Signs and Symbols in the Retail Landscape: A Semiotic Marketing Perspective on Consumer Behaviour and Purchase Intentions

[1]Rakesh Gandla, [2]Lalith Kumar Vemali, [3]Dr. Sharuti Choudhary, [4]Mechri Saravanan Pallavi, [5]Aditi Saurav, [6]Priyanka Sahoo, [7]Vihang Golla

[1]Department: Marketing
College affiliation: Woxsen University – School of Business
Official address: House No. 25 Rail Vihar Colony, EC-Nagar, Cherlapally, Hyderabad - 500051.
[2]Department: Marketing,
College affiliation: Woxsen University – School of Business
Official address: 310, Shubham Blooms, Yadav Street, Sudarshan Nagar Colony, Serilingampally, Hyderabad – 500019
[3]Department: Associate Professor Marketing
College affiliation: Woxsen University – School of Business
Official address: Woxsen University, Kamkole, Sadasivpet, Sangareddy District, Hyderabad - 502 345
[4]Department: Marketing
College affiliation: Woxsen University – School of Business
Official address: No 120 Sai Raghavendra magnificent habitat, Gopanapalli road, Nallagandla, Hyderabad – 500019
[5]Department: Marketing & Strategy
College affiliation: ICFAI Business School Hyderabad (IBS Hyd)
Official address: IFHE-IBS Campus, Donthanapally Shankarapalli Road, Hyderabad, Telangana 501203
[6]Department: Marketing & Strategy
College affiliation: ICFAI Business School Hyderabad (IBS Hyd)
Official address: IFHE-IBS Campus, Donthanapally Shankarapalli Road, Hyderabad – 501203
[7]Department- Marketing,
College affiliation - BEST Innovative University
Official address: SMR Vinay Iconia, Stanley A 2302, Hyderabad – 500084

Abstract

The semiotic marketing system has emerged as the new paradigm of the market in the global economy. These consequences lead to the mechanism of the consumers' behavior and their purchasing intention in the retail industry. The objective of the research work is based on the study of the association between semiotic marketing and consumers' behavior and purchasing intention in the retail industry of India. The study's findings show that purchasing intention and consumer behavior are important factors in the study of semiotic marketing systems. The research work encourages academicians, policymakers, and researchers to research in semiotic marketing system in India.

Keywords: Semiotic marketing, purchasing intention, consumers' behavior, retail industry, consumption-based market

Summary statement of contribution

Consumption of digital symbols and semiotic pictures is leading to the development of a digital image economy that is robust and democratic. Every day, on the Internet, new communication systems and consuming philosophies developed as a result of people using pictures and constructing new meanings for those images. The study will support the usage and consumption of digital images on digital branding and antibranding semiotics, which will help to boost the growth of the present and future image-based digital economy. The study will understand the nature, process, and consequences of the semiotic marketing system, and the study will assist in knowing about the semiotic marketing associated with the prospects of globalization with the marketing of the products with the help of signs and symbols to attract the intention of consumers about increasing their purchasing intention in the retail industry.

1. Introduction

The term semiotic is taken from the Greek words 'semeiotokos' from observing the signs. The Greeks distinguished between "signs" in nature and "symbols" in civilization (Mick and Oswald 2006). In his analysis of "the life of signs within society," the Swiss linguist Ferdinand de Saussure coined the word semiotic. But the English philosopher John Locke (17th century) used the term in this sense. One common conception of semiotics is that it encompasses a wide

range of academic disciplines. Marketing semiotics examines how brands and goods are promoted via the use of signs and symbols to raise awareness and sales. The concept of semiotic marketing is associated with the explanation and identification of the tendency of well-liked customs and its association with consumers' behavior with an aspect of relation to popular culture, brand values, and the role of marketing and advertisement strategy of the semiotic marketing. In other words, it can be mentioned that semiotic marketing is associated with the prospectus of globalization with the marketing of the products with the help of signs and symbols to attract the intention of consumers behavior about increasing their purchasing intention in the retail industry. Therefore, semiotics put a way for communication between the mechanism of the market of products and consumers with an aspect of the brand value of the products with semiotic analysis with the use of signs and symbols. A semiotic analysis includes the following three main distinct characteristics: a) Signs, b) Meaning, and c) Symbols.

Semiotic mode creates written-linguistic, visual, audio, gestural and spatial patterns of meaning for communication. In retail, the semiotic marketing-based economy promoted brand values, image, and equity to consumers. Based on their judgments of retail items' likes and dislikes, semiotic marketing systems impact consumers' behavior and purchase intentions. Sign, object, and interpretant are the three main components of semiotic marketing analysis, which can be defined as a symbolic representation of retail products based on the analysis of signified and signifier terms (New London Group, 1996). The term signified may be defined as an expression about brands through words, symbols, and images, while signified may be defined as the meaning of used signs and symbols for the representation of brands of a company in the retail Industry. In these perspectives, a sign of Apple Company is a popular example of the semiotic marketing analysis because consumers recognize and identify the brands of Apple with the sign of Apple Company (Dass, et al., 2023).

The context of the background of the paper is based on the analysis of the nature, process, and consequences of the semiotic analysis of signs and symbols with their impact on consumer behavior and purchase intention in the retail industry. The behavioral approach of the consumers is based on their wishes and abilities because the wishes and abilities of the behavioral approach determine the purchasing intention of consumers in the retail Industry.

There is a cordial linkage between the behavior of consumers and their purchasing intention because it is found that the retail industry is using signs, symbols, code, and meaning to communicate to consumers about promoting their brands in markets in the context of globalization (Pino, et. al., 2022). Semiotic marketing boosts retail brands. In the behavioral approach of semiotic marketing, it is important to discuss the role of the approach, values, norms, tradition, wishes, and abilities in the creation of product knowledge among consumers in markets because consumers make their purchasing decisions based on rational choice and emerging cultural and economic phenomena. Semiotics are growing (Eberhart & Naderer, 2017).

