

Crafting an Inviting Atmosphere: A Customer-Centric Analysis of Design Elements in Jewellery Stores

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Abstract

Jewellery retail has evolved amid growing competition, with online platforms and boutiques vying for consumer attention. The interior design of jewellery showrooms now plays a pivotal role in creating an engaging retail space. Lighting, a crucial element, combines natural and artificial sources to craft an inviting ambiance and accentuate showcased jewellery. Display cases, flooring, and wall decor are highlighted for their role in enhancing the overall aesthetic appeal.

Creativity in design enables businesses to go beyond conventions, creating memorable atmospheres that deepen the customer-brand connection. Despite extensive research on consumer behavior in retail, a persistent gap exists in understanding the crucial role of retail interiors. This study addresses this gap by exploring the nuanced influence of colors and materials in jewellery stores. It examines key interior design components based on customer preferences.

The comprehensive review of jewellery showrooms analyzes display design, lighting, color schemes, spatial organization, and interior finishing from an interior design standpoint. Case studies, including Diamond Tree, H S Jewelers, and Guru Krupa, offer diverse approaches for examination. The research methodology involves soliciting customer feedback to compare these showrooms, providing valuable insights for practitioners.

The research adds to the comprehension of consumer behavior in jewellery retail, presenting actionable insights for industry practitioners. Through an exploration of the impact of colors and materials in jewellery showrooms, the study bridges a research gap, offering insights into the intricate interplay between retail interiors and consumer behavior.

Keywords: Customer feedback, Display cases, Flooring, Jewellery showroom, Lighting, Wall décor.

Introduction

Jewellery has been a popular form of adornment for centuries, and jewellery (Bennett & Mascetti, 2005) stores have long been an important destination for consumers seeking to purchase high-quality jewellery. In recent years, however, the jewellery retail landscape has become increasingly competitive, with online retailers and boutique stores vying for customers' attention. In this context, the interior design of jewellery showrooms has become a critical component in creating an inviting and engaging retail space. Lighting (Schielke, 2019) is one of the most important elements of jewellery showroom design. Indeed, a combination of natural and artificial lighting can create an inviting and engaging environment and help to highlight the jewellery on display. Display cases are also critical in creating an attractive showroom, as they provide a showcase for the jewellery and should be designed to enhance the overall aesthetic appeal of the space. High-quality flooring and wall decor can set the tone for the entire showroom and create a luxurious atmosphere that can help elevate the customer experience.

By adding a touch of creativity (Amboro et al., 2022) to the mix, businesses can craft spaces that transcend the boundaries of the conventional, sparking a sense of wonder and fascination among the customers. Bold and innovative design choices can evoke emotions and create a memorable atmosphere, leaving a lasting impression on visitors and fostering a deeper connection with the brand.

The multifaceted aspects of consumer behavior in retail, highlighting key studies on decision-making processes, store layout, and omni-channel retailing. Despite the wealth of research, a persistent gap exists in understanding the pivotal role of retail interiors, motivating the initiation of a survey gather insights on customer perspectives. This study endeavors to bridge this gap, exploring the nuanced influence of colors and materials within retail spaces, particularly in jewellery stores.

The aim of the paper is to examine the key components of the interior design of jewellery showrooms according to customer preference.

Its objectives are:

1. Assessing and analyzing the display design elements in jewellery showrooms from an interior design standpoint, with a particular focus on their effectiveness in crafting an engaging and memorable shopping experience for customers.
2. To comprehensively review Jewellery showrooms, analyzing elements like display of Jewellery, lighting, color scheme, spatial organization, and interior finishing from an interior design perspective.

