

Impact of digital signage in empowering the consumer behaviour in retail arena

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Abstract: Digital signage is an important entity in the retail environment. In other words, customer experience in retail majorly depends on ambience, service excellence and autonomy. By collaborating all these elements and to facilitate these attributes at one glance a thoughtful display is used by the advertisers called digital signage as a medium to communicate their offerings. (HarryPatz, 2019). In-store signages capture customers' attention and drive customer intent to action by resolving the customer pain points. In this paper, we clearly project the insights on how digital signages empower consumer behaviour and how it helps to provide phenomenal customer experience. (DougBonderud, 2020)

Keywords: Digital signage, consumer behaviour, customer experience, retail, ambience, service, autonomy.

Introduction:

Research studies opine that by 2027 the digital signage market space rises to \$26.3 billion. Digital signage is nothing but projecting the digital content in various formats such as images, video, streaming media etc. One of the potential reasons for the spike in digital signage is due to adopting digitization and sophistication in technology. (MeticulousMarketResearch, 2020) As a matter of fact, it is highly important for organizations to understand consumer preferences and give their intentions a digital trail. Majority of the surveys reveal digital media on screens in public areas penetrates more than the videos on the internet. The intent behind positioning digital screens in retail is to offer experience but not just merely a product. This enhances the percentage of interaction and brand awareness which eventually reflects in the hike in sales. (markboidman, 2018). In other words, when digital signage is showcased at point of sale, it reduces the perceived waiting times and inspires customers to purchase the product. This instance reflects how a digital signage creates an instant appeal and increases sales volumes. (BrainGorg, 2017). In our research study, we explain the attributes responsible for enhancing customer experience.

Research objectives:

To study the benefits of implementing the digital signage

To figure out the challenges associated in imparting digital signage

To evaluate the influential factors for deploying digital signage

Research methodology & data analysis:

As part of our research study, we conducted both primary and secondary research to perform an analysis to understand the core impacts of digital signage in triggering the consumers' tastes and preferences. Accordingly, to draw these final conclusions, various newspapers, company blogs, official sites and articles of leading consulting firms have been taken into consideration. Primary research was carried out to know the important factors involved in empowering the consumer behaviour and transform them as the brand advocates. It was done by conducting a survey through an online questionnaire.

To achieve the mentioned objective, we had the following research design. The sample size includes 100 respondents including under graduates/Postgraduates, working professionals and home makers ranging from the age group of 21 to age group of 60. In terms of segmentation I chosen Age as the perception varies from person to person, Gender and also considered behavioural segmentation variable (benefit) for our study. Moreover, to pursue detailed analysis we made use of various tools such as bar graphs, pie charts and line charts with the obtained responses. The methodology of research is purely based on the facts and insights that we collected through secondary research and the responses we received through the questionnaire as part of primary research.

Profile of the target sample: We included males and females of the age group ranging from 21 to the age group up to 60, where the sample size comprises of graduates, postgraduates, working professionals, and Business owners.

Source of data:

Primary research: sample size of 100

Secondary research: Newspapers, research papers, blogs, and articles by few consulting firms are considered.

Period of the study: This study conducted for a month

Limitations of the study: Since, customer experience varies from person to person we did not restricted in choosing age group to a certain segment, rather we concentrated on the aggregate across the age groups.

Literature review:

Based on research studies, when considered with the reach factor the brand recall value is 55% due to the display of digital signboards. Almost 80 % of the customers visits the store with the influence of digital signages. Digital signage in other way can be defined as a well-crafted visual medium which can be used as a communicating tool and taps the preferences of the customers. This instance depicts how digital advertising subconsciously attract shoppers and convert it to a sale(Visix, 2017)

In the scenario of retail, the emotional part always connects the audience and attracts favourable shopping experiences which eventually turns as a touchpoint and positively influences the shopper. Few of the retailers captures the customer posture through depth sensing camera and traces whether customer is paying attention to the display of the product or not. However, it is very important to notice that the robust technological capabilities are the vital factors to implement digital signages.(ChristineBauer, 2018)

Forbes opine the future of the retail can be visualized by implementing digital signages. Moreover, awareness towards the brand, hike in revenue can be achieved using this approach. One of the crucial aspects is it helps in collecting dynamic data and makes an informed decision which in turn helps to elevate customer satisfaction .To implement digital signages and ensure frictionless customer experience we need to project brands core values and need to optimise instore displays to a great extent(JoseAValos, 2018)

