An Influential Role of Luxury Fashion Store Environment

Ariyaporn Nunthiphatprueksa

Silpakorn University International College, Silpakorn University, Bangkok 10500, Thailand
Corresponding author. E-Mail address: nunthiphatpruek_a@silpakorn.edu

Abstract

This empirical research aims to examine the effect of offline store environment on consumer emotion and purchase intention in the context of luxury retailing. The quantitative research was conducted to test a hypothesized relationship among offline store environments related to consumer emotion and purchase intention. To collect information, an online questionnaire was used as a research instrument and distributed to fans who subscribed in online luxury communities. The total number of valid returned questionnaires was 193 (44.67 percent response rate). The results showed that all ambient, design and social cues within luxury store had a positive influence on consumers' pleasure and arousal. While ambient cues only influenced their pleasure, design cues influenced their arousal. In addition, social cues exhibited the impact on both pleasure and arousal. The layout of luxury fashion store should examine the attributes of its physical facilities including navigability, store and product display, decorations, and visual complexity. Regarding the social cues, the policies towards a number and quality of salesperson and the existence of other customer in the luxury store should be launced. To consolidate the knowledge gained in this area, the research became beneficial in shaping marketing strategy for retailers and even more useful for Thailand in terms of economic analysis.

Keywords: Luxury Fashion, S-O-R Model, Store Environment, Purchase Intention

Introduction

The fashion industry is considered as a promising business in Thailand. While many other industries substantially suffered impacts from local, political and world economic factors, most fashion brands enjoy continuous sales growth and market expansion. In 2014, with 2.2 million people employed, the fashion industry contributed over USD$20 billion in the export sector (Canvassco, n.d.). A business-to-business marketing agency who conduct market research and provide consulting services, also reported that the fashion industry in Thailand accounts for approximately two percent of GDP as there are more than 4,000 fashion-related companies and shops selling fashion items in all parts of Bangkok, and in all levels and categories; small, medium, and large size shops. The fashion-centric city owes some of its success to inexpensive start-up costs to run a small fashion business, for which no formal company registration is required. Despite the cost, Thailand is also widely known as a tourist destination that offers shopping opportunities.

Seeing how important Thailand's fashion industry is, the Department of Industrial Promotion at the Ministry of Industry, Royal Thai Government, has been working on a strategic plan to promote Thailand to be the ASEAN Fashion Center in the nearest future (Yosephine, 2017). With all the aforementioned factors as major driving forces, Thailand is now on par with Hong Kong and Singapore as one of the largest markets for fashion goods in the region, especially the luxury category with total expenditure of USD$2.5 billion spent on luxury items in 2014 (Oxford Business Group, n.d.). The attractive market potential does not bring only opportunities; it also draws competition into the market. Since the competition in the luxury fashion market has become more intense as a result of the increased number of competitors, the strategies and tactics employed, as well as the products and services offered, firms have difficulty in creating and maintaining a competitive advantage by simply using the principles of the marketing mix; product, price, promotion and place. The element of place (referring to the

distribution channel) has been broadening its importance and is considered as an opportunity to distinguish a company from other players in the market (Kumar, 2010; Newman and Patel, 2004). The purpose of a physical store is no longer limited to the distribution of commodities and to complete transactions, but also involves creating a consumer experience, which brings value to the store or brand. The selling encounter in physical stores as well as the shifting of consumer shopping behavior (from offline to online stores) has complicated the context of the retail environment and has made it even more challenging.

A unique shopping experience is expected by consumers. Firms that can evoke a sense of excitement for shoppers and provide a distinctive experience that shoppers could not get from other channel are more likely to compete successfully in such an aggressive market (Floor, 2006). Not surprisingly, more and more retailers have focused on the in-store atmosphere and have found ways to create a true memorable shopping experience that is more tempting than shopping online and encourages more store traffic. However, the store environment is crucial and is treated as a key success factor for retail business (Ariffin, Bibon, and Abdullah, 2012).

Several researches verified the relationships between store environment, consumer emotion, and consumer purchase intention (Baker, Parasuraman, Grewal, and Voss, 2002; Chang and Chen, 2008; Donovan and Rossiter, 1982; Floh and Madlberger, 2013; Singh, 2006; Wu, Lee, Fu, and Wang, 2013). The store environment can arouse customer emotion. The more positive the emotion a customer expresses during their trip to the store, the longer time they spend there and the more money is spent in the store (Mano, 1999). Consequently, purchase intention is also positively affected. The framework, which has been extensively used to investigate the relationships between the aforementioned constructs, is a stimulus-organism-response framework (S-O-R). However, the application of the S-O-R model in offline retailing, especially in a luxury retailing context, is yet to receive much attention from scholars. This paper adopted the principles of the S-O-R model to examine the interaction between the stimuli of store environment, consumer organism, and response. To consolidate the knowledge gained in this area, the study has been designed to investigate the effect of the offline store environment on consumer emotion and purchase intention in the context of luxury retailing. In regard to the practical and theoretical implications, the research is beneficial in shaping marketing strategy for retailers in a Thai context, where little research has been conducted.

