MULTI-BRAND CLOTHING STORES: HOW DO CUSTOMERS MAKE PURCHASE DECISIONS?

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A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2023

Thematic paper
entitled
MULTI-BRAND CLOTHING STORES: HOW DO CUSTOMERS MAKE PURCHASE DECISIONS?

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
April 29, 2023

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ACKNOWLEDGEMENTS

I offer my sincerest gratitude to my thematic advisor, Professor Simon Zaby, for his unwavering guidance and support throughout the drafting process of my thematic paper on Multi-Brand Clothing Stores. Additionally, I would like to extend my thanks to the faculty and staff at Mahidol University's College of Management for providing me with essential knowledge and the motivation to write this paper.

My utmost appreciation also goes out to all the participants and friends who contributed information and valuable opinions to my research. Through their generous contributions, I gained a valuable insight into the topic that I would never have seen without them. I am truly thankful for the surveys and findings that have taught me so much, and for making this paper possible.

Finally, I want to express my sincerest thanks to everyone who offered assistance to me in the writing of this paper. Your support and expertise have been greatly appreciated and have been of tremendous help. I am incredibly thankful for your assistance.

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M.M. (MARKETING MANAGEMENT)

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ABSTRACT

A multi-brand store is a retail outlet that provides a "one-stop-shop" experience by exhibiting a variety of online apparel brands in one physical location. The study aims to investigate in-store shopping experiences and indoor environmental quality as the most influential predictors of purchase intention and perceived value of multi-brand fashion stores. This research also seeks to identify which consumer decision-making styles are most likely to shop at multi-brand stores. Understanding this is important for fashion retail businesses, as online e-commerce has seen a consistent increase and is expected to continue rising in the coming years. The findings of this research can provide valuable insights to develop strategies.

The quantitative method was carried out using a survey with 120 responses as the sample size. The results revealed that hedonic experience and sense of belongingness were the most influential factors for purchase intention. Immersive and escapist experience affect the perceived value of a multi-brand store. Furthermore, key consumer decision-making styles that were found to be associated with multi-brand shopping were novelty-fashion conscious, recreation, conspicuity, reliance on celebrities, and exclusivity. The findings suggest that retailers should strive to enhance their store's layout, lighting, and acoustic environment by leveraging music, design, fragrance, and friendly service, as well as using eco-friendly brands to bolster the store’s exclusivity and build a sense of brand community.

KEY WORDS: Multi-brand store/ Purchase Intention/ Perceived Value/ Decision-Making Style, Indoor Environmental Quality, Shopping Experience

87 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

With the rise of online e-commerce and the internet, it has become more challenging for clothing retail outlets to attract customers. According to the International Trade Administration (ITA, 2021) and J.P. Morgan (2020), Thailand's B2C e-commerce business has increased consistently since 2017 and was valued at more than $27.7 billion in 2019 as shown in figure 1.1. Its growth is anticipated to continue at an annual rate (CAGR) of 7.7% through 2023. Its expansion is fueled by factors such as increasing internet access, mobile phone use, enhanced logistics, and e-payment systems. The COVID epidemic has also had a significant influence on the present e-commerce scene in Thailand, where the increased convenience of these services and customer confidence in online buying are the primary drivers of adoption (ITA, 2021). Customers may now choose to purchase online, which is often more convenient than doing so in a real store. Understanding why customers choose to come to their location over an internet retailer is of paramount importance for the fashion retail store business.

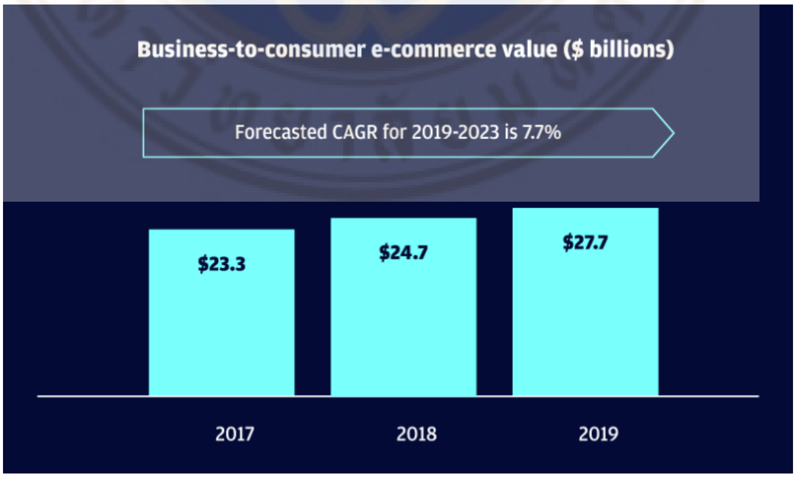

Figure 1.1: Thailand’s business to consumer e-commerce value

Source: J.P. Morgan (2020)

Some argue that despite the assumption that customers are inseparable from their digital gadgets and satisfied with online buying, they continue to visit physical businesses (Mintel, 2017, 2018). Customers may be seeking more than simply convenience when purchasing fashion, for instance, since fashion is a unique commodity. Customers may want to experience the distinct style of a brick-and-mortar establishment. Past research indicates that customers visit physical shops for multisensory pleasures, including recreation, relaxation, direct brand connection, human engagement, and browsing (Kent, 2007; Dennis et al., 2012; McCormick et al., 2014; Spence et al., 2014). Thus further, it may be stated that the physical retail experience remains highly valued (Alexander & Blázquez, 2018).

In recent years, structural developments in the retail environment have altered the appearance of conventional brick-and-mortar establishments. The rise of e-commerce and the increasing popularity of online shopping have forced retailers to adapt and find new ways to attract customers to physical stores. As a result, many retailers are now focusing on creating immersive experiences that cannot be replicated online.

For instance, various retailers have announced the closure of underperforming shops in the United States. According to some estimates, almost 6,000 shops shuttered in 2017, and an additional 3,600 closures were anticipated in 2018. (Business Insider, 2017, Fortune, 2017). Yet, brick-and-mortar retailing's future is not altogether dismal. Conventional retailers such as Target and TJ Maxx have announced the establishment of new storefronts with lower footprints. Malls, which have been in decline for decades, are reinventing themselves by emphasizing customer experience, entertainment, technology, and design (McKinsey, 2014, 2017). On the other hand, only online shops such as Amazon, and Wendy Parker have created physical locations emphasizing on consumer involvement and experience value. Amazon, the online retailing giant, is establishing pop-up stores, bookstores, delivery lockers embedded in stores, e.g., Amazon Go, where there are no cashiers or registers and customers can charge their purchases to their Amazon accounts as they shop (Business Insider, 2018). This trend of online retailers opening physical stores shows the importance of providing a seamless shopping experience across all channels and highlights the potential for online and offline retail to complement each other.

A multi-brand store is a retail outlet that sells products from different brands and designers under one roof. For example, the Matchbox multi-brand store in Bangkok features a variety of fashion labels and products (Figure 1.2). Matchbox provides customers with an access to a variety of products from emerging and independent designers, many of which are gaining popularity on social media and in local markets. Generally, these multi-brand stores offer customers the convenience of shopping for different brands in one place.

Figure 1.2: Collage of Matchbox multi-brand store

Source: Matchbox (2017)

In Thailand, multi-brand stores are becoming increasingly popular (Selly, 2018). Club 21 began operating in Thailand in 1994 (Club, n.d.), while "Wonder Room" launched their first multi-brand store in Thailand in 2013 (Onyusheva & Kaewpradit, 2017). Exhibit Space and Siwilai came immediately after that (Exhibit, n.d.; Siwilai, n.d.). A wide variety of mid-range to low-cost multi-brand stores, however, didn't start to appear until 2015. SOS and Another Story were the first to do so (Smeone, 2020; Another, 2020), followed by CAMP BKK, Fablab, Matchbox, Hofstore, Gloc, and Aland in 2017 (Camp, 2016; Fablab, n.d.; Matchbox, n.d.; Hofstore, 2017; Gloc, n.d.; Inside, 2017) and The Selected in 2018 (BK, n.d.). These are the most popular ones and in fact have recently begun to appear as these shops gain more and more popularity. Figure 1.3 illustrates the timeline of prominent multi-brand stores entering the Thai market.

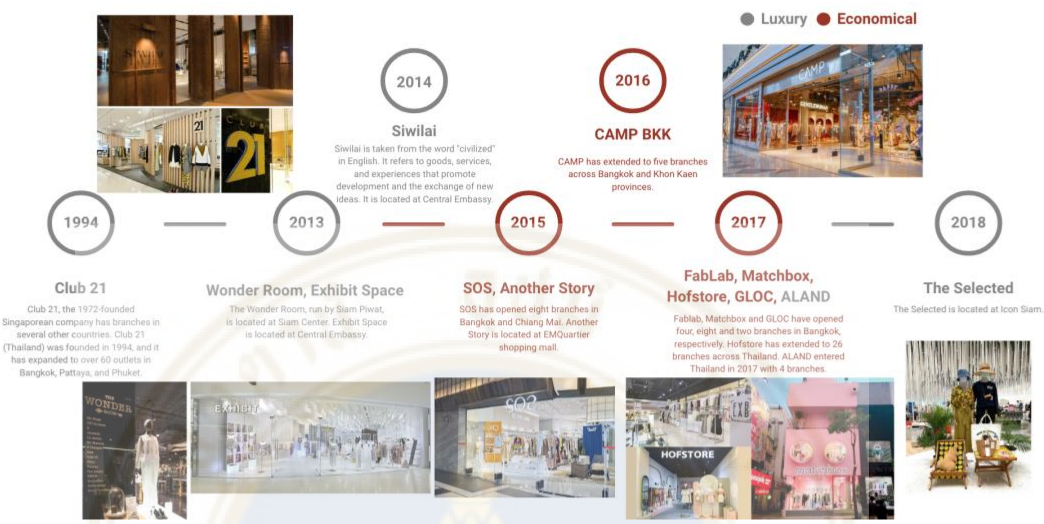

Figure 1.3: Timeline of multi-brand stores start operating in Thailand

Source: Illustration, images are collected from several websites (Sanook, 2015; Cities, n.d.; Embassy, n.d.-a; Embassy, n.d.-b; XO, n.d.; Porko, 2016; Matchbox, 2017; Siwika, 2019; Camp, 2020; Selected, 2022)

One of the reasons for multi-brand stores gaining popularity is that it is quite expensive to create a retail shop; hence, many emerging designers do not have their own retail locations. Although the majority of them market and distribute their goods online, many buyers have negative experiences when purchasing fashion items in this manner. For instance, clothing that does not fit correctly or whose colors do not match what was seen on the screen (Onyusheva & Kaewpradit, 2017). Therefore, the authors also argue that it is fair to assume that e-commerce cannot yet completely replace the fashion business, and due to the fact that they enable shoppers to try on things physically, retail shops are still vital. Furthermore, multi-brand fashion shops provide buyers with additional options and the ability to mix and match things in one location (Onyusheva & Kaewpradit, 2017).

Furthermore, Sharpener (2020) states that Thais are well-known for their shopping skills. While the e-commerce sector has seen considerable growth, social media networks have spurred social commerce, and fashion items are especially popular, but Thais' offline shopping habits remain strong, as they also flock to offline stores to purchase online goods. This has given rise to the popularity of multi-brand stores, which are similar to mini-malls in that they sell a range of items, including clothing, bags, shoes, and accessories. In 1997, Collette in France was the first store of its sort, whilst ALAND in South Korea was the trendsetter in Asia. In Thailand, Wonder Room was the first local multi-brand Shop, subsequently followed by SOS, CAMP, and Matchbox, which today have widespread consumer recognition (Sharpener, 2020).

It is essential for marketers to understand the components within multi-label/multi-brand retail stores that influence customer behavior, in order to develop more effective marketing strategies and managerial decisions. This research seeks to answer the following research questions: (a) what factors induce customers' intention to purchase fashion apparel in these stores, and (b) what elements affect customers' perceived value of such apparel? (c) what kinds of decision-making styles do their customers possess?

The research centers on Thai multi-brand stores of ready-to-wear fashion items by exploring the in-store shopping experiences, decision-making styles, and interior environmental quality as the most influential determinants for perceived value and purchase intention for Thai multi-brand stores. The Quantitative approach was conducted using an online questionnaire with 120 responses as the sample size.

CHAPTER II
LITERATURE REVIEW

This literature review provides an overview of multi-brand stores in Thailand, prominent examples (2.1). The study will delve into the three main facets influencing the Thai multi-brand stores' buying intention (2.2) and perceived value (2.3). These comprise indoor environmental quality (2.4), in-store leisure shopping experience (2.5), and consumer's decision-making styles (2.6).

2.1 Multi-brand store

There are several types of retail shops, including flagship stores (mono-brand stores), multi-brand fashion stores, department stores, and, more recently, internet retailers (Onyusheva & Kaewpradit, 2017). Phadungwatanachok and Fernando (2019) describe the concept of multi-brand stores in Thailand as "from the internet to shelf." This notion means that multi-brand stores aggregate various online brands, such as local clothing brands from Instagram and Facebook, and bring them into one physical location. This is referred to as the "Instagram to Shops" concept. In general, multi-brand shops provide a diverse selection of labels, ranging from independent to premium apparel. Notably, the phrase "multi-brand" or "multi-label" is mostly used in Asian nations, and the "concept store" prevalent in France and Italy is the closest parallel to this sort of business (Sharpener, 2020).

