

# Research on the Impact of Fast Fashion Clothing Store Experience on Consumer Purchase Intention Based on Regression Analysis

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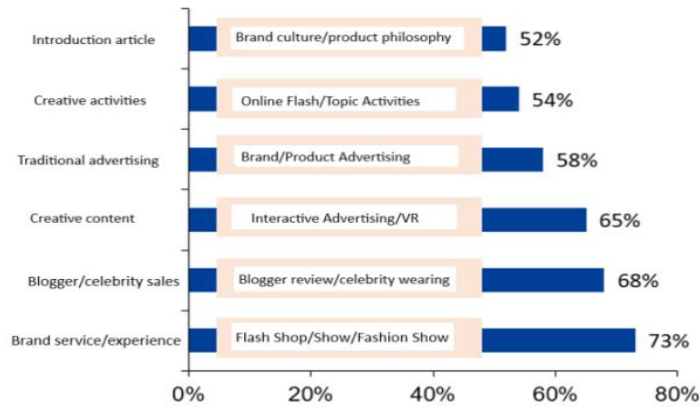
**Abstract.** This study is a confirmatory research to verify the impact of store experience on the purchase intention of fast fashion clothing consumers. It finds that the experience of customers does indeed affect their purchase intention, and the two main influencing dimensions are the commodity itself and the store environment. Perceived value, personnel service, and visual merchandising also have a positive impact on purchase intention of fast fashion clothing consumers.

**Keywords:** Experience marketing; Fast fashion; Visual merchandising; Perceived value; Purchase intention.

## 1 Introduction

The booming development of e-commerce, while store experience and visual marketing are still the important sales methods for fast fashion clothing. According to the 2018 retail market research report of fast fashion brand clothing UNIQLO, 92% consumers like to go to physical stores to experience the fabric and wearing effect, while over 60% search for product information online before purchase. A high proportion of customers prefer the store experience, which is in line with the characteristics of fast fashion clothing. The main characteristic is that it updates quickly and conforms to the current trend and fashion characteristics pursued by consumers, meeting the needs of most consumers with a variety of clothing styles and low prices. Fast fashion clothing marketing must have a deep understanding of customer experience needs, focus on the dimensions that affect customer purchase intention, in order to retain customers in the fiercely competitive fast fashion clothing field. As Figure 1, according to the research results of BCG/Tencent Marketing Insights/ Guosheng Securities Research Institute in January 2022, offline experiential marketing is the most important way to stimulate consumer interest in purchasing

commodities [1]. It shows 73% customers purchasing fashion products are influenced by the experience of brand services and products.



**Figure 1.** BCG / Tencent Marketing Insights / Guosheng Securities Research Institute in January 2022. Data resource [1].

This study conducts a field survey and collects a sample of respondents to verify the impact of customers' perception of the experience in fast fashion clothing stores on their purchase intentions. The purpose of this study is to verify the perception of customer store experience, including the impact of store environment, visual marketing, commodity, personnel services, and perceived value on consumer purchase intention. To provide relevant suggestions for fast fashion clothing stores through research findings and conclusions.

## 2 Literatures review

The essence of experience marketing is to shape experiential scenarios, generate emotional resonance through interactive experiences, and thereby convey product information and brand personality to consumers, promoting customer purchase intention [2]. Gilmore & Pine (2002) propose to give marketing promotions more sensory appeal by adding imagery, tactile materials, motion, scents, sounds, or other sensations [6]. Visual merchandising in fashion retail stores do affect consumers' brand attitude and purchase intention [9]. Terblanche and Boshoff (2006) conducted a survey of store consumers in multiple retail industries in a related study, and based on the analysis and research of the survey results, proposed the "ISE" model. The model summarizes five factors that affect purchase intention, namely product value, in store environment, visual merchandising, personnel service, and complaint handling [3]. The store environment, lighting, music and product portfolio of physical stores will stimulate consumers and make consumers purchase [5]. Customers' perceptions of the reflection and assurance of personnel service significantly influence their consumption emotion [8]. The perceived value is the most important factor to promote consumers to buy, and perceived value can predict consumer behavior more than customer satisfaction [4, 10]. Enterprises should pay attention to improving customers' trust and perceived value [7]. Based on the relevant literature mentioned, five hypotheses are proposed. H1: Store environment has a

significant positive impact on consumer purchase intention; H2: Visual merchandising has a significant positive impact on consumer purchase intention; H3: Commodity has a significant positive impact on consumer purchase intention; H4: Personnel service has a significant positive impact on consumer purchase intention; H5: Perceived value has a significant positive impact on consumer purchase intention.