The mechanism of the semiotic strategy of marketing is based on the culturally integrated behavior of the consumers about brand values because it is found that the impact of the semiotic market is based on the dynamics of cultural perception of consumers about brands in the emerging global market. American market association evolves the marketing theory and strategy of the semiotic market system because these outcomes increase the brand value of products among consumers and consumer purchasing behavior in markets (Conejo and Wooliscroft, 2015). The strategy of semiotic marketing is based on the marketing of products with the help of signs, symbols, and code as a consequence of globalization. Semiotic marketing has emerged as a marketing method in the context of the large impact of globalization on a global level (Floch and Pinson, 2001). Both developed and developing countries are adopting and promoting the strategy and mechanism of semiotic marketing in place of the traditional approach to the market. Therefore, it can be summarized that the semiotic marketing approach enhances the products' brand value among consumers.

Semiotic marketing emerged as a new strategy for advertising and promoting products and reconceptualized the meaning and definition of semiotic marketing among consumers. Apart from this, there is a significant role of consumer behavior in promoting the brand values of the products because consumer purchasing behavior determines the boundary of the semiotic market system in the global market (Bianchi, 2011). The prospects and concepts of semiotic marketing are based on the theoretical model of the semiotic marketing system because using signs, symbols, and meaning are three major determinant factors for developing an understanding of semiotic marketing in the context of globalization (Jeong and Kim, 2019). The concept of semiotic marketing is based on the customer-based oriented economy because the mechanism of a customer-based economy leads to a consumption-based market (Huang and Liu, 2022).

Based on the above concise description, it can be summarized that the introduction part gives a broad sense of meaning and definition of the semiotic market system with consumer behavior and purchasing intention.

This study's introduction dives into the relevance of Signs and Symbols in the Retail Landscape from a semiotic marketing viewpoint, specifically in connection to customer behavior and purchase intentions. The research further conducts a detailed assessment of current literature on the interaction of signs, symbols, and customer behaviors in the retail environment. The methodology section describes the research strategy, data gathering techniques, and analytical methodologies used, as well as a road plan for carrying out the study. The data was thoroughly evaluated and assessed using approved approaches, with the goal of identifying correlations and comprehending the influence of Semiotic Marketing on both enterprises and customer behavior. The paper critically analyzes the implications of the study's findings in the discussion and conclusion section, summarizing its contributions to the field of semiotic marketing in the context of retail, and proposes potential directions for future research, highlighting areas where further exploration could deepen our understanding of this pivotal aspect of consumer behavior and retail strategy.

2. Review of Literature

Based on the above introduction, there is a need for an in-depth analysis of the semiotic market system and its consequences on consumer behavior and purchasing intention in the retail industry. Therefore, the review of literature is based on the following three sections according to the nature and theme of the present research work, as well as developing a better understanding of the phenomena of semiotic marketing and its impact on the strategy of markets on a global level in the context of globalization.

i.   Impact of semiotics marketing on consumer behavior in the retail industry in the context of globalization.

ii.   Study of the Nexus of Semiotic Marketing and purchasing intention.

iii.   Relationship between semiotics marketing, brand equity, and brand awareness of consumers.

The above three sections of the literature review are based on the systematic and thematic literature review according to the nature of the study. It is also important to discuss that these three sections of the literature review give a better understanding of the semiotic marketing system's nature, process, and consequences in the context of globalization.

i.   Impact of semiotics marketing on consumer behavior in the retail industry in the Context of Globalization

There is a significant importance of semiotic marketing in the commercial world because it is well known that the phenomena of semiotic marketing are positively associated with the formation of consumer behavior about products in the retail industry. The choice of consumers about products judges the mechanism of the consumer's behavior, but the strategy of semiotic marketing enhances the wishes and ability of choice of consumers according to their behavioral practices (Mick et al., 2004). The behavior of the consumers is an important phenomenon in the process of promoting semiotic marketing in the context of globalization. From these perspectives, the findings of this study give a broad sequence of semiotic marketing in the context of consumers' behavior (De & Freire, 2014). Globalization pushes the retail business toward the semiotic market system because it improves customer behavior. Semiotic marketing offers a greater cost-benefit analysis than traditional retail. In the semiotic market system, cost and benefit analysis positively affects consumer feelings, norms, attitudes, abilities, and wants (Serban, 2014). Semiotic marketing emerged as a better way to establish communication with consumers about the phenomena of the semiotic market. These consequences are important in investigating the behavior of the consumers in the sense of advertisement and promoting semiotic marketing in the retail industry according to the choice of the consumers in a market-based economy (Floch and Pinson, 2001). In the context of analysis of the nature, process of the semiotic marketing strategy in the French context, it is found that the subject matter of the behavior of the consumers is so sensitive about sustainable practices in the context of semiotic marketing system in the periphery of globalization (Kessous et al., 2016). The strategy of semiotic marketing leads the paradigm of market-based research according to the behavior of the consumers in the market-based economy because it is well known that aspect of the paradigm of the semiotic marketing paves the way for theory and model of the semiotic market in the context of globalization (Oswald, 2015).

The mechanism of semiotic marketing enhances brand equity and loyalty in the consequences of the globalization of semiotic marketing (Loureiro et al., 2020). Marketing enhance consumers' perception of semiotic marketing because consumers take decisions based on cost and benefit analysis (Favier et al., 2019). In the context of China, it is found that there is a significant importance of the English language for promoting the culture of semiotic marketing among consumers of China because the English language gives new ways to develop an understanding of the strategy of semiotic marketing (Wang, 2018). A study-based content analysis focused on semiotic marketing, and it is realized that the consumers' perception is the key to developing an understanding of semiotic marketing (Vespestad & Clancy, 2021). The consequences of uneven consumer behavior are influencing the pattern of semiotic marketing in consumption-based markets in a global economy (Parsons et al., 2017). In the context of post era scenario of the pandemic of COVID-19, it is found that the epidemic of COVID-19 changed the psychological behavior of consumers

regarding prospects, nature, and function of the strategy of online semiotic marketing systems across the globe in the context of globalization (Zhang et al. 2021). The strategy of semiotic marketing is positively associated with the culture of the consumption of luxury items because the technique and strategy of semiotic marketing attracts consumers toward semiotic marketing (Wiedmann et al., 2007). Therefore, brand loyalty and brand equity are associated with semiotic marketing strategy because both factors play an important role in the building capacity of behavioral economics of consumers about prospects and the nature of semiotic marketing (Akoglu and Ozbek, 2022). Cultural values, norms, attitudes, and beliefs are important factors for promoting semiotic marketing because consumers take an economic decision about their rational choice based on the cultural phenomena of consumption (Ali et al., 2018).

