

The effect of signage language upon customer opinion in commercial businesses



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ABSTRACT

Background: The subconscious effects of signage is a topic that has yet to be studied. Through the fluctuation of grammar and writing mechanics, signs were developed to convey a certain message. Implementation of signs has been shown to affect customer attraction; however, it is unknown as to why and how signage impacts customer opinion. Understanding the implications of how signage is perceived is instrumental in creating signs in an efficient manner.

Methods: To analyze how people react to different signage and signs, a survey was created on Qualtrics to be sent out to 100 students. Dr. Brady's intro to marketing class has a required section where all students must have completed three online surveys to receive full credit. Our survey will be a part of many surveys sent out to FSU business students within the next following months. The survey will include photos of different signage and participants will have to give their honest feedback between the options provided. There will be multiple-choice options and the survey won't take longer than 5 minutes. The participant's name, age, gender, and major will be asked at the end of the survey.

Results: With over 100 possible data points, we are presuming that there will be a sign that is favored by majority respondents. With the data given, we will be able to see how Gen Z reacts to or listens to better signage.

Conclusions: As the survey has not been sent out at this time, the conclusion can only be assumed based on our prior research. It will be presumed that there will be a clear difference in opinion on the customer's experience between the use of passive and aggressive tone of voice for the signage that was read on the table.

METHODS

The preliminary survey will be distributed at the end of March. We expect to receive 100 responses and there will be 2 versions of the survey that will be evenly and randomly distributed. Participants will complete the survey through Qualtrics. The survey begins with a descriptive situation of an employee and his/her coworkers' decision to attend a restaurant. While eating, the workers notice a sign on their table. The 2 versions of the sign can be pictured on the right. The first sign states, "PLEASE DON'T THROW AWAY YOUR UTENSILS!!!", while the second sign reads, "please don't throw away your utensils". By adjusting the capitalization and punctuation, and maintaining the same verbiage, we hope to understand how this change affects customer opinion. Upon completion of the descriptive scenario, respondents are asked their level of pleasure, satisfaction, and favorability on the encounter. Next, participants complete a series of questions scored on a 7-point likert scale ranging from extremely unlikely to extremely likely. Respondents then describe their feelings and thoughts on the survey. Finally, they answer their age, level of education, income, zip code, relationship status, parental status, and gender. The responses will be transferred into a spreadsheet where Dr. Pugh will complete a statistical analysis to determine whether there is a significant correlation between the two signs and participant opinion.



As you are eating, you notice for the first time a sign on the table with instructions