Literatures Review

The Stimulus-Organism-Response Paradigm (S-O-R)

The stimulus-organism-response framework was originally developed in environmental psychology (Mehrabian and Russell, 1974). The significance of Mehrabian and Russell's model has been widely applied in past literatures especially those related to the retail sector. Three main constructs are employed in the model. Stimuli, perceived as an independent variable, represent the atmosphere created by a physical environment; for instance, visual and non-visual store conditions (Mehrabian and Russell, 1974; Russell, Ward, and Pratt, 1981). Retailers should recognize the benefits of a good store environment and manage the store environment effectively to create positive emotional responses. The second construct is organism, which symbolizes the internal state of individuals (experience, mood, emotion) and is regarded as a mediating factor. To complete the model, the response factor addresses the external outcomes for consumers that were impacted by the stimuli (and also mediated by organisms). It is worth mentioning that consumer reactions may arise in different forms; conscious vs. non-conscious, internal vs. external (Jiang, Chan, Tan, and Chua, 2010). Even though response has been studied in

different ways by various scholars, consumer behavior is a mainstream area of marketing research. According to the knowledge of S-O-R theory, consumers may respond in a different way to the given stimuli based on variations in individual internal arousal. Therefore, such classical psychology plays an important role in outlining the reasons behind consumer behavior and behavior-related issues. Past literatures that employed S-O-R paradigm are presented in Table1 (note that only literatures from the past decade are summarized).

Table 1   Summary of Researches in S-O-R

Author(s)	Industry	Stimulus	Organism	Response
Offline Store				
Fiore and Kim (2007)	N/A (Literature Review)	Ambient Cues Design Cues Social Cues	Cognition Consciousness Affect Emotion	Actual Expenditure Perceived Expenditure Behavioral Intentions Composite Measures
Chang, Eckman, and Yan (2011)	Apparel Retailing	Ambient Cues Design Cues Social Cues	Positive Emotional Response	Impulse Buying Behavior
Walsh, Shiu, Hassan, Michaelidou, and Beatty (2011)	Coffee Shop	In-Store Music In-Store Aroma Merchandise Quality Service Quality Price	Arousal Pleasure	Store Satisfaction Store Loyalty
Mei Teh, Kalidas, and Zeeshan (2014)	Coffee- House Chain	Exterior General Interior Store Layout Interior Displays Human Variable Value	Experience Mood Emotion	Cognitive Affective Behavior
Hyun and Kang (2014)	Luxury Restaurant	Environmental Cues Non-Environmental Cues	Arousal Pleasure	Behavioral Intention
Suh, Moon, Han, and Ham (2015)	Luxury Hotel	Ambient-Condition Factors	Customer Satisfaction Overall Image	Loyalty Intentions
Online Store				
Chang and Chen (2008)	Online Retailing Website	Website Quality Website Brand	Trust Perceived Risk	Purchase Intention
Cui and Lai (2013)	Online Auction Websites	Effectiveness of Bidding Agent Effectiveness of WIT Network Effect Product Diversity	Utilitarian Perception Hedonic Perception	E-Loyalty
Floh and Madlberger (2013)	Online Bookstore	E-Store Content E-Store Design E-Store Navigation	Shopping Enjoyment	Impulse Buying Behavior Impulse Buying Expenditure
Wu, Lee, Fu, and Wang (2013)	Online Retailing Website	Layout Design Atmosphere	Emotional Arousal Attitude Toward Website	Purchase Intention

Table 1 (Cont.)

Author(s)	Industry	Stimulus	Organism	Response
*Loureiro and Roschk (2014)	Store Brands	Graphics Design Information Design	Arousal Pleasure	Loyalty Intention
Hu, Huang, Zhong, Davison, and Zhao (2016)	Social Shopping Website	Social Cues Technical Cues	Utilitarian Perception Hedonic Perception	Purchase Intention

Store Environment as a Stimulus

When the classical model of S-O-R is applied in a retailing context, stimuli refer to the combination of physical and non-physical atmospheric cues and signals provided by retailers that end up affecting a consumer's internal state of mind (Kumar, 2010; Donovan and Rossiter, 1982). Kotler (1973, p. 50), defined atmospherics as "the effort to design buying environments to produce specific emotional effects in the buyer's mind that enhance his or her purchase probability". Various environmental elements and characteristics shape the store atmosphere, which in turns reflect how it affects a consumer's final response. Sight, sound, scent and touch are major sensory channels to create such atmosphere within a store. The environment may consist of employee-related concerns, store traffic and navigation, color scheme, merchandise appearance and display, space and room, the lighting system, music perception, scent, and store temperature (e.g. Baker et al., 2002; Banat and Wandebori, 2012; Chang et al., 2011; Mei Teh et al., 2014; Hussain and Ali, 2015; Singh, 2006; Spangenberg, Sprott, Grohmann, and Tracy, 2006; Turley and Milliman, 2000; Walsh et al., 2011).

