

EXPLORING THE IMPACT OF DIGITALLY INTEGRATED WALL MURALS ON EMOTIONAL RESPONSE IN INTERIOR DESIGN

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Wall murals have evolved from purely decorative elements into strategic design tools that influence emotional experience, spatial identity, brand communication and digital engagement within interior environments. Visual elements play a vital role in shaping user perception and fostering engagement within interior spaces. Among these elements, wall murals have evolved from being purely artistic expressions into powerful tools for spatial storytelling, emotional connection and brand identity formation. Research in environmental and experiential design consistently demonstrates that visual interventions within interiors significantly influence users' emotional responses, spatial perception and behavioral engagement. In contemporary interior environments, murals not only attract visual attention but also generate emotional resonance and extend spatial influence into digital platforms through social media interaction (Pine & Gilmore, 2011). Recent studies position wall murals and large-scale environmental graphics as hybrid design interventions that merge aesthetics, function, and communication. Brakus *et al.* (2009) argue that experiential design elements act as strategic tools that shape brand perception through sensory and emotional engagement. Supporting this view, research on immersive

interior environments indicates that visually engaging spatial installations encourage user interaction, memorability, and social sharing, particularly within digitally mediated contexts (Hudson *et al.*, 2016 ; Ramaswamy & Ozcan, 2018).

Furthermore, advancements in digital integration—such as augmented reality (AR), QR codes, and interactive lighting systems—have expanded the experiential depth of mural design. Digital technologies embedded within physical environments enable designers to bridge physical and virtual realms, transforming static interiors into interactive and narrative-driven experiences (Carù & Cova, 2007; Tom Dieck & Jung, 2017). These developments have redefined murals as communicative interfaces that mediate between space, user emotion, and digital engagement, allowing interior environments to persist beyond their physical boundaries through online interaction and social media dissemination.

Within this evolving context, the present study examines the role of wall murals as strategic interior design elements that contribute to spatial identity, emotional experience, and branding. Specifically, the study explores how wall murals enhance interior

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design strategies by reinforcing spatial character and identity, investigates their psychological and emotional impact on users' perceptions and engagement with interior spaces, and analyzes their function in communicating design narratives that strengthen brand identity.

The present study adopted an exploratory research design to examine the role and effects of wall murals in interior design, with particular emphasis on user perception, emotional response, spatial storytelling, brand communication and digital engagement within commercial buildings. The study comprised a sample of 100 owners or in-charge personnel of commercial buildings that featured wall murals. A random sampling technique was employed for the selection of respondents, ensuring unbiased representation within the selected study context. The research setting was purposively chosen, focusing exclusively on commercial buildings, as this environment was considered appropriate for analysing the mindset, experiences, and perceptions of individuals directly associated with the use of

wall murals. The research was conducted during the year 2024. Data was collected through direct, face-to-face interviews, which enabled deeper understanding of respondents' experiences and viewpoints. The interview schedule included closed-ended questions using nominal and Likert-scale formats to facilitate quantitative analysis, along with open-ended questions to capture qualitative insights into emotional engagement, spatial experience, branding impact, and digital interaction. Quantitative data was analysed using statistical software to compute descriptive statistics such as frequencies, percentages, and mean values, while qualitative responses were subjected to thematic analysis to identify recurring patterns and key themes.

The demographic profile of respondents showed a balanced gender distribution (45% male, 55% female), with the majority falling in the 25-34 years age group (40%). This suggests the findings particularly reflect the perceptions of young adults, a key demographic for digital marketing. The

Table 1. Demographic characteristics of the respondents (n=100)

Category	Frequency	Percentage (%)
Gender		
Male	45	45
Female	55	55
Age Group		
18-24 years	30	30
25-34 years	40	40
35-44 years	20	20
45+ years	10	10
Education Level		
High School	25	25
Bachelor's Degree	50	50
Postgraduate	25	25

educational background (50% bachelor's degree holders) indicates respondents were sufficiently educated to understand and evaluate marketing concepts. These demographics are important as they represent the typical social media-active population that brands target with mural campaigns.

