

-RESEARCH PAPER-

THE INTERACTION OF CROWD, MESSAGE CONTENT AND MESSAGE FRAME ON GENERATING PURCHASE INTENTIONS IN RETAILING

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Abstract

This study targets to measure the interactional effect of crowding level in a shopping environment, the content and framing type of the message on purchase intentions of consumers in a retail context. An experimental design was employed with crowd level (no crowd vs crowd), message content (cognitive vs affective) and frame type (positive vs negative) as the manipulated conditions. Results of the study confirm that frame type moderates the two-way interaction between the crowd level and message content. In case of positive frames, level of perceived crowding has differing levels of effect on purchase intentions of consumers depending on the content type exposed. Environments with no crowd lead to higher purchase intentions when consumers are exposed to information intensive messages and crowded environments lead to higher purchase intentions when consumers are exposed to emotion intensive messages. Finally, when consumers are exposed to negatively framed messages, independent from other factors, they generate higher purchase intentions.

Keywords: Crowd, Message Content, Framing, Purchase Intentions.

JEL Codes: M30, M31, M39.

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KALABALIK, MESAJ İÇERİĞİ VE MESAJ ÇERÇEVESİ ETKİLEŞİMİNİN PERAKENDEDE TÜKETİCİ SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ

Öz

Bu çalışma bir alışveriş ortamındaki kalabalık seviyesi, mesajın içerik ve çerçevesinin etkileşimlerinin tüketicilerin satın alma davranışları üzerindeki etkisini perakende bağlamında ölçmeyi amaçlamaktadır. Deneysel bir tasarım uygulanan çalışmada kalabalık seviyesi (kalabalık olmayan/kalabalık), mesaj içeriği (zihinsel/duygusal), ve mesaj çerçevesi (pozitif/negatif) manipüle edilen faktörler olarak belirlenmiştir. Çalışma sonuçları, mesaj çerçevesinin, kalabalık seviyesi ve mesaj içeriği arasındaki iki yönlü etkileşim üzerinde düzenleyici rolü olduğunu teyit etmiştir. Pozitif çerçeveli mesajlarda, kalabalık seviyesinin mesaj içerik tipine bağlı olarak, tüketicilerin satın alma niyetleri üzerinde farklı etkileri olmaktadır. Kalabalık olmayan ortamlarda, tüketiciler bilgi yoğun mesaj içeriklerine maruz kaldıklarında daha yüksek satın alma

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eğilimi göstermektedirler. Diğer taraftan, kalabalık ortamlarda, tüketiciler duygu yoğun mesaj içeriklerine maruz kaldıklarında ise daha yüksek satın alma eğilimi göstermektedirler. Diğer faktörlerden bağımsız olarak, negatif çerçevesi olan reklam mesajları daha yüksek satın alma niyeti oluşturmaktadır.

Anahtar Kelimeler: Kalabalık, Mesaj İçeriği, Çerçeveleme, Satın Alma Niyeti.

JEL Kodları: M30, M31, M39

1. INTRODUCTION

There is an increasing trend of living in metropolitan areas among the citizens of almost all developed and developing countries since the business network, opportunities, jobs and the economic output are generated in these areas. Although it seems beneficial to marketers to have such large number of consumers in these areas in a consolidated way, this trend brings several challenges to them. Due to the large number of competitors trying to reach large number of consumers in a limited geographical area, there is a communication clutter in these competition intense areas. A natural consequence of such communication clutter is the negligence of the messages sent by the brands to their target consumers (Speck & Elliot, 1998:29). Due to their limited time and message processing capacity, consumers show the tendency to filter out and behave selectively towards the marketing communication messages of the brands. Marketers try to use different message and creative strategies to attract the attention of their target consumers and consequently break the communication clutter to have a chance to convince them to try or purchase their products. On the other hand, consumers who live in metropolitan areas are used to shop in these crowded environments such as shopping malls, discount stores, department stores and retail outlets. This crowded shopping environment may also have an influence on their processing of the marketing messages in a positive or negative way and may have some effects on their behavior. Thus, along other environmental factors such as ambience, lighting, temperature or the design of the store, the perception of crowd level may also be an important determinant of their behavior. In this perspective, this study focuses on the effects of crowd level on consumer behavior in retail settings.

1.1. Background

Retail crowding and the perception of consumers related to the crowd level in the environment is a well-known subject which was the focus of many studies in the literature since its introduction by Harrell, Hutt and Anderson (1980) in their study focusing on the path analysis of buyer behavior in retail crowding conditions. Perceived crowding is a psychological dimension (Shelby, Vaske & Heberlein, 1989:272) defined as the recognition of disparity between the amount of space demanded and the amount of space available to the individual (Stokols, 1972:276). Crowding was addressed by many studies in the literature, especially focusing on its negative consequences (Huang, Huang & Wyer,

2017:1068). In the marketing literature, there are two research groups which focus mainly on the determinants at one side and on the consequences of retail crowding on the other side (Eroglu, Machleit, Barr, 2005:1146). Despite the vast number of studies focused on the consequences of retail crowding, these studies mainly focus on its relationship with the cognitive and affective responses of consumers. However, with all respect to the previous studies, there is a need to measure the effects of retail crowding on conative dimension of consumer behavior to enrich the understanding of the dynamics in order to be able to shed light into this area. Moreover, one another dimension which still needs to be focused on is the interaction between perceived crowd level and the characteristics and content of the marketing stimuli exposed in shaping the behavioral outcomes.

In the light of the previous studies and the needs of further investigations, this study targets to measure the effect of perceived crowd level on the purchase intentions of consumers in a retail context by taking into consideration different types of message content and framing applied in the marketing messages. First, it is believed that the influence of high level of crowd perception may result in negative behavioral outcomes as it is suggested by many studies in the literature. Secondly, it is also believed that the message strategy of marketers will influence the outputs of crowd perception in a way that different message content types, such as cognitive or affective, and also different framing types, such as positive or negative, will lead to different behavioral outputs. This study addresses the interactional effect of crowd, content and frame in generating behavioral outcomes in the retailing context and consequently targets to shed light to an unexplored area of the retail crowding context.

1.2. Literature Review

1.2.1. Perceived crowding, message content and consumer behavior

Since 1950's, crowding was one of the subjects studied under different areas of behavioral sciences including its effects on human behavior (Freedman, 1970; Hutt & Vaizey, 1966). Human crowding is one of the many atmospheric characteristics such as the temperature, lighting, sound or color and when there is a large number of people in a place, such as many customers shopping in a store simultaneously, a human crowding situation is experienced by the people exposed to this situation (Hock & Bagchi, 2018:1124). Thus, alongside with other atmospherics, it is also a determinant factor, which needs to be investigated, for the overall experience of consumers in a shopping environment (Eroglu & Machleit, 1990:201). Although density and crowding used interchangeably by many scientists and authors, they do not reflect the same meaning. While density is simply an objective measure of the number of people per unit area, perceived crowding occurs as a result of negative evaluation about this density level (Shelby, Vaske & Heberlein, 1989:271). In this perspective, it can be stated that perceived crowding is a combination of descriptive and evaluative information (Vaske & Donnelly, 2002:256). Thus, density, as a spatial limitation, is an important antecedent for the occurrence of perceived crowding (Stokols, 1972:275). In line with the existing literature and for the purpose of this study, perceived crowding is defined as the psychological state derived from exposure to high density of people in a limited space which in turn leads to cognitive, affective and behavioral

outcomes. Perceived crowding was the subject of many studies in the literature. These studies can be categorized as determinants at one side and consequences on the other side which constitute the two dimensions of the relationship between perceived crowding and consumer behavior.

Studies which focused on the determinants of the perceived crowding employed three types of factors, namely physical, social and personal characteristics, to be effective on the generation of this perception (Gogoi, 2017:181). Physical characteristics, such as the size of the room, lay-out, color and visual complexity play a role shaping the perception of consumers. Stokols, Rall, Pinner and Schopler (1973:99) investigated the effect of room size and reported that consumers which were placed with limited spatial supply experienced a higher level of crowding perception compared to those in the larger room. Lay-out of the place is also another physical characteristics proposed as the determinant of crowding perceptions. In their studies, Valins and Baum (1973:421), focused on the effects of architectural layouts and reported that there is a significant difference in terms of perceived crowding level of the students who live in a corridor versus suite site type dormitories. Color was suggested by some studies as one of the determinants of the perceived crowding. Baum and Davis (1976:527) compared the perceived crowding level of two consumer groups who are placed in dark and a light-colored room respectively. The results of the study confirmed that consumers who spend time in the dark colored room perceived higher level of crowding. Finally, as one of the physical characteristics, the visual complexity of the place, was also suggested as a determinant of perceived crowding (Baum & Davis, 1976:527). Worchel and Teddlie, (1976:30) investigated the effect of adding pictures to the room on the perception of crowding. They reported that when people are exposed to some pictures in the room, the tendency to attribute their arousal due to the violation of their personal space to other individuals lowered down and consequently their crowding perception reduced. Thus, there was decreasing levels of crowding perception with increasing visual complexity. The second group of determinants is composed of social factors which are expected to influence the crowding perception of consumers. Stokols, Rall, Pinner and Schopler (1973:100) investigated the effect of social interference on the perceived crowding. They compared cooperative and competitive task environments in two groups of consumers and reported that the cooperative social environment lead to lower levels of perceived crowding compared to the competitive social environment. Cohen, Sladen and Bennet (1975:273) measured the effect of the social relationship level of participants on their perception of crowding. The results of the study indicated that the perceived crowding threshold of the strangers were lower than those of friends.

