

**Impact of Store Atmosphere on Impulsive Buying Behaviour: Mediating Effect of Hedonic Shopping Value with Special Reference to Supermarket Industry in Western Province**

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Supermarkets are one of the fastest-growing areas within the retail industry. With the increasing competition, the store atmosphere has become a prominent differentiating mechanism in a saturated market. Along with the trends toward retail innovation and evolution, retailers and store managers are now keener than ever to understand how shoppers really get to experience shopping value while on their premises. Customers are also seeking an experience rather than a product or service. This study was conducted to examine the impact of store atmosphere on customers impulsive buying behaviour through hedonic shopping value. The present study has selected store color, music, lighting, and cleanliness as independent atmospheric attributes. The conceptual framework was developed based on the Mehrabian-Russel (MR) model. The study was conducted using a quantitative approach, and responses were collected from 396 shoppers. A self-administered questionnaire was used as the primary source of data collection. The study revealed that there is indeed a significant impact of store atmosphere on customer impulsive buying behaviour through hedonic shopping value. Store color, music, lighting, and cleanliness were highlighted as crucial atmospheric variables with a strong correlation with impulsive buying behaviour. These managerial implications provide valuable insight to marketers and store managers on how to refine store ambience to improve the profitability of their outlets.

**Key words:** *Hedonic Shopping Value, Impulsive Buying Behaviour, Store Atmosphere, Supermarkets*