Literature review

The extensive literature on retail shops, exemplified by Schiffman et al. (2011) delves into consumer behavior, exploring motivations, brand loyalty, and the impact of in-store promotions which optimize strategies and enhance the shopping experience. Ramanathan et al. (2011) focus on store layout and design, unraveling how factors like store size, aisle organization, and product placement influence customer navigation, loyalty, purchasing decisions, and overall satisfaction. Additionally, the rise of omni-channel retailing, investigated by Verhoef, Kannan, & Inman (2015), highlights the crucial need for seamlessly integrating online and offline channels. The literature review, which includes pivotal studies, emphasizes the importance of comprehending customer behavior, with Applebaum (1951) underlining its significance and forecasting increased interest in future studies. Griffith's (2005) research addresses online retail, revealing the impact of store layout on consumer response and examines the impact of store layout on consumer response in online retail. Berg and Liljedal's (2022) systematic review on elderly consumers synthesizes 209 articles, identifying key themes and emphasizing the need for future exploration. Ravindran (2018) uncovers factors influencing Jewellery store choice, emphasizing the role of exterior atmospherics and interior merchandising and simultaneously uncover factors influencing

Jewellery store choice, emphasizing exterior atmospherics and interior merchandising. Hesham (2022) explores the impact of interior design in fashion retail, highlighting the crucial role of light, circulation, and display positions. Cho and Lee (2017) delve into interior colors in luxury retail, showcasing their influence on perceived store luxury and consumer preference. Delve into interior colors in luxury retail, showcasing their influence on perceived store luxury and consumer preference. Spies et al. (1997) examine store atmosphere, linking a pleasant environment to increased satisfaction and spontaneous purchases and examine store atmosphere, linking a pleasant environment to increased satisfaction and spontaneous purchases. The study on furniture store interiors reveals strategic design positively impacts customer experiences and behaviours, providing valuable insights for practitioners. Ansari et al. (2023) emphasize the significance of a well-organized and visually appealing clothing display in showrooms. Applebaum (1951) focuses on understanding customer behavior in retail, predicting increased interest, and emphasizes the necessity of such knowledge for effective marketing problem-solving and focus on understanding customer behavior in retail. Yildirim et al. (2011) delve into the influence of interior colors on mood and preference, revealing warm colors' association with heightened arousal and excitement, cool colors linked to feelings of spaciousness and restfulness, and acknowledging gender-based differences in participant responses. Meanwhile, Jain, Chauhan & Sharma (2023) examine the importance of showroom display and lighting in shaping customer interest, improving the purchasing experience, and bolstering brand image within the automotive industry.

In conclusion, this literature review has revealed the critical facets of consumer behavior within retail settings, encompassing decision-making processes, store layout, and the evolution of omni-channel retailing. It illuminates critical facets of consumer behavior within retail settings. Insights from studies on elderly consumers, factors influencing Jewellery store choice, and the impact of interior design elements provide actionable knowledge for the practitioners. The goal is to offer actionable knowledge for practitioners, recognizing a persistent research gap in understanding the crucial role of retail interiors.

Despite these, a gap of knowledge exists, particularly regarding the crucial role of retail interiors, prompting an exploration into the impact of retail interiors on customer perceptions, interests, and moods. This study strategically fills this void by exploring the nuanced influence of colors and materials within retail spaces, specifically emphasizing Jewellery stores. It specifically investigates the effects of colors and materials in retail spaces, exemplified by insightful case studies in Jewellery stores. This study contributes to understanding the intricate dynamics between retail interiors and consumer behavior, addressing a critical void in the current research landscape.

The insights provide essential understanding of the complex interplay between retail interiors and consumer behavior, along with practical implications suited for various applications.

Research Methodology

This research adopts a case study approach.

- It examines case studies three case studies: Diamond Tree, H S Jewelers, and Guru Krupa. They were selected based on diverse interior approaches and the distinct tastes of different locations.
- It assesses the key interior elements, namely the display of jewellery, lighting, spatial organization, color scheme, and interior finishing (including wall, floor, and ceiling aesthetics) in a Jewellery store, as crucial dimensions influencing customer perceptions and experiences.
- It also solicited feedback from customers of each showroom, analyzing their responses on aspects facilitating a comprehensive comparison of the three showrooms and culminating in a conclusive determination.

