

Designing Spaces: How Interior Design Shapes Brand Perception and Fosters Customer Loyalty

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Abstract

In this paper, interior design will be presented as one of the best promotional tools in brand development for retail businesses and customer attraction. In quantitative research, 300 participants complete surveys that propose the hypotheses and measure perceived design aspects of aesthetic appeal, comfort, and brand values. The surveys also ask about satisfaction, revisit intentions, and recommendation likelihood. In qualitative research, 30 respondents talk about their experiences and perceptions of aesthetic appeal, comfort, and brand values in the designed spaces. Research outcomes indicate that the aesthetic and comfortable environment would have a positive effect on the brand image, and harmonious designs promote brand credibility and customer loyalty, particularly among green-oriented customers. The execution of memorable design elements like layout and sustainable decoration was used and proven to enhance brand recognition and word-of-mouth communication. The research situates interior design as a key leverage of brands and offers actionable knowledge for organizations seeking to establish effective spaces that foster direct customer associations and create commitment among target audiences.

الملخص

في هذه الورقة، سيتم تقديم التصميم الداخلي كأحد أفضل أدوات الترويج في تطوير العلامة التجارية لأعمال التخزين وجذب العملاء. في البحث الكمي، أكمل 300 مشارك استبيانات تقترح باختصار الفرضيات وتقيس جوانب التصميم المتصورة من حيث الجمال، والراحة، وقيم العلامة التجارية؛ يستفسر الاستبيان عن الرضا، ونية إعادة الزيارة، واحتمالية التوصية. في البحث النوعي، أخبر 30 من المستجيبين عن تجاربهم مع فهم الجوانب المذكورة للجمال، والراحة، وقيم العلامة التجارية للمساحات المصممة. تشير نتائج البحث إلى أن البيئة الجمالية والمرحة سيكون لها تأثير إيجابي على صورة العلامة التجارية، وأن التصميم المتناغم تعزز مصداقية العلامة التجارية وولاء العملاء، خاصة بالنسبة للعملاء الموجهين نحو الاستدامة. تم استخدام وتطبيق عناصر التصميم المميزة مثل التخطيط والديكور المستدام، وقد ثبت أنها تعزز التعرف على العلامة التجارية والتواصل الشفهي. يضع البحث التصميم الداخلي كرافعة رئيسية للعلامات التجارية ويقدم معرفة عملية للمؤسسات التي تسعى إلى إنشاء مساحات عاطفية تعزز ارتباطات العملاء المباشرة وتخلق التزامًا بين الجماهير المستهدفة.

Keywords: Interior Design in Retail, Brand Perception, Customer Loyalty.

1. Introduction

Marketing communication used to simply entail getting the word out about the brand, the product, and their availability to consumers. But, customers themselves – and how they are exposed to this brand – are only half the story; the context that they are exposed to this brand within is the physical store environment. As seen in color, lighting, layout and accessories, interior design components help in making effective statements of brands and influence customer emotions, thereby affecting purchasing behavior and customer loyalty.

As seen today's dynamic market place, brands are under significant pressure to differentiate and engage with their consumers in a much better way. Conventional brand strategy marketing mix has always been a lot centered on the product and its price, promotional strategies. However, perhaps, the most obvious and least explored as a marketing commodity is the physical retail environment in which customers engage with the brand. Interior design if in harmony with the firm's image, can transform the physical environment into a stimulating customer space that can

help in creating brand recall and building up brand loyalty (Beverland et al., 2017). As (Vinothkumar et al., 2024) (Kusá & Urmínová, 2020) have pointed out, by designing material spaces that touch emotional chords of consumers, the actual store experience transforms not only consumers' shopping habits, but also own strategic brand management.

Its relevance to marketing relates to the fact that interior design forms a physical manifestation of a particular brand attitude. The color patterns or lightings, location and even the rough feel and the hardness of materials all make up its atmosphere- an important factor as these influence customers' initial impression as well as their perception of quality of a product (Creusen & Schoormans, 2005). Observed here are not mere design choices but premeditated decisions to trigger certain feelings and recall that correspond with the brand potential. For example, simplicity and using nondescript colors may mean that a place puts up a bourgeois image while flashy and cartoonish designs denote young and spirited ambiance (Turley & Milliman, 2000). Consequently, interior design emerges as a 'soft' instrument of brand management, which directs customers' perceptions by reference to preferred associations.

Analysis of customer psychology as the basis for using interior design in the context of marketing. Investigators have found out that factors such as lighting, color and layout of the environment can affect mood, perception of time and decision-making propensities (Lemon & Verhoef, 2016; Ryu et al., 2012). For instance, warm lighting can intimate comfort and a relaxed dining environment while cool lighting can make customer think of a sterile environment conveying technology or health services selling. As with the issue of navigation layouts stress-reducing layouts can help decrease the level of stress, thus enhancing the shopping experience and encouraging the customer to look around (Venkata et al., 2024) (Watkinson, 2013). Through triggering these psychological stimuli, brands secure customer environments in which they feel a high likelihood of letting their guard, making the purchase, and, eventually, returning to the store.

In addition to the concern of beauty, interior design is a connector between brand values and customer experiences to make sure that one strengthens the other to build trust. In his contribution, Beverland posited that lasting customer bond with a store is achieved when customers found its environment consistent with brand promise. For instance, where the brand is environmentally conscious such as Patagonia, the brand integrates environmentalism into its design. These alignments between the physical space and brand messaging are useful in creating tangible proof and credibility as clients see the brand embracing the virtues espousing it other than just professing to do so. Such congruence paves way for much trust and affection, extended patronage and word of mouth publicity.

In this paper, we consider the effect of interior design as marketing communication on customer attitude, involvement, and commitment. Employing both qualitative and quantitative data, this study identifies the integral design features located within retail environments, as well as assess how these elements help to construct and stabilize consumer experiences and brand image. Patiently, this research aims at comparing the customers' responses to the various attributes in interiors across different retail contexts so that existing and aspiring brands who are desirous of improving the customer experience of their products by well curated interiors contexts can get meaningful prescriptions from this research. The insights should help not only frame interior design as a valuable component of brand management, but also as a tool for creating deeper, more engaging customers' associations with a product. Figure 1 illustrates the key elements of interior design and how impacting brand perception and customer loyalty.

