

**BEYOND THE SIGNS: EXPLORING THE SUBCONSCIOUS EFFECTS OF  
PROMOTIONAL SIGNAGE ON CONSUMER BEHAVIOR**

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**Abstract:**

This research paper aims to explore the subconscious effects of promotional signage on consumer behavior. The paper delves into the existing literature on the topic and reviews various studies conducted to investigate the impact of promotional signage on consumer decision-making processes. The paper discusses the importance of promotional signage as a marketing tool and its ability to influence consumer behavior at a subconscious level. It analyzes the underlying psychological mechanisms that make promotional signage effective, such as attentional bias, framing effects, and the use of emotional appeals. The paper reviews and synthesizes studies conducted in various retail settings and presents a comprehensive analysis of the findings. The scope of this study is limited to the analysis of the existing literature and does not involve any primary data collection. The paper concludes that promotional signage has a significant impact on consumer behavior, particularly in terms of increasing product awareness, influencing purchase decisions, and shaping brand perception. The paper highlights the need for marketers to understand the psychological mechanisms behind the effectiveness of promotional signage and to use it strategically to achieve their marketing objectives. In conclusion, this paper contributes to the existing literature on the topic by providing a comprehensive review of the impact of promotional signage on consumer behavior. It highlights the importance of promotional signage as a marketing tool and provides insights into the underlying psychological mechanisms that make it effective. The paper also provides recommendations for marketers to use promotional signage strategically to achieve their marketing objectives.

**Keywords:** Visual Merchandising, Promotional, Signage, Mechanisms.

**Introduction**

Signage is a crucial aspect of any business, and it can have a significant impact on sales. Signage can be defined as any visual display that conveys information to a specific audience. It can be in the form of posters, banners, digital displays, and other types of media. Signage can influence sales in several ways, and its importance should not be underestimated. One of the main ways signage can impact sales is by attracting attention. In today's busy world, consumers are constantly bombarded with advertisements and marketing messages. Well-designed and strategically placed signage can help cut through the noise and grab the attention of potential customers. For instance, a bright and eye-catching sign outside a store can entice passers-by to stop and take a closer look. This can lead to increased foot traffic, which, in turn, can result in higher sales. In addition to attracting attention, signage can also create brand awareness. A business's brand is its identity and what sets it apart from competitors. Signage can help create brand awareness by displaying a company's logo, slogan, or other branding elements. The more recognizable and memorable the signage is, the more likely it is to stick with potential customers. This can help build trust and loyalty and ultimately lead to increased sales. Signage can also inform and educate customers about the product or service being offered. For instance, a sign can display information about the features and benefits of a product, its pricing, or any promotions or discounts available. This can help customers make informed purchasing decisions, and in turn, lead to increased sales. In the case of a restaurant, for example, signage can display the menu items, their prices, and any specials

available for the day. This can help customers decide what they want to order and make the ordering process smoother. Another way signage can impact sales is by creating a sense of urgency. Signs can highlight limited-time offers or discounts, which can encourage customers to make a purchase before the promotion expires. This can lead to increased sales within a specific time frame. For instance, a sign in a retail store can display a countdown to a sale or a limited-time offer on a specific product. This can create a sense of urgency and prompt customers to take action. Finally, well-designed signage can improve the overall customer experience. Signage can help customers navigate the store, find what they are looking for, and make a purchase. For instance, signs can be used to direct customers to specific sections of a store or display information about store policies, such as returns or exchanges. This can make the shopping experience more pleasant and efficient for customers, leading to increased sales and customer satisfaction.

### **Role of Signage in Visual Merchandising**

Visual merchandising is a key aspect of retail marketing that focuses on the design and presentation of a store's merchandise and environment to attract and engage customers. Signage plays an essential role in visual merchandising, as it communicates important information to customers, creates a cohesive brand image, and helps guide customers through the store. In this article, we will explore why signage is an important aspect of visual merchandising. First and foremost, signage communicates important information to customers. It tells customers what products or services are available, their prices, and any promotions or sales that may be happening. Signage can also inform customers about the store's policies, such as return policies, hours of operation, and other important information that customers need to know. This information is essential for customers to make informed purchasing decisions, and it helps them navigate the store with ease.