ii.   The study of Nexus Semiotic marketing and purchasing intention

In the context of the Asian market, there is an emerging global market due to the huge presence of consumers in the retail Industry. The findings of this paper show that there is a positive association between phenomena of the behavior of the consumers and their purchasing intention about semiotic products in markets. The strategy of semiotic marketing leads the mechanism of packaging, brand experience dimension, brand trust and purchase intention in emerging markets of Asia (Shukla et al., 2023). Introducing label design is an important strategy of the system of the semiotic market in a globalized world because of the online purchasing of the products and purchasing intention of the consumers in the semiotic market-based economy. Therefore, the mechanism of semiotic marketing determines the nexus of purchasing intention and behavior of the consumers because it is found that purchasing intention leads to the authenticity of products among consumers according to the dynamics of purchasing intention and behavior of the consumers in the market (Pelet et al., 2020; Close et al., 2006). There is a positive influence of retail atmospherics on the strategy of purchasing intention of the consumers in the market because it is well known that wishes and abilities determine the behavior of the consumers about their reflection of purchasing behavior according to the changing dynamics of the advertisement products in the context of norms of semiotic marketing (Kumar et al., 2010). In the context of the Egyptian market, it is found that there are positive influences of the strategy of semiotic marketing on the behavior and purchasing intention of the consumers because consumers take decisions focused on semiotic analysis about available products (Pachauri, 2001). Apart, it is also found that the strategy of semiotic marketing establishes a linkage between consumers and shoppers because signs and symbols of products are formatted and determine the behavior of consumers and their purchasing intention in an emerging semiotic market (El Sayed et al., 2004). In the context of the Italian market, it is found that consumers have a positive intention toward purchasing fashion luxury goods because shoppers use signs and symbols for promoting and advertising the products in markets. The results of the laddering approach in the consequences of the semiotic market-based system in the developed Western market (Amatulli and Guido, 2011). There is a positive influence between social media sites, communication and advertisement-related products and consumers' purchasing intention according to the norms of semiotic marketing strategy in the globalized world (Schuitema & De Groot, 2015). Therefore, the increasing role of social media communication is determining the purchasing intention and consumer behavior in the retail industry's emerging online markets (Alalwan, 2018; Wells, 2014).

Modes of social media communication have emerged as important tools for creating an interaction among consumers about purchasing intention of products of semiotics marketing (Kim and Lee, 2019). The emerging Internet is giving consumers a new way of semiotic marketing because the internet-based market is increasing the purchasing intention among consumers (Scollon, 2004). In the case of food consumption, it is found that the tendency of online marketing is increasing the culture of purchasing intention among consumers about food materials because retail food processing companies are promoting their products through the Internet (Fuentes and Samsioe, 2021). The emerging strategy of semiotic marketing is solving the problem of marketing food processing because the strategy of semiotic marketing is enhancing the credibility among consumers about the semiotic marketing system (Scollon, 2005). Sea site resorts are using the strategy of signs, meaning and symbols for promoting their products. These consequences increase consumers' purchasing intention regarding semiotic marketing (Povilanskas and Armaitiene, 2011). In the case of marketing Halal products, it is found that Halal food processing companies are following the strategy of semiotic marketing and strategies of semiotic marketing are increasing the purchasing intention among consumers about Halal products (Aziz and Chok, 2013). The strategy of semiotic marketing is mediated to consumers about purchasing luxury products under the adopting strategy of semiotic marketing in the context of globalization (Scollon, 2002). The consumer purchasing intention strategy is based on material-based consumption and cultural pattern of consumption because prospects of the purchasing intention are based on the relation of consumers as subjects and material as objects in the context of semiotic marketing (Bettany and Kerrane, 2011). Therefore, signs, symbols and meanings of semiotic marketing are positively associated with the intensity of purchasing intention among consumers in the context of changing dynamics of globalization (Campbell, 2014).

iii.   Relationship between semiotics marketing, brand equity and brand awareness of consumers

It is a cordial association between product value and product impartiality, brand awareness with consumers' behavior, and purchasing intention in emerging semiotic marketing. This paper shows that brand image determines consumer behavior and awareness of consumers about cost and benefit analysis related to their purchasing intention in the market (Zhang, 2015). A study based on the cross-cultural study found that cultural phenomena play an important role in building consumers' behavior and perception of the product of brands because wishes and abilities determine the cultural boundary of consumption (Silhouette et al., 2014). The semiotic strategy of marketing is leading the way in inauthenticity perception, brand equity and brand choice intention in emerging markets, as well as these consequences are creating awareness among consumers' behavior and their intention about products according to the norms of semiotic marketing in a globalized world (Lu et al., 2015). The subject matter of the brand image can be better studied from the perspective retrospective to the prospective manner in the context of past to present and future agenda of the brand image of the products. These consequences lead to the mechanism of the sustainable brand image as well as the behavior and purchasing intention of consumers in the context of sustainable authenticity about products in the retail industry in the context of a semiotic marketing system (Malik et al., 2012). The strategy of the brand equity model is based on the awareness of consumers and their purchasing behavior in the emerging new paradigm of the market where consumers are so sensitive about brand image and brand equity in the context of the semiotic strategy of marketing in the perspective of globalization (Uggla, 2004). There is a positive role of brand image, trust, and its effect on the consumers' attitudes according to the norms of semiotic marketing in the retail industry in a globalized world because it is well known that strategy of the semiotic marketing is leading the brand image and brand equity among consumers in markets (Song, H et al., 2022). These consequences create consumers' awareness about products and purchasing intention behavior in a semiotic marketing system (Anwar et al., 2011).

