

Impact of Retail Store Atmosphere on Customer Purchase Intention: Special Reference to Supermarkets in Kurunegala Urban Area

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This study aims to investigate the impact of store atmosphere on consumer purchasing intentions in the supermarket industry in the Kurunegala urban area. Four contributing factors to the store atmosphere are being identified: cleanliness, music, lighting, temperature of the store atmosphere as independent variables, and purchase intention as the dependent variable. A quantitative method was used, and hypotheses were tested using data collected from 250 supermarket users. That was distributed among supermarket users in the Kurunegala urban area through an online survey of those who are above 18 years old and below 60 in Kurunegala. Statistical Package for the Social Sciences (SPSS) was used to analyse the data. The findings demonstrate that there is a strong positive relationship between all store atmosphere dimensions and consumer purchasing intention in the Sri Lankan context; the effect of store atmosphere on consumer purchasing intention has yet to be better understood.

Keywords: *Cleanliness, Purchase Intention, Store Atmosphere, Temperature*