, 2001, p. 158).

For the visual effect in a store, colours can be used to create atmosphere. According to Levy, Weitz and Grewal cool colours, such as white, blue and green, influence customers in a peaceful, gentle and calming way. This led them to browse and view products more favourably (2014, p. 508). Using cool colours would thus suit a bookstore environment. Furthermore, music is an important aspect of the aural factor. The use of music in stores is likely to be changeable, for example adaptive to the time of day, when older customers are more likely to visit the store in the mornings and younger people in the afternoon. However, in general slow music is the best, since it encourages customers to slow down, relax and browse through the merchandise (Levy, Weitz and Grewal, 2014, p. 508). Also, the olfactory factor can influence customers in stores. According to Dunne, Lusch and Carver, "smell is believed to be the most closely linked of all the senses to memory and emotions" and thus can have a huge influence on the customer's experience in the store. Regardless of what smell is used for stores, it must be consistent with its image (2014, p. 569). Moreover, different essences could be used in different parts of stores, depending on the department (Levy, Weitz and Grewal, 2014, p. 509). The last sensory factor, the tactile factor, is highly dependent on the material used in the store. Therefore, this factor is used in the *materials* part of Varley's theory. However, according to the theories of *atmospherics, atmospheric variables, servicescape* and *design, ambient and social attributes*, the temperature does have an influential effect on customers regarding the sensory factor as well. Therefore, it is important that the store has the right temperature for its customers.

Lighting

Even though lighting is a great contributor to the atmosphere of the store, it is also important for the merchandise. Therefore, lighting is a separate factor of this aspect (Varley, 2001, p. 159).

Lighting can influence the inviting feeling of the store, it can set a certain mood for customers. Furthermore, the space can be highly influenced by using a proper lighting system. Lighting can either highlight the merchandise by putting spotlights on certain areas or products. The usage of light can also create contrast and shadows, which can help attracting visual attention (Levy, Weitz and Grewal, 2014, p. 507). According to Standard, there are 3 basic types of lighting: General (ambient) lighting, Task lighting and Accent lighting. General lighting is used to lighten a room evenly in its entirety. When lighting is focussed on a specific task (such as reading, cooking etc.) it is called task lighting. Accent lighting is lighting that creates more focus points and is used to achieve a certain desired effect (2018, para. 3-10).

Signage

The last factor of the aspect design of store space is the signage. Even though, most aspects of the store environment rely on the visual cues, it is important that some messages are spelt out for customers. Important information regarding the products, such as the genres of the books, should be communicated to the customer through signs. As well as the retailer's policy on, for example, returned goods. However, it is important that there is a balance in using signage, the store should not be cluttered with information for the customers. 'The signage used in the store, ..., should complement rather than compete with the merchandise' (Varley, 2001, p. 160).

2.3.3 Visual merchandising

Fixtures and fittings

The type of fixtures determines how the products are presented and displayed. There are 5 different types of fixtures: Gondolas, Rounders, Four-ways, Shelving and Bins, baskets and tables (Varley, 2001, p. 174-177). Within a store different types of fixtures can be used; however, it is important that the different types create a coherent whole. This could be done by using the same materials for example. According to Varley, the same rule sounds for fixturing as with signage: 'the fixturing should complement and not compete with the merchandise' (2001, p. 178). The gondola fixture is a shelving system that presents the merchandise in a longitudinal presentation, which means the presentation of merchandise is running lengthwise. Mostly this fixture offers merchandise on both sides (Varley, 2001, p. 174-175). Rounders are fixtures that offers the products in a circular presentation (Varley, 2001, p. 175). When a degree of co-ordination is needed, four-way fixtures are used. This fixture presents the merchandise both from the front as side-ways (Varley, 2001, p. 175). Lastly, bins, baskets and tables are used for larger quantities of merchandise. This could be used for small items or rather for promotional purposes. Moreover,

these fixtures could either be filled with one type of product, or a variety of products for customers to scan the products (Varley, 2001, p. 177).

Product presentation

The product presentation depends on which fixture will be used and what kind of product will be presented. However, there are three main ways: vertical stacking, horizontal stacking and hanging (Varley, 2001, p. 179). Dunne, Lusch and Carver have a few additional methods of product presentation:

- Shelving: merchandise that is displayed on shelves.
- Hanging: the same as the *hanging* method of Varley's theory, products that are hung on hangers.
- Pegging: this is a method used for small products that can be hung from peg hooks.
- Folding: products that are first folded and then are either stacked on shelves or placed on tables.
- Stacking: this method combines both the *vertical stacking* as the *horizontal stacking* of Rosemary Varley's methods, and includes merchandise that is stacked on either shelf, decks of gondolas etc.
- Dumping: this method is for large quantities or small products that can be dumped in bins or baskets.

(2014, p. 561).

Besides choosing how the merchandise should be presented, it is important to determine in what categories the merchandise should be presented. It should be considered whether the products will be categorized by type of product, colour, end use, price etc. (Varley, 2001, p. 179).

Store layout

The store layout depends heavily on the size and structure of the shop, and thus on the interior decoration of the store. Besides the store layout determines which type of fixturing can be used in the store. The goal of a good store layout is the intention of moving the customers to every area in the store. The four main store layouts are: Grid layout, Free form layout, Boutique layout, Modern layout (Varley, 2001, p. 180). The main characteristic of a grid layout is that the aisles are parallel and had the presentation of the merchandise on shelves on both sides of the aisles (Levy, Weitz and Grewal, 2014, p. 489). The grid layout makes maximum use of the available space and provides an easy organisation of the location of the offerings (Varley, 2001, p. 180). According to Levy, Weitz and Grewal the grid layout has one limitation, which is that customers aren't able to see other aisles

while being in one, and thus aren't exposed to all the merchandise in the store. This could decrease the probability of unplanned purchases (2014, p. 490). The free form layout arranges its fixtures and aisles in random fashion. Even though it offers a rather browsing shopping experience instead of a systematic product selection process, it can also make the store look rather chaotic (Varley, 2001, p. 180). Moreover, Levy, Weitz and Grewal add to this that the free form layout reduces the number of offerings that can be displayed in the store (2014, p. 493). 'A boutique layout surrounds the customer with merchandise', the merchandise is often displayed on the wall, with a few central fixtures. This layout is best for stores with limited product range and where personal selling is more important (Varley, 2001, p. 183). According to Rosemary Varley, modern layouts are airier, with voids that serve as "decompression zones", which give customers time to relax and refocus their attention (2001, p. 183). Besides these store layouts, Levy, Weitz and Grewal have another layout: the Racetrack layout. This layout provides one major aisle that loops around the store in order to guide the customers around different departments. Therefore, this layout enables customers to see the merchandise available in multiple different departments. This could enhance the probability of unplanned purchasing (2014, p. 492).

According to Frank Quix it is important to keep the shopping speed in mind in addition to the layout. It is important to slow down the customers as much as possible in order to let them stop and tempt them into buying more. Two ways to slow the customers down is by creating sightlines and hotspots (2016, p.474). Sightlines are the paths that customers can see and can thus be used to decide for the customer which paths, and thus also which products it can see. According to Dunne, Lusch and Carver, research has shown that customers view the store from the path of travel at approximately 45-degree angle (2014, p. 562). Hotspots are the places in the store that the customer always sees. Therefore, it is important that the right merchandise is displayed in these hotspots (Quix, 2016, p. 474).

Displays

Rosemary Varley separates three overall types of displays: on-shelf displays, off-shelf displays, and window displays. On-shelf displays are the regular displays around the store that display the products in a logical sequence. This could be presented by one of the examples of the product presentation section: vertical stacking, horizontal stacking or hanging (Varley, 2001, p. 183). Off-shelf displays are displays that have additional impact on the products. These displays can suggest complementary products or are used as visual features to create interest or excitement. The off-shelf displays are not used in the routine selling process and can therefore be changed regularly in order to keep having the impact on the products (Varley, 2001, p. 184). Within the off-shelf type of display there are few variations of displays. Rosemary Varley describes the following variations:

- themed display: display for local events or seasonal products
- lifestyle display: also display based on a special theme, however with a wide variety of products offering
- classification dominance display: shows the merchandise of a certain category or classification
- tonnage merchandising: display of one product in quantity, often used for promotional purposes
- co-ordinated display: displays that use a colour theme to connect the products that are displayed together
- product focus displays: displays that leave space around it to create a visual impact

(Varley, 2001, p. 184-187).

Berman, Evans and Chatterjee add to these variations the following types of displays:

- assortment display: this display shows the wide range of product offerings.
- theme-setting display: same as the *themed display* of Varley's variations of off-shelf displays, and thus shows the products that reflect a certain event or seasonal products.
- ensemble display: this display shows a complete bundle of products. This can be compared to both the *lifestyle display* as the *co-ordinated display* of Varley's variations.
- rack display: a functional display to present the products neatly.
- cut case display: a display that presents the products in the original packaging.

(Berman, Evans, Chatterjee, 2018, p. 474).

2.3.4 Characteristics of bookstore environment

Interior decoration of the bookstore

As mentioned in the theory explanation, the interior decoration depends highly on the store's building. When there is a second floor, it would be clever to make sure there is both stairs and lifts, to make the entire store accessible for everyone. Van der Velde Boekhandel does not have an actual second floor, however they do have some height differences in the store. Wherever the height difference occurs, there are both stairs as a lift or a ramp available. Regarding the windows, it is assumed to place windows wherever it is possible in order to get as much natural light as possible. For example, Van der Velde Boekhandel is situated in between two other stores, therefore has only windows in the front and in the back. However, in the back they made small

sunrooms/conservatories which create a lot of light. Furthermore, partition walls could be used to separate different book genres. Van der Velde Boekhandel does not have actual partition walls to separate the genres, however there are a few corners where other sections are presented.

Materials used in bookstores

The materials used for the displays in bookstores depends on the bookstore's image and could even differ per genre within the bookstore. It is assumed that wooden bookcases are used in more traditional bookstores, whereas iron rack cabinets are rather used in cheap bookstores. The material for flooring can also differ per bookstore, or even genres within bookstores. As mentioned before, it is assumed that the flooring type would be a soft material, on which the customers' footsteps are damped through the floor. According to Roobol, the quietest flooring type is carpet. Although, PVC and vinyl floorings also do not produce much contact noise (n.d., para. 2-3). Furthermore, bookstores can also include furniture in their stores, such as couches, tables or lounge chairs. Van der Velde Boekhandel has, for example, seating areas in their sunrooms. Moreover, Van der Velde Boekhandel has different types of bookcases throughout the store, the material is mainly wood, however the colour differs in some sections. The type of floor that is used in Van der Velde Boekhandel is a vinyl floor. Even though this type is used throughout the entire store, the colour also differs in some sections.

Atmospherics to create effects in bookstores

The first atmospheric factor for the bookstore environment is the visual effect, where colour is the most important factor. Since Levy, Weitz and Grewal stated that cool colours influence customers in a calming way and thus lead them to browse and view the products in a more calming way, it can be assumed that cool colours should also be used in bookstores. Though, maybe also different colours for different genres or section are needed. Van der Velde Boekhandel uses many different colours throughout the store, from bright red to cool colours. The colours change throughout the entire store, not necessarily separating different sections.

The second atmospheric effect is the aural factor. This factor includes the music in the store environment. Since slow music is the best to encourage customers to slow down and also browse and view the products in an easy and calm way, it is assumed that slow music should be played in bookstores. However, there are different kinds of slow music, such as classical music, lounge music or maybe slow hits of the moment. Van der Velde Boekhandel has two places where music is played. Music is played in the music corner, around this area the music can also be heard in other sections. Besides music is played in the seating area, where customers can also get a cup of coffee or tea.

The smell in the bookstore environment is also a very important factor, mainly for the olfactory effect in the store. However, it is difficult to decide what essence would fit a bookstore. The smell of books could be very appealing for some customers, whereas for others it rather pushes customers away. Besides, there is also a possibility of using different essences per section or genre. In Van der Velde Boekhandel there is not a clear essence that decides the smell of the store.

Lastly, the tactile factor, which depends partly on the materials component of this theory, also includes the temperature of the bookstore. The temperature of the store depends on the weather outside, the size of the store and how many people are in the store. It is assumed that it is difficult for people to say what temperature they would like to see in a bookstore, however, they can state whether they prefer the store to be slightly too cold or slightly too hot.

Lighting in bookstores

In bookstores it is important that customers are able to view and browse the books, therefore it should be bright and light in the store. Thus, lighting is an important factor of the bookstore environment. It is assumed that bookstores make use of both general lighting as accent lighting. General lighting could be used to lighten the bookstore, whereas accent lighting could be used to put some extra attention on some books or promotional displays. Van der Velde Boekhandel is a very bright store, thanks to both general lighting as the accent lighting. Around the store there are many big lights that produce the general lighting, and above every bookcase there are spots to put the books in an extra spotlight.

Signage in bookstores

As mentioned earlier, the most important signage in bookstores used, would be the signage of the book genres. It is assumed that knowing where to find what genre is the most important information for a customer in a store. Furthermore, signage could be used to address the promotional books, or books for certain special events or weeks such as the national book week. Also, the cash register or other information points could be pointed out through signage. At Van der Velde Boekhandel the signage of the genre is written above each bookcase, though it lacks signs that point out where to find what genre. The signage for the cash register and the information point are clearly visible.

Fixtures and fittings in bookstores

It is assumed that the most obvious fixture to use for bookstores is the gondola fixture together with shelving. The books can be clearly presented on the shelves, either along the wall or in the centre of stores. This fixture is more likely to be used for the regular merchandise, whereas promotional books could be presented on either rounders, four-ways or tables. This could be used

to draw attention for either promotions or special events the books link to, for example the national book week. At the moment Van der Velde Boekhandel mainly uses the gondola fixtures. However, for some sections the bookstore uses shelving. Furthermore, there are also many tables to be found. Some are used for promotional purposes and others are used for another type of product or genre. For some articles, mainly notebooks and diaries, even four-way fixtures are used. However, this is less likely to be used for books, since it would only present the spine of the books.

Product presentation in bookstores

For bookstores it would be most likely to display the books on shelves and stacking the books in horizontal way. The other presentation ways are not likely to be used for books. Besides the way of presentation of the books, it is rather more important how the books are presented. Books can either be presented with the spine facing out, or the front cover can be showed to the customers. Moreover, bookstores need to determine in what categories the merchandise will be presented. It is assumed that the most logical way would be categorizing by genre, at least that is how Van der Velde Boekhandel presents its books. Furthermore, Van der Velde Boekhandel presents the books alternating spine facing out and the front cover facing out. Mainly the bookstore presents the books of the highest and lowest shelf with the front cover facing out, sometimes a middle row as well. The books on the other shelves are often displayed with the spine facing out.

Bookstore layout

The boutique layout combined with modern layout factors and the racetrack layout are the most likely layouts to be used by bookstores. To display the merchandise on the walls with some central fixtures would be ideal for the use of both shelves and bookcases, with the central fixtures serving as promotional sections. The decompression zones of the modern layout would offer customers time to browse through the genres and the books. However, the racetrack layout would also be a possibility for bookstores. This layout makes sure the customer walks past each and every genre and is thus able to stop at its favourite genre and browse through the books. Van der Velde Boekhandel uses the boutique layout, all the walls serve as bookcases and shelves for the books. In each walkway tables are stored with books or other products.

