

# A Study on the Expression Methods of Facade Design from the Perspective of Space Marketing

- Focus on Sports Stores in Busan and Fukuoka -

## 스페이스 마케팅 관점에서의 파사드 디자인의 표현방법 연구

- 부산과 후쿠오카의 스포츠 전문점을 중심으로 -

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**Abstract**               The purpose of this study was to investigate the influential factors of space marketing, and then to empirically analyze how they were reflected on the facade elements of sports stores. In order to achieve such a purpose, the research was firstly based on the perspective of space marketing to extract various features into 4 types of factors, namely sensuous factors, differentiated external appearance factors, image-associating factors and story-creating factors. Secondly, this study extracted the elements of facade design for sports stores including architectural elements, visual elements and display elements. Thirdly, it clarified the correlation of the influential factors of space marketing with the external space elements of sports stores. Fourthly, the qualitative analysis method was applied to analyze eight selected cases in Busan and eight selected cases in Fukuoka, Japan in order to explore the various different methods of expression of facade design. Lastly, the study found that the stores in Busan mostly take advantage of contrasting effects to deliver a strong visual impression to customers in the sensuous factors. Besides, the facade shapes in Busan were designed to be straight in order to enhance the main doors with its distinguished formative features to maximize the effective expression of the differentiated external factors, along with other expression methods of the image associating and story creating factors. This was done to associate with the brand identity in comparison with the stores in Fukuoka.

**Keywords**               Sports Stores, Space Marketing, Busan, Fukuoka  
                                  스포츠 전문점, 스페이스 마케팅, 부산, 후쿠오카

## 1. Introduction

### 1.1. Research Background and Objectives

Korea moved into the era of the 1980s with the 1988 Seoul Olympic Games and increased popularization of various kinds of sports activities. This so-called 'sports era' was a result of a growth in interest in sports, general economic growth and a changing cultural environment. From then on many sports brand companies eagerly introduced foreign brands as well as domestic brands to the sports business market and have since then maintained a

steady market increase by means of gradually pushing fierce competition in the domestic market.<sup>1)</sup> Sportswear brands have been expanding a lot over the last few years and have had a great influence on its promotion and competitiveness, ultimately by increasing the profits of the enterprises. This resulted in increased customer satisfaction through increased awareness. The table below collected 20 famous brand stores with main design characteristics as shown in table 1.

According to the closing accounts of 2008, 2009, 2010, 2011 and the first half of 2013 into sportswear

1) Han, Ye Ji, Effects of In-store Experiences on Store Satisfaction, Brand Attitude and Purchase Intention, Graduate School of Design Sungkyunkwan University, 2013, p.5

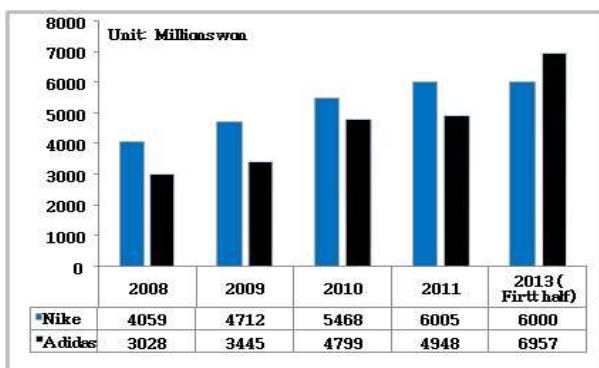
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sales growth ranking in Korea, Nike was ranked 1st from 2008 to 2011 with 4058 million won, 4712 million won, 5468 million won, 6005 million won respectively.

<Table 1> Main design characteristics of branded sports stores

No	Brand	Main design characteristics
1	Nike	Its design looks light and simple but very comfortable and good looking Simply praised for it is awesomeness
2	Adidas	It is very comfortable and stylish. It matches all kinds of personality. Material quality, design attractiveness, durability, comfort and lots of options.
3	Reebok	They are very comfortable Great shoes offering a great variety between classics and hi-tech shoes.
4	Lecoq sportif	They are of a dedicated design, but still keeping a sporty look. Classic in spirit, but with modern cuts and materials.
5	Descente	Providing comfort, mobility, and performance
6	New Balance	Perfect for long runs and marathons! Good quality and look good.
7	Puma	Simply best. Nice designs and great comfort
8	Discovery	Very stylish and good in variety
9	Wild roses	Using top quality high-tech materials with ultra-modern functional characteristics
10	Oakley	It is very comfortable and stylish. It matches my personality.
11	Patagonia	They are very comfortable and are also very stylish.
12	Jordan	Jordans comes in all sorts of variety. These amazing shoes were inspired by the greatest basketball player of all time Michael Jordan
13	Under Armour	Low price, lightweight, good quality and amazingly easy to run with the colors. the features are very nice.
14	Asics	They are very comfortable and are also very stylish
15	New Balance	Perfect for long runs, and marathons! ABZORBA is great. Good quality and look good as well.
16	FILA	Great fitting, great comfort nice looks. They are really stylish and their designs are breath taking.
17	K-Swiss	Lovely and comfortable shoes. Genuine quality
18	Mizuno	Mizuno is easily fantastic quality and durability, some of them are just indestructible, notably the Ignitus series of Soccer shoes.
19	Merrell	Best comfort and quality
20	Lee Cooper	The best and comfortable casual shoes.

Nike was ranked 2nd with 6000 million won in the first half of 2013. In contrast, Adidas ranked 2nd from 2008 to 2011 with 3028 million won, 3445 million won, 4799 million won, and 5948 million won respectively. Adidas ranked 1st with 6957 million won in the first half of 2013<sup>2)</sup> as shown in the following figure 1.



