

## **The Impact of Store Atmosphere on Impulse Buying Behavior: A study in Modern Trade Outlet in Western Province**

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As modern trade continues to gain popularity in Sri Lanka, competition among modern trade retailers has intensified. This study aims to investigate the effect of store atmosphere on impulse buying behavior. The research adopts a deductive approach, drawing on previous studies and theories to formulate and test hypotheses. Data were collected using a specifically developed questionnaire, and the convenience sampling method was employed, resulting in 401 qualified samples from supermarket visitors in the Western Province. The study finds that external interior elements, layout and design, point of purchase displays, and human variables significantly positively impact impulse buying behavior. In contrast, general exterior attributes were found to have no significant effect on impulse buying behavior. The geographical scope of the research is limited to the Western Province of Sri Lanka, suggesting that the results should be generalized with caution and further investigation. Future research is recommended to expand the study to other provinces in Sri Lanka and to explore additional variables affecting impulse buying behavior. This study employs a model to assess the impact of store atmosphere on impulse buying behavior and offers valuable insights for marketers in the modern trade industry. The findings provide a reference for understanding how store atmosphere influences impulse buying behavior, enabling marketers to refine their strategies for enhanced success.

***Keywords:*** *Design and Layout, External Interior, General Exterior, Human Variable, Impulse Buying Behavior, Point of Purchase Decorations, Store Atmosphere*