

**PERCEPTION OF CUSTOMERS ON THE QUALITY OF VISUAL
MERCHANDISING IN FASHION STORES IN BATTICALOA
DISTRICT**

By



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Abstract

The study focuses to find out the level of Quality of Visual Merchandising in Fashion Stores in Batticaloa District. Five dimensions of visual merchandising viz. There are window display, product display, mannequin display, store layout and fixtures, and promotional signage. Conceptualization framework used to develop questionnaire to the research and each element from conceptualization hold include in the questionnaire. Totally 200 questionnaire have issued to Customers in Batticaloa district.

Statistical procedures were conducted to determine the objectives of this study. In order to achieve the purpose of the study and to satisfy the objective of the study in a measurable way (Statistically) all the data analysis procedures were accomplish with assistance of SPSS 22.0 software (Statistical Package for Social Science).

Based on the finding of the study, Level of Quality of Visual Merchandising in Fashion Stores in Batticaloa District, it is revealed that high level of Quality of Window Display, Quality of Product Display, Quality of Mannequin Display and Quality of Store Layout and Fixtures, but Quality of Promotional Signage have moderate level of Quality of Visual Merchandising in Fashion Stores in Batticaloa District. Overall Quality of Visual Merchandising in Fashion Stores in Batticaloa District is in a high level.

Key words: *Visual Merchandising, Window Display, Product Display, Mannequin Display, Store Layout and Fixtures, and Promotional Signage.*

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