



# Visual Persuasion and Purchase Intent: A Comprehensive Analysis of Retail Marketing Collaterals

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## ARTICLE INFO

## ABSTRACT

This research investigates the influence of various retail marketing collaterals on consumer behaviour, specifically focusing on their impact on consumer perception, decision-making, and impulse buying tendencies. Using a structured questionnaire administered to 105 respondents aged 18 to 65, the study analyses preferences related to promotional tools such as digital screens, posters, flyers, and product displays. Statistical tools including chi-square tests and regression analysis were employed to interpret the data. Findings reveal that digital screens are most effective in capturing consumer attention (38.1%), while informational content (35.2%) and promotions (33.3%) significantly influence purchase decisions. The study underscores the importance of well-designed marketing collaterals in shaping brand perception and driving sales, with implications for both in-store marketing strategies and future research directions.

**Keywords:** Retail Marketing, Consumer Behaviour, Digital Signage, In-Store Promotions, Impulse Buying, Visual Merchandising, Retail Collaterals.

## 1. Introduction

In the evolving landscape of retail, marketing collaterals have become an indispensable element of brand communication and consumer engagement. These collaterals—comprising digital screens, posters, flyers, brochures, banners, shelf talkers, and product displays—play a critical role in attracting consumer attention, delivering product information, and influencing purchase behaviour directly at the point of sale. Their effectiveness lies not only in their visual appeal but also in their ability to trigger emotional and cognitive responses that align with the consumer's values and shopping motives.

The retail environment today is characterised by heightened competition, the rise of omnichannel retailing, and increasingly informed and demanding consumers. In such a context, the ability to stand out within the retail space and communicate effectively within the short window of consumer attention is crucial. Marketing collaterals bridge the gap between brand messaging and in-store experience, converting passive browsing into active purchasing. They are essential tools for reinforcing brand identity, enhancing recall, and differentiating a brand in a crowded marketplace.

Consumer decisions are no longer based solely on price or functionality; they are influenced by perceptions, experiences, and stimuli encountered in the shopping environment. Retail marketing collaterals are instrumental in shaping these perceptions, whether through high-quality packaging, compelling discount messaging, or interactive digital signage. Their role extends beyond informing—it includes persuading, reminding, and prompting consumers to act.

From a psychological standpoint, marketing collaterals tap into consumer heuristics such as the framing effect, social proof, and impulse buying tendencies. The strategic placement and design of these collaterals can significantly alter consumer trajectories within a store, increase dwell time, and elevate conversion rates. This study aims to explore the multifaceted impact of these collaterals on consumer behaviour. It seeks to provide empirical evidence on which types of collaterals are most effective, how consumers respond to different elements (visuals, text, discounts), and whether demographic variables (such as age and gender) moderate these effects.

The insights derived from this research will assist retailers, marketers, and brand managers in optimising their in-store marketing strategies and aligning them with evolving consumer expectations.

## 2. Literature Review

Retail marketing collaterals encompass various forms of promotional content such as digital signage, posters, flyers, and product displays, all of which play a pivotal role in influencing consumer behaviour at the point of purchase. Several studies have investigated how these elements affect consumer decision-making, perception, and brand recall.

Ebanisha (2020) examined the role of promotional tools—such as price discounts, coupons, and free samples—in driving impulse purchases in retail settings. The study confirmed that time-limited offers and immediate rewards have a strong psychological impact on consumer buying behaviour, leading to increased purchase intent and brand switching tendencies.

Alamanos, Brakus, and Dennis (2019) investigated the psychological underpinnings of digital signage effectiveness in retail stores. Their research revealed that affective experiences generated by dynamic visual content influence shoppers' approach behaviour, dwell time, and attitude toward the retail environment. Sensory-rich content, such as moving visuals and ambient sound, triggered emotional responses that led to more favorable consumer attitudes.

Choudhary (2018) focused on visual merchandising and its direct relationship with consumer behaviour. According to this research, effective visual layouts, product positioning, and lighting significantly enhance the in-store experience and promote impulse buying. The study also highlighted how these visual stimuli influence consumers' emotional responses, leading to higher satisfaction and increased store loyalty.

