

THE PHYSICAL ENVIRONMENT ESSAY PACK

For CIE A-levels Psychology Paper 3 : Consumer Psychology

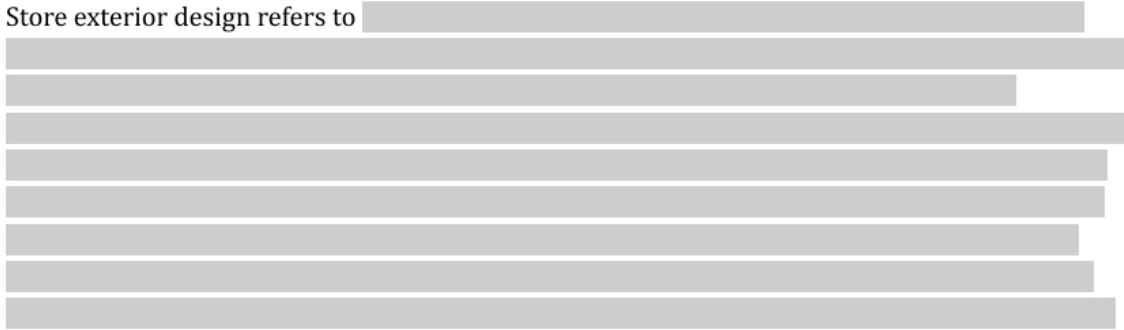
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1(a) Describe what psychologists have discovered about:

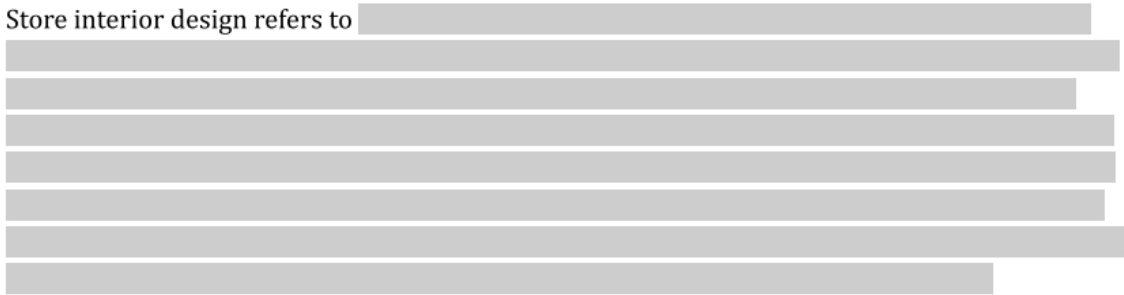
- **types of store exterior design, and**
- **types of store interior design. [6]**

Ans.

Store exterior design refers to



Store interior design refers to



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 text block]

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

[Redacted text block]

Vrechopolous et al. assessed

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

[Redacted text block]

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 [REDACTED]
[REDACTED] They conducted a field experiment in a restaurant in an [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Results showed that classical music significantly increased spending for [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] This suggests that classical music can increase [REDACTED]
[REDACTED]
[REDACTED]

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]

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

3(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]

3(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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