Findings

Case Study 01: Diamond Tree

Diamond Tree is a renowned Jewellery Shop, with multiple locations in Delhi, Noida, and Gurugram. It has an exquisite collection of Diamond, Gold, and Platinum Hallmarked and Certified Jewellery. The store is prominently situated in the Gold Souk Mall, Gurugram, and captures the attention of passersby with its captivating entrance. The entrance features elegant fake flower gates and stunning diamond jewellery pieces displayed in showcases, attracting a steady stream of customers as shown in the Fig. 1. Inside, the ambience exudes class and sophistication, creating an inviting atmosphere for all visitors. A magnificent chandelier as shown in Fig. 2 graces the store, visible from the outside, adding a touch of grandeur to the space. The interior is adorned with plush velvet chairs and showcases, providing the utmost comfort to the customers. The regal purple hue of the furniture (refer to Fig. 3) further enhances the sense of luxury, power, and ambition associated with royalty.

The attention to detail extends to the first-floor staircase, adorned with a velvet-finished grey carpet and accent lights on each step, elevating the overall look of the store. For the owner's relaxation, a tastefully designed lounge area awaits (refer to Fig. 4), featuring magenta-pink and grey-coloured sofas and chairs. The table set is a unique combination of black and white marble with golden-colored support, adding to the store's elegance. To emphasize the beauty of the jewellery pieces, adjustable wall spotlights as shown in the Figs 5 and 6 with white light are strategically placed throughout the store, complemented by ceiling lights providing ample illumination. Glossy marble tiles grace the entire store, adding a touch of opulence to the surroundings.



Fig. 1: The Allure of Diamond Tree's Exterior
Source: Author



Fig. 2: The Chandelier
Source: Author



Fig. 3: Vibrant Purple Chairs on Grey Background
Source: Author



Fig. 4: Discussion seating on the First Floor (Private space)
Source: Author



Fig. 5: Mobile Studio Lights on First Floor
Source: Author



Fig. 6: Display of Jewellery
Source: Author

Customer Feedback

Table 1: Customers feedback for Diamond tree, Gurugram.

Source: Author

Aspects	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	C 9	C10	C11	C12	C13	C14	C15	Average
Display of jewellery	2	4	4	3	4	3	4	3	4	2	2	4	4	3	4	3.3
Lighting	3	3	5	3	5	3	5	4	5	4	3	3	5	3	5	3.9
Colour scheme	3	3	4	3	2	2	3	3	5	3	3	3	4	3	2	3.0
Spatial organization	2	3	3	3	2	3	3	2	3	3	2	3	3	3	2	2.6
Interior finishing	4	4	5	3	4	3	4	5	4	5	4	4	5	3	4	4.13

The Table 1 displays feedback observations from customers, where "C" denotes customer, and the accompanying numerical values signify the ratings given by each customer for various aspects of the jewelry showrooms.

