

The Impact of Visual Merchandising Strategy on Patronage Intentions: with Special References on Supermarket in Western Province

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The supermarket sector is a significant contributor to Sri Lanka's economy. Given the intense competition within the modern trade sector, attracting new customers and implementing creative strategies to retain a loyal customer base is crucial. This research primarily examines the impact of visual merchandising strategies on patronage intentions in supermarkets located in the Western Province. The existing literature provides substantial empirical evidence regarding the influence of visual merchandising strategies on patronage intentions. The conceptual framework of the study includes five independent variables: Window Display, Product Display, Store Layout, Lighting, and Cleanliness, with Patronage Intention as the dependent variable. As this study is empirical in nature, primary data was collected using a questionnaire. A survey was conducted employing a deductive approach within a positivist research philosophy. The sample consisted of 366 respondents selected through simple random sampling. Descriptive statistics, correlation, and multiple regression analyses were performed using SPSS Version 26. The findings indicate that all visual merchandising strategies positively influence consumer patronage intentions in supermarkets within the Western Province.

Keywords: *Consumer Patronage Intention, Lighting and Cleanliness, Supermarket, Product Display, Store Layout, Visual Merchandising Strategy, Window Display*