



DECLARATION

Student Declaration

The Influence of Visual Merchandising
On
Consumer Buying Behaviour

(With special reference to Stationery Sector in Sri Lanka)

**This dissertation is submitted as a partial fulfilment of the degree of Bachelor of
Business Management in Entrepreneurship and Management**

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ABSTRACT

Stationery Industry is a very heterogeneous group of business, usually associated with the schools, collages, education institutes, offices and it plays a very crucial role in working of any organization across the globe. Sri Lankan stationery products 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 include a variety of novel, environmentally friendly items. According to the prevailing literatures, many researchers were agreed that Visual Merchandising plays a vital role in retailing. It has become an essentially important element in the retailing industry, in apparel store, supermarkets etc. Therefore, every marketer pays attention to this aspect and retailers today are using the merchandising tool to differentiate themselves from other competitor and to be prominent in the market in order to attract more customers. The objective of this study is 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 and it 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 Colombo district. Hypotheses were tested by the multiple regression and ANOVA analysis employing SPSS software. Out of all five hypotheses, four were accepted and only one hypothesis was rejected and the results indicated that there is a strong positive relationship between Visual Merchandising and Consumer Buying Behaviour. Therefore, Managers can pay special attention to make attractive environment by using gorgeous interior decor, and a chill atmosphere which is perfect for passing the time, and of course reading in the stationery outlet premises.

Key Words: Visual Merchandising, Consumer Buying Behaviour, Stationery Industry