

**PRE-INTENTION OF YOUNG THAI FEMALE CONSUMER  
FOR FAST FASHION**



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FOR FAST FASHION**

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**ABSTRACT**

The aim of this thematic paper is to investigate and identify the pre-purchase intention of young Thai female consumers for fast fashion. There are various factors to indicate pre-purchase intention of fast fashion products in Thailand.

In the first section, these analyze of young Thai females who normally purchase fast fashion and factors to purchase by S-O-R model. The thematic paper is to identify by research method from young Thai female respondents who aged between 22-30 years old and wearing fast fashion products.

**KEY WORDS:** FAST FASHION, INTENTION TO PURCHASE, PRE-PURCHASE, AND CONSUMER BEHAVIOR

25 pages

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## **CHAPTER I**

### **INTRODUCTION**

This paper is to investigate the pre-purchase intention of young Thai female consumers aged between 22-30 years old for fast fashion products. Due to the high competitiveness among fashion industries to reach a target segment and sell on particular brand and products. Fast fashion retailers need to pay attention to all elements in store, which includes store design and atmosphere both interior and exterior. According to Berman and Evans (1998), atmosphere elements divided into four categories: the exterior, the interior, layout and design, and point-of-purchase and decorate variables. The store exterior includes the storefront, window displays and entrance (Berman and Evans, 1998). The store interior includes flooring, lighting, scents, fixture and merchandising (Berman and Evans, 1998). Layout and design includes the allocation of the floor space (Berman and Evans, 1998). Point-of-purchase and decoration variable includes point-of-purchase display, signs, decoration, price and products display (Turley and Milliman, 2000).

Store atmosphere has received much attention in terms of consumers' effectiveness. The previous study suggests that store atmosphere does impact on shopper behavior especially interior of the store (Turley and Milliman, 2000) and also concentrated to the pressing need for further research on external atmosphere variables because of lack of research on store exterior variables. Due to Thai market, most of fast fashion stores located in department stores, which provided the stores' regulation. Therefore, this research will focus on all criteria of fast fashion stores in Thailand.

Store exteriors are the customers' first encounter as they engage in shopping behavior and hence there is an important opportunity for store to build positive impression. The previous study is conducted store exterior in small apparel boutique store which have less reputation but in this research, is focused on fast fashion apparel brands in Thailand.

Fast fashion is a contemporary term used by fashion retailers to express that designs move from catwalk quickly in order to capture current fashion trends



(Tony and Bruce, 2001). These trends are designed and manufactured quickly and cheaply to allow the mainstream consumer to take advantage of current clothing styles at a lower price. There are varieties of fast fashion brand in Thailand located in department store. This has developed from a product-driven concept based on a manufacturing model referred to as "quick response" developed in the U.S. in the 1980s (Lowson *et al.* 1999) and moved to a market-based model of "fast fashion" in the late 1990s and first part of the 21st century. International brands in fast-fashion categories continued to enter Thailand and continue increase the number of stores in major malls in Bangkok approximately 2.6 percent year on year through Bangkok retailers occupancy rate stayed at 95.4 percent. The brands have been entered to Thai market in the form of owned stores, franchises and distributors. Fast fashion sees more intense competition, especially international brands are gradually entering Thailand and the movement in terms of store expansion is aggressive.

Purpose of this study is to demonstrate the pre-purchase intention of young Thai female consumers (aged 22-30 years old) for fast fashion products by using the stimulus-organism-response (S-O-R) model (Babin *et al.*, 2003). The S-O-R model supposes that consumers' emotion response to a physical environment interpose the influence of environment on consumer behavior. Thus, this model is developed to consumers on purchase stage in store. Based on the specific objectives, the study will answer the following questions:

- (1) Does the store environment affect your purchase?
- (2) Does the promotion period affect your purchase?