<fig. 1> The rankings of sportswear sales growth in Korea

2) Gim, Geohui writer: The Scoop News, 2013

Based on the statistics on the above closing accounts. there has always been strong competition between Nike and Adidas, and with other sportswear brands. It can be understood that commercial space in a modern society is not a simple place to sell only goods and purchase services but also information, brand images and other value-added consumption services, which have been introduced to adapt to a new concept of living.<sup>3)</sup> This has resulted in a very challenging atmosphere to emerge with a competitive advantage. For these changing challenges about new customers' needs and brand marketing positions, Space Marketing is becoming recognized as a necessary element in the commercial marketing space strategy.

This research aims to investigate the perspective of space marketing and consequently analysis was made to illustrate how the elements of sports stores were reflected on facades. This is because the facade is the first impression of information about the store that is observed by the shoppers before entry into the store, and plays a crucial role in forming the brand assets including brand loyalty and brand awareness. Therefore, the overall result of the research could provide specific and practical expression methods which could apply to not only sports stores but also to other types of commercial spaces.

## 1.2. Research Scope and Method

The main customers of sports stores

The main customers of sports stores are young people in their 20s and 30s. The survey also found that brand name sports stores are the most preferred shop types for buying sports wear as compared to department stores and other types of outlet stores, including discount stores.

In addition, customers preferred to go to stores located in close proximity to areas with similar stores rather than stores located independently.<sup>4)</sup> Our modern society has in a short period of time lead us to a rather busy life and - considering the psychology of the human mind - customers consequently prefer to

3) Lee, Mi Jin, Interior Design Elements of a Commercial Space in the Psychological Process of Purchasing (AIDMA), Graduate School of Pusan National University, 2011, p.1

4) Jung Hyun Lim, A study on Purchasing of Sports Products according to Preference for Counter, the Graduation School of Sookmyung Women's University, 2001

solve matters as quickly as possible as they typically have a lot to cope with in a very limited period of time. Therefore, the shopping streets used to analyze cases from the perspective of space marketing on facade design must be dense and competitive.

Based on these conditions, Gwangbok-dong shopping street is representative for Busan and Tenjin shopping streets is representative for Fukuoka. Tenjin is the biggest shopping district in Kyushu region that offers department stores, fashion boutiques and unforgettable restaurants.

The study chose Busan and Fukuoka as site surveys for the case studies because there is a strong cultural and economic tie between the two cities.

In 2009, the two cities celebrated the 20th anniversary of a close relationship. Another noteworthy case of the Fukuoka-Busan cooperation is a tourism project called “Asia Gateway Campaign 2011.”

Fukuoka and Busan have worked together to promote tourism not only within but also outside the two cities. The two cities will take a new concrete step toward being a “core-region” in Northeast Asia.<sup>5)</sup>

After the site surveys were carried out at Gwangbok-dong and Tenjin shopping streets, the main characteristics were summarized and the locations of 16 selected sports stores are shown in table 2.

The method of this study is summarized according to the following steps:



Firstly, it presents the theoretical background of space marketing and extracts the strategic factors of space marketing.

Secondly, it presents the prior research papers of commercial spaces and sports stores to derive from the classification of facade design elements.

Thirdly, it conducts a qualitative analysis method analysing the 8 cases in Busan and the 8 cases in Fukuoka in order to obtain the individual expression methods of facade design from each brand and the differences between two countries.

Finally, the overall analysis results are summarized and the strength and weakness of the expression methods from each city are highlighted.

<Table 2> The main characteristics of Gwangbok-dong and Tenjin shopping street

Region	Division	Main Characteristics
Gwang-b o k dong	Locations of sports stores	
	List of selected sports stores	Adidas, K Wiss, Descente, Wild roses, Le cog sportif, Nike, New balance, discovery
	Surrounding facilities	Lotte department store
	Main customers' age	From 20-50
	Demand price	Expensive, reasonable price
	Main purpose of visit	Shopping, eating, meeting people and visiting
	Activity Time	From 9 am to 11pm
Tenjin	Locations of sports stores	
	List of selected sports stores	Nike, Adidas, IBS, the North Face, Oakley, Asics, Patagonia, Abahouse
	Surrounding facilities	Underground Shopping Arcade, Tenjin Core, Mitsukoshi, Iwataya, Daimaru
	Main customers' age	From 20-50
	Demand price	Very expensive, reasonable price
	Main purpose of visit	Shopping, eating, meeting people and visiting
	Activity Time	From 9 am to 11pm
Cultural characteristics	Tenjin Central Park, Global Village	

## 2. The Theoretical Background of Space Marketing

### 2.1. General Meaning of 'Space Marketing'

Space marketing is a type of marketing to enhance a brand image or a space that interacts with the consumer and seller relationships in a three-dimensional space experience. According to Park, Sung-Shin (2007), a company provides a space as a direct target to meet the needs of customers or improves their brand image through the consumers' space experience. These overall marketing activities are called Space Marketing. Jeon, Jin-Hwa (2009) has defined that in a narrow meaning sense of space marketing, a space is designed to achieve objectives of a brand image

5) Naoto Takaki, Building an Integrated Trans-border Economic Region between Busan and Fukuoka, Seoul National Economic Research Institute, 2011

promotion, a province (place), an economic profit, a customer satisfaction maximization, a place promotion, an urban development and so forth. More than this, to obtain these objectives a space is all of the necessary activities to find a solution or alternatives to the problems in a broader sense. According to Choi, Hyun-seo (2008), space design marketing is intended for a company brand's value enhancement, making the company's brand well-known and generating added value as well.<sup>6)</sup>

## 2.2. The Strategic Factors of Space Marketing

In order to execute the application of space marketing to the facade design, this research collected the strategic factors and the influential factors of space marketing since 2000. Preceding research<sup>7)</sup> are shown in table 3.

