

The Impact of Store Atmosphere on Buyer Behavior With Special Reference to Supermarket Chain in Gampaha District

M. K. D. Kanchanamala

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

E. G. Ubayachandra

Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka

In recent years, there has been an increase the number of studies investigate the impact of store atmospherics on buyer behavior. Most of study focused store atmospherics on consumer purchase intention. The main objective of this research is to explore the supermarket store atmospherics on buyer behavior and analyze how it influences exterior variables, General interior variables, Store Layout, Interior Display variables and Humana variables of customer's point of view in Sri Lankan context. Marketing literature has a great deal of empirical evidence confirming the influence of Store atmospherics on consumer buyer behavior. The findings from the study indicate Store atmospheric factors have significant positive correlation with buyer behavioral variables. And also study found human variable has strong power to impact consumer's intent of purchase. Research sample was 100 respondents and questionnaires were design in 5 point Likert scale and data collect as survey.

Keywords: exterior variables, General interior variables, Store Layout, Interior Display variables and Humana variables