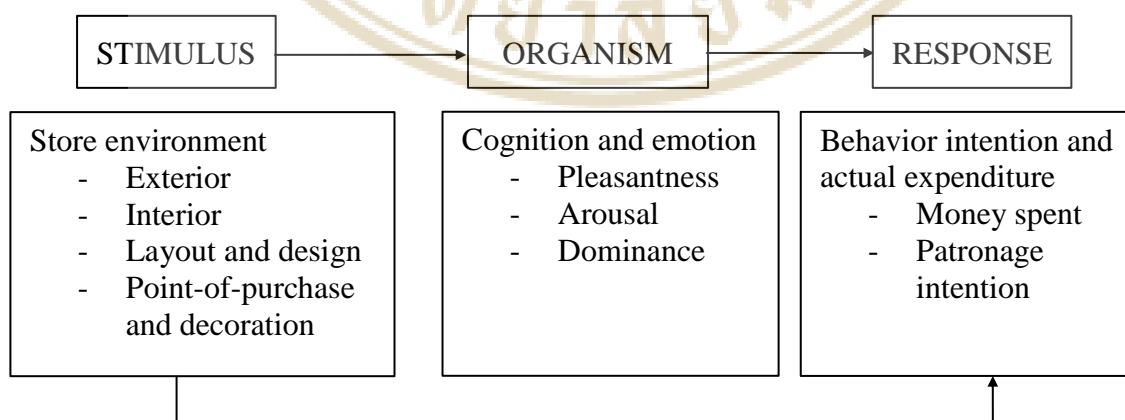


Figure 1. Stimulus-Organism-Response model

This framework presents the exposure to environment stimuli which influence consumers' emotion identified by three dimensions of emotion: pleasantness, arousal and dominance (Mehrabain and Russell, 1974). The pleasantness refers to the degree of happiness, pleased, impress, satisfied or contented. The arousal identified feeling of stimulation, excited, frenzied and relaxed. Dominance relates to customers being in control or lacking control (Mehrabain and Russell, 1974).

In the study is applying S-O-R model in fast fashion consumers respond to store environment. According to the previous research presented that pleasure received from the store is a strong indicator of customers' approach-avoidance behavior. Moreover, arousal received from the store can increase amount of time customers' spend in a store and willingness to interact with salesperson. Dominance did not suit to retail store (Donovan and Rossiter, 1982). Hence, many studies have supported the influence of retail environments on human behaviors mediated by emotional responses (Baker et al., 1992; Donovan and Rossiter, 1982).



## CHAPTER II

### LITERATURE REVIEW

In literature review part combined 5 criteria to support this study which provided the previous research involving with the definition of fast fashion, fashion consumer in Thailand, the key elements of store environment, fashion trends and consumer demand, emotional of consumer and affective response.

#### 2.1 Fast fashion

Fashion concept has developed from a product-driven concept based on a manufacturing model referred to as "quick response" developed in the U.S. in the 1980s (Lowson *et al.*, 1999) and moved to a market-based model of "fast fashion" in the late 1990s. Fast fashion has also become associated with disposable fashion because it has delivered designer product to a mass market at relatively low prices (Hines,T 2007). The products that capture the end consumer trends and escapade minimal production lead times to match and apply with uncertain demand.

Marketing is the key driver of fast fashion. It desires for consumption of new designs as close as possible to the point of creation to achieved by promoting fashion consumption as something fast, low price and disposable. The fast fashion business model is based on reducing the time cycles from production to consumption such that consumers engage in more cycles in any time period. Marketers have thus created more buying seasons in the same time-space (Hines and Tony, 2001). The instant hook creates an enjoyable shopping experience, resulting in the continuous return of customers. Research shows that seventy five percent of consumer's decisions are made in front of the fixture within three seconds (Sheridan *et al.*, 2006).

Fast fashion is a concept whereby retailers focus on their business strategies to reduce time spending to get fashion products into stores, working on a process of in-season buying so product ranges are continuously updated throughout the season. The nature of demand is get rid of supply chain driven by designer/ manufacturer "push" to demand chains driven by consumer "pull" (Doyle *et al.*, 2006,

Sull and Turconi, 2008). Hence, the impulsion that support fast fashion concept is lead-time and consumer demand.

Fast fashion in Thailand, international brands in fast fashion categories continued to enter the Thai market or increase the number of stores both in Bangkok and up-countries due to the strong retail market by entering the market in term of owned stores, franchises and distribution deals. Fast fashion market in Thailand has raising demand for new trends and styles influencing by Thai famous celebrities. Due to, social networks are attached to people lifestyle nowadays, thus fashion trends are easy to reach target consumers.

## **2.2 Fashion consumers**

Fashion consumers have been studies from many perspectives. Female fashion consumers are generally attracted to shop at fast fashion stores (Barnes and Lea-Greenwood, 2006). Fast fashion consumers have been defined into the following groups: fashion innovators, fashion opinion leaders, innovative communicators and fashion followers (Workman and Caldwell, 2007).

