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# The wallpaper matters: Digital signage as customer-experience provider at the Harrods (London, UK) department store

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Summary statement of contribution: The findings indicate that incidental brand-related stimuli on DS can lead to evaluative judgments such as attitudes. Such stimuli can also work by evoking sensory and affective experiences and eliciting approach behaviour towards an advertiser. Practical implications arise as ‘affective’ DS ads can increase shoppers’ approach towards an advertiser and the store that carries the ads, especially in generating loyalty from first time shoppers.

Keywords:

- digital signage
- experiential message cues
- customer experience

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