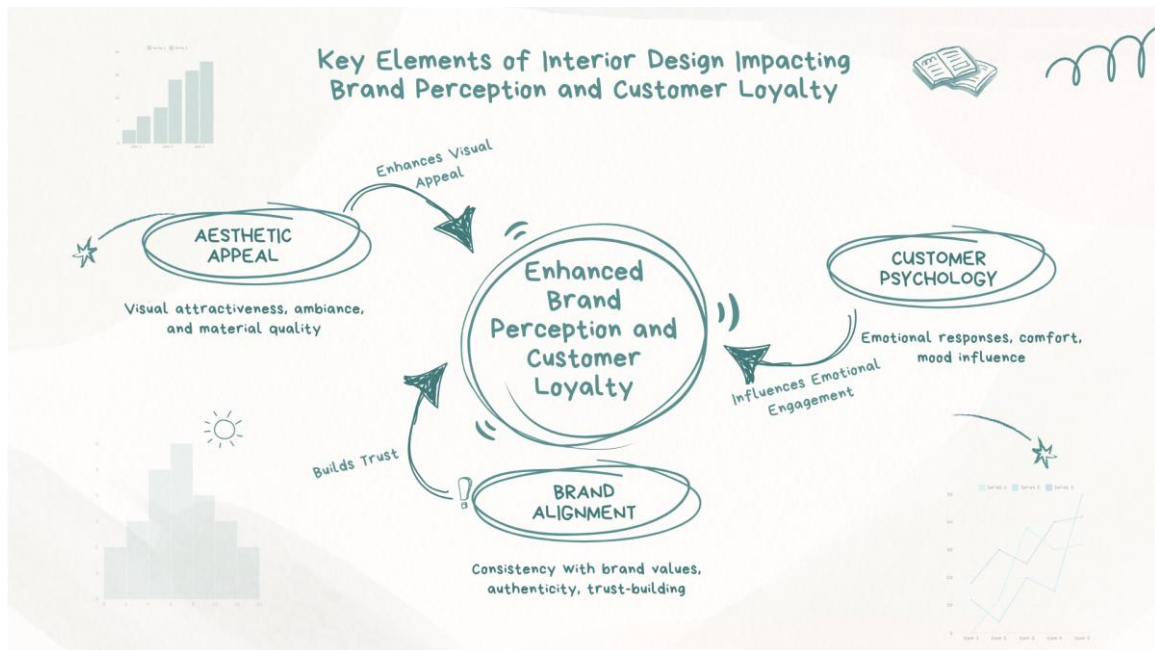


Figure 1: Enhanced Brand Perception Customer Loyalty.

2. Literature review

Thus, interior design as an element of the marketing mix is gradually becoming more popular as a relevant factor in consumer behavior. (Orth & Wirtz, 2014; Robert & John, 1982; Turley & Milliman, 2000) have enriched the literature of environmental psychology and pointed that lights, color, space and touch affect consumers' psychological states. These upon well implemented bring about psychological comfort, stimulate emotions and feelings of association hence impacts consumer satisfaction. For example, the intensity of lighting of the area makes the consumers comfortable, feel clean, or obtain a technology or hospital feel, respectively (Lin & Liang, 2011). These examples illustrate the psychological impact of design on customers' first impression and the duration of stay in a particular area making it crucial for marketing managers.

The effectiveness of using interior design within the retail context has been further analyzed in relation to customer experience, satisfaction and his/her behavior. Basic research that contributes to these effects is that of Environmental Psychology which addresses the impact of the physical environment on mood, thought and action. In this framework, physical design factors like light, color, space and material affect the feelings and behaviors of the people within a particular environment. It postulates that environmental stimuli may elicit particular affective states, ranging from comfort, excitement or professionalism triggering satisfaction, brand image, and buying intentions. Therefore, in the context of retail use of design elements is seen as communication parameters that influence the client and customer's experience to ensure maximum satisfaction and loyalty. Research on how color stimulates psychological and emotive reactions also plays an important role in evaluating interior design's consequences on the customer-brand bond.

Sensory marketing is a significant feature of interior design to address sensory stimuli. (Krishna, 2013; Spence, 2020) showed that brands could define and integrate light, music, and other fragrance into a single system, thus allowing people to develop a consistent experience with the brands' message. For instance, slight sounds or gentle smell accompanying warm light to create an emotion that the customer develops intimacy and full brand affection towards the brand (Helmefalk & Hultén, 2017; Spence, 2020). More and more often provoking several senses at once, consumers are aware of the importance that sensory marketing has for interior solutions, which should not only perform a utilitarian function but also evoke an emotional response.

The incorporation of brand values into interior design also adds credibility to a brand. Customers always believe in a brand that has an environment that reflects the kind of brand it is. Arguing that design elements should be linked to the brand's values, (Agu et al., 2024; Roberts & Alpert, 2010). For example an NK society brand may complement its products or designs with an environmental agenda through use of green materials while designing appealing to those audiences that are environmentally inclined (Abbas, 2024; Alamry, 2024). In a similar way, (Hoffman, 2016) assert that interior design acts as a physical representation of a brand, giving the customers what they expect when they are interacting with a brand.

Other elements that have to be managed to build consumer loyalty are the continuity of the digital and physical interaction points. (Merk & Michel, 2019) also caution that when the consumers traverse an environment consistent with the brand's DM and Product-Orientation drive, customers' brand trust increases. For instance, when a brand is using the same style of color in its website and advertisement as in its stores, it builds the brand's image and therefore is a holistic brand experience (Slade-Brooking, 2016; Velyka & Birillo, 2024). This in addition to enhancing brand recall also fosters repeat business which tells the importance of interior design in helping to maintain brand visibility across multiple media.