Prediger (2017) explored the influence of flyer design and content on consumer shopping behaviour. The study emphasized that flyer length, placement of promotional items, discount visibility, and the inclusion of store-branded products significantly affect consumer interest and intention to purchase. Particularly, visually engaging layouts with clear discount markers attracted more attention and drove higher store footfall.

Coburn (2016) presented a psychological perspective on advertising, discussing how cognitive biases such as the framing effect and decision fatigue are manipulated through advertisement design. Emotional appeals, combined with strategic placement and repetition, were found to affect consumer memory and preference, particularly in saturated retail environments.

Vieira et al. (2018) studied the effects of discount announcements on consumer attention and purchasing behaviour. Their research highlighted that numeric discount presentation (e.g., 30% off) was more effective than qualitative descriptions (e.g., "Huge Savings") in driving urgency and conversions. Additionally, consumers responded more positively when the discounts were perceived as credible and transparent.

Hasana and Mishra (2019) categorised the key drivers of retail shopping behaviour, including product quality, pricing, customer service, and store atmosphere. Their empirical analysis concluded that store layout and ambient factors such as lighting and music—often communicated through marketing collaterals—contribute substantially to the shopping experience and perceived brand value.

Khan et al. (2020) examined how packaging and labelling influence purchase decisions. The study indicated that colour, typography, material, and clarity of product information directly affect consumer trust and perceived product quality, thereby reinforcing the importance of aesthetic design in retail communication.

These studies collectively underline the significance of marketing collaterals in shaping consumer choices, highlighting both rational and emotional pathways of influence. They support the hypothesis that integrated marketing communication—when aligned with consumer expectations—can significantly elevate retail performance and brand equity.

## 3. Research Methodology

- **Objectives:**

- To analyse the influence of various marketing collaterals on consumer purchase decisions.
- To assess the role of visual and informational content in shaping brand perception.
- To explore consumer responsiveness to in-store promotional campaigns.

- **Research Design:** Quantitative, Descriptive

- **Sampling Method:** Convenience Sampling

- **Sample Size:** 105 respondents

- **Respondent Demographics:**

- Age Distribution: 18–25 (39%), 26–34 (41%), 35–45 (8.6%), 46–55 (5.7%), 56–65 (5.7%)
- Gender: Male (51.4%), Female (48.6%)

- **Data Collection Tool:** Structured Google Form questionnaire

- **Analytical Tools:** SPSS, Chi-Square Test, Descriptive Statistics, Regression Analysis

#### 4. Data Analysis and Interpretation

##### 4.1 How often do you notice marketing collaterals (e.g., posters, flyers, digital screens) in retail stores?

###### Crosstabulation

Count

		7. How often do you notice marketing collaterals (e.g., posters, flyers, digital screens) in retail stores?				Total
		Always	Often	Sometimes	Rarely	
Gender	Male	17	19	17	1	54
	Female	10	20	16	5	51
Total		27	39	33	6	105

###### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.455 <sup>a</sup>	3	.216
Likelihood Ratio	4.717	3	.194
Linear-by-Linear Association	2.581	1	.108
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.91.

The Chi-Square test gives us a Pearson Chi-Square of 4.455, significance value of 0.216 hence no significant association between gender and the likelihood that people will notice marketing collaterals. From the statistics it has emerged clearly that when males and females are exposed to marketing collaterals, they both take similar notice, which makes it possible for marketing strategies to work across gender.

##### 4.2 How likely are you to purchase a product because of an in-store promotion or advertisement?

###### Crosstabulation

Count

		How likely are you to purchase a product because of an in-store promotion or advertisement?					Total
		Very likely	Likely	Neutral	Unlikely	Very unlikely	
Gender	Male	8	24	16	4	2	54
	Female	5	16	21	7	2	51
Total		13	40	37	11	4	105

###### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.703 <sup>a</sup>	4	.448
Likelihood Ratio	3.730	4	.444
Linear-by-Linear Association	2.481	1	.115
N of Valid Cases	105		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.94.