### 3 Research design

#### 3.1 Research models and variables

This study selects five dimensions, including store environment, visual merchandising, commodity, personnel service and perceived value as the measurement dimensions. To detect the impact on consumer purchase intention from five measurement dimensions, research model as Figure 2.

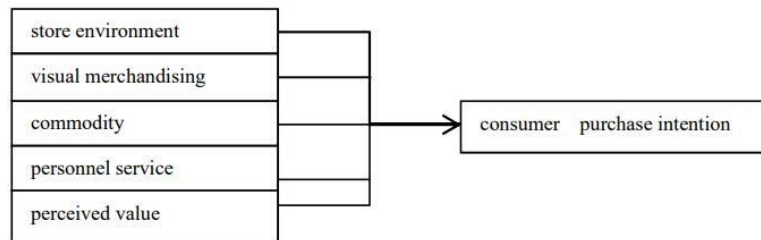


Figure 2. Research model

Table 1. The Dimension and variables

Dimension	Items of variable
Store environment	Q1. Design style
	Q2. Sanitation
	Q3. Display layout
Visual merchandising	Q4. Many kinds clothes
	Q5. New hits
	Q6. Different styles clothing
Commodity	Q7. Multiple combinations
	Q8. Quality
	Q9. Tactile comfort
Personnel service	Q10. Patient and meticulous
	Q11. Good guide service
	Q12. Respond my questions in-time
Perceived value	Q13. Functional value
	Q14. Use value
	Q15. Economic value
Consumer purchase intention	Q16. Getting right clothes
	Q17. Increase willingness to buy

The five measurement dimensions and affected dimension of consumer purchase intention are presented in Table 1. The first measurement dimension, store environment, has 3 variables, including design style, sanitation, and display layout. The second measurement dimension, visual merchandising, also has 3 variables, they are many kinds clothes, new hits, and different styles clothing. The third measurement dimension, commodity, has 3 variables, embracing multiple combinations, quality, and tactile comfort. The fourth measurement

dimension, personnel service, has 3 variables, embodying patient and meticulous, good guide service, and respond my questions in-time. The fifth measurement dimension, perceived value, has 3 variables, functional value, use value, and economic value. The affected dimension is consumer purchase intention, which has 2 variables, including getting right clothes and increase willingness to buy.

### 3.2 Questionnaire design

The questionnaire is divided into two parts. The first part mainly collects population characteristics of the respondents. The second part is to survey the subjective feelings of respondents by Likert five point scale items, with each variable designed as a item. A screening item was set at the beginning of the questionnaire to confirm that the respondents had experience in a fashion clothing store.

### 3.3 Survey methods and sample collection

This questionnaire publishes through the online questionnaire platform. In order to confirm the reliability of the questionnaire, the pre-test collects 19 valid questionnaires for consistency testing. The Cronbach alpha value of consistency of the questionnaire shows that dimension of store environment is 0.886, visual merchandising is 0.909, commodity is 0.764, personnel service is 0.889, perceived value is 0.866, and the consumer purchase intention is 0.810. All items of the measurement dimensions have good reliability. The online questionnaire platform collected samples from April 22, 2022 to May 10, 2022. A total of 256 questionnaires are collected, of which 223 are valid. The effective ratio is about 87.11%. KMO value is 0.959 for content validity testing, and Cronbach alpha value of each variable dimension is over 0.8 for reliability testing. It shows the reliability of the questionnaire items is good. Furthermore, this study integrates variables into dimensions. The arithmetic mean of variables is used to replace the score of measurement dimension. Table 2 is the reliability of measurement dimensions. The Cronbach  $\alpha$  of each measurement dimension is over .885.

