

# **The Impact of Store Atmosphere on Buyer Behaviour: with Special Reference to Supermarket**

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Buyer Behaviour is a requirement in the supermarket industry. Hence, identifying the impact of store atmosphere on buyer behaviour enables getting critical decisions related to providing delighted retail customer service. The purpose of this study is to evaluate the impact of store atmospherics on buyer behavior in supermarket customers. This study was quantitative in nature and followed the descriptive approach to implement. Primary data of the research was collected through a well-structured questionnaire. Secondary data was collected through websites, articles, and journals. The research was carried out by using multiple regression analysis to test the hypotheses. A total of 150 western province respondents were selected as a sample to carry out the research. The convenience sampling method that comes under non-probability sampling was used and SPSS software was used to analyze it. The findings from this study indicate that store atmospheric factors (store exterior, general interior, interior display, and human variable) have a significant positive effect on buyer behaviour. The study found that the human variable has strong power to impact buyer behaviour. As future research suggests, the researcher proposes researching different geographical areas, retail stores, and other store atmospheric factors. The study will help attain sound knowledge about buyer behaviour and store atmospherics, and decision-makers can absorb the value of this study to create marketing strategies.

**Keywords:** *Buyer Behaviour, Exterior, General Interior, Human Variable, Interior Displays, Store Atmospherics, Store Layout, Supermarket*