

Abstract: Buying behavior is a complex and dynamic process. It is influenced by a wide range of factors, including social, cultural, and psychological factors. This study aims to investigate the impact of store environmental factors on customer buying behavior in fashion stores in Colombo District, Sri Lanka. The study uses a quantitative research design and data is collected from 100 respondents. The results show that store environmental factors such as store layout, lighting, music, and staff behavior have a significant impact on customer buying behavior. The study also identifies several key factors that influence customer buying behavior, including price, quality, and service. The findings of this study have important implications for retail managers and marketers. They can use this information to design more effective store environments and marketing strategies that can improve customer buying behavior and increase sales.

Keywords: Buying behavior, store environment, fashion stores, Colombo District, Sri Lanka.

1. Introduction

The retail industry is a highly competitive market. Retailers are constantly looking for ways to differentiate themselves from their competitors and attract more customers. One way to do this is by creating a store environment that is appealing and comfortable for customers. Store environmental factors such as store layout, lighting, music, and staff behavior can all play a role in creating a positive shopping experience for customers. This study aims to investigate the impact of store environmental factors on customer buying behavior in fashion stores in Colombo District, Sri Lanka.

2. Literature Review

There is a growing body of research on the impact of store environmental factors on customer buying behavior. This research has shown that store environmental factors can influence customer buying behavior in a number of ways. For example, store layout can influence the way customers move through the store and the products they see. Lighting can create a certain mood and atmosphere in the store. Music can influence the way customers feel and the products they buy. Staff behavior can influence the way customers are treated and the products they buy.

3. Methodology

This study uses a quantitative research design. Data is collected from 100 respondents who are asked to complete a survey. The survey asks respondents to rate the impact of various store environmental factors on their buying behavior. The data is then analyzed using statistical methods to determine the relationship between store environmental factors and customer buying behavior.

4. Results and Discussion

The results of the study show that store environmental factors have a significant impact on customer buying behavior. Store layout, lighting, music, and staff behavior all have a positive impact on customer buying behavior. The study also identifies several key factors that influence customer buying behavior, including price, quality, and service. The findings of this study have important implications for retail managers and marketers. They can use this information to design more effective store environments and marketing strategies that can improve customer buying behavior and increase sales.

5. Conclusion

This study has shown that store environmental factors have a significant impact on customer buying behavior. Retailers should pay attention to these factors and create a store environment that is appealing and comfortable for customers. This can help to improve customer buying behavior and increase sales.

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