

Worksheet 3: Specialist options key terms answers

Topic	Sub-topic	Key Term	Definition
2.1 The physical environment	2.1.1 Retail store design	Stimulus-Organism-Response (SOR Model)	<i>Stimuli such as physical environment affects consumers' attitudes and behaviour.</i>
		Primed	<i>Being ready to act a certain way in a particular scenario.</i>
	2.1.2 Sound and consumer behaviour	Sensory cortices	<i>Parts of the cortex responsible for processing information from the senses.</i>
		Cerebral cortices	<i>Outermost layer of brain responsible for thought, perception and memory.</i>
		Olfactory tubercle	<i>Processing centre for odour and taste.</i>
		Contrast effect	<i>Cognitive bias affecting perception where we compare things rather than assess things individually.</i>
	2.1.3 Retail atmospherics	PAD Model	<i>Shows how physical environments influence peoples' pleasure, arousal and dominance.</i>
		Ambience	<i>The atmosphere or feel of an environment.</i>
		Spatial crowding	<i>High number of physical objects stops our need for physical space being met.</i>
		Human crowding	<i>High number of people stops our need for physical space being met.</i>
		Mediating factors	<i>Variables that affect the stimulus-response relationship.</i>