The absence of the specific classification of environmental attributes in Mehrabian and Russell's (1974) model leads to variations in researches. Whereas Baker (1986) proposed ambient, design, and social factors as environmental cues, Berman and Evans (1995) investigated store exterior, general exterior, layout and design variables, and point-of-purchase and decoration variables. Turley and Milliman (2000) identified five variables; general interior, layout and design, point-of-purchase and decoration, and human variables. The lack of a supporting theoretical framework of the latest classifications has reduced its significance (Gilboa and Rafaeli, 2003); therefore, a rich body of literature related to the application of the S-O-R model in a retailing context has followed the typology of store environment proposed by Baker (1986), in which store environments were broadly divided into three categories; ambient, design, and social factors.

Environmental Cues and Organism in a Store

The ambience factor refers to the intangible atmosphere conditions provided by retailers including music, lighting, odor, and temperature (Baker, Grewal, and Parasuraman, 1994). In a luxury-related context, several papers investigated and confirmed the positive relationships between variables. Luxury hotel guests who are impressed by the ambient conditions are more likely to appraise the hotel positively and have a greater revisit intention (Suh et al., 2015). Similar research on luxury restaurants conducted by Hyun and Kang (2014) also found a positive interrelation between attractive music, lighting, odor, and temperature and patrons' behavioral intentions. A number of studies have illustrated the significant impact of ambience on consumers' subconscious state and their shopping behaviors. Ambient conditions are generally perceived as an important force as far as building positive consumer perceptions and responses are involved, regardless of the business or industry (Kumar, 2010; Areni and Kim, 1994; Ariffin et al., 2012; Baker et al., 1994; Baker et al., 2002; Banat and Wandebori, 2012; Chang et al., 2011; Gilboa and Rafaeli, 2003; Sherman, Mathur, and Smith, 1997; Turley and Milliman,

2000). To the best of the authors' knowledge, this research is the first to investigate such a relationship in a luxury fashion context by adapting the S-O-R model. In a luxury fashion retail setting, store environment may induce arousal and pleasure from customer shopping experiences. Therefore, Hypothesis 1 is proposed as follows;

H1A: Ambient cues in a luxury fashion retail store have a positive influence on pleasure.

H1B: Ambient cues in a luxury fashion retail store have a positive influence on arousal.

The design factor is more visual in nature for both utilitarian and hedonic purposes than ambient cues (Baker et al., 1994). Examples of the design factor are physical facilities, navigation, in-store displays, decoration, and visual complexity. It was revealed that design environmental stimuli were positively related to consumer pleasure and arousal in the store as well as positive emotional response (Chang et al., 2011; Gilboa and Rafaeli, 2003; Tai and Fung, 1997). The studies of two luxury fashion brands – Bally and Tod's of Jiang, Nagasawa, and Watada (2014) suggested that building design (including location, space and function, window display, and color scheme) should be well-crafted, as it can effectively be a means of advertising as well as a nonverbal communication cue to enhance consumer emotion. Specifically, the more consumers enjoy the luxurious environment and surroundings, the greater the sense of pleasure (Cho and Lee, 2016). The luxury store reflects something out of the ordinary and lines up with the sense of arousal (Chebat, Sirgy, and Grzeskowiak, 2010). Since design factors reinforce the emotional connection between consumers and brands, hypothesis 2 is proposed as follows;

H2A: Design cues in a luxury fashion retail store have a positive influence on pleasure.

H2B: Design cues in a luxury fashion retail store have a positive influence on arousal.

Social factors are social interactions between the actors, other customers and employees, in a store environment; (Akhter, Reardon, and Andrews, 1987; Baker et al., 1994). Social cues may include the number of employees, employees' eagerness to serve customers, and the physical appearance of both employees and other customers. The interrelation between store employees and how consumers evaluate and perceive the merchandise, store, brand, and service quality has been noted (Baker et al., 1994). In a prestige-image store where the number of knowledgeable employees wearing professional attire is sufficient, the store is perceived to have high service quality. Luxury retailers can gain emotional benefits once customer-salesperson interactions are well-established (Kim and Kim, 2014). Undoubtedly, human-related cues are significant for a luxury fashion retail store, it is considered as a powerful tool to create a positive store image and may lead to positive evaluations and behavioral intention. Therefore, hypothesis H3 is proposed as follows;

H3A: Social cues in a luxury fashion retail store have a positive influence on pleasure.

H3B: Social cues in a luxury fashion retail store have a positive influence on arousal.

Consumer Emotion as Organisms

Mehrabian and Russell (1974) proposed three classifications of emotional states to describe human perceptions toward a particular environmental setting. They consist of pleasure, arousal and dominance, aka the PAD dimension. In the S-O-R model, PAD dimensions mediate the relationships between environmental stimuli and consumer response. However, previous studies have found the dominance factor to be the least explained human behavior, and it was therefore omitted from the emotional response model (Bakker, van der Voordt, Vink, and Boon, 2014; Donovan and Rossiter, 1982; Russell, 1980; El Sayed, Farrag, and Belk, 2004). The focus is placed on pleasure and arousal in subsequent studies as far as environmental psychology and marketing research are concerned (i.e. Jang and Namkung, 2009; Loureiro and Roschk, 2014; Sherman et al., 1997; Walsh et al., 2011). Even

though pleasure and arousal are internal individual perceptions and evaluations, there are differences in the meaning of each word. Whereas pleasure is defined as the degree to which a patron feels good, joyful, and happy in responding to stimuli in a setting (Menon and Kahn, 2002), arousal refers to the degree to which a person feels stimulated, active, or alert as a result of a given atmosphere (Wu, Cheng, and Yen, 2008).