<Table 3> Preceding research on the influential factors of space marketing

Researcher	Characteristics
Choi Hui Young (2004)	<ul style="list-style-type: none"> <li>- Spatial characteristics for associating company brand name through visual system (using sight, hearing features such as video sound system to associate company brand name).</li> <li>- Spatial characteristics for transmitting information via five senses (intellectual/ futuristic technique space, a space for transmitting digital information etc.)</li> <li>- Spatial characteristics for a communication exchange of the knowledge</li> </ul>
Shim, Eunju (2006)	<ul style="list-style-type: none"> <li>- Corporate brand identity</li> <li>- A shared social, cultural and political space</li> <li>- Expressing a respect of the nature existence</li> </ul>
Kim, So Yeon (2003)	<ul style="list-style-type: none"> <li>- Interacting factors</li> <li>- Facade image for setting the brand identity</li> <li>- Eco-friendly factors (eco friendly finishing materials), etc</li> <li>- Visual expression through space size, shape</li> </ul>
Kim, Yeongjin	<ul style="list-style-type: none"> <li>- Sensuous factors ( brand identity through visual elements )</li> <li>- Spatial factors of communication and society</li> <li>- Emotional experience space through five senses</li> <li>- Facade image- making factors</li> </ul>
Yang, Jeongsik (2008)	<ul style="list-style-type: none"> <li>- Brand identity</li> <li>- Interaction</li> <li>- Eco-friendly factors</li> </ul>
Choe, Hyeonseo (2008)	<ul style="list-style-type: none"> <li>- Image-associating factors of brand value, sensuous factors</li> <li>- Spatial factors, story-creating factors.</li> </ul>
Hong, Seongyong (2008)	<ul style="list-style-type: none"> <li>- Sensuous factors (visual, tactile, hearing, smell, ect.)</li> <li>- Spatial factors (pedestrian space, square, green spaces, stairs, axes, circular spaces, the size of a space, light and color, equipment and decoration)</li> <li>- Differentiated external factors</li> <li>- Image-associating factors</li> <li>- Story-making factors ( brand story)</li> <li>- Creating a space that stimulates senses, etc</li> </ul>

6) Lee, Mi Jin , Interior Design Elements of a Commercial Space in the Psychological Process of Purchasing (AIDMA), Master Thesis of Pusan National University, 2011, p.7

7) Kim, Ji Hyun, A Study on Directing of Space for Food and Beverage by Applying Influential Factors of Space Marketing, Master thesis of Hong-ik University, 2010, p.9

The previous table presented seven different factors, namely; 'spatial factors', 'sensuous factors', 'differentiated external factors', 'image-associating factors', 'story-creating factors', 'eco-friendly factors' and 'interacting factors' as shown in table 4.

<Table 4> Space Marketing strategic factors extracted to adapt the facade of sports stores

Researcher	Characteristics
Choi Hui Young (2004)	Spatial factors
Shim, Eunju (2006)	-
Kim, So Yeon (2003)	Interacting factors
Kim, Yeongjin	Sensuous factors Spatial factors
Yang, Jeongsik (2008)	Eco-friendly factors
Choe, Hyeonseo (2008)	Image-associating factors Sensuous factors Spatial factors Story-creating factors
Hong, Seongyong (2008)	Sensuous factors Spatial factors Differentiated external factors Image-associating factors Story-making factors

However, the research merged all of the 7 factors and set out a list to examine which factors can be applied for practical case studies. However, there is a shortage of previous research regarding the specific expression characteristics of 'Spatial factors', 'Interacting factors', and 'Eco-friendly factors'. Therefore, four factors of space marketing were selected to analyze the correlation of space marketing with facade design of sports stores because they are directly related to a space marketing standpoint, which enhance brand loyalty and brand awareness. The four extracted strategic factors of space marketing<sup>8)</sup> are shown as in table 5.

<Table 5> Extracted strategic factors of space marketing applicable to the facade design of sports stores

No		Characteristics
1	Sensuous factors	Appealing to the five senses and stimulating desire of the participants accompanied by curiosity.
2	Differentiated external factors	According to the Cluster Effect, the facade is differentiated and affected, which can lead to consumers' choice within three seconds.
3	Image-associating factors	Visual Identity and clarification
4	Story-creating factors	Bring life to a space Highlighting the memory through a continuous joy.

8) Kim, Dong-Hoon, A Study on Complex Cultural Spaces based on Space Marketing, Korean Institute of Interior Design Journal, vol.15 2015, p.115

### 2.3. The Extracted Elements of the Facade Design Applicable to Sports Stores

This study was based on previous research into facade design elements to derive the elements of facade design. This was done in order to examine the factors of space marketing that are applicable to the facade design of sports stores. In this way, the research extracted the fundamental elements of facade design for general commercial stores. They are divided into three different categories: architectural element (shape, wall, column, balcony), visual elements (pattern, color, material), decorated elements (corporate image, lighting and decorated elements)<sup>9)</sup>, which are shown in table 6.

<Table 6> Fundamental elements of general facade design

Architectural elements	Visual elements	Decorated elements
Shape	Pattern	Corporate image
Wall	Color	Lighting, decorated elements
Column	Material	
Balcony		
Window		

In addition, the research went through other preceding research centered on design elements of facade design in order not to miss any important elements. Five key design elements were derived, namely; shape, material, pattern, color and sign<sup>10)</sup> as shown in table 7.

