Atmospheric effect on shopping behavior: A review of the experimental evidence


Abstract (Article Summary)

This review focuses on the research conducted over the years on the effects of facility-based environmental cues on buyer behavior. The pertinent literature is reviewed by constructing a comprehensive table of the empirical studies in this area that focuses on the various findings associated with these investigations. This summary table indicates that atmospheric variables influence a wide variety of consumer evaluations and behaviors. In addition to discussing the findings and contributions of this literature, the article concludes by identifying gaps in the literature and suggesting potential future topics for atmospheric related research.

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