Displays in bookstores

The displays in bookstores are likely to be both on-shelf as off-shelf displays. The on-shelf displays are both *classification dominance displays* of Varley's theory, as well as the *assortment display* and the *rack display* by Berman, Evans and Chatterjee, because the on-shelf displays show the merchandise in a neatly way categorized by a certain classification. This is also how Van der Velde Boekhandel displays its regular merchandise. For the off-shelf displays a variation of types of

displays can be used. The themed display, as well as the theme-setting display, is a great promotional display for a certain event, such as the national book week. The theme could also be a certain genre, for example, cooking books or new arrivals. Another display could be tonnage merchandising. This display could be used for a bestseller, so the bestseller will be even better promoted. The tonnage merchandising display is often seen in bookstores with popular bestsellers and is therefore also likely to be used for an optimal bookstore environment.

2.4 Operationalization table

Below the operationalization table of this research can be found (*table 1*). The table consist of the two main aspects of store environment followed by the characteristics of those aspects. Subsequently, a sub-division is made of the characteristics of the two aspects with those characteristics that are important for bookstores. Examples of those sub-divisions are given, which lead to questions that will be used for the questionnaire, the questionnaire can be found in appendix 1.

Tab. 1: Operationalization table

	Aspects of store environment	Characteristics of aspects of store environment	Sub-division of characteristics	Examples	Questions for Questionnaire
Bookstore environment optimization	Design of store space	Interior decoration of store	Window placing	Many windows, sunrooms, few windows	1. What do you think of the interior decoration of Van der Velde Boekhandel Leeuwarden?
			Partition walls	Separating different genres	
		Materials used	Flooring	Carpet, wood, vinyl, laminate	2. What do you think of the materials used for the flooring of Van der Velde Boekhandel Leeuwarden?
			Walls	Bookcases, rack cabinets, shelves	3. What do you think of the materials used for Van der Velde Boekhandel's bookcases?
			Furniture	Couch, lounge chair, tables	
		Use of atmospherics to create effects	Visual	Colour	4. What do you think of the overall atmosphere of Van der Velde Boekhandel Leeuwarden?
			Aural	Music	
			Olfactory	Essence in store, essence in sections	5. What do you think is most important of the atmosphere in the store?
			Tactile	Temperature	6. What is important in the atmosphere regarding colouring in Van der Velde Boekhandel Leeuwarden?

					<p>7. What type of music would you like to hear in Van der Velde Boekhandel Leeuwarden?</p> <p>8. What kind of essence do you like to smell in Van der Velde Boekhandel Leeuwarden?</p>
	Use of lighting	General store light	Brightness, darkness, general lighting		9. What do you think would be the ideal lighting in Van der Velde Boekhandel?
		Highlighting merchandise	Task lighting, accent lighting		
	Signage	Genre signage	Signs with genre, signs where to find genres		10. What is your opinion on the use of signage in Van der Velde Boekhandel Leeuwarden?
		Cash register			11. Where should signage in the store mainly be used for?
		Retailer's policy			

	Aspects of store environment	Characteristics of aspects of store environment	Sub-division of characteristics	Examples	Questions for Questionnaire
Bookstore environment optimization	Visual merchandising	Fixtures and fittings	Gondolas	Bookcase, rack cabinets	12. On what kind of fixtures would you like to see the books displayed in Van der Velde Boekhandel Leeuwarden?
			Rounders	Round turning rack	
			Four-ways	Four way turning rack	
			Shelving	Separate shelves on a wall	
			Bins, baskets and tables	Promotional tables	
		Product presentation	Shelving	Bookcases, rack cabinets, separate shelves	13. How do you think the books at Van der Velde Boekhandel Leeuwarden should be presented?
			Stacking	Horizontal – pile of books Vertical – row of books	14. Should the books at Van der Velde Boekhandel Leeuwarden be presented with the spine facing out, or with the front cover facing out? 15. How do you think the books should be categorized in Van der Velde Boekhandel Leeuwarden?
		Store layout	Boutique layout	Clothing stores	16. How would you like to walk through Van der Velde Boekhandel Leeuwarden?
			Modern layout	Spatial stores	
			Racetrack layout	Department stores, Ikea	

		Displays	On-shelf displays	Classification dominance display, assortment display, rack display	17. How should books be displayed in Van der Velde Boekhandel Leeuwarden?
			Off-shelf displays	Themed display, tonnage merchandising	

3. Methodology

Different research methods have been used to gather information in order to answer the sub-questions of this research. These research methods include a combination of both qualitative as quantitative research methods. Furthermore, desk research and field research have been implemented to gather information necessary for this research. This chapter explains which methods have been used and for what reason. In addition, the research methods are analysed and justified. Finally, the limitations of the research methods are taken into account.

3.1 Data collection

In order to understand what methods could be used to collect the right data, it is important to understand what the purpose is of the research. This research on the improvement of effective store environment of Van der Velde Boekhandel has two main purposes: descriptive and evaluative. The theoretical framework had a clear descriptive purpose, because a descriptive research is, according to Saunders, Lewis and Thornhill, used 'to gain an accurate profile of events, persons or situations.' (2016, p. 175). In the theoretical framework of this research an accurate profile is made of store environment, which served as a basis for the evaluative research. In the evaluative research it will be investigated how Van der Velde Boekhandel can improve its store environment, and thus see how effective the store environment is. This makes it an evaluative research since the purpose is 'to find out how well something works' (Saunders, Lewis, Thornhill, 2016, p. 176). Because this research has two purposes, its design is also a mixed methods research. The research starts with qualitative research on secondary data in the theoretical framework. According to Sekaran and Bougie qualitative research is research on 'data in the form of words' (2009, p. 369). Secondary data is, as Sekaran and Bougie state: 'information gathered from sources that already exist' (2009, p. 180). The sources used for the theoretical framework consist mainly of educational books and management or business journals and are therefore both qualitative as secondary data. The sources that are used will be explained and analysed in more detail in the next part of this chapter. Besides the qualitative research, this report also consists of quantitative research. The research on the effective store environment of Van der Velde Boekhandel is a quantitative research on primary data. In contrast to qualitative research, quantitative research generates numeric data (Saunders, Lewis, Thornhill, 2016, p. 165). This data is primary data because the information is gathered first-hand by the researcher. According to Sekaran and Bougie primary data is 'information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study' (2009, p. 180). Because both qualitative research as quantitative research is used in this research, the design is a mixed method research. Moreover, because

qualitative research is used firstly, followed by quantitative research, the design is called a sequential exploratory research design (Saunders, Lewis, Thornhill, p. 171).

As mentioned before, the qualitative and secondary data for the theoretical framework is mostly gathered from educational books and management or business journals. The educational books used are collected by browsing both the Hague University's library catalogue as the NHL Stenden University's library catalogue. The articles from the journals are mainly found online through the Hague University's online database and online sources.

The quantitative and primary data is collected by distributing a questionnaire. The questionnaire is mainly online distributed via the researcher's network on the 6th of June, and the answers are collected until the 8th of June. The questionnaire is made in the online tool of Google Forms and included 24 forced-choice questions, 1 multiple-choice question and 1 open question. Furthermore, a small number of respondents is recruited personally in Van der Velde Boekhandel Leeuwarden on the 7th of June. The total amount of respondents is 125, of which 114 respondents answered the questionnaire online and 11 respondents personally in Van der Velde Boekhandel Leeuwarden. In total the results chapter will show the answers of 109 respondents, since 16 of the respondents only answered with no idea or no opinion.

3.2 Data Analysis

The qualitative research method on secondary data is used to answer the first sub-question: *What are the characteristics of an effective bookstore environment?* The quantitative research method on primary data is used to answer the other sub-questions: *What do Van der Velde Boekhandel's customers think of the bookstore environment?*, *What characteristics is most important to Van der Velde Boekhandel's customers?* and *How important is the bookstore environment for Van der Velde Boekhandel's customers?* In the table below the most important sources that are used for this research are outlined, with an explanation of how the source is selected, why the source is used and how the source added value to the research.

Source	Specifics	How selected	Why used	Added value
Journal of Retailing – Atmospherics as a Marketing Tool	<i>P. Kotler – online article</i>	Browsing online through different databases	A good source for a theory on store environment from a well-known academic professor who has written multiple articles	A solid theory on store environment from a credible professor.

			on marketing and management.	
Retail management: a strategic approach	<i>Berman, Evans, Chatterjee – Book</i>	Browsing NHL Stenden Library	This book is an educational book in a University and is therefore assumed to be a credible source. Moreover, this book was clear in its explanation about the theory on store environment, what made the theory likely to be used for this research.	Another theory on the store environment from a credible source, making the theory a reliable and credible theory to be used.
The Journal of Marketing – The impact of physical surroundings on customers and employees	<i>Bitner – online article</i>	Browsing online through different databases	This article provided an early research on store environment researched by a well-known marketing professor, which makes the theory quite credible.	This article provides another theory on the store environment. Since it is written by a well-known service marketing professor, the theory can be seen as credible.
Retail Product Management	<i>Varley – Book</i>	Browsing NHL Stenden Library	This book gave an elaborate explanation of the store environment and its characteristics. This made this book a good basis for the theory used for this research.	An elaborate theory that could easily be used as a basis for this research.

Research methods for business students	<i>Saunders, Lewis, Thornhill - Book</i>	Browsing NHL Stenden Library	This book provides all information regarding research methods in business researches. This is used for the methodology, in order to understand which method is used for what, and why.	This book is used to substantiate why certain methods are used. Moreover, the book is a credible source.
---	--	------------------------------	--	--

Tab. 2: Methodology analysis

In order to get answers for the sub-questions from the questionnaire, the following questions are asked:

Questions used for questionnaire to answer the sub-question: *What do Van der Velde Boekhandel's customers think of the bookstore environment?*

1. What do you think of the interior decoration of Van der Velde Boekhandel Leeuwarden?
2. What do you think of the materials used for the flooring of Van der Velde Boekhandel Leeuwarden?
3. What do you think of the materials used for Van der Velde Boekhandel's bookcases?
4. What do you think of the overall atmosphere of Van der Velde Boekhandel Leeuwarden?
5. What do you think is most important of the atmosphere in the store?
6. What is important in the atmosphere regarding colouring in Van der Velde Boekhandel Leeuwarden?
7. What type of music would you like to hear in Van der Velde Boekhandel Leeuwarden?
8. What kind of essence do you like to smell in Van der Velde Boekhandel Leeuwarden?
9. What do you think would be the ideal lighting in Van der Velde Boekhandel?
10. What is your opinion on the use of signage in Van der Velde Boekhandel Leeuwarden?
11. Where should signage in the store mainly be used for?
12. On what kind of fixtures would you like to see the books displayed in Van der Velde Boekhandel Leeuwarden?
13. How do you think the books at Van der Velde Boekhandel Leeuwarden should be presented?
14. Should the books at Van der Velde Boekhandel Leeuwarden be presented with the spine facing out, or with the front cover facing out?
15. How do you think the books should be categorized in Van der Velde Boekhandel Leeuwarden?
16. How would you like to walk through Van der Velde Boekhandel Leeuwarden?
17. How should books be displayed in Van der Velde Boekhandel Leeuwarden?

Questions used for questionnaire to answer the sub-question: *What characteristics is most important to Van der Velde Boekhandel's customers?*

1. What in the store environment do you think is most important?
2. Besides the answer given above, what you think is also important in the store environment?

Question used for questionnaire to answer the sub-question: *How important is the bookstore environment for Van der Velde Boekhandel's customers?*

1. How important do you find the store environment, and would you visit the store more often if more things were according your preference?

The questions chosen for the questionnaire are derived from the operationalization table of the Theoretical Framework, and thus derived from the theories that are used as basis for this research. The questions do not cover every aspect of the theory used, in order to prevent the questionnaire from being too long and too difficult to fill in. Therefore, a decision is made to use limited number of questions per store environment characteristic.

3.3 Limitations

Even though many sources that are used to explain different types of theory were written by credible writers or professors, the sources were not critical on themselves. Some of the theories were substantiated by the professor's own beliefs and thoughts, rather than the theory being researched. Therefore, the theories could be a good basis, however it is not proven they actually work to measure the store environment. On the other hand, there are some parts of the theories that overlap, especially store design and atmospherics are two aspects of store environment that came back in different theories. This means the theories could be valid for this research. '

Limitations of the questionnaire is the validity in the first place, according to Saunders, Lewis and Thornhill the validity refers to the ability of measuring what the researcher intends to measure (2016, p. 450). Since only 109 respondents participated in the questionnaire, of which many has either never visited the store, or just a couple of times, the respondents do not represent Van der Velde's customers. There is only a small part of the respondents that could represent Van der Velde's customer, however that is too little respondents to make the questionnaire valid. Moreover, the questions that are asked in the questionnaire do not cover all the aspects of Rosemary Varley's theory on store environment. Thus, the theory is also not fully represented in the questionnaire. However, content validity is about the 'the extent to which the measurement device provides adequate coverage of the investigative question' (Saunders, Lewis and Thornhill, 2016, p. 450). This means that the questionnaire should cover the sub-questions that the research

wants to investigate. Since this questionnaire is able to answer the sub-questions of the research, it makes the questionnaire valid in content.

However, the questions can be questionable again regarding the reliability. The theory on store environment contains some technical terms that cannot be understood by everyone. Therefore, the terms are not used in the questionnaire, though, these terms are described as clearly as possible. However, since the actual term is not used and instead a description, it raises the possibility of misinterpreting the questionnaire questions. Respondents can interpret certain questions differently from what the researcher intended to ask. According to Saunders, Lewis and Thornhill the reliability of a questionnaire depends on the possibility of interpreting the questions wrongly by the respondents (2016, p. 451). Therefore, the reliability of the questionnaire can be doubted.

4. Results

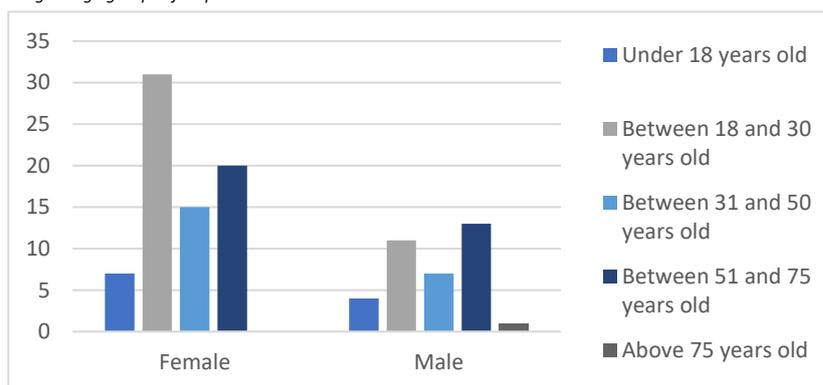
In this part of the research the answers that derived from the distributed questionnaire are written down, they will be discussed in the next chapter. The answers from the respondents on the questionnaires will answer the following sub-questions: *What do Van der Velde Boekhandel's customer think of the bookstore environment?*, *What characteristics is most important to Van der Velde Boekhandel's customers?* and *How important is the bookstore environment for Van der Velde Boekhandel's customers?*

4.1 Respondents' characteristics

Firstly, the characteristics of the respondents will be shown. There were only 4 questions about the personal characteristics of the respondents. They were asked about their age, gender and whether they live in the municipality of Leeuwarden or outside of Leeuwarden, Friesland and the Netherlands. Moreover, they were asked about the number of visits to Van der Velde Boekhandel Leeuwarden. The characteristics of the 109 respondents are as followed:

36 of the respondents are male and 73 of the 109 respondents are female.

