**Projects**

**The effects of online visual merchandising cues on consumers’ flow experience within the context of mobile shopping**

* Investigated the impacts of online visual merchandising cues on consumers’ overall flow experiences across three online shopping platforms: H&M, GAP, and Forever 21.
* Conducted a multiple regression analysis and found that interactivity of product presentation, image quality, and website advertisement are positively associated with consumers’ flow experiences. However, craftsmanship has negative association with flow.

**What do consumers look for when they shop online through mobile platform?**

* Interviewed three participants to explore what consumers look for when they shop online through mobile platform.
* Used themes/repeated patterns to report five important findings such as convenience, video of a natural walking model, photographs with multiple angles of an apparel item and zooming, good return policy, fit and size of an apparel item.

**The effects of environmental design elements in virtual fashion apparel stores.**

* Created four virtual fashion apparel stores using two atmospheric elements: retail greenery (greenery vs non-greenery) and lighting temperature (cool vs warm)
* Developed a 2(greenery vs non-greenery) X 2(cool vs warm lighting) within-subjects experimental design to understand consumers’ perceptions and responses.
* Found consumers’ preferences for greenery over non-greenery and cool lighting over warm lighting.

**A comparison between lifestyle and product display methods**

* Using adobe photoshop, created two store environments based on the concept of theme and product centric display methods.
* Identified consumers’ increased liking for lifestyle display methods over product display methods.

**Effects of 3D/2D interfaces and product coordination display methods based on color, discount, and brand.**

* Using Mock Shop, designed six fashion apparel stores based on 3D/2D interfaces and product display methods based on color, discount, and brand.
* Discovered 3D interfaces and product display based on color as dominant factors to enhance consumers’ overall shopping experiences.

**Interviewing real shoppers about Target physicality: A case study with Target**

* Interviewed fifteen Target consumers at a local Minneapolis Target store to understand their shopping experiences in the store environment.
* Based on qualitative data analysis, uncovered themes related to technological features, product presentation, promotional features, checking out process, and quality of the brand.

**Personalizing 3D fashion apparel stores: An action research approach to modularity development**

* Worked as a team member to create sixteen different types of personalized 3D virtual fashion apparel stores through five phases of diagnosis, action planning, action taking, evaluating, and specifying learning.
* Received graduate academic excellence award for team contributions

**Effects of background color and color coordinated product displays on consumer satisfaction and purchase intention**

* Analyzed the effects of background color (blue vs warm) and color coordination product display (product grouped by color vs not) on consumer satisfaction and purchase intention in the store environment.
* Obtained consumers’ higher satisfaction for blue color than warm color and product display based on color than product display not grouped by color.

**Meta Analysis – Technological needs and solutions for consumers.**

* Assisted research team members in conducting a meta-analysis related to technological needs and solutions for seniors across different types of shopping platforms: social media, mobile shopping, and virtual reality.
* Summarized findings related to telepresence, cybersickness, moderating role of age. and Technology Acceptance Model (TAM) across different shopping platforms.

**The effect of imagery fluency and the moderating role of the need for cognition on consumers’ attitude and purchase intentions**

* Performed a 2(Imagery fluency: High vs Low) x 2(Need for Cognition: High vs Low) between-subjects experimental design to explain how vividness of information promotes imagery generation.
* Interpreted the moderating role of need for cognition base on the Elaboration Likelihood Model.

**Effects of message types on consumers’ intention to recycle their unwanted clothes**

* Developed a 2 (Message Type: Strong vs Weak argument) x 2 (Environmental concern: High vs Low) experimental design methodology to understand consumers’ intention to recycle their unwanted clothes.