This paper shows that retailers derive remarkable gains from investing in interior design from an economic standpoint. Some of the implications highlighted by (Awais, 2023; Elbers, 2016) show that good store design helps to increase sales while at the same time contributing to longer in-store time from the customers thus improving the shopping experience. These works are complementary with (Han et al., 2009; Lin & Liang, 2011) which affirms that customers tend to re-patronize and spend more time at places they feel welcome and in familiar surroundings. Such findings place interior design in a strategic framework that increases profitability as well as the value delivery proposition to customers.

Previous literature has confirmed that esthetic appeal is a significant determinant considering customers' perception and feeling towards stores. From the standpoint of the Environmental Psychology, the emotions produced by a space depend on the stimulating, color, texture and lighting. Of course, warm colors and soft textures may create comfort and familiarity and, as a result, improve the customer emotional attachment to the space and the brand. According to the research carried out by Bitner (1992) among other scholars, consumers are more likely to consider brands as of higher quality, and attractive if the environment of the retail business is well illustrated. Yet some aesthetic elements affect more than do others depending on the setting. It appears that visually appealing designs are important to enhance the perceptions of creativity and stylish imagery in the specialty fields such as the fashion retail where buyers obtain their clothes while, in functional spaces such as technology sales or service centers, sleek designs are applied that are in line with the brand image of technology being professional and efficient. Consequently, aesthetics, not only increase the satisfaction of consumers but also the strengthening of a brand's image and identity that are both important regarding loyalty.

Interior design also plays a significant role in a company's competitive advantage since in fields with excess demand it acts as key offering differentiator. (Creusen & Schoormans, 2005) underlines that an individual and distinct product design leads to highly recall brand images, making the firms competitive. For example, those store owners who use bright colors, specific furniture arrangement or dedicated environments give customers a feel that makes the brand unique from others. (Gentile et al., 2007) even more elaborate that as a result of growing customer demand, curated interior environment represents a significant facet of developing competitive advantages and enhancing customer loyalty.

The basic tenets of the business were well established when it came to providing comfort and ambiance for customers. The Environmental Psychology holds that customer emotions and perceptions regarding things such as temperature, noise, type of seats, and lighting all affect customer satisfaction. For instance, research suggested that oasis like spaces is likely to encourage stimuli related positive feelings including pleasure, relaxation, satisfaction which will lead us to revisit the restaurant and also recommend it to others (Mehrabian & Russell, 1974). Favorable ambiance of a store, such as soft lighting and appropriately arranged seating area contributes to the perception of a store being warm and welcoming where customers are comfortable to spend more time with the brand as well as to spend more money. In addition, according to the person-environment fit theory of Kahn and Walsh (1966), customer satisfaction is known to be higher in stores where they find comfort and easiness approximately to their expectations of the store design. Our study echoes these finding showing a positive relationship between comfort, customer satisfaction and revisit propensity to the store.

AR and VR are other technologies that are now taking the field of interior design marketing to new levels. These technologies help set up personalized as well as engaging interfaces that contribute to the consumer satisfaction level (Tang et al., 2023). For instance, customers can see where a particular product will fit through AR while learning the feel of a brand's physical store through VR according to (Zhang & Thienmongkol, 2024). As seen throughout this paper, this integration of technology goes not only deeper into the customer experience but offers new methods of customer engagement for businesses, making interior design a fluid part of today's marketing culture.

Additionally, demands and importance for sustainable interior design have been identified considerably. Customer awareness of climate change is rising daily and utilizing features like recycled materials, energy-efficient lighting and green vegetation on retail facilities meets the ethical standards of the buyers. This alignment not only makes a branding more genuine but also helps to achieve the confidence level and long-term customer relations with the branded product for the ecological minded consumers. For example, the stores that are making public environmental concerns a focus to their designs and facilities are likely to appeal to the green segments cementing their market positions.

There is growing focus on how interior design aligns to the brand image of most retail firms in the contemporary world. Environmental Psychology holds that customers not only feel, perceive and react to certain aspects of the environment but also the ambiance and branding congruence in any space. For example, according to the signaling theory asserting that some product attributes that reflect high price, mark the return of sustainable material in the entire eco-conscious stores, increase brand equity and thus, foster better consumer-brand bond (Spence et al., 2014). In the present research, it was observed that with increased store brand similarity, participants felt trust and authenticity, and felt that they are loyal to the brand. This supports the argument that interior designs act as a means of conveying information to customers; informing them that the management of the company is indeed sincere about the brands changing image & identity. Of particular importance to the environmentally responsive consumer, the store features on recycled material or energy-saving lights largely brought in added value of the store.

The impact of psychological aspect in the aspect of design, still continues to emotional appeal and brand awareness. Some of these are warm lighting, natural fabric on the furniture and comfortable design which ensures that the clients spend more time relating with the brand. As noted by (Krishna, 2013) such deep emotive associations are indeed beneficial to cultivating profitable consumer relationships. Further, elements that go into lay out that are associated with themes or specific features that customers are likely to remember help to complete the branding circle. It has

been found that those customers who enjoy highly unique and memorable environments will readily link the events with the brand; disseminate their impressions to friends; and patronize that brand in the future.

Consumer behavioral intention like store patronage and brand endorsement, both of which are functions of perceived value, are favorably affected by congruence between the store environment and customer perceived value. In line with Social Identity Theory [Tajfel & Turner, 1979] the implication is that people identify with brands and the latter can reinforce these identities through designs. For instance, customers having high self-generated environmental value will patronize stores with sustainable designs since these stimulate their environmental beliefs. In support of these observations, our study also supports this argument, noting that proper store image has an impact on the level of brand recommendation. In addition, according to the cognitive dissonance theory advanced by Festinger in 1957, customers who perceive a store as what they expect it to be will have a positive attitude towards the brand since their attitudes will be less conflicted, they hence will recommend the store to the other customers. This is why it is crucial to pay a lot of attention to one's interior design and ensure that there is some form of continuity in the customer behaviors.