Strategies of semiotic marketing are increasing brand equity, brand loyalty and brand awareness among consumers through analysis of prospects, concepts, and issues of semiotic marketing (Oswald and Oswald, 2012). Semiotic marketing is based on the role of icons and their image among consumers. For instance, sports stars are major tools for promoting products under semiotic marketing because consumers follow the pattern of cultural consumption of their icons and role models (Zhou et al., 2020). There are cordial associations between brand equity, brand authenticity and customer satisfaction because customers take a decision about their cultural consumption based on rational choice. These consequences lead to brand equity and brand awareness among consumers about products of the retail industry in semiotic marketing (Tran, 2020). The mechanism of adopting the technique of brand equity and awareness is creating the phenomena of brand architecture in a market-based economy because the function of a market-based economy is based on the semiotic marketing of signs, symbols and meaning in semiotic products (Uggla, 2006). These consequences are leading to the phenomena of the rebranding of brand equity, brand awareness and brand loyalty in the context of globalization (Blazquez et al., 2019). In the case of the tourism industry, it is found that strategy of the semiotic marketing is increasing the trend of tourism among consumers because signs and symbols of semiotic marketing are increasing the brand authenticity among consumers in the market (Ghafari et al., 2017). Therefore, the retail industry is following the mechanism of customer-based brand equity among consumers because a consumer-based market enhances brand equity, brand awareness and brand authenticity (Konecnik and Gartner, 2007). Brand experiences are leading brand commitment among customers because it is found that the retail industry is promoting their products according to the wishes and abilities of the consumer-based market. These consequences are leading to the phenomena of brand equity and brand awareness (Das et al., 2019). Therefore, brand experiences, brand image and brand trust are important factors in the brand-building process under the mechanism of a semiotic marketing system (Kim and Chao, 2019).

Based on the above-prescribed review of literature, there are the following arguments in the context of analysis of the semiotic marketing system:

i.   There is a positive role of the semiotic marketing system strategy on the consumers' behavior regarding cost and benefit analysis of products and goods in the retail industry. The behavior of the consumers is influenced by the strategy of advertisement and way of promoting the products under the approach of the semiotic marketing system.

ii.   There is a cordial association between consumers' behavior and purchasing intention because it is well-known that the model and theory of semiotic marketing determine the mode of purchasing intention. The strategy of purchasing intention is based on feelings, attitudes, norms, perceptions, and cultural perspectives of consumers' consumption in emerging markets in a globalized world.

iii.   Changing dynamics of semiotic marketing is replacing the traditional market theory and increasing the sustainable method of advertisement and promoting under semiotic marketing. These consequences lead the way for brand equity and brand image with awareness among consumers and intention of their purchasing behavior.

iv.   The above three arguments give way to developing an analytical framework for the study analysis of semiotic marketing in the retail industry in India because a selected review of literature gives little information about the analysis of nature, process, and consequences of the semiotic marketing system in India.

3. Method

Based on these above arguments based on a systematic review of the literature, the methodology of this research paper is focused on the analysis of signs and symbols impacting the consumer behavior and purchase intentions in the retail industry from the perspective of India. The major research question of this research is based on analyzing the semiotic market system and its influences on the consumers' behavior and intention about products in the retail industry with an aspect of how and why. The research question tries to systematically explore the answer to the question in the context of the strategy of the semiotic market system in India's retail industry. Therefore, the major agenda of this research work is based on the following objectives:

i.   To find out the impact of semiotics marketing on consumer behavior.
ii.   To Study the impact of semiotics marketing on the purchase intentions of consumers.
iii. To explore the association between semiotic marketing, brand equity and consumers' brand awareness.

These objectives are based on the arguments and attempt to answer the research question and fill the literature review gap about studying semiotic analysis in India's retail industry. This research is focused on the empirical investigation of analysis in semiotic marketing systems in the retail industry in the context of retrospect to the prospective manner in the context of globalization. The research work is based on the primary data of a total of 140 sample sizes of consumers in the context of semiotic marketing in the retail industry, and structured schedules collect primary data according to the developed indicators based on the objectives of the research work. The questionnaire distributed to the targeted audience is divided into two sections: Section 1 provides demographic information about the respondents, and Section 2 includes questions about the established indicators based on the objectives. The questionnaire was given to 230 participants, with 140 replies accounting for 61% of the total as a response rate.

3.1 Socio-Economic Profile of Sample of Respondents

The table shows socio-economic variation in the profile of respondents because 67.1 percent of the respondents are female, and the rest are male. Nearly 59.2 percent of the respondents are in the age group 18 to 29 years, and the rest in above 29 years. From the income perspective, 71.4 percent of the respondents earned INR 50000 to 80000 per month, and the rest earned INR 80,001 to above 120000. From the education perspective, nearly 62.1 percent of the respondents are illiterate, and the rest are literate. Nearly 65.0 percent of the respondents are from urban areas, and the rest are from rural areas (Table 1).

Table: 1 Demographic and Economic Profile of Respondents

Respondents: 140	Frequency	Percent
Gender		
Male	46	32.9 %
Female	94	67.1%
Age group		
18-23 Years	24	17.1%
24-29 Years	59	42.1%
30-35 Years	40	28.6%
Above 35 Years	17	12.1%
Income		
Below 50000	57	40.7%
50000 – 80000	43	30.7%
80000 – 120000	19	13.6%
Above 120000	21	15.0%

Education		
Literate	53	37.9%
Illiterate	87	62.1%
Location		
Rural	49	35.0%
Urban	91	65.0%

Collected primary data is analyzed by regression model in objectives first and second while the third objective is justified by Pearson correlation technique.
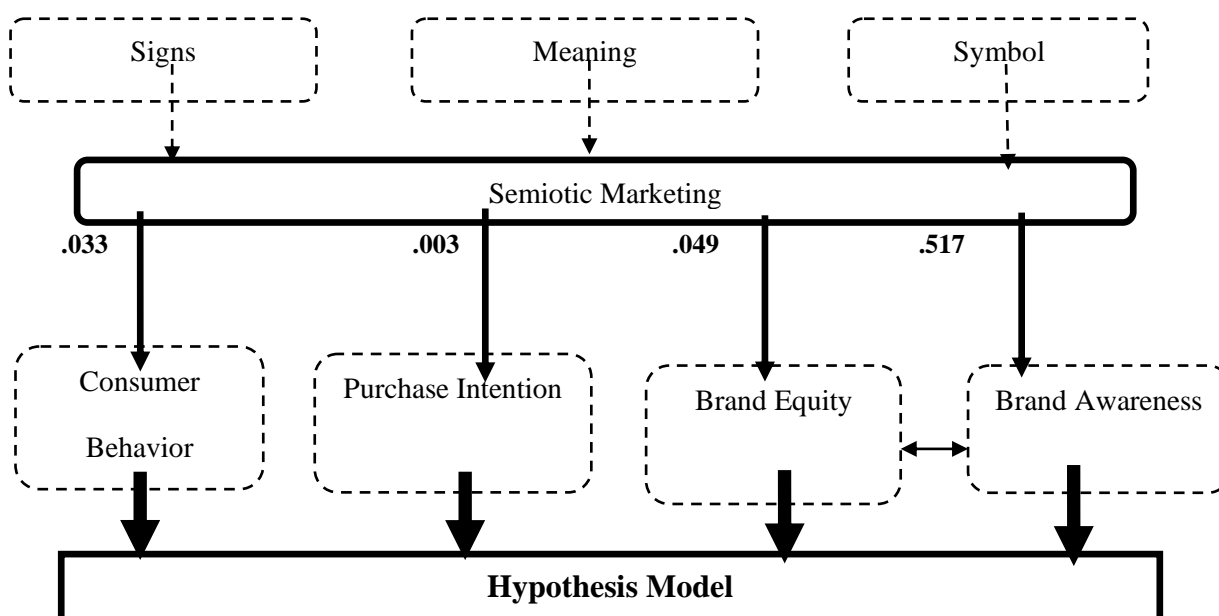

