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Influence of Visual Merchandising (VM) on impulsive buying decision in retail clothing stores in Colombo (Sri Lanka)

Abstract

Trading or selling was started earlier in mankind with bartering whilst they placed the most liked products at the highest visibility to remind them or hint for the availability of the person willing to exchange fruits, meats, grains, etc. Earlier 18s, the products were stored in stores, issued at the customer's request, and transformed into a factory outlet concept by randomly placing the selling items in a non-attractive manner (Person & Google-Plus-Link, 2020).

Proper retail with product displays instead of counter tables was introduced by Harry Gordon Selfridge in 1883 when he worked at Marshal Fields can be defined as pioneering for VM. And derived date with La Bon March as the world's 1st department store established in 1852, the invention of window shopping in London by 1909, the 1960s the mannequin was introduced to display clothing by Mary Quant, Added glossy printed models instead of mannequins by 1990s and Pop-up stores were popped in 2000s (Person & Google-Plus-Link, 2020).

VM plays a major key role in the retail industry since humans are mainly appealing visually by nature. The retail industry is more potential in Sri Lanka with the open economy and is formed with high tourist attractions with natural attractive sites located in Sri Lanka since these factors can boost retailing by enhancing impulse purchases. Additionally, this research is started to accommodate the importance of developing the retail industry with the trending fashion sector.

The research consists of a pilot study to rectify any issues with the questionnaire and the final questionnaire to analyse four dimensions found through empirical findings and relevant theoretical frameworks as Color, Landscaping, store layout and storytelling & signage.

Data were collected by circulating online Google forms with respondents and analysis is done with SPSS software developed by IBM. Consideration of more focus on Color, Landscaping, store layout and storytelling & signage to reach higher sales goals via impulse buying whilst improving these VM aspects by Fashion retailers who are in Sri Lanka

Key words: Impulse buying, Visual Merchandizing (VM)