



Einladung zum Gastvortrag aus der Vortragsreihe:
„Arbeits-, Organisations- und Wirtschaftspsychologie“

von

Oliver Büttner

Universität Duisburg-Essen

„Antecedents and Consequences of Attentional Breadth in Retail Settings“

Visual attention is a key determinant of consumer behavior in retail settings. It influences, for instance, which products consumers buy or the impressions they form about a store. An interesting parameter of visual attention is attentional breadth, which refers to whether the focus of attention is directed to a wider or a more limited area of the visual field. Previous research has identified various factors that influence attentional breadth, for instance, mood or approach motivation. Hence, consumers may enter stores with a focus of attention that ranges from narrow to broad. Moreover, the pervasiveness of digital displays in retail settings, such as in-store displays or consumers' smartphones, may influence consumers' attentional breadth in the store. In this talk, I will discuss antecedents and consequences of shopping with broad versus narrow attention. I will present findings that show how buying impulsiveness and mindsets influence attentional breadth. Moreover, I will present studies on how shopping with broad vs. narrow attention influences consumers' judgments, in-store exploration, and purchase decisions.

Donnerstag, 17.05.2018; 16:00
Seminarraum, NIG 6. Stock
Universitätsstraße 7, 1010 Wien

Univ. Prof. Dr. Erich Kirchler