Consumer Emotion and Response

Proven in several studies (Hyun and Kang, 2014; Kaltcheva and Weitz, 2006; Loureiro and Roschk, 2014), consumer intention and actual behaviors are mediated by internal perception, emotion, and response to the store environment. In other words, how consumers feel about a store will shape their following actions. Sherman et al. (1997) discovered that pleasure and arousal were predictors of consumer shopping behaviors, for example time and money spend in a store, and the number of items purchased. Therefore, pleasure and excitement are essential when creating a luxury fashion retail environment; a remarkable shopping experience may eventually lead to favorable consumer intentions. For this research, purchase intention is regarded as a response and is described as the willingness to purchase a certain product or service. It plays a significant role as it can predict consumer response to offerings and buying behaviors. The greater the purchase intention, the greater is the chance that consumers will actually purchase a product. As the formation of behavioral intentions is derived from emotional responses, the hypothesis is as follows;

H4: Pleasure (in a luxury fashion store environment) has a positive influence on purchase intention.

H5: Arousal (in a luxury fashion store environment) has a positive influence on purchase intention.

Research Framework

The main thesis of this research focuses on the interrelationship between store environments and purchase intention. It is proposed that such a relationship is mediated by consumer emotion; pleasure and arousal. Figure 1 presents the research framework of this luxury fashion retail atmospherics research.
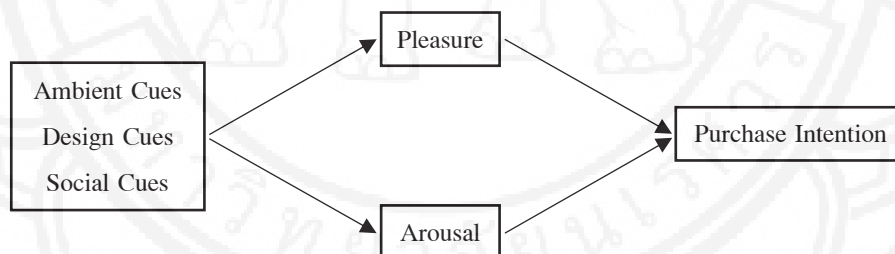

Figure 1 Research Framework

Research Method

Research Framework

In order to test the proposed hypotheses, online questionnaires were employed to measure all variables. The research samples are current subscribers and followers of luxury fashion retail store fanpages in Thailand. Online questionnaires were individually sent to those fans through online direct messages and Messenger. Examples of such online communities are the official Facebook page of club21thailand with 208,281 subscribers, the Facebook fan page of LV LOVER Thailand with 69,749 fans and the official Facebook page of Harper's Bazaar Thailand with 317,569 followers. In addition, the prescreen question: "Have you visited any of the luxury retail stores in Thailand during the past three months" was used for two major purposes. First, the prescreen question helped to

ensure that further collected data were derived from those who were actually exposed to an offline luxury fashion retail store. Secondly, the three-month period of time in the prescreen question could, to some extent, make sure that the memory of a luxury fashion retail stores an individual experienced and perceived is vivid.

Construct Measurement

The questionnaire consists of three main sections: store environment (ambient, design, and social factors), consumer emotion (pleasure and arousal), and purchase intention. The measure of the in-store environment was adapted from Baker et al. (1994); Machleit, Kellaris, and Eroglu (1994); Singh (2006) and measures consumers' overall perceptions that the store environment delivers to customers when they are in a luxury fashion store. Five items were used to measure each of the ambient, design, and social factors. The respondents were asked to rate the factors on a 6 point Likert scale, which was selected to avoid neutral answers and to force respondants to express their opinion. The scale ranges from strongly disagree (1) to strongly agree (6). Consumer emotions (pleasure and arousal) were accessed through the scale developed by Donovan and Rossiter (1982), Mehrabian and Russell (1974), and Sherman et al. (1997). A four-point semantic diffential scale was employed to evaluate both pleasure and arousal. Regarding the response factor, purchase intention towards luxury goods was investigated. Three items scale examining consumer intention to purchase were adapted from the luxury brand researches conducted by Bian and Forsythe (2012), and Zhang and Kim (2013).

Data Analysis

The construct measures were preliminarily tested with confirmatory factor analysis to verify its validity. Cronbach's α coefficient was conducted to assess reliability. In order to test the proposed hypotheses, Multiple Ordinary Least Squares (OLS) regression was used. To complete multiple regression analysis, store environment was assigned as the independent variable whereas purchase intension was the dependent variable, and consumer emotions was the mediator.

