

The Impact of Visual Merchandising on Customer Buying Decision with Special Reference to Fashion Retailing Stores in Colombo and Suburbs in Sri Lanka

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Shopping is an activity that brings customers directly contact with retailer and retail institutions. And it is a series of behaviors of acquiring product or the value of shopping process. The motivation to shop can simply come from finding the products that the shopper needs or attracting other's attention or killing time. Even though visual merchandising became an important marketing tool to induce customer patronizing behavior towards modern retail outlets there is no sufficient attention made by academics on this area. The key objective of the research is to examine the impact of visual merchandising on customers buying decisions in fashion retailing stores through various visual merchandising tools namely, window display, mannequins/dummy display, design layout, lighting, background music and graphics & signage.

Data relevant to the research is gathered through both secondary and primary data sources. To support the research, secondary data is obtained from the sources like; Text books, lecture notes, Websites, press releases. And quantitative research method is used to collect the primary data. The sample consisted of 150 respondents who are interested in fashion and who go shopping frequently

Visual merchandising forms a critical element of retailing. Besides the façade, mannequins/dummy and windows, which are clearly done up with an objective to attract passer-bys and induce walk-ins, there is also in-store decor that is designed to enhance the customer's comfort and convenience while shopping and overall, offer a superior shopping experience.

Key Words: - *Visual Merchandising, Customer Buying Decision, Fashion Retailing Stores*