

THE PHYSICAL ENVIRONMENT ESSAY PACK

For CIE A-levels Psychology Paper 3 : Consumer Psychology

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1(a) Describe what psychologists have discovered about:

- **types of store exterior design, and**
- **types of store interior design. [6]**

Ans.

Store exterior design refers to

[Redacted text block]

Store interior design refers to

[Redacted text block]

1(b) Evaluate what psychologists have discovered about:

- types of store exterior design, and
- types of store interior design

including a discussion about cultural differences.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

Cultural differences have been overlooked in investigations of both -

[REDACTED]

The use of quantitative data is another relevant issue. Mower et al. assessed

[REDACTED]
Vrechopolous et al. assessed [REDACTED]

Finally, ecological validity is an important consideration. Mower et al. made participants

[REDACTED]

2(a) Describe the study by North et al. (2003) on musical style and restaurant customers' spending. [6]

Ans.

North et al. aimed to investigate the effect of playing

They conducted a field experiment in a restaurant in an

Results showed that classical music significantly increased spending for

This suggests that classical music can increase

2(b) Evaluate this study by North et al., including a discussion about ecological validity.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

Ecological validity is a relevant issue for North et al. The study was conducted in a

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] different music conditions

should generalise to customers in similar affluent restaurants.

Another relevant issue is individual and situational explanations. This study attributes customer spending to the situational factor of

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]. However, the

fact that classical music could not increase

[REDACTED]
[REDACTED]

Finally, determinism versus free-will is an important consideration. Attributing customer spending to

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]. This itself shows that free-will can override persuasions.

3(a) Describe what psychologists have discovered about:

- **music in restaurants, and**
- **background noise and taste, including a study. [6]**

Ans.

Research has shown that background music can influence customer behaviour in restaurants.

North et al. investigated

[REDACTED]

Psychologists have also discovered that background noise can alter how food tastes. Taste perception or gustation does not rely only on

[REDACTED]

Woods et al. investigated the effect of background noise on taste perception. Participants tasted

[REDACTED]

3(b) Evaluate what psychologists have discovered about:

- **music in restaurants, and**
- **background noise and taste, including a study.**

including a discussion about individual and situational explanations.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

One relevant issue is individual versus situational explanations. Research on music in restaurants strongly supports

Woods et al. found that loud background noise reduced perceived sweetness and saltiness regardless of food type. These effects occurred even though individuals

Another relevant issue is reductionism versus holism. The explanation of restaurant music effects can be reductionist, as increased spending is often attributed to a single factor such as

While these explanations are useful, they oversimplify eating to a

A final issue is determinism versus free-will. Findings from North et al. support a

. Likewise, Woods et al.'s research showed that people cannot

4 a) Describe what psychologists have discovered about:

- model of effects of ambience: Mehrabian and Russell's pleasure-arousal-dominance (PAD) model, and
- the effects of crowding on shopper pleasure-arousal-dominance. [6]

Ans.

Mehrabian and Russell proposed that consumers' emotional responses to a store's environment can be represented as

[REDACTED]

Crowding impacts all these dimensions. It can be social crowding -

[REDACTED] or spatial crowding - [REDACTED]

4 (b) Evaluate what psychologists have discovered about:

- **model of effects of ambience: Mehrabian and Russell's pleasure-arousal-dominance (PAD) model, and**
- **the effects of crowding on shopper pleasure-arousal-dominance**

including a discussion about objective and subjective data.

Evaluation in your answer can include strengths, weaknesses and a discussion of issues and debates. [10]

Ans.

An important issue is objectivity and subjectivity of data. PAD model has been used in studies like

. However, PAD also needs to be investigated using subjective measures like interviews. This would give insight into *why* some aspects of retail environments are found to be pleasurable or arousing, etc.. For example, what makes ambient odour pleasurable - triggering of some pleasant memories or creating an environment of freshness, etc.

Another important issue is application to everyday life. The PAD model is very helpful to retailers

y. Particularly, for retailers catering to customers with less

Yet another relevant issue is cultural differences. PAD are dimensions that can be very culture-specific. For example,

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