Figure 1: Hypothetical Model

The above figure shows a correlation between objectives and hypotheses based on a statistical test of regression and person correlation. This figure also defines that there is a significant impact of semiotic marketing, consumers' behaviors, purchase intention and correlation between semiotic marketing, brand equity and brand awareness. This model is based on the existing gap review followed by objectives and statistical hypotheses based on the sample for the prediction of the population.

3.2 Pearson Correlation Method

Correlation is a method of measurement of association between two factors. From the perspective of the Pearson correlation method, data should be measured on a ratio scale to estimate the Pearson correlation method. The Pearson correlation method gives a better understanding of the nature, process of the relationship between variables. In the context of the third objective, the correlation between brand equity, brand awareness and semiotic marketing is measured. It is well known that the Pearson correlation is a parametric test frequently used in economic and social science.

In these consequences, both the regression model and Pearson correlation techniques give a better understanding and justification for determining the objectives of research work.

4. Result

Objective 1: Impact of semiotics marketing on consumer behavior

H_0: There is no impact of semiotic marketing on consumers' behavior in the retail industry.

H_1: There is an impact of semiotic marketing on consumers' behavior in the retail industry.

Table 2: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.180ª	.032	.025	2.75707
a. Predictors: (Constant), Consumer behavior				

Table 2 above displays the R-value, which reflects the basic correlation coefficient. The calculated R-value of 0.180 suggests a strong connection between the variables. The coefficient of determination, denoted as R^2, quantifies the proportion of the overall variability seen in the dependent variable, namely Semiotics marketing, that can be accounted for by the independent variable.

Table 3: ANOVA

ANOVAª					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35.136	1	35.136	4.622	.033ᵇ
	Residual	1049.000	138	7.601		
	Total	1084.136	139			
a. Dependent Variable: Semiotics marketing					
b. Predictors: (Constant), Consumer behavior					

Table 3 (ANOVA) shown above, displays the regression equation results for the given dataset, indicating a significant value of 0.033. The equation to fit with the data its value needs to be less than 0.05. Additionally, the significance value being smaller suggests that the regression equation is really a good match for the data.

Table 4: Coefficients

Coefficientsª						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	21.418	1.505		14.233	.000
	Consumer behavior	-.153	.071	-.180	-2.150	.033
a. Dependent Variable: Semiotics marketing						

The Coefficients table 4 provides us with the necessary information to predict the effect of the 'Semiotics marketing' and determine whether the 'Consumer behavior' is statistically significant to the model. As per the results the alternative hypothesis is accepted.

Objective 2: Impact of semiotics marketing on the purchase intentions of consumers.

H_0: There is no impact of semiotic marketing on the purchase intentions of consumers in the retail industry.

H_1: There is an impact of semiotic marketing on the purchase intentions of consumers in the retail industry.

Table 5: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.246[a]	.060	.054	2.71694
a. Predictors: (Constant), Purchase intentions				

Table 5 above displays the R-value, which reflects the basic correlation coefficient. The calculated R-value of 0.246 suggests a significant level of connection. The coefficient of determination (R^2) quantifies the proportion of the overall variability seen in the dependent variable, namely 'Semiotics marketing', that can be accounted for by the independent variable.

Table 6: ANOVA

ANOVAa					
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65.454	1	65.454	8.867	.003[b]
	Residual	1018.682	138	7.382		
	Total	1084.136	139			
a. Dependent Variable: Semiotics marketing					
b. Predictors: (Constant), Purchase intentions					

Table 6 (ANOVA) shown above provides information on the regression equation for the given dataset, with a significance value of 0.003. The equation to fit with the data, it needs its value less than 0.05. Additionally, the significance value being smaller suggests that the regression equation is really a good match for the data.

Table 7: Coefficients

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	14.368	1.314		10.932	.000
	Purchase intentions	.218	.073	.246	2.978	.003
a. Dependent Variable: Semiotics marketing					

The Coefficients Table 7 provides us with the necessary information to predict the effect of 'Semiotics marketing' and determine whether the 'Purchase intentions' are statistically significant to the model. As per the results the alternative hypothesis is accepted.

Objective 3: To find out the association between semiotics marketing, brand equity and consumers' brand awareness.

H_0: There is no association between semiotic marketing, brand equity and consumers' brand awareness.

H_1: There is an association between semiotic marketing, brand equity and consumers' brand awareness.

Table 8: Descriptive Statistics

Descriptive Statistics			
	Mean	Std. Deviation	N
Brand equity	21.1643	3.70225	140

Brand awareness	21.6357	3.44162	140
Semiotics marketing	18.2214	2.79277	140

Table 8 defines the descriptive statistics of Brand equity, Brand awareness and Semiotics marketing. The mean score of Brand equity is 21.16, the mean score of Brand awareness is 21.63, and the score of Semiotics marketing is 18.22.

Table 9: Correlations

Correlations		Brand equity	Brand awareness	Semiotics marketing
Brand equity	Pearson Correlation	1	-.180*	.167*
	Sig. (2-tailed)		.033	.049
	N	140	140	140
Brand awareness	Pearson Correlation	-.180*	1	-.055
	Sig. (2-tailed)	.033		.517
	N	140	140	140
Semiotics marketing	Pearson Correlation	.167*	-.055	1
	Sig. (2-tailed)	.049	.517	
	N	140	140	140
*. Correlation is significant at the 0.05 level (2-tailed).				