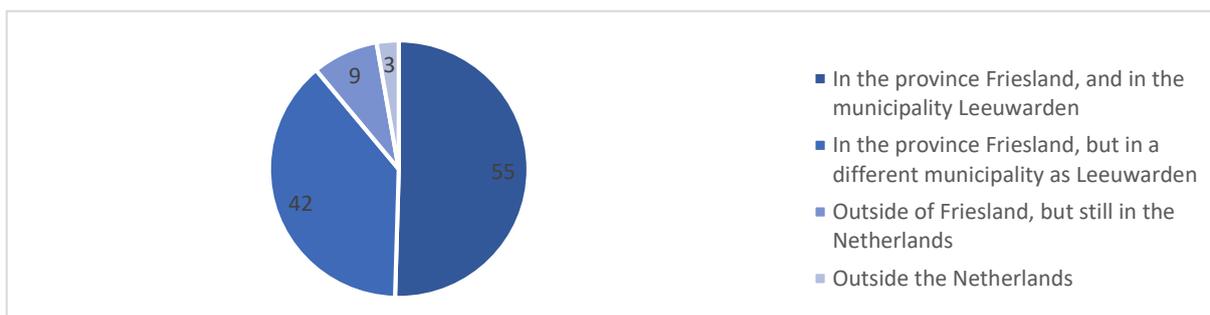
Fig. 1: Age groups of respondents



1 of the 36 male respondents is above 75 years old. The majority of the male respondents is between 51 and 75 years old (13 male respondents), whereas the majority of the female respondents is

between 18 and 30 years old (31 female respondents). Furthermore, there are 15 female respondents between 31 and 50 years old, and 7 male respondents in the same age group. In total 11 men responded to the questionnaire between 18 and 30 years old. 20 women responded to the questionnaire in the age group between 51 and 75 years old. In the age group under 18 years old there were 7 female respondents and 4 male respondents (see *fig. 1*).

Fig. 2: Living area of respondents



The half of all the respondents both live in Friesland as in the municipality of Leeuwarden. 39% of the respondents live in Friesland, however they live in another municipality. Only 9 respondents live outside Friesland, though still in the Netherlands. Lastly, only 3 respondents live outside the Netherlands (see *fig. 2*).

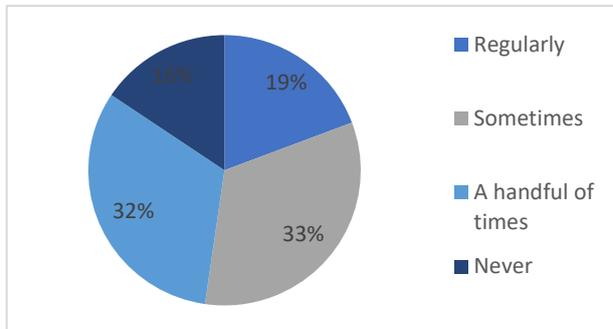
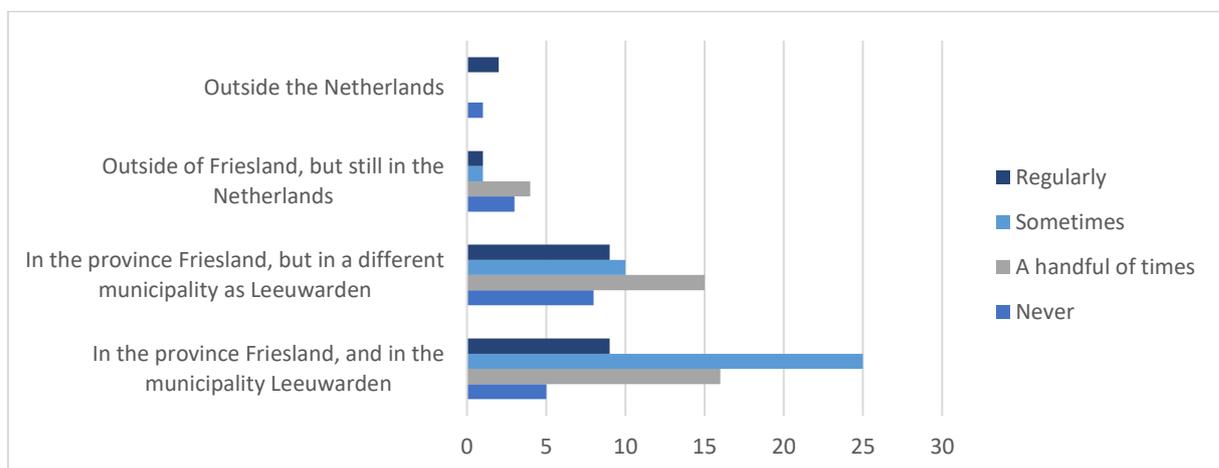


Fig. 3: Percentage of respondents visiting Van der Velde Boekhandel

As can be seen from figure 3, 16% of the respondents has never visited Van der Velde Boekhandel, 32 % a handful of times. One third of the respondents visits the store sometimes, whereas 19% of the respondents visit Van der Velde Boekhandel regularly.

19% of the respondents visiting Van der Velde Boekhandel Leeuwarden regularly exist of 3 men in the age from above 51 years old, and 18 women of which the majority is in the age group of between 51 and 75 years old. The number of respondents visiting the store sometimes exist of 8 men and 28 women. The majority of the women in this category is in the age group between 18 and 30 years old (see appendix 3 – extra figures, fig. 26).

Fig. 4: Respondents living area and visits to the store



Lastly, most people living in the municipality of Leeuwarden visit Van der Velde Boekhandel most often, 9 respondents visit the store regularly and 35 respondents sometimes. Moreover, a big part of them also have visited the store a handful of times and just a small amount has never visited the store. For the respondents living in another municipality in Friesland, the number of respondents never visiting the store is already greater. However, there is still a great representative group visiting the store either regularly and sometimes or has visited the store a handful of times. For the

group of the respondents living either outside Friesland or even outside the Netherlands, the group of never visiting Van der Velde Boekhandel is the biggest. Although, from the 3 respondents living outside the Netherlands, there are still 2 respondents that visit the store regularly (see fig. 4).

4.2 Respondents opinion on Van der Velde's bookstore environment

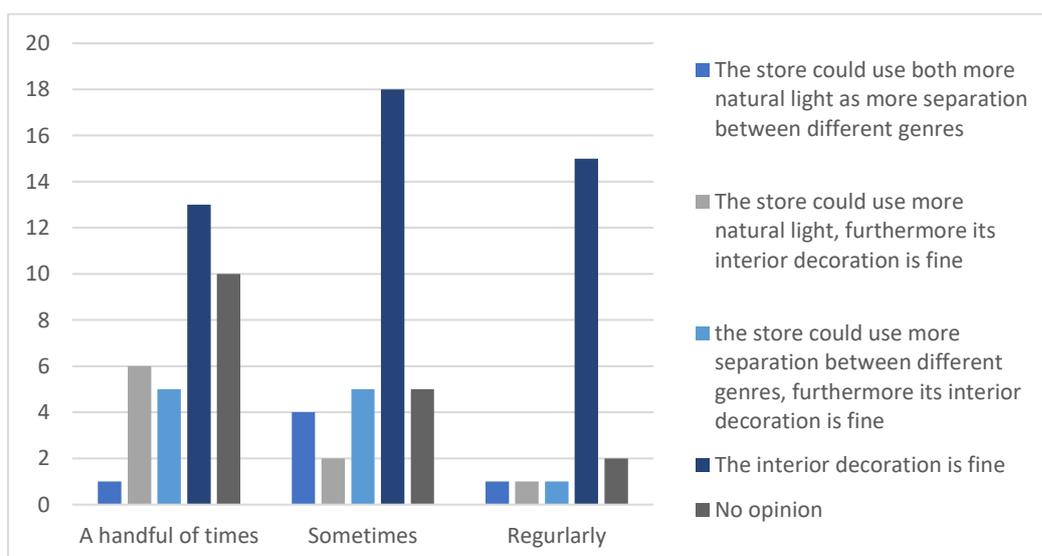
The results of the respondent's opinion on Van der Velde Boekhandel Leeuwarden will be shown here, and will therefore also answer the sub-question: *What do Van der Velde Boekhandel's customer think of the bookstore environment?* The results are divided in the two parts of Varley's theory on store environment, thus firstly the respondent's opinion on the design of Van der Velde's store space will be shown, followed by the results of the visual merchandising.

4.2.1 Design of store space

Interior decoration

The majority of the respondents that visit the store regularly think the interior decoration of Van der Velde Boekhandel Leeuwarden is fine the way it is. Only three of the regular visitors think either the natural lighting or the separation of genres or both need to be changed. The respondents that visit the store sometimes there are a few more who think the store could use more natural lighting, separation of genres or both. However, there is still a clear majority that thinks the bookstore's interior decoration is fine. Moreover, there is even a majority in the group of respondents that have visited the store a handful of times about the interior decoration being fine as it is (see fig. 5). The answers of the respondents that have never visited Van der Velde Boekhandel are not included in this figure, since they have no clue of how the bookstore looks like on the inside.

Fig. 5: Respondents' visits and opinion on the interior decoration



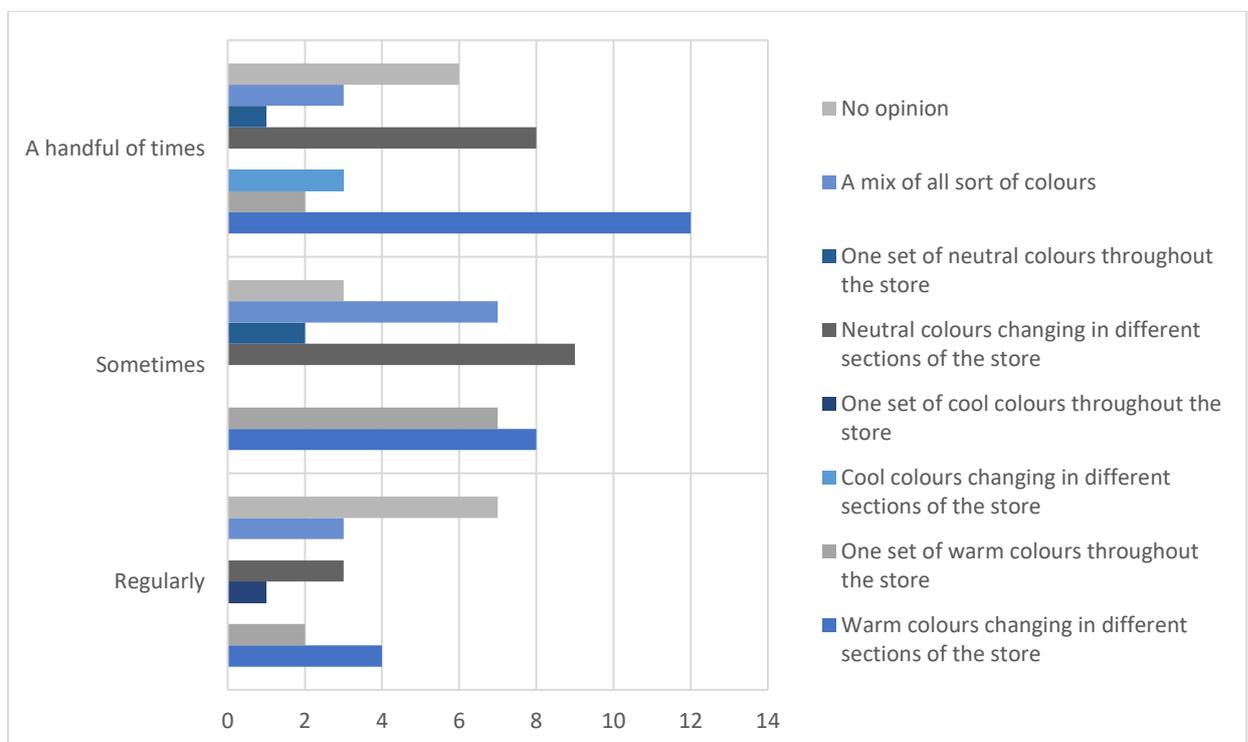
Materials used

Regarding the materials used in the bookstore only 2 questions are asked, 1 question about the material of the floor, and the other one about the materials of the bookcases. As you can see in figure 27 (see appendix 3 – extra figures) the respondents answered the question on the flooring of Van der Velde Boekhandel mainly with two answers: the flooring is either fine, or they did not have an opinion on the material. Besides the given answers, respondents could also choose for another option and fill their own preferred material in, however none of the respondents has chosen this option.

Also, regarding the material of the bookcases, the majority of the respondents think it is fine the way it is. In contrary to the material of the floor, the answer option of ‘no opinion’ is answered less. Only the respondents who have visited the bookstore a handful of times do not have an opinion on the bookcases. For the respondents who visit Van der Velde Boekhandel sometimes or regularly the most answered option is, besides the bookcases being fine, the material being fine, however the variety of colours makes it look chaotic. Moreover, for this question also the extra option of given one’s own preferred material was possible, though also with this question no one has chosen this option (see appendix 3 – extra figures, fig. 28).

Atmospherics to create effects

Fig. 6: Respondents’ visits and opinion on use of colour in bookstore



As can be seen from the figure above (fig. 6) the opinion on the colours that should be used in the bookstore are varied. The majority prefers to see either neutral or warm colours changing in

different sections of the store. However, there are also many respondents who do not have an opinion on the use of colours in Van der Velde Boekhandel. Furthermore, the majority rather sees a certain group of colours changing in different sections of the store or a mix of colours than a certain set of colours that is used throughout the store.

Regarding the music in bookstores, the majority of the respondent’s clearly prefers to hear lounge music (see fig. 7). Even people that have never visited Van der Velde Boekhandel, would the majority prefer to hear lounge music in the bookstore. Furthermore, it is notable that from the respondents that visit the store sometimes a large amount prefers no music at all in the bookstore. Besides the lounge music, it can be stated that in general the respondents that visit the store either sometimes or regularly prefer slow music, there are only a few respondents that like to hear all sorts of hits or other types of music.