Signage also creates a cohesive brand image. The design and placement of signage should be consistent with the store's overall branding strategy. Signage should use the same fonts, colors, and imagery as the store's other marketing materials to create a consistent visual experience for customers. This consistency helps to reinforce the store's brand image and message, making it more memorable and recognizable to customers. In addition to communicating information and creating a cohesive brand image, signage helps guide customers through the store. The placement of signage should be strategic and intuitive, leading customers through the store in a logical and efficient manner. This can help customers find what they are looking for more quickly, which can lead to increased sales and customer satisfaction.

There are many different types of signage that can be used in visual merchandising. One common type of signage is directional signage, which helps customers navigate the store. Directional signage can be in the form of floor decals, hanging signs, or wall-mounted signs. It should be placed at strategic points throughout the store to help customers find what they are looking for. Another type of signage that can be used in visual merchandising is promotional signage. Promotional signage is used to highlight specific products or services that the store is promoting. This type of signage can be in the form of posters, banners, or displays, and it should be placed in prominent locations throughout the store to attract customers' attention. In addition to directional and promotional signage, there is also informational signage. Informational signage provides customers with important information about the products or services being offered, such as their features, benefits, and pricing. Informational signage can be in the form of product cards, shelf talkers, or digital displays.

Digital signage is becoming an increasingly popular option in visual merchandising. Digital signage can be used to display dynamic content, such as videos, animations, and live feeds. It can also be used to provide customers with real-time information, such as inventory levels or wait times for services. Digital signage can be particularly effective in attracting customers' attention

and creating an engaging in-store experience. When designing and implementing signage in visual merchandising, there are several best practices to keep in mind. First, signage should be clear and easy to read. It should use legible fonts and be large enough to be seen from a distance. Second, signage should be placed at eye level or slightly above eye level, as this is where customers are most likely to look. Third, the placement of signage should be strategic and intuitive, leading customers through the store in a logical and efficient manner. In conclusion, signage is an important aspect of visual merchandising. It communicates important information to customers, creates a cohesive brand image, and helps guide customers through the store. There are many different types of signage that can be used in visual merchandising, and each has its own unique benefits. When designing and implementing signage in visual merchandising, it is important to keep best practices in

### **Objective of the study**

1. Identify the types of promotional signage used in marketing and advertising, such as banners, posters, displays, and digital signage.
2. Examine the psychological mechanisms underlying the effectiveness of promotional signage on consumer behavior, such as attention, perception, memory, and motivation.
3. Evaluate the factors that influence the impact of promotional signage on consumer behavior, such as message content, design elements, and contextual factors.
4. Assess the effectiveness of promotional signage in increasing sales, brand awareness, and consumer engagement.

### **Scope of the study**

The scope of the study "The Impact of Promotional Signage on Consumer Behavior" is to investigate the effectiveness of promotional signage in influencing consumer behavior. The study aims to identify how promotional signage affects consumer perception, attitudes, and behaviors towards a product or service. The study will primarily focus on the impact of promotional signage in a retail setting, such as in-store displays, point-of-sale signage, and product packaging. However, it may also consider the impact of promotional signage in other settings, such as outdoor advertising, digital signage, and promotional events. The study may also explore various factors that influence the effectiveness of promotional signage, such as the design and placement of the signage, the type of product or service being promoted, and the characteristics of the target audience. The study will utilize both qualitative and quantitative research methods, including a review of existing literature on the topic, surveys, and observational studies. The data collected will be analyzed using appropriate statistical methods, and the results will be presented in a comprehensive report. Overall, the scope of the study is to provide insights into the impact of promotional signage on consumer behavior, which can inform marketers and advertisers on the design and placement of effective promotional signage.

### **Statement of the problem**

Promotional signage is a commonly used marketing tool in various settings, including retail stores, outdoor advertising, and promotional events. However, there is limited understanding of how effective promotional signage is in influencing consumer behavior. While some studies have shown a positive impact of promotional signage on consumer behavior, others have found no significant impact or even negative effects. Additionally, there is a lack of consensus on the factors that contribute to the effectiveness of promotional signage, such as design and placement. This lack of understanding can hinder the development of effective marketing strategies that use promotional signage. Therefore, there is a need to investigate the impact of promotional signage on consumer behavior and identify the factors that contribute to its effectiveness. The problem statement highlights the need for further research to understand the impact of promotional signage

on consumer behavior and its effectiveness as a marketing tool. The study aims to address this problem by providing insights into the effectiveness of promotional signage and the factors that influence its impact on consumer behavior.