Finally, as the determinants of crowding perception, the third group of characteristics is composed of personal factors. Previous studies focused on several demographic as well as psychological and motivational factors as the personal factors which expected to be the determinants of the perceived crowding. Several studies focused on the effect of different demographic characteristics on shaping the crowding perceptions of consumers. One of these characteristics is the age of consumer. Vovsha et al. (2014:1) investigated the effect of age on the crowding perception of consumers in a railroad travel context. Authors compared the crowding perception of consumers between old and young age

groups in several seat availability conditions. Results of the study confirmed that older consumers have a more negative attitude towards crowding when their probability of finding a seat is lower. A second characteristic which is addressed as the determinant of crowding perceptions is the gender. In their study, Evans, Saegert, and Harris (2001:177) investigated the role of gender in the formation of crowding perceptions and report that male children in low-income families perceive crowding more than the female children. In terms of gender effect, there are also contradictory results in the literature which confirm the higher tolerance of male consumers over females in terms of crowding (Yıldırım & Baskaya, 2007:3410). Psychological and motivational factors are also found as being influential on crowding perception of consumers. Eroglu and Machleil (1990:217) investigated the effect of different shopping motives, time pressure and perceived risk of on the crowding perceptions of consumers. Shopping motives of consumers, namely task oriented and non-task oriented, are found to have different levels of influence on the crowding perceptions. The results of the study indicated that in case of high-density situation in retail environment, task-oriented consumers perceive higher levels of crowding compared to those non-task-oriented. Time pressure and perceived risk level of consumers also found to play a significant role in shaping the crowding perceptions of task-oriented consumers only in case of high-density situations.

As an emerging research stream, many studies in the marketing literature focused on the consequences of perceived crowding, which is expected to influence the decision making of consumers. These consequences of perceived crowding can be categorized as cognitive, affective and behavioral effects on consumer behavior. Several studies measured the effect of perceived crowding on the satisfaction levels of consumers. Zehrer and Raich (2018:93) investigated this effect on the winter sports setting. Authors reported the significant and negative effect of perceived crowding on the customer satisfaction while using winter outdoor facilities. Huang, Huang and Wyr (2018:1081) measured the affective influence of feeling crowded and focused on its effects on the brand attachment. Authors reported a significant and positive effect of perceived crowding on brand attachment in retail context. Hui and Bateson (1991:181) focused on the affective effects of perceived crowding. The results of the study confirmed the negative effect of perceived crowding on the emotions of consumers. Hock and Bagchi (2018:1135) investigated the effect of perceived crowding on the food consumption behavior of consumers. The results of the study confirmed that when consumers process information affectively, they consume higher calories. As it is confirmed by the above-mentioned studies, there is a strong influence of perceived crowding on generating affective responses. It is evident that there is always a tradeoff between cognitive and affective reactions under certain circumstances (Strack & Deutch, 2004:220). One of these circumstances is the perception of crowding in the environment, which is expected to lead more affective reactions. Several studies focused on explaining this effect from a theoretical perspective. Based on the theories which involve the interaction of cognition and affect, Shiv and Fedorikhin (1999:280) presented and proposed their affective-cognitive model and suggested that making decisions, such as the selection among alternatives, may be completed via the processing of two different routes. According to the authors, the first route is processed quickly, almost automatic, uncontrolled and mainly generates affective reactions. Since this route is relatively automatic, processing resources are not employed in the decision-

making process. The second route is based on cognitions, which are generated as a result of exposure to the stimuli or information coming from the memory. Whatever is the source, cognitive process can be realized through the allocation of processing resources to the decision-making task. Thus, in case the processing resources are limited, consumer is expected to follow the first route for making the decision which generates affective reactions. When this trade-off between the two routes is implemented into the context of perceived crowding, it is expected that in case consumers perceive high crowding, they will become distracted due to the exposure to many stimuli and won't be able to utilize the processing resources to start the cognitive process. This will lead to the activation of the quick, automatic route to make decisions. The theory of overstimulation supports the argument by suggesting that when there are many cues in the environment, this will result in cognitive overload which will eventually lower the focus (Oldham & Fried, 1987:78). In the light of the theoretical framework and the findings of the previous studies, the following hypotheses are proposed:

H₁: Perceived crowding will lead to decreasing levels of purchase intentions.

H₂: Level of perceived crowding will have differing levels of effect on purchase intentions of consumers depending on the content type exposed.

H₃: Level of perceived crowding will have differing levels of effect on purchase intentions of consumers in case of exposure to information intensive (cognitive) messages.

H₄: Information intensive (cognitive) message content will lead to higher purchase intentions in environments with no crowd in comparison to crowded environments.

H₅: Level of perceived crowding will have differing levels of effect on purchase intentions of consumers in case of exposure to emotion intensive (affective) messages.

H₆: Emotion intensive (affective) message content will lead to higher purchase intentions in crowded environments in comparison to environments with no crowd.

1.2.2. Message framing and interaction effects

Marketers employ different techniques to enhance the effectiveness of their marketing messages directed towards their target segments. One of the techniques which is widely used in designing the message content is to use framing. This technique targets to manipulate the perceptions of consumers by applying different types of message contents in terms of benefits or costs (Cheng, Woon & Lynes, 2011:51). Framing which emphasize the benefits is called positive framing and framing which emphasize the losses derived from not using the product is called as negative framing (Gamliel & Herstein, 2011:153). Users of this technique suppose that framing will influence how the recipient of the message will response to the marketing stimuli by altering the perception of these consumers (Davis, 1995:286). As a terminology, framing was introduced for the first time by Tversky and Kahneman (1981:453) who investigated the differential effect of using two types of frames, positive and negative, in describing the outcomes of a health issue. In the consumer context, when a message is positively framed, it points out the potential gains, and when it is negatively framed, it points out the possible losses in the situation (Grewal, Gotlieb & Marmorstein, 1994:146).

Since the introduction of the terminology, framing and its effects have been important

subjects of many studies in the literature. In order to distinguish the types of different framing techniques, Levin, Schenider and Gaeth (1998:150) proposed of a typology composed of risk choice framing, attribute framing and finally goal framing. Risky choice framing involves presenting the consequences of a risky situation in a positive or negative way. It is expected that the choice about the risky or non-risky option will depend on whether the message emphasizes the positive or negative consequences. The second one, attribute framing, involves the comparative presentation of an attribute which is expected to affect the choice of the customer. Finally, the third type of framing in the typology proposed by the authors is the goal framing. In this type of framing the message includes the positive or negative consequences of a behavior or act. Thus, in a positive frame, the message focuses on benefiting from the positive consequences, on the negative frame the message focuses on mitigating the negative consequences.

Each type of framing was the subject of a number of considerable studies in the literature. First, there are several studies focused on the effects of risk choice framing. Tversky and Kahneman (1981:453) demonstrated the effects of risky choice framing on the hypothetical Asian disease case in U.S which is expected to kill 600 individuals. Authors compared the effect of framing on the evaluation of two different programs in combatting the disease. They demonstrated that when people are exposed to choice alternatives which involve gains, they tend to be risk averse and choose the less risky one, while when they are exposed to choice alternatives which involve losses, they tend to be risk takers. Qualls and Puto (1989:191) investigated the effect of risk choice framing in the industrial buying behavior context and measured the differential effects of positive and negative decision frames on the supplier selection. The results of the study showed that buyers who framed the alternatives as gains tend to choose the less risky suppliers and those who framed the alternatives as losses, have a reverse tendency. There are also other studies in the literature which report significant and insignificant effects of risk choice framing on consumer choices (Fagley & Miller, 1987:264, Kuhberger, 1995:230; Neale & Bazerman, 1985:34). The second type, attribute framing, was also the subject of many studies in the literature. A widely cited example on attribute framing is the study of Levin and Gaeth (1988:376) on the quality perceptions of ground beef. The results of the study indicated that when the label included 75% lean representing a positive frame, consumers rate the taste of the beef as being tastier compared to when it is labeled as 25% fat, representing the negative frame. Marteau (1989:89) measured the effect of attribute framing on the decision whether to take the surgery or not to take the surgery. Medical students, who responded as both doctors and patients, showed propensity to recommend or take the surgery when the message included the survival rates compared to messages with death rates. Other studies in the literature who focused on attribute framing reported significant as well as insignificant results (Schneider, 1995:148; Dunegan, 1993:491; Wilson, Kaplan & Schneiderman, 1987:51). The third type, goal framing, is also widely studied by various authors. One of the important and widely cited studies on this frame type belongs to Meyerowitz and Chaiken (1987:505). The authors focused on the reactions of women when they are exposed to two different types of messages, one stressing the negative consequences of not taking the breast examination and one stressing the positive outcomes of taking it. The results showed that when they are exposed to the message with negative consequences, they have higher level of propensity to take the

breast examination compared to the case when they are exposed to the message with positive consequences. In their study, Ganzach and Karsani (1995:11), investigated the effect of goal framing in financial products context. They measured the effect of framing on the message effectiveness for encouraging credit card usage and the results of the study confirmed the significant effects of using a loss frame. Consumers who are exposed to messages stressing the losses which may derive from not using the credit card were more effective than the messages who stress the gains of using it. Grewal, Gotlieb and Marmorstein (1994:149) focused on the moderating effects of goal framing on the effect of price on risk perceptions. The results of the study confirmed that there is a significant interaction between the price and framing. The effect of price on risk perceptions is higher when consumers are exposed to negatively framed messages compared to those positively framed messages. As in the other types of framing, there are also other studies in the literature which focused on the effects of goal framing and reported both significant and insignificant results (Banks et al. 1995:178; Thaler, 1980:39; Steffen et al. 1994:897).

