

# **Quality of Visual Merchandising in Fashion Stores in the Batticaloa District**

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Visual merchandising is a practice used in retailing to improve the desirability and differentiate the product, and to enhance the impulse buying behavior. Sri Lankan fashion retail sector have rapidly expanded, and the number of retailers have increased. However, the studies are limited to address the quality of visual merchandising. The aim of this study is to find out the level of quality of visual merchandising in fashion stores in the Batticaloa District. The visual merchandising was measured using the dimensions of window display, product display, mannequin display, store layout and fixtures, and promotional signage. Data were collected using simple random sampling techniques from 200 customers, representing three electoral zones in the District. The data was measured using Likert scale. Univariate and Descriptive statistical techniques were used for analyzing the data. Cronbach's Alpha value was used to test the internal consistency of the instruments, which shown a strong internal consistency. The overall quality of visual merchandising in fashion stores were in high level. The dimensions of window display, product display, mannequin display and store layout and fixtures were also recorded at high level by its quality. Whereas, quality of promotional signage shown moderate level. In addition, the sub dimensions of quality in store layout and fixtures, such as cleanliness and neatness of the store and store environment were also at the moderate level. Therefore, the retailers in fashion stores need to consider strategies for improving the quality in promotional signage, cleanliness and neatness of the store and store environment. Hence, application of more attractive visual merchandising practices leads to promote successful operation in retailing.

*Keywords:* Visual merchandising, Window display, Product display, Mannequin display, Promotional signage