Fashion innovators are the first to buy and wear new fashions. Fashion opinion leaders influence others to adopt new fashions. Innovative communicators are among the first to adopt styles and also influence others' fashion decisions. Fashion followers wait until a fashion is at its peak of acceptance to buy and wear new fashions (Workman and Caldwell, 2007).

Moreover, fashion consumers are most likely to concern value for money, due to the trend of fashion change all the time. On the other hands, people are consumed fashion for their uniqueness, centrality and acceptance. These researchers found that young fashion consumers are unaware of the need for throwaway culture where the products are disposed of before their real life cycle has ended (Morgan and Birwistle, 2009).

According to 4 characteristics of fashion consumers, in Thailand there are many celebrities who are influence fashion followers to purchase fast fashion brands. Fashion innovators mostly are Thai designers and celebrities who have their own brand, e.g. Kwankao brand by Pang Kwankao, Janesuda by Janesuda Parnto, Thai designer branded Milin, Sretsis, Disaya and so on. Fashion opinion leaders are

celebrities who are mostly wearing new arrival items, e.g. Chompoo Areeya, Ploy Cherman, Aum Patchapa and so on. Innovative communicators are people who have their own styles by not following runway trends. Fashion followers are the target consumers who purchase fast fashion items by following their favorite celebrities. Moreover, fashion followers are target consumers of fast fashion items in Thailand.

### 2.3 Store environment

The store environment is characterized by physical elements, which converge to create unique image appropriate to specialized in fashion merchandising. McGoldrick (2002) and Varley and Raffiq (2004) claim that the retail environment is a combination of physical and emotional: tangible and intangible attributes (Table 1). The attributes focus on the communication elements of store environment (Kerfoot *et al.*, 2003).

Product display related to style coordinate are organized specific styles due to the brand uniqueness, which consumer perceive by the overall presentation of the coordination, instead of by individual components (Bell *et al.*, 1991). Unity design is a core of product display, which supports each element to create a cohesive aesthetic (Veryzer, 1993).

Window displays are vitally important visual communication tool and described as being the initial way a store will attract the attention of the consumer (Lea-Greenwood, 2009) and study by Edwards and Shackley (1992) found that new products placed in the window display increased sales and enhanced the positive image of retailer. The main features of window display are visual appeal, relevance and interest value. Fast fashion is about immediacy in term of trend and consumer demand, and then the window display is initial point of contact and communication.

Physical and tangible attributes	Emotional and intangible attributes
Overall store design	Ambience
Window display	Image
Layout and merchandising	Positioning
Fixtures and fittings	Branding
Decoration	Sensory perception

Signage

Emotional connect

**Table 1.** Summary of the attributes associated with the retail environment

Source: Adapted from Lea-Greenwood (1998); McGoldrick (2004); Varley and Raffiq (2004)

Moreover, the overall interior criteria are also important to fast fashion store environment. A study by Lea-Greenwood (2009) describes signage as critical elements of visual communication. Signage in retail store divided in 2 categories, the first being institutional and directional, fixed signage is to indicate areas and facilities of the store for example, fitting room, exits, pay station, etc. (Lusch *et al.*, 2011). The signage taken part to alerting customers to fast fashion represented the second categories which includes signage that more flexible and has immediacy in providing information and promoting purchase as known as “point of purchase” providing promotion signage, poster, graphics, etc. For fast fashion POP signage may reflect and reinforce customers on promotion activities.

#### 2.4 Fashion trends and consumer demand

Fashion trends refer to product lifecycle (PLC) management whereby products have limited time in the market place from the introduction to decline (Bruce and Barnes, 2005). There has been decline in length of fashion PLCs that press to retailers to replenish more frequently as they regular need more product ranges to keep up to date. The PLCs of fashion products have declined from months to weeks and even days (Sull and Turconi, 2008; Barnes *et al.*, 2007). Moreover, there has an objective of getting clothing into store within the shortest time possible. This has resulted in an increasing number of “seasons”, and shipping times from suppliers must be taken in to consideration (Mintel, 2002a,b). Companies in the fashion industry are increasingly using time as a factor for enhancing competitiveness. Development cycles are becoming shorter, transportation and delivery more efficient and merchandise is presented “floor ready” on hangers and with ticket attached (Birtwistle *et al.*, 2003).

