World Academy of Science, Engineering and Technology International Journal of Industrial and Manufacturing Engineering Vol:13, No:01, 2019

Creating Emotional Brand Attachment through Immersive Worlds in Brickand-Mortar Stores

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Abstract : This paper is an analysis of the store Tarina Tarantino through an exploration of different perspectives of play. It is based on Yelp reviews where customers disclose a very positive emotional reaction toward the store. The paper proposes some general principles for designing immersive stores based on 'possible world' theory. The aim is to disclose essential condition for customer engagement is an overall cohesiveness in all elements in a store. The most significant contribution in this paper is that products become props for role-playing in a store, hence making them central for maintaining that role outside the store.

Keywords: experience design, emotional brand attachment, retail design, case study **Conference Title:** ICDC 2019: International Conference on Design Creativity

Conference Location : Paris, France **Conference Dates :** January 24-25, 2019