



**IMPACT OF VISUAL MERCHANDISING STRATEGIES ON  
CONSUMER PURCHASE INTENTION THROUGH EMOTIONAL  
STATES**

**WITH SPECIAL REFERENCE TO FAST FASHION APPAREL RETAILERS IN  
COLOMBO AND KANDY**

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Intention through Emotional States with Special Reference to Fast  
Fashion Apparel Retailers in Colombo and Kandy**

**ABSTRACT**

Visual merchandising is an emerging concept that encourages impulse buying of consumers by improving aesthetic aspects of store environment and fast fashion apparel retailing is an industry which practices it significantly. The main objective of the study is to assess the impact of visual merchandising strategies on purchase intention through the mediation of emotional states. Identify the relationship between visual merchandising strategies with emotional states and emotional states with purchase intention are the secondary objectives. The primary data was gathered through a survey and secondary data was gathered from literature. A sample of 200 was drawn from Colombo and Kandy districts and a structured questionnaire was administered to assess visual merchandising strategies over store exterior and interior factors while emotional states were measured by pleasure, arousal and dominance. Purchase intention was assessed through the consumer buying decisions, recommendation and willingness to pay more. Data analysed with Pearson correlation and regression analysis revealed the significant weak positive relationship between visual merchandising strategies and purchase intention while the relationships between visual merchandising strategies and emotional states as well as emotional states and purchase intention have been recorded to be strong positive. Baron and Kenny (1986) method has detected a partial mediation of emotional states on the link between visual merchandising strategies and purchase intention while Sobel test proved that to be extremely significant. As per the descriptive statistics, the fast fashion apparel retailers require improving visible visual strategies that stimulate pleasure and arousal of buyers while training the staff on effective use of them. As managerial implications, retailers could offer adequate information, display new trends, improve accessibility and parking spaces to draw more attraction as visual merchandising strategies.

**Keywords:** Visual merchandising, Purchase intention, Emotional states, Fast fashion apparel