



**VISUAL MERCHANDISING AND CONSUMER STORE
CHOICE BEHAVIOUR IN SRI LANKAN
SUPERMARKETS**

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ABSTRACT

Due to increasing competition and the similarity of merchandise, retailers utilize visual merchandising as a marketing tool to differentiate their offerings from other stores as well as to offer a superior service. The purpose of this research was to examine the relationship between visual merchandising and consumer store choice behaviour in Sri Lankan supermarkets. Additionally the study concentrates on the impact and the contribution of each selected interior and exterior visual merchandising elements towards consumer store choice behaviour. The sample size was 250 consumers who purchase goods from supermarkets, selected from Colombo, Kandy and Galle districts. Primary data were administered using questionnaires. Different statistical analyses were employed such as uni-variant, bi-variant and multiple regression using SPSS (Statistical Package for Social Sciences). The result of the present study proves that there is a considerable relationship between visual merchandising and store choice behaviour in Sri Lankan supermarkets. The correlation of all visual merchandising elements except for window display with consumer store choice behaviour were positive while majority of the consumers were almost agreed with the impact of visual merchandising elements towards store choice behaviour. Further, the results prove that ambient cues are the most influencing factor towards consumer store choice behaviour while store architecture being the second. Consequently this study provides recommendations to retailers especially including supermarkets.