

Influence of Visual Merchandising on Fashion Oriented Impulse Buying Behavior: Special Reference on Colombo District

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Currently, fashion has become an integral part of day to day life especially in urbanized areas. The main objective of this research is to examine the impact of visual merchandising on fashion oriented impulse buying behavior of the people in Colombo District in Sri Lanka. Secondary objectives of the study include to investigate the relationship between visual merchandising and fashion oriented impulse buying behavior and to identify the most significant visual merchandising type which influences on fashion oriented impulse buying behavior of consumers in Colombo District. The study focuses on four types of visual merchandising techniques such as window display, interior design, floor merchandising and promotional signage. Sample of 100 people were selected from Colombo District by employing convenience sampling method. Descriptive Statistics along with statistical tools such as, Correlation Coefficient and Regression Analysis Techniques were employed to analyze the data. In this study, researcher identified that there is a strong positive relationship between promotion signage and impulse buying behavior and the analyzed results interpreted that the promotional signage would be more influencing factor on the fashion oriented impulse buying behavior in Colombo District. The main results of this research demonstrate that there is a positive relationship between visual merchandising and impulse buying behavior.

Keywords: Visual merchandising, Impulse buying behavior, Window display, Interior design, Floor merchandising, Promotion signage