Consumers have become increasingly in fast fashion, therefore the size of market for fashion products has increased (Bruce and Daly, 2006; Mintel, 2009). As consumers become more confident about fashion, the growth demand for new fashion



product increases and in the UK fashion consumers become changing their styles (Bruce and Daly, 2006; Barnes, 2008). Another research identified the importance of media that influence consumer trends by searching behavior on high street through magazines for idea the latest trends. Celebrities endorsement are driven trends into consumers and important at high street level as fashion consumer look to celebrity as style advisor (Crompton, 2004). In addition, fast fashion is driven by catwalk styles, celebrities and the desire for newness, importantly those items determine by media, which create interest and drive high levels of consumer demand.

## **2.5 Emotional and affective responses**

Emotion is the key factors in affective perspective that affects an individual's subconscious level indicated as internal motivator that makes people feel happy or positive feeling with the things in their minds (Williamson, 2002). Mood-based evaluations are in the individual judgment on products or service (Isen *et al.*, 1978; Schwarz, 1997). Russell and Geraldine (1980) assumed that affect is as individual's internal state contained both pleasure and arousal. Pleasure describes the mental states that human experience as positive, enjoyable and happiness, the pleasure principle explained as a positive feedback mechanism, motivating the organism to recreate in the future the situation. Arousal is both physiological and psychological state of being awake or reactive to a condition of sensory alertness, mobility and readiness to respond. The variations of emotional comprised in different levels between impulse and ordinary buyer. Store environment is a tool to manipulate the affect responses to either enhance or reduce product perception (Derbaix and Abeele, 1985). The positive impact of affective pleasure can increase time spending in the store and purchasing times in term of consumer involvement (Holbrook and Gardner, 1993) and gaining customer share (Babin and Attaway, 2000). An unforgettable feeling can be achieved if the third order emotion of consumer is being stimulated (Williamson, 2002). As a result, intangible issue can provide the positive impact towards the retail environment and encourage spending behavior (Chebat and Richard, 2003). The emotional impact is important on shopper behavior; the impact of pleasure is different from emotional arousal. The previous stimulates consumer to shop has dramatic effects on store image, shopping values and store personality (Roger, 2006).

Once consumers have a particular belief on the attributes of a store, it totally affects the time spent in store (Stoel *et al.*, 2004)





## **CHAPTER III**

### **METHODOLOGY**

The purpose of the present study was to explore the pre-purchase intention of young Thai female consumers for fast fashion products focusing on store environment. According to S-O-R framework that combined with stimulus, organism and response. Stimulus variable is to find out on the store environment elements that interpret emotion to fast fashion consumers. Organism variable is to show how recipient or witnesses feel about fast fashion environment. Response variable is allowed respondents to share their experience of shopping in fast fashion store and discuss the emotion and how they respond. Additionally, this research is to investigate pre-intention stage for fast fashion store environment of young Thai female responses. Moreover, is to explore young Thai consumer behavior effect to store environment. This section will discuss the research design, sample selection, and research instrument.

#### **3.1 Research design**

This paper is using two different kinds of research, which are qualitative and quantitative research. For the qualitative research, this paper is using personal interview by asking general questions and narrow down to the topic of fast fashion store environment based on S-O-R framework. The exploratory method allowed for deep analysis into themes and ideas that may present in the data. Utilizing a grounded theory approach allowed the researchers to discover meaning within the data that emerged inductively (Chesbro and Borisoff, 2007).

Sample questions are the listed below:

1. Do you normally purchase fast fashion products?
2. What are the factors that affect your decision-making?
3. Does store environment affect your purchase and why?
4. Does product display and variety of products categories affect your purchase volume?

##### 5. What is the most attractive factor attracting you to purchase?

Moreover, the duration of interview will be 15 minutes each due to the opened-question. Respondents are freely explained, sharing their experience, suggest and recommend the information about fast fashion store environment. But there are also have the limitation and lack of interviewer experience make the answers are too broad and not get into the point.

The quantitative researches are using the statistic methods starts with the collection of data, based on the hypothesis or theory. In this paper, quantitative method is the tool of survey consumer behavior that is often shopping fast fashion. Moreover, quantitative method can create result accurately in which qualitative cannot measure. In this research provided 10 questions, which support to fast fashion store environment divided in 3 different kinds of questions. The closed question aims to get one of many responses. It is useful when researchers are gathering information about numbers, volumes or how many of something or someone. Prioritizing question aims to get the respondent to rank the order of their answers. The data is collected and interpret onto percentage. The last is scaled question falls between an open and closed question. Respondents are given a scale from 1-10 to use in participant responses and can be calculated into overall contribution.