Concept stores, similar to conceptual fashion where an idea is as essential as the apparel itself, often contain carefully chosen assortments from various designers and brands centered on an aspirational lifestyle concept (Geczy & Karaminas, 2019). The authors also added that this theme is often characterized by customization, personalization, experience, community, and curation, making them excellent locations for discovery with continually changing items or narratives. 10 Milan's Corso Como was the first concept store to open in 1991; the concept shop sometimes includes a café/restaurant and other experience places to cultivate a following around the lifestyle it represents. Similarly, Colette in Paris (which closed in 2017) was a worldwide recognized concept shop founded in 1997 on Rue Saint-Honore by Colette Rousseaux. It was recognized for its partnerships with famous brands like “Chanel, Hermes, Yves Saint Laurent, and Balenciaga;” it carried a variety of clothing from streetwear to periodicals, electronics, music, and art; and it became associated with luxury fashion and the lives of the affluent and renowned (Geczy & Karaminas, 2019).

Figure 2.1.1: Collage of Colette concept store

Source: images from online (ARCC, n.d.; Bookworm, 2022; Descombes, 2022; Miha, 2017; Potorti, 2017; Witte, 2018; Zargani, 2017)

A multi-label fashion shop or multi-brand clothes store is a retail outlet that carries a variety of fashion labels, sometimes including its own (Onyusheva & Kaewpradit, 2017). Club 21, which was founded in Singapore approximately 45 years ago, is a well-established multi-label clothing store in South-East Asia. Club 21 carries upscale brands such as “Lanvin, Marni, Carven, Marc Jacob, Proenza Schouler, Alexander Wang, and 3.1 Philip Lim.” Some multi-label fashion stores are more focused on local labels, allowing local designers to promote their collections without the cost of building a flagship location (Onyusheva & Kaewpradit, 2017). In 2013, the first Thai-owned multi-brand shop titled "Wonder room" was established in Thailand. After that, several stores adopted this business strategy. Following 2015, the popularity of multi-brand stores such as “SOS, FAB LAB, HOF, CAMP, and Matchbox” increased (Phadungwatanachok & Fernando, 2019).

There are several multi-brand shops in Thailand, which may be categorized as either luxury or economical. According to Chatikavanij (2019, April 12), Exhibit Space and Siwilai, which are located in the luxury space of the Central Embassy, ALAND, which is a multi-brand store from South Korea, Club 21, which has young international designer brands, and The Selected, which is located in the luxury space of Icon Siam, are the multi-brand outlets that carry a carefully selected collection of luxury brands and offer unique designer apparel and products. According to SME Thailand (2018, July 30), Matchbox, SOS - Sense of Style, CAMP BKK, FABLAB Multidesigner house, HOF shop, Another Story, and GLOC are the most popular and recommended multi-brand stores where new local clothing companies are welcome to sell.

Figure 2.1.2: Collage of multi-brand stores in Thailand

Source: images from online (Zapp, 2017; Job, n.d.; Puttes, 2017; Camp, 2020)

Well-known multi-brand retailers like Matchbox, SOS, and CAMP have primarily used two revenue strategies to increase their profits (Longtungirl, 2020). The first is consignment, where they consent to stock garments from different brands and designers and then sell them from their store for a portion of the retail price, commonly referred to as the gross profit percent. Another approach that these retailers employ is an area leasing system, in which they lease out display spaces in their establishment to different brands and designers. It enables companies to display goods without having to buy or maintain inventory because multi-brand store sellers are in charge of the selling and upkeep of the goods. With this approach, they may choose from a wide range of products without having to pay the prices for purchasing, stocking, and shipping them. In conclusion, multi-brand stores offer a wide range of clothing to their customers while also maximizing their profitability by utilizing two different revenue models (Longtungirl, 2020).

The study of multi-brand stores in Vietnam (Onyusheva & Kaewpradit, 2017) offers key insight into how current shopping experiences can affect future buying decisions. It identified four key elements that influence subsequent purchases: the pleasurable shopping environment, meeting customer expectations, interactive store surroundings, and shopper happiness. Collectively, these areas point to a positive customer experience as a key indicator for future spending. Additionally, a consumer's age, gender, level of education, and social position might influence how they view and anticipate something from a multi-store fashion shop. Therefore, it is essential that merchants target certain customer groups when picking the products or brands to sell. Thus, examining the customer's perception of the value of a multi-brand shop and utilizing the aspects that might have a specific influence on perceived value and purchase intent could be advantageous for all multi-brand store stakeholders.

2.2 Purchase intention

Purchase intention is a metric that quantifies a customer's conviction in their choice to purchase a product or service (Moslehpour et al., 2022). In today's quickly changing business environment, price is not the only relevant element; variables such as the quality of the products and services given to clients also play a part in deciding purchase intent (Lestari & Roostika, 2022). Purchase intention is an attitude variable used to predict the future contribution of customers to a brand; it indicates consumers' interest in and probability of purchasing a product (Lv et al., 2021). Purchase intention is a common marketing indicator used to evaluate marketing efforts' effectiveness and estimate sales and market share (Nugroho et al., 2022).

2.3 Perceived value

Customers' perceived value may be understood from several perspectives. Perceived value, according to Zeithaml (1988), may be thought of as the "consumer's total judgment of the usefulness of a product (or service) based on perceptions of what is provided and what is obtained." The author described this evaluation as a contrast between the "receive" and "give" elements of a product or service. The most typical definition of value is the balance or exchange between quality and price, which is a phenomenon known as value-for-money (Sweeney & Soutar, 2001). Chang et al. (2012) also proposed conceptualizing customer-perceived value as the customer's total evaluation of what is gained and what is provided (sacrifice) by one provider in comparison to other rivals.

The authors also added that customers reach this conclusion by weighing product quality, service quality, price competitiveness, and shopping experience; and customer satisfaction is the result of a need-satisfying experience, which is the concept of value (Chang et al., 2012). Other scholars have also argued that defining value as a simple balance between quality and price is an oversimplification (Bolton & Drew, 1991). The argument indicates that present value conceptions are excessively limited and that integrating aspects other than cost and quality will increase their use.

To better appreciate how purchasers evaluate products and services, researchers have developed a comprehensive model of perceived value. Sheth et al. (1991) provided a complete theoretical framework of perceived value, which focuses on the various "consumption value" dimensions that customers consider when evaluating an item or service. The model outlines five elements of utility: social, emotional, functional, epistemic, and conditional value. These elements determine a customer's decision to purchase or not purchase a product, as well as to select a specific brand or product type. Their study was confirmed by an in-depth examination of economics, social psychology, and clinical psychology, providing the proper foundation for expanding value theories. Based on this framework, to measure consumers' perceptions of the value of a durable goods item at the store level, Sweeney & Soutar (2001) created the perceived value scale (PERVAL). The measure aims to identify the consumption values that influence consumers' attitudes and behaviors while making retail purchases. PERVAL scale is a four-factor construct, including emotional value, social value, quality/performance, and price/value for money factors. The emotional value of a product is determined by its ability to evoke an emotional or affective response. Social value refers to a product's ability to bolster one's "social self-concept" and can be beneficial for the user. Functional value based on performance or quality is the advantage of purchasing a product with perceived quality and desired performance. Finally, functional value in terms of price and value, is the benefit derived from a product by having lower perceived short- and long-term expenses (Sweeney & Soutar, 2001).

Perceived value is a crucial marketing term because customers are drawn to things that they perceive to be valuable (Zeqiri et al., 2022). With store image taking into account the quality and diversity of the retailer's products and services, Žemgulienė (2022) explores the effect of store image and consumer attributes on the significant retail outcomes, the findings demonstrate that a favorable business image correlates to an increase in the merchandise's perceived value. The links between perceived value, purchase intent, and consumer satisfaction have been extensively explored in several situations. It has been shown that perceived value has a substantial effect on customer satisfaction and purchase intention (Winarko et al., 2022). It is consistent with the findings of Kusumawati & Rahayu (2020), noting that quality experience has a large influence on customer perceived value, and customer perceived value has a major impact on customer satisfaction and customer loyalty.

2.4 Indoor environmental quality

According to Mujeebu (2019), the term "indoor environmental quality" (IEQ) refers to a topic that comprises a variety of sub-topics that impact human living inside a structure. These include "indoor air quality, lighting, thermal comfort, acoustics, drinking water, ergonomics, electromagnetic radiation, odor," and a multitude of other aspects. Multiple aspects, including layout, air, lighting, temperature, and acoustics, may impact the quality of an interior environment (Kang et al., 2017).

Five main factors of IEQ (office layout, air quality, thermal environment, lighting, and acoustic environment) greatly impact occupants' overall contentment with their surroundings and productivity in open-plan workplaces, according to a study of the relevant literature stated in the study of Kang et al. (2017). Personal space, furniture comfort, and equipment have a role in occupant opinion of workplace layout. Ventilation and air freshness are crucial factors in determining air quality satisfaction. Temperature, relative humidity, and air velocity comprise the thermal environment, whilst natural and artificial light influence the visual comfort of the lighting condition. Regarding the auditory environment, noise is the most obvious component that degrades the quality of the surroundings. The study of Kang et al. (2017) investigates these five major IEQ components in order to investigate their influence on occupant productivity, and developed the measure with these five aspects, which is also utilized by Dang et al. (2021) in their investigation of IEQ's effect on retail store shoppers' intent to purchase.

There is practically little research on the impact of indoor environmental quality (IEQ) on customer's perceived value and purchase intention at the multi-brand retail store. However, substantial study has been conducted on the IEQ and its implications on job productivity and human comfort in open offices. IEQ becomes a crucial component affecting the health and productivity of individuals (Mujan et al., 2019). A high IEQ shows that individuals may enjoy a pleasant and satisfying environment. This will increase good behavior in living and working environments (Kim et al., 2019).

Nsairi (2012) states that creating a retail atmosphere that stimulates the senses, interactions, and imaginations of consumers is essential for enhancing the perceived value of the business and fostering a pleasant browsing experience. As a consequence, consumers will be absorbed and involved. According to Nsairi (2012), the shop environment may also have a beneficial impact on quality and economic value, making it a crucial aspect in giving consumers a great and memorable experience. Donovan & Rossiter (1994) found that emotional reactions caused by the shop environment may influence the amount of time and money people spend in a store, which has practical implications for merchants. Their research demonstrates that the pleasantness of a retail store's atmosphere has a considerable impact on sales.

In the context of a physical shop, customers' views of brand value are also influenced by the real store environment. When shops create a luxurious, sophisticated, and pleasant interior atmosphere, consumers often assign a high brand value to the brand (Levy & Weitz, 2016). In contrast, when consumers shop in an inadequate physical area, they may perceive the retailer as having less value and a negative reputation. As an example, customers have a negative perception of warehouse-club merchants owing to their low-priced merchandise and lack of attention to the indoor environmental quality (IEQ) of their establishments (Kotler & Armstrong, 2018). As past studies suggest that store environment can influence perceived value, IEQ could be an influential factor that leads to an intention to purchase. In addition, examining IEQ might aid in determining what accounts for a nice atmosphere and how merchants can build one in a cost-effective manner.

2.5 In-store leisure shopping experience

The idea of seeing consumption as an experience instead of a single event or choice was looked at in more depth. Pine II & Gilmore (1999) claims that people, corporations, and economists have grouped experiences with common services such as dry cleaning and vehicle repair. In fact, purchasing a service entails receiving a collection of intangible tasks performed on your behalf; buying an experience, on the other hand, allows individuals to participate in a variety of important moments that are designed as if they were a theatrical performance - meant to make people feel deeply engaged. Numerous experiences are driven by technology, and competition is rising, necessitating more differentiation. This may be observed in the progression of economic value from commodities, to products, to services, and finally to experiences. Increasing wealth has also contributed to the growth of the experience economy. Tibor Scitovsky, an economist, observed that when people's income increases, they prefer to celebrate more special events with spectacular feasts. The author points out that it is a similar pattern with purchasing experiences; for instance, people eat out more often in experiential locations and even consume more "festive" coffees. However, some businesses mistakenly believe they are in the "commodity industry," despite the fact that their product has more value than a pure commodity. It is because they fail to comprehend what distinguishes their product from a real commodity (Pine II & Gilmore, 1999).

Traditionally, shopping in-store has been seen as a pleasurable (Jones, 1999) and social activity (Borges et al., 2010) in which consumers experience feelings of escape and exhilaration (Arnold & Reynolds, 2003). Moreover, the extent to which customers get "lost" in the act of shopping (Wang & Hsiao, 2012) and obtain new information (Arnold & Reynolds, 2003) are also significant aspects of the in-store buying experience. Furthermore, leisure experiences when shopping involve a range of "psychological, emotional, sensory, and behavioral reactions that shoppers experience during interactions with people, items, processes, and environments in a retail context" (Bagdare & Jain, 2013).

Triantafillidou et al. (2017) aimed to enhance the knowledge of the in-store leisure shopping experience by including characteristics that had been neglected in previous research. The seven-factor framework suggested by Triantafillidou & Siomkos (2013) was utilized to assess the experiential components of leisure shopping in conventional fashion businesses. It has seven dimensions: hedonic, flow, escapism, challenge, learning, socialization, and communitas. Their findings show that shopping in the analyzed fashion retailers induced modest levels of hedonic, flow, socializing, and communitas sensations. In addition, shopping in these establishments was not characterized as intensely escapist, educational, or adventurous. This ordinariness of in-store encounters may be attributable to a variety of factors, including the characteristics of customers, the atmosphere of the shops, and the broader economic condition (Triantafillidou et al., 2017).