Reliability Tests

To ensure the consistency of the measured items, the reliability of items used in the research instrument was evaluated with the Pearson Correlation Coefficient. When assessing ambient cues, the reliability of the five-items was .568. However, "the background music did not bother me" was later removed as suggested by "Cronbach's Alpha if Item deleted". As a result, the reliability of ambient cues was improved to .775. In addition, the reliability of decoration and social cues was .621 and .734, respectively. For the organism aspect, the reliability figure for pleasure was .864 while arousal was .780. The reliability for the last construct, purchase intention, was .833. This reliable statistic indicates a good internal consistency for this research instruments. Therefore, further analysis can be conducted.

Profile of Respondents

Of 432 questionnaires returned, 193 were completed. This provided a response rate of 44.67 percent. Almost 60% of respondents were female (n = 113). The vast majortity were in their 20s (54.9%, n = 106). More than half held a bachelor degree (57%, n = 110). Regarding occupation, the respondents were employees in private organizations, students, employees in public organizations, business owners, and others. Most respondents had an average monthly income of more than THB50,000 (32.1%). In addition, 83% of respondents purchased up to five luxury items in the last year while the rest purchased more than five luxury products. On average, the majority of respondents spent THB60,001-75,000 on their luxury purchase. The respondent profile is presented in Table 2.

Table 2 Respondents' Profile

Gender	(%)	Education	(%)	Average Spending (THB)	(%)
Female	58.5%	< Bachelor	29%	< 15,000	3.1%
Male	41.5%	Bachelor	57%	15,000 – 30,000	14%
Age	**(%)**	Master	12.4%	30,001 – 45,000	21.8%
< 20	11.9%	> Master	1.6%	45,001 – 60,000	16.6%
20 – 29	54.9%	**Income (THB)**	**(%)**	60,001 – 75,000	32.6%
30 – 39	19.2%	< 15,000	14.5%	75,001 – 90,000	6.2%
40 – 49	7.8%	15,000 – 20,000	15%	> 90,000	5.7%
50 and above	6.2%	20,001 – 30,000	19.7%		
Occupation	**(%)**	30,001 – 50,000	18.7%		
Private Company	37.3%	> 50,000	32.1%		
Student	32.1%	**Item Purchased**	**(%)**		
Public Company	14.5%	1 – 5 items	83%		
Business Owner	13%	> 5 items	17%		
Others	3.1%				

Hypothesis Testing

The hypothesized relationships were tested with Multiple Regression Analysis with IBM SPSS. A summary of the hypothesis testing is presented in Table 3. Of the eight hypotheses proposed, five were statistically supported (H1A, H2B, H3A, H3B and H5). The results showed that all of ambient, design and social cues in a luxury store had a positive influence on consumer pleasure and arousal.

Table 3 Hypothesis Testing

H#	Relationship	Beta	t-value	p-value	Result
H1A	**Ambient ➔ Pleasure**	**.162**	**2.062**	**.041***	**Supported**
H1B	Ambient ➔ Arousal	.110	1.326	.187	Not Supported
H2A	Design ➔ Pleasure	.030	.339	.735	Not Supported
H2B	**Design ➔ Arousal**	**.217**	**2.299**	**.023***	**Supported**
H3A	**Social ➔ Pleasure**	**.298**	**3.444**	**.001****	**Supported**
H3B	**Social ➔ Arousal**	**.244**	**2.678**	**.008****	**Supported**
H4	Pleasure ➔ Purchase Intention	.110	1.168	.244	Not Supported
H5	**Arousal ➔ Purchase Intention**	**.527**	**5.617**	**.000*****	**Supported**

Note: * < .05, ** < .01, *** < .000

Ambient cues only had a strong influence on pleasure while the design attributes of the physical luxury store only affected consumer arousal. However, only social cues exhibited a significant influence on both pleasure and arousal. Therefore, H1A, H2B, H3A and H3B were significantly supported. Of these three independent variables, social cues showed the strongest predictive power with beta values of .298 and .244, followed by design (.217) and ambience (.162). These results were consistent with previous studies from different settings for example apparel retailing (Chang, Eckman, and Yan, 2011) and coffee shop (Walsh et al., 2011). However, it showed contradictory results against Hyun and Kang (2014) by which in a luxury restaurant an ambient induced patrons' arousal. The significant relationships between design and pleasure and ambience and arousal were not found (p < 0.05); therefore, H2A and H1B were not supported. In addition, purchase intention was only affected by

arousal, while there was not enough evidence to support the predictive power of pleasure on purchase intention. Therefore, H5 was statistically supported.

Conclusion and Suggestions

This empirical research on the impact of the retail environment, specifically in a luxury fashion store context provides retailers with managerial implications about store environment and its impact on consumer behaviors. The results, which were obtained from the theoretical base of the stimulus-organism-response framework, showed that several dimensions of the retailer's atmospheric factor (ambient, design and social) should be addressed since they are, to some great extent, the antecedents of consumers' internal evaluation and purchase intention.