### **3.2 Sample selection**

This research were recruited 10 respondents for personal interview by young Thai females who aged between 22-30 years old and usually wear fast fashion items, more focus on office employees which combined various occupations and position in the company and also have different of income. Office employees have purchasing power and most of female are willing to purchase. Respondents have difference lifestyle and social environment. So, the result will explore differentiate of response in various age, occupation and position. Furthermore, quantitative research is providing 50 questionnaires by verities of respondents as well.

### **3.3 Research instrument**

The instrument utilized for data collection was questioning route administered during personal interviews. The questioning route includes specific

question in relation to the three stages of S-O-R framework (stimulus, organism and response) to seek the different of response and provide basic questions regarding the participant's apparel shopping behavior. Moreover, this research provided the quantitative questions creating the number and percentage of consumer behavior to fast fashion store environment. Therefore, this paper resulted in both open questions and closed questions. The key elements of good research are usability refers to the ease with which an instrument can be administered, interpreted by the participant. Validity is the extent to which an instrument measures what it is supposed to measure and performs. Reliability can be thought of as consistency. However, there are four general estimators that encounter in research.

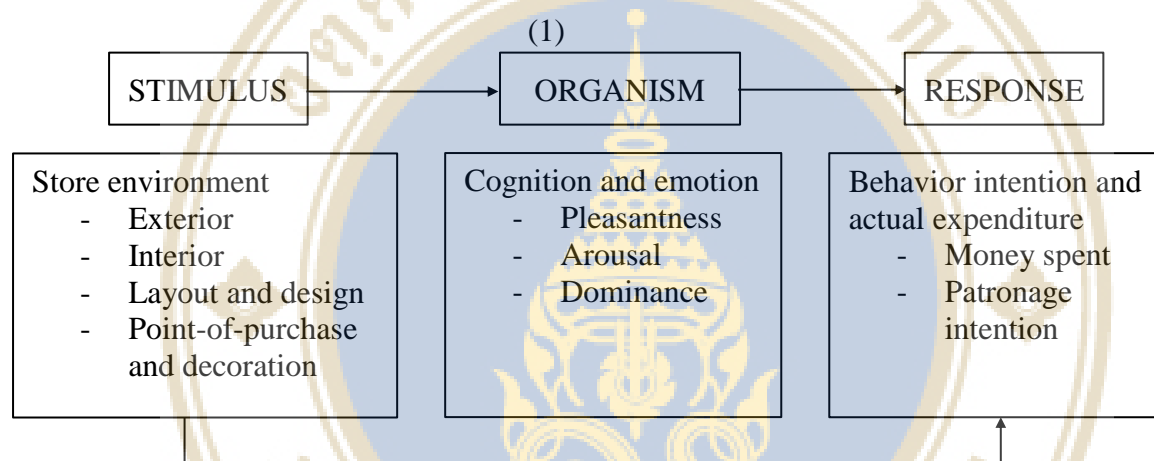


Figure 1. Stimulus-Organism-Response model

The questions are related to S-O-R model in figure 1. Furthermore, respondents have this model to support their answer and suggestion. This model can be explained in both opened-question on personal interview and closed question on questionnaires by using this model involved to fast fashion store environment.

## CHAPTER IV

### FINDING

This section of research through in-depth interview allows respondents to express their opinions regarding to fast fashion store environment. The result reflects that young Thai females prefer to purchase fast fashion, especially office employees for several reasons. And one of the reasons is store environment. In finding section indicated in various opinions and emotion of consumers about store environment.

Due to the S-O-R framework, in this research determined in 3 variables, which are stimulus, organism and response. Respondents explore their emotion and feeling of store environment on pre-purchase stage and shared the experience about the store on pre-purchase stage till purchase stage.

#### 4.1 Stimulus variable

Stimulus is an independent variable significant by exterior, interior, layout and design, point-of-purchase and decoration. These 4 elements affect consumer behavior in pre-purchase stage, and the intention occurred while consumers perceived this elements. Exterior conducted with storefront, window display, surrounding area and entrance.

