بخشی از ترجمه مقاله

عنوان فارسی مقاله:
چگونه تجارت بصری بر واکنش عاطفی مشتری تأثیر می‌گذارد؟

عنوان انگلیسی مقاله:
How does visual merchandising affect consumer affective response?

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورگ (قابل چاپ) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
This study investigates consumer affective response on visual stimulus in stores by considering the aesthetic and symbolic aspects of a function-oriented product - intimate apparel. The congruity between the perceived fashion image and images projected from stores serves as a moderator that affects the actual purchase decision. Opinions compiled from an in-depth study of 64 Chinese Hong Kong female consumers lead to the conclusion that having the right perceived female image is crucial in influencing affective responses towards visual displays. It is found that attention should also be paid to the balance of a unified cooperate images and perceived localness while determining visual merchandising strategies. For instance, a small difference, such as the choice of sexy mannequins can hit the taboo of consumers and create a negative feeling and mood in their mind. In particular, Chinese consumers rank social expectations as important, the deviation of perceived localness may lead to a negative perception of losing face. Furthermore, the result indicates that when products entail both utilitarian and aesthetic concerns, social and local values should also be addressed as they can affect consumer shopping mood, approach response and purchase decision.

In conclusion, consumer affective response and social perception are inter-related and this study endeavours to stimulate further research in this area.