

Impact of Visual Merchandising on Purchase Intention, the Mediating Effect of Store Image: with Special Reference to the Branded Fashion Retail Chain Western Province in Sri Lanka

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The art of visual merchandising is considered one of the most effective methods for improving sales and profitability within an organization. Visual merchandising directly impacts the shopping experience, making it essential for retailers to optimize their business environment positively. This study employs store image as a mediating variable. The primary objective is to identify the visual merchandising elements that influence individual purchase intentions, specifically focusing on branded fashion retail chains in the Western Province of Sri Lanka. Both primary and secondary data were collected for this research. Primary data was gathered through a survey of 384 respondents who frequent various branded fashion retail chains in the Western Province. A quantitative approach was utilized, employing survey methods and convenience sampling techniques. The collected data were numerically coded and analyzed using SPSS software to determine the impact of visual merchandising elements on purchase intention, addressing the significance of each independent variable. The findings are expected to assist decision-makers, marketers, and entrepreneurs in enhancing the appeal of their fashion stores and improving consumer purchasing effectiveness.

Keywords: *Purchase Intention, Store Image, Visual Merchandising*