In the study, the most effective of exterior of young Thai consumer is window display by reason of the first attraction in positive way that appropriate with one's style. Therefore, surrounding area and window display was selected as key elements of store exterior because of their high visibility and key character in attracting consumers into a store (Sen *et al.*, 2002). Due to fast fashion store in Thailand are in department store whereby the neighbor stores were effecting as well. Moreover, if the store were placed in wrong categories, that can be factors to confuse consumers. These components are ease of control for fast fashion stores to improve their exteriors.

*"I usually go to fashion zone because there are many choices for me and when I get into a department store. Zara is my first place to go" [Participant 1]*

In addition, window displays parallel with consumers' self-image were successful in attracting consumers. In previous study claimed that larger window display were more successful in attracting consumers' attention compared to the small window display. Moreover, the sales increased when stores used window displays compared to no window display (Edward and Shackley, 1992).

The result in this research found that young Thai female consumers are more likely attracted to window display with nice decoration and display new arrival items, which is the same as existing researches. These elements draw consumers to get into stores; at least they have a positive store experience.

*"Sometimes, I go take a look around in the shop like all the girls love to do, then wait until end of season sale. But if I found the item that I really like it. I have to get them by today."* [Participant 4]

The brands are related to store as well, due to each brand have their own identity and fast fashion consumers have difference lifestyle. The communication tools in store have to be cleared and creative to target consumers and future consumers.

Fiore et al, (2002) reported a positive effect in store environment on pleasurable experiences and approach responses and the links of S-R, O-R and S-O-R were support in their study. In addition, this research found that young Thai female consumers prefer the style coordination store made it easy to browse and good mix and match. Moreover, the good combinations of mix and match with store decoration and fast fashion items gain consumer intention to purchase more.

Visual merchandising is importance to store as well during the promotion. In this study, we focus on store environment to promote the shop campaign not the other media. Young Thai female preferred to shop in this period and store should be well prepared. In this marketing campaign are impulse consumers to purchase more.

Besides, quantitative results, the most attraction to young Thai consumers in fast fashion products are promotion signage, layout and design of the store, interior design and the least attraction is exterior design. Due to the regulation of department store make exterior design such as, window display and entrance has a limitation to design. Not likely in other countries which some of fast fashion stores are located outside department stores and these stores had least limitation compared to the department store.

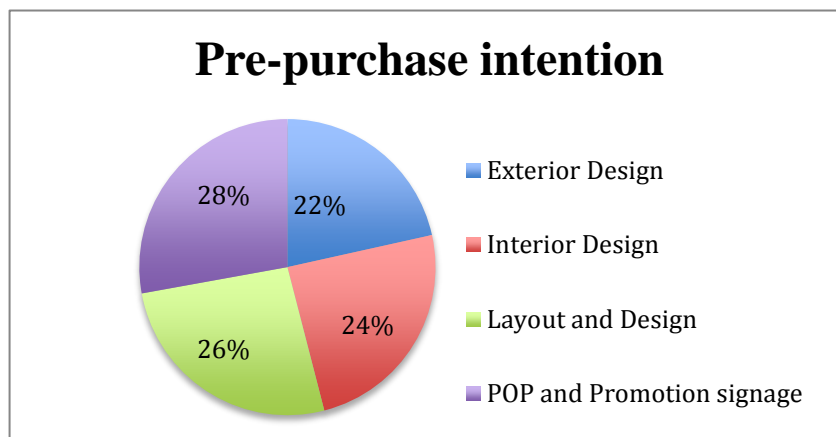


Figure 2. Pre-purchase intention attractive contribution

Figure 2 shows the percentage of attractive contribution of young Thai female in fast fashion store environment. The most attractive is Point-of-purchase and promotion signage (28%), The second attractive is Layout and design (26%) which are nice store zoning by category and easy to seek. The third attractive is interior design (24%) by mood and tones of brand identity. The least attractive is exterior design (22%) because of department store regulation. So, there are limitation between the brand and department store. For the overall picture, young Thai female pay attention to store environment more than 75%.

#### 4.2 Organism variable

Organism is dependent variable, which represent output or effect of the experiment. These variables are significant by pleasantness, arousal and dominance. The pleasantness refers to the degree of happiness, pleased, impress, satisfied or contented. The arousal identified feeling of stimulation, excited, frenzied and relaxed. Dominance relates to customers being in control or lacking control (Mehrabain and Russell, 1974), which there are difference emotions of consumers.

