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M/A/R/C Research Finds 40% of Consumers Rely on Directional Signs

A recent study conducted by M/A/R/C® Research found 40% of shoppers rely on directional signs during shopping outings. M/A/R/C surveyed almost 23,000 shoppers thru an online survey to learn the importance directional, informational and promotional signs had on their most recent shopping outings.

Also important for retailers is to learn that 13% of impulse purchases occur simply because customers saw a sign promoting the item. "Impulse purchases are a key to retail success. When you factor in that 13% of these were driven by promotional signage, you quickly see the impact signage can have on sales," said Tony Amador, Vice President at M/A/R/C Research. "In-store signage should not be taken for granted. Stores should be consistently looking to optimize all signage."

The study included shoppers at stores in eight categories: Consumer Electronics, Office Supply, Mass Merchandisers, Club, Department, Grocery, Drug, and Home Improvement Stores.

The study also provides insight into which signs are most helpful in each store category and which stores lead in impulse purchases. To download the full study and receive a free subscription to *MEASURE – A Monthly Measurement of the Retail Experience* please visit: www.MARCresearch.com/measure.

M/A/R/C® Research is a full-service marketing research and consulting firm that uses innovative qualitative and quantitative methodologies to help clients launch better products and services, find new and valuable customers, and build stronger brands. Our proven marketing issues platforms support clients' brand building efforts.

Assessor® – a new product development and optimization platform – helps clients "green light" ideas, evaluate concepts, forecast the sales and market potential of developed offerings, or optimize marketplace strategy.

MarketLink – a brand (BrandLink) and customer (CustomerLink) development platform – identifies and quantifies actions driving brand health and customer loyalty.

Custom Portfolio – a collection of structured, yet flexible research offerings – is designed to meet clients' diverse needs with solutions ranging from eye tracking (OptiMARC) to segmentation (enCompass) research.

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