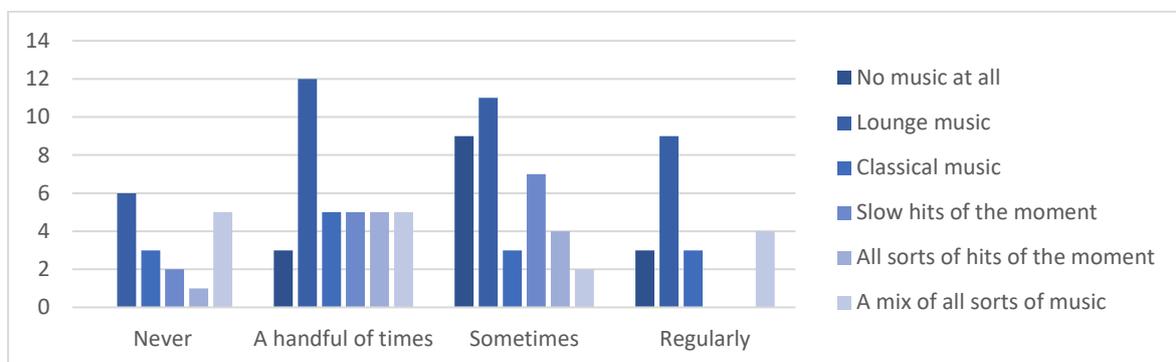
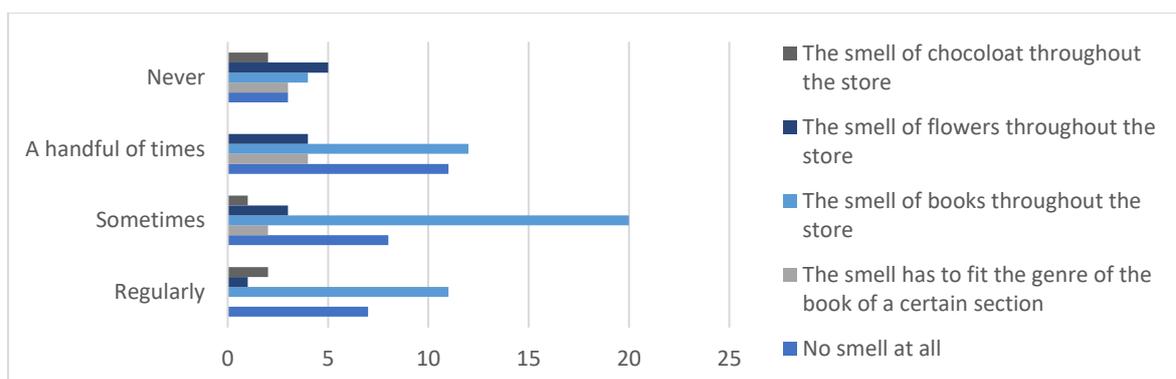


Fig. 7: Respondents' visits and opinion on music in the bookstore

Regarding the olfactory factor in Van der Velde Boekhandel the respondents are asked what smell they prefer to smell in the bookstore. The majority prefers the smell of books throughout the store. Furthermore, a great number of respondents prefer not to smell anything at all. Besides the answers stated in figure 8, respondents could also choose another option and write down their own preferred smell. Some of the answers were: Coffee, Pine scent, fresh scent and a combination of flowers and books.

Fig. 8: Respondents' visits and opinion on smell in the bookstore



Even though atmosphere is created by blending different aspects together, the respondents are asked what aspect of the atmosphere they think is most important. The majority of the respondents think a combination of the three is important for the atmosphere. Furthermore, it can be seen from figure 9 that colour plays an important role for most people, 16 % of the respondents think colour on its own is most important, 21 % of the people think colour in combination with sound is most important en another 10 % thinks colour in combination with the smell is most important.

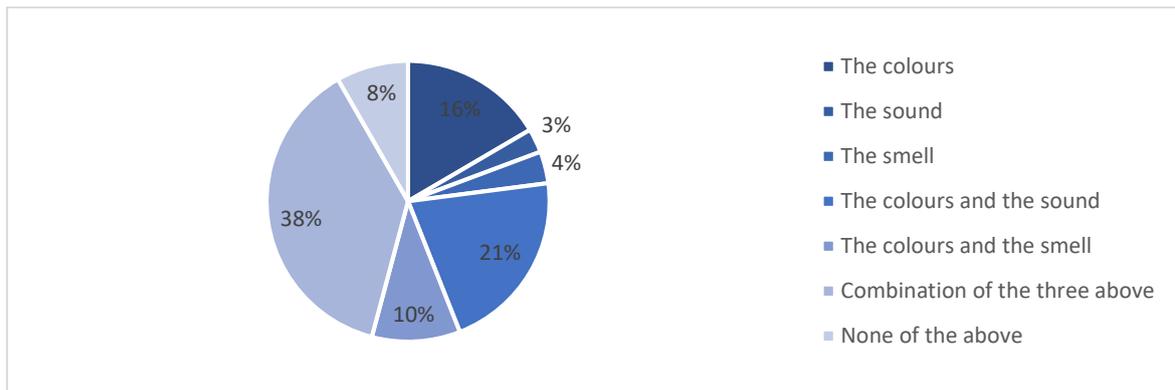
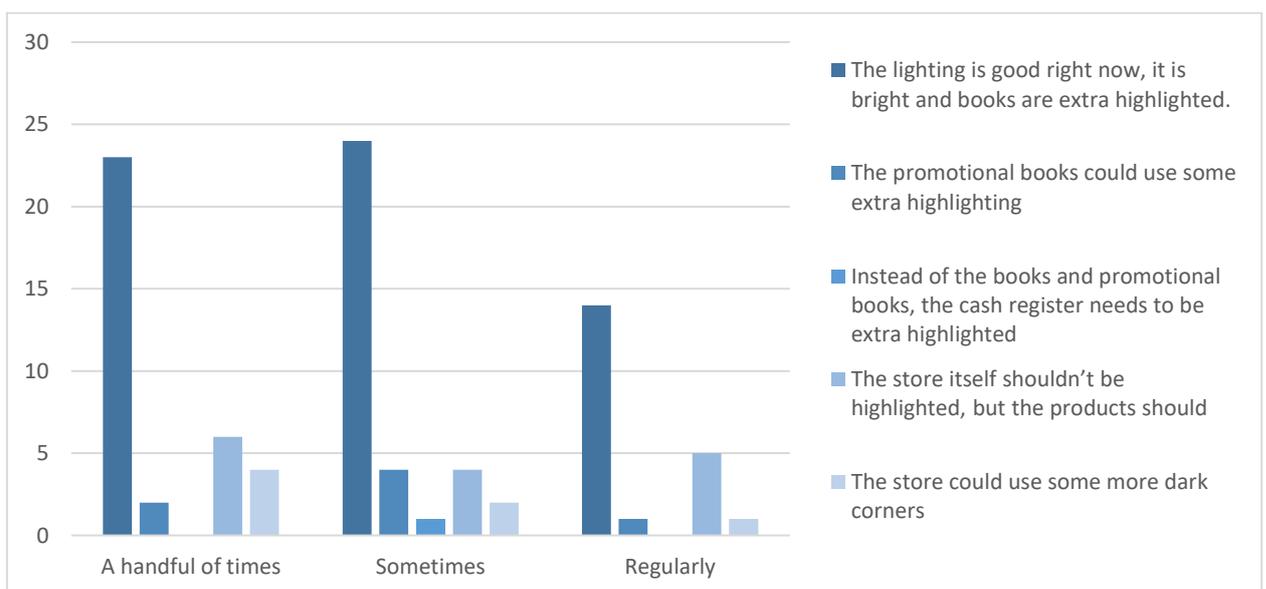


Fig. 9: Respondents' opinion on importance of atmospheric aspects

Lighting

As can be seen in figure 10, there is a clear majority that likes the lighting in Van der Velde Boekhandel the way it is. There are just a few who think that the store could use a little less light in order to highlight the products more. Furthermore, a few of the sometimes visitors think that the promotional books could use some extra highlighting. However, in general, the respondents think the lighting is just fine.

Fig. 10: Respondents' visits and opinion on lighting in the bookstore



Signage

According to the respondents the signage is in general clear. However, there are many people who visit the store sometimes, that think that the store lacks signage of the genres. Although, a few respondents mentioned in the option to fill something in that the browsing part is the fun part of being in a bookstore.

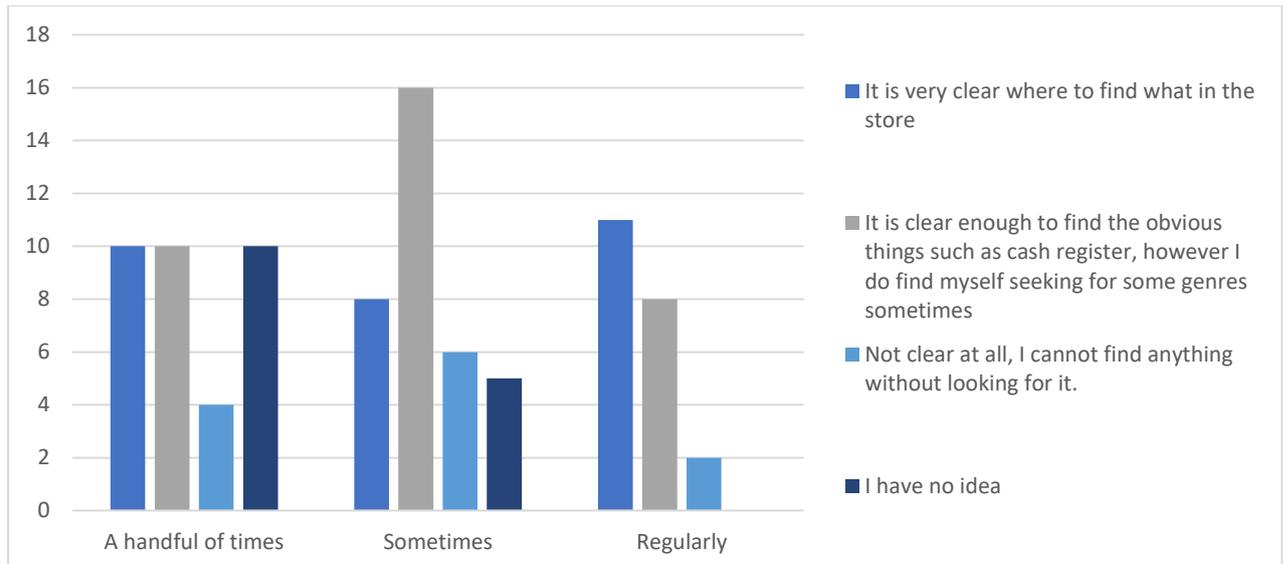


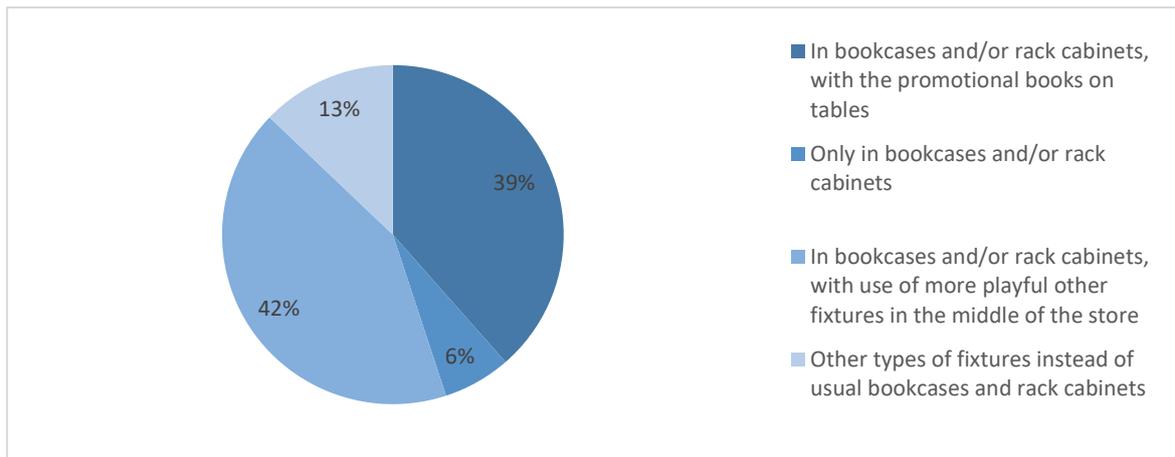
Fig. 11: Respondents' visits and opinion on signage in bookstore

4.2.2 Visual merchandising

Fixtures and fittings

The preferred fixtures for the books in Van der Velde Boekhandel are mainly the bookcases and/or rack cabinets. However, there is a division in the extra fixtures used in the store. 39 % of all respondents think the promotional books should be placed on tables, whereas 42 % of the respondents think other different types of fixtures should be used a placed in a playful manner in the middle of the store (see fig. 12).

Fig. 12: Opinion on fixtures of the bookstore

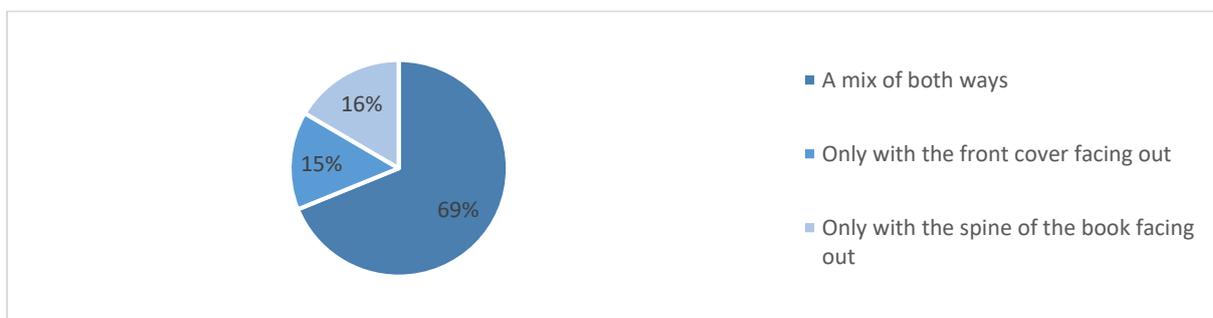


Product presentation

Regarding the product presentation the majority of the respondents’ agreed on their opinions. Over 50 % of the respondents think the books should be presented in a mix of shelving, stacking horizontally and stacking vertically. Although, another great amount of people rather sees the books only presented by stacking them vertically (see appendix 3 – extra figures, fig. 30).

When it comes down to whether the books need to be presented with the front cover facing out or with the spine facing out, the majority of the respondents, which is almost 70 %, think it should be a combination of both ways. The other 30 % are almost equally divided over the people who prefer either only the front cover facing out, or the people preferring only the spine of the book facing out (see fig. 13.)

Fig. 13: Respondents’ opinion of presentation of the books



As can be seen from figure 14, the majority of all respondents likes to see the books being categorized by genre. Furthermore, there were some people who stated they like to see the books being categorized firstly by genre, subsequently by theme and then by author. Others mentioned rather seeing a combination of theme and genre.