Luk et al. (2013) explain that consumers look for both hedonic and utilitarian rewards from their shopping excursions. Hedonic value is all about the emotion and mental aspects of shopping; while utilitarian value is focused on achieving the goal efficiently. It is elaborated that people tend to approach shopping with a goal-oriented, rational mindset to get utilitarian value, while also enjoying the joy and thrill of the whole experience for hedonic value. Luk et al. (2013) also note that retailers with high search quality, such as apparel retailers fall in hedonic retail categories. They found that customers in hedonic retail categories associate service quality with their pleasure and place a higher value on it than those in utilitarian retail categories. Therefore, the study suggests that managers should concentrate on enhancing service quality to enhance consumers' perceived value and their level of satisfaction. In general, the parts of experience derived from this consuming experience are seen as crucial for conceptualizing the perceived values (Sweeney & Soutar, 2001). Thus, investigating which aspects of the leisure shopping experience contribute to a customer's high perceived value and subsequent buy intent might provide greater insight.

2.6 Customer’s decision-making style

Consumer decision-making style is a cognitive trait used to characterize the act of purchasing (Sproles & Kendall, 1986). Additionally, it is also known as consumer shopping orientation (Goswami & Khan, 2015). By putting customers into typologies based on their psychographic characteristics (Nayeem & Casidy, 2015), marketers are able to understand important parts of the customer's personality, such as what drives them to buy, what they like, what they believe, and what they value (Schiffman et al., 2008). This knowledge of customer buying behavior enables marketers to design marketing strategies that identify target markets and find particular features that fit the demands of consumers with similar profiles (Knowles & Castillo, 2011; Schiffman et al., 2008).

The Consumer Style Inventory (CSI) The CSI model is a way to profile customers based on how they make decisions. It was made by Sproles & Kendall (1986) and has eight aspects (Factors 1 to 8; Table 2.6.1). Rojanasingsawad, et al. (2020) have reviewed, added, and adjusted the model for the consumption of grey luxury goods in Thailand; three dimensions are added (Factors 9 to 11; Table 2.6.1).

Table 2.6.1 Consumer Decision-making Styles

Sources: Sproles & Kendall, 1986; Rojanasingsawad et al., 2020

Consumer decision-making styles	Interpretation
Factor 1: Perfectionistic, High Quality-Conscious	Customers who seek things of the highest quality. They are mostly motivated by quality.
Factor 2: Brand Conscious, Price Equals Quality	Customers who purchase things based on their high prices and renowned brand names. They feel that the price reflects the quality.
Factor 3: Novelty-fashion Conscious	Customers who actively search out new things for personal enjoyment and excitement.
Factor 4: Recreational-Hedonistic Conscious	Customers who view shopping as a form of leisure. They shop for personal enjoyment and amusement.
Factor 5: Price Conscious	Customers who are price sensitive and appreciate a good deal. They actively compare prices to ensure they're getting the best value for their money. Such customers strive to find the perfect balance between price and quality and make the most informed decisions possible.
Factor 6: Impulsive and Careless	Customers who make purchases on impulse. They are spontaneous shoppers who seldom make shopping arrangements.
Factor 7: Confused by Over choice	Customers who have difficulty selecting things because there are too many options available on the market.
Factor 8: Habitual and Brand-Loyal	Customers who frequently purchase the same brand or store's merchandise. They are devoted to their preferred brands.
Factor 9: Conspicuous conscious	Customers who use expensive goods in public to demonstrate their economic and social standing.
Factor 10: Reliance on Celebrities	Customers who base purchasing decisions on celebrity endorsements because they feel that the things utilized by celebrities are superior to others.
Factor 11: Exclusivity-conscious	Customers who demonstrate a desire for exclusivity. They want unusual things since they are distinct and uncommon.

Yilmaz et al. (2016) discovered a strong link between certain values and decision-making styles of Turkish customers in the context of clothing products. Rojanasingsawad et al. (2020) examine the legitimacy of the Consumer style Inventory for gray luxury items, considering their rapid rise on the growing Thai market. The findings established that Sproles & Kendall's (1986) eight decision-making styles dimensions, "Perfectionist, Brand Conscious, Novelty-fashion Conscious, Recreational-Hedonistic Conscious, Price Conscious, Impulsive and Careless, Confused by Over choice, Habitual, and Brand Loyal, " are present in consumers who make purchasing decisions for luxury goods in the Thai gray market. The findings were consistent with earlier research on Asian consumers' decision-making styles indicating similar buying traits may be found in Asian consumers (Haron & Chinedu, 2018). In addition, past research of Bauer et al., (2006) suggest that customer decision-making patterns may differ by product category. Businesses must consider their customers' decision-making processes when developing marketing tactics that will really resonate with their target audience. Thus, this study proposes a research question in the context of multi-brand stores: Which consumer decision-making styles can be recognized in multi-brand stores?

CHAPTER III
RESEARCH METHODOLOGY

This chapter demonstrates the research design (3.1), sample and data collection (3.2), research instrument (3.3), measure (3.4), conceptual framework (3.5) as the overall map for the research, and data analysis (3.6).

3.1 Research design

The research design for this study is non-experimental design and the selected research approach is quantitative method with the studies of descriptive and multiple regression prediction. Descriptive research's objective is to characterize people, events, or environments by examining them in their natural state; it is a method used to provide a comprehensive description of a population or group's characteristics without controlling the variables (Siedlecki & Sandra, 2020). Multiple regression is used to examine relationships between one dependent variable and multiple independent variables; it can be utilized to test to what degree specific independent variables explain the fluctuation of a given dependent variable (Segrin, 2010).

3.2 Sample and data collection

The target population of this study was consumers who shop at any multi-brand stores in Thailand. This study's demographic included all consumers who buy and use the products and services provided by multi-brand retailers. The characteristics of the population examined in this study were as follows: (1) the respondents are at least

18 years old, given that those older than 18 already have a firm establishment based on a specified pattern; (2) the respondents have shopped at multi-brand shops.

3.3 Research instrument

This study's research tool is an online questionnaire. The questionnaire consists of four primary components: screening questions, general questions, specific questions, and demographic questions.

A screening question (first section) is employed to identify respondents with firsthand experience purchasing at multi-brand stores. We utilize this to ensure that we get accurate replies from our target audience. If they respond affirmatively, they will go to the next section of the inquiry. If they answer negatively, they will then be asked to answer why they have never purchased from such stores, in order to provide insights into how the stores can make improvements, and ultimately convert them into customers.

The second section consists of basic questions on purchases at multi-brand stores, such as how often people purchase at these stores and how much they spend on each purchase, as well as what factors impact their buying choices. This prompts respondents to reflect on their prior experience with this sort of store and prepares them to answer specific questions.

The third section consists of specific questions and is considered the most essential section since it focuses on the specific variables that influence the buying decisions and perceived value of multi-brand stores. Specific questions are measured on a Likert scale.

The independent variables used in the questionnaire are:

1. Indoor environmental quality
    1.1. Layout
    1.2. Air quality
    1.3. Thermal environment

1.4. Lighting environment
1.5. Acoustic environment

2. In-store leisure shopping experience
   2.1. Hedonism
   2.2. Flow
   2.3. Escapism
   2.4. Challenge
   2.5. Learning
   2.6. Socialization
   2.7. Communitas
3. Consumer’s decision-making styles
   3.1. Perfectionism
   3.2. Brand consciousness
   3.3. Novelty-fashion consciousness
   3.4. Recreational or hedonistic consciousness
   3.5. Price consciousness
   3.6. Impulsiveness & careless
   3.7. Confused by over choice
   3.8. Brand loyal
   3.9. Conspicuous conscious
   3.10. Reliance on celebrities
   3.11. Exclusivity conscious

The mediator used in the questionnaire is:

Perceived value

- Quality
- Emotional
- Price
- Social

The dependent variables used in the questionnaire is: Purchase intention

The fourth section consists of demographic questions that request personal information from responders. Included in the questions are gender, age, degree of education, employment, and average monthly income.

3.4 Measures

On a four-point Likert scale ranging from 1 (strongly disagree) to 4 (strongly agree), all items of the measures were evaluated. All variable measurements in this study were derived from previous research. Prior research has proven the reliability and validity of these measuring scales, which have been extensively used (Walsh et al., 2014; Kang et al., 2017; Triantafillidou & Siomkos, 2013; Sproles & Kendall, 1986; Rojanasingsawad et al., 2020).

3.5 Conceptual framework

A conceptual framework serves as a road map for this research; it depicts the anticipated connection between variables and outlines how they will be integrated to provide clear outcomes. It is developed by examining the key ideas and theories relevant to study issue, to ensure the material given is coherent to the topic and follows a logical flow. The conceptual framework for this study is derived from two models used in the studies relevant to fashion retail stores: S-O-R framework (3.1.1) and customer style inventory (3.1.2).

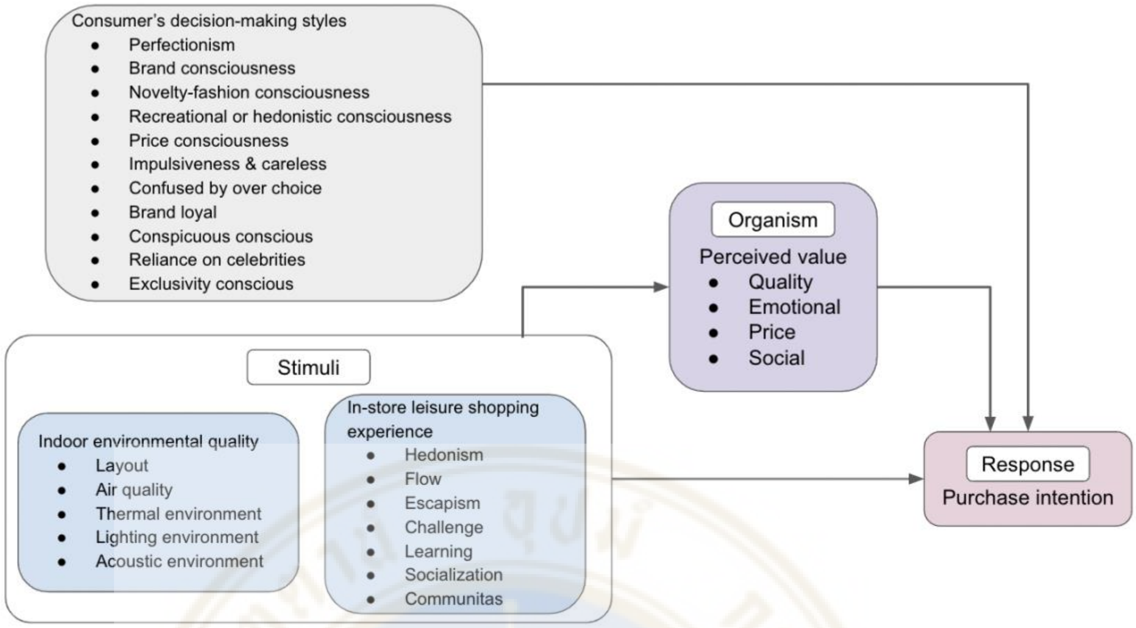

Figure 3.5.1: Conceptual framework of the factors influencing perceived value and purchase intention of multi-brand apparel stores using the S-O-R framework and their consumers' decision-making styles

Source: Own illustration

3.5.1 Stimulus-Organism-Response (S-O-R framework)

The Mehrabian and Russell (1974) SOR model proposes that environmental cues can affect an individual's "emotional state" and consequently "their approach or avoidance reactions." This framework is often used to understand human behavior, which is made up of stimulus, organism, and response (Bagozzi, 1986); Mehrabian & Russell, 1974). Environmental stimuli can change a person's mindset, which then alters what they do or avoidance actions (Eroglu et al., 2003).

Many retail studies incorporate the S-O-R framework to measure the effects of different stimuli, such as product and service quality (Jang & Namkung, 2009), purchase points (Chang et al., 2014), content attractiveness (Huang, 2016), and store atmosphere (Barros et al., 2019). In terms of the organism (O), past studies have focused on "emotional responses" (Barros et al., 2019), "utilitarian and hedonic perception" (Cui & Lai, 2013), "utilitarian and hedonic value" (Chang et al., 2014), "brand value" (Tan, 2019), and "cognitive and affective responses" (Kim et al., 2020). Response-wise (R), research has looked into brand loyalty (Yang & Tan, 2018), purchase intention (Jang & Namkung, 2009), and consumer satisfaction (Ürgüplü & Hüseyinolu, 2021).

In the SOR model (Goi et al., 2013), the stimulus is the independent variable, the organism is the mediator, and the response is the dependent variable. In line with the S-O-R model, this study examines indoor environmental quality and the in-store leisure shopping experience as stimuli (S) for consumer behavior. Consequently, it would be necessary to consider perceived value as an organism (O), a factor that may be impacted by those elements. Finally, the suggested model in this study has purchase intention as the response variable (R).

3.5.2 Customer style inventory (CSI)

In the past, various researchers have made use of the Customer Style Inventory (CSI) of Sproles & Kendall (1986) to comprehend consumer decision-making and purchasing behavior in different product categories such as consumer items (Zhou et al., 2010), online activity (Sam & Chatwin, 2015), and food-related products (Anic et al., 2014). However, relatively few CSI studies done with multi-brand apparel stores.

