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**IMPACT OF IN-STORE ENVIRONMENT PERCEPTION ON IMPULSE
PURCHASING BEHAVIOUR AT SUPERMARKETS IN TRINCOMALEE
DISTRICT**

V.R.Ragel¹ and K. Nirushan²

¹ Department of Management, Eastern University, Sri Lanka

² Department of Management, Discipline of Marketing, Eastern University, Sri Lanka

ABSTRACT

This study considers impact of in-store environment perception on impulse purchasing behaviour in the context of supermarkets in Trincomalee district. About 200 customers have responded with a structured questionnaire and the data are evaluated with Univariate, Bivariate and Multivariate analyses to explore the levels of the variables, their relationship and their influences. Customers have high level of in-store environment perception at the supermarkets in Trincomalee district. Layout has more influence on creating positive affect and also negative affect. Pearson's correlation shows that, Positive affect has strong positive relationship ($r = 0.671$) with urge to buy and negative affect has medium negative relationship ($r = -0.341$) with urge to buy. Urge to buy has medium positive relationship (0.441) with impulse purchasing behaviour.