Secondary research:

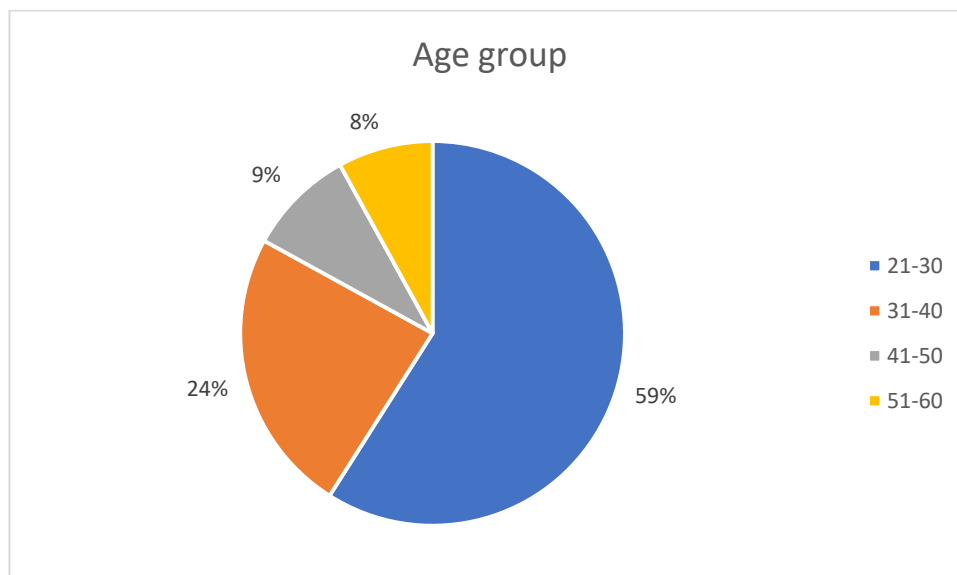
Displaying ads in movies is when we want to reach larger audiences .At the same time when we display digital signages at retail outlets , then customers incline their focus on displays as they arrive at the outlet with an intention of purchase or to know the information of the product .The cost is very minimal in case of imparting digital signages .Live demos, plug and play devices are few instances which are implemented as part of advertising in retail. In few scenarios even mobile integration, facial recognition also helps in engaging with customer and personalize the shopping experience of the customer.(Timwarrington, 2010)

Interestingly, rise in the digital signage adoption lead to infrastructure development and this has been complemented by the advancement in technology and adopting digitization. Targeting promotions, tailored content, real time store data etc are the few benefits that can be witnessed by deploying digital signages. The interesting aspect here is the more actionable data a store can generate, there is a scope for more opportunities to increase the ROI. Majority of the organizations focussing on enhancing their ability to reach customers anytime to gear up their instore visits.(markets, 2020)

The advancement in technology and disruption of big data helping retailers to track on how long the customer took the time to take a decision and how long it took customers to find their desired products etc. To maximise the percentage of call to action there is a necessity of creating a tailored content to engage with the customers. In other words few retailers focussing on creating a new experience which they can't get online. To achieve all these design and placement of instore advertisements are highly critical.(DanSmith, 2020)

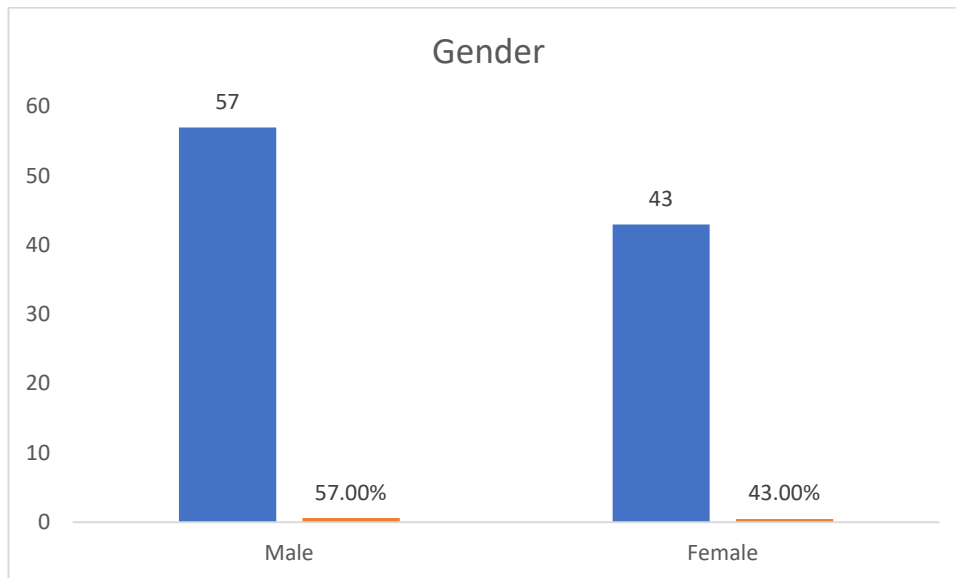
Primary research:

1) Please specify your age group



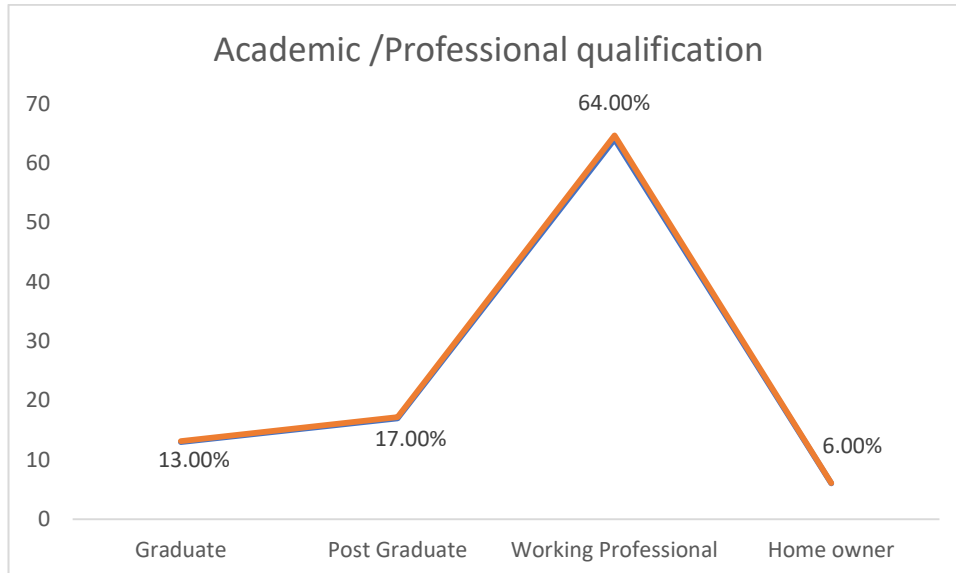
People across the age group ranging from 21-60 have participated in the survey. According to the data almost 50% of the people are of age group 21-30 followed by 31-40.

2) Please specify your gender



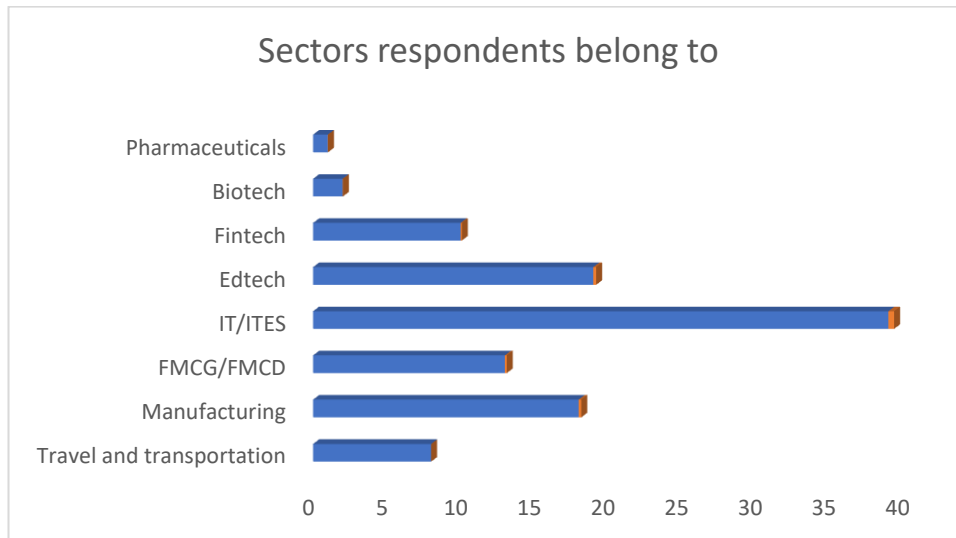
Based on the data , majority of the respondents are males with 57% followed by females with 43%.

