

Declaration

I declare that the work presented in this dissertation is my own work and to best of my knowledge acknowledgement is made for all sources of information used in this dissertation. Further, this as a whole or as parts has not been submitted previously or concurrently for a degree or any other qualifications at any University or Institutions of Higher Learning.

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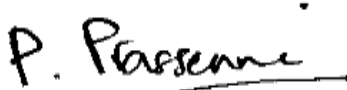
Signature of the student

Date

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Student's Registration No: 2019647

The above student carried out her research project under my supervision.



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Signature of the Supervisor

Date

Name of the Supervisor: Prassanna Pathmanathan

Abstract

The brick and mortar retail format is known to be one of the most traditional retail formats. Therefore as time evolved retailers incorporated various strategies and elements to add value to the consumer retail experience. Therefore diverse studies have been conducted in different countries to identify the factors influencing the effectiveness of brick and mortar retail.

Although there has been a growth in e-commerce platforms and social media businesses in Sri Lanka, consumers are seen to be more loyal towards brick and mortar retail over online platforms which in turn signify higher probability towards practice of impulsive buying behaviour. Therefore it was observed as necessary to conduct the following study to determine certain factors affecting impulsive buying behaviour of Sri Lankan consumers in a brick and mortar retail model. Further for the purpose of the study the researcher selected four variables based on the literature research and theoretical models. The factors selected were product assortment, store environment, customer experience and value shopping. Thereby the conceptual framework was designed and the hypotheses were deduced for the study. The research approach followed being deductive an online survey was circulated amongst a sample of two hundred and seventy respondents, whereas the structure involved the factors selected and the impulsive buying behaviour practiced in brick and mortar retail.

According to the findings the consumers bear a positive attitude towards the variables studied with the exception of customer experience where consumers are neutral. Further in terms of the hypothesis analysis all four factors are significant in their relationship with impulsive buying behaviour and this relationship has been asserted in studies globally. Moreover the cumulative impact portrayed with the support of the