Respondents perceived these 3 elements in difference way in various emotions. Some of them expressed in pleasantness, they feel happy while shopping and they are willing to spend time in the store. The impression of the overall store and perfect combination with fast fashion items, allow consumers to purchase by their surroundings. The arousal was happening in a group shopper, they are effect more than single shopper because it feels more exciting to share emotion to each others.



Moreover, the last element occurred in promotion period or end of season sales, according to the prices are very attractive and affordable.

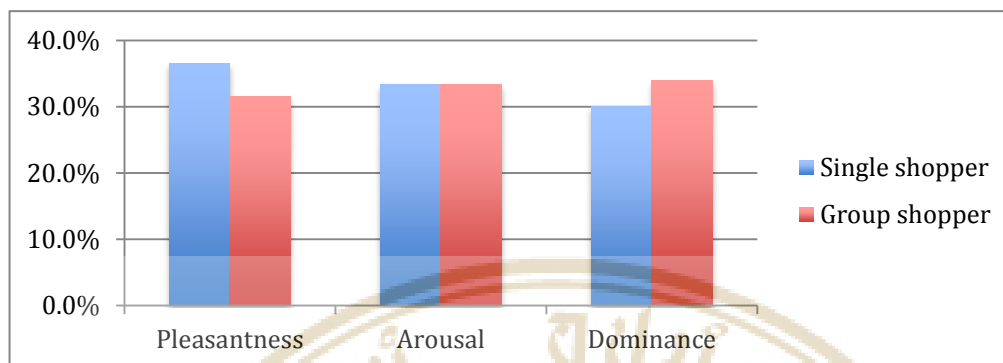


Figure 3. The comparison between single shopper and group shopper

Figure 3 resulted in consumer emotion between single shopper and group shopper that are a little difference response to store environment. This investigated a group of shopper has more dominance than single shopper, due to the convincing from friends and dominance of single shopper is promotion or salesperson.

The factors of all 3 elements are important to consumer behavior, there are related to stimulus variable. It linked to the emotional of consumer because the store environment can gain the intention to purchase. Hence, bad store environment has affected directly to consumer decision-making.

*“One day I went to the shop and the store was very messy because lots of customers that day and staff couldn’t keep it the right place. So, I just walk away without any pieces” [Participant 3]*

Organism is affected from stimulus variable and these 2 variables linked to response that can be measure by sales revenue. The higher sales involved with many factors and one of these factor is store environment, with included store exterior, store interior, layout and design, point-of-sale and decoration. Hence, these factors are effect consumers’ organism as well.

There are variety factors that attract consumer intention of purchasing fast fashion. According to the trend of fashion and celebrities endorsement is the key factor of going to fast fashion store. The second important factor is during to promotion period, it can be promotion signage inside store, and member card or

promotion sign in department store walk way. The third important factor is good mix and match of product display; it can gain the purchasing volume as well. Brand reputation is occurred when the brand launch new collection or the brand are famous among friends and co-workers. Sale person and good service are also important to fast fashion consumer because there change collection every month. If the sale person represent to customer, these group of customer have a chance to purchase. Hence, these are all related to store environment.

If fast fashion store has new arrival items or promotion period, store environment is a tool to communicate with customer combined in 4-stimulus elements, which are exterior design, interior design, layout and design, point-of-purchase and decoration.

#### **4.3 Response variable**

Response variable is dependent variable of behavior intention and actual expenditure. In this variable explained in 2 elements, money spent and patronage intention. The response variable is an effect from stimulus and organism, and resulted by product purchase or intention to purchase. The successful of store is high sales revenue, which can be involved in many factors.

The money spent is when consumers decide to purchase products. Social and design factors positively influenced pleasure. Ambience positively influenced arousal. Pleasure positively influenced money spent and liking the store. Arousal positively influenced money and time spent and the number of items purchased in the store. Promotion period caused consumers purchase more than regular, due to the prices are cheaper make consumers impulse purchase. Hence, consumers are willing to spend longer time in store and it makes opportunity to purchase. Therefore, signage and merchandising in promotion period are important and produce effect to consumer find easily.

