

Seattle University

ScholarWorks @ SeattleU

Location, Location, Location: The Effect of
Display Location of On-Premise Signage on
Consumers' Attitude and Behaviors

Albers School of Business & Economics

2020

**Award Metadata - Location, Location, Location: The Effect of
Display Location of On-Premise Signage on Consumers' Attitude
and Behaviors**

Seattle University

Follow this and additional works at: <https://scholarworks.seattleu.edu/signage>

**Award Metadata: Location, Location, Location: The Effect of Display
Location of On-Premise Signage on Consumers' Attitude and Behaviors**

Project Title	Location, Location, Location: The Effect of Display Location of On-Premise Signage on Consumers' Attitude and Behaviors
Principal Investigator	Jennifer Hong
Co-Principal Investigator(s)	N/A
College, School, or Division	Albers School of Business & Economics
Funder	Academic Advisory Council for Signage Research and Education
In Collaboration With	N/A
Funder Type	Private
Award Date Range	03/14/2020-03/15/2021
Award Amount	\$10,000.00