

**EFFECT OF VISUAL MERCHANDISING ON IMPULSE BUYING
BEHAVIOR OF SUPERMARKET CUSTOMERS, SPECIAL
REFERENCE IN RATNAPURA DIVISIONAL SECRETARIAT**

O A NADEERA MADUSHANKA BANDARA

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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY,
SRI LANKA**

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Effect of Visual Merchandising on Impulse Buying Behavior of Supermarket Customers in Ratnapura

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Abstract

This study investigates the effect of visual merchandising on consumer impulse buying behavior. Due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising to differentiate their offerings from others' as well as to improve the desirability of products. Nowadays, the marketplace is having tight competition between stores or companies which is a new comer or the long-time one. Stores/big retail shops or supermarkets have to utilize strategies, especially merchandising tools in order to attract consumer's attention to survive in the competition.

The purpose of this research is to examine the effect of visual merchandising activities of supermarkets on consumer impulse buying behavior. The data has used in this research is primary data obtain through questionnaire. The population is resident people in Ratnapura divisional secretariat and data collect from 150 respondents who buy from supermarkets. The result of the present study proves that the level of visual merchandising, level of impulse buying behavior, pivotal relationship between consumer impulse buying behavior and types of visual merchandising: window display, form/mannequin display, floor merchandising, promotional signage and cross merchandising as well as impact of the visual merchandising on consumer impulse buying behavior.

This study provides information as to why visual merchandising should be considered as important component of a strategic marketing plan in support of sales increase and positive image of store/big retail shop or supermarkets. This study also provides insights to retailers about types of visual merchandising that can effect to consumers' impulse buying behaviors.

However, findings have shown all types of visual merchandising are high level and level of consumer impulse buying behavior is high. Between all the types of visual merchandising and consumer impulse buying behavior have positive relationship. But between window display, cross merchandising and consumer impulse buying behavior

have highly positive relationship. Ultimately, between visual merchandising and consumer impulse buying behavior have highly positive relationship.

All types of visual merchandising activities of the supermarkets have a significant influence on consumer impulse buying behavior. Most significant influences come from window display, form/mannequin display and cross merchandising. Finally, the author has found as most important factors are window display, form/mannequin display and cross merchandising of the supermarkets visual merchandising activities.

Keywords: visual merchandising, impulse buying behavior, window display, form/mannequin display, floor merchandising, promotional signage, cross merchandising.

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