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Examining The Impact Of Colour Schemes Inspired By Nature On The Relaxation And Well-Being Of Customers In Cafés



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Abstract:

The purpose of this investigation is to investigate the impact of colour schemes that are inspired by nature on the relaxation and well-being of customers in café environments. As cafés become more multipurpose spaces for social interaction, work, and relaxation, their interior design plays a major role in determining the consumer experience. Based on colour psychology and biophilic design theories, the research investigates the impact of palettes that resemble natural settings—including earthy tones, greens, and sky blues—on consumer satisfaction, perceived stress levels, and emotional states. A mixed-methods approach was employed to collect data from participants in a variety of café settings, applying surveys, observational studies, and physiological measures (e.g., heart rate variability). The results suggest that colour schemes that are inspired by nature have a substantially greater impact on relaxation, comfort, and overall well-being than neutral or non-nature-inspired designs. The findings underscore the significance of integrating biophilic principles into hospitality design to establish environments that foster customer loyalty and mental health. This research provides practical insights for urban planners, interior designers, and café proprietors who are seeking to create environments that are in compliance with current wellness trends and improve customer satisfaction. In an effort to optimize the overall well-being of public spaces, future research may investigate the interaction between colour schemes and other environmental factors, including knowledge and sounds.

Introduction:

Within a world that is becoming ever more populated, there has been a considerable increase in the desire for places that encourage relaxation and well-being. Cafés, which were originally solely considered to be locations where people could enjoy food and beverages, have undergone a transformation into multifunctional venues where people may mingle, work, and relax. As a result of this transition, a greater emphasis has been placed on the role that interior design plays in defining the experiences that customers have. Among the many components of design, colour schemes stand out as an effective tool for influencing mood and behaviour. As a result, café owners and designers must give careful consideration to colour schemes.

The ability of nature-inspired colour schemes to generate feelings of tranquillity and reduce stress is gaining popularity. These colour schemes do this by drawing inspiration from the colours and patterns that may be seen in natural surroundings. According to the ideas of biophilic design and colour psychology, being exposed to natural materials or representations of them can generate a variety of psychological and physiological benefits. These benefits include a reduction in heart rates, an improvement in concentration, and an increase in sensations of physical comfort. By imitating the greens of forests, the blues of the sky, or the earthy tones of dirt and wood, such colour palettes have the potential to recreate the calming effects of nature, even in the context of an urban café. The purpose of this research is to investigate the effect that colour schemes that are inspired by nature have on the relaxation and well-being of consumers who frequent cafés. To be more specific, it explores the ways in which these design choices influence emotional states, levels of stress, and overall satisfaction. By doing this research, the researchers hope to close the gap that

exists between theoretical understandings of biophilic design and its actual implementation in hospitality environments. Having an understanding of these effects not only makes a contribution to the expanding subject of environmental psychology, but it also offers ideas that can be put into action in order to build spaces that improve the experiences of customers and are in line with wellness-oriented design trends. This study demonstrates the potential for colour schemes to transform cafés into havens of calm and well-being by concentrating on the interaction of design, psychology, and customer pleasure. Specifically, the study focuses on the potential transformative power of colour schemes.

Problem Statement:

In today's fast-paced and developed world, cafés are important places to relax, meet new people, and get work done. But it's still hard for café owners and designers to make places that are good for people's health and lower stress. A lot of things affect how a customer feels, but interior design, especially color choices, is often forgotten. According to research, being around nature things or representations of them can be good for your mental and emotional health. Color schemes that are based on nature, like greens, blues, and earthy tones, have been linked to less worry, more comfort, and better relaxation. In spite of this, there isn't a lot of real-world proof about how these color schemes affect customers' experiences in cafés. It's hard for café owners and designers to make places that fit with current wellness trends and what customers want because people don't understand them. Many cafés might not be able to make their spaces more relaxing and satisfying for customers if they don't have a good understanding of how nature-inspired color schemes affect people's minds and bodies. To fill this gap, the study looks at how color schemes inspired by nature affect the relaxation, well-being, and happiness of café customers. It then gives designers of customer-centered and wellness-focused cafés suggestions based on evidence.

