Objectives

While many studies have looked into the response of consumers to marketing communications and a lesser number of studies have addressed marketing communications in the retail stores no attempt has been made to understand the role played by signages in store based marketing communications.

In India a majority of the organized stores extensively use signages to promote the store as a brand, to convey marketing messages within the store. The acceptance or impact of this practice has hitherto remained untested and therefore there exists the need to study this phenomenon from the perspective of both application and theory building. Therefore the study attempts to answer the following questions.

a) Importance given to store signage in store patronage.

b) Impact of quality of signage on Brand Image of Retail Stores.

c) Impact of quality of signage on Emotional Response of shoppers.

d) Impact of quality of signage on consumer behavior including frequency of visits and amount spent at store.