Overall, the theoretical backdrop to this research construct draws from the S-O-R model (Mehrabian & Russell, 1974), while also incorporating elements from customer decision-making styles from CSI (Sproles & Kendall, 1986). By combining these theories, the research construct provides a robust understanding of the factors that affect perceived value and purchase intention in a multi-brand store environment.

3.6 Data analysis

IBM SPSS Statistics software is utilized for data analysis of this study. This research's data analysis is separated into two sections: the first part is descriptive statistics, concise informative statistics that describe a set of data as in three category of measures, frequency distribution, measures of central tendency and variability (Hayes, 2023). The descriptive statistics of this study demonstrate the demographic and general information of the respondents in the forms of the percent and frequency, as well as the mean score and standard deviation of independent variables. The second part, multiple regression analysis, is used to evaluate degree of influence among variables. It is to see the relationship between factors whether the factors can influence customers' perceived value and purchase intention in multi-brand clothing retail store.

CHAPTER IV
RESEARCH FINDINGS AND DATA ANALYSIS

4.1 Descriptive Statistics

Descriptive statistics includes the percentage and frequency analysis of demographic data (4.1.1) and general data (4.1.2), means and standard deviations of variables (4.1.3).

4.1.1 Demographic Results

For this study, 152 samples were collected, of which 120 are valid and 32 are screen outs, as shown in Table 4.1.1.1.

Table 4.1.1.1 Screening question

Have you ever shopped at a multi-brand clothing store in Thailand?		
	Frequency	Percent
No	32	21%
Yes	120	79%
Total	**152**	**100%**

Tables 4.1.1.2–4.1.1.6 show the demographic information of the 120 people who filled out and returned valid questionnaires.

Table 4.1.1.2 Gender of valid respondents

Gender		
	Frequency	Percent
Male	20	17%
Female	95	79%
Prefer not to say	5	4%
Total	**120**	**100%**

79% of the respondents were female, and 17% were male.

Table 4.1.1.3 Age of valid respondents

Age		
	Frequency	Percent
Less than or equal to 20	10	8%
21-30	96	80%
31-40	12	10%
41-50	1	1%
More than 50	1	1%
Total	**120**	**100%**

According to age groups, 80% of respondents were between 21 and 30, with 10% coming from the group between 31 and 40. The responders with ages 20 or younger, 41–50, and above 50 represented 8%, 1%, and 1% of the total respondents, respectively.

Table 4.1.1.4 Educational level of of valid respondents

Educational level		
	Frequency	Percent
High school diploma	8	7%
Vocational school diploma	5	4%
Bachelor’s degree	74	62%
Master’s degree or higher	33	28%
Total	**120**	**100%**

According to their educational backgrounds, 28% respondents have a master's degree, while 62% have a bachelor's degree. Responders with a high school diploma account for 7% of the total, while those with a vocational school diploma account for 4%.

Table 4.1.1.5 Employment status of valid respondents

Employment status		
	Frequency	Percent
Student	64	53%
Full-time job	25	21%
Part-time job	8	7%
Seeking opportunities	3	3%
Freelancer	19	16%
Retired	1	1%
Total	**120**	**100%**

According to their employment status, more than half of the respondents (53%) are students. 21% of respondents have full-time work, 7% have part-time employment, 3% are job seekers, 16% are freelancers, and 1% have retired.

Table 4.1.1.6 Average monthly income of valid respondents

Monthly income		
	Frequency	Percent
Less than 15,000 Baht	21	18%
15,000-30,000 Baht	63	53%
30,001-45,000 Baht	22	18%
45,001-60,000 Baht	8	7%
More than 60,000 Baht	6	5%
Total	**120**	**100%**

Based on their average monthly income, 53% of respondents had an average monthly income between 15,000 and 30,000 Baht, and18% between 30,000 and 45,000 Baht. Another 18% earned between 30,000 and 45,000 Baht per month. 7 percent of respondents fall into the category “45,001-60,000 Baht”, while 5 percent earned more than 60,000 Baht.

4.1.2 General findings

The general information of the valid 120 respondents is shown in Tables 4.1.2.1–4.1.2.6.

Table 4.1.2.1 Purchase frequency of valid respondents at multi-brand stores

Purchase frequency		
	Frequency	Percent
Once a week	7	6%
Once a month	34	28%
Once every 3 months	59	49%
Once every 6 months	20	17%
Total	**120**	**100%**

49% of the people who answered said they bought clothes at multi-brand stores once every three months. Another 28% said they bought clothes once a month. The frequencies “once a week” and “once every 6 months” represented 6% and 17%, respectively.

Table 4.1.2.2 Amount of average spending per time of valid respondents when they shop at multi-brand stores

Spending per time		
	Frequency	Percent
Less than 1,000 Baht	16	13%
1,000-3,000 Baht	73	61%
3,001-4,000 Baht	16	13%
4,001-5,000 Baht	12	10%
More than 5,000 Baht	3	3%
Total	**120**	**100%**

In this study, the average amount spent each time was made up of the cost of buying several things at once. The largest average expenditure was between 1,000 and 3,000 Baht, which accounted for about 61%, followed by spending between 3,001 and 4,000 Baht, which accounted for 13%. 10% and 3% of typical expenditures were between 4,001 and 5,000 Baht and over 5,000 Baht, respectively.

Table 4.1.2.3 The most influential person when valid respondents purchase at multi-brand clothing stores

Influential person		
	Frequency	Percent
Yourself	69	57%
Friends	15	13%
Partner	2	2%
Family	4	3%
Advertisement	7	6%
Celebrities	3	3%
Influencers	3	3%
Trend	17	14%
Total	**120**	**100%**

57% of the people who answered the survey chose to buy fashion clothing at multi-brand stores on their own. Trends influenced 14%, and friends influenced 13%. Advertising had an impact on 6% of the survey respondents. The impact of relatives, celebrities, and influencers is each 3%, while their partner's effect is just 2%.

Table 4.1.2.4 Favorite fashion style of valid respondents

Favorite fashion style		
	Frequency	Percent
Business casual style	11	9%
Athleisure style	2	2%
Minimalist style	35	29%
Punk style	1	1%
Vintage style	5	4%
Retro style	2	2%
Ethnic style	2	2%
Feminine	8	7%
Masculine	4	3%
Unisex	13	11%

Table 4.1.2.4 Favorite fashion style of valid respondents (cont.)

Favorite fashion style		
	Frequency	Percent
Streetstyle	15	13%
Current Fashion Trends (Fad)	22	18%
Total	**120**	**100%**

Minimalist clothing is the most popular type of attire (29%), followed by street style (13%), unisex (11%), and current fashion trends (18%). 9% of respondents enjoy the business casual style, 7% like the feminine style, 4% like the vintage style, and 3% like the masculine style. The proportions of athleisure style, vintage style, and ethnic style were 2% each. 1% of respondents like the punk aesthetic.

Table 4.1.2.5 The store that valid respondents last purchased

Store that you last purchased		
	Frequency	Percent
Sense of style – SOS	35	29%
Matchbox store	46	38%
CAMP BKK	10	8%
FABLAB	5	4%
HOF shop	2	2%
Another Story	10	8%
ALAND	5	4%
Others	6	5%
Cute Bar	1	1%
Total	**120**	**100%**

Matchbox Store (38%) and Sense of Style (SOS) (29%), the multi-brand apparel retailers from which most respondents have recently made purchases, and Camp BKK and Another Story both account for 8% of the customer base. FABLAB and

ALAND both account for 4%. 2% of respondents shop at HOF Shop and 1% at Cute Bar, while 5% shop at other stores (such as ASAP or Fat Kids).

Table 4.1.2.6 Valid respondents' most important aspect of the store that made them choose to buy there

Store's most important aspect		
	Frequency	Percent
Payment method	50	42%
Return policy	14	12%
Staffs	46	38%
Providing amenities (coffee, water, snacks, etc.)	10	8%
Total	**120**	**100%**

Most of the people who answered agree that the payment method (42%) and the staff (38%) are the most important factors when deciding where to buy. 12 percent of those who answered said that the return policy is the most important thing, while 8 percent say that having amenities like food and coffee is the most important thing.

Table 4.1.2.7 Reason for not shopping at a multi-brand store of missing respondents

What could be your reason for not shopping at a multi-brand clothing store in Thailand?		
	Frequency	Percent
I don't know anything about it.	12	38%
I have seen the stores, but I am not sure what they are.	3	9%
I think they don't have the product types that I want.	5	16%
I think they are not for me.	3	9%
I prefer the mono-brand store that sells one brand.	4	13%
I think their products are expensive.	5	16%
Total	**120**	**100%**

Lastly, the 32 respondents answered "no" to the question, "Have you ever shopped at a multi-brand clothing store in Thailand?" The reasons why these people have never bought anything from multi-brand apparel stores are listed in Table 4.1.2.7.

The majority of absent respondents (38%) are unaware of multi-brand clothing stores. 16 percent of respondents believe these retailers do not carry the sorts of clothing they desire, and 16 percent believe the clothing in these stores is too expensive. 13% of the missing respondents prefer single-brand retailers. 9 percent of respondents claim to have seen these businesses but are unsure of their nature. Another 9% of respondents indicate they are not interested in these stores.

4.1.3 Mean and Standard deviation of variables

Table 4.1.3.1 Mean scores and standard deviation of the independent variables

Descriptive Statistics						
	N	Min	Max	Mean	SD	Mean (total)
The store's facilities and equipment are brand new. (IEQ_Layout1)	120	1	4	3.31	.683	Mean of Indoor environ-mental quality = 3.07
The store's layout is acceptable. (IEQ_Layout2)	120	1	4	3.30	.669	
The air inside this shop is clean and refreshing. (IEQ_Air1)	120	1	4	3.14	.677	
This store's air is circulating. (IEQ_Air2)	120	1	4	3.04	.738	
The temperature in this shop is suitable for enjoyment. (IEQ_Thermal1)	120	1	4	3.09	.722	
The temperature at this shop is always kept at an optimal level. (IEQ_Thermal2)	120	1	4	3.06	.863	
This store is designed to get enough natural light. (IEQ_Lighting1)	120	1	4	2.51	.987	

Table 4.1.3.1 Mean scores and standard deviation of the independent variables (cont.)

Descriptive Statistics						
	N	Min	Max	Mean	SD	Mean (total)
This store's lighting is acceptable and comfy. (IEQ_Lighting2)	120	1	4	3.20	.774	
This store has no noise. (IEQ_Acoustic1)	120	1	4	2.80	.826	
This store music is lovely. (IEQ_Acoustic2)	120	1	4	3.23	.807	
I enjoyed just being at this store. (INEX_Hedonic)	120	1	4	3.15	.785	Mean of In-store leisure shoppi-ng experi-ence = 2.65
As I was shopping at this store, I was deeply absorbed in the shopping activity there. (INEX_Flow)	120	1	4	2.99	.716	
While I shopped at this store, I felt as if I were in a different time period and location. (INEX_Escapism1)	120	1	4	2.69	.848	
This store's shopping experience improved my knowledge. (INEX_Learning1)	120	1	4	2.73	.788	
This store inspired me to discover new things while I shopped there. (INEX_Learning2)	120	1	4	2.97	.788	
I met new friends when I visited this store. (INEX_Socialization)	120	1	4	1.81	1.102	
When I shopped at this store, I felt a sense of belonging. (INEX_Communitas)	120	1	4	2.63	.841	

Table 4.1.3.1 Mean scores and standard deviation of the independent variables (cont.)

Descriptive Statistics						
	N	Min	Max	Mean	SD	Mean (total)
Finding an excellent quality is important to me. (CSI_Perfectionist)	120	1	4	3.10	.771	
I like purchasing the most popular brands. (CSI_Brand conscious)	120	1	4	2.59	.884	
I keep my clothing current with the latest trends. (CSI_Fashion conscious)	120	1	4	2.92	.811	
One of the pleasurable hobbies in my life is shopping. (CSI_Hedonistic)	120	1	4	3.37	.819	
Most of the time, I choose products with lower prices. (CSI_Price conscious)	120	1	4	2.73	.764	
I don’t normally plan ahead for my shopping and instead buy things on the spur of the moment. (CSI_Impulsive)	120	1	4	3.11	.786	
Since there are so many brands to choose from, I often don’t know which one to pick. (CSI_Confused by overchoice)	120	1	4	2.97	.809	
I stick with a product or brand that I like. (CSI_Brand loyal)	120	1	4	2.79	.888	
I like being seen wearing the high-end brand. (CSI_Conspicuous)	120	1	4	2.63	.888	
If the celebrity I like starts promoting the product, I will buy it. (CSI_Reliance on celebrities)	120	1	4	2.65	.857	

Table 4.1.3.1 Mean scores and standard deviation of the independent variables (cont.)

