

The Impact of Visual Merchandising on Consumer Impulsive Buying Behaviour with the Mediating Effect of Brand Attitude with Special Reference to the Modern Trades in Sri Lanka

M W M Dilhani

Department of Marketing Management, University of Kelaniya, Sri Lanka
imadushikadilhani24@gmail.com

W M C B Wanninayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
bandara@kln.ac.lk

This research investigates how visual merchandising in modern retail stores influences impulsive buying decisions, specifically focusing on how these elements can be tailored to different stages of brand development. The study addresses a gap in knowledge by examining how visual merchandising aligns with brand attitude and customer buying behaviour. An online survey of 384 people assessed the effectiveness of various visual merchandising techniques, such as window displays and lighting, on customer impulse purchases. The analysis methods employed were proven to be reliable and valid. The results revealed that a positive brand attitude significantly strengthens the connection between these visual elements and impulse buying. Interestingly, the study found that window displays and product displays strongly influence customers, while promotional signage and lighting have a more moderate effect. These findings suggest that successful visual merchandising strategies should consider brand development and a strategic combination of visual elements to maximise impulse purchases. Further research is recommended to explore the effectiveness of customisation of visual merchandising elements based on different brand levels, such as product life cycle, brand development levels, etc.

Keywords: *Brand Attitude, Impulsive Buying Behaviour, Product Display, Promotional Signage, Window Display*