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## THE IMPACT OF SHOPPING MALL AMBIANCE ON CONSUMER EXPERIENCE AND SATISFACTION

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### ABSTRACT :

The ambiance of shopping malls is a key factor influencing consumer behaviour, satisfaction, and purchasing decisions. Various sensory elements, including lighting, music, scent, cleanliness, and spatial arrangement, contribute to shaping the overall shopping experience. This study employs a mixed-methods approach, utilizing surveys and observational studies to assess how these factors affect consumer perceptions. Findings reveal that a well-maintained and aesthetically pleasing mall ambiance significantly enhances customer satisfaction, fosters positive emotional responses, and encourages longer shopping durations. Proper lighting improves product visibility, while soft music and pleasant scents create a relaxing environment. Cleanliness and a well-structured layout provide comfort, making customers more likely to return. These insights offer valuable guidance for mall managers and retailers to optimize ambiance elements strategically, thereby improving customer retention and boosting sales. Future research can explore the integration of digital and interactive elements to further enhance shopping experiences.

**Keywords:** “Shopping malls”, “ambiance”, “consumer satisfaction”, “retail environment”, “customer experience”

### INTRODUCTION

Shopping malls have evolved beyond mere retail spaces, transforming into lifestyle destinations that influence consumer behaviours. The ambiance of malls, encompassing sensory elements such as lighting, music, temperature, and overall cleanliness, plays a vital role in shaping consumer experiences. This study investigates the impact of mall ambiance on consumer satisfaction and their shopping behaviour.

### OBJECTIVES OF THE STUDIES

- To understand how ambiance affects consumer satisfaction in shopping malls in Coimbatore.
- To identify the key factors of ambiance (lighting, music, cleanliness, etc.) that influence satisfaction.
- To examine consumer perceptions of mall ambiance in
- To study how ambiance influences purchasing decisions and revisit intentions.
- To assess how demographic factors affect consumer satisfaction with mall ambiance.

### RESEARCH METHODOLOGY

#### RESEARCH METHDOLOGY:

Research methodology is a way to systematically solve the research problem. It deals with various steps that were generally adopted by studying research problems. It is necessary for the researcher to know not only the research methods / techniques but also the methodology.

#### SAMPLING TECHNIQUE:

Convenience sampling techniques were adopted in the selection of sample units. About 113 respondents in Coimbatore were chosen for the study.

#### COLLECTION OF DATA:

The study depends upon both primary and secondary data.

#### PRIMARY DATA:

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source-where the data originally originates from and are regarded as the best kind of data in research.

#### **SECONDARY DATA:**

Secondary data is the data that has already been collected through primary sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. Sources of secondary data include books, personal sources, journals, newspapers, websites, government records etc. Secondary data are known to be readily available compared to that of primary data. It requires very little research and needs for manpower to use these sources.

#### **AREA OF STUDY:**

The present study carried among entrants in malls in Coimbatore.

#### **PERIOD OF STUDY:**

The project work entitled “Assessing the Impact of Ambiance on Consumer Satisfaction in Shopping Malls with special reference to Coimbatore City” was carried out for a period of Three months from December 2024 to February 2025.

#### **TOOLS FOR ANALYSIS:**

The tools used for the data analysis in the research are:

1. Simple Percentage Analysis

#### **SIMPLE PERCENTAGE ANALYSIS:**

Simple percentage refers to a special kind of ratio. These were used to describe relationships; they reduce everything to a common base and thereby allow meaningful comparisons to be made.

$$\text{Simple Percentage} = \frac{\text{Total number of respondents}}{\text{Total number of samples}} \times 100$$

## **LITERATURE REVIEW**

**Sarpaneswaran et al. (2022)** examine the long-term survival of a Malaysian cosmetic firm, identifying challenges such as market competition, reliance on imported materials, and trade barriers. The study highlights the owner’s strategic use of innovation, marketing, and networking as key drivers of resilience, offering practical insights for SMEs and entrepreneurs.

