

**THE IMPACT OF THE VISUAL MERCHANDISING ON PURCHASING
INTENTION IN SELF-SERVICE RETAIL BUSINESS FIRMS IN
HAMBANTOTA DISTRICT: SPECIAL REFERENCE TO SELECTED
TISSAMAHARAMA, HAMBANTOTA AND TANGALLE**



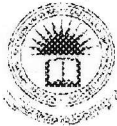
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ABSTRACT

The purpose of this study is to identify the concept of marketing plays a vital role in differentiating their offering to customers in order to develop a unique perception of the consumers' mind for their brands and products. The evolution of visual merchandising brought about a new process of shopping. It resulted in a shift from verbal engagement between retailers and customers to a sensory experience. With increasing competition, retailers today are using the merchandising tool to differentiate themselves from other competitors in a prominent way. Visual merchandising is an art of presentation, which puts the merchandiser in focus. It is everything the customer sees, both exterior and interior, that creates a positive image by generating attention, interest, desire and action on the part of the customer. It includes different types of visual merchandising techniques.

In such a scenario visual merchandising can be identified as one of the emerging considerations of the retail stores especially in the self-service retail business firms with the purpose of attracting new customers in to the stores and promote existing customers for a more purchase. The current study has identified of the impact of the visual merchandising on the purchase intension with special reference to the self-service retail business firms in Hambantota district. With the non-probability sampling technique convenience sampling method, 200 respondents were selected. Both primary and the secondary data used for the study and descriptive statistics were used to analysis data. Promotional Signage, Background Music, Design Layout and Store Aroma have been identified as the dimension of independent variables and the purchase intension has been identified as the dependent variable.

The study found that the consumer's purchasing intention and visual merchandising were in high level in Hambantota. Furthermore, It has been proven that there is a strong positive relationship between visual merchandising and purchasing intention; and promotional signage, store aroma, background music and design layout have significant and positive influences on purchase intension while the highest impacts in Hambantota district.

Keywords: *Visual Merchandising, Purchase Intension, Promotional Signage, Background Music, Store Aroma.*

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