

Do it like a museum: The effects of museological display formats on product evaluation in off-/and online retails

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Logkizidou, Bottomley, Angell, and Evanschitzky (2019) investigated the impact of museological displays on purchase intentions and reported positive effects. We replicated and expanded this study in manifold respect (completed experimental designs, differentiated between hedonic and utilitarian products, tested displays in online settings, added a golden frame and a spotlight as other options, and examined potentials detrimental mediating effects). Our key findings show that the positive effects of museological displays can be transferred to online settings as well but are limited to hedonic products. Thus, we confirm the findings of Logkizidou et al. (2019) and add important further insights.

Keywords: museological displays; art infusion effect; luxury perceptions; product attitude