

Impact of Store Atmosphere on Consumer Purchasing Intention with Special Reference to Retail Industry in Sri Lanka

W C K Udayapriya

Department of Marketing Management, University of Kelaniya, Sri Lanka
mail.wcku@gmail.com

W A D N R Gunawardane

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

The store atmosphere significantly influences consumer purchasing behavior in fashion retail outlets. Limited studies have been conducted on this topic within the context of Sri Lankan fashion retail outlets. Consequently, this article aims to analyze the impact of various elements of store atmosphere specifically display and layout, music, lighting, cleanliness, and color on consumer purchasing intention. Data for the research were collected from 370 respondents who visited fashion retail outlets in Sri Lanka. A structured questionnaire was administered via an online survey, and a simple random sampling method was employed for data collection. Descriptive statistics were used to analyze the collected data. The findings indicate a positive and significant impact of display and layout, music, lighting, cleanliness, and color on consumer purchasing intention. This study contributes new insights into the impact of store atmosphere on purchasing behavior. It is anticipated that retailers will gain a better understanding of the factors influencing purchase and repurchase intentions in the fashion retail industry, which may lead to improvements in the standards and quality of retail offerings in Sri Lanka.

Keywords: *Consumer Purchasing Intention, Display and Layout, Fashion Retail, Store Atmosphere*