<Table 7> Key design elements of facade design

No	Elements	Characteristics
1	Shape	The overall shape of building
2	Material	The main material used
3	Pattern	Shown pattern of the surface
4	Color	The main color used
5	Sign	Shop name, logo, trademark

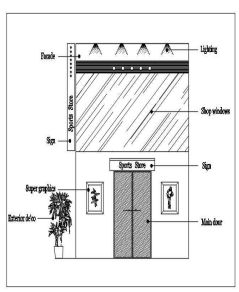
To completely set out a list of the elements of facade design, the research observed 16 sports stores

9) Kim, Huym-shin, A Study on the Facade Design of Domestic Company Buildings that have Expressed the Methods of Corporate Images, Journal of the Korean Institute Of Interior Design, vol.23, 2014, p.190

10) Yeo, Mi and Oh, Sun Ae, A study on the preference of design components of shop facade, Journal of the Korean Institute Of Interior Design, vol.24 No.2 Serial No.109, 2015, p.169

in both Busan and Fukuoka to determine which elements are on the facade of sports stores. In this way, columns and walls were removed; corporate image and decorated elements that expressed almost the same things were changed precisely into super graphics and others things such as plants, DVD screens etc. The list of extracted elements of facade design are shown in table 8.

<Table 8> Extracted elements of the facade design of sports stores

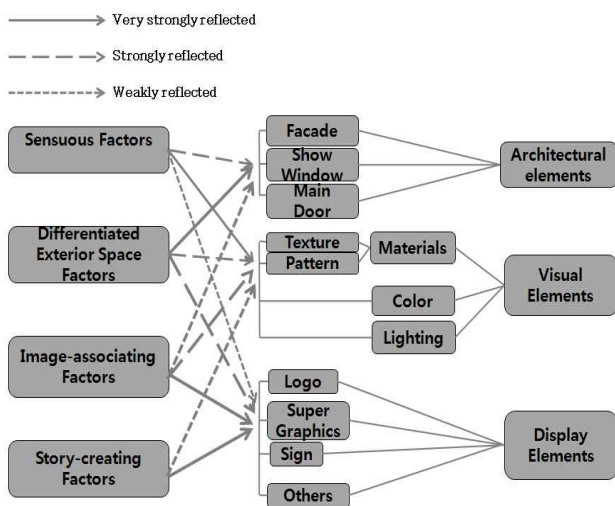
Elements		Characteristics	
Architectural elements	Facade	The overall shape of building.	
	Show window	Mainly 1~2 floors window in which customers can see the goods directly without entering the store and appeal to the customers's eyes to desire to enter the store.	
Visual elements	Main door	The shape, scale of entrance door	
	Material	Texture and pattern	
	Pattern	Shown pattern of the surface	
	Color	The main color used	
Lighting	The main outdoor lighting features used		
Display elements	Sign	Shop name, logo, trademark	
	Super graphics	The main graphic used	
	Others	Plants, DVD screens	

## 3. Case Study

### 3.1. Methodology of Case Studies

Through a qualitative analysis method applied to the site surveys at Busan and Fukuoka, the connecting relationship is established in order to find out how the strategic factors of space marketing are reflected on the elements of facade design in sports stores. Sensuous factors are observed if the elements of facade design are designed to appeal to the five senses and stimulate the desire and curiosity of the participants. As facades of sports stores on the outside of buildings, the senses of smell and taste are not expressed. In this way, sensuous factors are mostly reflected by three senses, namely; sight, hearing and touch being expressed by the texture of materials, colors, patterns, lighting, signs, super graphics and others such as plants and DVD screens. Differentiated external factors are observed if the

elements of facade design are designed to express distinguished formative features that can lead to consumers' choice within three seconds according to the Cluster Effect. In this way, differentiated external factors are expressed mostly by the shape of facade, show windows, main doors and colors. image-associating factors are observed if the elements of facade design are designed as the visual identity and clarification that helps consumers to process information more accessibly and differentiate the brand. In this way, image-associating factors are expressed mostly by the colors of brand identity, signs and super graphics. Story-creating factors are observed if the elements of facade design are designed to bring life to a space and highlighting the memory through a continuous joy and entertainment. In other words, the elements of facade design are examined if they are designed to appeal as a connection between the space and the story of any fact, subject or situation that has a certain plot. In this way, story-creating factors are expressed mostly by super graphics and DVD screens. The connecting relationship between the strategic factors of space marketing and the facade design elements of sport stores are derived in figure 2.



<fig. 2> The connecting relationship between the strategic factors of space marketing and the facade elements

A qualitative analysis method was applied in which the application levels of the space marketing factors were marked with the following symbols; ●, ●, ●, ○ and /, depending on the degree of application. This method gathered from other research used for study

cases as shown in table 9.

Based on the qualitative analysis method, sports stores are analyzed to measure the strength and standard of expression on how visual-architectural, visual and display elements are expressed specifically and quantitatively with emphasis on the strategic factors of space marketing. Therefore, it was possible for the study to conduct a comprehensive analysis of expression methods on facade elements for each individual branded sports stores.

<Table 9> The qualitative analysis method

No	Researchers	The qualitative analysis method *
1	Kim, Dong-Hoon ( 2015) <sup>11)</sup>	Applied
2	Cao, Wenjia (2015) <sup>12)</sup>	Applied
3	Park, Si-Yoon (2014) <sup>13)</sup>	Applied
4	Choe, Hye-Jin ( 2011) <sup>14)</sup>	Applied
5	Choi Won Sun ( 2011) <sup>15)</sup>	Applied

\* Application degree levels for each symbol is as follows:  
 ● very strong, ● strong, ● Normal, ○ weakness and / No




### 3.2. Analyzing Cases in Busan

As mentioned above, there are a total of 8 selected branded sports stores at Gwangbok-dong shopping streets, which are running business in this location. They are Nike, Adidas, New Balance, Le Cog Sportif, K wiss, Descente, Discovery and Wild Roses. Further, the stores are sorted by brands to comply with the requirements of this research and at least two floors of facade are selected, as the space marketing factors are expressed much better than for only one floor. These site surveys were carried out in the period from 12th May 2015 to 20th August 2015 and analyzed as shown in the following table 10.