Although there are more studies which report the significant influence of message framing on consumer choice than those studies who did not report any significant influence, the careful and detailed analysis of the existing studies in the literature show that these inconclusive situation generates the necessity of further elaboration of the subject in order to contribute to the understanding of its dynamics. The influence of framing is generally explained on the grounds of Prospect Theory proposed by Kahneman and Tversky (1979). This theory provides a framework explaining how the decision-making is done under uncertain conditions. The theory predicts that when consumers are exposed to a positively framed (gains) message, they behave more risk averse compared to cases where they are exposed to messages which are negatively framed (loss). Thus, individuals are more prone to take the risks when the message involves its associated costs and they are more risk-averse when the message content is associated with its benefits (Cheng, Woon & Lynes, 2011:52). In line with the theoretical framework and the findings of the studies in the literature, it is believed that framing will have an influence on the choice of the customer, and we propose the following hypotheses:

H₇: Negatively framed messages will generate higher levels of purchase intentions than positive ones.

When consumers perceive crowding, as it is predicted by the theory of overstimulation, they become distracted and experience difficulties in cognitive processing (Oldham & Fried, 1987:78). This eventually leads to an increasing level of uncertainty and perceived risk about the consequences of the action. When the crowding perceptions (high crowd vs low crowd) and frame type (gain vs loss) is connected with the message content (cognitive vs emotional) implemented, it is expected that there will be an interaction effect between these inputs in shaping consumer choice. In this perspective, it is expected that when consumers perceive crowding, they perceive higher levels of uncertainty due to the distraction and ability lost for cognitive processing and they tend to follow the automatic emotional route. In such cases, when they are exposed to negative message frames emphasizing the potential losses, they tend to show higher levels of purchase intentions, compared to cases when they are exposed to positive messages due to the

dominance of emotional intensity. On the other hand, in cases of no crowding effect, consumers will be able to involve in the cognitive processing in line with the cognitive-affective model (Shiv & Fedorikhin, 1999:280) and when they are exposed to cognitive intensive messages and positive frames, this will decrease their uncertainty perception and will lead to higher purchase intentions compared to cases where they are exposed to emotion triggering negative framed messages. In the light of the theoretical framework and findings of the existing studies the following hypothesis is proposed:

H₈: Level of perceived crowding will have differing levels of effect on purchase intentions of consumers depending on the frame type exposed.

H₉: Negatively framed messages will lead to higher purchase intentions in crowded environments in comparison to environments with no crowd.

H₁₀: Positively framed messages will lead to higher purchase intentions in environments with no crowd in comparison to crowded environments.

2. RESEARCH METHODOLOGY

2.1. Research Design

The study implemented an experiment with 2x2x2 between subjects factorial design which includes consumer electronics in the retailing context as the product category. The independent variables in the study were the perceived crowding (High vs Low), message content (Cognitive vs Affective) and the frame type (Positive vs Negative). The intention of consumers to purchase the laptop offered in the advertisement was the dependent variable. All independent variables, namely perceived crowding, message content and the frame type were manipulated for the purpose of the study. The participants of the study were chosen among the citizens in three large districts of Istanbul and the total number of questionnaires collected was 380. Subjects were chosen in line with the demographic structure of the population living in these three districts.

In order to measure the interactional effects of crowd perception, message content and frame type on purchase intentions of consumers, eight versions of a laptop brand advertisement were prepared. The laptop brand employed was a hypothetical one which is not known by any participant. The employment of the hypothetical brand was made in order to eliminate the brand equity biases. All participants were first divided into two equal groups taking into consideration the demographic composition of the total sample as Group A and Group B, each composed of 190 subjects. Group A was treated as the no crowd environment and Group B was treated as the case of crowded environment. Each group were further divided to have a different combination of message content (cognitive vs emotional) and frame type (positive vs negative). Subjects were distributed into the groups in line with the demographic characteristics of the parent group and each group represented a similar demographic composition with the total sample. The distribution of groups and number of subjects in each group are summarized in Table 1.

Table 1. Experimental Design Groups

Groups / Ads	Crowding Condition	Message Content	Frame Type	Participants
1	High	Cognitive	Positive	45
2	High	Cognitive	Negative	50
3	High	Affective	Positive	50
4	High	Affective	Negative	45
5	Low	Cognitive	Positive	47
6	Low	Cognitive	Negative	48
7	Low	Affective	Positive	52
8	Low	Affective	Negative	43
Total Number of Participants				380

During the experiment, all participants were shown the advertisement of the laptop brand in the computer screen, asked to analyze the advertisement and then answer the questions measuring their intention to purchase of the advertised brand. One of the manipulated factors in the experiment was the crowding condition. A room with 10 seating places and 10 computer terminal capacity was allocated for the experiment. Group A participants which are composed of sub-groups 1-2-3 and 4, were placed in the room in 19 rounds with 10 subjects in each round. Participants were used each computer terminal in the room without waiting to sit and there was nobody in the room when they started to evaluate the advertisements and answer the questions. This was no crowd condition. Group B participants which are composed of sub-groups 5-6-7 and 8, were placed in the room in 5 rounds with 38 subjects in each round. When 38 participants were placed in each round, 10 terminals were not enough to accommodate all participants and remaining participants are placed in cues right behind the computer terminals waiting for other participants to finish their evaluation. Moreover, participants were also allowed to talk to each other in order to create a noisy store environment. This was the crowd condition. Another manipulated factor in the experiment was the message content. Two types of message contents were prepared to show to the different sub-groups. One message content, which was shown to sub-groups 1-2-5 and 6, was cognitive intensive and included CPU, HDD, RAM and screen size features together with the price information. Price of the product was set in line with the average prices in the market for the advertised features of the laptop. The second message content, which was shown to sub-groups 3-4-7 and 8, was emotion intensive (affective) and included the slogan of “the choice of successful people” together with the picture of a businessman working with the computer in the plane” and included no information about the features. The last manipulated factor in the study was the frame type. Two types of framing, one positive and the other one negative, were employed in the experiment. The positive framing emphasized the gains of buying the

offered brand and in line with this type of framing the advertisement included the phrase of “Are you ready for the superior performance? Maximize your productivity with the superior performance of Performa”. This type of framing was applied to sub-groups 1-3-5 and 7. The negative framing emphasized the losses which may derive in case of not buying the offered brand and in line with this type of framing the advertisement included the phrase of “Anything than Performa, is a mistake of paying for unresponsive screens, low performance and losing productivity. Think twice!” This type of framing was applied to sub-groups 2-4-6 and 8.

2.2. Operationalization of Variables

All the scales used in this study were adopted from the corresponding literature and for the purpose of this study scale were translated into Turkish language and necessary adjustments were made. The two scales of the study were used to measure the crowding perception and purchase intentions of consumers. The four items and seven points bipolar scale, which was employed to measure the purchase intention of consumers, was adopted from the study of Chandran and Morwitz (2005). The scale was used to measure consumers' likelihood of purchasing a particular product. Authors reported a Cronbach Alpha score of .89 as the indicator of internal reliability. For the purpose of this study the scale was translated into Turkish and the numbers of points were decreased from seven to five. Due to the modifications made in the original scale, there was a need to recheck the internal reliability of the scale and the result of the test generated a Cronbach Alpha score of .92. This score re-confirmed the internal reliability of the scale after the modifications. The measurement of perceived crowding was made with by adopting the statement used by Huang, Huang and Wyer (2018) in their study. The single item, 9 points scale was used to measure the perception of consumers about the crowding level in a room. As this is a single item scale, there was no internal reliability reported. The scale modified and the number of points decreased to five. The perceptions of consumers related to the other two manipulated factors, which are message content (cognitive vs affective) and frame type (positive vs negative), were measured by rating the characteristics of each message content type and each frame type on a 5 points scale. The details of all scales are presented in Table 2.

Table 2. Intention to Purchase and Perceived Crowding Scales

Intention to Purchase		
	How likely are you to buy the laptop in the advertisement?	
Highly Unlikely	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Highly Likely
	How probable is it that you will purchase the product on offer?	
Highly Improbable	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Highly Probable
	How certain is it that you will purchase this product?	
Highly Uncertain	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Highly Certain
	What chance is there that you will buy this product?	
No Chance At All	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very Good Chance
Perceived Crowding		
	How crowded do you perceive this room?	
Not at all	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very
Message Content		
	How do you rate the information intensity in this advertisement?	
Very Low	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very High
	How do you rate the emotional intensity in this advertisement?	
Very Low	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very High
Frame Type		
	The advertisement focuses on the positive consequences of buying the laptop.	
Not at all	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very Much
	The advertisement focuses on the negative consequences of not-buying the laptop.	
Not at all	(...)(...)(...)(...)(...)(...)(...)(...)(...)(...)	Very Much

2.3. Analysis

Testing of the hypothesis related to the main and interactional effects of perceived crowding, message content and frame type as well as manipulation checks for the manipulated factors in the experimental design were made using Statistical Package for the Social Sciences (SPSS) v25. Manipulation checks for perceived crowding (crowded vs uncrowded), message content (cognitive vs affective) and frame type (positive vs negative) were made comparing the scores of each experiment condition through the independent samples t-test. Main and interactional effects were measured through the three-way analysis of variance (ANOVA). Interaction effects were visually presented by

using the profile plots generated by the SPSS.

3. RESULTS

3.1. Manipulation Checks

Manipulation checks were made for the three manipulated factors employed in the experimental design. For the manipulation check of perceived crowding, the scores of perceived crowding in two types of environments (crowded vs uncrowded) were compared. The manipulation effect of message content was measured in a two-step process. First, the perceptions of consumers in cognitive message content group were measured in terms of cognitive intensity and affective intensity of the message by asking them to rate the advertisement content from cognitive and affective intensity perspectives. Then, the two scores were compared. Secondly, the same procedure was applied to the affective message content group. The perceptions of consumers in this group were also measured in terms of cognitive intensity and affective intensity of the message by asking them to rate the advertisement content from cognitive and affective intensity perspectives. Then, two scores were compared again. Finally, the manipulation check of the frame type was also made by following the same two-step procedure applied in the manipulation checks of the message content type. First, the perceptions of consumers in positive frame type group were measured in terms of positive and negative frame perception by asking them to rate the advertisement content from positive and negative contents perspectives. Then, two scores were compared. Secondly, the same procedure was also applied to the negative frame type group. The perceptions of consumers in this group were also measured in terms of positive and negative frame perception by asking them to rate the advertisement content from positive and negative contents perspectives. Then, two scores were also compared. The results of the analysis and scores for each manipulated factor and associated sub-groups are summarized in Table 3.