Table 9 defines the correlation between Brand equity, Brand awareness and Semiotics marketing, and they are statistically significantly correlated between Brand equity Brand awareness and Semiotics marketing because the sig value is 0.033, 0.049 (i.e., sig value is less than 0.05). As per the results the alternative hypothesis is accepted.

Based on the above concise result part, it can be concluded that semiotic marketing is associated with the perception and behavior of consumers in the context of globalization. The result shows that consumer behavior is an important phenomenon in the sense of determination of semiotic marketing because the confluence of wishes and abilities determines the cultural consumption of the consumers in the market-based economy. These phenomena are an important part of purchasing intention because the intention is associated with the behavior of the consumers in the market. These perspectives play an important role in enhancing brand equity, brand awareness and semiotic marketing in the consumer-based market in the context of a semiotic marketing system.

5. Conclusion and Discussion

Based on the above concise prescribed result part, it shows that there is a significant importance of the study of semiotic marketing and its impact on the consumers' behavior and their purchasing intention in the retail Industry because the emerging paradigm of semiotic marketing system is based on the consumption-based market in the global economy. There are cordial linkages between the strategy of the semiotic marketing system and consumer behavior and purchasing intention. The first objective of the research is to systematically analyze the nexus of the semiotic marketing system and consumers' behavior toward goods in the retail industry. India is an emerging market of the consumption-based market due to the huge presence of middle-class families. Therefore, the mode and strategy of the semiotic marketing system are attracting consumers in the market because shoppers of the retail industry are using signs and symbols for advertisement and promoting their products among consumers in the market. These consequences are designed for consumers' perceptions and attitudes according to their behavioral economics in the context of a semiotic marketing system. The approach of the semiotic marketing system is deeply rooted and associated with behavioral economics phenomena because consumers are experts in the cost and benefit analysis of nature, process, and consequences of the semiotic marketing system. These consequences make a consumer-based market where consumers have many options for selecting the products of the retail industry from the market. Therefore, the market-based economy of the semiotic marketing system reflects the consumers' behavioral approach to products of the retail industry in the market.

There is a positive association between the phenomena of the consumers' behavior and their purchasing intention under the approach of the semiotic marketing system. The second objective of this research shows that purchasing intention is based on the consumers' choice according to their choice behavioral economics. In these consequences, wishes and abilities are two important factors in the formation of the purchasing intention of consumers in the emerging new paradigm of the semiotic marketing system. It is also important to discuss that purchasing intention is associated with economic, psychological, and sociological perspectives of the behavioral approach of the consumers in the retail market industry under the semiotic marketing system approach. The purchasing intention is associated with the individual economics of consumers according to their purchasing capacity and their behavioral reflection about nature, process, and consequences of the semiotic marketing system. In other words, it can be concluded that wishes and abilities determine the cultural landscape of the semiotic marketing system in the consequences of an emerging new paradigm of the global economy of the semiotic marketing system. Therefore, both purchasing intention and consumer behavior are the results of the investment in the wishes and abilities of the consumers regarding the consumption of products in the retail industry of the market. Both behavioral approach and purchasing intention are the results of the perception, attitudes, norms, cultural belief, and the tendency of the consumption because these elements determine the boundary and phenomena of the purchasing intention according to the behavioral reflection of the consumers about products of the retail industry under the approach of the semiotic marketing system.

It is based on the analysis of the association between semiotic marketing systems, brand equity and consumers' brand awareness about products of the retail industry in the market. It is well known that aspect of the semiotic marketing system emerges as a new paradigm of marketing as well as associated with the phenomena of development economics. It is found that consequences of that both purchasing intention and consumer behavior are the reflections of globalization under the mechanism of the new liberal economics whereby the strategy of the semiotic marketing system is based on the online digital platform of the market. In these consequences, strategies of semiotic marketing systems like the use of signs, symbols and codes are establishing a better communication network between shoppers and consumers in the retail industry market in India. Brand equity is associated with the behavioral approach of the consumers with aspects of what, how and why based on analysis of the agenda of the semiotic marketing system. These consequences are leading and enhancing the environment of awareness among consumers as well as brand equity because the association between semiotic marketing system, brand equity and awareness of consumers is the result of the increasing tendency of the cultural consumption of consumers in a market-based economy. These consequences create an environment of brand equity awareness and a semiotic marketing system among consumers in the market. Therefore, brand equity phenomena are judged by the consumers' choice, purchasing intention and behavioral approach in the emerging new paradigm of the semiotic marketing system. Therefore, there are cordial associations between semiotic marketing, brand equity and consumer awareness in India's retail industry.

6. Recommendation and Future Direction of Research

Based on the above-concluding remarks, there are the following recommended policies:

i.   There is a need for depth analysis of the study of the semiotic marketing system in the context of India because it is well-known that India is the emerging world's largest consumption-based market. It can be realized that there is a need to develop models that will help understand the nature, process, and consequences of the semiotic marketing system in India.

ii.   The consumers' behavior and purchasing intention are important determinant factors in the market-based economy of the semiotic marketing system. Therefore, it needs to give specific attention to the nexus of purchasing intention and consumer behavior under India's retail industry's semiotic marketing system approach. Therefore, it is realized that the semiotic marketing system may be a new research subject in India.

iii. Brand equity and consumer awareness are important factors in studying the nexus between consumers' behavior, purchasing intention and consumers' awareness. So, there is a need to develop a research methodology to better study the phenomena of the semiotic marketing system in India.

iv.   It can be realized that there is a need to study theoretical considerations about the study of nature, process, and consequences of the semiotic marketing system in the context of the new liberal economics under the globalization approach.

v.   Aspects of globalization can be examined as a platform for a better study of the phenomena of the nexus of the consumers' behavior and their purchasing intention in the study of the semiotic marketing system in the retail Industry in India. Therefore, it is the subject of depth research in retrospect to the prospective manner of study design.