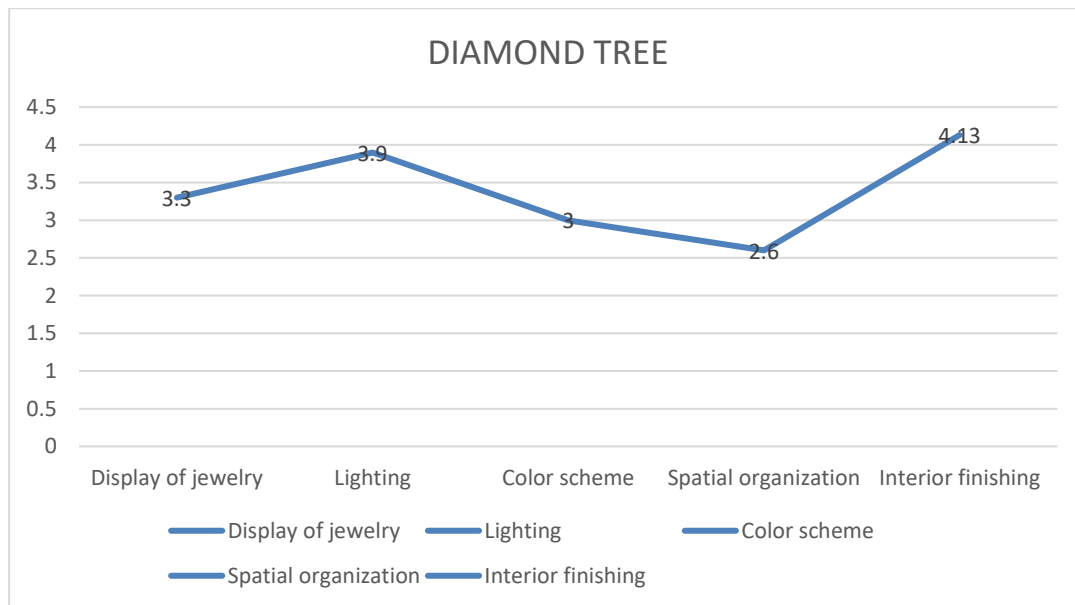


Fig. 7: Different aspects of the interior elements of Diamond Tree, Gurugram

Source: Author

Fig. 7 is a line diagram data for the Diamond Tree Jewellery showroom reveals a moderate satisfaction level in the display of Jewellery, suggesting potential for improvement. Lighting receives a high satisfaction score, indicating effective design for an aesthetically pleasing environment. The color scheme shows a moderate satisfaction level. Spatial organization indicates a need for improvement, while interior finishing receives notably high praise for quality and appeal. In summary, the data provides succinct insights into specific areas of strength and potential enhancements within the Diamond Tree showroom.

Case Study 02: HS Jewelers

HSJ, a longstanding jewellery company, radiates grandeur and is situated in the heart of the historic city of Lucknow. Collaborating with the Delhi-based architecture firm RMDK and I'm The Centre for Applied Arts, Deepak Kalra, along with Shifaa Kalra, spearheaded the creation of a breathtaking retail space that appeals to diverse audiences. Encompassing an impressive 10,000 square feet across two levels, the store segregates its offerings, with the ground level dedicated to gold items and the upper level showcasing Diamond and Silver products.

A clever architectural feature involves a 2.5 m dip in the ground level, creating a partial basement that resembles a stilted ground level at the entrance, accommodating parking and an entrance lobby. The awe-inspiring sandstone façade, designed as an introverted vault, leaves a lasting impact with its intricate gold steel surface decoration. The entryway boasts a stunning 30-foot-high glass door, granting a glimpse inside and generating curiosity among visitors. Upon entering, a reception hall greets customers as shown in Fig. 8, with an impressive elliptical red glass lift encircled by a spiral staircase, serving as the focal point. The approach to the lift showcases multicolored floor inlays inspired by traditional Meenakari craftsmanship as shown in Fig. 10 (<https://zishta.com/blogs/bodha/meenakari-craft-explained>), which is artfully mirrored on the ceiling, reflecting the brand's diverse design style. Each floor's lift opens to a lobby area with a captivating, illuminated ceiling installation visible from the main door, creating a dramatic visual feature.

The lighting scheme has been thoughtfully tailored to enhance specific product zones, while plush furnishings and chandeliers double as art installations, capturing the essence of the Jewellery displays (Fig. 11). The color palette harmoniously ties these elements together, complementing and elevating the showcased items. Tonal variations are muted with neutral hues like charcoal and deep brown to create sophisticated and articulated spaces. The Boutique Gold Section is accentuated with rich reds, and a striking 40' x 40' hand-painted ceiling adds drama to the otherwise serene area, turning each Jewellery display (refer to Fig. 10) into an artistic masterpiece (Kalra, 2018).

In the Daily Wear Gold Section, a simplified color palette of white and gold prevails, accentuated by a pearl-inspired reception accent wall. The diamond portion incorporates shades of blue, and each product is presented as a work of art through skillful semi-precious stone counters, bull's eye arch displays, and white origami floral arrangements. The silver area, adorned with shades of purple, is designed with a simple language to complement the heft and chunkiness of cutlery, enhancing the overall store experience.

HSJ Lucknow exudes a harmonious blend of ancient and contemporary elements, exuding opulence and warmth, and truly embodying the concept of "where art meets luxury".



Fig. 8: Showroom Reception Desk

Source: Author



Fig. 9: Diamonds Wall Display
Source: Author



Fig. 10: Lift lobby
Source: Author



Fig. 11: Blue-Contrast Diamonds
Source: Author

Customer Feedback

Table 2: Customers feedback for H S Jeweler, Lucknow.