Table 3. Effects of Manipulated Factors

Manipulated Factors	Crowded Environment		Uncrowded Environment	
	M	SD	M	SD
Perceived Crowding	4.34	.47	2.08	.65
	Information Intensive (Cognitive)		Emotion Intensive (Affective)	
	M	SD	M	SD
Message Content (Cognitive Group)	3.80	.73	1.86	.78
Message Content (Affective Group)	1.78	.61	3.81	.76
	Positive Framing		Negative Framing	
	M	SD	M	SD
Frame Type (Positive Group)	4.68	.46	1.45	.56
Frame Type (Negative Group)	1.31	.47	3.83	.61

In order to measure the manipulation effect of perceived crowding, the scores of two groups, one in crowded environment and one in uncrowded environment, were compared in terms of their perceived crowding. The results of the analysis confirmed that the scores of crowded environment ($M=4.34$, $SD=.47$) and uncrowded environment ($M=2.08$, $SD=.65$) were significantly different from each other; $t(378)=38.33$, $p=.000$. Thus, consumers who were placed in crowded environment perceived higher level of crowd in the environment and consumers who placed in the uncrowded environment perceived lower crowding level. This result was in line with the manipulation targets.

The measurement of the manipulation check for the message content was made by comparing the scores in cognitive message content group and affective message content group separately in terms of cognitive and affective intensity perceptions. In the cognitive group, the results of the analysis confirmed that the scores of cognitive intensive advertisement ($M=3.80$, $SD=.73$) and affective intensive advertisement ($M=1.86$, $SD=.78$) were significantly different from each other; $t(378)=24.88$, $p=.000$. Thus, consumers who were exposed to information intensive advertisement perceived higher intensity of information rather than emotional messages. On the other hand, in the affective group, the results of the analysis confirmed that the scores of cognitive intensive advertisement ($M=1.78$, $SD=.61$) and affective intensive advertisement ($M=3.81$, $SD=.76$) were significantly different from each other; $t(378)=-28.48$, $p=.000$. Thus, consumers who were exposed to emotion intensive advertisement perceived intensity of emotions rather than information intensity. These results were in line with the manipulation targets.

Finally, the measurement of the manipulation check for the frame type was made by comparing the scores in positive frame group and negative frame group separately in terms of positive and negative contents. In the positive frame group, the results of the analysis confirmed that the scores of positively framed advertisement group ($M=4.68$, $SD=.46$) and negatively framed advertisement group ($M=1.45$, $SD=.56$) were significantly different from each other; $t(378)=61.06$, $p=.000$. Thus, consumers who were exposed to positively framed advertisement perceived the content as positive rather than negative. On the other hand, in the negative frame group, the results of the analysis confirmed that the scores of positively framed advertisement group ($M=1.31$, $SD=.47$) and negatively framed advertisement group ($M=3.83$, $SD=.61$) were significantly different from each other; $t(378)=-45.22$, $p=.000$. Thus, consumers who were exposed to negatively framed advertisement perceived the content as negative rather than a positive one. These results were in line with the manipulation targets.

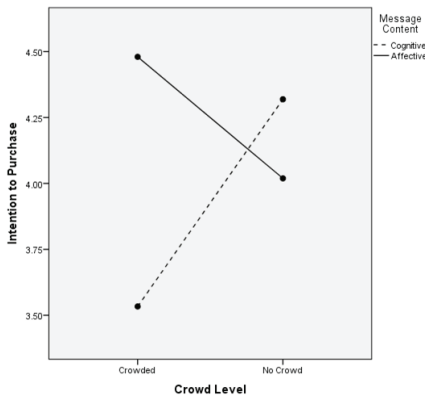
3.2. Main and Interaction Effects

The results of the ANOVA analysis which is conducted to determine the effects of different levels of perceived crowding on purchase intentions, confirmed that perception of crowd does not significantly influences the purchase intentions: $F(1,378)=2.69$, $p=.110$, partial $\eta^2=.01$. Purchase intentions of consumers in the crowded environment ($M=4.16$) received lower scores in purchase intentions than uncrowded environment ($M=4.29$). However, this difference is not statistically significant and indicates that the perception about the crowding level in the environment does not lead to any differential effect on the purchase

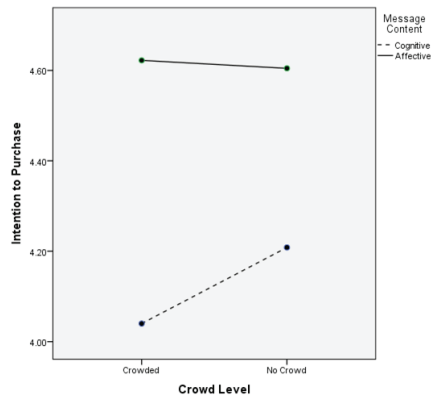
intentions of consumers. In the light of these findings, H_1 is not supported.

In order to measure the interaction effect between the independent variables, a factorial ANOVA analysis was conducted. The results of the analysis confirmed that there is a statistically significant three-way interaction between perceived crowd in the environment (crowd vs no crowd), content of the message (cognitive vs affective) and frame type (positive vs negative), $F(1,372)=27.038$, $p=.000$. This result indicates that there is at least one statistically significant two-way interaction between the three independent variables. The analysis of interactions showed that the only significant interaction effect is between crowd and content. Further analysis confirmed the existence of a significant two-way interaction between crowd and content for positive framed messages ($F(1,372)=76.311$, $p=.000$), but not for the negative framed messages ($F(1,372)=1.627$, $p=.203$). The profile plots 1a and 1b visually present Crowd X Content interaction in two different types of framing condition.

Graph 1a. Positive Framing



Graph 1b. Negative Framing



The significant interaction between crowd and message on positive framing condition also confirmed visually as the two lines, cognitive and affective message content conditions, intersect each other in different categories of perceived crowding. On the other hand, cognitive and affective message content lines in negative framing condition show a more parallel trend which is the sign of no interaction effect as it is confirmed by the results of the study. The significant interaction between crowd and message on positive framing condition lead us to confirm that level of perceived crowding (crowd vs no crowd) in the environment will have differing levels of effect on purchase intentions of consumers depending on the content type exposed. This results leads us to support H_2 . Further analysis to measure the main effects, continued only in the positive framing condition since it was the only two-way interaction which was statistically significant. The results of the analysis for the main effect of perceived crowding on purchase intentions for cognitive and affective message content conditions confirmed that there was a statistically significant main effect of perceived crowd level in the environment at cognitive message content conditions ($F(1,372) = 57.672$, $p=.000$). This result indicates that level of perceived crowding in the environment will have differing levels of effect on

purchase intentions of consumers in case of exposure to cognitive intensive messages. In the light of this finding H_3 is supported. Pairwise comparisons of the purchase intention scores also confirm this differential effect. Purchase intentions of consumers in no crowded environment condition who are exposed to cognitive message content ($M=4.31$) were higher than those consumers who are exposed to cognitive intensive messages in crowded environment condition ($M=3.53$) leading to a difference of 0.768 (95% CI, 0.582 to 0.989), $p=.000$. This finding leads us to support H_4 . Checking the main effect of perceived crowd level in the environment at affective message content condition also confirmed the statistically significant effect ($F(1,372) = 21.986, p = .000$). This result indicates that level of perceived crowding in the environment will have differing levels of effect on purchase intentions of consumers in case of exposure to affective intensive messages. In the light of this finding, H_5 is supported. Pairwise comparisons of the purchase intention scores also confirm this differential effect. Purchase intentions of consumers in crowded environment condition who are exposed to affective message content ($M=4.48$) were higher than those consumers who are exposed to affective message content in no crowded environment condition ($M=4.01$) leading to a difference of 0.461 (95% CI, 0.268 to 0.654), $p=.000$. This finding leads us to support H_6 .

The results of the ANOVA analysis which is conducted to determine the effects of different levels of framing on purchase intentions, confirmed that there is a significant influence of framing type on purchase intentions: $F(1,378)=18.54, p=.000$, partial $\eta^2= .04$. Purchase intentions of consumers who are exposed to negative framing ($M=4.35$) were higher than those who are exposed to positively framed messages ($M=4.09$). The results indicate that when consumers are exposed to negatively framed messages, they show higher levels of intention to purchase compared to the messages with positive fame. In the light of this finding, H_7 is supported. Although the results of the analysis confirmed that there is a statistically significant three-way interaction among perceived crowd in the environment (crowd vs no crowd), content of the message (cognitive vs affective) and frame type (positive vs negative), $F(1,372)=27.038, p=.000$, the only statistically significant two-way interaction was between crowd and content in positive framing condition. The testing of other two-way interactions, Crowd X Frame ($F(1,372)=.730, p=.393$) and Content X Frame ($F(1,372)=2.646, p=.105$), did not produced statistically significant results. Due to the lack of statistically significant interaction between crowd and frame type, H_8, H_9 , and H_{10} are not supported.