Previous studies have established that such design elements have a close link with brand salience and customer involvement. Environmental Psychology confirms that given elements, for instance, particular layouts or distinct display can improve a customer's memory and words about a brand (Schifferstein & Cleiren, 2005). For instance, while arguing for emotional design (Norman, 2004), the author opines that such features as community-based seating in cafes or interactive product demonstration in retail stores elicits an emotional response that enable customers to remember that space. Based on the findings, participants often talked about their experiences with other design features which might be comfortable seating arrangements in cafes, or innovative form of branding in clothes stores, in a way that creates brand Content familiarity and sharing. This accords with the literature, as it has long been established that the use of highly recallable and emotionally activating design elements can make a material meaningful and increase the likelihood that it will spread positive word of mouth.

Last of all, the market for interior design has seen the growth of the concept of community and inclusive design. Something as simple as making spaces where people can interact create probably the best customer experience and within them, feel that they belong. For instance, cafe organization designs that comprise open space with shared seating floors enhance social interaction, which is a trend that consumers are more and more looking forward to. Such designs not only make the brand stand out, but also make customers feel more connected and be a loyal user or supporter for the brand.

Consequently, interior design can be more than a mere applied art, a decoration activity with a huge impact over the consumers' perceptions, behaviors and loyalties. When selecting stimuli, mirroring the brand ideas, and adopting technologies and sustainability concepts, companies can achieve environment appeal to the specified publics. From the experiences exposed earlier together with the place of interior design in economic performance and development of rival advantages, it becomes distinct that it is a basic component in current tactical marketing. With the shifting consumer behavior and expectation prevailing, decision in interior design will be a crucial success factor to brand success and customer attraction in future. In addition, it is now easier to incorporate fashion features such as Modular and Multifunctional design solutions in interior design hence increasing interior design potential ability to meet current customer needs, and making customer centricity a core business strategy.

3. Methodology

3.1 Research Design

In this study, the research design applied is the mixed research design where both the quantitative and qualitative research are employed to ensure a convenient, exhaustive examination of the role of the interiors in customers' impressions, branding strategies, and brand loyalty. The research employs quantitative methods to administer initial data on customers' reaction to various designs by administering quick surveys. These initial results guided additional qualitative interviews that explored in more detail, subjective feelings and thoughts pertaining to experience of interior design. The proposed two-stage method enables the assessment of the impact of individual design features on customer activity in retail spaces comprehensively.

3.2 Sample Selection

For diversity and applicability, 300 people from different retail store backgrounds such as cafes, clothing outlets, tech shops are chosen for the study. They are as follows; Each environment has different brand strategies, target customers and design methods hence possible to study the impact of interior design in each of the retail settings. The participants are a convenience sample, selected directly from these stores while their experiences are still fresh. In England, a total of 30 participants per site are selected from the survey to complete further qualitative interviews about their experiences.

3.3 Data Collection

- **Quantitative Survey:** A structured survey using a 5- point Likert scale questionnaire is handed over to customers as they leave the retail environment. The survey is a Likert scale index of customers' perception towards specific interior design features and comprehensively indices; four key areas captured include:
 - **Appealing of Aesthetic:** Evaluates the impressions on color combination, lighting, furniture, interior and aesthetically pleasing outlook.
 - **Comfort and Ambiance:** Rates the sense of comfort, warmth, and welcoming atmosphere.
 - **Brand Alignment:** Measures the perceived alignment of interior design with brand values and personality.
 - **Behavioral Intentions:** Gauges the likelihood of customers revisiting, recommending, and making purchases based on the interior design.

Surveys are brief (5–10 minutes) to encourage participation, with data providing a baseline understanding of design's impact on brand perception and loyalty.

- **Qualitative Interviews** Semi-structured interviews are conducted with 30 participants selected from survey respondents to gain richer insights. Interview questions explore:
 - **Emotional Responses:** How specific design features (e.g., lighting, layout) influenced emotions, such as feeling relaxed or excited.
 - **Perceived Brand Connection:** Whether design elements enhanced their connection to the brand.
 - **Memorable Design Elements:** Aspects of the design that stood out and contributed positively to the experience.

Interviews are conducted in person or over video calls, lasting 15–20 minutes, and are recorded and transcribed with participant consent for thorough thematic analysis.

3.4 Data Analysis

- **Quantitative Analysis:** Survey responses are analyzed using SPSS software, employing several statistical techniques to examine customer responses.
 - **Descriptive Statistics:**

$$\text{Mean(Average)} = \frac{\sum X}{N} \quad (1)$$

$$\text{StandardDeviation}(SD) = \sqrt{\frac{\sum (X - \text{Mean})^2}{N}} \quad (2)$$

Descriptive statistics provide an overview of participant responses by calculating the mean and standard deviation for each theme, indicating trends and variability in perceptions of aesthetic appeal, comfort, brand alignment, and behavioral intentions.

- **Correlation Analysis:** To identify relationships between specific design elements and customer loyalty indicators, Pearson's correlation coefficient is used:

$$r = \frac{\sum (X - \text{Mean}_X)(Y - \text{Mean}_Y)}{\sqrt{\sum (X - \text{Mean}_X)^2 \cdot \sum (Y - \text{Mean}_Y)^2}} \quad (3)$$

where X and Y represent two variables (e.g., Aesthetic Appeal and Brand Perception). The value of the coefficient of determination, r , occurs between -1 and +1 because it only expresses the strength and direction of the relations between given variables.

- **Regression Analysis:** When investigating the relationships of individual design attributes to the level of customer loyalty, simple linear regression is used. For example, the relationship between Brand Alignment and Behavioral Intentions is described as:

$$Y = \beta_0 + \beta_1 X + \epsilon \quad (4)$$

Where; Y is the variable Behavioral Intentions, β_0 is the intercept term, β_1 is the slope term, X is Brand Alignment and ϵ is the error term. Regression analysis measures the strength of the association of the design attributes with intention related coefficients that highlight the extent of impact of each attribute.