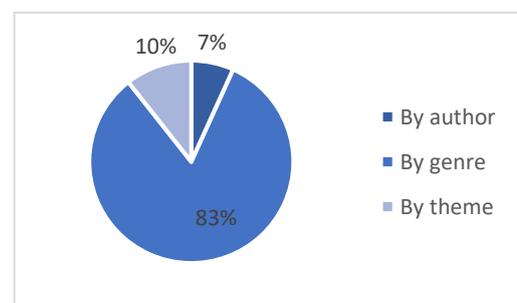
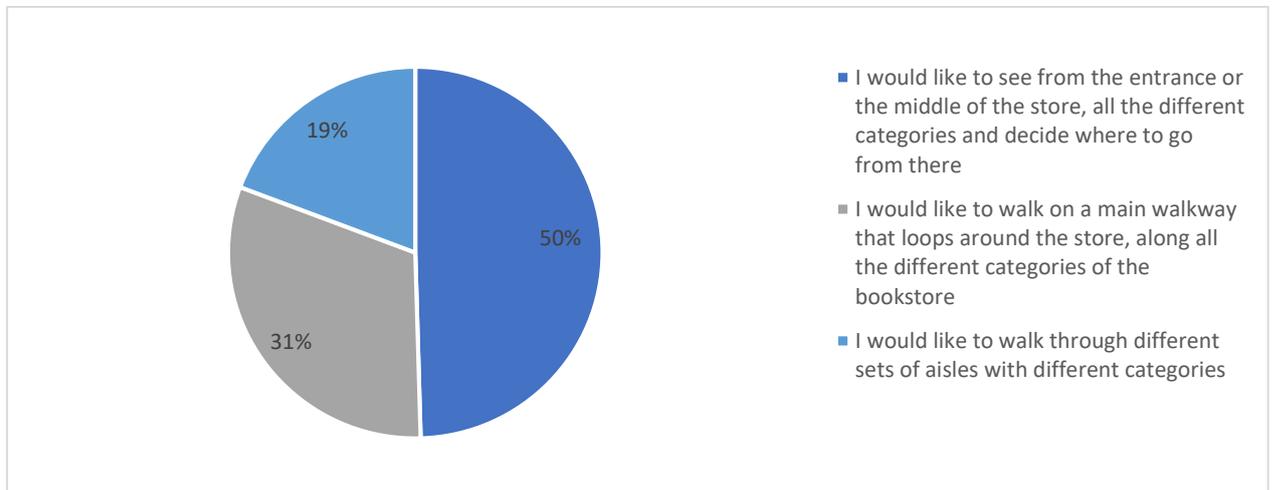


Fig. 14: Respondents’ opinion on categorizing the books

Store Layout

The store layout is difficult to explain, especially in short sentences for a questionnaire. Therefore, three different layouts are explained as clearly as possible in the questionnaire. The respondents had the option to choose either one of the three or add their own preferable walk route through the bookstore. None of the respondents added their own option, instead half of the respondents prefer to see from the entrance or the middle of the store where all different categories are located and decide from there where they want to go. As can be seen in figure 15, another 31 % would like to walk on a main walkway that loops around the store and can therefore see all the different categories the bookstore has to offer. The other 19 % of the respondents likes to walk through different sets of aisles.

Fig. 15: Respondents' opinion on store layout



Displays

As figure 16 shows, the majority of the respondents likes to see the regular displays for the books, themed displays and bestseller displays. However, there is also a large number of respondents that think other displays are unnecessary for Van der Velde Boekhandel, and that the books should only be displayed by genre.

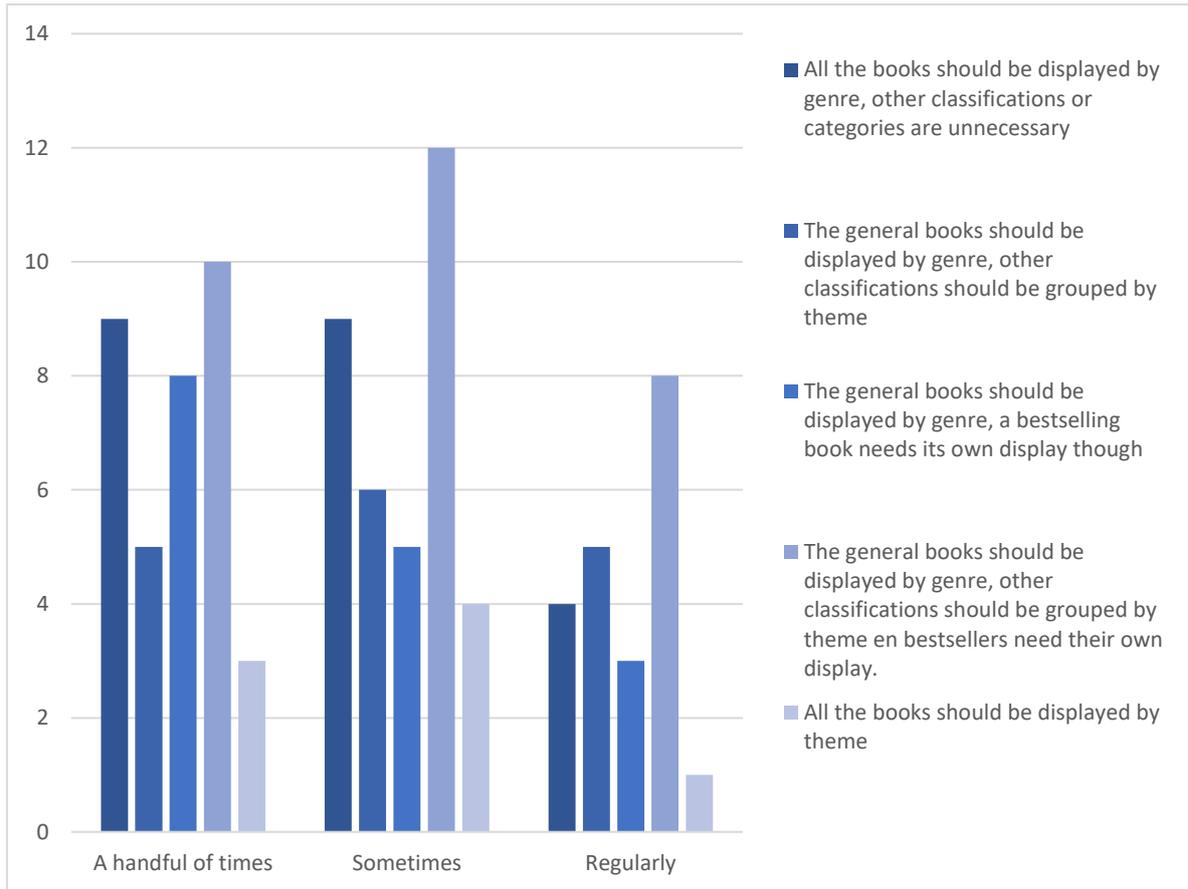


Fig. 16: Respondents' visits and opinion on displays

4.3 Importance of store environment

This part is about the importance of the store environment and mainly on how important the respondents perceive the store environment. Therefore, this part will answer the sub-questions: *What characteristics is most important to Van der Velde Boekhandel's customers?* and *How important is the bookstore environment for Van der Velde Boekhandel's customers?*

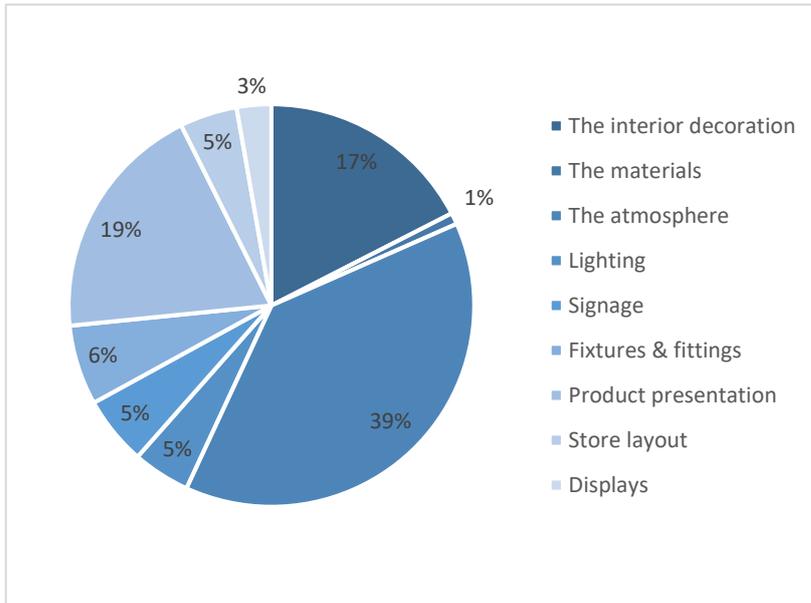


Fig. 17: Respondents' most important store environment characteristic

Of the different aspects according the theory of Rosemary Varley, the majority of the respondents think that the atmosphere is most important, as figure 17 shows. Besides the atmosphere many respondents also think the product presentation is important, as well as the interior decoration.

Even though these three aspects are seen as the most important characteristic to a majority of the respondents. Other aspects could also play an important role to customers, therefore they are asked what characteristics they find also important besides the most important characteristic. Figure 18 shows how many times the characteristics are mentioned by the respondents. The product presentation is the most mentioned characteristic playing an important role in the store environment. Furthermore, lighting is important to the respondents.

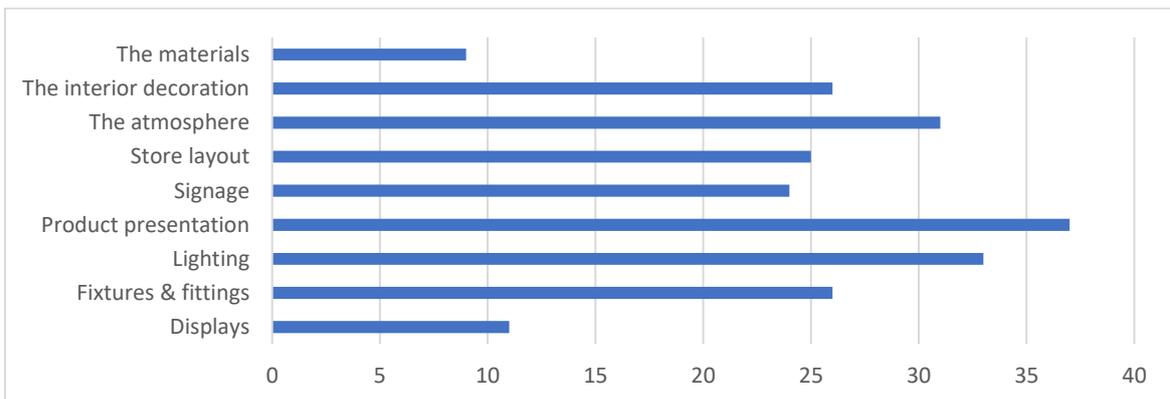
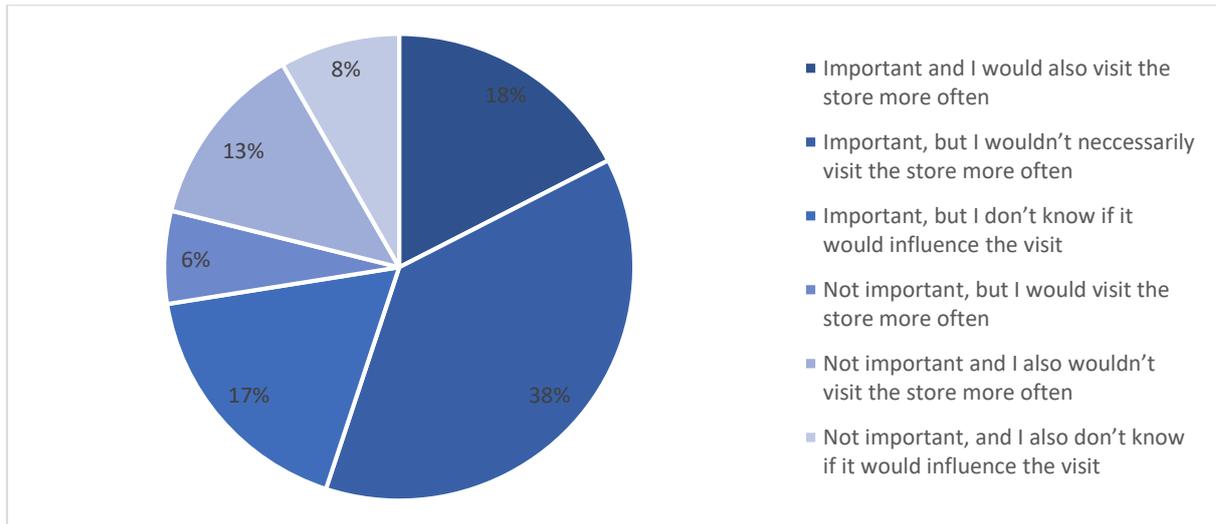


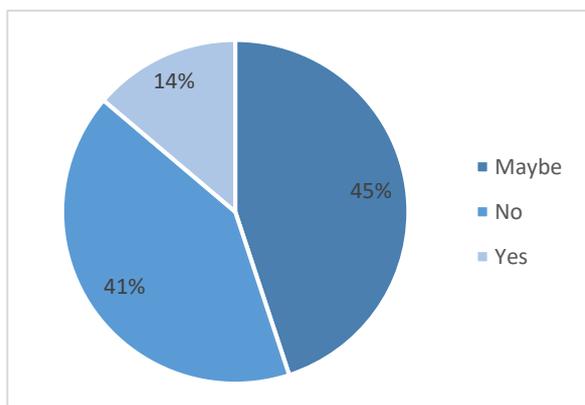
Fig. 18: Other important store environment characteristics

The sub-question *How important is the bookstore environment?* is also asked to the respondents. Their answers are shown in figure 19. Even though the majority of the respondents think the bookstore environment is important, over half of the respondents do not think they would either visit the store more often, or think it would not influence the visit. However, almost 20 % does think it is both important and that they would visit the store more often.

Fig. 19: Importance of store environment



Lastly, the respondents were asked whether they think Van der Velde Boekhandel Leeuwarden needs to change its store environment. There is only a small amount of people who think Van der Velde does need to change the store environment. Although, the majority of the respondents is not sure whether the bookstore needs to change its store environment or not (fig. 20). Some



reasons for respondents to change the store environment is that the store should improve its signage. Because of the big store and the many books, people lack finding a specific book. Furthermore, one of the regular visitors suggests more seating areas to browse through the books.

fig. 20: Respondents' opinion on changing the store environment

In general, the results show a clear picture of the respondents' opinion on Van der Velde Boekhandel. Moreover, all three sub-questions were able to be answered through the results of the questionnaire. In order to get to the core of this research, the results will be analysed in the next chapter.

5. Analysis

This part of the research will discuss the results of the questionnaire and compare the results with each other and the theory. The chapter will analyse the results according the same sub-chapters as the results chapter, however it will start with a quality analysis of the results.