Source: Author

Aspects	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	C 9	C10	C11	C12	C13	C14	C15	Average
Display of jewellery	3	5	5	5	4	4	3	3	4	3	5	5	5	4	4	4.13
Lighting	2	5	4	5	3	3	4	4	3	2	5	4	5	3	3	3.6
Colour scheme	2	4	3	5	3	3	5	3	5	2	4	3	5	3	3	3.5
Spatial organization	2	5	4	5	4	2	4	3	3	2	5	4	5	4	2	3.6
Interior finishing	3	5	5	5	3	4	4	4	5	3	5	5	5	3	4	4.2

The Table 2 represents feedback observations from customers, with "C" standing for customer and the corresponding numerical values indicating the ratings provided by each customer for different aspects of the jewellery showrooms.

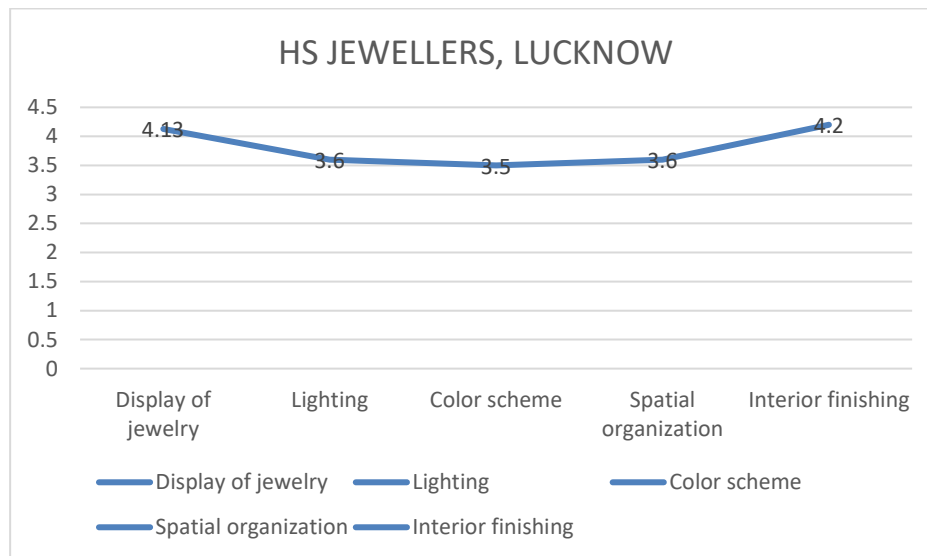


Fig. 12: Different aspects of the interior elements of H S jewelers, Lucknow

Source: Author

Data depicted in the Figure 13, presented in the form of a line diagram, offers a comprehensive evaluation of key aspects within the context of the assessed Jewellery showroom. The "Display of Jewellery" category suggests a high level of satisfaction, indicative of effective presentation strategies. In terms of "Lighting," the diagram reflects a commendable score, indicating a well-designed lighting setup that contributes to the overall ambiance. Similarly, the "Color Scheme" category portrays a positive outlook, suggesting an appropriate and visually appealing selection. The aspect of "Spatial Organization" is depicted favorably, signaling a well-organized and efficient spatial layout. Finally, "Interior Finishing" receives noteworthy praise, emphasizing a high standard of quality and appeal in the finishing elements such as walls, ceilings,

and floors. Collectively, the line diagram encapsulates a positive assessment across various dimensions, highlighting the strengths of the evaluated showroom in delivering a visually appealing and well-organized environment.

Case Study 03: Guru Krupa

In 2020, Guru Krupa Jewellers underwent a reconstruction project on their existing property in Petlad, Gujarat. The new modernist cubical building, located in the main market, stands out as a symbol of contemporary elegance amidst the cityscape. The customer's vision was to expand the business while adhering to Vaastu (Karani, 2014) principles, resulting in the addition of two more stories to the showroom. To enhance the overall quality of the space, the designer embraced the concept of "minimalist luxury." The showroom's layout has been thoughtfully designed, with separate floors catering to customer movement and client workflow. The ground floor houses the gold exhibit, a strong room, and a small pantry. Moving up, the first floor showcases the silver collection and accommodates the client's office space, along with an adjacent small strong room. The second floor is dedicated to storage and utility rooms.