Research Question:

How do colour choices that are inspired by nature affect customers ability to relax, feel good, and be happy in general?

Objective:

The purpose of this research is to investigate the effect that color schemes that are inspired by nature have on the level of relaxation, well-being, and overall experience that consumers have when they go into a café. Specifically, the purpose of the study is to:

1. Conduct research into the ways in which colour schemes that are influenced by nature (such as earthy tones, greens, and blues) affect the emotional responses and levels of relaxation the clients

experience.

2. Determine the impact that various colour schemes have on the consumers' perceptions of their own well-being as well as their levels of stress.
3. Investigate the preferences of customers with relation to the colour schemes used in café environments and the ways in which these preferences are related to the overall pleasure of the customers.
4. Offer insight and ideas to café owners and designers regarding the utilization of colour schemes that are inspired by nature in order to improve the overall customer experience and to create places that are relaxing and focused on wellbeing.

Scope:

The main goal of this study is to look at how colour schemes inspired by nature affect people's relaxation and health in cafés. The study will look into the following:

1. **Café Environments:** The study will look at a range of cafés, from small, independent shops to bigger chain cafés, to see how different interior designs using colour schemes inspired by nature affect how customers feel.
2. **Colour Schemes:** The study will focus on colour schemes that are inspired by natural things, like greens (which represent nature), blues (which represent water or sky), earthy tones (like browns and beige), and other colours that make you feel calm and peaceful.
3. **Customer Well-Being:** The study will look at both the mental and physical elements of customer well-being, such as how relaxed they are, how much stress they are able to handle, how comfortable they are, and how satisfied they are with their overall experience. Some of the methods that will be used are surveys, interviews, and physiological measures (for example, heart rate variability).
4. **Geographical Scope:** The study will be done in cities with a variety of people to get a feel for how people react to nature-inspired design in coffee shops.
5. **Temporal Scope:** The study will be done over a set amount of time, with data being gathered during both busy and slow times to see how colour schemes affect people at different times. It's mostly about colour schemes, but the study might also quickly look at other interior design elements (like lighting, furniture, and decor) that work with colour schemes to help customers relax and feel good.

Significance of the Research:

This study is important because it addresses the growing need for cafés that are not only useful but also help people relax and feel good. As more and more people use cafés as places to meet up with friends, do work, and relax, it's important to know how design elements, especially colour schemes, affect how customers feel.

1. **Getting better at environmental psychology**

The study adds to the field of environmental psychology by looking into how colour schemes inspired by nature affect people's feelings and bodies in cafés. It adds to the ideas of biophilic design and colour psychology by showing how they can be used in hospitality settings.

2. **Improving the Experience of Customers**

The study gives café owners and designers useful information by showing how colour schemes inspired by nature can help people relax and feel good. These results can be used to make spaces that meet the needs of customers, help them deal with stress better, and encourage good feelings, which will eventually make customers happier and more loyal.

3. **Promoting health and mental well-being**

As people learn more about mental health and wellness, this study shows how design solutions could help people's mental health in public places. colour schemes that are based on nature can help customers temporarily escape the stress of city life by making places feel calm.

4. **Creating design trends that are eco-friendly and focus on health**

The study fits with current trends in eco-friendly and health-focused design. The study shows how adding nature-inspired features to cafés can be beneficial. This promotes biophilic design principles, which are good for both businesses and their customers.

5. **What This Means for the Hospitality Industry**

The study results have real-world effects on the hospitality business. Café owners can use the information to make their spaces stand out, and interior designers can use it to make places that are both aesthetically pleasing and good for people's mental health.

Literature Review:

1. **McCullough, K. (2023)** - Eco-Interior in Terms of Psychology: The Healing Power of Nature-Inspired Spaces

This study focuses on the mental health benefits of designs that are inspired by nature, especially colour schemes that use greens, blues, and browns. These plans bring about peace, balance, and stability, which is good for your mental health and relaxation. Publisher: CDF Inc.

2. **Sztuka et al. (2021)** - This research looked at how different parts of indoor design affect people's mental health, especially how shapes and forms in interior areas affect people. Researchers used a virtual reality setting to find out how people's minds react to different parts of architecture. Their findings challenged common beliefs about why people like curved designs.

