

Optimizing digital signage for in-store marketing: Insights on adoption intentions and message persuasiveness

PhD candidate: Stephanie van de Sanden (stephanie.van.de.sanden@vub.be)

Promotors: prof. dr. Kim Willems and prof. dr. Malaika Brengman

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Abstract

One of the most notable trends in the physical retailing landscape has been the proliferation of new media and marketing communication technologies through which retailers can improve and enrich their interactions with shoppers at the point-of-sales. A type of technology that has particularly seen an increasing growth in the retailer's marketing communication grid, is digital signage (DS). Digital displays are typically implemented to welcome customers upon entering the store and to inform them on the latest product offerings and items on sale. Beyond one-way communication, there are also interactive digital screens that allow customers to browse through the available assortment, search for their favorite product, make product (price) comparisons, up to even placing an order when a product is out-of-stock in the physical store.

While DS systems are designed to increase the relevance of information targeted at shoppers, by delivering the right content to the right audience at the right time, retailers do not uniformly succeed in getting their message across. Overcoming display blindness and effectively attracting customers' attention in today's cluttered media environment is a challenge. It demands careful thought, process and strategy.

After introducing the context of this research (Ch. 1), this dissertation sheds light on the growing field of both non-interactive and interactive DS systems in physical retail. Chapter 2 particularly explores the opportunities and challenges of DS in physical retailing, followed by providing an outlook to what the future might hold in an era of smart retailing. Next, five empirical studies are presented, all of which are dedicated to key aspects of examining the impact of DS systems in a marketing context. Chapter 3 and 4 deal with DS message persuasiveness and examine what customers notice, what they pay attention to and why, and how this in turn influences their attitudes and behavior. Chapter 5 and 6 concern drivers of customers' willingness to adopt interactive DS. Prospects on future developments in the field of in-store location-based marketing are finally studied in CH7. Overall, the insights of this dissertation can be used by retailers and technology providers to optimize the use and further development of non-interactive and interactive DS.

