Abstract

The rise of supermarket business through changing consumer’s behavior in the cities of Nepal, atmospheric attributes, as an integrated part of supermarket business, has become a strategic tool in creating persuasive channel in a supermarket. As world has become smaller by information and technology advancement with pictures and information are accessible by fingertips, Nepalese consumers would gradually and quickly desire for an improvement of their stores in terms of atmospheric attributes. The purpose of this paper is to describe atmospheric attributes of Bhat Bhateni Supermarket in Kathmandu Valley, Nepal and to which the impact made by these attributes towards buying intention of customers of the store. This study adopted descriptive for their survey study design. There were 400 questionnaires distributed to the customers that have at least visited Bhat Bhateni Supermarket once. The analysis of Multiple Linear Regression and Simple Linear Regression Analysis was applied to visualize the relation between dependent and independent variables.

The findings of the research was to describe the Nepalese consumers’ views on atmosphere of Supermarket in Kathmandu Valley and to identify the extent to which atmospheric attributes of Kathmandu Valley’s Supermarket has impact upon Nepalese consumers’ buying intention. The researcher suggests room for improvement to the Nepalese marketers who use store surrounding and atmosphere as a marketing tool in Nepal’s supermarket industry. There exist an impact upon the variables taken by the researcher to research on this study but need to be implemented in external variables of the store, general interior of the store, store layout or the interior display and human variables of the store. Therefore, the atmospheric attributes play a key role in the success of supermarket.