Department of Marketing

Research Seminar Series | Oct. 18th, 1-3pm | AD.0.090

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The Negative Impact of Perfection vs. Flaws in The Retail Environment

Abstractc: In 2017, total retail sales worldwide was $23.45 trillion US. As bricks-and-mortar stores continue to capture the majority of retail sales, retailers spend millions of dollars each year designing, building and refurbishing their stores, and major online retailers begin to open physical retail space, it is important to understand how the retail environment influences consumers. Research studying the impact of the retail environment dates back almost fifty years and a multitude of different taxonomies have been created to identify the various environmental factors (also referred to as atmospherics, servicescapes, situational factors) that impact consumers. While the overall conclusion of this work is that the retail environment is highly influential and can impact a broad range of outcomes over the years there have been calls for more theoretical approaches to understanding how and why various elements of the retail environment are influential. In this presentation I will focus on two elements of the retail space: mannequins and dressing rooms. I discuss how and why these two social retail design elements can have negative implications for consumers.