Research Methodology
The study will be conducted in different phases- an exploratory study using focus group and secondary data analysis is proposed to be conducted for a deeper understanding of the underlying variables for the research objectives. This will be followed by a descriptive research based on the variables identified.

Literature Survey:
Various sources such as journals, books and trade literature etc. will be extensively used.

Focus Group Study and Formulating hypothesis:
In the early stages of research, it may be difficult to formulate a specific hypothesis. Literature survey will help formulate a specific hypothesis by studying the work of others. A focus group study will also help in clarifying research questions.

Determine Research Design:
Research design is the conceived plan and structure of investigation to obtain answers to the research questions. In this case, a exploratory stage followed by a descriptive research design study will be used to study the relationships in question. The Exploratory stage will enable a clearer definition of research objectives and Descriptive research will facilitate the researcher to obtain accurate and complete information regarding a concept or a situation or a practice. The objective of a descriptive research will revolve around who, what, when and how of a topic.

Determine Data Collection Methods:
Here, both primary and secondary data will be considered. Secondary data will be collected from the international and national journals like Journal of Retailing, Advances in consumer research, Journal of Research in Marketing, Journal of consumer research, Journal of Marketing, International Journal of Retail, distribution and management, reputed working papers and other reputed journals, articles and books.

In order to study the factors influencing signage, a questionnaire will be framed. The proposed questionnaire will include items for demographics, Cognitive, Emotional & Behavioral response of consumers towards signage in store based marketing communications. The demographics and the other variables will be measured using category scales, while as the status items will be measured using a five point Likert scale wherein the respondents will indicate their degree of
agreement or disagreement (Strongly Disagree, Disagree, Neither Agree Nor Disagree, Agree, Strongly Agree).

**Design Sample and collect data:**
Stratified sampling, probability sampling technique will be applied. The data will be collected from four different cities- two Tier 1 and two Tier 2 cities. Pilot study will be conducted to calculate the required sample size and ensure the validity and reliability of the questionnaire. Content Validity will be ensured by putting the instrument through a panel of judges which will include marketing and research methodology professors and practitioners. The pilot sample will also be used to calculate the sample size. The sample is expected to be around 2000.

**Analyze and interpret data:**
To carry out the analysis of the data collected various bivariate and multi-variate statistical techniques will be used. The entire analysis of the data will be done with the help of SPSS 17 (Statistical package for Social Sciences). The appropriate techniques depend on type of data and the research design.

**Conclusion and thesis writing.**