Acknowledgments

Declaration of Interest statement

Funding

References

1. Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2130-2148. https://doi.org/10.1108/APJML-05-2021-0333
2. Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77. https://doi.org/10.1016/j.ijinfomgt.2018.06.001
3. Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715-735. https://doi.org/10.1108/MD-11-2016-0785
4. Amatulli, C., & Guido, G. (2011). Determinants of purchasing intention for fashion luxury goods in the Italian market: A laddering approach. *Journal of Fashion Marketing and Management: An International Journal*, 15(1), 123-136. https://doi.org/10.1108/13612021111112386
5. Anwar, A., Gulzar, A., Sohail, F. B., & Akram, S. N. (2011). Impact of brand image, trust and effect on consumer brand extension attitude: the mediating role of brand loyalty. *International Journal of Economics and Management Sciences*, 1(5), 73-79.
6. Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modeling approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1-23. https://doi.org/10.1080/08974438.2013.723997
7. Bettany, S., & Kerrane, B. (2011). The (post-human) consumer, the (post-avian) chicken and the (post-object) Eglu: Towards a material-semiotics of anti-consumption. *European Journal of Marketing*, 45(11/12), 1746-1756. https://doi.org/10.1108/03090561111167388
8. Bianchi, C. (2011). Semiotic approaches to advertising texts and strategies: Narrative, passion, marketing. https://doi.org/10.1515/semi.2011.012
9. Blazquez, M., Mattich, K., Henninger, C. E., & Helberger, E. (2019). The effects of rebranding on customer-based brand equity. *International Journal of Business and Globalisation*, 22(1), 91-109. https://doi.org/10.1504/IJBG.2019.097391
10. Campbell, N. (2014). The signs and semiotics of advertising. The Routledge companion to visual organization, 130-145.
11. Close, A. G., Finney, R. Z., Lacey, R. Z., & Sneath, J. Z. (2006). Engaging the consumer through event marketing: Linking attendees with the sponsor, community, and brand. Journal of advertising research, 46(4), 420-433. DOI: 10.2501/S0021849906060430 Published 1 December 2006
12. Conejo, F., & Wooliscroft, B. (2015). Brands are defined as semiotic marketing systems. *Journal of Macromarketing*, 35(3), 287-301. https://doi.org/10.1177/0276146714531147
13. Das, G., Agarwal, J., Malhotra, N. K., & Varshneya, G. (2019). Does brand experience translate into brand commitment: A mediated-moderation model of brand passion and perceived brand ethicality. *Journal of Business Research*, 95, 479-490. https://doi.org/10.1016/j.jbusres.2018.05.026

14. Dass, M., Kohli, C., & Acharya, M. (2023). An Investigation Into Slogan Design On Creating Slogan–Brand Alignment: Message Clarity and Creativity Enhance While Jingles and Rhymes Weaken Alignment. Journal of Advertising Research, 63(1), 43-60. DOI: 10.2501/JAR-2023-004 Published 1 March 2023

15. De Lassus, C., & Freire, N. A. (2014). Access to the luxury brand myth in pop-up stores: A netnographic and semiotic analysis. *Journal of Retailing and Consumer Services*, 21(1), 61-68. https://doi.org/10.1016/j.jretconser.2013.08.005

16. Eberhart, A. K., & Naderer, G. (2017). Quantitative and qualitative insights into consumers' sustainable purchasing behaviour: A segmentation approach based on motives and heuristic cues. *Journal of Marketing Management*, 33(13-14), 1149-1169. https://doi.org/10.1080/0267257X.2017.1371204

17. El Sayed, I. M., Farrag, D. A., & Belk, R. W. (2004). The effects of physical surroundings on Egyptian consumers' emotional states and buying intentions. *Journal of International Consumer Marketing*, 16(1), 5-27. https://doi.org/10.1300/J046v16n01_02

18. Favier, M., Celhay, F., & Pantin-Sohier, G. (2019). Is less more or a bore? Package design simplicity and brand perception: an application to Champagne. *Journal of Retailing and Consumer Services*, 46, 11-20. https://doi.org/10.1016/j.jretconser.2018.09.013

19. Floch, J. M., Sherry, J. F., & Bodkin, R. O. (2001). Semiotics, Marketing and Communication: Beneath the signs, the strategies. New York: Palgrave.

20. Fuentes, C., & Samsioe, E. (2021). Devising food consumption: complex households and the socio-material work of meal box schemes. *Consumption Markets & Culture*, 24(5), 492-511. https://doi.org/10.1080/10253866.2020.1810027

21. Ghafari, M., Ranjbarian, B., & Fathi, S. (2017). Developing a brand equity model for tourism destinations. *International Journal of Business Innovation and Research*, 12(4), 484-507. https://doi.org/10.1504/IJBIR.2017.082828

22. Huang, L., & Liu, M. T. (2022). Backfires on firms' intangible assets of the casino industry in Macau and Las Vegas: investigating advertising expenditure. *Asia Pacific Journal of Marketing and Logistics*, 34(9), 1956-1975. https://doi.org/10.1108/APJML-07-2021-0540

23. Jeong, Y., & Kim, S. (2019). Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1287-1307. https://doi.org/10.1108/APJML-10-2018-0441

24. Kessous, A., Boncori, A. L., & Paché, G. (2016). Are consumers sensitive to large retailers' sustainable practices? A semiotic analysis in the French context. *Journal of Retailing and Consumer Services*, 32, 117-130. https://doi.org/10.1016/j.jretconser.2016.06.008

25. Kim, J., & Lee, K. H. (2019). Influence of integration on interactivity in social media luxury brand communities. *Journal of Business Research*, 99, 422-429. https://doi.org/10.1016/j.jbusres.2017.10.001

26. Kim, R. B., & Chao, Y. (2019). Effects of brand experience, brand image and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3). doi:10.14254/2071- 8330.2019/12-3/1

27. Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400-421. https://doi.org/10.1016/j.annals.2006.10.005

28. Kumar, I., Garg, R., & Rahman, Z. (2010). Influence of retail atmospherics on customer value in an emerging market condition. *Great Lakes Herald*, 4(1), 1-13.