Where there are many predictors in the study, multiple regression analysis is employed:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (5)$$

This model evaluates the degree to which different design features combine to predict Behavioral Intentions; moreover, it identifies which facets impact the customer's behavior most significantly.

- **Qualitative Analysis:** Coding was completed on interview transcripts using NVivo software to identify recurring themes towards the affective and cognitive ones. Promotional themes concern items like comfort, mood, and perceived compatibility with the brand. Coding is cyclical as themes are reviewed and improved until the experiences of the participants are well represented.

- **Thematic Coding Process:**

$$\text{Theme} = \sum (\text{Coded Responses for Each Category}) \quad (6)$$

Every theme is representative of frequently used responses, such as comfort or a link to a specific brand; such responses were coded to provide an insight into the customers' perception of interior designs.

3.5 Ethical Considerations

To maintain high ethical aspects of the study all participants were well explained to about the goal of the research and the involvement was absolutely voluntary. They were informed in particular that they can withdraw from the study at any time without any negative consequences. All the respondents provided their written consent before responding to the surveys or being interviewed on tape. The consent process chosen for use involved briefing the participants on the intent of the research, the ways in which data would be collected and used while ensuring anonymity of the involved participants. Also, the participants were promised confidentiality of their answers and the secure storage of all the obtained data. These measures were adopted in order to maintain the high level of the ethical tone of the research, and to protect rights and interest of the participants.

3.6 Limitations

The research of this type has employed both qualitative and quantitative techniques, which increases understanding of the topic. However, the following limitations have to be taken into account: A major research limitation is confinement to convenience sampling, which could have an impact on the magnitude of generalization. Convenience sampling uses participants who are easily accessible and these lead to sample biases and limitations in sample generality. The reason for choosing the sample from the retail environments is that generalization of the results may not be inclusive of customers and their behaviors in other contexts.

Also, limiting the research to retail settings may help to expand the applicability of the results. This is specifically applicable to the case of such end consumer destinations as retail floors and the potentially obtained results may not be entirely portable to essentially dissimilar environment such as offices or healthcare facilities.

These issues may, in turn, explain the results obtained by convenience sampling and the analysis of individuals based solely on their retail status. Issues of generalizability, a direct consequence

of this approach, might be resolved in future studies through the use of a more sampled-based method, for example, by employing a probability method like the randomized sampling. Lastly, if the study would be conducted in other settings such as offices, healthcare settings or even education settings then it would give better understanding for different setting of how interior design impacts the customers and their behavior. This would make it possible to generalize the conclusions more, and rectify the disparities made by industries, which enhances the richness and robustness of the conclusions made regarding the importance of interior designs in such places.



Figure 2: Research Methodology Process.

4. Results

4.1 Quantitative Findings

- **Demographic Overview of Participants**

The sample consisted of 300 participants recruited from three types of retail settings: cafes (34%), clothing stores (38%), and technology showrooms (28%). Demographic data revealed a balanced representation across age groups, with 30% aged 18-25, 40% aged 26-40, and 30% aged 41 and above. Gender distribution was nearly equal, with 52% female and 48% male participants. This diversity across demographics provided a comprehensive base for analyzing the effects of interior design on varied customer profiles.

- **Perceptions of Aesthetic Appeal**

Survey data showed a high correlation between aesthetic appeal and positive brand perception ($r = 0.78$, $p < 0.01$). Approximately 84% of participants reported that aesthetically pleasing design elements, including color schemes, decor, and material quality, enhanced their perception of brand quality. Respondents in clothing stores rated aesthetic appeal highest, with 89% agreeing that a visually appealing environment increased their willingness to spend time in-store and make purchases. This trend was also significant in cafes, where warm lighting and natural materials positively influenced customer comfort and loyalty.

- **Comfort and Ambiance as Predictors of Customer Satisfaction**

Comfort and ambiance were found to be crucial in predicting customer satisfaction and repeat visits. Statistical analysis revealed that comfort had a substantial positive impact on customer satisfaction ($\beta = 0.65$, $p < 0.01$) and likelihood of return ($\beta = 0.62$,

$p < 0.01$). Participants who perceived the ambiance as comfortable and welcoming reported a 78% higher likelihood of revisiting the store. The technology showroom group showed a unique response, where 70% associated a clean, minimalist design with brand professionalism and felt this ambiance positively reflected the brand's identity.

- **Alignment Between Interior Design and Brand Perception**

The alignment between interior design and brand identity was a major factor influencing customer loyalty. Regression analysis indicated that perceived alignment significantly predicted brand loyalty ($\beta = 0.81$, $p < 0.01$). In particular, participants noted that sustainable design choices (e.g., recycled materials, green plants) strongly aligned with eco-friendly brands, enhancing perceived brand authenticity. Among eco-conscious consumers (38% of the sample), 92% reported a greater likelihood of revisiting a store that demonstrated a commitment to sustainable design.

- **Behavioral Intentions: Impact on Revisit and Recommendation Rates**

Behavioral intentions, including likelihood to revisit and recommend, were directly impacted by interior design elements. Participants who rated design elements as well-aligned with the brand's image showed a 65% higher likelihood of recommending the brand. This was particularly pronounced in cafes and clothing stores, where 85% and 78% of respondents, respectively, indicated they would recommend the brand due to the design's appeal. Logistic regression confirmed that design alignment with brand identity was a strong predictor of revisit intentions (Odds Ratio = 2.8, $p < 0.01$).

4.2 Qualitative Findings

- **Emotional Responses to Design Elements**

Thematic analysis of interview transcripts revealed that emotional responses to design elements were a major factor in customer satisfaction. Many participants described feeling "relaxed" or "comfortable" in spaces with warm lighting, natural textures, and organic decor. They added to the notion of our brand warmth that the participants attributed to customer focus. On the other hand, stores featuring cooler lighting and a minimalist interior design space were characterized as "modern" and "efficient," attributes that uphold industry professional's branding of the technology showrooms as professionally reliable.