Managerial Implications

From this perspective, several managerial implications are presented. First, a luxury fashion store should prioritize the antecedents of arousal since a feeling of arousal would directly lead consumers to have a greater purchase intention. Therefore, the layout of a luxury fashion store should be well-designed and the attributes of its physical facilities including navigability, store and product display decorations, and visual complexity should be examined, based on the nature of the luxury fashion industry, not only the functionality of such design is worthy of attention, but the aesthetic qualities should be well-constructed as well. A well-organized design would more attract and evoke customers' sense of excitement (arousal) while they are navigating and are exposed to a large selection of luxury products in the store.

Social cues, perhaps the most important factor, refer to the number and quality of salespersons and the presence of other customers in the luxury store. Retail salespersons should be affable as far as upscale and luxury businesses are concerned. In addition, the development of good customer relationships and helpful behaviors by a salesperson make it possible for a luxury fashion store to create an arousing shopping environment for customers. Retailers should make the best use of today's technology in developing superior customer relationships and create exceptional luxury experiences. With such technology, salespersons can have immediate access to customer information; therefore, a higher level of personalized service can be offered. On the other hand, luxury stores should examine the number of customers entering the store in order to maintain a serene atmosphere, especially during peak hours. With a large number of customers in a luxury store, not only is the brand image distorted, but the performance of the salespersons is also worsened due to the demand-supply unbalance. Consequently, addressing these issues would allow the sense and feeling of arousal to be created.

Limitations and Future Research

Future researchers are suggested to develop qualitative research to obtain insightful information about the luxury fashion store environment and its influence on consumer behavior. Regarding the variables of the study, researchers can break down each of the cues into smaller facets. Regarding ambience, the impact of ambient cues should be further investigated and operationalized in terms of light, music, color, etc. In addition, other cues apart from these physical setting should be further studied for example shopping enjoyment, shopping excitement, brand familiarity, promotional activities, etc. In so doing, managers would receive more benefits from further research.

References

Akhter, H., Reardon, R., & Andrews, C. (1987). Influence on Brand Evaluation: Consumers' Behavior and Marketing Strategies. *Journal of Consumer Marketing, 4*(3), 67-74. https://doi.org/10.1108/eb008206

Areni, C. S., & Kim, D. (1994). The Influence of In-Store Lighting on Consumers' Examination of Merchandise in a Wine Store. *International Journal of Research in Marketing, 11*(2), 117-125. https://doi.org/10.1016/0167-8116(94)90023-X

Ariffin, H. F., Bibon, M. F., & Abdullah, R. P. S. R. (2012). Restaurant's Atmospheric Elements: What the Customer Wants. In M. Y. Abbas, A. F. I. Bajunid, & N. F. N. Azhari (Eds.), *Procedia-Social and Behavioral Sciences (Volume 38), Asia Pacific International Conference on Environment-Behaviour Studies (AicE-Bs), Grand Margherita Hotel, Kuching, Sarawak, Malaysia, 7-9 December 2010* (pp. 380-387). Malaysia: Centre for Environment-Behaviour Studies (cE-Bs), Faculty of Architecture, Planning & Surveying, Universiti Teknologi MARA. https://doi.org/10.1016/j.sbspro.2012.03.360

Baker, J. (1986). The Role of the Environment in Marketing Services: The Consumer Perspective. In J. A. Czepeil, C. A. Congram, & J. Shanahan (Eds.), *The Services Challenge: Integrating for Competitive Advantage* (pp. 79-84). Chicago, IL: American Marketing Association.

Baker, J., Grewal, D., & Parasuraman, A. (1994). The Influence of Store Environment on Quality Inferences and Store Image. *Journal of the Academy of Marketing Science, 22*(4), 328-339. DOI: 10.1177/0092070394224002}

Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. *Journal of Marketing, 66*(2), 120-141. https://doi.org/10.1509/jmkg.66.2.120.18470

Bakker, I., van der Voordt, T., Vink, P., & de Boon, J. (2014). Pleasure, Arousal, Dominance: Mehrabian and Russell Revisited. *Current Psychology, 33*(3), 405-421. https://doi.org/10.1007/s12144-014-9219-4

Banat, A., & Wandebori, H. (2012). Store Design and Store Atmosphere Effect on Customer Sales per Visit. In *Proceeding of 2nd International Conference on Business, Economics, Management and Behavioral Sciences (BEMBS' 2012), 13-14 October 2012* (pp. 84-89). Bali, Indonesia: BEMBS.

Berman, B. R., & Evans, J. R. (1995). *Retail Management: A Strategic Approach* (6th ed.). Englewood Cliffs, NJ: Prentice Hall.