5.1 Quality of results

In total 125 people participated in the distributed questionnaire on the store environment of Van der Velde Boekhandel. However, there were many people who had never visited the store and answered each and every question with no idea or no opinion. These answers were therefore deleted from the list of respondents. The number of respondents still consist of 16 % of people that have never visited the bookstore and 32 % who have visited the store a handful of times (fig. 3), which is still a large amount of people. Since only the half of the respondents visit the store either regularly or sometimes, the respondents do not represent Van der Velde's customers on a reliable level. In order to make the questionnaire reliable, more people should have participated that visit the store regularly. Since the questionnaire does not represents the reality of what the research is measuring, the validity of the questionnaire is doubtful, because according to Saunders, Lewis and Thornhill validity is about the ability of measuring what the researcher intended to measure (2016, p. 450). Besides the questions asked in the questionnaire do not cover the entire theory of Rosemary Varley on the store environment, and thus not represents the theory in a reliable manner. However, the questionnaire does provide adequate coverage of the sub-questions, thus the questionnaire is good on content validity. Saunders, Lewis and Thornhill state that 'content validity refers to the extent to which the measurement device provides adequate coverage of the investigative question' (2016, p. 450).

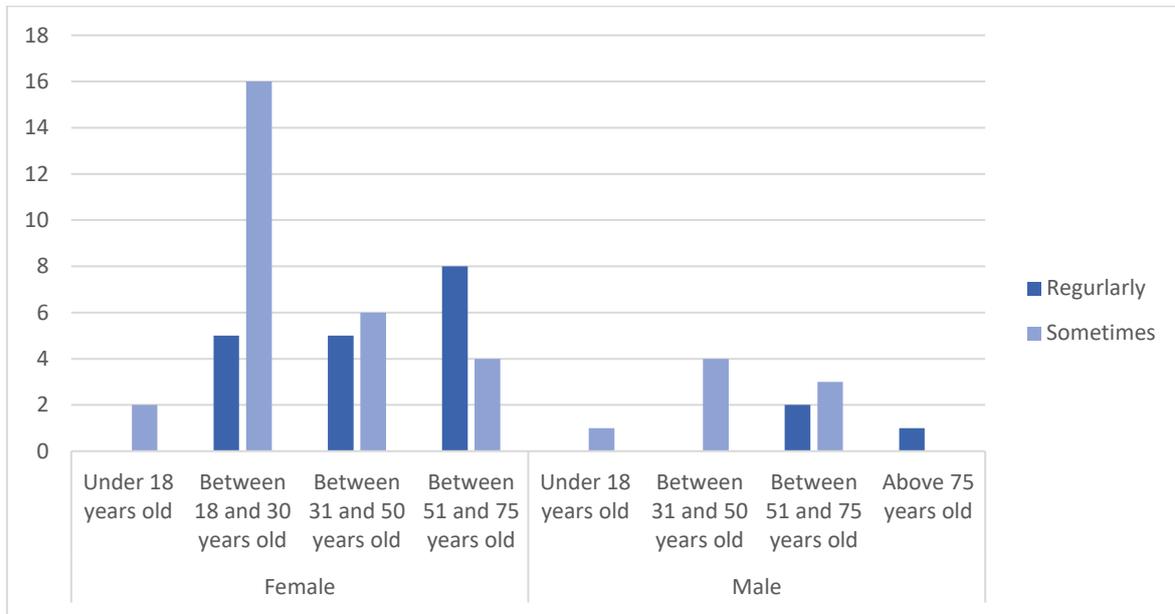
Moreover, the questions in the questionnaire were not all very reliable. The theory on store environment contains many technical terms that could not be used in the questionnaire in case people would not understand. Therefore, the terms are mostly described as clearly as possible. However, this does raise the possibility of interpreting the question differently from what the researcher intended. According to Saunders, Lewis and Thornhill the reliability of a questionnaire depends on the possibility of interpreting the questions wrongly by the respondents (2016, p. 451). Therefore, the reliability of the results of the questionnaire is questionable and does not represent Van der Velde's customers on a reliable level.

5.2 Respondents' characteristics

The most important characteristic for this research is that the respondent visits Van der Velde Boekhandel Leeuwarden regularly. Since that is a small amount of people, also the people who visit

the store sometimes are taken into account. Thereafter, the characteristics of those respondents that visit the store regularly or sometimes can be researched. As figure 21 shows, the majority of respondents that visit Van der Velde Boekhandel Leeuwarden regularly are women between 51 and 75 years old. Furthermore, the figure shows that women visit the store more often than men do.

Fig. 21: Respondents' characteristics - gender, age and visits



Moreover, the results chapter already showed that people living in the municipality of Leeuwarden or in the province of Friesland visit the store more often.

5.3 Respondents' opinion on Van der Velde's store environment

The three most important characteristics of the bookstore environment are according to the respondents: the atmospherics, the product presentation and the interior decoration (fig. 17). As figure ... in appendix 4 also shows, these three characteristics are also most important under the respondents that visit the store either regularly or sometimes. Overall, the respondents visiting the

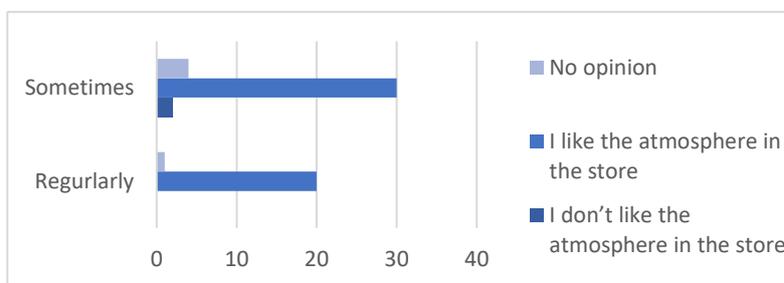


Fig. 22: Respondents visiting the store regularly and sometimes about the store's atmosphere

store regularly and sometimes do not only think atmospherics is most important, they also already like the atmosphere in Van der Velde Boekhandel (fig. 22)

Furthermore, the opinion on the use of colour in the bookstore is very divided between the respondents visiting the store regularly or sometimes. However, it is remarkable that almost no one would like to see cool colours being used in store. Whereas Levy, Weitz and Grewal stated that

cool colours could be best used (see chapter 2.3.4, atmospherics part), apparently the respondents rather see either warm or neutral colours.

As mentioned in the results chapter, in general the respondents prefer to listen to slow music in the bookstore. The majority chose for the option lounge music, whereas others preferred classical music or slow music of the moment. However, there was also a part of the regular visitors that do not want music to be played in Van der Velde Boekhandel (fig. 7). Since Van der Velde Boekhandel already plays music in two parts of the store, it is assumed that it is not necessary to play music throughout the entire store. Especially since a small part of the regular visitors prefers no music. Those customers that do prefer music, might hear the music from the two music areas slightly in the background.

Regarding the interior decoration, figure 5 in the results chapter, already showed that a great majority of the respondents that visit the store regularly and sometimes think that the interior decoration is fine the way it is, and therefore should not be changed. Moreover, the majority of the respondents that visit Van der Velde Boekhandel regularly and sometimes think the store should not change anything at all regarding store environment (fig. 23).

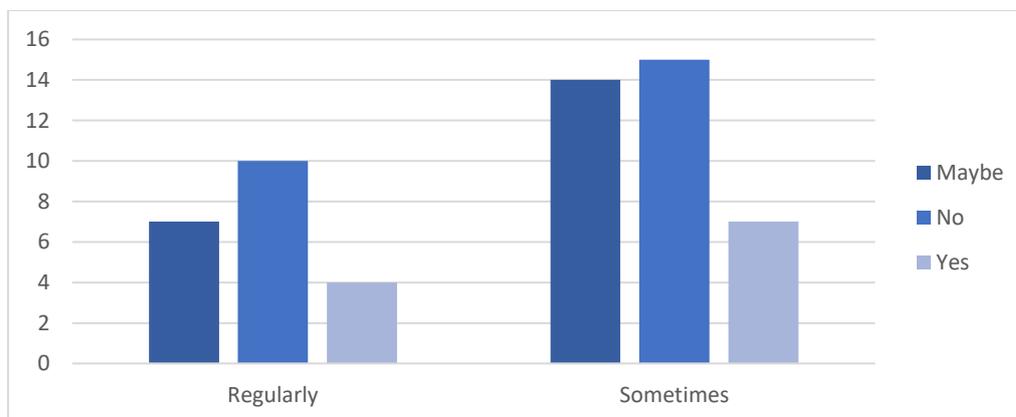


Fig. 23: Respondents visiting the store regularly and sometimes on changing the store environment

5.4 Importance of store environment

The respondents that visit the store regularly or sometimes think overall that the store environment is important, however it would not have a big influence in their visit to the store (fig. 24). People that have never visited the store or just a handful of times also think the store environment is important. Even though the store environment would not influence people that never have visited Van der Velde Boekhandel, the people who have visited the store a handful of times do think they would visit the store more often when the store environment would be according their preference. This means that there is a chance for Van der Velde Boekhandel to gain

more customers if they do change some things in the store environment. However, those changes should not be too big, to prevent driving away the regular customers.

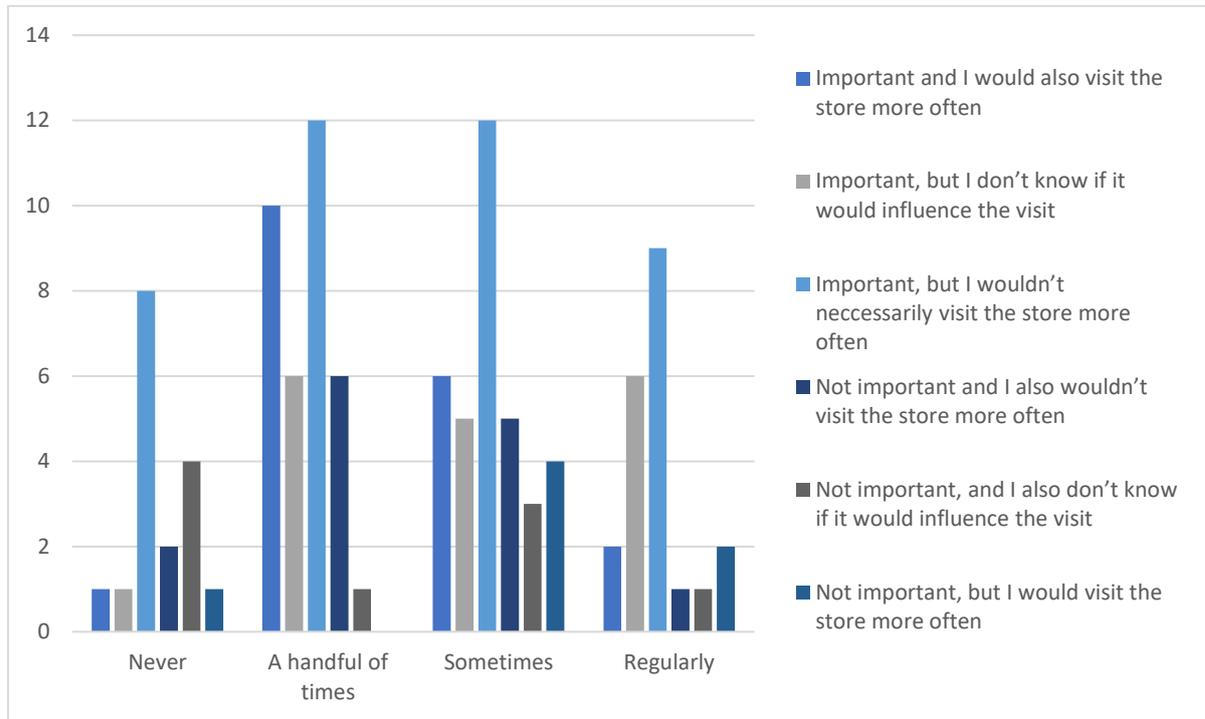


Fig. 24: Respondents on the importance of store environment

Just as the respondents that visit the store sometimes and regularly, the respondents that have visited Van der Velde Boekhandel a couple of times also think the atmosphere is the most important store environment characteristic, as can be seen in figure 25. Also, interior decoration and product presentation play an important role for this group of respondents. In many of the atmospheric aspects the group that has visited the store a handful of times

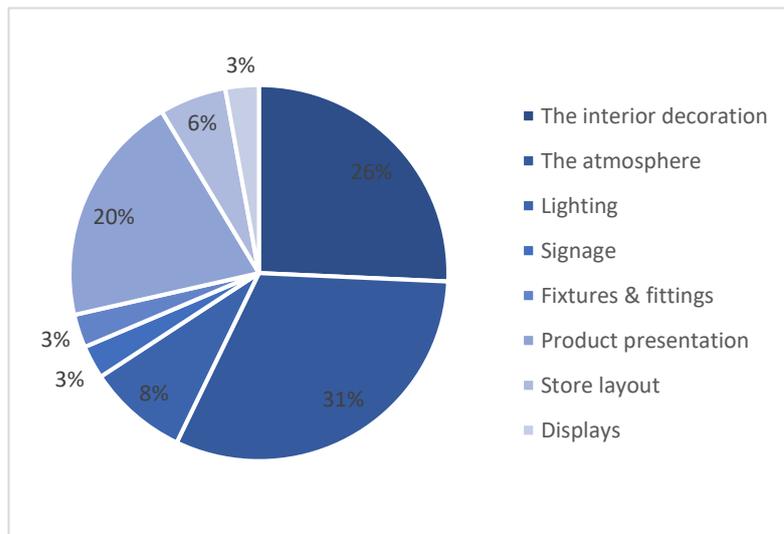


Fig. 25: Respondents that have visited the store a handful of times on most important store environment characteristic

thinks the same as the group that visits the store regularly

and sometimes. When they both agree on both the importance of the atmospheric aspects as of how it should look like, it would be an idea for Van der Velde Bookstores to invest in the

atmospherics. It would not scare the regular customers away, and it could help them get more customers from the people that visit the store just a couple of times. Also, interior decoration and product presentation play an important role, however those aspects are already preferred by many people. Moreover, the interior decoration is not easily changed. Therefore, atmospherics is the best store environment characteristic to invest in. It can be done by small easy changes, those changes can be tested and evaluated, in order to eventually implement certain changes that hopefully will benefit the visit for many customers.

6. Conclusion

This part of the research will answer the central question: *How can Van der Velde Boekhandel improve its store environment?* By firstly explaining what store environment is and what its characteristics are in the Theoretical Framework, the first sub-question was answered. This was followed by an operationalization table in which the questions for the questionnaires were also made. The answers from the questionnaire resulted in also answering the other three sub-questions, which has led to the answer of the central question.

As the analysis has shown the store environment plays an important role on all respondents, however it would only make a difference to those that have visited the store a couple of times. Therefore, it would be good for Van der Velde Boekhandel to improve the store environment for them in order to gain more customers. However, the regular customers and those that visit the store sometimes should not be scared away by any changes. Thus, it would be best to improve the store environment on an important aspect that both regular and sometimes visitors of the store would approve as the respondents that have visited the store sometimes. The characteristic that plays both an important as where all parties agree on mostly is the characteristic atmospherics. Therefore, to answer the central question: How can Van der Velde Boekhandel improve its store environment? By improving the atmospheric aspect of the store environment, and thus change the colours into warm or neutral colours differentiating per section in the store (fig. 6). Improving the music by playing slow music, lounge music preferred by the majority, in a few corners of the store (fig. 7). Furthermore, making sure the store smell either of books or of nothing (fig. 8). However, this conclusion is made on the basis of the data of the respondents, which is not a good representative group for Van der Velde's customers. Therefore, some recommendations are made for Van der Velde Boekhandel Leeuwarden in the next chapter.