The Chi-Square value is 3.703 and the significance 0.448 therefore indicating that there is no significant difference between the two gender groups with regard to their probability of buying due to promotions. Similar to in-store promotions, there is no evidence to suggest that either male or female respondents are more influenced by these cues.

##### 4.3 Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?

###### Crosstabulation

Count

		Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?				Total
		Strongly agree	Agree	Neutral	Disagree	
Gender	Male	13	19	19	3	54
	Female	6	23	20	2	51
Total		19	42	39	5	105

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.102 <sup>a</sup>	3	.376
Likelihood Ratio	3.164	3	.367
Linear-by-Linear Association	.671	1	.413
N of Valid Cases	105		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.43.

Chi-square of 3.102 and significance 0.376 shows there is no significant relationship between Gender & Confidence Level on buying decisions affected by Marketing Collaterals. This research clearly indicates that both male and female consider information from the marketing communication materials of equal importance while making decisions.

**4.4 Regression****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.023 <sup>a</sup>	.001	-.009	1.0529	.001	.054	1	103	.816

a. Predictors: (Constant), Gender

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.060	1	.060	.054	.816 <sup>b</sup>
	Residual	114.187	103	1.109		
	Total	114.248	104			

a. Dependent Variable: 6. What type of retail stores do you visit most frequently?

b. Predictors: (Constant), Gender

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.233	.322		6.929	.000
	Gender	-.048	.206	-.023	-.233	.816

a. Dependent Variable: 6. What type of retail stores do you visit most frequently?

**Descriptive Statistics**

	Mean	Std. Deviation	N
6. What type of retail stores do you visit most frequently?	2.162	1.0481	105
9. Rate your 2ment with the following statement: "Retail marketing collaterals influence my purchasing decisions."	2.333	.8046	105

**Correlations**

	6. What type of retail stores do you visit most frequently?	9. Rate your 2ment with the following statement: "Retail marketing collaterals influence my purchasing decisions."
Pearson Correlation	1.000	.038
	.038	1.000
Sig. (1-tailed)	.350	.350
	.350	.350
N	105	105
	105	105

The regression analysis done to investigate the gender feature applied on the retail stores revealed that the gender feature only attributed to 0.1% variance to the retail store of preference based on the R Square of 0.001. Even more revealing, when corrected for sample the value of the model's explanatory power dropped even more to -0.009 based on the Adjusted R Square. The number '0,816' described the p – value meaning that established relationship is not statistically significant. As such, gender does not appear to have an effect on the choice of retail store in this set of data.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.038 <sup>a</sup>	.001	-.008	1.0524	.001	.149	1	103	.700

a. Predictors: (Constant), 9. Rate your 2ment with the following statement: "Retail marketing collaterals influence my purchasing decisions."

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.165	1	.165	.149	.700 <sup>b</sup>
	Residual	114.083	103	1.108		
	Total	114.248	104			

a. Dependent Variable: 6. What type of retail stores do you visit most frequently?

b. Predictors: (Constant), 9. Rate your 2ment with the following statement: "Retail marketing collaterals influence my purchasing decisions."

### Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.046	.316		6.468	.000
	9. Rate your 2ment with the following statement: "Retail marketing collaterals influence my purchasing decisions."	.050	.128	.038	.386	.700

a. Dependent Variable: 6. What type of retail stores do you visit most frequently?

### Descriptive Statistics

	Mean	Std. Deviation	N
13. Rate the 2ness of 3 in influencing your purchasing behaviour	2.200	.7259	105
Age	1.981	1.1092	105

### Correlations

	13. Rate the 2ness of 3 in influencing your purchasing behaviour	Age
Pearson Correlation	1.000	.017
	.017	1.000
Sig. (1-tailed)		.433
	.433	
N	105	105
	105	105