4. DISCUSSION AND CONCLUSION

This study targeted to measure the main effects of perceived crowding and framing of advertisement messages as well as the three-way interaction effect among perceived crowd in the environment (crowd vs no crowd), content of the message (cognitive vs affective) and frame type (positive vs negative) on their effect on purchase intentions of consumers. One of the hypothesis of this study was that when consumers visit crowded store environments, they tend to show lower levels of purchase intentions compared to the store environments with no crowd. Although the purchase intention scores reported in crowded environments were lower than the environment with no crowd, this hypothesis is not supported since the findings show that there is no statistically significant effect

of crowd level on the purchase intentions. This result differentiates from the findings of the previous studies in the literature. There are studies in the literature which report that perceived crowding decreases shopping values which eventually influences customer satisfaction (Eroglu, Machleit, & Barr, 2005:1151) and leads to negative product evaluations of consumers (O'Guinn, Tanner, & Maeng, 2015:196). On the other hand, Huang, Huang and Wyer (2018:1081) measured the affective influence of feeling crowded on the brand attachment and reported a significant and positive effect of perceived crowding on brand attachment in retail context. Their justification of the result was that when consumers are in a crowded environment, they prefer to avoid interaction with others when they do not know anybody and attach to brands as a way of satisfying their need for belongingness. In the light of different results reported, this study contributes also to the existing literature by confirming that perceived crowding does not make any difference in shaping consumer purchase intentions in a retail shopping context.

Another finding of this study is that there is a statistically significant three-way interaction between perceived crowd in the environment (crowd vs no crowd), content of the message (cognitive vs affective) and frame type (positive vs negative) derived from the two-way interaction between crowd and content. This significant three-way interaction is derived from the moderating effect of frame type (positive vs negative) on the two-way interaction between crowd perception and the message content type. The findings confirm that positive framing and negative framing conditions result in different levels of interaction between the crowd perception and message content in their effect on purchase intentions. Further analysis showed that only in case of positive framing, the level of perceived crowding (crowd vs no crowd) in the environment will have differing levels of effect on purchase intentions of consumers depending on the content type exposed. Based on the simple main effect analysis, it is confirmed that exposure to cognitive intensive messages in environments with no crowd, will lead to higher purchase intentions compared to crowded environments. On contrary, it is also confirmed that exposure to affective intensive messages in crowded environments will lead to higher purchase intentions compared to environments with no crowd. To the best of our knowledge, there are no such studies which focus on these interactions and report significant interaction results. The significant two-way interaction between crowd level and message content finds some justification from the existing literature. Hock and Bagchi (2018:1135) report the positive effect of perceived crowding on generating emotional reactions and consequently influencing consumer behavior on food consumption context. Their justification of the result was that when consumer become distracted, they make choices based on the affective outcomes of food choices. In this perspective, when they are exposed to crowded environment they engage into hedonic eating and prefer palatable products which are rich in calories (Burgess et al. 2014:66). The authors confirm the effect of crowd on generating affective responses. Parallel to this finding, other studies in the literature also confirm that when consumers perceive the environment as crowded, they become distracted and process information in an emotion intensive way rather than rational thinking (Hoch & Loewenstein 1991:492; Shiv & Fedorikhin, 1999:287). When this reaction of consumers is interpreted on the grounds of this study, a support is found for our findings and justify the relationship between perceived crowding (crowded vs no crowd) and message content (cognitive vs affective) in shaping consumer reactions.

The insignificant effect of crowding and significant positive effect of negative framing, as well as three-way interaction among the independent variables lead to several practical implications for retailers and marketers. First, the level of crowd did not generate any significant difference in the purchase intention levels of consumers. In the light of this finding it is suggested that crowded stores are not a source of customer churn or stores which do not have a crowded environment do not stipulate the purchase intentions. Whether crowded or not crowded, all types environments can be used to generate more focus on the offer if the traffic and servicing order inside the store is managed accordingly by the retailers. If customers do not wait long and find the opportunity to analyze the product, talk to a salesperson or use some terminals to analyze the products, their intention to purchase the product will increase independent from the crowding level in the store. Another finding of the study was that when the message frame used in the advertisement or in store communication material is positive, information intensive messages will lead to higher purchase intentions in store environments which are not perceived as crowded. On contrary, in crowded environments, emotion intensive messages work better on generating higher levels of purchase intentions. This findings indicate that retailers and marketers should apply dynamic message strategies in different store environments. Dynamic message strategies can be applied by implementing different message content in in-store communication material and activities depending on the weekdays and the intensity of customers inside the store. In the less crowded days, in-store communication material should have positively framed and more information intensive messages since the customers will choose the cognitive route in their evaluations. On the other hand, in crowded days such as weekends, retailers may rely more emotion triggering experiential marketing activities inside the store and all communication material should have more affective content.

As a result, the interaction of consumers' perception on the crowd level in the environment and the message content influence their purchasing decisions when they are exposed to positively framed messages. Retailer and marketers should understand about the interaction of crowd level and message strategy in shifting consumer behavior and adjust their in-store organization, activities, service level and marketing communication material content to maximize the return.

One of the limitations is that the study was an experiment and did not involve testing of the interactions within a real store environment. Due to the experimental setting employed in this study, there may be several deviations between the real store environment effects and confirmed effects in this study. Testing the effects on the laptop product category may be a second limitation of this study. In order to increase the generalizability, the study may be conducted in the real-life settings and with other product categories.

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KALABALIK, MESAJ İÇERİĞİ VE MESAJ ÇERÇEVESİ ETKİLEŞİMİNİN PERAKENDEDE TÜKETİCİ SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİ

1. GİRİŞ

İş fırsatlarının ve ekonomik faaliyetlerin metropol bölgelerde yoğunlaşması nedeniyle hemen hemen tüm gelişmiş ve gelişmekte olan ülkelerin vatandaşları arasında bu gelişmiş bölgelerde yaşama eğilimi gözlemlenmektedir. Pazarlama yöneticileri için fazla sayıda

tüketicilere tek seferde aynı bölge içerisinde ulaşma imkânı olması avantajlı gözükmeyle beraber, tüketicilerin bu eğilimleri pazarlama yöneticileri için bazı zorlukları da ortaya çıkarmaktadır. Sınırlı bir coğrafi alanda çok sayıda tüketiciye ulaşmaya çalışan çok sayıda rakip nedeniyle, bu rekabet alanlarında yoğun bir iletişim kirliliği yaşanmaktadır. Bu tür bir iletişim kirliliğinin doğal sonuçlarından bir tanesi de markaların hedef tüketicilerine gönderdikleri mesajların tüketiciler tarafından fark edilmemesidir (Speck ve Elliot, 1998: 29). Sınırlı zaman ve mesajı işleme kapasiteleri nedeniyle, tüketiciler markaların pazarlama iletişimi mesajlarına karşı filtreleme ve seçici davranma eğilimini göstermektedirler. Bu problem ile karşılaşan pazarlama yöneticileri, hedef tüketicilerinin dikkatini çekmek için farklı mesajlar ve yaratıcı stratejiler kullanarak onları ürünlerini denemeye veya satın almaya ikna etmeye çalışmaktadırlar. Büyükşehirlerde yaşayan tüketiciler, alışverişlerini yapmak için alışveriş merkezleri ve bunların içerisinde yer alan perakende satış mağazaları gibi kalabalık lokasyonları kullanmaktadırlar. Alışveriş ortamının tüketicilerin kendilerine gönderilen pazarlama mesajlarını işleme alma şekilleri ve davranışları üzerinde olumlu ya da olumsuz etkileri olabilmektedir. Bu nedenle, ortam, aydınlatma, sıcaklık veya mağazanın tasarımı gibi diğer çevresel faktörler ve aynı zamanda kalabalık seviyesine yönelik algılar da tüketicilerin davranışlarının önemli bir belirleyicisi olabilmektedir.

Kalabalık kavramı, 1950'lerden bu yana insan davranışına etkileri de dahil olmak üzere farklı davranış bilimleri alanlarında incelenen konulardan biri olmuştur (Freedman, 1970; Hutt & Vaizey, 1966). Kalabalık, sıcaklık, aydınlatma, ses veya renk gibi ortam özelliklerinden biri olup, bir mağazada alışveriş yapan birçok müşterinin olması durumunda, bu duruma maruz kalan insanlar arasında bir kalabalık deneyimi yaşanmaktadır (Hock & Bagchi, 2018:1124). Psikolojik bir boyut olan kalabalık algısı (Shelby, Vaske & Heberlein, 1989:272), talep edilen alan miktarı ile bireye sunulan alan miktarı arasındaki farkın birey tarafından farkına varılması olarak tanımlanabilmektedir (Stokols, 1972:276). Perakende ortamlarındaki kalabalık düzeyine ilişkin tüketici algıları, Harrell, Hutt ve Anderson'un (1980) perakende ortam şartlarının tüketici davranışları üzerindeki etkilerini inceleyen çalışmalarından bu yana literatürdeki birçok araştırmanın odak noktası olmuştur.

Pazarlama literatüründe, bir tarafta kalabalık algısının belirleyicilerine ve diğer tarafta da perakende de kalabalık algısının sonuçlarına odaklanan iki araştırma grubu bulunmaktadır (Eroglu, Machleit, Barr, 2005:1146). Kalabalık algısının olası etkilerini inceleyen çok sayıda çalışma olmasına rağmen, bu çalışmalar temel olarak tüketicilerin bilişsel ve duygusal tepkilerine odaklanmaktadır. Bu alana daha iyi ışık tutabilmek ve dinamiklerinin daha iyi anlaşılmasını sağlamak amacıyla kalabalık algısının tüketicilerin davranışları üzerindeki etkilerinin ve aynı zamanda pazarlama mesajlarının içeriği ve kalabalık algısı arasındaki etkileşiminin de ölçülmesinin gerekli olduğu düşünülmektedir. Mevcut çalışmaların ışığında ve yenilerinin yapılması gerekliliği kapsamında, bu araştırma, pazarlama iletişimde kullanılan farklı mesaj içerikleri (bilişsel-duygusal) ve çerçeve (pozitif-negatif) türlerini dikkate alarak algılanan kalabalık seviyesinin tüketicilerin perakende satış bağlamındaki satın alma niyetleri üzerindeki etkisini ölçmeyi hedeflemektedir. Bu kapsamda öncelikle, yüksek düzeyde kalabalık algısının, literatürdeki birçok çalışmanın aksine, olumsuz davranış sonuçlarına yol açmayacağına inanılmaktadır.

