



Worksheet 3: Specialist options key terms

Using your textbook, find a definition for each Key Term and record it in the table.

Topic	Sub-topic	Key Term	Definition
2.1 The physical environment	2.1.1 Retail store design	Stimulus-Organism-Response (SOR Model)	
		Primed	
	2.1.2 Sound and consumer behaviour	Sensory cortices	
		Cerebral cortices	
		Olfactory tubercle	
		Contrast effect	
	2.1.3 Retail atmospherics	PAD Model	
		Ambience	
		Spatial crowding	
		Human crowding	
		Mediating factors	