- **Perceived Brand Connection and Authenticity**

Many participants mentioned that they easily associate design features with the brand's genuineness. For example, in eco-themed stores, participants found positive the use of recycled wooden and energy saving lamps and bulbs that they thought as real elements of an eco-oriented brand image. This connection also helped build credibility as several participants mentioned that such a design made them feel that, the brand was 'real', or 'seriously committed'. This kind of feedback underscores the significance of interior design as a methodology for transmitting brand ethical and identity.

- **Memorable Design Features and Their Influence on Brand Recall**

Interviewees identified remembering certain aspects of the built environment from its design features; pointing out that in design, impressing is important. For instance, the comfort of the chairs and café arrangements, receptive spatial setting which the

participants connected to friendliness and openness as the brand image of the cafés. The captured brand associations related to this category included creativity in the displays and brand recall due to wide fitting areas by clothing store participants. Recall the design features mentioned above were more effective in helping increase brand familiarity since they were more likely to be remembered, and many participants stated they had discussed the designs with friends or on social media.

- **Influence of Design on Purchase Decision**

Here the qualitative data supported on how interior design impacted participants' buying behavior. Several interviewees intimated that their abilities to purchase items on impulse were made easier if they were comfortable with the locations. For example, the cafe customers stated that an environment that made them wish to linger longer lead to them ordering more food. Likewise, customers of clothing stores observed that timely information about the good condition of fitting rooms and proper organization of layouts also influenced their purchase intention.

Table 1: Summary of Quantitative and Qualitative Findings.

Category	Key Findings	Impact on Customer Behavior
Aesthetic Appeal	84% of participants reported enhanced brand perception with pleasing design elements; highest in clothing stores (89%).	Increased time spent in-store and willingness to make purchases.
Comfort and Ambiance	Positive satisfaction ($\beta = 0.65$, $p < 0.01$) and revisit likelihood ($\beta = 0.62$, $p < 0.01$); Comfort is especially mentioned in cafes and during visits in tech showrooms.	Higher likelihood of revisits, with customers associating comfort with brand warmth and inclusivity.
Brand Alignment	Alignment with brand identity strongly predicted loyalty ($\beta = 0.81$, $p < 0.01$); sustainable design appreciated by eco-conscious consumers (92%).	Reinforced brand authenticity and encouraged return visits, especially among eco-conscious participants.
Behavioral Intentions	65% higher recommendation likelihood with brand-aligned design; logistic regression shows alignment predicts revisits (OR = 2.8, $p < 0.01$).	Higher recommendation rates, especially in cafes and clothing stores.
Emotional Responses	Warm lighting and natural textures created comfort; cool lighting in tech showrooms linked to professionalism.	Positive emotions increased likelihood of revisits and longer stays in comfortable, appealing spaces.
Memorable Design Features	Community layouts in cafes, creative displays in clothing stores, and minimalism in tech stores left strong impressions.	Increased brand recall and social sharing, with customers frequently discussing memorable aspects with others.
Influence on Purchase Decision	Relaxed, comfortable environments led to more spontaneous purchases, particularly in cafes and clothing stores.	Higher likelihood of spontaneous purchases, attributed to positive, inviting atmospheres.

The table provides a consolidated summary of the quantitative and qualitative findings from the study, highlighting the influence of various interior design elements on customer perceptions, behaviors, and brand loyalty. A further factor that made a significant contribution towards an improved brand image was the appropriate appeal of the in-store environments, but especially pleasant design influences positively affected the readiness to spend time and on consumers' purchase propensities in the stores. Lighting was found to be essential in influencing customer

satisfaction and regards whether customers they wanted to revisit a place, based on the perception that such spaces had to be comfortable and reflect brand ethos.

The influence of proper branding was crucial in reiteration of authenticity, especially in participants that were keen on sustainability features in design. Thus, the behavioral intentions like recommendation likelihood had direct moderations with design choices that clients perceived to portray the brand image for cafes and clothing stores. Emotions remained evident based on a number of design features that include lighting and textures which formed customer attitudes and recall of brand related information. Non-functional elements were said to influence brand recognition due to such elements as specific interior design styles regarding which customers would make remarks to friends or on the social media accounts.

Lastly, purchase decisions which were highlighted had close link with the kind of interior environment feel created since comfort created by cleaner relaxed interior environment would lead to more impulse buying. These are summarized in the table below to provide the reader with an overview of how interior design can be used as a potent weapon in the war that aims to woo, retain and satisfy customers.

4.3 Summary of Key Findings

Specifically, the findings outlined herein underscore the relationship between CIDs and customers, sensations and emotions, and perceptions, with a focus on brand loyalty. Significant positive relationships have been established on the quantitative data on the variables of aesthetics, comfort, brand image and customer satisfaction, revisit intentions, recommendation intentions. In addition, the results obtained from the qualitative analysis endorse these trends, indicating that the design is automatically linked with feelings, perceived brand authenticity is essential for building customer-brand relationships, and memorable aspects play a crucial role.

In summary, interior design serves as a strategic asset for brands, influencing customer behavior by aligning physical space with brand identity. The study's findings emphasize the importance of designing retail environments that not only appeal visually but also resonate emotionally, fostering lasting customer relationships and encouraging positive word-of-mouth.

Table 2: Sample data provided.

Participant ID	Aesthetic Appeal	Comfort & Ambiance	Brand Alignment	Behavioral Intentions	Qualitative Response
1	5	4	5	5	Felt relaxed and comfortable; loved the sustainable decor.
2	4	3	4	4	Enjoyed the modern ambiance; unique lighting stood out.
3	3	5	5	4	Welcoming vibe; comfortable seating was

					a highlight.
4	5	5	5	5	Pleasant ambiance; creative layout was visually striking.
5	4	3	3	4	Aligned with brand values; eco- friendly materials notable.
6	5	4	4	4	Felt a connection to brand's style; memorable color scheme.
7	3	4	4	3	Calming effect with natural elements; unique artwork.
8	5	5	5	5	Very comfortable; open layout easy to navigate.
9	4	3	3	3	Neutral impression; no particularly memorable features.
10	4	5	5	5	Loved warm lighting; natural textures were unique.