İkinci olarak, pazarlamacıların mesaj stratejisinin, kalabalık algısı etkilerini farklı mesaj içeriği (bilişsel-duygusal) ve çerçeve (pozitif-negatif) tiplerinin farklı davranışlara yol açacağı şekilde etkileyeceğine inanılmaktadır. Bu çalışma, perakendecilik bağlamında davranışsal sonuçların üretilmesinde kalabalık algısının, mesaj içeriğinin ve çerçevesinin etkileşimli etkisini ele almakta ve sonuçta perakende bağlamında tüketici davranışlarının keşfedilmemiş bir alanına ışık tutmayı hedeflemektedir.

Pazarlama literatüründe yapılan birçok çalışma kalabalık algısının tüketicilerin davranışları üzerindeki etkilerine odaklanmıştır. Kalabalık algısının tüketici davranışları üzerindeki bu etkileri bilişsel, duygusal ve davranışsal etkiler olarak sınıflandırılmaktadır. Tüketicilerin duygusal tepkilerini ölçmeye yönelik yapılan çalışmalarda farklı sonuçlar elde edilmiştir. Bazı çalışmalarda kalabalık algısının tüketici memnuniyetini ve duygularını olumsuz yönde etkilediği sonucuna ulaşılmıştır (Zehrer & Raich, 2018; Hui & Bateson, 1991). Huang, Huang & Wyer, (2018) ise kalabalık algısının markaya olan bağlılığa yönelik olumlu etkilerini olduğunu tespit etmişlerdir. Yapılan diğer çalışmalarda, kalabalık algısının duygusal reaksiyonları tetiklediği ve belirli durumlarda bilişsel ve duygusal reaksiyonları arasında geçişmeler olabileceği belirtilmiştir (Strack & Deutch, 2004: 220). Bu geçişmeyi kuramsal bir çerçevede açıklamaya çalışan Shiv ve Fedorikhin (1999), duygusal-bilişsel modeli sunarak, alternatifler arasında seçimin ancak iki farklı yoldan birinin tercih edilerek tamamlanabileceğini öne sürmüşlerdir. Yazarlar ilk yolu, hızlı bir şekilde gelişen, otomatik, kontrol dışı ve genellikle duygusal reaksiyonlara neden olan bir süreç olarak tanımlamışlardır. İkinci yol ise, dış uyaranlara maruz kalınması veya hafızadaki bilgilerin birer kaynak olarak karar verme işlemine transfer edilmesi ile oluşan bilişsel bir süreç olarak tanımlanmıştır. Bu durumda söz konusu kaynakların kıtlığı durumunda, tüketicilerin ilk yolu izlemeleri ve buna bağlı olarak duygusal reaksiyonların oluşması beklenmektedir. Perakende ortamlar söz konusu olduğunda, bu ortamların kalabalık algılanması sebebiyle tüketicilerin dikkatinin dağılması beklenmekte ve bu durumda uyarıların etkin bir şekilde kaynak olarak kullanılamamasına neden olacağı düşünülmektedir. Bu durumda hızlı ve otomatik olan birinci karar verme sürecini tetiklenmesi beklenmektedir. Söz konusu bu durum ve sonucunu, ortamda yer alan çok fazla sayıda uyaran nedeniyle aşırı yüklenme oluşması ve bu yüklenmenin odaklanmayı azaltacağını öne süren aşırı uyarılma kuramı da desteklemektedir (Oldham & Fried, 1987:78). Kuramsal çerçeve ve mevcut çalışmaların bulguları ışığında aşağıda yer alan hipotezler geliştirilmiştir.

- H₁: Kalabalık algısı, satın alma niyet seviyelerinin azalmasına yol açacaktır.
H₂: Kalabalık algısının seviyesi mesaj içeriğinin tipine bağlı olarak satın alma niyetleri üzerinde farklı seviyelerde etkili olacaktır.
H₃: Kalabalık algısının seviyesi bilgi ağırlıklı mesaj içeriğine maruz kalınması durumunda satın alma niyetleri üzerinde farklı seviyelerde etkili olacaktır.
H₄: Kalabalık algılanan ortamlara kıyasla, kalabalık algılanmayan ortamlarda bilgi ağırlıklı mesaj içeriğine maruz kalınması daha yüksek satın alma niyeti oluşmasına neden olacaktır.
H₅: Kalabalık algısının seviyesi duygu ağırlıklı mesaj içeriğine maruz kalınması durumunda satın alma niyetleri üzerinde farklı seviyelerde etkili olacaktır.
H₆: Kalabalık algılanmayan ortamlara kıyasla kalabalık algılanan ortamlarda, duygu

ağırlıklı mesaj içeriğine maruz kalınması daha yüksek satın alma niyeti oluşmasına neden olacaktır.

Pazarlama yöneticileri, hedef kitlelerine yönelik pazarlama mesajlarının etkinliğini arttırmak için farklı teknikler kullanmaktadırlar. Mesaj içeriğinin tasarımında yaygın olarak kullanılan tekniklerden biri, çerçevelemedir. Bu teknik, fayda ya da maliyet açısından farklı türde mesaj içerikleri uygulayarak tüketicilerin algılarını değiştirmeyi hedeflemektedir (Cheng, Woon & Lynes, 2011:51). Faydaları vurgulayan çerçeveleme işlemine pozitif çerçeveleme, ürünü kullanmamaktan kaynaklanan zararları vurgulayan çerçeveleme işlemine ise negatif çerçeveleme adı verilmektedir (Gamliel & Herstein, 2011:153). Bu tekniğin kullanıcıları, çerçevelemenin, tüketicilerin algılarını değiştirerek pazarlama uyaranlarına nasıl tepki vereceğini etkileyeceğini düşünmektedir (Davis, 1995:286). Çerçeveleme bir terminoloji olarak ilk defa sağlık sorununun sonuçlarını açıklarken, olumlu ve olumsuz iki çerçeve türünün farklı etkisini araştıran Tversky ve Kahneman (1981) tarafından kullanılmıştır. Tüketici bağlamında, bir mesaj olumlu bir şekilde çerçevelendirildiğinde, potansiyel kazanımları vurgulamakta, diğer taraftan olumsuz bir şekilde çerçevelendiğinde ise olası kayıpları işaret etmektedir (Grewal, Gotlieb ve Marmorstein, 1994:146). Terminolojinin ilk kez kullanılmasından bu yana, çerçeveleme ve etkileri literatürdeki birçok çalışmanın konusu olmuştur. Meyerowitz ve Chaiken (1987) yaptıkları çalışmada kadınların iki farklı tür mesaja maruz kaldıklarında verdiği tepkilere odaklanmışlardır. Çalışma sonucunda meme muayenesi yaptırmamanın olumsuz sonuçları aktarılan kadın tüketicilerin, meme muayenesi yaptırmamanın olumlu sonuçlarını duyan tüketicilere oranla muayene yaptırmaya daha yüksek eğilim gösterdikleri tespit edilmiştir. Bir diğer çalışmada, Ganzach ve Karsani (1995), çerçevelemenin finansal ürünler bağlamındaki etkisini araştırmıştır. Kredi kartı kullanımını teşvik etmek için çerçevelemenin mesajın etkinliği üzerindeki etkisini ölçen çalışmanın sonuçları, negatif (kayıp) çerçevesi kullanmanın etkisini teyit etmiştir. Kredi kartının kullanılmamasından kaynaklanabilecek zararları vurgulayan mesajlara maruz kalan tüketicilerin, kullanmanın kazancını vurgulayan mesajlara maruz kalanlara kıyasla daha yüksek kredi kartı kullanım eğilimi gösterdikleri tespit edilmiştir. Literatürde çerçevelemenin tüketici kararları üzerindeki etkilerine odaklanan ve istatistiksel olarak hem anlamlı hem de anlamsız sonuçlar bildiren başka çalışmalar da bulunmaktadır (Banks vd. 1995; Thaler, 1980; Steffen vd. 1994). Çerçevelemenin etkisi Kahneman ve Tversky (1979) tarafından önerilen Beklenti Kuramı temelinde açıklanabilmektedir. Bu kuram karar vermenin belirsiz koşullar altında nasıl yapıldığını açıklayan bir çerçeve sunmaktadır. Kuram, tüketicilerin pozitif çerçevesi (kazançlar) bir mesaja maruz kaldıklarında, negatif olarak çerçevesiz (kayıp) mesajlara maruz kaldıkları durumlara kıyasla risk iştahlarının daha az olduğunu ve riskten kaçındıklarını öngörmektedir. Bu nedenle, tüketiciler, mesajlar karar ile ilişkili maliyetleri içerdiğinde risk almaya daha yatkın olup, mesaj içeriği faydalarıyla içerdiğinde ise riskten kaçınmaktadırlar (Cheng, Woon & Lynes, 2011:52). Mesaj çerçevelemesinin tüketicilerin seçimleri üzerindeki etkisine odaklanan çalışmalardan istatistiksel olarak anlamsız sonuç verenlere kıyasla anlamlı bulgulara ulaşanların sayısı daha fazla olmakla beraber, literatürdeki mevcut çalışmaların dikkatli ve ayrıntılı analizi, literatüre katkı yapılması amacıyla bu netleşmemiş durumun daha fazla araştırılması gerekliliğini ortaya çıkarmaktadır. Kuramsal çerçeve ve mevcut çalışmaların bulguları ışığında aşağıda yer alan hipotez geliştirilmiştir.

H₇: Negatif çerçeveleme kullanılan mesajlar pozitif çerçeveleme kullanılan mesajlara kıyasla daha yüksek satın alma niyeti oluşturacaktır.