3) Please specify your academic /professional qualification



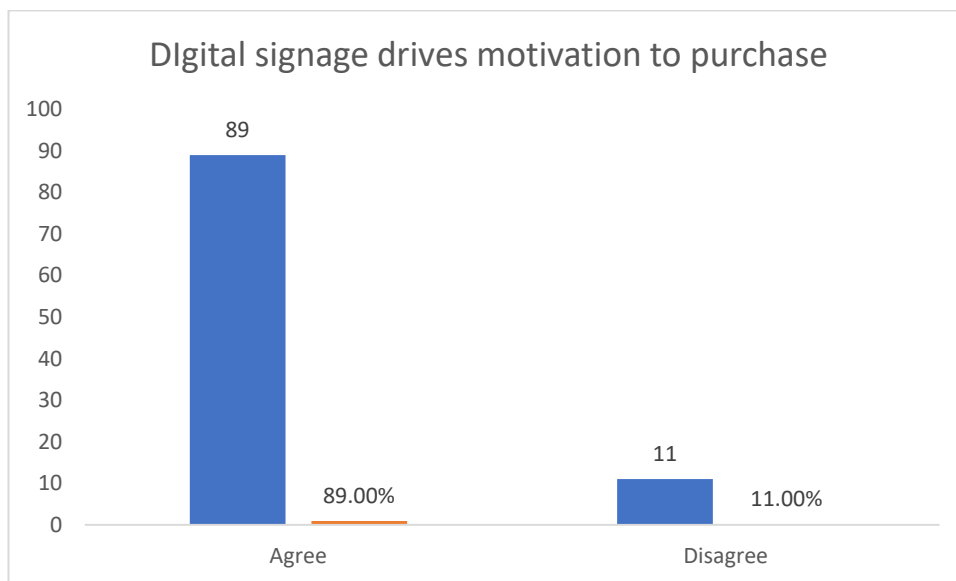
According to the data, majority of the working professionals have tapped their opinion followed by postgraduates and graduates. Interestingly homeowners also responded for the survey.

4) Please mention the industry/sector you belong to



Based on the data , most of the respondents are from IT industry followed by Edtech , manufacturing and fintech industries.

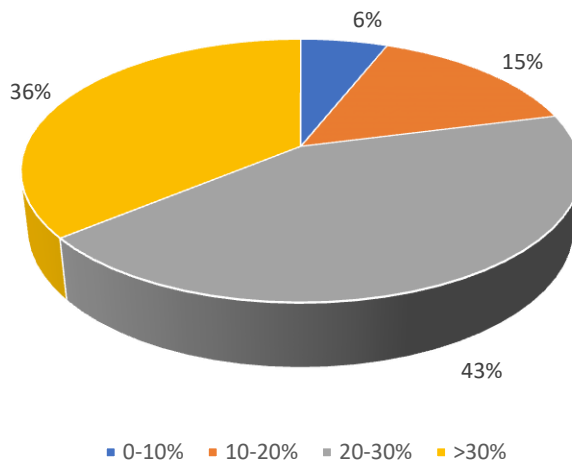
5) Do you agree digital signage drives consumer motivation to purchase



It's a positive sign to see people strongly believe digital signage drives consumers motivation to purchase.

