

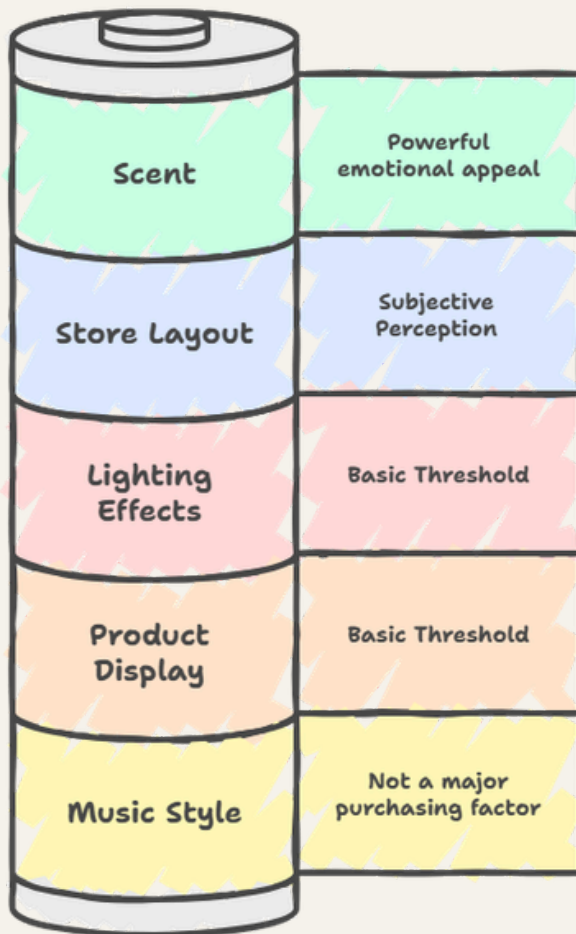
# Business Tactics? Revealing How Physical Stores Control You!

The Secret Behind a Shopping Spree:  
How Environments Manipulate Your Brain

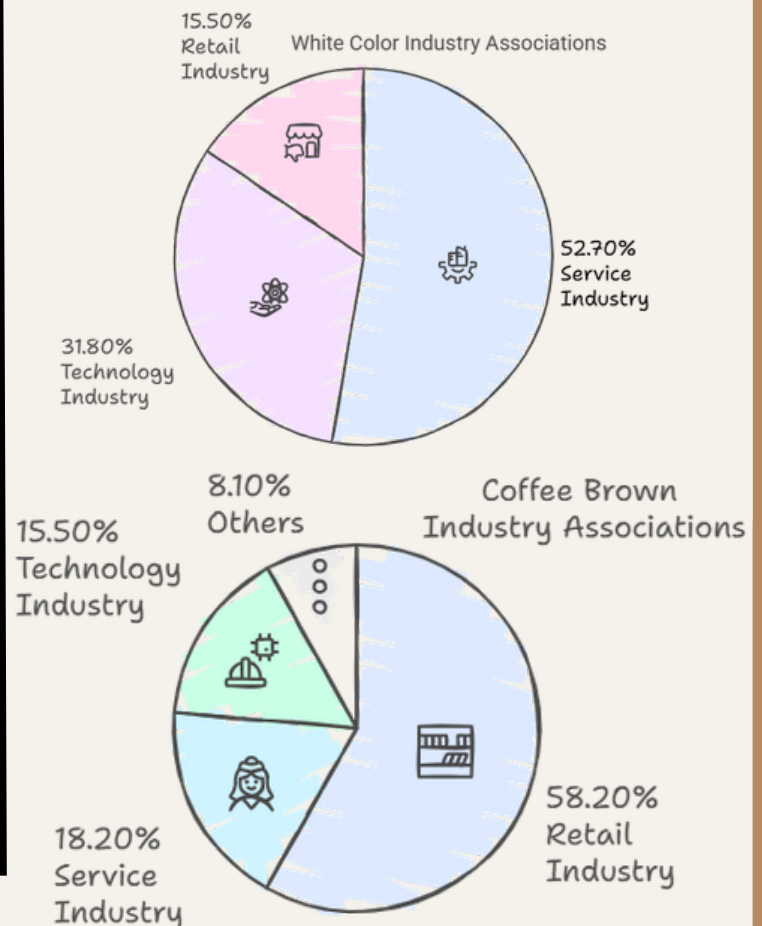
## Research Objectives

- Explore the psychological impact of the five senses on consumers.
- Identify combinations that can more effectively extend customer dwell time.

Lighting and Product Displays Have  
Become Basic Requirements



Colors Trigger Different  
Industry Associations



## Research Conclusions

- Break away from homogeneous competition and attract consumers in unique ways
- Color has a crucial influence and is a powerful tool for expanding innovation
- Flexibly adjust store layouts to precisely meet different consumer expectations