

Artification and shopping behavior: A model proposition

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Abstract

What is in art for retailers? As an innovative trend for enriching store atmospherics, artistic stimuli promise to bring perceived differentiation to retailers. To customers, such store can offer a renewed source of hedonic gratification, more sensory and imaginary stimulation. However, including artistic content in the store also comes with the risk for it to be visited as a museum, without generating enough sales. Consequently, this strategy has to be examined at the light of its contribution to brand equity building, while considering such store's specific role in an omnichannel retail configuration.