

ABSTRACT

In the competitive landscape of the clothing retail industry, the role of visual merchandising in driving income generation has garnered substantial attention. *This research proposal aims to investigate the effectiveness of visual merchandising strategies in generating income for clothing brands operating in Arusha Town Centre.* Recognizing the significance of creating compelling shopping experiences, this study delves into the intricate relationship between visual merchandising techniques and their direct impact on revenue growth. By focusing on Arusha Town Centre, a dynamic urban hub, the research seeks to provide valuable insights into the local context while contributing to the broader understanding of visual merchandising's financial implications.

Drawing upon a mixed-methods approach, this research combined quantitative data analysis and qualitative insights to achieve a comprehensive understanding. Quantitative data was collected through online survey and structured questionnaire to quantify the financial outcomes of various visual merchandising strategies. Qualitative data, was obtained via interviews with clothing brand managers, visual merchandisers, and customers, provided contextual depth and nuanced perspectives on the perceived impact of visual merchandising on customer behaviour and income generation.

The study's significance lies in bridging the gap between theoretical understanding and practical application, offering evidence-based recommendations to clothing brand stakeholders. The findings of this research have aid brand managers, visual merchandisers, and marketing professionals in optimizing visual merchandising strategies for enhanced income generation. By revealing the specific visual elements that resonate with customers and contributed to sales growth, this study has contributed to the advancement of both academic knowledge and industry practices.

This research contains the following *key terms, visual merchandising, income generation, customer engagement, revenue growth, retail environment and clothing brands.*