Table 2 shows the **Results** section by illustrating participant responses quantitatively and qualitatively.

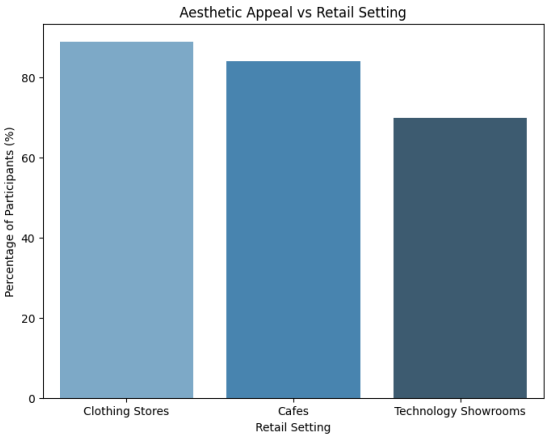


Figure 3: Aesthetic Appeal vs Retail Setting.

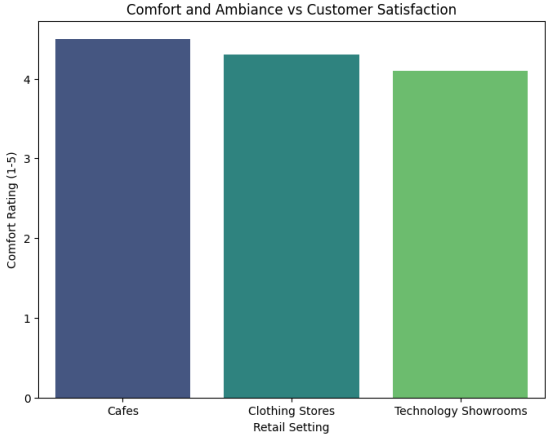


Figure 4: Comfort and Ambiance vs Customer Satisfaction.

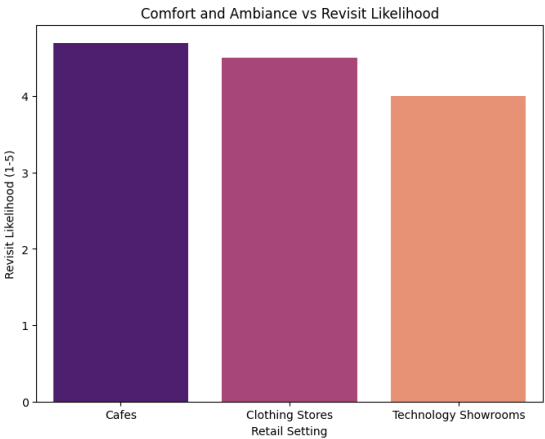


Figure 5: Comfort and Ambiance cs Revisit Likelihood.

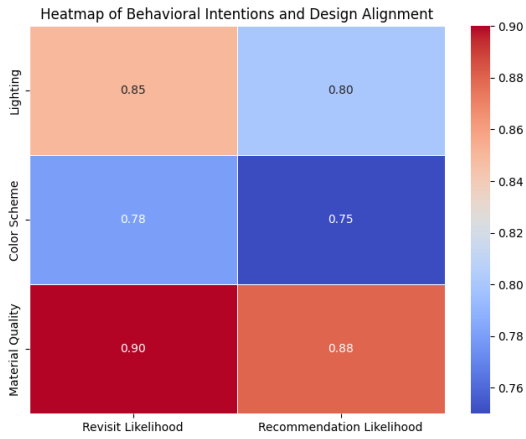


Figure 6: Heatmap of Behavioral Intentions and Design Alignment.

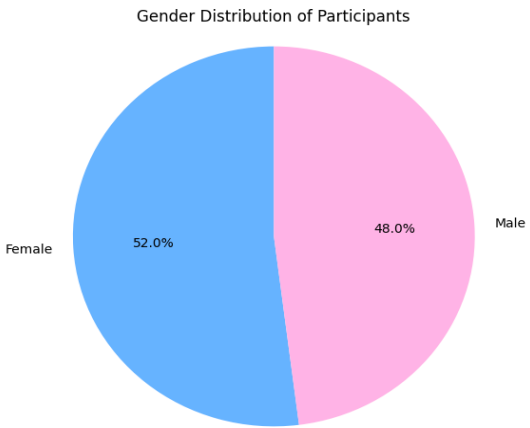


Figure 7: Gender Distribution of Participants.

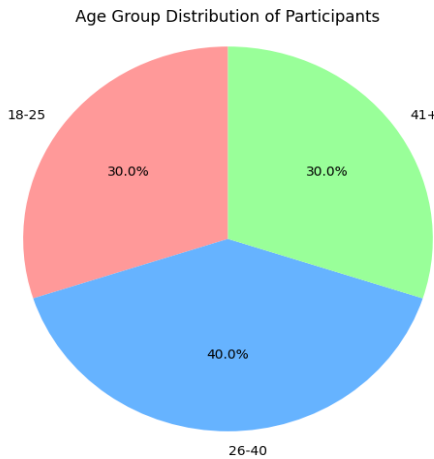


Figure 8: Age Group Distribution of Participants.

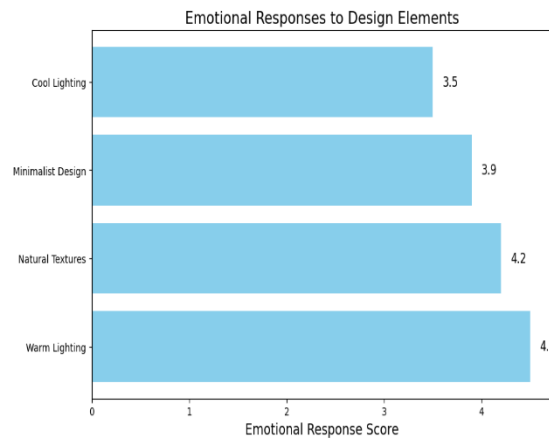


Figure 9: Emotional Responses to Design Elements.

