



## **STORE LAYOUT AS A DETERMINANT OF CONSUMER SHOPPING BEHAVIOUR IN CASE OF MODERN RETAIL OUTLETS**

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### **ABSTRACT**

*During the last years, retail stores image have considerably evolved to satisfy the increasing consumer needs while serving varying customer behaviors. Relevant literature from conventional retailing emphasizes the role of store atmosphere as a major influencing factor on the consumer buying behaviour. More specifically, store layout, as one of the basic elements of the store atmosphere in retailing, composes undoubtedly a corresponding critical success factor for effectiveness of business houses.*

*This article reviews the concept and importance of store layout and the resulting influence on aspects of consumer behavior. Much of the literature suggests that environment in the store drives consumer emotions, which, can be a mediating factor in the purchase process.*

**KEYWORDS:** *Retailing, Consumer Behaviour, Store Layout.*