**Sakib (2022)** employs a quantitative survey method, collecting data online (via email) due to pandemic constraints. The research focuses on efficient respondent selection and structured data gathering, emphasizing the adaptability of digital methods in research.

**Arranz-López et al. (2022)** investigate how e-shopping habits influence walking accessibility to grocery and clothing stores in Getafe, Spain. Using a questionnaire and Random Forest analysis, they find that e-shopping behaviours and socio-economic factors differently affect real, potential, and perceived accessibility, with variations between grocery and clothing stores.

**Hillen (2021)** analyses psychological pricing in online food retail, specifically Amazon Fresh. The study finds that nine-ending prices dominate (70% of products), particularly for "want" items like snacks, but are less common for high-priced or discounted goods, aligning with traditional offline pricing strategies.

Each study contributes distinct insights—business resilience, digital research methods, e-shopping’s impact on mobility, and pricing psychology—reflecting diverse approaches to contemporary market and consumer behaviour analysis.

## **RESULTS AND DISCUSSION :**

### **THE AFFECT OF AMBIANCE IN SHOPPING MALL OF THE RESPONDENTS**

Time	No. of. Respondents	Percentage
It increases the time I spend	108	88.5
It has no impact on the time spent	12	9.8
It decreases the time I spend	2	1.6

Total	122	100
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**INTERPRETATION:**

A vast majority, 108 respondents (88.5%), stated that a pleasant ambiance increases the time they spend in shopping malls. Meanwhile, 12 respondents (9.8%) reported that ambiance has no impact on their time spent, and only 2 respondents (1.6%) felt that ambiance decreases their time spent.

**FINDINGS**

- Most (67.2%) of the respondents were between the ages of 21 and 30.
- Nearly half (49.2%) of the respondents visited a shopping mall monthly.
- Most respondents (58.2%) rated the overall ambiance of shopping malls as good.
- A vast majority (86.1%) felt that ambiance significantly enhanced their shopping experience.
- A large majority (88.5%) felt that the ambiance of shopping malls increased the amount of time they spent shopping.

**SUGGESTIONS:**

To enhance customer satisfaction and retention in Coimbatore's shopping malls, management should focus on improving ambiance elements such as cleanliness, lighting, background music, and layout to ensure a pleasant shopping experience. With 92.1% of respondents valuing lighting and 79.8% appreciating background music, malls should invest in well-balanced illumination and curated playlists. Maintaining high hygiene standards remains crucial, as 71.1% expressed satisfaction with cleanliness. Intuitive layouts and clear signage should be prioritized, given that 72% find navigation easy. Since 51.1% are likely to make ambiance-driven purchases, optimizing store arrangements and creating aesthetic, thematic zones can encourage shopping. Targeting younger shoppers through interactive and social media-friendly experiences is essential, as 70.2% consider ambiance influential. Income-based marketing strategies, including discounts and personalized services, can cater to different consumer segments, considering 95.6% link income to ambiance perception. Strengthening customer loyalty programs through rewards and exclusive deals can enhance retention, as ambiance significantly influences loyalty for 70.2%. Finally, competitor benchmarking, particularly analysing Brookfield Mall's success (visited frequently by 78.1%), can help other malls improve their offerings and competitive positioning.

**CONCLUSION:**

The study highlights the crucial role ambiance plays in shaping consumer experiences in Coimbatore's shopping malls. Key factors such as lighting, cleanliness, background music, and layout significantly impact customer satisfaction, influencing purchasing decisions and retention. A pleasant ambiance encourages shoppers to spend more time in malls and increases their likelihood of making purchases. Additionally, younger shoppers and income levels shape ambiance perception, emphasizing the need for targeted marketing and personalized ambiance strategies.

The findings also establish ambiance as a key driver of customer loyalty, with many respondents preferring to revisit malls with superior ambiance. To stay competitive, mall management must continuously enhance ambiance-related elements, ensuring a welcoming and engaging shopping environment. By implementing these strategies, malls can elevate consumer satisfaction, boost footfall, and drive revenue growth.

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