It examined whether retail marketing collaterals predict store preferences. The R Square value obtained was 0.001 signifying that marketing collaterals as a whole could account only to 0.1% of the variation of store preferences. The Adjusted R Square was -0.008 implying that the model had weak ability to explain variance when sampled adjusted for the size. P opened at 0.700, which all together indicated that the results were statistically insignificant. Thus, no simple conclusion about store preferences arising from retail marketing collateral, in view of the above data.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.017 <sup>a</sup>	.000	-.009	.7293	.000	.029	1	103	.866

a. Predictors: (Constant), Age

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.015	1	.015	.029	.866 <sup>b</sup>
	Residual	54.785	103	.532		
	Total	54.800	104			

a. Dependent Variable: 13. Rate the 2ness of 3 in influencing your purchasing behaviour

b. Predictors: (Constant), Age

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.178	.146		14.899	.000
	Age	.011	.064	.017	.170	.866

a. Dependent Variable: 13. Rate the 2ness of 3 in influencing your purchasing behaviour

**Descriptive Statistics**

	Mean	Std. Deviation	N
13. Rate the 2ness of 3 in influencing your purchasing behaviour	2.200	.7259	105
17. Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?	2.286	.8171	105

**Correlations**

	13. Rate the 2ness of 3 in influencing your purchasing behaviour	17. Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?
Pearson Correlation	1.000	.097
	.097	1.000
Sig. (1-tailed)	.162	.162
N	105	105

Concerning the age factor it was evident that the age had an impact on purchasing behaviour which is explained below. The third analysis involved another regression that tested the relationship between age and purchasing. The statistical predictions were defined by an R Square of 0.000 implying that age indicated almost no prediction on the purchasing behaviour. added R square was -0.009 demonstrated the model had zero explanatory power, that is, it lacked the ability to explain the samples size.

According to the test results, the p- value for the test of relationship between age and purchasing behavior was obtained as 0.866, meaning that this relationship is statistically insignificant. As a result, this study confirms the research hypothesis that age does not affect the purchasing behaviour of consumers in this sample.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.097 <sup>a</sup>	.009	.000	.7260	.009	.984	1	103	.324

a. Predictors: (Constant), 17. Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.519	1	.519	.984	.324 <sup>b</sup>
	Residual	54.281	103	.527		
	Total	54.800	104			

a. Dependent Variable: 13. Rate the 2ness of 3 in influencing your purchasing behaviour

b. Predictors: (Constant), 17. Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.002	.211		9.474	.000
	17. Do you feel more confident in your purchasing decisions when you have information from marketing collaterals?	.086	.087	.097	.992	.324

a. Dependent Variable: 13. Rate the 2ness of 3 in influencing your purchasing behaviour

Perceived Control in Purchase Decisions and Marketing Promotional Materials The last regression analyzed if confidence in choices made on marketing collaterals is predictive of purchasing behavior. The obtained R Square value was 0.009, meaning that confidence predicts only 0.9% of the variations in purchasing behaviour in the two groups. The adjusted R<sup>2</sup> was 0.000 hence little to no adjustment could explain the variation in the variables after other variables were controlled for. P 0.324 also supported the non-signification of the findings getting it to be rejected. Therefore, confidence that is generated and obtained from marketing collaterals has little effect on the purchase decision.

**5. Findings**

- Digital screens were rated the most effective medium, capturing 38.1% of attention.
- Informational content and promotional discounts are the most influential elements, affecting 35.2% and 33.3% of consumers respectively.
- 76.2% of participants acknowledged that marketing collaterals positively shaped their perception of a brand.
- Approximately 37.1% of participants admitted to making impulse purchases due to marketing collaterals.
- Statistical data show uniform consumer responses across demographic groups, with minimal variance based on age or gender.

**6. Suggestions**

- Retailers should prioritise digital screens and product displays for in-store promotions.
- Marketing content should focus on clear, concise, and relevant messaging, prioritising product benefits and promotional value.
- Incorporating QR codes and augmented reality (AR) can bridge physical and digital consumer engagement.



- Regular assessment of marketing effectiveness using consumer feedback and data analytics is recommended.

## 7. Conclusion

Retail marketing collaterals, particularly those that blend strong visual design with valuable information, play a pivotal role in influencing consumer behaviour. Despite demographic neutrality in response, these materials consistently shape brand perception, trigger impulse buying, and guide consumer decisions. Marketers should adopt data-driven approaches in the design and deployment of collaterals to optimise engagement and sales performance.

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