- 11) Kim, Dong-Hoon, Study on Complex Cultural Spaces based on Space Marketing, Journal of the Korean Institute of Interior Design, vol.17 2015, p.157
- 12) Cao Wenjia, A Case Study about Digital Media Design Expression Characteristics in Commercial Space for Experiential Marketing, Journal of the Korean Institute of Interior Design, vol.17 2015, p.250
- 13) Park, Si-Yoon, A Study on the Interior Design of Hotel Design through Brand Marketing Collaboration, Journal of the Korean Institute of Interior Design, vol.23 2014, p.60
- 14) Choe, Hye-Jin, A Study on Differentiation Strategy of Apartment Space According to Brand Identity Factors, Journal of the Korean Institute of Interior Design, vol.20 2011, p.108
- 15) Choi Won Sun, A Research about Experiencing Space Presentation for Enhancement of Sport Stores' Store Identity, Journal of the Korean Institute of Interior Design, vol.5 2011, p.159

<Table 10> Analyzing cases in Busan

● very strong, ● strong, ◐ Normal, ○ weakness and / No

		A1: Sensuous Factors				A2: Differentiated exterior factors				A3: Image-associating factors				A4: Story-creating factors															
Nike																													
	Architectural elements	Shape	Facade	●	●	●	○		Architectural elements	Shape	Facade	●	●	○	○		Visual Elements	Material	Texture	●	●	○	○	Color	Lighting	●	●	○	○
			Show window	○	○	○	○				Show window	○	○	○	○				Pattern	○	○	○	○		Pattern	/	/	/	/
			Main door	●	●	●	○				Main door	○	○	○	○														
	Visual Elements	Material	Texture	●	●	○	○	Visual Elements	Material	Texture	●	●	○	○	Color	Lighting	●	●	○	○									
			Pattern	○	○	○	○			Pattern	/	/	/	/															
			Color	○	○	○	○			Color	○	○	○	○															
	Display elements	Display elements	Logo	○	○	○	○	Display elements	Display elements	Logo	○	○	○	○	Logo	Super graphic	●	●	○	○	Super graphic	Sign	○	○	○	○			
			Super graphic	●	●	○	○			Super graphic	○	○	○	○		Sign	○	○	○	○									
			Sign	○	○	○	○			Sign	○	○	○	○		Others	○	○	○	○									
			Others	/	/	/	/			Others	○	○	○	○															
Comprehensive analysis of expression methods		A1				A2				A3				A4															
A1		The sensuous factors are emphasized very strongly by the material texture, the color and the lighting. The strong orange from one side of the main door has a contrasting color against the black color from the black ground, which makes a strong impression on passengers. Also, the wall-washing lights illuminate the whole facade and enhance another level of material texture and color beauty at night.				A2				The differentiated exterior factors are expressed very strongly by the shape of the exterior and the main door. The geometrical shape of the tidy facade, combined with a strong contrasting color, makes the exterior noticeably. Also, the main door is arranged to be recessed, which is an eye-catching ways to draw more attention to the store.				A3				The image-associating factors are expressed very strongly by the logo, the super graphics. The orange color from the logo and the main door enhance the appreciation of the brand identity. Together, the super graphic of 3 models running through a wild nature place helps consumers' process relevant information and highlights it in the memory.											
A4		The story-creating factors are expressed very strongly by the super graphics. The super graphic with a slogan of "Circle of Nature" is creating curiosity and communication to customers. This also helps consumers to process relevant information, differentiating the brand, generating reasons to buy, giving positive feelings and providing a basis for extensions.				A4				The story-creating factors are expressed very strongly by the logo and the super graphics. The super graphic "Overwhelm Busan energy" is designed to directly target Busan customers in Summer. This stimulates communication and creates curiosity and communication to customers.																			
Le Cog Sportif																													
	Architectural elements	Shape	Facade	●	●	○	○		Architectural elements	Shape	Facade	●	○	○	○		Visual Elements	Material	Texture	○	○	○	○	Color	Lighting	○	○	○	○
			Show window	○	○	○	○				Show window	○	○	○	○				Pattern	/	/	/	/						
			Main door	○	○	○	○				Main door	○	○	○	○														
	Visual Elements	Material	Texture	○	○	○	○	Visual Elements	Material	Texture	○	○	○	○	Color	Lighting	○	○	○	○									
			Pattern	/	/	/	/			Pattern	○	○	○	○															
			Color	○	○	○	○			Color	○	○	○	○															
	Display elements	Display elements	Logo	○	○	○	○	Display elements	Display elements	Logo	○	○	○	○	Logo	Super graphic	○	○	○	○	Super graphic	Sign	○	○	○	○			
			Super graphic	○	○	○	○			Super graphic	○	○	○	○		Sign	○	○	○	○									
			Sign	○	○	○	○			Sign	○	○	○	○		Others	/	/	/	/									
			Others	/	/	/	/			Others	/	/	/	/															
Comprehensive analysis of expression methods		A1				A2				A3				A4															
A1		The sensuous factors are emphasized strongly by the material texture and the color. The four floor facade, which gives a visual impression of with the all dark grey metal as the background and the sign of New Balance in red. This enriches the sensuous factors and has also a symbolic meaning with a psychological effect on customers.				A2				The differentiated exterior factors are expressed very strongly by the shape of the facade, the show window and the colors. A tidy and clean look of the facade and the shop window with the three color combination makes the exterior easily identifiable and stands out in a sophisticated way.				A3				The image-associating factors are expressed very strongly by the color, the logo and the super graphics. The big NB sign with a super graphic of one model doing gym gives a positive and satisfied visual identity and image related to store products.											
A4		The story-creating factors are expressed very strongly by the super graphic and the sign. The super graphic with a theme of "The comfort you design"				A4				The story-creating factors are expressed very strongly by the super graphic "Deuce Mode Performance" to create communication to potential customers and																			