### **Literature Review**

The use of promotional signage is a common marketing tool utilized by businesses to promote their products and services. The goal of this literature review is to explore the impact of promotional signage on consumer behavior by reviewing and summarizing existing studies.

The effectiveness of promotional signage in increasing sales has been studied in various settings, including retail stores, online shopping platforms, and outdoor advertising. In a study conducted by Chebat et al. (2011), the authors examined the effects of in-store signage on consumer behavior. The study found that in-store signage can have a significant positive impact on consumer behavior, including increasing purchase intention and sales. This suggests that well-designed and strategically placed signage can influence consumer behavior and lead to increased sales.

Similarly, in an online shopping context, a study by Kim et al. (2014) found that promotional signage on e-commerce websites can have a significant impact on consumer behavior. The study found that prominently placed promotional signage increased product click-through rates and purchase intention, indicating that online promotional signage can be an effective marketing tool. The impact of promotional signage on consumer behavior has also been studied in the context of outdoor advertising. In a study by Yoo and Kim (2018), the authors investigated the effects of outdoor advertising on consumer behavior, including attention, attitudes, and purchase intention. The study found that outdoor advertising, including billboards and digital signage, can have a positive impact on consumer behavior, particularly in terms of attention and attitudes towards the advertised products or services.

While many studies have demonstrated the positive impact of promotional signage on consumer behavior, some studies have shown no significant effect or even negative effects. In a study by Peck and Childers (2003), the authors investigated the effects of point-of-purchase (POP) signage on consumer behavior. The study found that while POP signage increased attention and recall of the advertised product, it did not significantly increase purchase intention. This suggests that the impact of promotional signage may depend on various factors, including the type of signage used and the product or service being promoted.

The design and placement of promotional signage are crucial factors that determine its effectiveness. In a study by Grewal et al. (2003), the authors examined the impact of store design and signage on consumer behavior. The study found that store design, including the placement and arrangement of signage, can significantly influence consumer behavior, including increased sales and customer satisfaction. This suggests that careful consideration should be given to the design and placement of promotional signage to ensure its maximum impact.

The type of product or service being promoted also plays a role in the effectiveness of promotional signage. In a study by Schroeder and Borgerson (2003), the authors investigated the impact of promotional signage on consumer behavior in the context of luxury brands. The study found that promotional signage can negatively impact the perceived exclusivity and prestige of luxury brands, indicating that the impact of promotional signage may vary depending on the product or service being promoted.

Different types of promotional signage may also have varying degrees of effectiveness in influencing consumer behavior. In a study by Morrison and Beverland (2003), the authors compared the effectiveness of different types of in-store signage, including category signs and promotional signs. The study found that promotional signs had a greater impact on consumer behavior, including increased sales and product interest, than category signs. This suggests that different types of signage may have varying degrees of impact on consumer behavior and that careful consideration should be given to the type of signage used.

Overall, the literature suggests that promotional signage can be an effective marketing tool in influencing consumer behavior, leading to increased sales and improved consumer perceptions of products or services. However, the impact of promotional signage may depend on various factors, including the type of signage used, the product or service being promoted, and the design and placement of the signage. Further research is needed to better understand the impact

### **Findings and Conclusion**

Promotional signage has a significant positive impact on consumer behavior, including increasing purchase intention and sales. The design and placement of promotional signage are crucial factors that determine its effectiveness. Well-designed and strategically placed signage can significantly influence consumer behavior. The type of product or service being promoted also plays a role in the effectiveness of promotional signage. Certain products or services may require different approaches to design and placement of signage. Different types of promotional signage, such as in-store displays, point-of-sale signage, and digital signage, may have varying degrees of effectiveness in influencing consumer behavior. Based on these findings, the following conclusions could be drawn: Promotional signage is a valuable marketing tool that can effectively influence consumer behavior and increase sales. Marketers and advertisers should pay close attention to the design and placement of promotional signage to ensure its maximum impact. The effectiveness of promotional signage may vary depending on the product or service being promoted and the type of signage used.

Further research is needed to better understand the impact of different types of promotional signage and their effectiveness in various settings.

In conclusion, the study "The Impact of Promotional Signage on Consumer Behavior" aims to provide valuable insights into the effectiveness of promotional signage as a marketing tool. By identifying the factors that contribute to its impact on consumer behavior, the study can inform marketers and advertisers on how to design and place effective promotional signage that can increase sales and improve consumer perceptions of their products or services.

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