

**The Impact of Retail Store Atmosphere on Customer Purchase
Intention: With Special References on Supermarkets in
Sabaragamuwa Urban Area**

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In business customers are very important. So as an organizations need to care and attract customers for their outlets. In this outlets, different things impact to customers. This research mainly explores the determinants of studies investigate the impact of store atmospherics on customer purchase intention in different super markets in Sabaragamuwa urban area. Most of study focused store atmospherics on consumer purchase intention. The main objective of this research is to explore the supermarket store atmospherics on buyer behaviour and analyse how it influences cleanliness, music, lightning, temperature, color, images, scent, display and layout of customer's point of view in Sri Lankan context and give a quick, easiest, comfortable and most attractive services for the customers. Marketing literature has a great deal of empirical evidence confirming the influence of Store atmospherics on consumer buyer behaviour. The findings from the study indicate Store atmospheric factors have significant positive correlation with buyer behavioural variables. And also study found some variable has strong power to impact consumer's intent of purchase. Research sample was 383 respondents and questionnaires were design in 5 point Likert scale and data collect as survey. Forget the different statistics used SPSS tool 25 version. As well as to test the hypotheses used multiple regression method. These findings very important to future researchers continue their research. The effects of customer purchase intention with retail store atmosphere need to understand before place the stores and get maximum result for it.

Keywords: *Customer Attraction, Customer Purchase Intention, Impact of Retail Store Atmosphere, Supermarkets*