Emotional Effects and Psychological Effects on Using Wall Murals in Selected Commercial Buildings

Table 2 depicts the effects on using wall murals in selected commercial buildings focusing on Emotional and Psychological effects. In general majority (71 percent) and (69 percent) of the respondents reported that they felt cool and happy in selected commercial buildings respectively. An equal majority (46 percent) of the respondents reported that they felt cheerful and (46 percent) pleasant on using wall murals. Only (4 percent) reported that they felt warm on using wall murals in selected commercial buildings.

Regarding psychological effects, the majority (52 percent) of the respondents reported that they felt dreamy and about (36 percent) of the respondents reported that they felt energetic on using wall murals in selected

commercial buildings. About (25 percent) and (18 percent) of the respondents reported that they felt relaxed and peaceful respectively. Only (7 percent) reported that they felt relieved from stress on using wall murals in selected commercial buildings.

Effectiveness of wall murals in marketing

Participants were asked about their perception of wall murals in marketing. A Likert scale (1-5) was used to rate agreement with statements related to engagement, aesthetics, and brand identity.

Table 3 illustrates respondents' perceptions of mural effectiveness within digital marketing. Most participants agreed or strongly agreed that wall murals significantly contribute to brand communication and consumer engagement. Specifically, 75 percent (45 % agree + 30 % strongly agree) affirmed that murals enhance brand storytelling, underscoring their narrative strength in conveying identity and values. An equivalent 75 percent indicated that murals encourage social-media sharing, highlighting their high "Instagrammable" potential for

Table 2. Effects of using wall murals in selected commercial buildings (n=100)

S.No	Emotional effects on using wall murals	Always	Sometimes	Never
1.	Happy	69	13	18
	Cheerful	46	15	39
	Pleasant	46	8	46
	Warm	4	6	90
	Cool	71	10	19
2.	Energetic	36	15	48
	Relaxed	25	13	62
	Peaceful	18	14	68
	Dreamy	52	13	35
	Relieved Stress	7	8	85

Table 3. Perceived effectiveness of wall murals in marketing (n=100)

Statement	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Wall murals enhance brand storytelling	2	5	18	45	30
Murals encourage social media sharing	1	4	20	50	25
Interactive murals (AR, QR codes) increase engagement	3	7	22	43	25
Murals positively influence brand perception	2	6	15	50	27
User engagement with wall mural	5	10	20	40	25



Fig. 1 & 2. QR-Integrated Wall Mural Bridging Interior Aesthetics and Digital Marketing Engagement

organic reach. User engagement analysis further revealed that 65% of respondents were likely or very likely to share mural-related photographs or selfies on social media platforms. This finding underscores the role of murals as visually compelling, “share-worthy” design elements that extend spatial experiences into digital environments and contribute to organic brand visibility. Table 5 illustrates participants’ likelihood of engaging with wall murals by sharing photographs or selfies on social media platforms. The results demonstrate a predominantly positive engagement trend. A clear majority of

respondents indicated a willingness to share mural-related content online, with 40% reporting they were likely and 25% reporting they were very likely to do so, together comprising 65% of the sample (n = 100). Conversely, only a small proportion expressed reluctance toward social media sharing, with 10% indicating they were unlikely and 5% very unlikely. One-fifth of the respondents (20%) reported a neutral position, suggesting conditional or situational sharing behavior.

Interactive murals incorporating AR or QR technology also received favorable evaluations, with 68 percent (43 % agree + 25

% strongly agree) acknowledging increased engagement, suggesting consumers' readiness for digitally augmented experiences. Furthermore, 77 percent (50 % agree + 27 % strongly agree) believed murals positively shape brand perception. Collectively, these findings confirm that mural-based marketing effectively merges artistic expression and digital interactivity to foster emotional resonance, storytelling, and viral brand amplification.

As illustrated in Figure 1& 2, QR-integrated murals combine aesthetic design with interactive digital functions, allowing users to scan the artwork for real-time engagement with brand content. Overall, the findings suggest that wall murals function as visually appealing and share-worthy elements that encourage social media engagement, thereby enhancing digital visibility and extending the spatial experience beyond the physical environment into online platforms.

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