

This research investigated the effect of four components of retail store environment (light, employees, layout and music) and shopping enjoyment tendency on impulse buying behavior. The data were obtained using convenient sampling technique from 214 customers. Mall intercept survey was used to collect data from different retail stores in the city of Faisalabad. SPSS 20.0 software version was used for data analysis. Different statistical methods such as Frequency Distribution, Correlation, Regression analysis and Cronbach alpha were used for analyzing the data in this research. The mediation analysis was conducted by Baron and Kenny (1986).

Findings revealed that store environment drove impulse buying through urge. Results also showed that individual variable shopping enjoyment tendency influenced impulse buying through urge. Moreover, this research has some limitation as list of antecedents of impulse buying, and to the outcomes of store environment. From a managerial viewpoint, retail managers should invest in improving the store environment to increase the level of impulse buying in their stores. Specifically, they need to focus on enhancing friendliness of store employees, playing appropriate music, designing proper layouts and having well-lit stores to encourage impulse buying.