

fUse of Digital Signage on Driving Customer Purchase Motives with Mediating Effect of Consumer Emotional Experience in Fashion Retail Industry

P.U.I Dabare

D.W Kumara

University of Kelaniya, Sri Lanka

Digital technology has transformed the traditional advertising practices replacing the out-of-home concept with Digital Signage. This concept mainly interferes with the fashion retail industry making a huge impact on customer emotions adhering to the messages directly and attentively towards the consumer mind. As this concept has been evolved in many industries in the world, it is notable that the highest proportionate of benefits have been transferred to the fashion industry, but few research studies are available to measure the exact use of digital signage towards driving customer motives. In addition, consumers' emotional experience has been identified as an influencer driving customer actions in present context. Hence, the purpose of this study is to investigate the use of digital signage towards driving customer purchase motives in the fashion retail industry in Sri Lanka with the mediating effect of consumers' emotional experience. This study followed the quantitative research approach, and it was conducted using deductive reasoning. The data collection process was done with a structured questionnaire distributed among 377 respondents following a convenience sampling method catering to Western Province in Sri Lanka. Data analysis followed with Structural Equation Modelling (SEM), Partial Least Square (PLS) to test all the hypotheses constructed in the study. As the previous studies stated, the findings directed that customer purchasing motives get influenced by digital signage of fashion brands. The mediating effect of customer emotional experience in the above relationship has been rejected which may not push consumers to make purchasing decisions in the identified context.

Keywords: *Consumer Emotional Experience, Consumer Purchase Motives, Digital Signage, Fashion Retail Industry, Influencer Marketing*