**Table 2.** The reliability of measurement dimensions

Dimension	Cronbach $\alpha$	items
Store environment	0.904	3
Visual merchandising	0.902	3
Commodity	0.885	3
Personnel service	0.927	3
Perceived value	0.897	3
Consumer purchase intention	0.916	2

## 4 Results analysis

### 4.1 Describe statistics

There are 144 female respondents accounted for 64.57%, while 79 male respondents accounted for 35.43%, sample size is 223. Totally 202 respondents aged 20-39 accounted for 90.58%. Education level of respondents are college and undergraduate students are the main groups. The occupations of respondents are mainly focused on enterprise employees and

students. The revenue levels of the respondents are randomly distributed. The scores' means and standard errors of respondents on six dimensions are shown in Table 3. The means are all over 3.7683, that indicates the scores of the respondents are biased towards agreement. The standard errors of six measurement dimensions are less than 1, which indicate that the degree of dispersion of the data is small.

**Table 3.** Descriptive statistics

	min	max	mean	Standard error
Gender	1	2	1.65	.479
Age	1	4	2.04	.482
Education	1	3	1.99	.430
Occupation	1	6	2.87	1.547
Revenue	1	5	3.03	1.417
Store environment	1	5	3.8789	.8593
Visual merchandising	1	5	3.8011	.9020
Commodity	1	5	3.8011	.8795
Personnel service	1	5	3.7787	.8992
Perceived value	1	5	3.7683	.8963
Consumer purchase intention	1	5	3.8180	.9101

#### 4.2 t test

The mean of perceived value scores for males and females are 3.9367 and 3.6759 respectively. As Table 4, the result of t test indicates a difference on perceived value between the male and female. For perceived value score of store experience, males scored higher than females, but there is no significant difference in other five dimensions.

**Table 4.** T test for male and female

	t	df	Sig. (Two-tail)	Mean Diff.	Standard error diff.
Store environment	1.406	131.289	.162	.1809	.1286
Visual merchandising	1.260	146.164	.210	.1641	.1302
Commodity	1.814	146.246	.072	.2294	.1264
Personnel service	1.827	142.961	.070	.2380	.1302
Perceived value	<b>2.060*</b>	153.229	.041	.2607	.1265
Consumer purchase intention	.842	132.809	.401	.1146	.1362

\*Indicates significance,  $p < .05$ , at 95% confidence level, with assuming variations not equal.

Another t-test is conducted on the main age groups of age 20-29 and age 30-39, as results in Table 5. The mean of purchase intention scores for age 20-29 and age 30-39 are 3.862 and 3.460 respectively. It indicates that there are significant differences in purchase intentions. Purchase intention score in store experience, age 20-29 scored higher than age 30-39, but there is no significant difference in other five dimensions.

**Table 5.** T test for group age 20-29 and group age 30-39

	t	df	Sig. (Two-tail)	Mean Diff.	Standard error diff.
Store environment	1.391	28.183	.175	.2827	.2032
Visual merchandising	1.092	29.231	.284	.2229	.2042
Commodity	.707	28.292	.485	.1487	.2103
Personnel service	1.662	29.364	.107	.3297	.1984
Perceived value	1.425	28.771	.165	.2957	.2075
Consumer purchase intention	<b>2.153*</b>	30.617	.039	.4016	.1865

\*Indicates significance,  $p < .05$ , at 95% confidence level, with assuming variations not equal.

### 4.3 Correlation coefficients analysis

The Pearson correlation coefficients analysis are conducted between the five measurement dimensions and consumer purchase intention, and the results are shown in Table 6. The correlation coefficients between consumer purchase intention and in store environment is 0.818 with p value .000, it indicates the pairwise relationship between variables is positively correlated. The high experience recognition score of the respondents leads to a high purchase intention.

**Table 6.** Pearson correlation coefficients

Dimensions	store environment	visual merchandising	commodity	personnel service	perceived value	consumer purchase intention
store environment	1					
visual merchandising	.814** .000	1				
commodity	.816** .000	.814** .000	1			
personnel service	.772** .000	.791** .000	.835** .000	1		
perceived value	.794** .000	.770** .000	.845** .000	.845** .000	1	
consumer purchase intention	.818** .000	.808** .000	.841** .000	.825** .000	.829** .000	1

\*\* indicates significance level at 0.01 (two-tail). Sample size is 223.

