

## **THE IMPACT OF VISUAL MERCHANDISING ON CONSUMER STORE CHOICE DECISIONS IN SRI LANKAN SUPERMARKETS**

**W.M.C.B. Wanninayake**

Lecturer in Marketing,  
Department of Marketing Management,  
University of Kelaniya  
Sri Lanka

TP: 0717-898319

[bwanninayake@yahoo.com](mailto:bwanninayake@yahoo.com)

**Pradeep Randiwela**

Senior Lecturer in Marketing,  
Former Dean - Faculty of Management and Finance,  
University of Colombo  
Sri Lanka

TP: 0773136959

[P\\_randiwela@yahoo.co.uk](mailto:P_randiwela@yahoo.co.uk)

# **THE IMPACT OF VISUAL MERCHANDISING ON CONSUMER STORE CHOICE DECISIONS IN SRI LANKAN SUPERMARKETS**

## **ABSTRACT**

The supermarket concept was initially started in Sri Lanka at 1980's and the particular industry began to expand after the year 2000. The supermarket industry is at the growing stage of the Industry Life Cycle. The Visual Merchandising of supermarket outlets were focused in this study and major purpose was to examine the consumer reaction to the Visual Merchandising in supermarkets in Sri Lanka.

This study was based on both primary and secondary data. The primary data were collected from the sample survey that was conducted in the area of Colombo, Kiribathgoda, Wattala and Maharagama. 200 respondents were selected for the sample. A questionnaire was designed to obtain customer's attitudes regarding major variables of Visual Merchandising in their store choice decisions. Visual Merchandising was grouped into four variables namely Lighting, Design Layouts, Product Display and Cleanliness. The secondary data were collected from published sources. The study revealed that the influence emerged from Product Display and Cleanliness on consumer store choice decisions is very significant. The Lighting and Design Layouts moderately influenced their store choice behavior. The overall conclusion is that visual merchandising has significant impact on store choice decision of customers in Sri Lanka.