

The Impact of Retail Store Atmosphericics on Impulsive Buying Behavior with Special Reference to Modern Trade Context

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Recently, retailers and supermarkets have apprehended the important of the store atmosphericics in creating better shopping experiences, resulting in happier and more satisfied customers. The objective of this research study is to explore the effectiveness of retail store atmosphericics on impulsive buying behavior from customers' point of view and analyze its influence on consumer impulsive purchase intention in the modern trade context in Sri Lanka

Impulse buying is considered relevant in today's shopping scenario, with the innovative sales promotions, creative messages, innovative product display and appropriate use of technologies in the retail stores (Schiffman, 2010), where it is a complicated and multifaceted phenomenon which accounts for a substantial volume of the overall product sales.

A sample of 150 shoppers was selected from five major chain supermarket outlets from the Gampaha district, using convenient sampling method. The data analysis covered correlation and regression by using the version 20.0 of SPSS package. Results revealed that retail store atmosphere and impulsive buying are positively correlated.

Keywords: Impulsive buying intention, Shopping experience, Store atmosphericics, Supermarkets