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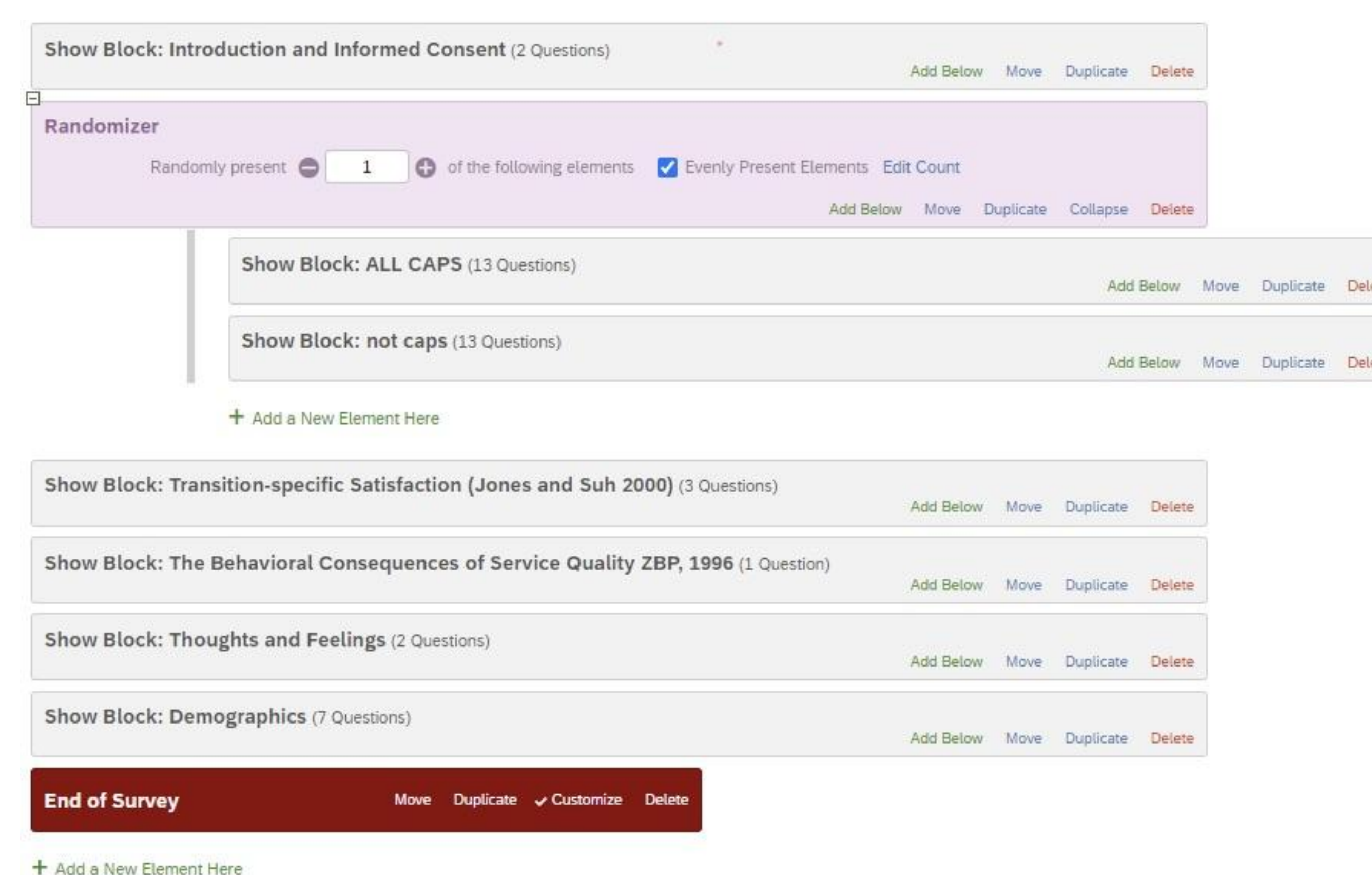
REFERENCES

Before creating the survey, we utilized prior research on signage to help create a better understanding of the emotional reaction to it. The paper we used is titled: "The effect of signage and emotions on satisfaction with the servicescape: An empirical investigation in healthcare service setting by Vania Vigoloo, Angelo Bonfanti, Rezarta Sallaku, and Jackie Douglad".

INTRODUCTION

Dr. Michael Brady and his former student, Dr. Harrison Pugh, have researched extensively in the field of marketing. The majority of the pair's work has been centered around identifying factors that improve or disprove customer satisfaction. Their most recent endeavor has been conducted on the subconscious and conscious implications of signage language in regard to consumer opinion. Research on this topic began in January of 2023, and is an ongoing study in the years to come. George and I were responsible for developing the preliminary surveys. We hypothesized that aggressive verbiage, whether that be capitalization or exclamation, would deter consumers, while passive texts and interjections would do the opposite.

RESULTS



CONCLUSION

With the survey being sent out very shortly, we have a hypothesis based on assumptions and prior research. Utilizing the hypothesis-falsification method, we begin testing how verbiage affects consumers both consciously and subconsciously. Our survey is designed to solely focus on the aspect that has changed between the slides above. With this being said, we expect to see a correlation between aggressive language and customer deterrence. Oppositely, with the use of passive tone and interjections, we expect to see a positive response by the consumer.