Descriptive Statistics						
	N	Min	Max	Mean	Std. Deviation	Mean (total)
When everyone buys the same things all the time, I don't see much value in them. (CSI_Exclusivity conscious)	120	1	4	3.33	.822	

Table 4.1.3.2 Mean scores and standard deviation of mediator and dependent variable

Descriptive Statistics						
	N	Min	Max	Mean	Std. Deviation	Mean (total)
The quality of the products in this store is good enough. (PERVAL_Quality)	120	1	4	3.02	.750	Mean of Percei-ved value = 2.93
Buying the products from this store would make me feel good. (PERVAL_Emotional)	120	1	4	3.00	.733	
The prices of the things in this store are fair. (PERVAL_Price)	120	1	4	3.17	.760	
If I bought from this store, people would think better of me. (PERVAL_Social)	120	1	4	2.52	.869	
I will purchase the new product at multi-brand stores within 3 months. (Purchase intention)	120	1	4	3.03	.907	

4.1.4 Interpretation of mean scores of variables

Table 4.1.4.1 Interpretation of the Mean Score for a 4-Point Likert Scale

Source: Taib (1996), Phoong (2021)

Mean Score	Interpretation of Mean
1.00 – 2.00	Low
2.01 – 3.00	Moderate
3.01 – 4.00	High

The interpretation of the mean score on a four-point Likert scale is shown in Table 18. (Taib, 1996; Phoong, 2021). The interpretation of the mean score is to assess each questionnaire item. The mean score between 3.01 and 4.00 is strong, and the mean score between 2.01 and 3.00 is moderate, but the mean score between 1.00 and 2.00 is weak.

From Tables 4.1.3.1–4.1.3.2, there are a total of five variables with 35 sub-variables:

1. three independent variables with 30 sub-variables
    a. Indoor environmental quality (IEQ) (10 sub-variables)
    b. In-store leisure shopping experience (INEX) (9 sub-variables)
    c. Consumers' decision-making style (CSI) (11 sub-variables)
2. one mediator with 4 sub-variables
    a. Perceived value (PERVAL) (4 sub-variables)
3. one dependent variable
    a. Purchase intention

Table 4.1.3.1 reveals that, with regards to the independent variable "indoor environmental quality," customers have strongly positive opinions of all 8 sub-variables: IEQ_Layout1 (mean = 3.31), IEQ_Layout2 (mean = 3.30), IEQ_Air1 (mean = 3.14), IEQ_Air2 (mean = 3.04), IEQ_Thermal1 (mean = 3.09), IEQ_Thermal2 (mean = 3.06), IEQ_Lighting2 (mean = 3.2), and IEQ_Acoustic2 (mean = 3.23); because their mean scores are all above 3.01, But the scores for the sub-variables of natural light and noise -- namely, IEQ_Lighting1 and IEQ_Acoustic1 -- are still quite moderate at 2.51 and 2.8, respectively. This may indicate customers' moderate dissatisfaction with natural light in the store and moderate satisfaction with the noise levels. Overall, customers highly rate the “indoor environmental quality” of the multi-brand stores, as the total mean score is 3.07.

In Table 4.1.3.1, the independent variable "in-store leisure shopping experience" has the highest mean score of 3.15 for INEX_Hedonic. This means that customers strongly agree that shopping at multi-brand stores gives them pleasure or a hedonic experience. Another six sub-variables: INEX_Flow (mean = 2.99), INEX_Escapism1 (mean = 2.69), INEX_Challenge (mean = 2.67), INEX_Learning1 (mean = 2.73), INEX_Learning2 (mean = 2.97), and INEX_Communitas (mean = 2.63) have the means above 2.6 and below 3, suggesting customers are moderately satisfied with the feeling of being deeply immersed in the shopping activity, the unique atmosphere, feeling of adventure, learning opportunities, and feeling of belongingness when they shop at a multi-brand store. The remaining two sub-variables, INEX_Escapism2 (mean = 2.25) and INEX_Socialization (mean = 1.81), confirm that customers moderately disagree that the store gives a feeling of being in a totally different experience and strongly disagree that the multi-brand store is a place to meet new people. Altogether, customers have a moderately positive rating for the “in-store leisure shopping experience” of multi-brand stores, as the total mean score is 2.65.

In Table 4.1.3.1, the last independent variable is "consumers' decision-making style." Instead of looking at the overall mean score, this study looks at each individual mean score to see what kind of decision-making style customers of multi-brand stores use. The four sub-variables, CSI_Perfectionist (mean = 3.1), CSI_Hedonistc (mean = 3.37), CSI_Impulsive (mean = 3.11), and CSI_Exclusivity (mean = 3.33), show high mean scores, suggesting that customers of multi-brand stores tend to be people who like quality perfection, love shopping, are prone to making unplanned purchases with irrational thinking, and favor product exclusivity. Additionally, the two sub-variables, CSI_Fashion Conscious (mean = 2.92) and CSI_Confused by Overchoice (mean = 2.97) are moderately high (leaning to high) in their mean scores, indicating that customers may factor in the latest trends when making their purchases and may take a long time to decide when presented with many options. Other sub-variables show moderately high mean scores. However, the most obvious types of decision-making styles are perfectionist, hedonist, impulsive, exclusivity conscious, novelty fashion conscious, and confused by overchoice.

Moving on to Table 4.1.3.2, under the mediator "perceived value," the sub-variables PERVAL_Quality (mean = 3.02) and PERVAL_Price (mean = 3.17) have the highest means. It can be assumed that customers have a high perceived value of a store's quality and price, finding them both good and worth the money. PERVAL_Emotional (mean = 3) shows that customers have a moderately high perception of the emotional value of shopping there, and they also enjoy the emotional side of shopping there to a moderate degree. However, PERVAL_Social (mean = 2.52) shows that customers do not get the social dimension of value; they do not think that people will look up to them for shopping at multi-brand stores. The perceived value score was calculated by taking the mean of the four items. When perceived value has an overall mean of 2.93, it means that customers have a moderately high perception of value in regard to multi-brand apparel stores. Lastly, the mean score of the dependent variable "purchase intention" is 3.03. It shows that most customers are willing to buy the new product in three months at multi-brand stores.

4.2 Multiple Regression Analysis

Regression analysis shows the relationship between a group of independent variables and a dependent variable. This study performs multiple regression analysis by utilizing both the "enter" and "backward" approaches. The backward technique provides the simplest model that explains the greatest variation. The study examines the data from model summary, anova table, and coefficient table from the last model of regression being analyzed after the removal of all insignificant variables.

According to the conceptual framework (Figure 3.1) of this study, there are two main parts. The first part is the S-O-R framework, whereas the study examines the relationship between the independent variables: IEQ, in-store leisure shopping experience, the mediator: perceived value, and the dependent variable: purchase intention. Thus, the analysis includes the extents of influence that the variables such as IEQ and in-store leisure shopping experience have on purchase intention (4.2.1) and perceived value (4.2.2). There are several sub-variables under the variables IEQ and indoor environmental quality. Hence, there are two results in each sub-chapter. The first result shows the multiple regression of sub-variables (4.2.1.1, 4.2.2.1), then the second result shows the multiple regression of IEQ, indoor environmental quality after being combined as two single variables (4.2.1.2, 4.2.2.2). Lastly, the influence of perceived value over purchase intention and the results of the mediation effect is shown in 4.2.3. The second part of the conceptual framework is the customer style inventory CSI (or) customer's decision-making styles. The study analyzes which styles have the greatest influence on the variation of purchase intention (4.2.4).

4.2.1 Effects of indoor environmental quality and the in-store leisure shopping experience on purchase intention

4.2.1.1 Effects of sub-variables of Indoor environmental quality and in-store leisure shopping experience on purchase intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
8	.803	.645	.630	.552	-.005	1.717	1	113	.193

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
8	Regression	63.168	5	12.634	41.507	<.001
	Residual	34.698	114	.304		
	Total	97.867	119			

Coefficients						
		Unstandardized	Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
8	(Constant)	-.254	.298		-.852	.396
	IEQ_Layout	.484	.109	.334	4.437	<.001
	IEQ_Lighting	-.409	.083	-.343	-4.959	<.001
	IEQ_Acoustic	.166	.095	.133	1.740	.085
	INEX_Hedonism	.219	.079	.190	2.783	.006
	INEX_Communita	.635	.071	.589	8.954	<.001

The last regression model (Model 8) shows the five most significant variables to explain the most variation in purchase intention. In model 8, the regression model is significant, $R^2 = .645$, $F\ (5, 114) = 41.507$, $p < .001$. In the coefficient table, IEQ_Layout ($P < .001$), IEQ_Lighting ($P < .001$), INEX_Hedonism ($P = .006$), and INEX_Communitas ($P < .001$) are significant with a *P-value* less than 0.05. But IEQ_Acoustic ($P = .085$) is not significant. The standardized coefficient beta of INEX_Communitas ($\beta = .589$) is the highest among all of them; it has the strongest impact on the change in purchase intention.

4.2.1.2 Effects of Indoor environmental quality and in-store leisure shopping experience on purchase intention (after combining as single variables)

Model Summary									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
2	.576	.331	.326	.745	-.008	1.346	1	117	.248

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	32.417	5	32.417	58.444	<.001
	Residual	65.450	118	.555		
	Total	97.867	119			

Coefficients						
		Unstandardized	Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
2	(Constant)	.832	.296		2.81	.006
	InstoreExperience	.830	.109	.576	7.65	<.001

The variable "indoor environmental quality" (IndoorEnvironQual) was removed because it has a *P-value* greater than 0.05 (P = 0.248). As a result (model 2), only the variable "in-store leisure shopping experience" (InstoreExperience) is significant ($P < .001$); it has the greatest influence on the alteration of purchase intention ($\beta = .576$).

Model 2 is usable with $R^2 = .331$, $F(1, 118) = 58.44$, $p < .001$, which indicates that the in-store leisure shopping experience may account for 33.1% of the variance in purchase intent for multi-brand clothing retailers. Previously, there were two factors under the in-store leisure shopping experience that had a $P < 0.05$, which are Hedonism and Communitas. It means that both Hedonism and Communitas have significantly affected Purchase Intention of multi-brand apparel stores. From the analysis, Communitas has higher impact on purchase intention than Hedonism since the standardized coefficient is higher.

Figure 4.2.1.1 illustrates the results of this sub-chapter 4.2.1.

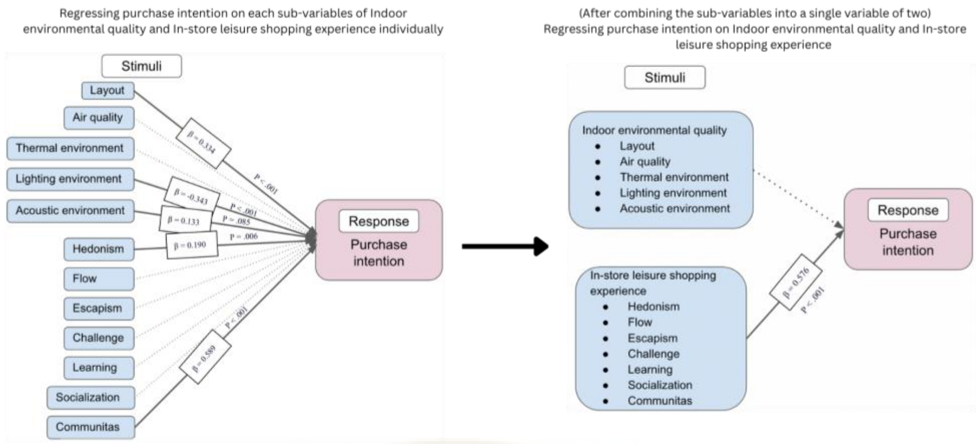

Figure 4.2.1.1 Result of multiple regression of purchase intention on indoor environmental quality and the in-store leisure shopping experience

Source: own illustration

4.2.2 Effects of indoor environmental quality and the in-store leisure shopping experience on perceived value

4.2.2.1 Effects of sub-variables of Indoor environmental quality and in-store leisure shopping experience on perceived value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics: R Square Change	F Change	df1	df2	Sig. F Change
6	.746	.557	.529	.411	-.002	.612	1	111	.436

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
6	Regression	23.759	7	3.394	20.096	<.001
	Residual	18.916	112	.169		
	Total	42.674	119			

Coefficients						
		Unstandardized	Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
6	(Constant)	1.003	.224		4.49	<.001
	IEQ_Layout	.184	.085	.192	2.16	.033
	IEQ_Thermal	-.202	.086	-.248	-2.36	.020
	IEQ_Lighting	-.140	.073	-.178	-1.91	.059
	IEQ_Acoustic	.141	.072	.171	1.95	.054
	INEX_Flow	.281	.073	.336	3.88	<.001
	INEX_ESCAP	.174	.076	.237	2.29	.024
	INEX_Communitas	.243	.062	.342	3.98	<.001

The last model (Model 6) shows the seven most significant variables to explain the most variation in perceived value. In model 6, the regression model is significant, $R^2 = .557$, $F\ (7, 112) = 20.096$, $p < .001$. In the coefficient table, IEQ_Layout (P = .033), IEQ_Thermal (P = .02), INEX_Flow (P < .001), INEX_Escape (P = .024), and INEX_Communitas (P < .001) are significant with a *P-value* less than 0.05. But IEQ_Lighting (P = .059) and IEQ_Acoustic (P = .054) are not that significant. The standardized coefficient beta of INEX_Communitas (β = .342) and INEX_Flow (β = .336) are the highest among all of them; they have the strongest impact on the change in the perceived value of multi-brand stores.

