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THE IMPACT OF STORE ATMOSPHERICS ON CUSTOMER PURCHASING BEHAVIOUR: A CASE STUDY OF GWERU SUPERMARKETS.

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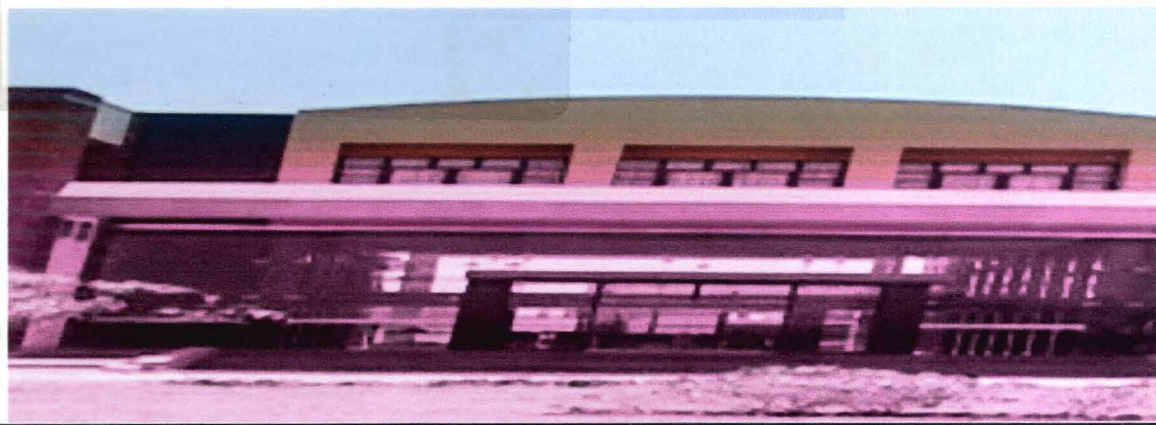
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ABSTRACT

The study explored the impact of store atmospherics on customer purchasing behaviour. This was done through a case study of five Gweru Central Business District supermarkets namely OK, TM, Brainman Lucky 7, Manson and Nyanningwe.

The main objective of the study was to find out if store atmospherics positively influenced customers' purchasing behaviour that is in making purchases. The study made use of a survey (mall intercept) as well as observation. A total of two hundred and sixty one was the initial sample size. However for the survey, one hundred respondents were intercepted but, eighty five successfully completed the interviews.

Research findings showed that indeed store atmospherics could induce customers to buy. The study also found that women are more susceptible to store atmospherics such as displays, resulting in impulse buying. Newer supermarkets still had a long way to go in terms of designing their selling environments.