



The Impact of Different Price Tag Font Colors on Consumer Behavior

By Timo Wilhelm Rang

GRIN Verlag GmbH. Paperback. Book Condition: New. Paperback. 16 pages. Dimensions: 10.0in. x 7.0in. x 0.0in. Research Paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 7, University of Mnster, language: English, abstract: In a world with a growing amount of surrounding stimuli, getting the attention of consumers is an increasingly demanding task for the marketers. Therefore, the usage of colors, lighting and other environmental stimuli finds great acceptance in advertising campaigns. But in retail situations the exploitation of color effects is until now almost solely limited to packaging etc. One disregarded application area is price tags, being an important component of purchase decisions. The purpose of the paper is to fill this gap with empirical evidence. The study at hand focuses on font color of price tags as an environmental stimulus influencing the pleasure and arousal level of the respondents and finally their purchase intention. The a priori assumption is that warm (yellow) and cool (blue) colors should elicit different reactions. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



READ ONLINE
[3.38 MB]

Reviews

A whole new e book with a brand new standpoint. I have read through and i also am certain that i am going to planning to read again yet again later on. I found out this book from my i and dad advised this pdf to learn.

-- **Audrey Lowe I**

It is fantastic and great. It is really simplified but unexpected situations from the 50 % in the ebook. I discovered this ebook from my dad and i suggested this book to learn.

-- **Dr. Luna Skiles**