

# **Impact of Visual Merchandising on Consumer Repurchase Intention: Examining the Mediating Effect of Consumer Attitude with Special Reference to Restaurant Industry in Western Province, Sri Lanka**

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Throughout last few years, food consumption patterns of consumers have drastically changed with the expansion of restaurant industry. Therefore, the restaurant industry is having a significant competition. Based on that, visual merchandising is a frequently used strategy that marketers used to influence the repurchase intention of consumers. Therefore, this research aims on identifying the impact of visual merchandising on consumer repurchase intention with special reference to restaurant industry in Western province, Sri Lanka. When conferring the literature, researchers widely discussed positively about this relationship. However, the researchers explored that there is a controversial argument about this relationship in this context in literature. Further, there are few studies regarding the mediating impact made by consumer attitude in the above relationship in this context. This study was quantitative in nature, and it used structured questionnaire to collect primary data. Therefore, to get the findings, the researcher distributed 400 questionnaires and collected 320 responses through online survey. The findings revealed that the positive impact of visual merchandising on consumers repurchase intention. Further, findings proved that consumer attitude has a mediating effect on the relationship between visual merchandising on repurchase intention. Main statistical tools used for this study was regression and correlation analysis using SPSS version 26. Finally, with findings, the researchers suggest some recommendations and possible future research areas that will be beneficial for marketers and future researchers.

**Keywords:** *Consumer Attitude, Repurchase Intention, Restaurant Industry, Visual Merchandising*