THE INFLUENCES OF STORE ATMOSPHERE ON PURCHASE INTENTION TOWARD A FAST FASHION BRAND IN BANGKOK

Pitchayapa Siddhibphongs a1 and Dr. Seongdok Kim2

Abstract: The objective of this research is to investigate how store atmosphere influences purchase intention in fast fashion brands in Bangkok. There is robust growth and high competition in the fast fashion’s market. Seven factors, which are music, color, lighting, traffic flow, space allocation, product display, and window display, are selected in order to find statistical relationship with purchase intention based on thorough literature review. Findings of this current research show that color, lightening, traffic flow, product display and window display have statistical influence on purchase intention whereas music and space allocation have not. This result provide important managerial implications to fast fashion industry to focus on purchase intention to enhance sustainability and profitability. Further investigation of the factors contributing to purchase intention and in other geographical areas is suggested for future studies.

Keywords: Ambient Cue, Design and Layout Cue, Display Cue, Fast Fashion, Purchase Intention, Store Atmosphere

1. Introduction
Fast fashion is revolutionizing the way consumers shop and dress (Cachon & Swinney, 2011). In recent years, brands including ZARA, Topshop, and H&M have grown robustly and have continuously gained the market share from the traditional rivals, such as Haute Couture (Sull & Turconi, 2008). A key behind this success is that all these fast fashion brands can offer products to the market at more affordable prices, being quicker, and more up-to-date than the traditional fashion house (Cachon & Swinney, 2011). A report from New York City Economic Development Corporation (2010) shows that the fast fashion market has rapidly grown from year 2006 to 2010, with ZARA, H&M, and Forever 21 growing at 12%, 13% and 25%, respectively, while the others at 2% in the same period.

The rise of competition in the world’s fashion market today has promoted many brands to become more alert (New York City Economic Development Corporation, 2010). As we all live in a fast changing times, the rapid change is not only restricted to the merchandise or on-sale products, but also the store (Parsons, 2011).

‘A’ fast fashion brand has proven its success by tripling its stores and revenue, and become the third largest international retailer (Zhang, 2008). The production process at the ‘A’ brand is very outstanding. From design to delivery, it can make it within a week and products are sold out to the eager customers right away (Caro & Gillien, 2010, Fisher et al., 2001; Ghemawat & Nueno, 2006).

The purpose of this research is to investigate how store atmosphere influences purchase intention under the particular fast fashion brand context as well as to provide evidence guidance for real world business practice. Besides, it is also still difficult to find a research study on store atmosphere influencing purchase intention in fast fashion brands, under the specific Bangkok area while these brands are rapidly expanding globally.

1 MBA graduate at Assumption University, Graduate School of Business. 2 Lecturer at Assumption University, Graduate School of Business.