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Nature connectedness and Retail Customer Experience

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Abstract:

With increasing awareness about climate change and environmental conditions, more brands use green symbols in their branding to appear environmental friendly. This article explores how nature related store elements such as sounds and visuals induces a customer to feel more connected to nature. It is proposed that nature connectedness in turn leads to positive customer experience. The article uses the S-O-R framework to explore the research gap in green retailing. The findings will help managers understand how to achieve a sustainable positioning using store atmospherics.



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