

# Store Atmosphere and Communication Determinants Influencing Consumer Emotions and Repurchase Intention in Thailand's International Fast Fashion Market

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## Abstract

**Purpose:** This study investigates influence of an international brand of clothing store atmosphere and its employee performance on shoppers' positive emotions that leads to their repurchase intention and their impulsive buying. **Research design, data and methodology:** A quantitative research design is applied, using a structured questionnaires distributed online to 385 respondents who experience shopping clothing products of an international brand in Thailand. **Results:** Statistical analyses—both descriptive and inferential—show that store layout significantly influences positive emotions. In contrast, store interior and store display do not influence positive emotions. However, store interior, store layout, store display, employee performance, and eWOM influence repurchase intention among Thai shoppers. Positive emotions influence both repurchase intention and impulsive buying. Finally, repurchase intention varies significantly with age and income. **Conclusions:** The international clothing brand should maintain its store layout and improve store interior and store display to recreate strategy necessary in inducing impulsive buying.

**Keywords:** Store Interior, Store Layout, Store Display, Communication Determinants, Fast Fashion

**JEL Classification Code:** M31, L81, D12, D91

## 1. Introduction

Over the past two decades, the global fashion industry has undergone significant shifts, driven by globalization, consumer demand for variety, and the rise of fast fashion, a model that emphasizes speed, affordability, and rapid trend cycles (Anisah et al., 2024). Fast fashion brands like Zara, H&M, and Uniqlo have transformed traditional retail structures by shortening design-to-shelf timelines and adapting runway trends into mass-market offerings within weeks (Caro & Martínez-de-Albéniz, 2015).

This retail evolution has not only changed how clothing is produced and consumed but also redefined how fashion retailers communicate with their customers. A 2018 report by Cotton Incorporated highlights that Thai consumers continue to show a strong preference for shopping for clothing in physical stores. According to the report, 67% of Thai shoppers prefer researching clothing items in-store,

while 81% rely on in-store staff to answer pre-purchase questions. Most notably, 90% of clothing purchases and 88% of repeat purchases occur in physical retail stores and 77% of consumers buy cloth on impulse, which increase from 70% in 2008. Increasingly, store atmosphere functions as a non-verbal communication tool that influences customer perceptions and emotions, ultimately shaping shopping behavior (Siddhibhongsa & Kim, 2016). Store atmosphere—including layout, lighting, music, color, and display designed to create an immersive shopping environment that reinforces brand identity and influences consumer decisions (Florea et al., 2025; Sharma & Stafford, 2000). In this context, impulse buying, which is a sudden, emotionally driven purchasing behavior without prior planning, has gained attention for its strong link to in-store environmental stimuli (George & Yaoyuneyong, 2010; Muruganatham & Bhakat, 2013). Fashion products, often tied to identity, mood, and social status, are especially prone

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to such spontaneous purchases, making store atmosphere a key trigger in the decision-making process (Hussain et al., 2019; McNeill & Moore, 2015). Sensory elements like music, scent, and lighting not only influence how long consumers stay in the store but also how they feel during the visit, potentially increasing impulse purchases (Widyastuti, 2018).

As fast fashion retail becomes more experience-oriented, especially in competitive urban markets like Thailand, studying how store atmosphere and communication influence shoppers' emotions and behaviors is essential. Such insights can benefit both international fast fashion brands and academic research in retail design. This study aims to investigate how store atmosphere, including store interior, store layout and store display, employee performance and eWOM act as a communication determinant that influence shoppers' positive emotions, impulsive buying, and repurchase intentions, using H&M Thailand as a case study within the international fast fashion sector.

## 2. Literature Review

### 2.1 Store Interior

The store interior includes lighting, scent, music, and color schemes that can shape store atmosphere with a more appealing and enjoyable space for shopping for customers. Prior studies find that ambient features like color, lighting, contribute to feelings of pleasure or comfort, and these emotions lead to repeat purchases. Well-designed lighting highlights product zones, influences mood, and encourages customer interaction, while ambient music and pleasant aromas enhance comfort and emotional connection with the store (Erdil, 2015; Palilingan et al., 2022). Elements such as warm-toned colors and branded interior design also create an inviting atmosphere that makes shoppers feel relaxed and emotionally engaged (Florea et al., 2025). Positive emotional responses can lead to unplanned purchases and a higher likelihood of repeat visits. Furthermore, when interior elements such as scent, furniture arrangement, and lighting meet or exceed customer expectations. And they enhance satisfaction and trust, strengthening brand attachment and increasing repurchase intention (Thang & Tan, 2003).