6) If you agree how much time do you think customer spends in store with the influence of the digital signage

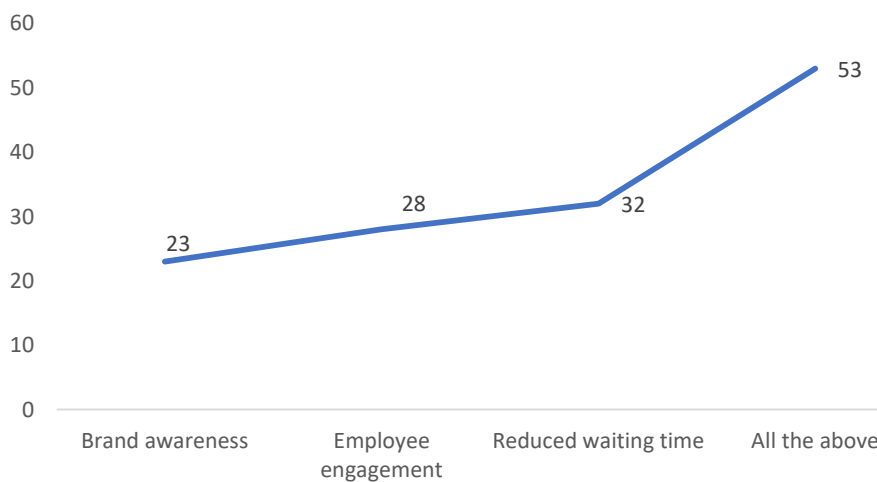
People opinion on time spent due to digital signage



Since people accepted the fact that digital signage drives customer motivation to purchase , with that influence studies opines 30% of the people spends more time , and we could see even the above visualization chart reveals the same instance.

7) Which of the below do you think are the benefits by implementing digital signage in stores

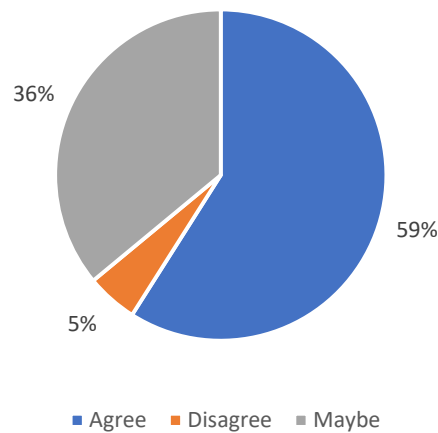
Benefits of implementing digital signage



Based on the data, respondents opine brand awareness , employee engagement and reduction in the perceived waiting time are the key benefits in implementing digital signage.

8) Do you agree these digital signboards drives impulse purchases

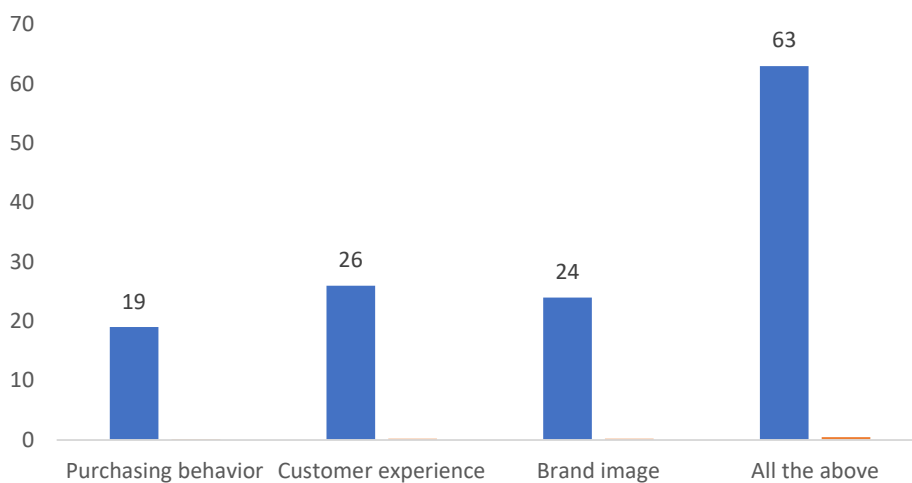
People opinion on driving impulse purchases



According to the data ,its clearly visible that digital signboards which are used to project the ads to let the customer inform about the product/ service features ,this definitely drives impulse purchases.