There is a positive correlation between customers' perception of the store experience and their purchase intention. The correlation coefficients between each two measurement dimensions are all higher than .770 with p value .000, which show a significantly positive correlation. The results of correlation coefficients support five hypotheses. Store environment, visual merchandising, commodity, personnel service, and perceived value have a significantly positive impact on consumer purchase intention.

### 4.4 Regression analysis

It conducts linear regression analysis of the research model. It uses the measurement dimensions as variables, the consumer purchase intention is the dependent variable, the independent variables including store environment, visual merchandising, commodity,

personnel service, and perceived value. The mathematical formula for linear regression is as equation (1).

$$\beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon = Y \quad (1)$$

Where  $\beta_0$  is the constant,  $X_1$  represents variable of store environment,  $X_2$  represents variable of visual merchandising,  $X_3$  represents variable of commodity,  $X_4$  represents variable of personnel service,  $X_5$  represents variable of perceived value,  $\varepsilon$  represents residual, and  $Y$  represents the dependent variable, consumer purchase intention.  $\beta_i$  is the coefficient of  $X_i$ .

The stepwise regression method is used to obtain the pattern with the highest R-squared value, as shown in Table 7 and Table 8. The R square and adjusted R square are separately .802 and .797, which indicates this regression mode has high explanatory power for the dependent variable. Those independent variables, store environment, visual merchandising, commodity, personnel service, and perceived value, can well explain the change in the dependent variable's consumer purchase intention.

**Table 7.** regression mode

R	R square	Adjusted R squared	EstimatedStandard error
.895	.802	.797	.4099

Predictor: (constant),  
Perceived value, Visual merchandising, Store environment, Personnel service, Commodity  
Dependent variable: Consumer purchase intention

**Table 8.** Coefficients of independent variables

	Non-standardized coefficient		Standardized coefficient	t	significance	Collinearity statistic	
	B estimated value	Standard error	Beta distribution			Tolerance	VIF
(constant)	.017	.132		.129	.897		
Store environment	.222	.064	.210	3.468	.001	.250	4.000
Visual merchandising	.163	.061	.162	2.682	.008	.252	3.969
Commodity	.219	.072	.211	3.055	.003	.191	5.234
Personnel service	.195	.065	.193	2.980	.003	.219	4.576
Perceived value	.200	.067	.197	2.975	.003	.209	4.786

Dependent variable: Consumer purchase intention.

The standardized coefficients of independent variables have significantly positive correlation, as equation (2). According to the magnitude of the coefficients, it finds that commodity is 0.211, which has the greatest impact on the purchase intention. Coefficient of store environment is 0.21, perceived value is 0.197, personnel service is 0.193, and visual merchandising is 0.162. It shows that perception of store experiences have positive impact on customer purchase intention. The commodity and store environment are the most important dimensions affecting the purchase intention of fast fashion clothing customers. VIF values are all below 5, and tolerance is also less than 0.2. There is no collinearity of the five independent variables.

$$\beta_0 + 0.21X_1 + 0.162X_2 + 0.211X_3 + 0.193X_4 + 0.197X_5 + \varepsilon = Y \quad (2)$$

## 5 Discussions

This study verifies the impact of the store experience of fast fashion clothing customers on their purchase intention. It finds that there is a positive correlation between customer experience in the store and their purchase intention. Perception of commodity is the most important dimension affecting the purchase intention of customers. This is consistent with the characteristics of fast fashion clothing, including updates quickly, current trend, meeting the needs, a variety styles, and low prices. Customers who pursue fashion trends need to constantly update their fashion clothing, which may make them more concerned about commodity. Then, store environment experience is the second most important dimension affecting customer purchase intention. Perceived value, personnel service, and visual merchandising also positively affect customer purchase intention. Further research is needed on the adoption of visual merchandising in the decoration of fast fashion clothing stores.

## 6 Conclusions

This study verifies the impact of the store experience of fast fashion clothing customers on their purchase intention. The results show the experience of fast fashion clothing stores does indeed positive impact on consumer purchase intention, and the two main influencing dimensions are the commodity and the store environment. While perceived value, personnel service, and visual merchandising also positively affect customers' purchase intention.

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