

**The Impact of Store Atmosphere on Consumer Purchase Intention:  
Moderating Effect of Gender with Special Reference to ARPICO Super  
Centers in Colombo District**

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The purpose of this research is to investigate the impact of store atmosphere on customer purchase intention at ARPICO Super Centers located in the Colombo district and to examine how gender, as a demographic variable, moderates the relationship between store atmosphere and customer purchase intention. Three dimensions of store atmosphere display layout, color and lighting, and cleanliness—have been identified as contributing factors. Purchase intention is considered the dependent variable in this study. The research examines the relationship between these atmospheric properties and consumer purchase intention within the given context. A quantitative research design was utilized, with the conceptual framework developed based on relevant literature. Primary data were collected through a sample survey conducted among 385 respondents in the Colombo district using an online survey. Data were gathered via a convenience sampling method. Hypotheses were tested using regression analysis with the aid of SPSS statistics software. The study's findings reveal positive and significant effects of store atmosphere on purchase intention at ARPICO Super Centers in the Colombo district. Additionally, the analysis indicates an insignificant moderating impact of gender on the relationship between store atmosphere and customer purchase intention. The overall conclusion is that store atmosphere significantly impacts customer purchase intention at ARPICO Super Centers in Colombo, and it is recommended that managers develop a creative store atmosphere to attract more customers.

**Keywords:** *Cleanliness, Color – Lighting, Customer Purchase Intention, Display - Layout, Gender, Store Atmosphere*