with a good looking female model exercising in a gym is quite simple, but creates an actual need and a sophisticated communication to the customers.						to generate reasons to buy.																	
K-Swiss		Items				A1	A2	A3	A4	Descente		Items				A1	A2	A3	A4				
	Architectural elements	Shape	Facade	●	●	○	○		Architectural elements	Shape	Facade	●	●	○	○		Visual Elements	Material	Texture	●	●	○	○
			Show window	●	●	○	○				Show window	●	●	○	○				Texture	●	●	○	○
			Main door	●	●	○	○				Main door	●	●	○	○				Pattern	●	●	○	○
	Visual Elements	Material	Color	●	●	○	○		Visual Elements	Material	Color	●	●	○	○		Display elements	Color	Lighting	●	●	○	○
			Lighting	●	●	○	○				Lighting	●	●	○	○				Logo	●	●	○	○
			Logo	●	●	○	○				Logo	●	●	○	○				Super graphic	●	●	○	○
	Display elements	Super graphic	Sign	●	●	○	○		Display elements	Super graphic	Sign	●	●	○	○		Others	Others	●	●	○	○	
			Others	●	●	○	○				Others	●	●	○	○								
			Others	●	●	○	○				Others	●	●	○	○								
Comprehensive analysis of expression methods									Comprehensive analysis of expression methods														
A1	The sensuous factors are emphasized very strongly by the material texture, the color and the lighting. The warm brown color of the wood pattern material, which is in sharp contrast against the bold cold blue color of the metal, stimulates strong emotions among customers as the first impression. Further, the wall-washing lights enrich the texture from the warm tone of the facade.									A1	The sensuous factors are expressed very strongly by the facade and the colors. The black color is covering fully the facade, which gives a very identical visual impression in a sophisticated and luxurious way. Furthermore, the different types of material, such as steel, tiles, glass and wood enriches the sensory elements to fulfill customers' visual and tactile senses.												
A2	The differentiated exterior factors are emphasized very strongly by the shape of the facade and the shop window, which have a distorted shape due to a 2 streets facing location. These distinct features make the store standing out and helps brand a positioning in the market.									A2	The differentiated exterior factors are expressed very strongly by the shape of the facade, the shop window, the color and the logo. The geometrical shape of the facade is covered by a strong black color, which makes the exterior stand out in a luxury way.												
A3	The image-associating factors are expressed very strongly by the color, the logo and the super graphic. The K-Swiss logo with the super graphic of white simple and elegant design shoes that occupied the two upper floors of the three-faced facade helps customers strongly to associate with K-Swiss best products and its brand assets.									A3	The image-associating factors are expressed strongly by the color and the super graphics. The man on the bicycle in the super graphic gives a positive and satisfied visual identity and image formation related to the brand products. Moreover the black color from the whole surface evokes the image of brand awareness and impression.												
A4	The story-creating elements factors are expressed very strongly by the super graphic and the DVD screens. The super graphic with a theme of "Heritage American Tennis" is creating curiosity to customers. Moreover, there are three DVD screens in the shop window that creates communication to customers to easily generate reasons to buy.									A4	The story-creating factors are expressed strongly by the super graphic and the sign. The super graphics with a theme of "Awaken" stimulates a strong communication to the customers.												
Discovery		Items				A1	A2	A3	A4	Wild Roses		Items				A1	A2	A3	A4				
	Architectural elements	Shape	Facade	●	●	○	○		Architectural elements	Shape	Facade	●	●	○	○		Visual Elements	Material	Texture	●	●	○	○
			Show window	●	●	○	○				Show window	●	●	○	○				Texture	●	●	○	○
			Main door	●	●	○	○				Main door	●	●	○	○				Pattern	○	○	○	○
	Visual Elements	Material	Color	●	●	○	○		Visual Elements	Material	Color	●	●	○	○		Display elements	Color	Lighting	●	●	○	○
			Lighting	●	●	○	○				Lighting	●	●	○	○				Logo	●	●	○	○
			Logo	●	●	○	○				Logo	●	●	○	○				Super graphic	●	●	○	○
	Display elements	Super graphic	Sign	●	●	○	○		Display elements	Super graphic	Sign	●	●	○	○		Others	Others	●	●	○	○	
			Sign	●	●	○	○				Sign	●	●	○	○			Others	/	/	/	/	
			Others	●	●	○	○				Others	/	/	/	/								
Comprehensive analysis of expression methods									Comprehensive analysis of expression methods														
A1	The sensuous factors are expressed very strongly by the material texture, the color and the lighting. The design takes advantage of the strong black color of the facade in sharp contrast against the orange interior and stimulates the rich emotions among potential customers. The wall washing lights from the top of the facade illuminate the metal texture of the material enhances another beauty level.									A1	The sensuous factors are expressed strongly by the color and the lighting. A different color combination gives the facade a sense of harmony. Also the wall-washing lights enhance the attractive look of the facade.												
A2	The differentiated exterior factors are expressed very strongly by the shape of the facade and the color. The tidy and clean look from the geometrical shape of the facade, together with the contrasting colors will make the exterior identifiable and standing out with distinct features.									A2	The differentiated exterior factors are strongly expressed by the shape of the facade. The shape design of the facade is emphasized to be differentiated and identifiable appearance.												
A3	The image-associating factors are expressed very strongly by the elements of the logo, the color and the super graphic. The super graphic of an astronaut that occupies one floor of the whole facade, has a thrilling and stimulating impact on the human brain to associate and recognize the brand awareness.									A3	The image-associating factors are expressed strongly by the logo. The logo is designed in sophisticated way to help customers to associate with brand awareness of a positive attitude and sense of creation.												
A4	The story-creating factors are expressed very strongly by the super graphic "Go to enjoy the world" to create communication to customers and that would garner loyalty									A4	The story-creating factors are weak at expressing image-associating elements by display elements.												



