

Some 145 participants completed the questionnaire during the scent phase of the experiment. The experimenters had collected the same data from 447 people during the control week and explained that this larger number was to ensure that they had data for other experiments.

Questionnaires asked about perceptions of product quality, and about their perceptions of the shopping mall in general. Participants were also asked how much they had spent, excluding groceries, in this visit to the mall.

Findings

The researchers concluded that scent contributes to a favourable perception of a shopping environment and indirectly to an increased perception of product quality (thus supporting the cognition–emotion model discussed earlier). The use of an ambient scent is a relatively inexpensive technique for a retailer to consider. Although a product-related scent may be effective in increasing the sales of a particular product it may also reduce the sales of other products. The ambient scent needs to support all products in the store.

Reflections: Suggest appropriate scents for a furniture store, grocery store and a high-end fashion store.

Evaluation

The studies conducted by Kutlu et al. and by Chebat and Michon were conducted in *real retail environments*; Kutlu et al. in Istanbul and Chebat and Michon in Canada. Kutlu et al. *did not manipulate any variables* but simply measured the lighting levels in the store and measured customers' perception of this. In contrast, Chebat and Michon manipulated the presence of a pleasing citrus odour and

compared both *customer perceptions* and *spending* with a 'no odour' condition. Despite the differences in method, there are similar strengths and weaknesses here. Both studies would have struggled to control other variables that may be influencing consumers, although it is possible to generalise the findings from both studies to other environments and these studies have *clear applications to everyday life*. Both clearly showed the *impact that environmental cues such as colour, light and scent (situation)* may have on the individual and their cognitions and behaviours. This supports the importance of situational rather than individual factors in determining behaviour although we should always be aware that individual characteristics are going to be important as well. As with other topics in this section, the *exact effects* of factors such as light, colour and scent are likely to vary significantly from one culture to another.

There are *few ethical issues* to consider here as neither study could be considered to cause any type of *psychological distress to the participants* who would have consented to being questioned. Although it could be argued that Chebat and Michon's participants *were not aware* that they were taking part in an experiment, we are subject to this kind of experimenter manipulation every time we walk into a store.

7.2 The psychological environment

Environmental influences on consumers

Cognitive maps of retail locations

The *aim* of the study by Mackay and Olshavsky (1975) was to *explore the use of cognitive maps* (Figure 7.5) in understanding consumer behaviour.



DEFINITION

cognitive map: an internal representation of an external geographical reality sometimes described as a mental map of one's physical environment. Asking someone to draw a map of their environment is one way of exploring what the important features of the environment are for them.

The researchers recruited *78 supermarket shoppers* from *eight busy supermarkets* in Bloomington, Indiana, USA, during both day and evening. They made sure that the *subject* was the *principal grocery shopper* for his or her household, that the store was their *main store for grocery shopping*, that they had *access to a car for grocery shopping* and that they were *familiar with* (had heard of) the other *seven grocery stores*.

If they *met all four of these criteria* they were invited to participate in a *laboratory study* for which they

SELF-ASSESSMENT QUESTIONS

- 1 Outline the results of the study conducted into leisure environments by Finlay et al.
- 2 Explain how the dependent variable was measured in the study by North et al. into music in restaurants.
- 3 Outline one strength and one weakness of the use of a field experiment in the study by Guerguen et al. into music in open air markets.
- 4 In the study by Chebat and Michon (effects of odour on shopper arousal and emotions) the graduate students collecting the data from shoppers were instructed to not wear perfume. Explain why this instruction would be given.

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Paul Martens, Michael Mawson



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Readings on the Psychology of Place David Canter, 2023-07-31 In the World Library of Psychologists series international experts present career long collections of what they judge to be their most interesting publications extracts from books key articles research findings and practical and theoretical contributions In this fascinating volume Professor David Canter reflects on a career that has earned him an international reputation as one of the U K s most eminent applied social psychologists and a pioneer in the field of environmental psychology through a selection of papers that illustrate one of the foundational themes of his research career the psychology of place Split into four parts each with a new introduction written by the author the book provides insights into theories methods and applications of place psychology Covering a range of publications from early research in the 1960s up to recent explorations this volume provides the unfolding research that elaborates this seminal theory offering rich perspectives on how places gain their significance and meaning Featuring specially written commentary by the author contextualizing the selections and providing an intimate overview of his career this collection of key publications offers a unique and compelling insight into decades of ground breaking work making it an essential resource for all those engaged or interested in the study of places **Psychology** G. Neil Martin, Neil R. Carlson, William Buskist, 2010 The fourth edition of Psychology has been fully revised and updated throughout to provide a comprehensive coverage of the field This text brings together classic ideas and debates with cutting edge issues and controversies such as the effect of accent on witness credibility the relationship between being smart and being rich violence and mental illness and much more In this 4th edition historical and conceptual issues in psychology are also highlighted to encourage students to consider different perspectives and how the field has evolved Richly supported by examples illustrations and photos drawn from Europe and across the world this stimulating text will engage the student and provide an invaluable aid to learning Psychology 4 e comes with MyPsychLab an interactive online study resource available from www.mypsychlab.co.uk Take a test to get a personalised study plan and explore video and audio activities animations research updates and additional question material to consolidate and further your understanding **Mastering Psychology and Life** Karl Alfred Minke, 1979 Hume's Moral Theory J.L. Mackie, 2003-09-02 First Published in 1980 Routledge is an imprint of Taylor Francis an informa company **Experimental Psychology** Barry H. Kantowitz, Henry L. Roediger, David G. Elmes, 2005 This undergraduate textbook describes the features of observational correlational and experimental methods used to investigate social psychology developmental psychology and individual differences and illustrates the methodologies in the context of actual research problems The eighth edition adds sections on the relation between children s exposure to TV violence and aggressive behavior and choosing the dependent variable Annotation 2004 Book News Inc Portland OR booknews.com Systems Science for Engineers and Scholars Avner Engel, 2024-02-29 Brings a powerful toolkit to bear on engineering and scientific endeavors This book describes the fundamental principles of systems science so engineers and

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