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

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Abstract: Signages act 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. Signage is an effective tool in advertising one’s business and target potential customers.

Promotional Signages are the 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 him through different brands and offers available in store. Promotional signages should be prepared with the required quality information about stores off price event or sale of a product or product. Promotional signs improve 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.
Promotional strategies required more professional expertise to play a substantial role in attracting customers in hypermarket. Competitive benchmark pricing on buying behaviour of customers is analysed with effective inhouse advertising techniques are used and its discounts given by stores has enhanced purchase decision, contributing to enhance sale is promotional signage reaching customers, one such element of which is visual merchandising has become an important element in retail store.

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 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 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.

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 in-store 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, store 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 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 consumer 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 places in right location i.e. right distance so that customers can view properly can work wonders for a retailer. Signboards 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.

References