7. Recommendations

It is recommended to Van der Velde Boekhandel to test small changes in the atmospheric aspect of the store environment. Van der Velde Boekhandel can, for example, play some more lounge music and see what the effects are, of both regular customers as of new customers. By making small changes and testing them, the bookstore could see what atmospheric change works best for their customers and see whether they gain extra customers or not. Before these changes are made, it would be good to do some more research on the customers' opinion. In this research just a small group actually visits the store regularly and is therefore not representative for the actual regular customers of Van der Velde Boekhandel Leeuwarden. Thus, it would be recommended to Van der Velde Boekhandel to do more research on the atmospheric effects of their customers and potential customers, followed by testing the different changes.

8. References

- Baker, J., Grewal, D., Parasuraman, A. (1994, September). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing Science*, 22, 4, 328-339.
- Berman, B., Evans, J. R., Chatterjee, P. (2018). *Retail management: a strategic approach*. Harlow: Pearson Education Limited.
- Beune, L., Rikkert, S. (2019, March 12). *De maatschappelijke impact van boekhandels*. Retrieved 4 April, 2019 from the Stichting Collectieve Propaganda van het Nederlandse Boek Website: https://www.cpnb.nl/sites/default/files/cpnb_files/KVB19-Eindrapport%20De%20maatschappelijke%20impact%20van%20Boekhandels.pdf \
- Bitner, M. J. (1992, April). The impact of physical surroundings on customers and employees. *The Journal of Marketing*, 56, 2, 57-71.
- Centraal Bureau voor de Statistiek. (2015, March 5). *20 procent minder boekwinkels*. Retrieved 12 March from the CBS Website: <https://www.cbs.nl/nl-nl/nieuws/2015/10/20-procent-minder-boekwinkels>
- De Jong, R. (2018, June 28). *Wat kan de modesector leren van de boekhandel 2.0?* Retrieved April 4, 2019 from the Fashion United Website: <https://fashionunited.nl/nieuws/retail/wat-kan-de-modesector-leren-van-de-boekhandel-2-0/2018062832297>
- Dunne, P. M., Lusch, R. F., Carver, J. R. (2014). *Retailing*. South-Western, Cengage Learning.
- Ganapathy, V. (2017). *Modern day retail marketing management*. Retrieved April 24, 2019, from the Bookboon Website: <https://bookboon.com/nl/modern-day-retail-marketing-management-ebook>
- KVB Boekwerk. (2018, June 28). *Wie is de koper? 10 jaar consumentenonderzoek*. Retrieved March 27, 2019 from the KVB Boekwerk Website: <https://www.kvbboekwerk.nl/consumentenonderzoek/wie-is-de-koper>
- Kotler, P. (1973-1974). Atmospherics as a Marketing Tool. *Journal of Retailing*, 49, 4, 48-64.
- KVB Boekwerk. (2018, June 29). *Boekwinkel en internet. 10 jaar consumentenonderzoek*. Retrieved April 2, 2019 from the KVB Boekwerk Website: <https://www.kvbboekwerk.nl/consumentenonderzoek/boekwinkel-en-internet>
- Leeuwarder Courant. (2018, August 10). *Van der Velde neemt 'mooiste boekhandel van Nederland' over*. Retrieved April 4, 2019 from the Leeuwarder Courant Website: <https://www.lc.nl/friesland/Van-der-Velde-neemt-mooiste-boekhandel-van-Nederland-over-23445138.html>
- Levy, M., Weitz, B. A., Grewal, D. (2014). *Retailing Management*. New York: McGraw-Hill Education.

- Molenaar, C. (2013, February). *Red de winkel! Zo kan het niet langer*. Den Haag: Academic Service.
- Puccinelli, N., Goodstein, R.C., Grewal, D., Price, R., Raghubir, P., Stewart, D.W. (2009, March). Customer Experience Management in retailing: understanding the buying process. *Journal of Retailing*, 85, 1, 15-30.
- Peters, S., van Strien, S. (2018, July 27). *Rapportage boekenbranche meting 45. 2e reguliere meting van 2018 naar het kopen, lezen en lenen van boeken*.
- Quix, F. (2016). *Retailmarketing*. Houten: Noordhoff Uitgevers Groningen.
- Roobol. (n.d.). *Ssst.. de meeste stille vloeren voor jouw interieur*. Retrieved 29 May, 2019 from the Roobol Website: <https://www.roobol.com/inspiratie/ssst-de-meeste-stille-vloeren/>
- Saunders, M., Lewis, P., Thornhill, A. (2016). *Research methods for business students*. Harlow: Pearson Education Limited.
- Sekeran, U., Bougie, R. (2009). *Research methods for Business. A skill building approach*. Chichester: John Wiley & sons Ltd.
- Sun, T. R., & Yazdanifard, R. (2015, September). The review of physical store factors that influence impulsive buying behavior. *International Journal of Management, Accounting and Economics*, 2, 9, 1048-1054.
- Standard. (2018, August 15). *3 Basic Types of Lighting*. Retrieved 23 January, 2019 from the Standard Website: <https://www.standardpro.com/3-basic-types-of-lighting/>
- Turley, L. W., Milliman, R. E. (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of Business Research*, 49, 193-211.
- Varley, R. (2001). *Retail Product Management. Buying and merchandising*. London: Routledge.
- Witte, E., Scholtz, A. (2015, February). *GfK 36676 Boekenbranche meting 31.1e reguliere meting van 2015 naar het kopen, lezen en lenen van boeken*. Retrieved March 27, 2019 from the KVB Boekenwerk Website: <https://www.kvbboekwerk.nl/app/uploads/2017/09/2015-smb-gfk-meting-31-regulier.pdf>
- Witte, E., van Strien, S. (2018, January). *Rapportage Boekenbranche meting 43. 1^e reguliere meting van 2018 naar het kopen, lezen en lenen van boeken*. Retrieved March 27, 2019 from the KVB Boekenwerk Website: <https://www.kvbboekwerk.nl/app/uploads/2018/05/2018-smg-gfk-meting-43-regulier.pdf>

9. Appendices

9.1 Appendix 1 – Distributed questionnaire (Dutch)

Winkelomgeving Van der Velde Boekhandel

Bedankt voor uw deelname aan deze enquête over de winkelomgeving van Van der Velde Boekhandel Leeuwarden. De enquête bestaat uit 26 vragen en duurt zo'n 8 minuten om in te vullen. Uw deelname zal compleet anoniem zijn en uw antwoorden zullen uitsluitend voor mijn scriptie over winkelomgeving in boekwinkels gebruikt worden.

1. Wat is uw leeftijd?
 - Onder 18 jaar oud
 - Tussen 18 en 30 jaar oud
 - Tussen 31 en 50 jaar oud
 - Tussen 51 en 75 jaar oud
 - Boven 75 jaar oud
2. Wat is uw geslacht?
 - Man
 - Vrouw
 - Zeg ik liever niet
3. Waar woont u?
 - In de provincie Friesland, en in de gemeente Leeuwarden
 - In de provincie Friesland, maar in een andere gemeente als Leeuwarden
 - Buiten Friesland, maar wel in Nederland
 - Buiten Nederland
4. Hoe vaak bezoekt u Van der Velde Boekhandel Leeuwarden, of heeft Van der Velde Boekhandel bezocht
 - Regelmatig
 - Soms
 - Op 1 hand te tellen
 - Nog nooit
5. Wat vindt u van de vormgeving van het interieur van Van der Velde Boekhandel Leeuwarden?
 - De winkel kan meer natuurlijk licht gebruiken, ook zou er meer afscheiding van de genres moeten zijn
 - De winkel kan meer natuurlijk licht gebruiken, verder is de vormgeving prima
 - De winkel kan meer afscheiding van de genres gebruiken, verder is de vormgeving prima
 - De vormgeving is prima
 - Geen mening
 - Anders, namelijk

6. Wat vindt u van het materiaal voor de vloeren van Van der Velde Boekhandel Leeuwarden?
- Ik vind de vloer prima
 - Ik vind dat het materiaal meer geluiddempend moet zijn
 - Ik vind het materiaal op zichzelf prima, maar ik vind het niet bij de winkel passen
 - Geen mening
 - Anders, namelijk
7. Wat vindt u van het materiaal van de boekenkasten van Van der Velde Boekhandel Leeuwarden?
- Ik vind de boekenkasten prima
 - Ik vind het materiaal op zichzelf prima, maar de afwisseling van de kleuren maakt de winkel wel chaotisch
 - Ik vind de boekenkasten op zichzelf prima, maar ik vind het niet bij de winkel passen
 - Geen mening
 - Anders, namelijk ...
8. Wat vindt u van de algemene atmosfeer in Van der Velde Boekhandel Leeuwarden?
- Ik vind het een leuke atmosfeer
 - Ik vind het GEEN leuke atmosfeer
 - Geen mening
9. Wat vindt u het belangrijkste van de atmosfeer in de winkel?
- De kleuren
 - Het geluid
 - De geur
 - De kleuren en het geluid
 - De kleuren en de geur
 - Het geluid en de geur
 - Geen van bovenstaande
 - Combinatie van de drie bovenstaande
10. Wat vindt u belangrijk qua kleur in de winkel atmosfeer van Van der Velde Boekhandel Leeuwarden?
- Warme kleuren die verschillen per afdeling in de winkel
 - 1 set van warme kleuren door de hele winkel
 - Koele kleuren die verschillen per afdeling in de winkel
 - 1 set van koele kleuren door de hele winkel
 - Neutrale kleuren die verschillen per afdeling in de winkel
 - 1 set van neutrale kleuren door de hele winkel
 - Een mix van allerlei soorten kleuren
 - Geen mening
 - Anders, namelijk ...

11. Wat voor soort muziek zou u willen horen in Van der Velde Boekhandel Leeuwarden?

- Helemaal geen muziek
- Klassieke muziek
- Lounge muziek
- Langzame muziek uit de hitlijsten
- Allerlei soorten muziek uit de hitlijsten
- Een mix van allerlei soorten muziek
- Anders, namelijk ...

12. Wat voor geur zou u willen ruiken in Van der Velde Boekhandel Leeuwarden?

- Helemaal geen geur
- De geur moet bij het genre boek van een bepaalde afdeling passen
- De geur van boeken door de hele winkel
- De geur van bloemen door de hele winkel
- De geur van chocolade door de hele winkel
- Anders, namelijk ...

13. Wat vindt u de ideale verlichting in Van der Velde Boekhandel?

- De verlichting is nu goed, erg licht en de boeken worden ook nog extra verlicht
- De actie boeken kunnen wel extra verlichting gebruiken
- In plaats van de boeken en actie boeken zou de kassa juist extra belicht moeten worden
- De winkel zelf moet niet licht zijn, maar juist de producten
- De winkel kan wel meer donkere hoekjes gebruiken
- Anders, namelijk ...

14. Wat is uw mening over het gebruik van bewegwijzering in Van der Velde Boekhandel?

- Het is duidelijk te zien waar je wat kan vinden in de winkel
- Het is duidelijk genoeg om dingen zoals de kassa te vinden, maar ik moet af en toe nog wel naar bepaalde genres zoeken
- Helemaal niet duidelijk, ik kan niks vinden zonder goed te zoeken
- Ik heb geen idee
- Anders, namelijk ...

15. Waar zou bewegwijzering in de winkel het belangrijkste voor zijn?

- Weten waar welk genre ligt
- Weten waar de kassa is
- Weten wat het beleid van de winkel is
- Alle drie bovenstaande antwoorden
- Bewegwijzering is onnodig in een boekenwinkel

- Anders, namelijk ...

16. Op wat voor meubels ziet u de boeken het liefst gepresenteerd worden in Van der Velde Boekhandel Leeuwarden?

- In de boekenkasten en/of stellingen, met actie boeken op tafels
- Alleen in de boekenkasten en/of stellingen
- In boekenkasten en/of stellingen, met meerdere soorten meubels die speels in het midden van de winkel staan
- Iets anders gebruiken dan de standaard boekenkasten en stellingen
- Anders, namelijk ...

17. Hoe vindt u dat de boeken in Van der Velde Boekhandel Leeuwarden gepresenteerd moeten worden?

- In schappen
- Door de boeken horizontaal te stapelen (met de rug van het boek horizontaal)
- Door de boeken verticaal te stapelen (met de rug van het boek verticaal)
- Een mix van bovenstaande methodes

18. Zouden de boeken in Van der Velde Boekhandel Leeuwarden met de rug van het boek naar de klanten toe gepresenteerd moeten worden, of met de omslag naar de klanten toe?

- Alleen met de rug van het boek naar de klanten toe
- Alleen met de omslag van het boek naar de klanten toe
- Een mix van beide manieren

19. Hoe vindt u dat de boeken moeten worden ingedeeld in Van der Velde Boekhandel Leeuwarden?

- Op genre
- Op auteurs
- Thematisch
- Anders, namelijk ...

20. Hoe zou u het liefst door Van der Velde Boekhandel Leeuwarden willen lopen?

- Via een hoofd wandelpad dat door de hele winkel loopt, langs alle verschillende genres boeken
- Bij de ingang of in het midden van de winkel zou ik willen kunnen zien waar welk genre is, en vanaf daar bepaal ik waar ik heen loop
- Ik zou graag via verschillende paden bij verschillende genres langs komen
- Anders, namelijk ...

21. In wat voor categorieën moeten de boeken gepresenteerd worden?
- Alle boeken moeten op genre gepresenteerd worden, andere classificaties zijn onnodig
 - De algemene boeken moeten op genre gepresenteerd worden, actie displays moeten op thema gepresenteerd worden
 - De algemene boeken moeten op genre gepresenteerd worden, maar een bestseller heeft wel zijn eigen display nodig
 - De algemene boeken moeten op genre gepresenteerd worden, actie displays moeten op thema gepresenteerd worden en een bestseller heeft zijn eigen display nodig
 - Alle boeken moet per thema gepresenteerd worden
 - Anders, namelijk ...
22. Hoe belangrijk vindt u de winkelomgeving, en zou u de winkel vaker bezoeken als de omgeving meer naar uw wens is?
- Belangrijk en ik zou de winkel ook vaker bezoeken
 - Belangrijk, maar ik zou daardoor de winkel niet per se vaker gaan bezoeken
 - Niet belangrijk, maar ik zou de winkel wel vaker bezoeken
 - Niet belangrijk en ga daardoor de winkel ook niet vaker bezoeken
 - Belangrijk, maar ik weet niet of het invloed heeft op het bezoek
 - Niet belangrijk, en ik weet ook niet of het invloed heeft op het bezoek
 - Anders, namelijk ...
23. Wat in de winkelomgeving vindt u het belangrijkste?
- De vormgeving van het interieur
 - Het materiaal
 - De atmosfeer
 - De verlichting
 - De bewegwijzering
 - Waarop boeken gepresenteerd worden
 - Hoe boeken gepresenteerd worden
 - De winkelinrichting qua looppaden
 - Displays
24. Wat vindt u van bovenstaande antwoorden, naast het belangrijkste, nog meer van belang?
- De vormgeving van het interieur
 - Het materiaal
 - De atmosfeer
 - De verlichting
 - De bewegwijzering
 - Waarop boeken gepresenteerd worden

- Hoe boeken gepresenteerd worden
- De winkelrichting qua loopwegen
- Displays

25. Vindt u dat Van der Velde Boekhandel Leeuwarden de winkelomgeving moet verbeteren?

- Ja
- Nee
- Misschien

26. Waarom?

U wordt hartelijk bedankt voor het invullen van deze enquête.