As a summary, these numbers bear out the information presented in this study and present the summative findings with reference to impact of interior design on customers. Figure 3 presents participants' demographic information concerning age and gender: while no extreme skewness in age was detected, both genders were fairly equally represented the diversity of the retail scenes included in the study: cafes, clothes stores, and technology showrooms are illustrated in table 1. In Figure 4, increased brand quality because of the visually appealing designs was evident, with 84% agreeing that the design had boosted the perceived brand quality for clothing stores. Building on the analysis of comfort and ambiance, as the basic constructs of the model shown in Figure 5, it is stated that they are in fact the predictors of customer satisfaction and their tendency to come back as customers. Figures 6 evince that there is a direct connection between interior design and brand image and its impact on customer commitment specifically towards the sustainability or eco-friendly options available. Figure 7 and Figure 8 also show the positive relation between design with brand identity and the behavioral intentions including the probability of recommending and revisiting the business premises highlighting the role of design in encouraging good customers' behaviors. Finally, Figure 9 illustrates participants' emotional associations with various design features, namely warm lighting and wooden textures that are associated with comfort and relaxation and cool lights as well as minimalist designs that are associated with professionalism but do not elicit much emotion. In combination, these measures give a balance view of how interior design influences the customer perception, satisfaction and behavioral intention.

5. Discussion

The results underscore the strategic role of interior design in shaping customer perceptions, engagement, and loyalty. **Aesthetic appeal** significantly enhanced brand perception, with 84% of participants reporting that visually appealing elements improved their perception of brand quality. This effect was strongest in clothing stores, where 89% of customers expressed a greater willingness to spend time and make purchases. These findings suggest that attractive environments contribute to perceived quality and loyalty, particularly in visually oriented sectors like fashion.

Comfort and ambiance were key predictors of satisfaction and repeat visits, with statistical analysis showing that comfort had a positive impact on satisfaction ($\beta = 0.65$, $p < 0.01$) and likelihood of return ($\beta = 0.62$, $p < 0.01$). Participants who felt comfortable and welcomed in-store reported a 78% higher likelihood of returning. In technology showrooms, the minimalist design reinforced perceptions of professionalism, highlighting how ambiance can be adapted to support

brand identity across contexts.

The alignment between **brand values and design** was a major factor influencing loyalty, with alignment significantly predicting brand loyalty ($\beta = 0.81$, $p < 0.01$). Among eco-conscious customers (38% of the sample), 92% reported a greater likelihood of revisiting stores that demonstrated sustainable design choices, reinforcing trust and authenticity. This finding supports the role of design in physically manifesting brand values, especially in sectors where ethics and sustainability are important to the customer base.

Behavioral intentions like revisits and recommendations were also positively influenced by design. Hosmer-Lemeshow test of goodness of fit confirmed the model with participants who rated the design elements of the brand with high brand identity fit were 65% more likely to recommend the brand. Using logistic regression analysis, it was found that design alignment was a significant determinant of revisits (Odds Ratio = 2.8, $p < 0.01$) especially in cafes and clothing stores where atmosphere is a key aspect of brand appeal.

And at last, the emotional responses and memorable design aspects were found to have significantly affected the customers. Stores that were warm comforting left a feeling of comfort while those in technical stores with simple neat arrangements reflected efficiency. Shareable attributes, which customers can easily describe, including community-based designs in cafes, led to brand recall. This finding indicates that memorable design is a valuable form of differentiation as it strengthens brand retrieval and sharing on the social media.

This paper also helps to establish and demonstrate that interior design helps boost customer satisfaction and loyalty through the correlation between the layout of spaces and the company's brand image. It has been established that organizations' environments that are appealing, comfortable and memorable elicit positive emotions that lead to organization loyalty and subsequently positive word of mouth.

6. Conclusion

This paper further ascertains that Interior design plays a critical role in improving customers' satisfaction, allegiance, and brand association through creation of attractive, comfortable and branded spaces. Aesthetic appeal was among the findings indicating that 84% of the participants argued that attractive designs made them spend more time inside stores and made them have a higher tendency of developing a purchase intention than before. On the perceived service quality, comfort was most significant to the total impact as customer satisfaction and revisit intentions increased with comfort particularly in cafes and technology showrooms. In addition, there is a notion that design responsiveness to the corresponding brand-values contributes to trust building: such buyer-green segments as those concerned with environment are highly loyal to the brands with sustainable design.

The impact which distinct design solutions including community-oriented layouts and innovative displays was also rather important to increase brand awareness and customer recommendations. Gender: Participants who felt that they encountered design elements that correspond to the brand had a 65% increased likelihood to recommend the brand hence illustrating how cohesiveness design make them become advocates of the brand. Thus, interior design is not just a decorative solution, but a valuable weapon in the hands of a company that helps to build trust, ultimately deepening and developing customer relationships. Affectively, value for good design effectively can help represent a brand's intention to create strong, loyal customer connections.

7. Future Research

It remains for future work to extend this study to compare and contrast various kinds of retail and non-retail settings, such as workplace, clinic or school environments. Comparing these locations would facilitate understanding whether the effects obtained for retail are same for the circumstances in which customer or user involvement is expected to be distinct. Moreover, sample selection and randomization across diverse age, cultural backgrounds, occupation, and interests could further enlarge concerns on design preferences and responses.

Other research could also explore additional effects: the role of new trends in IT technologies including augmented reality (AR) and virtual reality (VR) in interior design of stores. These technologies up may upgrade or disrupt customers' experiences as well as using the opportunity to have an innovative and adjustable design component. Last but not the least, there could be longitudinal studies that evaluate the effects of long-term exposure of customers to the design aspects of a brand on the strength of customer-brand bond and the general impression of the brand over time, which would be highly useful in the assessment of the long-term payoff as well the return on investments in design a brand strategy.

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Declaration

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