

**THE IMPACT OF SERVICESCAPE OF RETAIL STORES IN BUILDING
CONSUMER BUYING BEHAVIOR"**



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Abstract

The market is becoming more and more competitive and the customer is becoming more and more sophisticated. Customers need more relax and comfortable environment to make their purchase and outlets need to provide comfortable and appropriate environment to increase their customer span. A concept which has been introduced by Boom and Bitner which is composed of physical environment and its impact on consumers – this concept is called Servicescape. Servicescape is composed the exterior and interior environment. The exterior environment included the parking, signage, location etc., and the interior environment includes store temperature, music, etc. A quantitative research was conducted to see the impact of Sevicescape concept on consumer experience and their attitude to make a purchase. Structured questionnaire was used to gauge the response. This study was conducted with 60 respondents. Respondents were selected from major universities of Islamabad and Rawalpindi. The universe of this study was university students of Bachelors and Master. The age bracket was 19~35 years. Male and female were equally split in the sample. Main findings met the Hypothesis and research question is answered positive.

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