

The Influence of Store Atmosphere on Impulsive Buying Behaviour with Special Reference to Modern Trade Outlets in Western Province: Mediating Effect on Consumer Emotions

K A D Wathsala

Department of Marketing Management, University of Kelaniya, Sri Lanka
wathsala-bm18464@stu.kln.ac.lk

D M R Dissanayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
ravi@kln.ac.lk

The study focused on the impact of store atmosphere on impulsive buying behaviour in modern trade outlets in the Western province of Sri Lanka. It also explored the mediating role of consumer emotions in this relationship, an aspect often overlooked in previous studies. The research used a quantitative design, with data analysis conducted using SPSS 22 software. Hypothesis testing involved regression analysis, and the mediating effect was assessed through the Sobel test. Results indicated a significant influence of store atmosphere on impulsive buying behaviour. Notably, consumer emotions were identified as a mediating factor in the relationship. This study is limited geographically to the Western provinces of Sri Lanka, suggesting the need for future research to broaden the scope to other provinces. Additionally, it exclusively focuses on a specific retail industry segment, prompting future investigations to explore different aspects within the retail sector. Further studies could benefit from examining each store atmospheric variable separately. For marketers in the modern trade industry, the research provides valuable insights into the complex relationships among store atmosphere, impulsive buying behaviour, and consumer emotions. This understanding can inform strategic approaches to drive growth and improve market positioning.

Key Words: *Consumer Emotions, Impulsive Buying Behaviour, Modern Trade, Store Atmosphere*