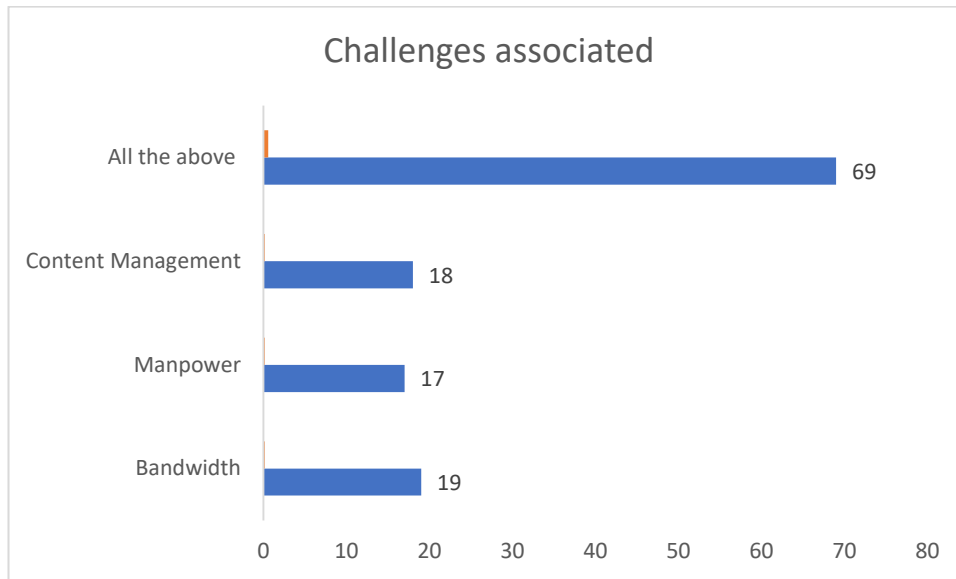
9) Which of the below factors do you think gets influenced by deploying digital signage advertising

Influential factors for deploying digital signange



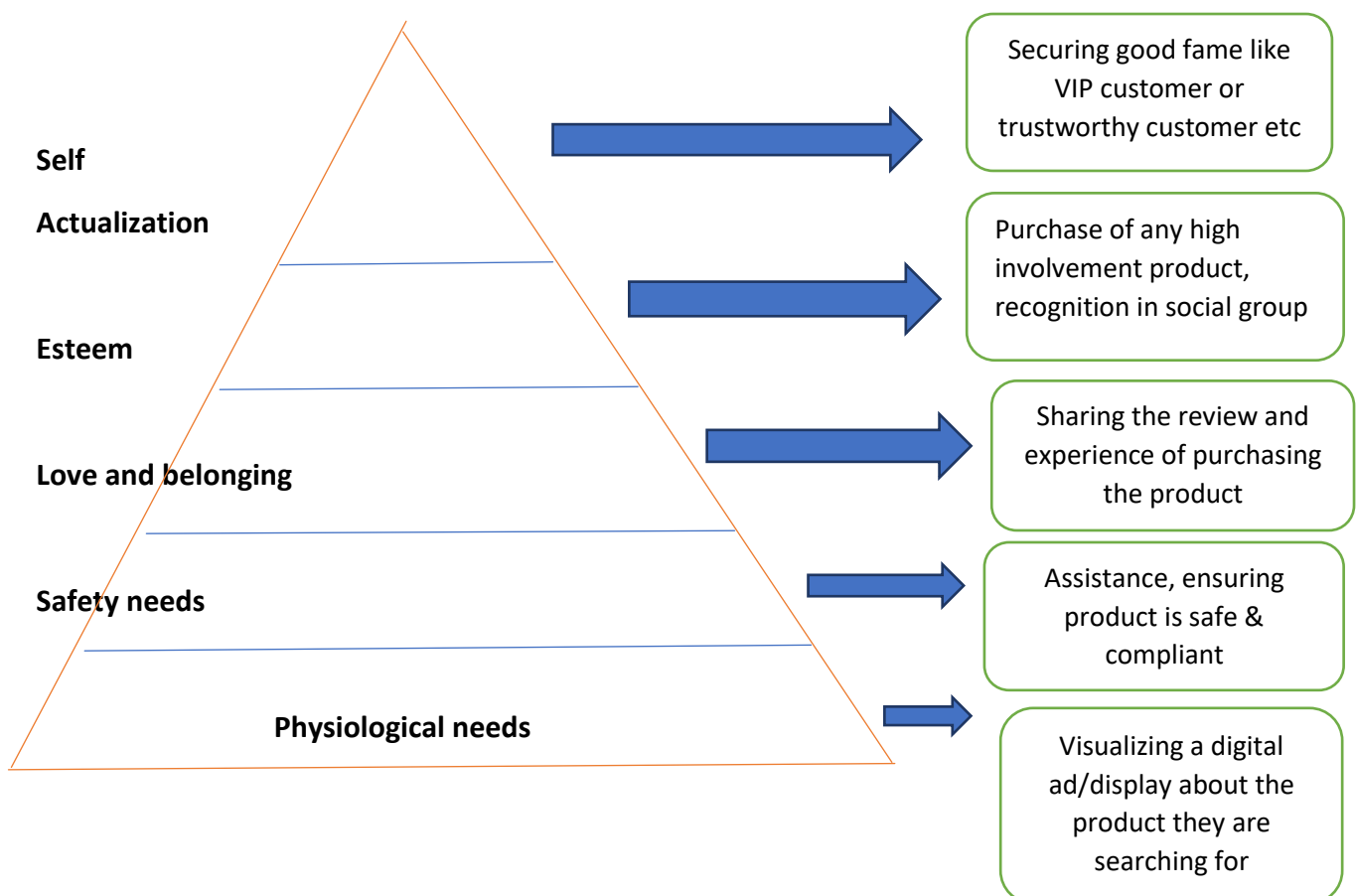
Based on the data, respondents opine brand image , purchasing behaviour and customer experience are the most vital influential factors for deploying digital signage.