The design philosophy revolves around creating a refined and luxurious ambiance through a subdued color palette. Predominantly adorned in white and beige, the space exudes warmth with the inclusion of wooden finish surfaces. Beige stone finished tiles form the flooring, while patterned tiles with brass accent inserts create an eye-catching walkway, breaking the monotony (Fig. 15).

An essential focal point of the showroom is a long wooden set of tables that elegantly displays the finest Jewellery items. The display counter is designed entirely in wood, featuring fluted panels in the front as shown in Fig. 13. Delicate curves in the wall display pay tribute to femininity, and the beige lime plaster used for the wall coating evokes a timeless feel. Beige and grey backdrops accentuate the gold and silver exhibits, respectively, adding a touch of sophistication. The first level incorporates a mirror-paneled wall to create an illusion of a more spacious environment. On the outside, the grey graphite texture as shown in Fig. 14 distinguishes the showroom from the rest of the street, captivating the attention of passersby (Sipai, 2020).

The primary focus of the business is to provide customers with an exceptional experience, making them feel as if they are acquiring truly remarkable pieces of fine Jewellery. The design aims to give the jewellery the platform to tell captivating stories and leave a lasting impression on every visitor.



Fig. 13: Wooden display cases, silver jewellery displayed on wooden shelves, with lights.

Source: Author



Fig. 14: Showroom Front Facade
Source: Author



Fig. 15: Silver Jewellery Loft
Source: Author

Customer Feedback

Table 3: Customers feedback for Guru Krupa, Petlad..

Source: Author

Aspects	C 1	C 2	C 3	C 4	C 5	C 6	C 7	C 8	C 9	C10	C11	C12	C13	C14	C15	Average
Display of jewellery	3	4	4	4	3	5	5	3	3	3	4	4	4	3	5	3.8
Lighting	2	3	5	3	4	3	5	4	4	2	3	5	3	4	3	3.5
Colour scheme	2	3	3	5	4	3	3	5	3	2	3	3	5	4	3	3.4
Spatial organization	2	3	3	3	3	5	5	4	3	2	3	3	3	3	5	3.3
Interior finishing	2	2	3	4	5	4	3	5	4	2	2	3	4	5	4	3.5

Table 3 displays feedback observations from customers, where "C" denotes customer, and the accompanying numerical values represent the ratings given by each customer for various aspects of the jewelry showrooms.

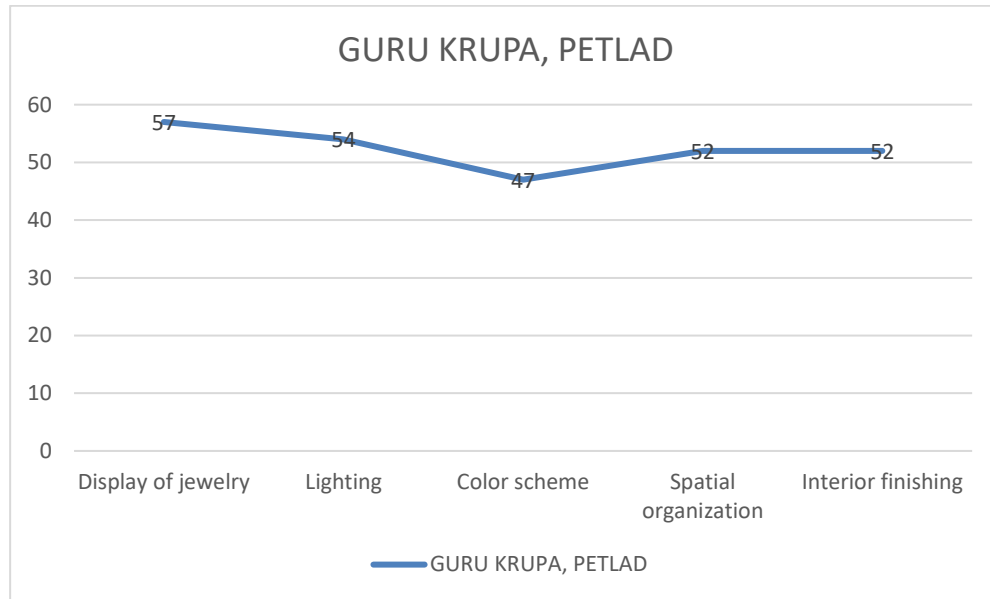


Fig. 16: Different aspects of the interior elements of Guru Krupa jewelers, Petlad

