

ESTABLISHING RETAIL DIGITAL SIGNAGE AS A NEW MEDIUM AND MEASURING ITS EFFECTIVENESS

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Abstract: This Working Paper addresses whether RDS is capable of having a measurable impact upon consumer shopping behavior to substantiate its inclusion in the marketing mix. This is significant for the following reasons: 1. Measurement of the results from marketing spending have generally failed to keep pace with technology and, 2. because consumer purchase decisions are, to a significant extent, made in-store.

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