4.2.2.2 Effects of Indoor environmental quality and in-store leisure shopping experience on perceived value (after combining as single variables)

Model Summary									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
2	.652	.425	.420	.456	-.000	.093	1	117	.761

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	18.134	1	18.134	87.195	<.001
	Residual	24.540	118	.208		
	Total	42.674	119			

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
2	(Constant)	1.281	.181		7.067	<.001
	InstoreExperience	.621	.067	.652	9.338	<.001

Similar to previous one, "indoor environmental quality" (IndoorEnvironQual) variable was taken out of model 2 because its *P-value* is greater than 0.05 (P = 0.761). Only the variable "in-store leisure shopping experience" (InstoreExperience) is statistically significant ($P < .001$); it has the highest impact on the change in perceived value ($\beta = .652$).

Model 2 yielded an $R^2 = .425$, $F\ (1, 118) = 87.195$, $p < .001$, suggesting that the in-store leisure shopping experience is responsible for 42.5% of the variance in customers' perceived value of multi-brand clothing retailers. The three factors in the in-store leisure shopping experience with P < 0.05 are Flow, Escapism, and Communitas. All with a notable effect on Perceived Value for multi-brand apparel stores; Communitas and Flow have a higher impact on Perceived Value than Escapism due to higher standardized coefficients.

Figure 4.2.2.1 illustrates the results of this sub-chapter 4.2.2.

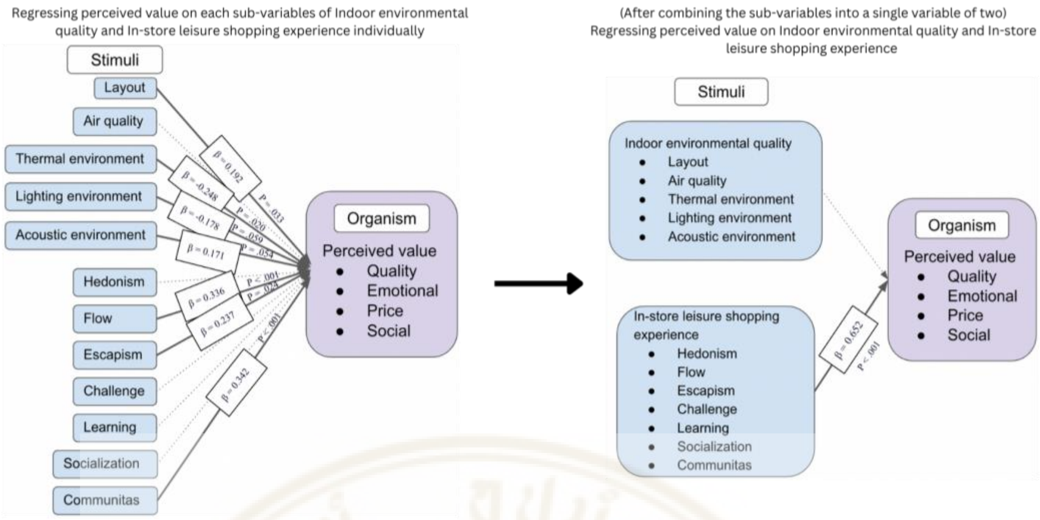

Figure 4.2.2.1 Result of multiple regression of perceived value on indoor environmental quality and the in-store leisure shopping experience

Source: own illustration

4.2.3 Mediational Analysis

This mediation research examined the function of perceived value as a mediator in the relationship between in-store leisure shopping experience and purchase intention (Figure 3.1.1, bottom half). According to the causal steps method used by Baron & Kenny (1986) and R. Dumas et al. (2013), four conditions were assessed to validate the mediational relationship: (1) a noticeable impact of in-store leisure shopping experience on purchase intention existed (path c); (2) in-store leisure shopping experience had a substantial effect on perceived value (path a); (3) perceived value had a remarkable influence on purchase intention when in-store leisure shopping experience was taken into account (path b); and (4) a no longer significant effect of in-store leisure shopping experience on purchase intention when the perceived value was statistically controlled (path c’).

4.2.3.1 Effect of perceived value on purchase intention (paths b and c')

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.624	.389	.379	.715	.389	37.271	2	117	<.001

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.087	2	19.043	37.271	<.001
	Residual	59.780	117	.511		
	Total	97.867	119			

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.216	.339		.638	.524
	PERVAL	.481	.144	.317	3.331	.001
	InstoreExperience	.532	.137	.369	3.869	<.001

According to the result (Model 1), both variables "in-store leisure shopping experience" (InstoreExperience) and "perceived value" (PERVAL) are significant (*P* = .001, *P* < .001); whereas "in-store leisure shopping experience has a greater influence on the alteration of purchase intention with β = .369, while perceived value is with β = .317. Model 1 gave an R^2 = .389, *F* (2, 117) = 37.271, *p* < .001, suggesting that both variables are responsible for 38.9% of the variance in purchase intention of multi-brand stores.

4.2.3.2 Results of Mediational Analysis

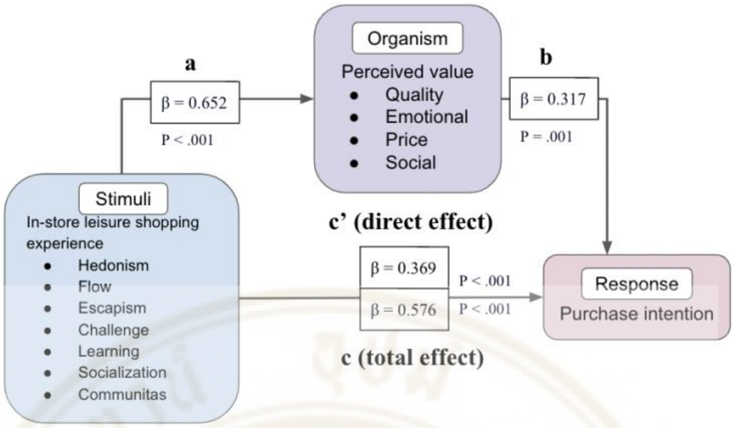

Figure 4.2.3.2.1 Mediation model for the (a) direct and (b) indirect effects of the in-store leisure shopping experience on purchase intention

Source: own illustration

Note: The causal steps method (e.g., Baron & Kenny, 1986) was used to test the mediational hypothesis. Standardized regression coefficients are reported for the direct effect of in-store leisure shopping experience on purchase intention (c) and on perceived value (a), the direct effect of perceived value on purchase intention (b), and the indirect effect of in-store leisure shopping experience on purchase intention (c'). The indirect effect (ab) is not significant (Sobel test: β = .207, z = .822, P = .411).

Initial results confirmed conditions 1 and 2 by demonstrating that the in-store leisure shopping experience significantly influenced purchase intent (4.2.1: path c, β = .576, P < .001) and perceived value (4.2.2: path a, β = .652, P < .001). The effect of perceived value on purchase intention is significant (4.2.3.1: path b, β = .317, P = .001), whereas the direct effect of the in-store leisure shopping experience on purchase intention is still significant (4.2.3.1: path c', β = .369, P < .001). Conditions 1, 2, and 3 are met, but not condition 4, which says that the direct effect was still significant even though it shouldn't have been. However, when both c and c' are found to be significant, it is typically termed partial mediation; perceived value partially mediates the link between the in-store leisure shopping experience and purchase intention. Adding it diminishes the impact but does not completely eliminate it. The presence of a direct effect could indicate a partial mediation effect.

The indirect effect of the in-store leisure shopping experience on purchase intention via perceived value was not significant (path ab, Sobel test: β = .207, z = .822, *P* = .411). The result has come back with a *z-value* greater than 1.96, but the *p-value* is still greater than 0.05. The mediation effect does not appear to be statistically significant. That means that there is not enough evidence to say that the mediator (perceived value) has a statistically significant effect on the relationship between the predictor (in-store leisure shopping experience) and outcome variable (purchase intention). While it's possible that there is still some kind of mediation happening, it is likely not very strong.

4.2.4 Effects of customers' decision-making styles on purchase intention

Model Summary									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
7	.633	.401	.374	.717	-.012	2.276	1	113	.134

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
7	Regression	39.204	2	7.841	15.237	<.001
	Residual	58.663	114	.515		
	Total	97.867	119			

		Coefficients				
		Unstandardized	Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.504	.358		.1.41	.161
	CSI_Fashion	.345	.106	.309	3.25	.002
	CSI_Hedonistic	.279	.102	.252	2.72	.008
	CSI_Conspicuous	-.303	.091	-.297	-3.33	.001
	CSI_Reliance Cele	.259	.098	.245	2.66	.009
	CSI_Exclusivity	.208	.091	.189	2.29	.024

Model 7 shows the five most important variables of customers' decision-making styles that explain the most variation in purchase intention. In model 7, the regression model is significant, $R^2 = .401$, $F\ (5, 114) = 15.237$, $p < .001$. In the coefficient table, CSI_Fashion_Conscious ($P = .002$), CSI_Hedonistic ($P = .008$), CSI_Conspicuous_Conscious ($P = .001$), CSI_Reliance_On_Celebrities ($P = .009$), and CSI_Exclusivity_Conscious ($P = .024$) are all significant with a *P-value* less than 0.05.

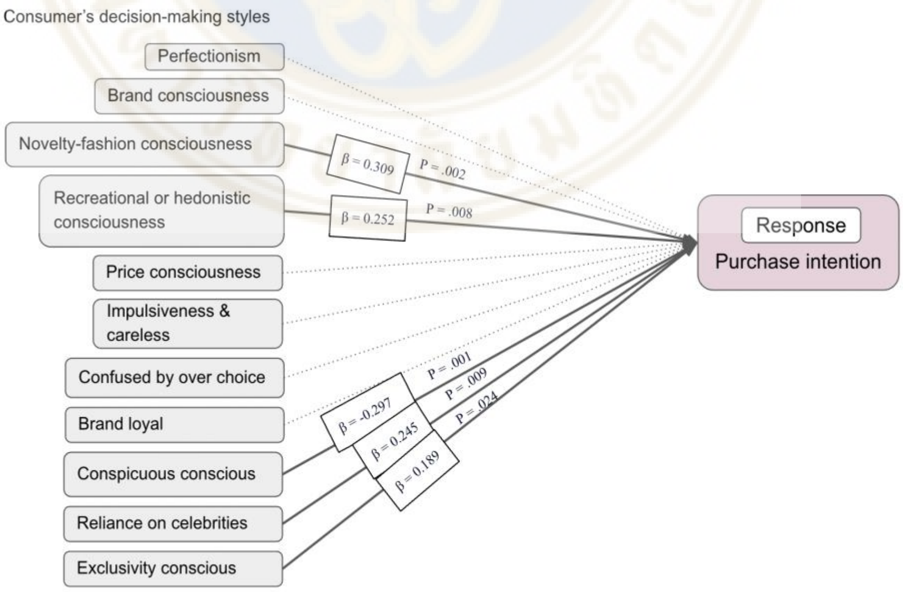

Figure 4.2.4.1 Result of multiple regression of purchase intention on consumer's decision-making styles

Source: Own illustration

Model 7 resulted in an $R^2 = .401$, $F(5, 114) = 15.237$, $p < .001$, suggesting that these five variables are responsible for 40.1% of the variance in purchase intention of multi-brand stores. The standardized coefficient beta of novelty-fashion consciousness ($\beta = .309$) is the highest among all of them; it has the strongest impact on the change in purchase intention; for every unit increase in novelty-fashion consciousness, the purchase intention will rise by .309. Followed by the standardized coefficient beta of conspicuous consciousness ($\beta = -.297$), which is negative; for each unit decrease in conspicuous consciousness, the purchase intention will increase by .297 units. The other three variables are recreational or hedonistic consciousness ($\beta = .252$), reliance on celebrities ($\beta = .245$), and exclusivity consciousness ($\beta = .189$).

CHAPTER V
CONCLUSIONS

This chapter is to conclude of the importance of research (5.1), summarizing the findings (5.2) and providing recommendations based on the data gathered (5.3). Additionally, this paper will cover the limitations of the research and offer suggestions for further research (5.4).

5.1 Importance of Research

Traditional brick-and-mortar retailing is undergoing profound changes, with some venerable retailers closing some or all their locations, others reimagining store layouts and customer engagement strategies, and, intriguingly, the migration of former online-only retailers to the physical retail landscape. Brick-and-mortar retailers must now develop new strategies for interacting with consumers. Among the umbrella of retail stores, the study focuses on multi-brand clothing retail stores as they are gaining popularity because of their capacity to provide customers more alternatives and the flexibility to mix and match items in one spot. The underlying incentive of going to these stores may include more than just the capacity to try on items. Online shopping cannot duplicate the social experience and feeling of community that retail stores provide to customers. In addition, some individuals prefer to patronize local companies and appreciate the individualized customer attention that comes with in-person purchasing.

In this research, which draws on the S-O-R paradigm, Stimuli are indoor environmental quality presented as a physical item and in-store leisure shopping presented as an intangible entity that build the Organism, perceived value of the business. Next, the direct, total, and indirect effects of the Stimuli and the Organism on the Response are computed and tested. The findings of this study can help retailers to understand how different stimuli affect consumer behavior and make informed decisions about store design, product placement, and marketing strategies. Additionally, these results can inform future research on consumer behavior in retail settings.

The findings of this study will also elucidate the prominent decision-making styles, which are an additional key factor in the buy choice process, particularly in terms of their influence on purchase intention. Consequently, multi-brand clothing stores may create successful marketing strategies in order to remain competitive in the fashion industry. By understanding the decision-making styles of their target customers, multi-brand retailers can tailor their marketing campaigns to appeal to their preferences and increase sales, help them build brand loyalty and establish a strong market position.