Kalabalık algısı (yüksek-düşük) ve çerçeve tipi (pozitif-negatif), mesaj içeriği (bilişsel ve duygusal) ile etkileşime geçtiğinde tüketici tercihini şekillendirmede etkili olacağı beklenmektedir. Bu bakış açısıyla, tüketiciler buldukları ortamı kalabalık olarak algıladıklarında, oluşan dikkat dağınıklığı nedeniyle değerlendirme sürecinin uyarılara bağlı bilişsel süreç aracılığıyla değil, duygusal süreç üzerinde gerçekleşmesi beklenmektedir. Bu gibi durumlarda, potansiyel kayıpları vurgulayan olumsuz mesaj çerçevelerine maruz kaldıklarında, duygusal yoğunluğun baskınlığından dolayı pozitif mesajlara maruz kaldıkları durumlara kıyasla daha yüksek satın alma niyeti göstermeleri beklenmektedir. Diğer taraftan, kalabalık algısının olmadığı durumlarda, tüketiciler karar sürecini yine bilişsel-duygusal modele (Shiv ve Fedorikhin, 1999) bağlı olarak sürdüreceklerdir. Bu gibi durumlarda, tüketicilerin bilgi yoğun ve pozitif çerçevelenmiş mesajlara maruz kalmalarının belirsizlik algılarını azaltması ve duygusal süreci tetikleyen negatif çerçeveli mesajlara maruz kaldıkları durumlara kıyasla daha yüksek satın alma niyeti sergilemelerine yol açması beklenmektedir. Kuramsal çerçeve ve mevcut çalışmaların bulguları ışığında aşağıda yer alan hipotezler geliştirilmiştir.

H₈: Kalabalık algısının seviyesi çerçeveleme tipine bağlı olarak satın alma niyetleri üzerinde farklı seviyelerde etkili olacaktır.

H₉: Kalabalık algılanmayan ortamlara kıyasla, kalabalık algılanan ortamlarda negatif çerçeveli mesaj içeriğine maruz kalınması daha yüksek satın alma niyeti oluşmasına neden olacaktır.

H₁₀: Kalabalık algılanan ortamlara kıyasla, kalabalık algılanmayan ortamlarda pozitif çerçeveli mesaj içeriğine maruz kalınması daha yüksek satın alma niyeti oluşmasına neden olacaktır.

2. YÖNTEM

Bu çalışma, perakende sektörü ve tüketici elektroniği bağlamında yapılmış olup, çalışmada 2x2x2 denekler arası etkensel tasarım kullanılmıştır. Kalabalık algısı (Yüksek ve Düşük), mesaj içeriği (Bilişsel ve Duygusal) ve çerçeve tipi (Pozitif ve Negatif) çalışmadaki bağımsız değişkenler, tüketicilerin reklamda sunulan dizüstü bilgisayarı satın alma niyetleri ise bağımlı değişken olarak belirlenmiştir. Çalışmadaki tüm bağımsız değişkenler (kalabalık algısı, mesaj içeriği ve çerçeve tipi) manipüle edilmiştir. Araştırmaya katılanlar, İstanbul'un üç büyük ilçesinde yaşayanlar arasından seçilmiş olup, toplam katılımcı sayısı 380 olarak gerçekleşmiştir.

Kalabalık algısının, mesaj içeriğinin ve çerçeve tipinin tüketicilerin satın alma niyetleri üzerindeki etkileşimini ölçmek için bir dizüstü bilgisayar markalı reklamın sekiz versiyonu hazırlanmıştır. Kullanılan dizüstü bilgisayar markası, hiçbir katılımcı tarafından bilinmeyen varsayımsal bir marka olarak oluşturulmuştur. Bu varsayımsal marka tüketicilerin marka değerinden kaynaklanabilecek önyargıların olası etkilerini ortadan kaldırmak amacıyla kullanılmıştır. Tüm katılımcılar ilk olarak toplam örneklemin

demografik kompozisyonu göz önüne alınarak, her biri 190 kişiden oluşan Grup A ve Grup B olarak iki gruba ayrılmıştır. Grup A, kalabalık olmayan ortam olarak ve Grup B ise kalabalık ortam olarak manipüle edilmişlerdir. Her grup farklı bir mesaj içeriği (bilişsel ve duygusal) ve çerçeve tipi (pozitif ve negatif) kombinasyonlarına sahip olacak şekilde tekrar bölünmüştür. Denekler, üst grubun demografik özellikleri doğrultusunda gruplara dağıtılmış ve her grup, toplam örneklem ile benzer demografik dağılıma sahip olmuştur. Ana ve alt grupların dağılımı Tablo 1’de özetlenmiştir.

Tablo 1. Deneysel Tasarım Grupları

Grup / Reklam	Kalabalık Durumu	Mesaj İçeriği	Çerçeve Tipi	Katılımcı Sayısı
1	Yüksek	Bilişsel	Pozitif	45
2	Yüksek	Bilişsel	Negatif	50
3	Yüksek	Duygusal	Pozitif	50
4	Yüksek	Duygusal	Negatif	45
5	Düşük	Bilişsel	Pozitif	47
6	Düşük	Bilişsel	Negatif	48
7	Düşük	Duygusal	Pozitif	52
8	Düşük	Duygusal	Negatif	43
Toplam Katılımcı Sayısı				380

Çalışmada tüm katılımcılara bilgisayar ekranında dizüstü bilgisayar markasının reklamı gösterilmiş, reklamı analiz etmeleri ve daha sonra reklamı yapılan markayı satın alma niyetlerini ölçen soruları yanıtlamaları istenmiştir. Çalışmada manipüle edilen faktörlerden biri olan kalabalık algısında, düşük kalabalık ortamı 10 bilgisayar terminali olan odalara 10’ar kişilik gruplar halinde girilmesi ve içeride bekleme olmadan bilgisayar ekranlarında reklamların incelenmesi ile sağlanmıştır. Diğer taraftan, yüksek kalabalık ortamı ise yine 10 bilgisayar terminali olan odalara bu sefer 38’er kişilik gruplar halinde giriş yapılarak, deneklerin bilgisayar ekranına bakmak için sırada beklemek zorunda kaldıkları ve bilgisayara bakanların da arkalarında sıra oluşması ve gürültülü bir ortam ile sağlanmıştır. Bir diğer manipüle edilen değişken olan mesaj içeriğinde ise bilişsel yoğunluk kullanılan reklam tipinde CPU, HDD, RAM ve ekran büyüklüğü bilgileri yer alırken, duygusal yoğunluk sağlanan reklam tipinde ise “Başarılı insanların tercihi” sloganı ile uçaakta söz konusu bilgisayar ile çalışan işadımı resmi yer almıştır. Son olarak, çerçeveleme değişkeni ise pozitif çerçeveleme içeren reklamda “Yüksek performans için hazır mısınız? Performa’nın performansı ile üretkenliğinizi en üst seviyeye çıkarın” mesajı yer almıştır. Negatif çerçeveleme ile hazırlanan reklamda ise “Performa dışındaki her şey donan ekranlar, düşük performans ve kaybedilen üretkenlik için ödenen bir ücrettir. İki kere düşünün!” mesajı kullanılmıştır.

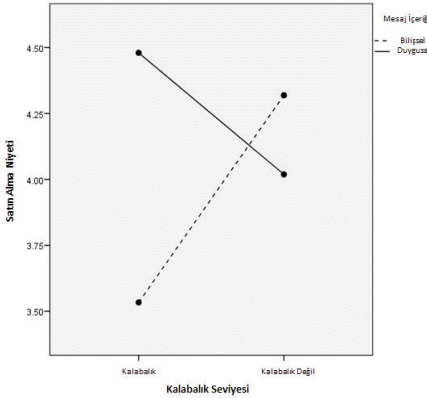
Araştırmada kullanılan satın alma eğilimi ölçeği (Chandran & Morwitz, 2005) mevcut literatürden ödünç alınmış ve Türkçe'ye çevrilmiştir. Ölçeğin iç güvenilirlik testi yapılmış ve yeterli Cronbach Alpha değerlerine ulaşılmıştır. Araştırma analizi SPSS v25 programı kullanılarak gerçekleştirilmiştir. Deney tasarımında yer alan grupların satın alma niyeti farklılıklarının ölçümünde tek yönlü varyans analizi ve temel ve ortak (interaction) etkinin ölçümünde ise faktöryel varyans analizi ile kullanılmıştır.

3. BULGULAR

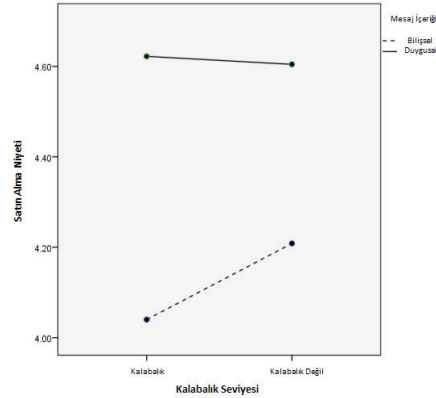
Farklı kalabalık algısı seviyelerinin satın alma niyetleri üzerindeki etkilerini belirlemek için yapılan ANOVA analizinin sonuçları, kalabalık algı seviyesinin satın alma niyetleri üzerinde anlamlı bir etkisi olmadığını doğrulamıştır: $F(1,378) = 2.69$, $p = .110$, kısmi $\eta^2 = 0,01$. Bu bulgu ışığında H_1 desteklenmemiştir. Analizin sonuçları, ortamdaki kalabalık algısı, mesaj içeriği (bilişsel ve duygusal) ve çerçeve tipi (pozitif ve negatif) arasında istatistiksel olarak anlamlı üç yönlü bir etkileşim olduğunu doğrulamıştır. Bu sonuç, üç bağımsız değişken arasında en az bir adet istatistiksel olarak anlamlı iki yönlü etkileşim olduğunu göstermektedir, $F(1,372)=27.038$, $p=.000$. Buna bağlı olarak yapılan analizde, pozitif çerçeveli mesajlar için kalabalık ile içerik arasında anlamlı iki yönlü bir etkileşimin varlığı doğrulanmış ($F(1,372) = 76.311$, $p = .000$), ancak negatif çerçeveli mesajlar için istatistiksel olarak anlamlı bir etkileşim tespit edilmemiştir ($F(1,372) = 1.627$, $p = .203$).

