

Abstract

This bachelor thesis named "Store Interiors and their Influence on Customers" deals with the influence of in-store marketing, consumer behaviour, interior design and world events on brick-and-mortar retail. The first part defines in-store marketing communication and introduces the basic concepts, tools and functions of in-store marketing. Next, the paper examines retail decline and consumer behavior. The last theoretical section discusses shopping atmosphere and shopping environment, which plays a major role in the POP marketing discipline. The practical part is devoted to quantitative research, which tries to find out which elements of interior design influence customers the most, what is their attitude towards brick-and-mortar stores after the pandemic and how big a role is played by sensory communication. In the last section, a SWOT analysis summarizes the strengths and weaknesses of brick-and-mortar stores combined with the opportunities and threats that the stores face. The aim of the paper is to gain new insights regarding in-store marketing, interior design and consumer behaviour.