5.2 Summary of the Findings

Summary of findings from demographic and general questions

Most respondents are female between 21 and 30. More than half are students pursuing or holding a bachelor's degree and have an average income or allowance between 15,000 THB and 30,000 THB. Almost half of them say they buy from multi-brand stores once every three months and spend between 1,000 to 3,000 THB per visit. Most respondents say no one influences their decision but themselves. Many of them prefer fashion styles such as minimal, streetstyle, current fashion and unisex style. Most of them last shopped at Matchbox and Sense of Style. The majority of them say payment method and staffs are the most important part of the stores. Most of the missing respondents express that they do not know about multi-brand stores, they think the products are expensive, and the stores do not have what they want.

Summary of findings from indoor environmental quality (IEQ)

Contrary to expectation, the indoor environmental quality (IEQ) of multi-brand retail stores does not have remarkable impact on perceived value and purchase intention, which is different with the findings of Levy & Weitz (2016) and Dang et al. (2021). Their findings imply that the interior atmosphere of brick-and-mortar businesses is a significant role in customer purchasing decisions. However, based on the descriptive analysis of this study, consumers seem to be very satisfied with the store's design, facilities, equipment, air quality, temperature, lighting design, and music. Yet, shoppers are somewhat dissatisfied with the store's natural lighting and moderately satisfied with the noise levels. Regression of IEQ showed that IEQ does not have a significant relation to purchase intention or perceived value. However, the regression on each sub-variable showed that the effects of the layout and lighting environment of the store could greatly affect the purchase intention and perceived value, while the effects of the thermal environment and acoustic environment have an impact on the perceived value of a multi-brand store. Therefore, it is important for retailers to focus on improving the layout and lighting environment of their stores to increase purchase intention and perceived value. Additionally, creating a comfortable thermal and acoustic environment can enhance the perceived value of multi-brand stores.

Summary of findings from in-store leisure shopping experience

There is a significant relationship between the in-store leisure shopping experience and the perceived value and purchase intent of multi-brand stores. The regression on each sub-variable indicated that the sense of belongingness (communitas) of the shop may considerably affect both purchase intention and perceived value, while the effects of hedonic experience (hedonism) have the largest impact on purchase intention. Furthermore, the immersive experience (flow) and escapist experience (escapism) affect the perceived value of a multi-brand store. To enhance purchase intention and perceived value, businesses should focus on fostering a feeling of community among their customers. Including the elements of “flow”, and “escapism” into the store's design may also improve the whole shopping experience and raise perceived value.

Based on how highly they rate the hedonistic part of the experience (hedonism), customers tend to agree that shopping in these stores is fun. When they shop at a multi-brand store, customers report feeling somewhat satisfied with the sense of immersion in the shopping activity (flow), the distinctive atmosphere (escapism), the sense of adventure (challenge), the learning opportunities (learning), and the sense of belongingness (communitas). Contrarily, despite the store's somewhat distinctive atmosphere, consumers disagree on whether it offers them a completely unique experience and whether it is a good place to meet new people. This suggests that while multi-brand stores provide a satisfactory shopping experience, they may not fully meet the expectations of customers who are seeking a completely unique and social experience. To improve customer satisfaction, multi-brand stores could consider incorporating more interactive and social elements into their shopping experiences.

Summary of findings from perceived value

Perceived value is found to have a significant relation to purchase intention. According to the descriptive analysis, the quality, price, and emotional aspects of perceived value were rated as high, while social aspect was very low. Customers perceive that the quality and price of multi-brand stores are good enough, and they can receive the emotional value from shopping at multi-brand stores. Customers do not think that shopping there can give them the value of social self, they cannot get the good feeling to perceive that other people think better of them when they shop there, they cannot get the enjoyment regarding to relationship, connecting with people.

Summary of findings from mediational analysis

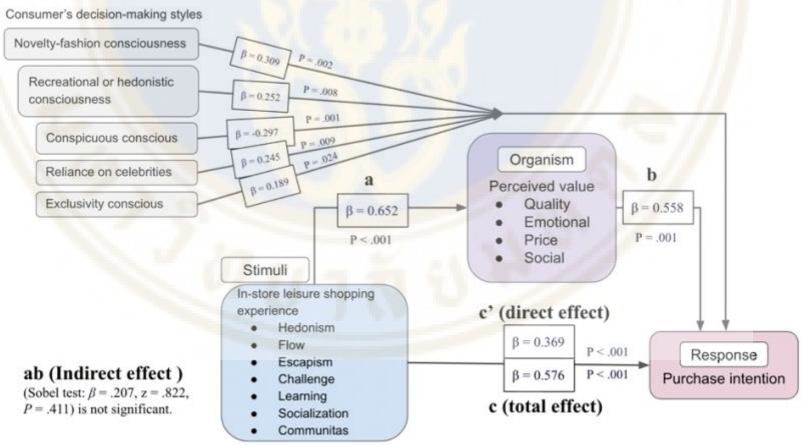

Figure 5.2.1 Summary of analysis

Source: Own illustration

The Stimulus-Organism-Response (SOR) model has been utilized to investigate the link between independent, mediator, and dependent factors. In our study, the independent variable was in-store leisure shopping experience (IEQ was removed due to its insignificance), the mediator was perceived value, and the dependent variable was purchase intention. In spite of the concept that perceived value would act as a mediator between in-store leisure shopping experience and purchasing intention, the data did not support this prediction. This does not necessarily imply that no impact exists, but it does show that there is no major mediating effect. It's possible that the mediator (perceived value) is still having an effect, but the data are insufficient to demonstrate this. Due to the small sample size of 120, more study is required to investigate this. A greater sample size or a different research strategy might boost the validity of the study's conclusions. In addition, qualitative methodologies might be utilized to acquire a better comprehension of the attitudes and actions of customers in this environment.

Summary of findings from consumers' decision-making styles

Furthermore, the purchase decision-making styles that stimulate purchase intention are Novelty-fashion consciousness, Recreational, Conspicuous, Reliance on celebrities and Exclusivity, these styles drive intention to purchase. As predicted, the Novelty-Fashion Conscious and Recreational component are present in this consumption of multi-brand clothing stores, as these stores primarily sell new goods that have a significant impact on fashion trends. The findings are also supported by Rojanasingsawad et al.'s (2020) Thai fashion consumer research. Results reveal that Exclusivity conscious, Conspicuous conscious, and Reliance on Celebrity are very relevant in determining the buying characteristics of Thai customers. The outcomes of the study indicated that consumers' need for originality has encouraged them to shop at the multi-brand store. In contrast, it has been shown that customers who buy in multi-brand shops are not conspicuously conscious. While purchasing fashion products from multi-brand retailers, the majority of buyers are unconcerned with social advantages such as group conformity and social standing. This conclusion differs with Rojansingsawad et al. (2020)'s results on the luxury fashion sector (2020). That stands to reason, given that multi-brand shops are not premium retailers.

5.3 Recommendations

Suggestions on missing respondents

Many potential customers may not be aware of the products and services of multi-brand clothing stores. Additionally, those that are aware of the store may be under the misconception that their products are expensive. To turn them into customers, retailers must focus on creating awareness of their store, brands, and services. This should include an online presence that is both informative and engaging and should be regularly maintained and updated with relevant content. Additionally, promotional campaigns and discounts should be offered to build and retain customer interest in the store.

Suggestions on indoor environmental quality of the store

Customers assess the "indoor environmental quality" of multi-brand shops as excellent on average. Customers are content with the way the store's lights are set up, but they are less pleased with the natural lighting. To maximize customer happiness, the shop management should consider installing more windows or skylights to increase the amount of natural light in the store. This can create a more inviting atmosphere and help reduce energy costs. Moreover, the management should investigate other noise reduction strategies. The research suggests that customers are moderately satisfied with the noise levels in multi-brand stores. To improve the acoustic environment, retailers should take steps to reduce noise levels and create a more peaceful environment. This can be achieved by using sound-absorbing materials or installing sound masking systems. In addition, frequent interior environment maintenance may assist retain top ratings and attract more clients.

Suggestion on hedonic experience of the store

Customers have rated highest for hedonism, and hedonism has the largest impact on purchase intention. Shoppers enjoy the hedonistic experience. To attract and keep consumers, companies should prioritize establishing a pleasant and delightful shopping environment. Providing facilities such as comfortable lounge areas and refreshments can enhance the entire retail experience for customers.

Moreover, a growing trend in the retail industry is the use of information and communication technology to create "digital atmospheres," or retail settings that enhance the in-store experience (Kim et al., 2020). A few leading fashion retailers have integrated digital screens and other interactive technologies into their store environments. For instance, Neiman Marcus came out with "Memory Mirror," which enables customers to view outfits from different perspectives and keeps track of what they've already tried on. Adidas' "Adidas Wall," a three-dimensional interactive screen that displays a wide range of products with their descriptions, allows customers to conveniently find shoes and buy them quickly. The "Interactive Fitting Room," a touchscreen mirror-equipped fitting room that Rebecca Minkoff has introduced, enables customers to explore styles, colors, and sizes with the option of personalized lighting before having their chosen goods delivered to the interactive fitting room. Additionally, research has suggested that these technologies help to stimulate and magnify the sensations and emotions of customers (Kim et al., 2020). This innovative technology improves the overall purchasing experience and provides consumers with a more efficient and personalized method to try on garments. Retailers can stay relevant to a younger, more tech-savvy audience and increase consumer satisfaction by integrating technology into the traditional purchasing experience.

Suggestion on social experience of the store

The result finds that multi-brand stores may fall short of the expectations of consumers who desire social experience. To address this gap, multi-brand stores could host events and activities that give customers opportunities to engage with each other and experiment with products. Such activities could include styling services to offer personalized recommendations to enhance the unique and social experience of customers. Regarding social variables inside a business, staff friendliness had a big effect on the quality of in-store encounters. Arora et al. (2017) discovered that the 'helpfulness of the sales staff' influences the decision to purchase new outfits. Notably, customized styling, blended insights, sources of inspiration, and new trends supplied by sales associates encourage purchase decisions optimistically (Blázquez et al., 2019). Therefore, it is crucial for businesses to create a welcoming environment that encourages customers to explore and interact with products while also ensuring that staff are trained to provide friendly and helpful customer service.

Many customers see stores as locations where they may socialize with friends and family as well as connect with other consumers. Retailers need to understand these social motivations and design stores around them so that customers feel more like they belong and can socialize. This staged environment should include a large interior layout that allows customers to move freely with their companions. The layout should be created in a manner that encourages customer involvement. The shop layout has a favorable impact on the dimensions of flow, community, and socialization, whilst the interior design of a store has a good correlation with emotions of joy and excitement (Triantafillidou et al., 2017). A large layout allows shoppers to connect more successfully with their shopping companions and gives more options for interaction with other shoppers. Additionally, customers' imaginations and fantasies are stimulated by a layout that allows for easy movement.

Moreover, soft music may enhance the social experience of customers. It is believed that gentle music is favored over loud music since it does not interfere with buyers' ability to converse. According to Yalch and Spangenberg (1990) shoppers' interactions are more commonly stimulated in low-volume music situations. Similarly, Eroglu et al. (2005) discovered that consumers engaged with one another more while slow-tempo music was playing. Areni (2003) interviewed bar management to demonstrate that soft music, such as peaceful instrumental music, helps to "ease the tension" between customers, enabling them to relax and participate in discussion.

Suggestion on immersive and escapist environment of the store

A multi-brand store's perceived value is influenced by being fully immersed in the shopping activity (flow) and being in escapist environment (escapism). According to the finding, multi-brand stores may fail to meet of consumers' needs for a genuinely distinct experience (escapism).

Shoppers quite often enter stores with the desire to relax, forget their problems, fantasize, and imagine being in a different world. A lovely aroma helps customers feel joyful and transports them to a new realm in their imaginations. In addition, it has been shown that ambient smell enhances the educational value of shopping excursions (Triantafillidou et al., 2017). Besides, escapist experiences could be enhanced by offering high-quality products. Satisfaction with product quality attracts shoppers and enables them to escape from reality by imagining themselves using the store’s product. In addition, providing a variety of products that cater to different interests and preferences can also enhance the escapist experience. This allows shoppers to fully immerse themselves in the store's offerings and feel like they are in a different world. Triantafillidou et al. (2017) discovered that product quality was a significant facilitator of flow, escape, challenge, learning, socialization, and communitas experiences. When consumers discover a store with high-quality items, they get totally involved in their tough purchasing job, envision being in a different environment, gain new information, and derive more social advantages from buying. Michon et al. (2015) showed similar results about the favorable benefits of customers' perceptions of product quality on purchasing value, which included escapist and immersion aspects. Multi-brand store should focus on quality product offerings, creating a pleasant atmosphere with a signature scent.

In the study of Triantafillidou et al. (2017), establishments with pleasant music promote sentiments of joy, flow, risk, and adventure among customers. In addition to mental and social advantages, the right theme music may facilitate the acquisition of product knowledge and build connections with meaningful others or other shoppers. Similar to the findings of Eroglu et al. (2005), retail music may increase the pleasure, adventure, and immersion of customers.