**H1A:** Store interior of H&M stores Thailand influences positive emotions of its shoppers.

**H2A:** Store interior of H&M stores Thailand influences repurchase intention of its shoppers.

### 2.2 Store Layout

The arrangement of aisles, shelves, fitting rooms, and clear product zoning can be recognized as a well-designed store layout for creating a pleasant and efficient shopping experience. Layouts that offer smooth navigation, comfortable spacing, and designated areas for specific customer segments (e.g., men, women, kids) allow for easier product discovery and reduce shopping fatigue (Singh et al., 2014). Key features like mirrors, traffic lanes, and waiting areas near fitting rooms enhance the emotional and functional flow of the store, helping shoppers feel at ease and more engaged (Thi, 2019). These spatial elements contribute to positive emotions, as customers are more likely to enjoy their visit when the environment feels open, intuitive, and stress-free (Elbers, 2016; Pinto et al., 2020). Moreover, store layouts that highlight promotional items and new arrivals can attract attention and make the space feel dynamic and fresh. Previous study found that positive experiences increase customer satisfaction and encourage repurchase intention, as shoppers are more likely to return to stores that are visually inviting and easy to navigate (Turley & Milliman, 2000).

**H1B:** Store layout of H&M stores Thailand influences positive emotions of its shoppers.

**H2B:** Store layout of H&M stores Thailand influences repurchase intention of its shoppers.

### 2.3 Store Display

Store displays significantly contribute to capturing customers' attention, generating excitement, and influencing their emotions and behaviors within a retail environment (Tumundo et al., 2022). Visually appealing displays such as mannequins dressed in new arrivals, promotional signage, and well-organized product arrangements can trigger positive emotions like curiosity and excitement, which often lead to impulse buying (Mohan et al., 2013; Park & Farr, 2006). Effective displays use color contrast, lighting, and layout techniques to encourage exploration, making shoppers more likely to interact with the products and discover items they hadn't planned to buy (Zheng & Li, 2018). When products are strategically placed, especially near store entrances or checkout counters, these displays increase product visibility and keep shoppers engaged throughout the visit (Kamu et al., 2023). Regularly updated and creative store presentations also help with a strong first impression and a sense of novelty, which contribute to customer satisfaction and encourage repurchase intention (Terblanche & Boshoff, 2006). Over time, well-managed displays enhance the perceived quality and professionalism of the store, fostering emotional connections and customer loyalty (Turley & Milliman, 2000).

**H1C:** Store display of H&M stores Thailand influences positive emotions of its shoppers.

**H2C:** Store display of H&M stores Thailand influences repurchase intention of its shoppers.

## 2.4 Employee Performance

Employee performance is a key factor in shaping customers' decisions to return to the store. Friendly, attentive, and helpful employees can improve shoppers' overall experience and build a positive perception of the brand. When employees show interest in helping customers by offering suggestions, answering questions, or providing personalized attention to shoppers feel more respected and valued and help reduce confusion or frustration during shopping (Agarwal, 2020; Chaiwong & Pokpermddee, 2016). These interactions make the shopping experience more pleasant and create emotional comfort, which encourages customers to revisit the store. Research shows that such service not only increases trust but also contributes to repurchase intention, as customers are more likely to return to places where they had a supportive and enjoyable experience (Otterbring, 2017; Pornpitakpan et al., 2017). In the retail environment, especially for clothing brands, strong employee-customer interaction builds long-term loyalty and strengthens the brand's image in the customer's mind (Soderlund, 2016).

**H3:** Employee performance of H&M stores Thailand influences repurchase intention of its shoppers.

## 2.5 eWOM

Positive online reviews, customer testimonials, and social media mentions help shoppers feel more confident in their purchase decisions, especially among younger consumers who often depend on others' experiences when choosing where to shop (Khan et al., 2024; Wolny & Mueller, 2013). This trust encourages customers to revisit the store and make future purchases. When shoppers encounter consistent, favorable feedback online, it reinforces the brand's credibility and increases their repurchase intention (Liao et al., 2023; Rosalbah & Mardhotillah, 2023). The rapid spread and wide reach of eWOM also strengthen brand awareness and loyalty by keeping consumers engaged and informed (Leong et al., 2021).

