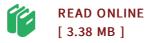




The Impact of Different Price Tag Font Colors on Consumer Behavior

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 pur-chase 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.



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