Suggestion on sense of belongingness of the store

Additionally, customers' sense of belongingness (communitas) has a significant impact on both purchase intention and perceived value. Physical and emotional belongingness is an essential aspect of the human experience. According to a recent research, consumers who join brand communities often do so due to of a feeling of loneliness and a strong need to belong, demonstrating the growing importance of a sense of belonging in influencing consumer behavior (Nightingale, 2020). Belonging was identified as a fundamental human need in Abraham Maslow's Hierarchy of Needs, and the relevance of this idea has only grown in this contemporary commercial culture. Companies may build significant and worthwhile connections with their customers by giving them a feeling of belonging via their brand.

Nightingale (2020) suggests a new multi-brand retailer community model with three crucial components—humans, local communities, and brands—and outlines the support mechanisms for each. In order to successfully create a brand community, multi-brand clothing stores should leverage the human, local, and brand elements.

Any successful multi-brand retailer community values the human element, which includes all stakeholders' relationships with a retailer's brand and relationships among the members as promoted by the brand community's platform (Nightingale, 2020). Giving customers control over their shopping experience, promoting co-creation with customers, engaging with and demonstrating loyalty to employees, and assisting customers in forming new relationships or even improving their relationship with themselves are all examples of the human element.

Multi-brand clothing stores can implement a conversational commerce app that enables customers to easily connect with in-store staff via text, chat, and video in order to give customers authority over their shopping environment. Co-creation concept can be infused for generating store brand community. An example of co-creation is the Nordstrom Fashion Ambassador Program, which invites young creatives in their school years to take part in gatherings where they can network with Nordstrom insiders in the fashion industry, meet like-minded people, and have an impact on the buying team (Nordstorm, n.d.). Having employee engagement can also contribute to building a community for the stores. A team of employees, such as Birchbox's "B Team," has helped its company's brand come to life on social media in a more individualized way, while increasing employee engagement and loyalty (Birchbox, n.d.). One of the best examples of a strong brand community is Sephora, which makes use of loyalty programs, webinars, lively social media conversations, in-store events, and unique gatherings. The Sephoria House of Beauty is a brilliant example because it is a jam-packed annual tradition with special experiences, masterclasses, and get-togethers intended to help customers meet each other, explore their favorite brands, discover new ones, as well as meet their favorite beauty expert icons and learn new beauty techniques (Sephora, n.d.). Furthermore, multi-brand retailers should supply consumers with conversation topics that encourage socialization and community-building. It was shown that customer assessments of a store's product quality are favorably correlated with socializing and communitas experience (Triantafillidou et al., 2017). Thus, these conversation topics should be centered on product quality. For example, encouraging customers to share product reviews or discussing topics that relate to product quality will not only foster conversation amongst customers, but can also help to build a strong brand community.

The local component consists of relationships with local customers, community support for nearby residents, and a broader social impact (Nightingale, 2020). Multi-brand stores can embrace the expanding trend of localized personalization. According to "State of Fashion 2020" by McKinsey and Business of Fashion, retailers should prioritize building relationships with local customers, giving back to the neighborhood, and making a larger social impact (Amed & Berg, 2020). The creator of Neighborhood Goods, Matt Alexander, underlined the value of local personalization by stating that local stores should be connected to customer interests, unique to each place, localized, reliable, and thoughtfully constructed (Millen, 2018). Multi-brand clothing retailers should capitalize this trend by introducing neighborhood-specific store concepts when they consider opening new branches in different areas. These boutique-style shops provide a wide range of services catered to the neighborhood, and visitors have a tendency to spend about 2.5 times more than usual (Stylus, 2019). Additionally, studies have shown that localization of goods, information, services, and experiences increases consumer loyalty and willingness to pay more (Arnold et al., 2013).

The brands' element entails assisting featured brands in establishing relationships with the retailer's consumers (customer-featured brands) and among themselves (brand-brand) (Nightingale, 2020). Some overseas multi-brand stores are using co-working spaces and business accelerators more frequently to strengthen ties between the featured brands and their customers as well as to enable the featured brands to share knowledge. Two such retailers, Showfields in New York and Perfumarie in New York, have established a co-working area (Ollinger, 2019) and an events space (Stratten, 2019), respectively, for the featured brands to operate from and conduct events. Retail-as-service models also heavily emphasize brand-to-brand cooperation. Neighborhood Goods, Showfields, and Lone Design Club each have their own data-driven initiatives that enable them to gain insight into how consumers interact with their products and make decisions regarding their collections (Nightingale, 2020). Another way multi-brand retailers find and help startups is through business accelerators. For example, Sephora Accelerate and Birchbox Breakthrough whereas the chosen brands get access to mentoring programs, seminars, and networking opportunities, as well as the opportunity for consumers to learn about them (Nightingale, 2020). The creation of programs resembling co-working spaces or accelerators is recommended as a way for multi-brand apparel retailers to develop relationships with its featured brands and consumers. This might help foster an atmosphere where brands can interact and cooperate in a way that benefits both parties.

Suggestion on consumers' decision-making styles of the store

Customers with a decision-making style characterized by novelty-fashion awareness, recreationalist, conspicuity, reliance on celebrities, and exclusivity are more likely to purchase from multi-brand clothing stores.

Although customers answered that the most influential person to make purchasing decision is themselves, the results show that customers who are reliance on celebrities are likely to purchase from multi-brand stores. Using celebrity endorsements in multi-brand clothing shops may be an efficient means of attracting new consumers. The endorsement of a celebrity may aid in building brand recognition and generating favorable customer attitudes, and it might greatly increase sales. Multi-brand clothing retailers can generate consumer trust and establish a strong relationship with prospective customers by leveraging the impact of a well-known celebrity who shares the values and positively portrays the business.

Consumers are not conspicuous; they do not enjoy being seen with high-end brands, they like shopping at multi-brand stores as a pleasurable activity; they like uniqueness; and they like to chase trends. Thus, it is suggested to highlight the unique benefits they offer. Shopping in multi-brand shops should be portrayed as a delightful, enjoyable pastime, as opposed to just a utilitarian one. This may be accomplished by emphasizing the diversity of choices that these shops provide. By providing buyers with access to a variety of products and styles, multi-brand shops give customers the opportunity to choose the ideal item to express themselves on a budget. In order to profit from this, the marketing of multi-brand clothing shops should emphasize giving customers a pleasant shopping experience while simultaneously emphasizing the diversity of high-quality alternatives available.

According to Balchandani and Eisenberg (2021), the emergence and development of businesses and models that create clothing from deadstock or recycled material has become a trend that is gaining a lot of customer interest. These brands are not only creating clothing with a smaller carbon footprint, but they are also using materials that aren't always accessible and easily obtainable, particularly in large numbers. As a result, the finished product seems even more special and one-of-a-kind. Multi-brand stores could consider including these environmentally friendly brands in their merchandise to support the exclusivity in the store.

By coordinating the relevant store features that influence each experience dimension, merchants may deliver a comprehensive shopping experience that will captivate customers, please them, and enhance the possibility of repeat visits. With the aid of music, décor, and a friendly staff, create an environment that makes customers feel at ease. Display the diversity of available alternatives and emphasize the various brands and designs. Demonstrate to customers how these shops can meet their specific, personalized requirements. By carefully creating their marketing strategy and making customers feel inspired and welcome, multi-brand clothing stores may provide a pleasant shopping experience with several benefits. These shops can provide customers the opportunity to escape conformity and express themselves while keeping within their means.

5.4 Limitations and Suggestions for Future Research

This research, like several others, has numerous limitations. Mostly, the empirical data are restricted, thus the conclusions are based only on a small sample of young people who ever shopped at the multi-brand stores in Bangkok. Hence, the restricted sample and conclusions cannot accurately reflect the purchase intention and perceived value of customers in multi-brand stores. Future research should focus on obtaining bigger and more varied geographical samples. Second, the research is limited to a survey study, particularly from the demand perspective. Therefore, supplementing survey studies with in-depth interviews or surveys conducted with both buyers and sellers can yield more comprehensive findings. It will provide a more robust and comprehensive understanding of purchase intention in the buyer-seller context.

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APPENDICES

Questionnaire

Section 1: Screening Question

1. Have you ever shopped at a multi-brand clothing store in Thailand? (E.g., Matchbox, SOS - Sense of Style, CAMP BKK, FABLAB Multidesigner house, HOF shop, Another Story, GLOC, Cute Bar multi-brand store, Peach Echo multi-brand store, WIC, etc.)
    1. Yes
    2. No

If the answer is "No"

1. What could be your reason for not shopping at a multi-brand clothes store in Thailand?
    a. I don't know anything about it.
    b. I have seen the stores, but I am not sure what they are.
    c. I think they don't have the type of products that I want.
    d. I think they are not for me.
    e. I just prefer the mono-brand store that sells only one brand.
    f. I think their products are expensive.
    g. I think the quality of their products is not good enough.
    h. I think their products are not worth for money.
    i. I think their service is bad.
    j. I don't like their store layout, decoration, furniture, or colors.

Section 2: General Questions

1. How often do you purchase at multi-brand clothing stores?
    1. Once a week
    2. Once a month
    3. Once every 3 months
    4. Once every 6 months
2. How much do you spend at multi-brand clothing stores per time?
    1. Less than 1,000 Baht

2. 1,000-3,000 Baht
3. 3,001-4,000 Baht
4. 4,001-5,000 Baht
5. More than 5,000 Baht

3. Who has the most influence when you purchase at multi-brand clothing stores?
   1. Yourself
   2. Friends
   3. Partner
   4. Family
   5. Advertisement
   6. Celebrities
   7. Influencers
   8. Trend
4. What is your favorite fashion style?
   1. Business casual style
   2. Athleisure style
   3. Minimalist style
   4. Punk style
   5. Vintage style
   6. Retro style
   7. Ethnic style
   8. Feminine
   9. Masculine
   10. Unisex
   11. Streetstyle
   12. Current Fashion Trends (Fad)
5. At which multi-brand store that you last purchased?
   1. Sense of style - SOS
   2. Matchbox store
   3. CAMP BKK
   4. FABLAB
   5. HOF shop

6. Another Story
7. GLOC
8. Others

6. What is the most important thing about the store that made you choose to buy there?
    1. Payment method
    2. Return policy
    3. Staffs
    4. Providing amenities such as coffee, water, snacks, etc.

Section 3: Specific Questions

Please specify the level of your agreement on the following statements:

Assessment Scale;

4 = Strongly Agree, 3 =Agree, 2 = Disagree, 1 = Strongly Disagree

Questions	Level of agreement			
	(4)	(3)	(2)	(1)
<u>Internal Environmental Quality</u>				
Layout				
1. The store's facilities and equipment are brand new.				
2. The store's layout is acceptable.				
Air quality				
3. The air inside this shop is clean and refreshing.				
4. This store's air is circulating.				
Thermal environment				
5. The temperature in this shop is suitable for enjoyment.				
6. The temperature at this shop is always kept at an optimal level.				
Lighting environment				
7. This store is designed to get enough natural light.				
8. This store's lighting design is acceptable and comfy.				
Acoustic environment				
9. This store has no noise.				
10. This store's music is lovely.				

<u>In-store experience factors</u>				
Hedonics				
1. I enjoyed just being at this store.				
Flow				
2. As I was shopping at this store, I was deeply absorbed in the shopping activity there.				
Escapism				
4. While I shopped at this store, I felt as if I were in a different time period and location.				
5. When I went to this store, I felt like I was in another universe.				
Challenge				
6. I had a feeling of adventure when shopping at this store.				
Learning				
7. This store's shopping experience improved my knowledge.				
8. This store inspired me to discover new things while I shopped there.				
Socialisation				
9. I met new friends when I visited this store.				
Communitas				
10. When I shopped at this store, I felt a sense of belonging.				

Decision-making styles dimensions and measurement variables Perfectionist dimension 1. Finding an excellent quality is important to me. Brand conscious dimension 2. I like purchasing the most popular brands. Fashion conscious dimension 3. I keep my clothing current with the latest trends. Hedonistic 4. One of the pleasurable hobbies in my life is shopping. Price conscious 5. Most of the time, I choose products with lower prices. Impulsive 6. I don't normally plan ahead for my shopping and instead buy things on the spur of the moment. Confused by overchoice 7. Since there are so many brands to choose from, I often don't know which one to pick. Brand loyal 8. I stick with a product or brand that I like. Conspicuous conscious 9. I like being seen wearing the high-end brand. Reliance on celebrities 10. If the celebrity I like starts promoting the product, I will buy it. Exclusivity conscious 11. When everyone buys the same things all the time, I don't see much value in them.				

Perceived value Quality 1. The quality of the products in this store is good enough. Emotional 2. Buying the products from this store would make me feel good. Price 3. The prices of the things in this store are fair. Social 4. If I bought from this store, people would think better of me.				
Purchase intention 1. I will purchase the new product at multi-brand stores within 3 months.				

Section 4: Demographic Questions

1. Gender
    1. Male
    2. Female
    3. Prefer not to say
2. Age
    1. Less than or equal to 20
    2. 21-30
    3. 31-40
    4. 41-50
    5. More than 50
3. What is your current educational level?
    1. Under high school
    2. High school diploma
    3. Vocational school diploma
    4. Bachelor’s degree

5. Master's degree or higher education

4. What is your current employment status?
    1. Student
    2. Full-time job
    3. Part-time job
    4. Seeking opportunities currently
    5. Freelancer
    6. Retired
5. Average Monthly income
    1. Less than 15,000 Baht
    2. 15,000-30,000 Baht
    3. 30,001-45,000 Baht
    4. 45,001-60,000 Baht
    5. More than 60,000 Baht