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**IMPACT OF VISUAL MERCHANDISING ON CONSUMER IMPULSE BUYING  
BEHAVIOR: WITH SPECIAL REFERENCE TO MODERN TRADE SECTOR IN  
SRI LANKA**

Thilina Dk

*Department of Marketing Management, University of Kelaniya, Sri Lanka*

***ABSTRACT***

The whole purpose of this study was to examine the impact of different selected visual merchandising techniques on consumer impulse buying behavior in modern trade in Sri Lanka, with the intention of proposing constructive recommendations to enhance store atmosphere and attract customers in modern super markets by using different techniques of visual merchandising.

These techniques allow super markets to differentiate their offerings from competitors in modern trade industry. Sample of this study were 200 modern trade customers in Sri Lanka and the research instrument was a set of questionnaire. The collected data were analyzed using descriptive statistics to find frequency and percentage of personal profile. Gathered data was undertaken into regression analysis and correlation analysis to find the impact of visual merchandising on consumer impulse buying in modern trade.

The result of the study revealed that there is an impact of visual merchandising on impulse buying tendency and from two visual merchandising techniques: in-store product display and floor merchandising. This study gives insights to super markets as to which visual merchandising techniques can significantly influence on consumer impulse buying behavior with special reference to Sri Lankan context

**Keywords:** Impulse Buying Behaviour, Modern Trade, Visual Merchandising