1a ve 1b grafikleri Kalabalık Algısı X Mesaj İçeriği etkileşimini iki farklı çerçeveleme koşulunda görsel olarak sunmaktadır.

Grafik 1a. Pozitif Çerçeveleme



Grafik 1b. Negatif Çerçeveleme



Pozitif çerçeveleme koşulunda kalabalık algısı ile mesaj arasındaki önemli etkileşim, ortamda algılanan kalabalık seviyesinin, maruz kalınan mesaj içeriği türüne bağlı olarak tüketicilerin satın alma niyetleri üzerinde farklı etki düzeylerinin olacağını teyit etmiştir. Bu bulgu ışığında H_2 desteklenmektedir. Bu noktadan itibaren, temel etkileri ölçmek için yapılan analizler, istatistiksel olarak anlamlı olan tek çift yönlü etkileşim olan pozitif çerçeve koşulunda devam etmiştir. Kalabalık algısının, bilişsel ve duygusal mesaj içeriği koşulları altında satın alma niyetleri üzerindeki ana etkisine yönelik analiz sonuçları,

bilişsel mesaj içerik koşullarında çevrede algılanan kalabalık seviyesinin istatistiksel olarak anlamlı bir ana etkisinin olduğunu doğrulamıştır ($F(1,372) = 57.672$), $p = .000$). Bu bulgu ışığında H_3 desteklenmektedir.

Kalabalık olmayan ortamlarda bilişsel mesaj içeriğine maruz kalan tüketicilerin satın alma niyetleri ($M = 4.31$), kalabalık ortam koşullarında ($M = 3.53$) bilişsel yoğun mesajlara maruz kalan tüketicilerden daha yüksek olarak tespit edilmiştir ($M = 3.53$), % CI, 0.582- 0.989), $p = .000$. Bu bulgu ışığında H_4 desteklenmektedir. Duygusal mesaj içeriği koşulunda ortama yönelik kalabalık algısının temel etkisinin ölçülmesi sonucunda istatistiksel olarak anlamlı bir etki olduğu tespit edilmiştir ($F(1,372) = 21.986$, $p = .000$). Bu bulgu ışığında H_5 desteklenmektedir. Kalabalık ortam koşullarında duygusal mesaj içeriğine maruz kalan tüketicilerin satın alma niyetlerinin ($M = 4.48$), kalabalık olmayan ortam koşullarında ($M = 4.01$) duygusal mesaj içeriğine maruz kalan tüketicilere göre daha yüksek olduğu tespit edilmiştir, % CI, 0.268 ila 0.654), $p = .000$. Bu bulgu ışığında H_6 desteklenmektedir. Farklı tiplerdeki çerçeveleme işleminin satın alma niyetleri üzerindeki etkilerini belirlemek amacıyla yapılan ANOVA analizinin sonuçları, çerçeveleme tipinin satın alma niyetleri üzerinde önemli bir etkisinin olduğunu doğrulamıştır, $F(1,378) = 18,54$, $p = .000$, kısmi $\eta^2 = .04$. Bu bulgu ışığında H_7 desteklenmektedir.

Kalabalık algısı, mesajın içeriği (bilişsel ve duygusal) ve çerçeve tipi (pozitif ve negatif) arasında istatistiksel olarak anlamlı üç yönlü bir etkileşim olduğu tespit edilmiş olup, $F(1,372) = 27.038$, $p = .000$, bunun içerisinde tek istatistiksel olarak anlamlı iki yönlü etkileşimin pozitif çerçeveleme koşulunda kalabalık algısı ve mesaj içeriği içerik arasında olduğu sonucuna varılmıştır. Kalabalık Algısı X Mesaj Çerçevesi ($F(1,372) = .730$, $p = .393$) ve Mesaj İçeriği X Mesaj Çerçevesi ($F(1,372) = 2.646$, $p = .105$) olarak diğer iki yönlü etkileşimler ile ilgili yapılan analizlerde istatistiksel olarak anlamlı sonuçlara ulaşılamamıştır. Buna bağlı olarak, kalabalık algısı ve mesaj çerçevesi tipi arasındaki istatistiksel olarak anlamlı etkileşim eksikliği nedeniyle, H_8 , H_9 ve H_{10} desteklenmemektedir.

4. TARTIŞMA VE SONUÇ

Bu çalışma, ortama yönelik kalabalık algısı ve reklam mesajlarının çerçevesizlenmesinin ana etkilerini ve aynı zamanda kalabalık algısı, mesajın içeriği (bilişsel ve duygusal) ve çerçeve türü (pozitif ve negatif) arasındaki üç yönlü etkileşiminin tüketicilerin satın alma niyetleri üzerindeki etkilerini ölçmeyi amaçlamıştır. Araştırma sonuçları kalabalık algısının satın alma niyetleri üzerinde etkili olmadığını göstermektedir. Bu sonuç literatürde yer alan diğer çalışmaların aksine bir bulguyu ortaya koymaktadır (O'Guinn, Tanner, & Maeng, 2015; Eroglu, Machleit, & Barr, 2005). Ortama yönelik algılanan kalabalık, mesajın içeriği (bilişsel ve duygusal) ile mesajın çerçeve tipi (pozitif ve negatif) arasında istatistiksel olarak anlamlı üç yönlü bir etkileşim olması bu araştırmanın bir diğer bulgusu olarak ortaya çıkmaktadır. Bu önemli üç yönlü etkileşim, çerçeve tipinin (pozitif - negatif) kalabalık algısı ve mesaj içeriği tipi arasındaki iki yönlü etkileşim üzerindeki düzenleyici etkisinden kaynaklanmaktadır. Bulgular, pozitif çerçeveleme ve negatif çerçeveleme koşullarının, satın alma niyetleri üzerindeki etkisinde kalabalık algısı ve mesaj içeriği arasında farklı düzeylerde etkileşime neden olduğunu doğrulamaktadır.

Detaylı analizde, yalnızca pozitif çerçeveleme koşulunda, ortama yönelik kalabalık algısı düzeyinin, maruz kalınan mesaj içeriği türüne bağlı olarak tüketicilerin satın alma niyetleri üzerinde farklı etki seviyelerine sahip olduğu tespit edilmiştir. Basit temel etki analizine dayanarak, kalabalık olmayan ortamlarda bilişsel yoğun mesajlara maruz kalmanın, kalabalık ortamlara kıyasla daha yüksek satın alma niyetlerine yol açacağı doğrulanmaktadır. Aksine, kalabalık ortamlarda duygusal yoğun mesajlara maruz kalmanın, kalabalık olmayan ortamlara kıyasla daha yüksek satın alma niyetlerine yol açacağı da doğrulanmaktadır. Bildiğimiz kadarıyla, bu etkileşimlere odaklanan ve önemli etkileşim sonuçlarını bildiren başka bir çalışma bulunmamaktadır.

Araştırma sonuçları uygulamaya yönelik bazı önemli noktaların belirtilmesi ihtiyacını doğurmaktadır. Öncelikle, kalabalık algısının tüketicilerin satın alma niyet seviyelerinde önemli bir farklılık yaratmadığı tespit edilmiştir. Bu bulgu ışığında, kalabalık mağazaların bir müşteri kaybı kaynağı olmadığı ya da kalabalık bir ortama sahip olmayan mağazaların satın alma niyetlerini arttırmadığı sonucuna ulaşılabilmektedir. Kalabalık olarak algılanan veya algılanmayan tüm ortamlarda, eğer mağazanın içindeki trafik ve hizmet akışı perakendeciler tarafından doğru yönetiliyorsa, müşterilerin ürünlere odaklanmaları mümkün olabilecektir. Eğer müşteriler uzun süre beklemez, ürünü analiz etme fırsatı bulur, bir satış görevlisiyle konuşabilir veya ürünleri analiz etmek için bazı terminalleri kullanabilirlerse, ürünü satın alma niyetleri mağazadaki kalabalık seviyesinden bağımsız olarak artacaktır. Çalışmanın bir başka bulgusu, reklamda veya mağaza iletişim materyalinde kullanılan mesaj çerçevesi pozitif olduğunda, bilgi yoğun mesajların, kalabalık olarak algılanmayan mağaza ortamlarında daha yüksek satın alma niyetlerine yol açacağı yönündedir. Aksine, kalabalık ortamlarda, yoğun duygu içeren mesajlar, daha yüksek satın alma niyetleri ürettiği sonucuna ulaşılmıştır. Bu bulgular, perakendecilerin ve pazarlamacıların farklı mağaza ortamlarında dinamik mesaj stratejileri uygulaması gerektiğini göstermektedir. Dinamik mesaj stratejileri, mağaza içi iletişim materyallerinde haftanın günlerine ve mağaza içindeki müşterilerin yoğunluğuna bağlı olarak farklı mesaj içerikleri uygulanmasını içermektedir. Daha az kalabalık günlerde, mağaza içi iletişim materyali pozitif çerçeveli olmalı ve müşteriler değerlendirmelerde bilişsel rotayı seçeceğinden daha yoğun bilgi içeren mesajlara sahip olmalıdır. Öte yandan, hafta sonları gibi kalabalık günlerde, perakendeciler mağaza içinde yapılacak ve duyguları tetikleyen deneysel pazarlama faaliyetlerine güvenmeleri ve tüm iletişim materyallerini daha etkili duygusal içeriğe sahip olacak şekilde hazırlamaları gerektiği düşünülmektedir.