Bian, Q., & Forsythe, S. (2012). Purchase Intention for Luxury Brands: A Cross Cultural Comparison. *Journal of Business Research, 65*(10), 1443-1451. https://doi.org/10.1016/j.jbusres.2011.10.010

Canvassco. (n.d.). *The Potential for Thailand to be ASEAN Fashion Hub.* Retrieved from http://www.canvassco. com/#!The-Potential-For-Thailand-To-Be-ASEAN-Fashion-Hub/c4yz/8CBE7DBB-5DAE-4888-B7CE-EE5D53729029

Chang, H. H., & Chen, S. W. (2008). The Impact of Online Store Environment Cues on Purchase Intention: Trust and Perceived Risk as a Mediator. *Online Information Review, 32*(6), 818-841. https://doi.org/ 10.1108/14684520810923953

Chang, H-J., Eckman, M., & Yan, R-N. (2011). Application of the Stimulus-Organism-Response Model to the Retail Environment: The Role of Hedonic Motivation in Impulse Buying Behavior. *The International Review of Retail, Distribution and Consumer Research, 21*(3), 233-249. https://doi.org/10.1080/09593969. 2011.578798

Chebat, J-C., Sirgy, M. J., & Grzeskowiak, S. (2010). How Can Shopping Mall Management Best Capture Mall Image? *Journal of Business Research, 63*(7), 735-740. https://doi.org/10.1016/j.jbusres.2009.05.009

Cho, J. Y., & Lee, E-J. (2016). Impact of Interior Colors in Retail Store Atmosphere on Consumers' Perceived Store Luxury, Emotions, and Preference. *Clothing and Textiles Research Journal, 35*(1), 33-48. https://doi. org/10.1177/0887302X16675052

Cui, X., & Lai, V. S. (2013). E-Loyalty to Online Auction Websites: A Stimulus-Organism-Response Model. In *Pacific Asia Conference on Information Systems (PACIS 2013 Proceedings), 18 June 2013* (Article 126). Jeju Island, South Korea: AIS Electronic Library (AISeL).

Donovan, R. J., & Rossiter, J. R. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal of Retailing, 58*(1), 34-57.

El Sayed, I. M., Farrag, D. A., & Belk, R. W. (2004). The Effects of Physical Surroundings on Egyptian Consumers' Emotional States and Buying Intentions. *Journal of International Consumer Marketing, 16*(1), 5-27. https://doi.org/10.1300/J046v16n01_02

Fiore, A. M., & Kim, J. (2007). An Integrative Framework Capturing Experiential and Utilitarian Shopping Experience. *International Journal of Retail & Distribution Management, 35*(6), 421-442. https://doi.org/ 10.1108/09590550710750313

Floh, A., & Madlberger, M. (2013). The Role of Atmospheric Cues in Online Impulse-Buying Behavior. *Electronic Commerce Research and Applications, 12*(6), 425-439. https://doi.org/10.1016/j.elerap.2013. 06.001

Floor, K. (2006). *Branding a Store: How to Build Successful Retail Brands in a Changing Marketplace.* Philadelphia: Kogan Page Publishers.

Gilboa, S., & Rafaeli, A. (2003). Store Environment, Emotions and Approach Behavior: Applying Environmental Aesthetics to Retailing. *The International Review of Retail, Distribution and Consumer Research, 13*(2), 195-211. https://doi.org/10.1080/0959396032000069568

Hu, X., Huang, Q., Zhong, X., Davison, R. M., & Zhao, D. (2016). The Influence of Peer Characteristics and Technical Features of a Social Shopping Website on a Consumer's Purchase Intention. *International Journal of Information Management, 36*(6), 1218-1230. https://doi.org/10.1016/j.ijinfomgt.2016.08.005

Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies, 7*(2), 35-43.

Hyun, S. S., & Kang, J. (2014). A Better Investment in Luxury Restaurants: Environmental or Non-Environmental Cues? *International Journal of Hospitality Management, 39*, 57-70. https://doi.org/10.1016/j.ijhm.2014.02.003

Jang, S. S., & Namkung, Y. (2009). Perceived Quality, Emotions, and Behavioral Intentions: Application of an Extended Mehrabian-Russell Model to Restaurants. *Journal of Business Research, 62*(4), 451-460. DOI: 10.1016/j.jbusres.2008.01.038}

Jiang, Z., Chan, J., Tan, B. C. Y., & Chua, W. S. (2010). Effects of Interactivity on Website Involvement and Purchase Intention. *Journal of the Association for Information Systems, 11*(1), 34-59.

Jiang, Z., Nagasawa, S., & Watada, J. (2014). Luxury Fashion Brand Image Building: The Role of Store Design in Bally and Tod's Japan. *Management Decision, 52*(7), 1288-1301. https://doi.org/10.1108/MD-11-2012-0809

Kaltcheva, V. D., & Weitz, B. A. (2006). When Should a Retailer Create an Exciting Store Environment? *Journal of Marketing, 70*(1), 107-118. DOI: 10.1509/jmkg.2006.70.1.107

Kim, J., & Kim, J-E. (2014). Making Customer Engagement Fun: Customer-Salesperson Interaction in Luxury Fashion Retailing. *Journal of Fashion Marketing and Management, 18*(2), 133-144. https://doi.org/10.1108/JFMM-04-2013-0050

Kotler, P. (1973). Atmospheric as a Marketing Tool. *Journal of Retailing, 49*(4), 48-64.

Kumar, A. (2010). *The Effect of Store Environment on Consumer Evaluations and Behavior toward Single-Brand Apparel Retailers.* (Doctoral dissertation). University of Tennessee, Knoxville, USA.

