

## **The Influence of Visual Merchandising on Consumer Buying Behaviour (With Special Reference to Stationery Sector in Colombo District)**

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Stationery industry is a very heterogeneous group of business, usually associated with the education institutes, offices and plays a very crucial role in working of any organization across the globe (Himanshu Talwar, 2009). Sri Lankan stationery industry has today reached international standards keeping up with the latest trends as well Sri Lankan stationery manufacturers have proactively expanded their range of products.(Sri Lanka Export Development Board). According to the prevailing literatures, Visual Merchandising plays a vital role in retailing. Therefore, every marketer must pay attention to this aspect and retailers today are using the merchandising tool to differentiate themselves from other competitors and to be prominent in the market. The objective of this study was to identify the influence of Visual Merchandising on Consumer Buying Behaviour in Stationery Sector. This study was based on both primary and secondary data. Primary data was collected through the structured questionnaire which was designed to obtain consumer's attitudes regarding major variables of Visual Merchandising on their buying behaviour. Visual Merchandising was grouped into five variables namely Lighting, Design Layouts, Product Display, Cleanliness and Music. The study was considered a sample of 5 stationery outlets from under the SPC, STC and private sector within the Colombo district. Hypotheses were tested by the multiple regression and ANOVA analysis by employing SPSS software. Out of all five hypotheses, four were accepted and the results indicated that there is a strong positive relationship between Visual Merchandising and Consumer Buying Behaviour.

*Keywords:* Visual Merchandising, Consumer Buying Behaviour, Stationery Industry