Source: Author

The line diagram suggests that there are opportunities for improvement in certain aspects at Guru Krupa in Petlad. The "Color Scheme" category could be refined for greater appropriateness and attractiveness, while attention to the "Spatial Organization" may enhance the efficiency and coherence of the showroom's layout. These insights pinpoint potential areas for improvement without specific numerical references.

Comparative Analysis

Comparative analysis of the three showrooms based on feedback given by the customers of each respectively as follows.

Table 4: Comparative analysis of the showrooms

Source: Author

Aspects	Diamond tree	H S jewelers	Guru krupa	Analysis
Display of jewellery	3.3	4.13	3.8	Among the three showrooms, H S Jewellers received the highest customer ratings for the display of jewellery.
Lighting	3.9	3.6	3.5	Diamond Tree's lighting was favoured over that of the other two showrooms.
Colour scheme	3.0	3.5	3.4	Although there was a minor variance in the average scores between HS Jeweller

				and Guru Krupa, HS Jeweller exhibited greater diversity in color schemes, featuring distinct themes for various sections and types of jewellery.
Spatial organization	2.6	3.6	3.3	While the spatial organization at Diamond Tree received limited appreciation, HS Jeweller's showroom excelled in its thoughtful utilization and organization.
Interior finishing	4.13	4.2	3.5	H S Jewellers secured the highest score due to distinct wall finishes, ceiling designs, and other interior finishes in each jewellery category, be it gold, silver, or diamond.

The comparative analysis underscores H S Jewelers' excellence in jewellery presentation, displaying diverse and distinct themes as shown in table 4. Diamond Tree stands out for its strategic lighting, while Guru Krupa reveals potential areas for improvement. H S Jewelers' spatial organization excels, emphasizing thoughtful utilization. Notably, H S Jewelers secures the highest score in interior finishing, emphasizing the quality of distinct wall, ceiling, and other finishes. This analysis provides crucial insights for businesses seeking to refine their jewellery showroom designs for enhanced customer experiences and competitive positioning in the retail sector.

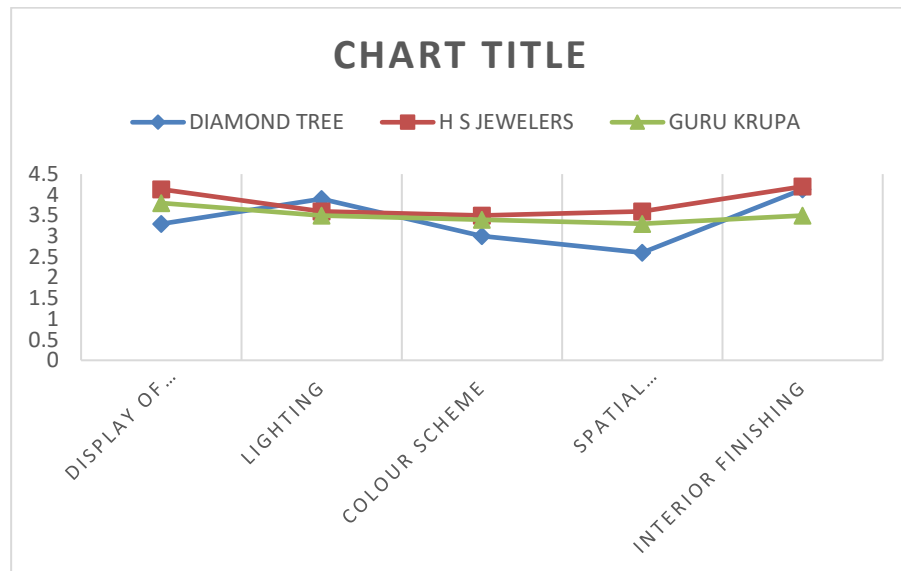


Fig. 17: Comparison of the three Jewellery stores based on feedback from customers in all the aspect mentioned above.