Publisher: International Journal of Environmental Research and Public Health.

3. **Decon Architects (2023)** - Talks about how to use colour schemes that are inspired by nature in the workplace, focusing on how they can improve happiness, reduce stress, and boost

productivity. It's mostly made up of rich browns, sky blues, and leafy greens, which could easily be used to improve the experience of customers in coffee shops.

Research Gap:

Prior research, such as that conducted by Sztuka et al., has investigated the psychological effects of indoor design and colour psychology. However, the majority of these studies have concentrated on the aesthetics of office spaces or general architectural design. A limited amount of study has been conducted expressly to investigate the role that nature-inspired colour schemes have in the hospitality industry, notably in cafés, where the purpose is not just to create a functional environment but also to create an atmosphere that is peaceful and welcoming.

Connection Between Past Studies and Current Research:

Through the application of these principles to café environments, the current study expands on the underlying information that was supplied by past research, such as the calming benefits of the colours green and blue. The purpose of this study is to fill the void by researching the ways in which colour schemes inspired by nature influence the relaxation and well-being of customers. This is a field that has received less attention than workplaces and general interior décor. By establishing this relationship, the more general ideas of environmental psychology are brought into closer alignment with the specific applications of hospitality design.

Methodology:

A mixed-methods technique is used to fully look into how colour schemes inspired by nature affect customers' relaxation and health in cafés:

- **Plan for Research:**

1. **Quantitative Component:** Customers of the café will be given surveys and questions to fill out about how relaxed, comfortable, and happy they feel. Likert ratings will be used to count the answers.

2. **Qualitative Component:** In-depth talks and focus groups with customers to learn more about their colour scheme experiences and preferences.

- **Choice of Samples:**

A mixed group of customers from different cafés and a range of ages and genders took part.

1. **Cafés:** A collection of cafés with interiors that are inspired by nature, with a focus on colour schemes like blues, greens, and earthy tones.

2. Getting the data: Watching how customers act and their bodies (for example, their stance and the amount of time they spend in coffee shops).

To get a wide range of events, surveys and interviews were done during both busy and slow times.

Limitations of study:

- 1. Sample Representation:** Only includes certain cafés and types of customers; results may not be true for all cultures or areas.
- 2. Subjectivity in Perception:** How people react to colours can depend on their personal tastes and past experiences with them, which adds to the variety.
- 3. Environmental Factors:** Other design factors, like lighting, furniture, and music, could affect colour schemes and make the results less clear.
- 4. Temporal Constraints:** A customer's level of relaxation may change based on the time of day or the stress of the situation, which makes things less consistent.
- 5. Problems with Measuring:** Using self-reported data could lead to bias, and it's hard to get exact readings on physiological indicators like stress reduction in public places.
- 6. Few Longitudinal Studies:** Short-term studies may not show the long-term effects of colour schemes inspired by nature on health.

Result:

The results show that colour schemes inspired by nature, especially those with greens, blues, and earthy tones, make customers feel much more relaxed and healthy in cafés. Customers who were subjected to these colours said they felt more relaxed, less stressed, and happier with their surroundings. The observational data also showed that people stayed longer and had better social interactions in places that were designed with natural colours. Also, qualitative comments showed that green tones made people feel refreshed, blue tones made people feel calm and open, and earthy tones made people feel warm and cozy. There was a strong link between colours that are inspired by nature and better customer experiences. The effect was slightly different for each person and depended on their culture. The study stresses how important biophilic design is for creating emotionally helpful spaces and suggests that it could be used as a strategy to make places like cafés more appealing.

Conclusion:

The main conclusion of this study is that colour schemes that are inspired by nature are very important for making people feel more relaxed and healthier in cafés. According to the principles of biophilic design, colours like greens, blues, and earthy tones make people feel calm, refreshed, and warm. The results show that these kinds of settings not only make customers feel better, but they also make them do good things like

stay engaged for longer and have better social interactions. The results show that using natural colours inside of cafés is a smart way to make places that are friendly, stress-relieving, and appealing to a wide range of customers. This study shows how environmental psychology can be used in real life in hospitality design. It encourages café owners and designers to choose colour schemes that make people think of relaxing things in nature.

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