29. Loureiro, S. M. C., Jiménez-Barreto, J., & Romero, J. (2020). Enhancing brand coolness through perceived luxury values: Insight from luxury fashion brands. *Journal of Retailing and Consumer Services*, 57, 102211. https://doi.org/10.1016/j.jretconser.2020.102211

30. Lu, A. C. C., Gursoy, D., & Lu, C. Y. (2015). Authenticity perceptions, brand equity and brand choice intention: The case of ethnic restaurants. *International Journal of Hospitality Management*, 50, 36-45. https://doi.org/10.1016/j.ijhm.2015.07.008

31. Malik, M. E., Naeem, B., & Munawar, M. (2012). Brand image: Past, present and future. *Journal of Basic and Applied Scientific Research*, 2(12), 13069-13075.

32. Mick, D. G., & Oswald, L. R. (2006). The semiotic paradigm on meaning in the marketplace. *Handbook of Qualitative Research Methods in Marketing*, 31, 45.

33. Mick, D. G., Burroughs, J. E., Hetzel, P., & Brannen, M. Y. (2004). Pursuing the meaning of meaning in the commercial world: An international review of marketing and consumer research founded on semiotics. *Semiotica*, 2004(152-1-4), 1-74. https://doi.org/10.1515/semi.2004.2004.152-1-4.1

34. Oswald, L. R. (2015). The structural semiotics paradigm for marketing research: Theory, methodology, and case analysis. *Semiotica*, 2015(205), 115-148. https://doi.org/10.1515/sem-2015-0005

35. Oswald, L. R., & Oswald, L. (2012). Marketing Semiotics: Signs, Strategies, and rand value. Oxford University Press.

36. Pachauri, M. (2001). Consumer behaviour: a literature review. *The Marketing Review*, 2(3), 319-355. https://doi.org/10.1362/1469347012569896

37. Parsons, E., Maclaran, P., & Chatzidakis, A. (2017). Contemporary Issues in Marketing and Consumer Behaviour. Routledge. https://doi.org/10.4324/9780203526040

38. Pelet, J. É., Durrieu, F., & Lick, E. (2020). Label design of wines sold online: Effects of perceived authenticity on purchase intentions. *Journal of Retailing and Consumer Services*, 55, 102087. https://doi.org/10.1016/j.jretconser.2020.102087

39. Pino, G., Viglia, G., Nataraajan, R., Peluso, A. M., & Pichierri, M. (2022). How to shape consumer reaction to corporate environmental communications: Accentuating the negative to build trust can elicit favorable intentions and behaviors. Journal of Advertising Research, 62(1), 62-86. DOI: 10.2501/JAR-2022-005 Published 1 March 2022

40. Povilanskas, R., & Armaitienė, A. (2011). Seaside resort-hinterland nexus: Palanga, Lithuania. *Annals of Tourism Research*, 38(3), 1156-1177. https://doi.org/10.1016/j.annals.2011.02.004

41. Schuitema, G., & De Groot, J. I. (2015). Green consumerism: The influence of product attributes and values on purchasing intentions. *Journal of Consumer Behaviour*, 14(1), 57-69. https://doi.org/10.1002/cb.1501

42. Scollon, R. (2002). Mediated discourse: The nexus of practice. Routledge.

43. Scollon, R. (2005). The discourses of food in the world system: Toward a nexus analysis of a world problem. *Journal of Language and Politics*, 4(3), 465-488. https://doi.org/10.1075/jlp.4.3.07sco

44. Scollon, R., Scollon, S. W., & Scollon, S. B. (2004). Nexus analysis: Discourse and the emerging Internet. Psychology Press.

45. Serban, S. (2014). From marketing to semiotics: The way to marketing semiotics. *Journal of Self-Governance and Management Economics*, 2(2), 61-71.

46. Shukla, M., Misra, R., & Singh, D. (2023). Exploring relationship among semiotic product packaging, brand experience dimensions, brand trust and purchase intentions in an Asian emerging market. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 249-265. https://doi.org/10.1108/APJML-10-2021-0718

47. Silhouette-Dercourt, V., De Lassus, C., & Darpy, D. (2014). How second-generation consumers choose where to shop: A cross-cultural semiotic analysis. *Journal of Retailing and Consumer Services*, 21(6), 1059-1067. https://doi.org/10.1016/j.jretconser.2014.06.011

48. Song, H., Yang, H., & Ma, E. (2022). Restaurants' outdoor signs say more than you think: An enquiry from a linguistic landscape perspective. *Journal of Retailing and Consumer Services*, 68, 103054. https://doi.org/10.1016/j.jretconser.2022.103054

49. Tran, V. D., Vo, T. N. L., & Dinh, T. Q. (2020). The relationship between brand authenticity, brand equity and customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(4), 213-221. doi: 10.13106/jafeb.2020.vol7.no4.213

50. Uggla, H. (2004). The brand association base: A conceptual model for strategically leveraging partner brand equity. *Journal of Brand Management*, 12, 105-123. https://doi.org/10.1057/palgrave.bm.2540208

51. Uggla, H. (2006), 'The corporate brand association base: A conceptual model for the creation of inclusive brand architecture', *European Journal of Marketing*, 40(7/8), Vol.40 No.7-8, pp.785-802. https://doi.org/10.1108/03090560610669991

52. Vespestad, M. K., & Clancy, A. (2021). Exploring the use of content analysis methodology in consumer research. *Journal of Retailing and Consumer Services*, 59, 102427. https://doi.org/10.1016/j.jretconser.2020.102427

53. Wang, X. (2018). Consuming English in rural China: Lookalike language and the semiotics of aspiration. In Language and Culture on the Margins (pp. 202-229). Routledge.

54. Wells, V. K. (2014). Behavioural psychology, marketing and consumer behaviour: a literature review and future research agenda. *Journal of Marketing Management*, 30(11-12), 1119-1158. https://doi.org/10.1080/0267257X.2014.929161

55. Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review*, 2007, 1.

56. Zhang, X., Liu, H., & Yao, P. (2021). Research jungle on online consumer behaviour in the context of web 2.0: Traceability, frontiers and perspectives in the post-pandemic era. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(5), 1740-1767. https://doi.org/10.3390/jtaer16050098

57. Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open Journal of Business and Management*, 3(01), 58. 10.4236/ojbm.2015.31006

58. Zhou, F., Mou, J., Su, Q., & Wu, Y. C. J. (2020). How does consumers' Perception of Sports Stars' Personal Brand Promote Consumers' brand love? A mediation model of global brand equity. *Journal of Retailing and Consumer Services*, 54, 102012. https://doi.org/10.1016/j.jretconser.2019.102012