

"A man is
great by
deeds, not by
birth"

-Chanakya

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**Safe Consumer Experiences in the Post-Pandemic World:
Rethinking Servicescape Designs**

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Safe Consumer Experiences in the Post-Pandemic World: Rethinking Servicescape Designs

Abstract:

Servicescapes play a key role in tangibilizing service value and contributing to consumer experiences. Critically reviewing studies from multidisciplinary domains like environmental psychology, community medicine, architecture and engineering, we present a conceptual model anchored in the S-O-R model; and incorporating the concept of servicescape safety discuss a set of related propositions on servicescape design in the age of the 'new-normal'. The paper also looks at the significance of interior and exterior factors and presents the moderating effects of social factors on perceived safety. With no robust models currently available to evaluate how servicescape design impacts users' physical and psychological safety, this paper provides guidelines towards future design approaches for healthy and safe servicescapes.

Keywords:

Servicescape Designs, COVID-19, Physical Safety, Psychological Safety, S-O-R Model

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