10) Which of the below do you think are the challenges associated in implementing digital signage



According to the data, Content management, manpower and bandwidth of the network are the most crucial challenges faced by implementing the digital signage.

Let us take a scenario of a consumer getting influenced by digital signage and correlate his needs and motivations with Maslow's hierarchical needs theory.



First and foremost, fact that we need to remember is companies try to make people believe the products they are selling are essential when we compare those with respective to our needs.

Abraham H. Maslow has developed the transpersonal theory of human needs. He strongly believed that people strive to express their capabilities completely. But as per our experiences that we encountered whenever we pick a product, advertisers/retailers' market it by tagging a utility to it which makes us believe that the product/ service is addressing our needs and preferences. (Jerome Conlon, 2018)

Physiological needs: In general case food, shelter and clothing comes under physiological needs, but since we are considering customer in the context of visualizing and getting influenced by digital advertising, in this case whether he/she saw are aware and saw the digital ad board as per their requirement will be the physiological need

Safety needs: To satisfy the second entity i.e. safety and security, so in this case environment needs to support his/her intention of purchase by addressing their potential concerns regarding the product/service. This in turn drives the purchase intention and creates an initial touch point. In addition to this what exact benefit that they are going to receive by availing the product is to be explained and also they if there is any problem in the product/service brand needs to ensure that product is extremely safe and compliant. This increases trust factor in the employees.

Love and belonging: Once after achieving the safety and security needs then customer shares the experience and utility of the product within his/her peer network. For an instance you can consider grooming products, to seek acceptance /review etc. This reduces consumer dissonance if any and helps their need gets fulfilled. Because when a person purchases a product, it might be his absolute necessity. At the very same moment we need to guide, assist, and resolve their queries to establish good brand connect.

Esteem needs: Now considering the esteem needs of the customers, when they acquire strength by purchase of any high involvement product, or he/she received attention by good amount of purchase are few instances where customers self-esteem gets satisfied. This is because their purchase resembles their status which gives them a recognition in their social groups.

Finally, in my opinion self-actualization is something related to the growth and development which varies from individual to individual. In other words, it's a person's desire to become the most by utilizing all the capabilities and potentialities that one can be. Since we are discussing about the scenario of digital signages, getting recognition from brand owners management as the "Best customer of the month" or he/she been a recipient of some award due to any shopping event conducted as they desired are some the instances where employee self-actualization needs gets satisfied.

Maslow's theory works because needs are not always constant. Once people met their needs they desire to focus on higher level of needs.

Conclusion: Based on all the respondent's opinion and our analysis on the study related to digital signages, our research depicted few interesting insights in terms of benefits, challenges and influential factors associated with it. Firstly, brand awareness, employee engagement and reduction of perceived waiting times are the core benefits that can be availed by implementing digital signages. Moreover, this

can influence customer experience, purchasing behaviour and brand image. Most importantly, content management, bandwidth of the network and manpower are the potential challenges that a retailer need to face to access the benefits of digital signages.

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