

A Study on Influence of Promotional Signage on Consumer Buying Behavior in Apparel Stores

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Abstract: Signages acts as visual symbol to drive greater attention to business. Promotional signages are the best way to communicate a promotional message to enhance store traffic. Promotional signage is one of the important elements in visual merchandising technique implemented by retailer to influence customers to reduce his buying decision time and buy impulsively. Promotional signages informs customer about off price events, discounts offered by store. With tough competition from online sales, varied options in front of customer to choose from, apparel stores are finding it difficult to enhance sales. This research paper is an attempt to understand influence of promotional signages on customers. The influence of promotional signage is studied as it offers competitive advantage and increased sale opportunities.

Keywords: signages, promotional signages, visual merchandising

1. Introduction

Signage is the design or use of signs and symbols to communicate the message, it is used mainly to communicate the information designed to assist a receiver in his decision making based on the communication passed on to him. signages convey the message by providing the information to customer and persuade him about the benefits of a particular company, product or a brand. Signs are the medium to display the message for the world to see. It helps to tap full market potential by reaching out to customer who lack information about the product, it is for everyone to see and used to pass a message about who you are and what you are offering to attract potential customer.

Signage are often called as a silent salesperson the reason being it contains the required information expected by a customer such that it may not seek help of a salesperson in the store. The color combination used, the quality of signage boards and its visibility, the message designed should go with the store image and also with the brands offered by that retail store. They should be updated often to keep designs afresh and go with the present trend. signages are need of the hour to enhance overall appearance of the store.

Types of signages include outdoor signage, persuasive signage, informational signage, promotional signages, point of purchase signs. Digital signages have become a part of marketing campaign to reach out a large group of customers on internet, employees, social media.

Promotional signages are used to promote an event or a specific offer. Effective promotional signages encourage to buy products and services. They are used for instore promotion and campaign; it educates target audience about market presence and offers. well designed promotional signage can be an important element in company's marketing campaign. It helps to grow business. They are used to advertise a particular product; it provides

information about stores off price event or sale of a product or product. Promotional signs improvise brand and identity while assisting better sales. Signages are used to enhance its reach in their business premises, they help to expand advertising one's business and target potential customers

Sign boards reach to people has been massive as not only promotional campaign but definitely to spread a word of mouth, creating awareness across people regarding business. Location signage provide direction about different department or location within store. Informational signage provides information about the product or service-related benefits and prices. It guides customer directly to store so that they should not get lost and frustrated. point of purchase acts as a key sales pitch it is designed to attract customers attention to specific products. It attracts customers from distance and educate them about deal of the product, it helps to reach emotional chord of the client. It compels him to buy with tempting benefits. sign boards help to generate sales and buy product by impulse.

Promotional Signages should be powerful enough to catch attention of audience .It can be of different styles ,and font size, can vary with use of colors and background, can be varied shapes and size depending on the need of advertising .while designing signages it should be kept in mind that they are easy to follow and cost effective .signages are such that it can be reused when necessary so it's also important to prepare signages that are affordable ,durable, flexible, attractive and effective. A right signage is one that is specific, message written in signages should be kept simple and at the same time message written should be clear and self-explanatory. Signages designed for the store should be attractive enough to drive store traffic, at the same time it should be confusing on the part of customer.

They help to entice customer by guiding them through different brands and offers available in store. Promotional signages should be prepared with the required quality

material and hung properly in the right place so that its visible and effective, it should be weather proof and sturdy if its placed outside. When used for instore promotions signages may be used often so durable signages can of great help to manage budget for a store. It should be updated very often to bring fresh look in the store. Signages help ads get registered in customers mind Boards helps to visual represent what is offered by store. Stores place signage boards inside as well outside the store and highlight promotional brands and special price products.

Promotional signages may read something like below:

Sale 50% off , midyear sale, summer sale, special offer, happy hour, one day sale, flash sale -special offer, sale now on, big sale, super big sale, stock clearance sale, fresh sale, up to 70%off,buy 1 get 1 free, best price, exclusive buy, save -buy, best buy, festival sale list goes on and on .

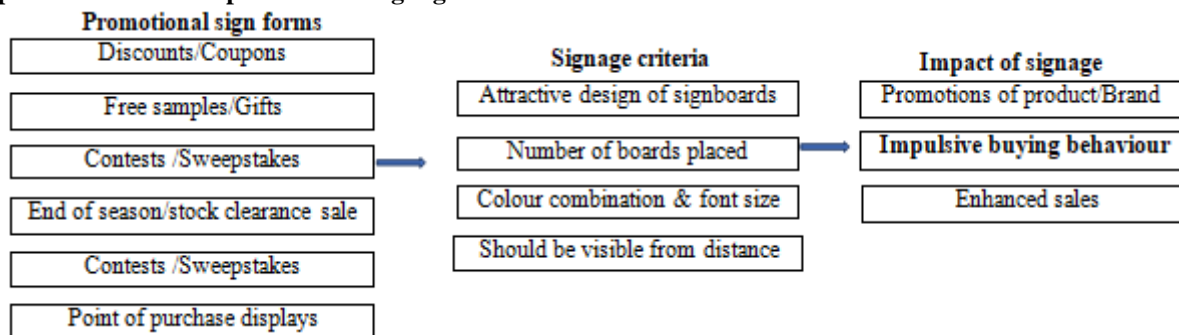
2. Objective of the study

- To study the importance of promotional signages in apparel retail store.
- To study the influence of promotional signages on consumers buying behaviour.