Source: Author

Following an in-depth analysis of key parameters, H S Jewelers emerged as the preeminent showroom, showcasing exceptional proficiency in Jewellery display, spatial organization, color scheme diversity, and superior interior finishing. Diamond Tree distinguished itself with a lighting configuration that garnered favor, while Guru Krupa, while marginally trailing in specific facets, maintained a competitive standing within the evaluated criteria. These discerning evaluations underscore the critical importance of a holistic and technically nuanced approach to interior design, emphasizing the strategic role it plays in optimizing customer experiences and positioning a Jewellery showroom competitively in the market.

H S Jewelers secured the highest rating in the display category due to its meticulous arrangement, presenting a diverse array of Jewellery types with distinct wall displays that not only showcased each piece individually but also contributed to an overall visually compelling aesthetic. Diamond Tree, on the other hand, excelled in the lighting aspect by strategically implementing spotlights in a neutral white hue, specifically enhancing the brilliance of diamond Jewellery, a nuanced approach that adds a technical sophistication to the presentation (refer to Fig. 17).

The noteworthy feature of H S Jewelers lies in its meticulously curated color scheme, designed with a precision that goes beyond aesthetics. The intentional use of a red and golden theme for gold Jewellery, coupled with yellow lighting to accentuate the color of gold, reflects a strategic understanding of color psychology and its impact on consumer attraction and perception.

Spatial organization, a critical aspect in the layout of a Jewellery store, was expertly executed in H S Jewelers. The inclusion of well-designed lift lobbies and thoughtfully planned walking spaces enhances the overall customer experience. In contrast, the smaller space at Diamond Tree posed challenges for spatial organization, highlighting the importance of sufficient circulation space for effective Jewellery display and customer engagement.

Interior finishing, a pivotal component in any design framework, played a defining role in H S Jewelers' superior rating. The incorporation of aesthetically pleasing wall finishes, along with meticulously designed floor and ceiling elements, not only added a touch of sophistication but also contributed to a cohesive and attractive ambiance. This attention to detail in interior finishing aligns with industry standards and demonstrates a commitment to creating a visually appealing and customer-friendly environment, crucial for attracting and retaining customers in the competitive Jewellery retail landscape.

Conclusion

In the realm of jewellery retail, this research meticulously dissects the intricate dynamics inherent in the interior design of showrooms, revealing profound implications for how customers perceive and engage with these spaces. The comprehensive approach employed, spanning literature review, case studies, and in-depth customer feedback analysis, enriches our understanding and unveils invaluable insights into diverse strategies adopted by prominent jewellery retailers.

The comparative analysis highlights distinctive strengths and potential areas for enhancement within each showroom's design framework. A superior jewellery presentation, thoughtful spatial organization, and refined interior finishing stand out as pivotal elements in crafting an ideal jewellery store. Strategic lighting, along with meticulous attention to color schemes and spatial organization, further contributes to an attractive and functional retail space.

This research not only contributes significantly to our comprehension of jewellery showroom interior design but also underscores discernible research gaps. Future endeavors in this domain could explore the synergistic effects of different design elements and their collective influence on customer behavior. The integration of emerging technologies, such as augmented reality, stands as a promising avenue to elevate the interactive facets of the showroom experience.

Continuous engagement with evolving customer preferences, coupled with longitudinal studies on the dynamics of these preferences, empowers businesses to dynamically adapt their showroom designs. Furthermore, a deeper exploration into sustainable and eco-friendly design practices, aligning with the burgeoning environmental consciousness, could serve as an innovative trajectory for future research in this field.

In essence, this research lays the foundation for a nuanced understanding of jewellery showroom interior design and prompts further refinement and innovation. By addressing these research gaps and embracing emerging trends, the jewellery retail sector can perpetually elevate its interior design strategies, crafting showrooms that not only captivate in the present but resonate enduringly in the ever-evolving landscape of consumer preferences and retail dynamics.

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