

## **Impact of the Interior Environmental Factors on Consumer Shopping Activity: With Special Reference to Fashion Retail Market in Colombo City Limits**

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Contemporary Sri Lankan society, it is evident that the influence of fashion has a considerable impact on the day-to-day life of people. Being a multi-cultural society, the adoption of fashion differs from one set of people to another and it also differs based on the region. The study was aimed to identify the relationship between the retail interior environment (the physical environment) and customers' internal evaluation (organism) on shopping behavior with special reference to Colombo city limits. Customers' internal status: cognitive and affective evaluation stand as the dependent variable, while retail interior environmental factors: atmospheric factors (social cues, design cues, ambient cues) and merchandise cues are standing as independent variables in the analysis. The required data were acquired through a structured questionnaire. Sampling method was systematic random sampling with a sample size of 300 retail customers. Chi-Square analysis has used to identify the association between dependent and independent variables. The results indicated that there is a statistically significant association between interior environmental factors and customers' internal evaluation ( $p < 0.05$ ). Furthermore, the results revealed that the cognitive evaluation toward store also significantly associated with affective evaluations toward the store. Finally, the results confirmed except the cognitive evaluation toward merchandise, the affective evaluation toward the merchandise / store and the cognitive evaluation toward store significantly influences on approach-avoidance behavior. According to the results it can be concluded that the effects of store environmental factors specially design, social and ambient factors influence on the customer's internal evaluation and it leads to increased stimuli of shopping activity. Further the study provided research implications, managerial implications, and avenues for future research.

**Keywords:** affective evaluation; approach-avoidance; cognitive evaluation; interior environmental factors