

MAKERERE UNIVERSITY BUSINESS SCHOOL

**RETAIL STORE ATTRIBUTES, SHOPPERS MOODS, SELF CONCEPT, AND
IMPULSE PURCHASING**

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ABSTRACT

The purpose of this study was to examine the relationship between Retail Store Attributes, self concept, Shoppers Moods, and Impulse Purchasing. Using data collected from 399 respondents, findings reveal that retail store attributes, self concept, and shoppers moods account for 48.9% of the variance in impulse purchases in retail outlets. We therefore recommend that management of the retail outlets should improve retail store attributes, influence shoppers moods, and promote self concept so as to increase on their sales which translates in improved profitability of the retail outlets.