### 3.3. Analyzing Cases in Fukuoka

There are a total of 8 selected branded sports stores at Tenjin shopping district, which are running business in this location. They are Nike, Adidas, IBS, The North Face, Oakley, Asics, Patagonia and Abahouse. These stores are also sorted by brands to

comply with the requirements of this research and at least two floors of facade are selected. These site surveys were carried out in the period from 22nd October 2015 to 24th October 2015 and analyzed as shown in Table 11.

<Table 11> Analyzing cases in Fukuoka

● very strong, ● strong, ◐ Normal, ○ weakness and / No

				A1: Sensuous Factors				A2: Differentiated exterior factors				A3: Image-associating factors				A4: Story-creating factors			
Nike		Items		A1	A2	A3	A4	Adidas		Items		A1	A2	A3	A4				
	Architectural elements	Shape	Facade	●	●	○	○		Architectural elements	Shape	Facade	●	●	●	○				
			Show window	●	●	○	○				Show window	●	●	●	○				
			Main door	●	●	●	○				Main door	●	●	●	○				
	Visual Elements	Material	Texture	●	●	●	○		Visual Elements	Material	Texture	●	●	○	○				
			Pattern	●	●	○	○				Pattern	/	/	/	/				
			Color	●	●	○	○				Color	●	●	○	○				
	Display elements	Lighting	Logo	●	●	●	○		Display elements	Lighting	Logo	●	●	○	○				
			Super graphic	●	●	●	○				Super graphic	●	●	●	○				
			Sign	●	●	○	○				Sign	●	●	○	○				
			Others	●	●	○	○				Others	●	●	○	○				
Comprehensive analysis of the expression methods								Comprehensive analysis of the expression methods											
A1	The sensory elements are expressed very strongly by taking advantage of the area contrast method by means of orange logo color and the grey and white facade. Also, a rough texture from the wood and the white painting of the brick wall gives a strong stimulation and draws the attention of passengers passing by.							A1	The sensuous factors are expressed very strongly by the material texture and the colors. There is no denying of the drama of the black exterior. Black is beautiful and a color to take seriously for giving a strong visual statement and, like a black dress, needs minimal accessories to complete the look.										
A2	Although the facade shape is straight, the differentiated exterior factors are expressed very strongly by the shaped method. The upper part of main door is changed to overhangs. This makes the exterior stands out in a unique and sophisticated way and generates a welcoming vibe.							A2	The differentiated exterior factors are expressed very strongly by the shape of the facade, the shop window, the main door and the colors. The bars of the show window from first floor up to the second floor enhance the strong vertical height of the facade with a sense of direction while the changed elevation of the main door gives an impression of strong brand-location identity.										
A3	The image-associating factors are expressed by taking advantage of the colors and the super graphics. The strong emphasis on the orange color of the logo contrasts sharply against the facade and helps the potential customers to associate with the brand.							A3	The image-associating factors are expressed by the color, the super graphic and the sign. The black geometrical facade helps customers associate with the brand products and the brand awareness.										
A4	The super graphic "Moto jacket" creates curiosity and communication to customers and also generates the reason to enter the store.							A4	The story-creating factors are expressed very strongly by the super graphics. The super graphic over the first floor of the show window, of running athletes with "forget cold" brings up a life to the facade.										
IBS		Items		A1	A2	A3	A4	The North Face		Items		A1	A2	A3	A4				
	Architectural elements	Shape	Facade	●	●	○	○		Architectural elements	Shape	Facade	●	●	●	○				
			Show window	●	●	○	○				Show window	●	●	○	○				
			Main door	●	●	○	○				Main door	●	●	○	○				
	Visual Elements	Material	Texture	●	●	○	○		Visual Elements	Material	Texture	●	●	○	○				
			Pattern	/	/	/	/				Pattern	○	○	○	○				
			Color	●	●	○	○				Color	●	●	○	○				
	Display elements	Lighting	Logo	●	●	●	○		Display elements	Lighting	Logo	●	●	○	○				
			Super graphic	●	●	○	○				Super graphic	○	○	○	○				
			Sign	●	●	○	○				Sign	●	●	○	○				
			Others	●	●	○	○				Others	●	●	○	○				
Comprehensive analysis of the expression methods								Comprehensive analysis of the expression methods											
A1	The sensory factors are expressed well by a clean and tidy look of the neutral facade with the huge shopping windows, which gives a visual sense of openness and space.							A1	The sensuous factors are emphasized very strongly by the material texture. The whole facade is covered by natural heavy stone to give it a rough texture, which makes the surface look like an art object. This completely fulfills customers' visual and tactile senses. Besides, the plant outside also enriches the sensuous factors.										
A2	The main door and the sign box are chosen to be the elements for the differentiated exterior factors. An extended elevation of the main door stands out from the straight facade and creates the desired depth of the exterior. Interestingly, the sign box being placed above the main entry door is created in an artistic and unique way that completely enhances the difference and brand location identity.							A2	The differentiated factors utilize the shape of the main door as a key element to make the facade differentiated. The main door is designed to maximize the entry space as a free flowing connection it to the interior and to distinguish a building facade from a generic and uninteresting appearance.										