3. Scope of the study

This study is carried out to understand the importance of signages in retail store. Different types of signages used are analysed with the highlight on promotional signages used in

Conceptual framework of promotional signages



6. Review of Literature

Visual merchandising has become an important element in reaching customers, one such element of which is contributing to enhance sale is promotional signage displayed by retailer in store. various instore promotional tools like contests, games sample, loyalty, coupons, discounts given by stores has enhanced purchase decision, effective inhouse advertising techniques are used and its effects on customer in assisting their decision is analysed (vasant kiran 2012).Study is carried out to understand various pricing strategies like promo talkers, discounts, festival sale, stock availability, floor stacking unit displays, competitive benchmark pricing on buying behaviour of customers. Pricing strategies along with promotional signs play substantial role in attracting customers in hypermarket. Promotional strategies required more professional expertise

the store. The impact of promotional signages is studied on customers buying behaviour in apparel stores. Importance of promotional signboards and its benefits in apparel retail stores is analysed.

4. Statement of the problem

Making customer buy a product is not easy like earlier where he was left with less options to choose from. With too many brands and design available in market it gets tough for a retailer to attract customers to retail store. With the competition in the market attracting them to store and making them buy involves lot of efforts done by retailer. Visual merchandising is one such effort to reach customer as a part of it signages does play a major role, having considered that promotional signs of a store lead a customer to make quick buy. This paper tries to explore the impact this promotional signages have on consumers buying pattern for apparels.

5. Research Methodology

The research carried out on signages and its importance as a part of visual merchandising is observed, but less research papers are published on promotional signages alone. This paper is conceptual in nature. This research paper is based on secondary data alone with reference from research articles, published information. This research helps to know the role promotional signages got to play in retail stores easing further studies to carried out.

to create impact (Shilpa Sarvani Ravi and Shikha Bhagat 2017). Participants said point of sale promotions effect their consumption behaviour. customers recalled promotional efforts by store saying they bought particular brand/product because of promotional efforts of store. Promotions involving price concession and volume discounts had more impact on customers. (Sandra C. Jones, Kylie M. Smith 2011). Retail promotions got to be having long- and short-term effects like increased sales, reduced brand switching, repurchase probability and long-term effects leading to store loyalty. Promotional efforts attract new customers to store. Communication instruments are used to alert customers to the product. Promotions can be price, non-price and supportive promotions based on the retailers. Displays play a major role in making the message read by customer (Karen Gedenk, Scott A. Neslin, and Kusum L. Ailawadi 2006). A Study made on impact of sight and hearing of promotion on

consumers behaviour. Rational and emotional appeal for the consumers is analysed. Visual image is more effective than audio for children's while promoting. Well trained salesperson assists in selling. Ethics also should be considered while designing advertisement strategies to satisfy customers in store (Fong Mun Yee & Rashad Yazdanifard 2015).

7. Findings and Discussion

Promotional signs when placed in right location i.e. right distance so that customers can view properly can work wonders for a retailer. Sign boards should be of a professional quality. If promotions are relevant i.e. give what customers want then its significance would be more. Signages designed should be concise containing message that is short and brief. Retailer should make sure that signages shouldn't be out dated as it loses credibility on the part of seller, they need to make sure that its updated often. Promotions should be launched only after proper planning pooling all the required resources to make in store promotions successful. Design and timing of promotions make a huge impact. The success of signs lies in giving better advertising experience and providing benefit for customer for products he was expecting. previous studies have shown that sixteen percent unplanned purchase has happened when exposed to promotional signboards. Signboards help to enhance foot traffic in store and makes customers visit the store who have never visited store before. Once they visit store if discounts are found to be attractive, they end up in buying product. Colour scheme used and the font size of signs make it compelling on part of customers to go through signboards. Promotional signboards are self-explaining and often lead towards success of retail stores.

Specific offers are more compelling compared to general offers so promotions should be designed taking into considerations of expectations from customers. Digital signages are slowly increasing their presence in store, making it more appealing to reach target audience. POP signboards enhance the effectiveness of promotions of store. Signage industry has grown exponentially in the last decade contributing for the growth of retail sector.

8. Conclusion

Promotional signages are an important communication tool used by a retailer to communicate the marketing strategies adopted by a retailer. Number of signages used, its quality, design and place where signages are placed in store plays a vital role in attracting customer and leading a customer for impulsive buying and enhancing a store sale and managing competition.

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