

Journal of Marketing Management >

Volume 29, 2013 - Issue 3-4: Special Issue 1: Retailing in a Connected World; Special Issue 2: CRM: Technology Adoption, Business Implications, and Social and Cultural Concerns

1,918 27

Views

CrossRef citations to date

6

Altmetric

Original Articles

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

Charles Dennis , J. Joško Brakus & Eleftherios Alamanos

Pages 338-355 | Published online: 09 Apr 2013

Cite this article <https://doi.org/10.1080/0267257X.2013.766628>

Sample our
Economics, Finance,
Business & Industry Journals
>> **Sign in here** to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Abstract

This paper
little-res
between
the UK: a
store, Lo
adverti
cogn
ads that
experie
advertis

We Care About Your Privacy

We and our 842 partners store and/or access information on a device, such as unique IDs in cookies to process personal data. You may accept or manage your choices by clicking below, including your right to object where legitimate interest is used, or at any time in the privacy policy page. These choices will be signaled to our partners and will not affect browsing data. [Privacy Policy](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device characteristics for identification. Store and/or access information on a device. Personalised advertising and content, advertising and content measurement, audience research and services development.

[List of Partners \(vendors\)](#)

I Accept

Essential Only

Show Purpose

Previously
face
installations in
department
ory-affective
ern mainly
ence. DS
ed affective
owards the
and-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

Acknowledgements

We thank the editors and anonymous reviewers for many helpful suggestions, the Harrods store for access and ad production, and ROI Team and Brunel University for resources.

Related research ⓘ

People also read

Recommended articles

Cited by 27

Experiential Marketing >

Bernd Schmitt

Journal of Marketing Management

Published online 1 Feb 2010

Influenc

António

Journal of

Published

Impa

Isabelle

The Serv

Published

View more

Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

Open access


- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Help and information

- Help and contact
- Newsroom
- All journals
- Books

Keep up to date

Register to receive personalised research and resources by email

 Sign me up



Copyright

Accessib

Registered
5 Howick Pl

or & Francis Group
orma business

