

# Impact of Retail Store Layouts on Shopping Behaviour

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**Abstract:** *Retail store layouts play a pivotal role in influencing consumer behavior and shaping the shopping experience. This abstract explores the multifaceted relationship between store layouts and shopping behavior, drawing upon empirical research and theoretical frameworks from the fields of retail marketing and consumer psychology. Through a comprehensive review of literature, this study examines the importance of store layout design elements such as aisle arrangement, product placement, lighting, signage, and store ambiance in guiding consumer navigation, attracting attention to products, and stimulating purchase decisions. The abstract also highlights the role of store layouts in facilitating impulse purchases, influencing perceptions of product quality and value, and enhancing overall customer satisfaction. Insights gleaned from this research provide valuable guidance for retailers seeking to optimize store layouts to meet the evolving needs and preferences of consumers, ultimately enhancing the effectiveness of retail marketing strategies and driving business success in today's competitive retail landscape.*

**Keywords:** Behavior