

The Impact of Store Atmospherics on Purchasing Intention with Reference to Retail Fashion Outlet

J. Madushani

. Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

G.N.R Perera

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Retailing in Sri Lanka is gaining attention like never before. Organized retailing especially has created euphoria amongst Sri Lanka consumers drawing them into malls and trade areas in huge number. Retailers are offering never service dimension to create unique shopping experiences for the customers. However, whether consumers are able to perceive newer service dimensions and getting affected for store patronage in new store formats or not, remains to be found out. A customer purchasing intention is critical component in store choice and satisfaction. Perception about stores is driven substantially by tangible characteristics of stores.

The main purpose of this study was to determine the impact of store atmospherics on purchasing intention on retail fashion outlet.

150 respondents were selected from Gampaha area, and across these dimensions: Background music, Layout and Design, Promotional signage and Lighting, the study also investigated differences in purchasing intention of retail fashion outlets in demographic variables: age, gender and monthly income. Analyses were done using the SPSS and MS Excel. Primary data was gathered through research questionnaire given to respondents in Gampaha area. Descriptive and inferential statistical methods such as mean and correlation were used to analyze the data in this way.

The overall purchasing intention of retail stores was “good”. Across the four dimensions of purchasing intention in retail fashion outlet, the respondent’s purchasing intention in terms of background music, promotional signage and lighting was good.

Key words: *Purchasing intention, Retail fashion outlet*