



WOMEN'S BOUTIQUE DESIGN AND ITS IMPACT ON PURCHASING DECISION

Dr. Imad M. Assali

Department of Interior Design
Ahlia University, Bahrain

ABSTRACT

A review of different literature testifies the influence of store design in stimulating customers purchasing. Generally, store environment includes ambient elements such as lighting, music; and design elements such as store layout, materials, and colors. Among the two categories, the design factors are considered more influential in regard to consumers' reactions. This research was carried out in five upscale women's apparel boutiques in Bahrain City Center Mall (BCCM), the reason why chooses women's boutique is because women usually go shopping more often than men. Hence, this research was conducted in five different upscale women's boutiques in the Bahrain City Center Mall (BCCM) and a sample of (168) consumers were collected randomly through a questionnaire that applied Likert's scale. The results of this research confirm that the store design image does have a profound influence on increasing purchasing levels as customers feel satisfied with the services submitted. Retailers must direct their efforts toward customer's attraction to increase their sales through improving their store design image.

Key words: interior design, boutique, Bahrain City Center Mall (BCCM), consumer behavior, store layout.