9.2 Appendix 2 – Questionnaire translated to English

Store environment Van der Velde Boekhandel

Thank you for your participation in this questionnaire about the store environment of Van der Velde Boekhandel Leeuwarden. The questionnaire contains 26 questions and will take about 8 minutes to complete. Your participation will be absolutely anonymous and your answers will only be used for my thesis on store environment in bookstores.

1. What is your age?
 - Under 18 years old
 - Between 18 and 30 years old
 - Between 31 and 50 years old
 - Between 51 and 75 years old
 - Above 75 years old
2. What is your gender?
 - Male
 - Female
 - I prefer not to say
3. Where do you live?
 - In the province Friesland, and in the municipality of Leeuwarden
 - In the province Friesland, but in a different municipality as Leeuwarden
 - Outside of Friesland, but still in the Netherlands
 - Outside the Netherlands
4. How often do you visit Van der Velde Boekhandel Leeuwarden, or have you visited Van der Velde Boekhandel Leeuwarden?
 - Regularly
 - Sometimes
 - A handful of times
 - Never
5. What do you think of the interior decoration of Van der Velde Boekhandel Leeuwarden?
 - The store could use both more natural light as more separation between different genres
 - The store could use more natural light, furthermore its interior decoration is fine
 - The store could use more separation between different genres, furthermore its interior decoration is fine The interior decoration is fine
 - No opinion
 - Other, namely ...

6. What do you think of the materials used for the flooring of Van der Velde Boekhandel Leeuwarden?
- I think the flooring is fine
 - I think the material should be changed into material that dampens the sound more
 - I think the material on its own is fine, but I don't think it suits the store
 - No opinion
 - Other, namely ...
7. What do you think of the materials used for Van der Velde Boekhandel's bookcases?
- I think the bookcases are fine
 - I think the material used is fine, however the variety of colour makes it look chaotic
 - I think the bookcases on its own are fine, but I don't think it suits the store
 - No opinion
 - Other, namely ...
8. What do you think of the overall atmosphere of Van der Velde Boekhandel Leeuwarden?
- I like the atmosphere in the store
 - I don't like the atmosphere in the store
 - No opinion
9. What do you think is most important of the atmosphere in the store?
- The colours
 - The sound
 - The smell
 - The colours and the sound
 - The colours and the smell
 - The sound and the smell
 - None of the above
 - Combination of the three above
10. What is important in the atmosphere regarding colouring in Van der Velde Boekhandel Leeuwarden?
- Warm colours changing in different sections of the store
 - One set of warm colours throughout the store
 - Cool colours changing in different sections of the store
 - One set of cool colours throughout the store
 - Neutral colours changing in different sections of the store
 - One set of neutral colours throughout the store
 - A mix of all sort of colours
 - No opinion
 - Other, namely ...

11. What type of music would you like to hear in Van der Velde Boekhandel Leeuwarden?

- No music at all
- Classical music
- Lounge music
- Slow hits of the moment
- All sorts of music of the moment
- A mix of all sorts of music
- Other, namely ...

12. What kind of essence do you like to smell in Van der Velde Boekhandel Leeuwarden?

- No smell at all
- The smell has to fit the genre of the book of a certain section
- The smell of books throughout the store
- The smell of flowers throughout the store
- The smell of chocolate throughout the store
- Other, namely ...

13. What do you think would be the ideal lighting in Van der Velde Boekhandel?

- The lighting is good right now, it is bright and books are extra highlighted.
- The promotional books could use some extra highlighting
- Instead of the books and promotional books, the cash register needs to be extra highlighted
- The store itself shouldn't be highlighted, but the products should
- The store could use some more dark corners
- Other, namely ...

14. What is your opinion on the use of signage in Van der Velde Boekhandel Leeuwarden?

- It is very clear where to find what in the store
- It is clear enough to find the obvious things such as cash register, however I do find myself seeking for some genres sometimes
- Not clear at all, I cannot find anything without looking for it.
- I have no idea
- Other, namely ...

15. Where should signage in the store mainly be used for?

- Where to find what genre
- Where to find the cash register
- Knowing the retailer's policy
- All of the above
- Signage is unnecessary in a bookstore
- Other, namely ...

16. On what kind of fixtures would you like to see the books displayed in Van der Velde Boekhandel Leeuwarden?
- In bookcases and/or rack cabinets, with the promotional books on tables
 - Only in bookcases and/or rack cabinets
 - In bookcases and/or rack cabinets, with use of more playful other fixtures in the middle of the store
 - Other types of fixtures instead of usual bookcases and rack cabinets
 - Other, namely ...
17. How do you think the books at Van der Velde Boekhandel Leeuwarden should be presented?
- By shelving
 - By stacking the books horizontal (stacking with spine horizontally)
 - By stacking the books vertical (stacking with spine vertically)
 - A mix of the methods above
18. Should the books at Van der Velde Boekhandel Leeuwarden be presented with the spine facing out, or with the front cover facing out?
- Only with the spine of the book facing out
 - Only with the front cover facing out
 - A mix of both ways
19. How do you think the books should be categorized in Van der Velde Boekhandel Leeuwarden?
- By genre
 - By author
 - By theme
 - Other, namely ...
20. How would you like to walk through Van der Velde Boekhandel Leeuwarden?
- I would like to walk on a main walkway that loops around the store, along all the different categories of the bookstore
 - I would like to see from the entrance or the middle of the store, all the different categories and decide where to go from there
 - I would like to walk through different sets of aisles with different categories
 - Other, namely ...

21. How should books be displayed in Van der Velde Boekhandel Leeuwarden?

- All the books should be displayed by genre, other classifications or categories are unnecessary
- The general books should be displayed by genre, other classifications should be grouped by theme
- The general books should be displayed by genre, a bestselling book needs its own display though
- The general books should be displayed by genre, other classifications should be grouped by thema and a bestselling book needs its own display
- All the books should be displayed by theme
- Other, namely ...

22. How important do you find the store environment, and would you visit the store more often if more things were according your preference?

- Important and I would also visit the store more often
- Important, but I wouldn't necessarily visit the store more often
- Not important, but I would visit the store more often
- Not important and I also wouldn't visit the store more often
- Important, but I don't know if it would influence the visit
- Not important, and I also don't know if it would influence the visit
- Other, namely ...

23. What in the store environment do you think is most important?

- The interior decoration
- The materials
- The atmosphere
- The lighting
- The signage
- The fixtures and fittings
- Product presentation
- The store layout
- Displays

24. Besides the answer given above, what you think is also important in the store environment?

- The interior decoration
- The materials
- The atmosphere
- The lighting
- The signage
- The fixtures and fittings
- Product presentation
- The store layout
- Displays

27. Do you think Van der Velde Boekhandel Leeuwarden should improve its store environment?

- Yes
- No
- Maybe

28. Why?

Thank you for your participation in this questionnaire.

9.3 Appendix 3 – Extra Figures

Fig. 26 : Male and Female respondents in different age groups visiting Van der Velde Bookstore **regularly**

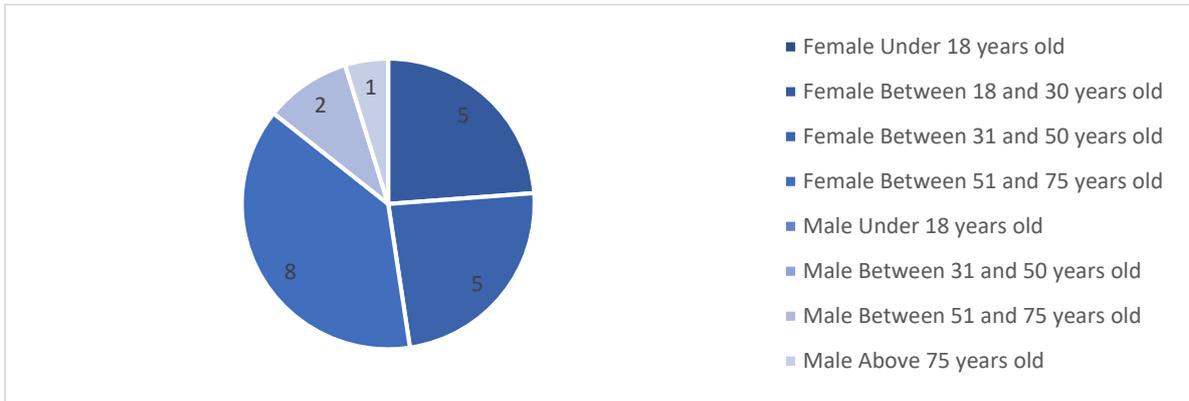


Fig. 27: Male and Female respondents in different age groups visiting Van der Velde Bookstore **sometimes**

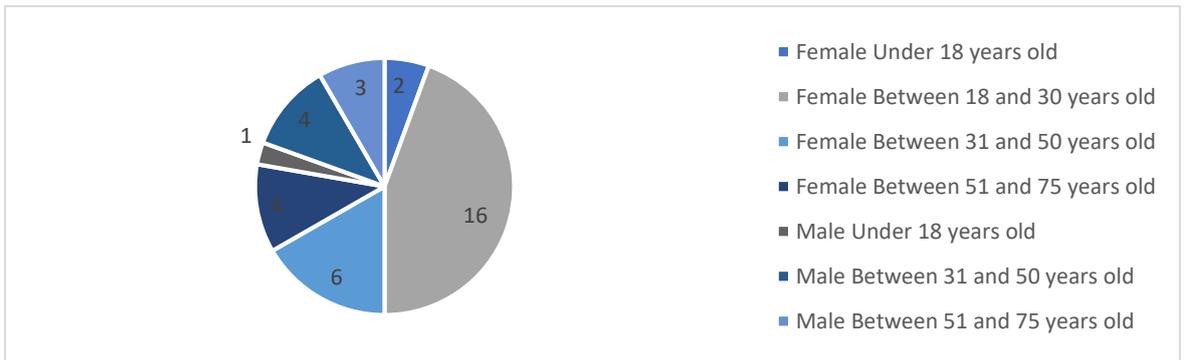


Fig. 28: Respondent’s visits and opinion on material of floor

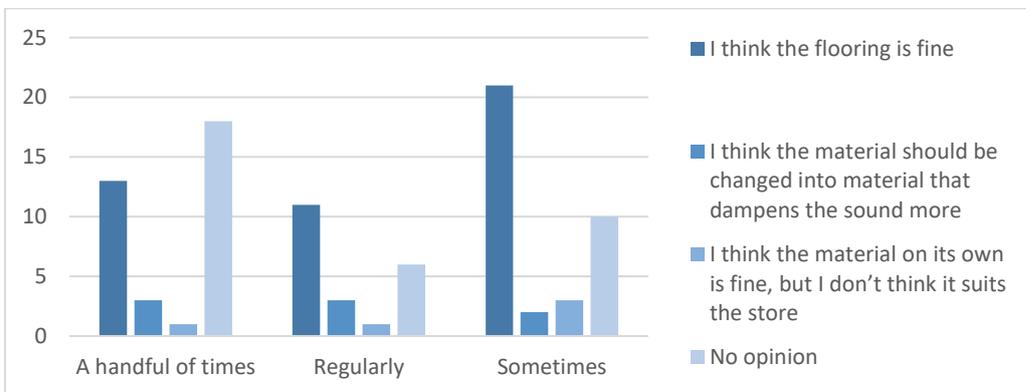


Fig. 29: Respondents' visits and opinion on material of bookcases

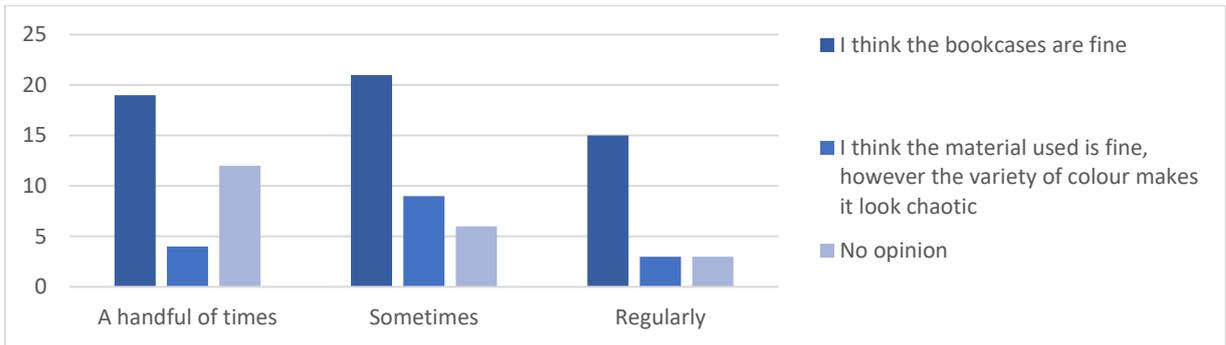


Fig. 30: Respondents' opinion on how books should be presented in the bookstore

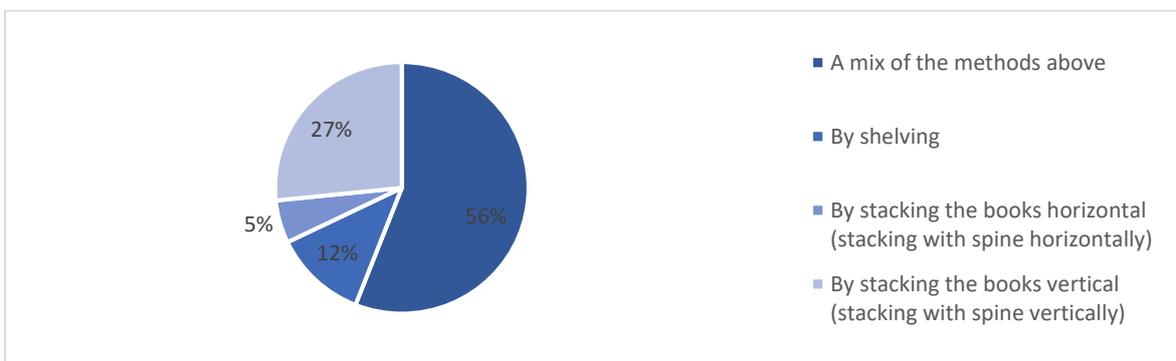


Fig. 31: Respondents visiting the store regularly and sometimes on the most important store environment characteristic

