

Shoppers' Perception on Physical Condition of Shopping Centers' Atmosphere at Different Lifecycle

Astrid Kusumowidagdo*, Agus Sachari**, Pribadi Widodo***

*Universitas Ciputra, Surabaya

,Institut Teknologi Bandung, Bandung

ARTICLE INFO

Received: February 05, 2012
Final revision: July 14, 2012

Keywords:

atmospheric stimuli,
design features,
consumer behavior,
shopping center lifecycle

Corresponding author:

* astrid@ciputra.ac.id
** asachari@yahoo.com
*** widodopr@yahoo.com

ABSTRACT

Shopping center with atmospheric stimuli design needs to be well formulated in marketing strategy to expose its competitive advantage. As a result, most designs included in the marketing tactic scheme pay more attention to all factors related to the lifestyle in order to make designs exist and be appreciated by the society. Design is one of the key factors of shopping center to gain its success. This research aimed to find out to what extent the visitors perception is different towards shopping centers which has different lifecycles. The research studied two things, first was exploratory research intended to find the embodiment of atmospheric (atmospheric variables). The second research was done in a quantitative method, (multiple regression). This research studied the perception of a hundred mall visitors regarding how the variables of the interior atmosphere affected their shopping habit. The independent variables in the research were the exterior features and building configuration, interior features and supporting facilities. The dependent variable was the the visitor behavior. As a conclusion, the atmospheric interior design of a mall that is embodied in its interior element supported the hypothesis which said that existence of experience which felt differently according to visitor perception at shopping centers in different lifecycle.

© 2012 IRJBS, All rights reserved.

In their development shopping centers can accommodate the characteristics of the modern people. They are becoming a place where everyone can easily find their spaces. In addition to making it easier for the people to do their activities inside the premises, the one stop

shopping point concept is a form of comfort offered by the modern shopping center as a direct response to the demands of the increasingly faster and more challenging life. Therefore, in review, the modern society is spending more of their time inside a shopping center. With various descriptions

