

**The Impact of Visual Merchandising Strategies on Impulse Buying Behavior towards Fashion Retail Industry: Special Reference to Y Generation Customer in Western Province**

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Retailers utilize visual marketing strategies to differentiate their products from competitors and to enhance product desirability amid increased competition and commodity similarity. Impulse buying occurs when a consumer spontaneously decides to purchase a product, often influenced by their immediate experience. This research was designed as a qualitative study using a deductive approach based on positivist philosophy. Previous findings indicate that visual merchandising significantly affects consumer impulse buying behavior. Therefore, a conceptual framework was developed based on existing literature. An integrative model was created with window display, mannequin display, floor merchandising, and promotional signage as independent variables, and impulsive buying behavior as the dependent variable. Data were collected through a sample survey of 385 consumers who regularly purchase fashion products from modern retailers. SPSS was employed as the primary analytical tool for this study. The results revealed that visual merchandising elements such as window displays, mannequin displays, floor merchandising, and promotional signage effectively stimulate and inspire customers to engage in impulse buying behavior for fashion products. The study concluded that visual merchandising plays a crucial role in influencing customers' impulse buying behavior within the context of fashion retailing in Sri Lanka.

***Keywords:*** *Floor Merchandising, Impulse Buying Behavior, Mannequin Display, and Promotional Signage, Window Display*