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Motivations to engage in retail shopping include both utilitarian and hedonic dimensions. Business to consumer e-commerce conducted via the mechanism of web-shopping provides an expanded opportunity for companies to create a cognitively and esthetically rich shopping environment in ways not readily imitable in the nonelectronic shopping world.

Hedonic and utilitarian motivations for online retail

1. Introduction. Vivid, highly saturated colors are often perceived as exciting (Aaker, 1997, Labrecque and Milne, 2012) and arousing (Gorn, Chattopadhyay, Yi, & Dahl, 1997), making them popular in branding and package design. However, in the context of packaged food, could package color saturation also serve as an incidental cue that also affects consumers' evaluation of the food item's ...

Package color saturation and food healthfulness perceptions

Retail is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Retailers satisfy demand identified through a supply chain. The term "retailer" is typically applied where a service provider fills the small orders of a large number of individuals, who are end-users, rather than large orders of a small number of wholesale ...

Retail - Wikipedia

Color psychology is the study of hues as a determinant of human behavior. Color influences perceptions that are not obvious, such as the taste of food. Colours can also enhance the effectiveness of placebos. For example, red or orange pills are generally used as stimulants. Colour can indeed influence a person; however, it is important to remember that these effects differ between people.

Color psychology - Wikipedia

True Blue: A Health Insurance Colonoscopy by Cynthia Gaffney 1 2 True Blue: A Health Insurance Colonoscopy â€œœl taught college once at a tiny Catholic girls college in Dubuque, Iowa.

True Blue: A Health Insurance Colonoscopy | Patient

Abstract: Job satisfaction- dissatisfaction is a major concern to every organization irrespective of the type. As job satisfaction boosts productivity and creates healthy and stress-free employees, job dissatisfaction does the opposite.

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Introduction. In recent years, numerous measurement scales have been developed to assess attitudes, techniques, and interventions in a variety of scientific applications (Meneses et al. 2014). Measurement is a fundamental activity of science, since it enables researchers to acquire knowledge about people, objects, events, and processes.

Scale development: ten main limitations and

ABSTRACT. This paper aims to study how the Balanced Scorecard is related to the process of innovation in organizations. As a contribution, the work expands the usefulness of the model, by specifying external stimuli, dynamic tension, innovation strategies and perceived innovation success.

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