A3	The image-associating factors are expressed strongly by the logo and the super graphic, which associates with positive brand attitude and sense of creation.	A3	The image-associating factors are emphasized very strongly by the logo and the sign to give a positive and satisfied association with the brand assets.				
A4	The story-creating factors are neither expressed by the visual design elements nor the display elements.	A4	The store does not appeal much to the story-creating factors.				
Oakley		Asics					
	Architectural elements	Shape	Facade	●	●	○	○
			Show window	●	●	○	○
			Main door	●	●	○	○
	Visual Elements	Material	Texture	●	○	○	○
			Pattern	○	○	○	○
			Color	●	●	○	○
	Display elements	Lighting	Logo	○	○	○	○
			Super graphic	○	○	○	○
			Sign	○	○	○	○
			Others	○	○	○	○
Comprehensive analysis of the expression methods							
A1	The sensuous factors are expressed well by the colors, the shop window, the sign and the super graphics. All of these elements are combined in harmony to deliver a sense of scale and an image of sophisticated look.	A1	The sensuous factors are expressed very strongly by the colors and the smooth texture of the materials. The two big blue columns appear clearly from the translucent shop window and express a clear and artistic look.				
A2	The differentiated exterior factors take use of the changed elevation of the facade shape as a key element to make the facade to stand out. The distorted form of the facade also makes the store standing out and helps the brand to achieve a positioning in the market. In addition, the main door is also designed to distinguish a building facade from a generic and uninteresting appearance.	A2	The differentiated exterior factors are expressed very strongly by the emphasis on the facade shape. Ninety percentage of the facade is made from glass and is supported by 2 strong and big columns. This makes the exterior noticeably and stands out in a unique and sophisticated way.				
A3	The image-associating factors are expressed well by the logo, the super graphic and the sign, which gives a dynamic association with a sense of creation and offering brand extension opportunities.	A3	The image-associating exterior factors are expressed very strongly by the facade and its blue color that provide a distinct brand identity and a satisfied association with the brand assets.				
A4	The story-creating factors are expressed well by the super graphics and three DVD screens in the window. The super graphic "One obsession" and three DVD screens bring up a life story to the space.	A4	The store does not appeal much to the story-creating factors				
Patagonia		Abahouse					
	Architectural elements	Shape	Facade	●	●	○	○
			Show window	●	●	○	○
			Main door	○	○	○	○
	Visual Elements	Material	Texture	●	○	○	○
			Pattern	/	/	/	/
			Color	●	●	○	○
	Display elements	Lighting	Logo	○	○	○	○
			Super graphic	●	●	○	○
			Sign	●	●	○	○
			Others	○	○	○	○
Comprehensive analysis of the expression methods							
A1	The sensuous factors are expressed very strongly by the main door, the colors, the material texture and the lighting. The rich mixture of finishing materials is coherent with the shape of the modern shop window and the traditional main door. The brown color of the main door stands out in a luxury against the fade grey and yellow of the facade space as a background. In addition, two traditional pendent lights illuminate the main door entry, which enhances the beauty of a combination of traditions and modern design for the store facade. This gives an interesting impression of the visual senses.	A1	The sensuous factors are expressed very strongly by the impression of the materials and the colors. The mixture of the brick pattern and steel gives a rich texture for the facade. In addition, the whole building is painted in only one grey color. This gives an impression of simple elegance, makes passer-by see the individual facade clearly and appreciate more the visual look				
A2	The differentiated exterior factors are expressed very strongly by the emphasis on the show window and main entrance shape. The entire three floor shop window is translucent while the main door has its distinguished design like a Japanese temple gate. The combination of old and modern times create a unique facade to stand out in exceptional way.	A2	The differentiated exterior factors are expressed very strongly by the emphasis on the show window and main entrance shape. The upper level of the exterior is recessed in order to enhance the show window and the main door shape. This is the most attention-grabbing because of its distinct features.				
A3	The image-associating exterior factors are expressed very strongly by the emphasis on the main door design and super graphics that help passers-by to associate with a luxurious brand personality and attitude.	A3	The image-associating factors are expressed strongly by the distinct shape of the facade, the color and the logo to deliver a positive association with the brand products and brand loyalty.				
A4	The story-creating factors are expressed well by the super graphic with the slogan of "Wearable equipments", which is designed to give a story to the space and to generate a communication with potential customers	A4	Not strongly expressing image-associating factors through display elements.				

## 4. Conclusion

The objective of this study was focused analysis on the correlation of perspectives on space marketing with the facade design. It also elicited findings of expression methods into whether the space marketing factors were applied to the facade design and what methods were expressed on the facade design. The 16 selected sports stores from Busan and Fukuoka were analyzed and the following results were obtained.

Firstly, the sensuous factors were found to be emphasized very strongly by the three senses of sight, touch and hearing, which are expressed strongly by material texture, patterns and colors in order to deliver rich expression of facade design. The Busan stores mostly take advantage of contrasting effects to deliver a strong visual impression to customers while the stores in Fukuoka utilize a method of mixing different types of raw finishing materials to maximize the senses of the facade design.

Secondly, the differentiated external factors were found to be expressed very strongly by show windows and main doors which are expressed from the distinguished formative features in shape making, colour and sign in order to lead to a consumers' choice within three seconds. The building shapes of stores in Busan were designed to be straight in order to enhance the main doors with its distinct features. Meanwhile, the stores in Fukuoka were designed to utilize the shape of both show windows and main doors, making the facade design stand out with its strong formative features.

Thirdly, the image-associating factors were found to be emphasized very strongly by colors, and super graphics from the design of show windows and main doors in order to deliver the visual identity and classification. The image-associating factors at Fukuoka stores were expressed strongly by an emphasis on the sophisticated signs, which gives a dynamic association with a sense of creation and offering brand extension opportunities. Together, the research results indicated that there is a shortage of expression methods of image-associating factors. The image-associating factors should have been expressed in a more diversified way on a higher level and not only by super graphics and signs, but also by other

animation figures, graffiti and art paintings which might overwhelm customers and leave a longer image in the memory.

Fourthly, the story-creating factors were found to be expressed mostly by sign and super graphics to bring a plot to the space and highlighting the memory through continuous joy and entertainment. The stores in Busan took more advantage of the strategic factors than those in Fukuoka.

These findings indicated that the perspective of space marketing had positive impacts on the facade design of branded sports stores. When designing the facade in view of space marketing, these methods of expression are hoped to be useful and easier in achieving successful marketing strategies for not only sports stores but also other commercial spaces. However, it is a fact that this study is limited to the analysis of only four factors of space marketing applicable to the facade design of sports stores. So, further differentiated methods and studies for other influential factors of space marketing are needed, which extend to other specific business types.

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