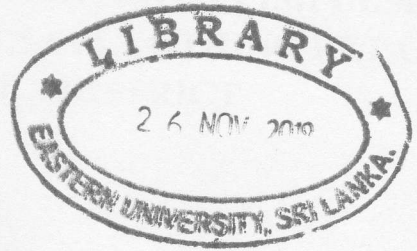


**THE IMPACT OF VISUAL MERCHANDISING ON IMPULSE
BUYING BEHAVIOR OF CONSUMERS IN CLOTHING RETAIL
STORES IN KURUNEGALA DISTRICT**



by

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ABSTRACT

The purpose of this paper is to investigate the relation between impulse buying behavior and visual merchandising among clothing retail consumers in Kurunegala district. For this purpose a sample of 400 consumers who are in Kurunegala district divisional secretariat complete the questionnaire which contained measures of impulse buying, window display, mannequin display, floor merchandising, promotional signage and cross merchandising.

The evolution of visual merchandising brought about a new process of shopping. It resulted in a shift from verbal engagement between retailers and customers to a sensory experience. With increasing competition, retailers today are using the merchandising tool to differentiate themselves from other competitors in a prominent way. Visual merchandising is an art of presentation, which puts the merchandiser in focus. It is everything the customer sees, both exterior and interior, that creates a positive image by generating attention, interest, desire and action on the part of the customer. It includes different types of visual merchandising techniques. Visual merchandising is used in all the fields are it fashion, technology, accessories market and so on. It is today a lifeline of clothing retail stores because clothing retail stores have short product life cycles.

The outline for analysis is as follows: first, principal component analysis with reliability test. Then descriptive statistic and frequency table, Pearson correlation test. Finally, multiple linear regression analysis for hypotheses testing and BETA analysis to illustrate the greater effect on impulse buying. The results of the present study prove that there is a pivotal relation between impulse buying behavior and types of visual merchandising practices: window display, mannequin display, promotional signage and cross merchandising. The findings are useful for retailers to perceive the nature of impulse buying behavior and factors, such as visual merchandising, which can influence consumer's mind to impulse buying behaviors.

Key words: Impulse buying behavior, Window display, Mannequin display, Promotional signage, Cross merchandising

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