

The Impact of Store Atmosphere on Customer Patronage Intention with Special Reference to Super Market Industry in Western Province of Sri Lanka

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Supermarkets represent one of the fastest-growing sectors in the retail industry. As competition intensifies, store atmosphere has become an increasingly critical factor for modern trade retailers. With the trends towards retail innovation and evolution, both retailers and store managers are focusing on the shopping experience provided to customers, who are now seeking an experience rather than just a product or service. This study aims to examine the impact of store atmosphere on customer patronage intention. Previous research in various countries and contexts has explored this area using different atmospheric attributes. This study specifically focuses on four key atmospheric attributes: color, music, lighting, and cleanliness, which are pertinent to supermarkets within the current research context. A quantitative research approach was employed for this study. Data were collected using self-administered questionnaires, with a total of 392 questionnaires returned. The data were analyzed using SPSS software. The findings reveal a positive and significant impact of store atmosphere on customer patronage intention. The study identifies managerial implications that contribute to the industry and highlights certain limitations. Recommendations are provided for future researchers to achieve more effective and reliable results.

Keywords: *Customer Patronage Intention, Store Atmosphere, Super Market Industry*