

Atmosphere

Component Factor

Yes, part of Experience ([view](#))

Ranking

Atmosphere	Rank	Score	Descriptor
Influence	117 th out of 237	3.71 out of 5	Influential
Control	12 th out of 237	3.76 out of 4	Controllable
Priority	28 th out of 237	13.97	Very high priority

Description/Definition

Atmosphere refers to a global assessment of a centre, made up of a number of factors such as manoeuvrability, orientation and overall ambience and behaviour of people (Hart et al., 2013). It includes historic architecture, how fresh the air is and other aspects of the centre that can be seen as a unique feature of urban retailing and can be a competitive advantage (Teller and Elms, 2012).

Why does it matter? (Influence)

The atmosphere of a high street or centre directly influences the attractiveness of it. It can help a place stand out, and if it has a positive and unique atmosphere, this becomes part of the centre's competitive advantage. A positive atmosphere naturally drives visitors to a place and directly impacts on purchasing behaviour (Donovan et al., 1994).

What can you do about it? (Control)

Teller and Elms (2012:12) suggest that the "retail and non-retail tenant mix, product range and sales personnel positively affects the atmosphere of an urban retail agglomeration" and "the manoeuvrability/orientation within and infrastructural facilities positively affect perception of atmosphere of an urban retail agglomeration". Place managers can control the atmosphere by marketing the place in collaboration with retailers and other tenants on the high street. The focus could also be on changing or improving existing conditions such as parking conditions as well as the manoeuvrability and orientation of the place users. Some aspects of atmosphere are more difficult to control without regenerating the area e.g. poor architecture and others are completely out of control such as temperature of the place.

See also

Attractiveness; Experience

References

Donovan, R. J., Rossiter, J. R., Marcoolyn, G. & Nesdale, A. (1994). 'Store Atmosphere and Purchasing Behaviour'. *Journal of Retailing*, 70(3), pp. 283-294

Hart, C., Stachow, G. & Cadogan, J.W. (2013). "Conceptualising town centre image and the customer experience", *Journal of Marketing Management*, 29(15-16), pp. 1753-1781.

Teller, C. and Elms, J. (2012). 'Urban Place Marketing and Retail Agglomeration Customers'. *Journal of Marketing Management*, 28 (5-6), pp. 546-567.