



"The Interior Designer's role in guiding customer to positive buying behavior into Commercial Mall"

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Abstract

design Store layout is an important factor affecting consumer behavior in malls and a critical determinant towards the creation of store image. Well designed layouts are extremely important because they strongly influence in-store traffic patterns, shopping atmosphere, shopping behaviour, and operational efficiency ,When an inconsistency occurs, some consumers will abandon that establishment, in search of another one which offers fast, convenient and better services Andersen, Taking a more strategic approach to store layout can reap big rewards by boosting sales, increasing customer loyalty and ultimately increasing turnover, the researcher believes that the designer has a role in making a positive buying behavior through consumer behavior and full knowledge of requirements within the Commercial buildings.

Keywords: Sensory perception, Purchasing behavior, motivation, Designer perspective

Statement Problem : The designer did not care consumer behavioral side which affects negatively on the purchasing process

The importance of research: this study is very important to businessmen and company managers and marketing officials to increase sales volume.

Objectives:

- 1- Studying the buying behavior and finding direct relationship between it and the commercial buildings' interior design.
- 2- the Interior Designer's role in guiding consumers towards positive behavior, and increasing their buying motivation.

Hypotheses:

- 1- Whenever the designer was able to interact with the different senses of the consumer whenever succeeded in Suitable for the process of buying surroundings
- 2- When Designers care about the status of emotional consumers, it will arrive faster to affecting of the consumers' positive buying behavior .
- 3- interior designer with its colors and lighting play a great role in guiding consumers towards positive behavior .

Research limits :

The study is limited to the attention to the behavior of the consumer in commercial buildings .

Methodology :

Inductive, Descriptive, analytical methods.

This study is carried out through several axes:

1. the concept of buying behavior and its relationship to the spatial environment into Commercial Mall .
2. Factors affecting the interior design and furniture and their impact on calendar



buying behavior .

results and recommendations:

- **Results:**

1. consumer privacy is achieved through the corridors of movement devoted to the display of products and space ,so they affect the buying consumer freedom.
2. Choose the Interior materials as a figure number (20), depends on the nature of the product for example, use of Eco-friendly materials in food shops give a good impression to the consumer , that shop buys healthy food.
3. The window display in the windows of shops commensurate direct proportion with the size of the exhibits and lead to a focus on the exhibits.
- 4 lighting direction plays a good role in influencing consumer preference for a product without the other example, the low level of illumination feel the consumer calm and focus while high lighting level of consumer afforded a decision-making quick buying, in an audit in case the product and ensure its safety and suitability.
5. Color is the most important element of interior design elements to draw attention to the consumer about the autonomic product through the contrast between the color and interior design elements of the exhibits' or the use of unusual colors to attract attention of the consumer.

- **Recommendations:**

The interior designer when designing a shop consider the following:

1. a field study to study the patterns of the target and the surrounding community for shops and aesthetic preferences market.
2. to be the availability of a sense of security and safety in the windows of shops that fit the display window with the product supply.
3. Use proper lighting of the product which best shown in the image and vary depending on color, shape and size of the product.
4. Use colors attract the consumer's attention and be at the same time expressive activity leaves a positive impact on purchasing behavior.
5. respect for purchasing consumer privacy through the allocation of space movement inside the shop.

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