*“Mix and match in the store display are effect my decision making. Sometimes, I just want to buy a shirt but at the shop, they match with skirt and scarf. That makes myself want to buy all pieces. They matched all together very well.” [Participant 9]*



Point-of-purchase and decoration is stimulus variable are a key success factors during promotion period. It conducted with signage, products display and price. Due to price during promotion period is very attracted to consumers but P-O-P is to support both consumers and sales staff to increase sales. The important purchase intention of fast fashion is good products and in trend, it can support by celebrities or model. The second important purchase intention is a nice promotion, consumer prefer to purchase as reasonable price, sometimes fast fashion product in Thailand are more expensive comparing to cost of living and also different from other countries because fast fashion are cheap comparing to their cost of living.

#### **4.4 Recommendation**

Findings were analyzed the pre-purchase intention of young Thai female consumers aged between 22-30 years old for fast fashion products. Due to the elements of finding part were resulted clearly and suggestion from respondents. In this research explored the expectation of consumers to fast fashion brands. Therefore, in the content is useful directly to the brand to develop in the future by consumer attitude understanding.

The store environment is important factor; due to the brand had many communication channels to consumers. Stimulus variable combined an exterior, interior, layout and design and point-of-purchase and decoration. However, fast fashion store in Thailand mostly in department store. So, they have limitation of these exterior elements from department store policy. Thus, some international brands have to follow the instruction from overseas head office. It might be obstacle of the brand as well. The brands tried to improve and develop to suit with Thai market.

Another idea for the international brand is the size of clothes because Thais are Asian size and there do not have enough stock of small size to support customers. These are the comments of respondents' suggestion.

Window display and good merchandising are the key factors to develop the store. The environment and store atmosphere are important as well to make consumers purchase fast fashion. Therefore, the brands should focus more on physical and tangible attributes in overall surroundings. Store layout should be well managed, easy to find by categories and clean. Well trained to sale staffs is also important to

support while consumers come to the shop. Sale staffs should have knowledge of the products and arrange the items to the right place. Moreover, window display should concentrate because the cycle of fast fashion is very fast and release many collections during quarter. Sale staffs are responsible to change new arrival collections on window display or during promotion period. Signage is another tool to communicate directly to consumers; the brands should provide clear signage with a good design to match with products.

Recommendation is useful to the brand to develop and improve their store and focus on exterior, interior, layout and design, point-of-purchase and decoration to support consumers. Moreover, during promotion period brands need to hire more staff to take care and service consumers.

#### **4.5 Research limitations and further studies**

There are several limitations of this research. In term of search qualified participants in limited of time, and also less experience of interviewer. Moreover, consumers have less detail in store environment because they focus more on items, not their surroundings. Hence, interviewees have different background, occupation and position in the company that impact of aesthetic background on affective response. Interviewer has less experience, there a several mistake during the interview and take long time. In addition, the detail of store should discuss more in sales staffs for furthers studies. For the future, it is recommended that a diversity of store function should focus on sales staff and their behavior. In Thailand, sales staffs are also important, not the same as overseas countries. The further research is to investigate product acknowledge and personality of sales staff and their responsibilities do effect to consumer behavior and purchase.

## CHAPTER V

### CONCLUSION

This section gathered information from the respondents to clarify the pre-purchase intention of young Thai female consumers aged between 22-30 years old for fast fashion products. The main purpose of this study was to investigate the affect of S-O-R framework (stimulus, organism and response). The key contribution of this stimulus variable is point-of-purchase and decoration including promotion signage.

The objective of these findings for fast fashion is the brand could increase sales revenue by using this research to develop the brand and gain new consumer and increase patronage intention to the store. During the promotion period, store should provide the tool communications that attract to consumers. For example, nice decoration in window displays, big and clear sale signage and etc. In addition, the styles can be copy from runway, celebrities or widely trusted fashion opinion leaders. During the promotion period is an opportunity to increase sale due to fast fashion product price in Thailand is more expensive than local brand. Also the brand reputation make consumer feel affordable with the price, style and quality.

The interior design, exterior design and layout are also important to the store environment and brand image. The nice store decoration is more attractive to consumers. The brands should keep up to date their items and put the new collection in window display. Moreover, the good mix and match is another chance to sell more than one item. So, the brand should focus in this as well.

The impacts from store environment, window display, mix and match style of the brands is the key factor to draw consumers into the store. Also, clear and easy to understanding signage. Moreover, attitude toward this group is to look professional at work place and looks proper due to their position in the company and fashion trend.

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