Loureiro, S. M. C., & Roschk, H. (2014). Differential Effects of Atmospheric Cues on Emotions and Loyalty Intention with Respect to Age under Online/Offline Environment. *Journal of Retailing and Consumer Services, 21*(2), 211-219. https://doi.org/10.1016/j.jretconser.2013.09.001

Machleit, K. A., Kellaris, J. J., & Eroglu, S. A. (1994). Human versus Spatial Dimensions of Crowding Perceptions in Retail Environments: A Note on Their Measurement and Effect on Shopper Satisfaction. *Marketing Letters, 5*(2), 183-194.

Mano, H. (1999). The Influence of Pre-Existing Negative Affect on Store Purchase Intentions. *Journal of Retailing, 75*(2), 149-172. https://doi.org/10.1016/S0022-4359(99)00002-0

Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. Cambridge: MIT Press.

Mei Teh, G., Kalidas, V., & Zeeshan, M. (2014). Personality as a Moderator of SOR Model. *Review of Integrative Business & Econimics Research, 3*(2), 67-76.

Menon, S., & Kahn, B. (2002). Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience. *Journal of Retailing, 78*(1), 31-40. https://doi.org/10.1016/S0022-4359(01)00064-1

Newman, A. J., & Patel, D. (2004). The Marketing Directions of Two Fashion Retailers. *European Journal of Marketing, 38*(7), 770-789. https://doi.org/10.1108/03090560410539249

Oxford Business Group. (n.d.). *Room for Growth in Thailand's Luxury Good Segment*. Retrieved from https://oxfordbusinessgroup.com/analysis/lap-luxury-already-one-region%E2%80%99s-largest-luxury-goods-markets-sector-slated-additional-growth

Russell, J. A. (1980). A Circumplex Model of Affect. *Journal of Personality and Social Psychology, 39*(6), 1161-1178. http://dx.doi.org/10.1037/h0077714

Russell, J. A., Ward, L. M., & Pratt, G. (1981). Affective Quality Attributed to Environments: A Factor Analytic Study. *Environment and Behavior, 13*(3), 259-288. https://doi.org/10.1177/0013916581133001

Sherman, E., Mathur, A., & Smith, R. B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. *Psychology & Marketing, 14*(4), 361-378. https://doi.org/10.1002/(SICI)1520-6793(199707)14:4<361::AID-MAR4>3.0.CO;2-7

Singh, R. (2006). *An Empirical Investigation into the Effects of Shopping Motivation on Store Environment - Value Relationship*. (Doctoral dissertation). The Florida State University, USA.

Spangenberg, E. R., Sprott, D. E., Grohmann, B., & Tracy, D. L. (2006). Gender-Congruent Ambient Scent Influences on Approach and Avoidance Behaviors in a Retail Store. *Journal of Business Research, 59*(12), 1281-1287. https://doi.org/10.1016/j.jbusres.2006.08.006

Suh, M., Moon, H., Han, H., & Ham, S. (2015). Invisible and Intangible, but Undeniable: Role of Ambient Conditions in Building Hotel Guests' Loyalty. *Journal of Hospitality Marketing & Management, 24*(7), 727-753. https://doi.org/10.1080/19368623.2014.945223

Tai, S. H. C., & Fung, A. M. C. (1997). Application of an Environmental Psychology Model to In-Store Buying Behaviour. *The International Review of Retail, Distribution and Consumer Research, 7*(4), 311-337. https://doi.org/10.1080/095939697342914

Turley, L. W., & Milliman, R. E. (2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research, 49*(2), 193-211. https://doi.org/10.1016/S0148-2963(99)00010-7

Walsh, G., Shiu, E., Hassan, L. M., Michaelidou, N., & Beatty, S. E. (2011). Emotions, Store-Environmental Cues, Store-Choice Criteria, and Marketing Outcomes. *Journal of Business Research, 64*(7), 737-744. https://doi.org/10.1016/j.jbusres.2010.07.008

Wu, C-S., Cheng, F-F., & Yen, D. C. (2008). The Atmospheric Factors of Online Storefront Environment Design: An Empirical Experiment in Taiwan. *Information & Management, 45*(7), 493-498. https://doi.org/10.1016/j.im.2008.07.004

Wu, W-Y., Lee, C-L., Fu, C-S., & Wang, H-C. (2013). How Can Online Store Layout Design and Atmosphere Influence Consumer Shopping Intention on a Website? *International Journal of Retail & Distribution Management, 42*(1), 4-24. https://doi.org/10.1108/IJRDM-01-2013-0035

Yosephine, L. (2017, February 17). Thailand Lays Out Ambitious Plan to Become ASEAN Hub. *The Jakarta Post*. Retrieved from http://www.thejakartapost.com/seasia/2017/02/17/thailand-lays-out-ambitious-plan-to-become-asean-hub.html

Zhang, B., & Kim, J-H. (2013). Luxury Fashion Consumption in China: Factors Affecting Attitude and Purchase Intent. *Journal of Retailing and Consumer Services, 20*(1), 68-79. https://doi.org/10.1016/j.jretconser.2012.10.007