**H4:** eWOM about H&M stores Thailand influences repurchase intention of its shoppers.

## 2.6 Positive Emotions

Positive emotions, such as excitement, pleasure, and enjoyment, occur when customers gain emotionally pleasantness while shopping. When customers feel emotionally uplifted, often due to pleasant music, attractive lighting, friendly staff, or appealing displays and they tend to evaluate the store more favorably and feel a stronger psychological connection to the brand (Cuong, 2024). These emotions not only enhance overall satisfaction but also lead to quicker and less complicated purchase decisions, often resulting in impulsive buying (Youn & Faber, 2000). In particular, positive moods increase the urge to buy impulsively, especially at the start of the shopping process (Larasati & Yasa, 2021). Shoppers who feel happy and comfortable during their visit are more likely to trust the store and feel emotionally connected to it. It encourages them to return and make future purchases. Therefore, creating a shopping environment that stimulates positive emotions is essential for influencing both impulsive buying and long-term repurchase intention.

**H5:** Positive Emotions influence impulsive buying of shoppers at H&M stores Thailand.

**H6:** Positive Emotions influence repurchase intention of shoppers at H&M stores Thailand.

## 2.7 Impulsive Buying

Impulsive buying is when a person buys something without thinking about it ahead of time or planning for it (Gottumukkala & Kalvakolanu, 2023). Impulse buying refers to a spontaneous and immediate purchase made without any prior intention to buy a specific item or complete a planned shopping task. It is characterized by unplanned decisions made on the spot (Silvera et al., 2008). According to Eckman (2014), impulse buying can be identified through behaviors such as purchasing unplanned items, feeling sudden desire to buy, and experiencing excitement during the shopping process. This kind of shopping usually happens because of emotional or psychological triggers, such as a sudden desire that makes someone buy something immediately. The person didn't mean to buy the item and didn't do any research or planning before making the decision (Gottumukkala & Kalvakolanu, 2023). It also feels more exciting, or fun compared to purchases that are planned ahead of time (Kacen & Lee, 2002).

## 2.8 Repurchase Intention

Repurchase intention refers to a consumer's willingness to buy and use a product or service again within a specific time frame, usually influenced by prior positive experiences or satisfaction with the product (Chatzoglou et al., 2022). This intention often stems from a favorable impression, or a sense of trust developed after the initial purchase, leading to a psychological commitment toward the brand. Bhakuni et al., (2021) explains that repurchase intention reflects a consumer's plan or desire to make a future purchase of the same product. A high level of emotional connection to the brand often increases the likelihood of repeat purchases. Additionally, factors such as consistent product quality, positive store atmosphere, and emotional engagement during the shopping experience contribute to reinforcing repurchase behavior. In the context of fashion retail stores like H&M, especially fast fashion, customers are more likely to return if they find the shopping experience enjoyable and the products aligned with their personal style and expectations.

## 3. Research Methods and Materials

### 3.1 Research Framework

The development of research framework for this study was informed by an extensive review of previous literature and empirical models focusing on customer experience, emotional response, and behavioral outcomes in retail environments. In particular, this framework aims to understand how store atmosphere, employee performance, and eWOM such as communication determinants influence positive emotion leading to two critical outcomes in consumer behavior: impulsive buying and repurchase intention.

In the context of store atmosphere, several studies have established that physical retail settings can evoke emotional responses that drive unplanned purchases. Choirul and Artanti (2019) explained that positive emotions such as excitement, pleasure, and comfort created by a store's ambiance, layout, and visual design can reduce self-control and increase impulse buying. This shows that store interior, layout, and product displays are not just functional but also act as emotional cues that influence shopper behavior. Similarly, Niekerk et al., (2016) noted that sensory and spatial factors such as lighting, scent, and product arrangement affect customer mood and help build satisfaction and repurchase intention. Their findings suggest that strategic use of environmental design features can lengthen customer visits and strengthen brand loyalty

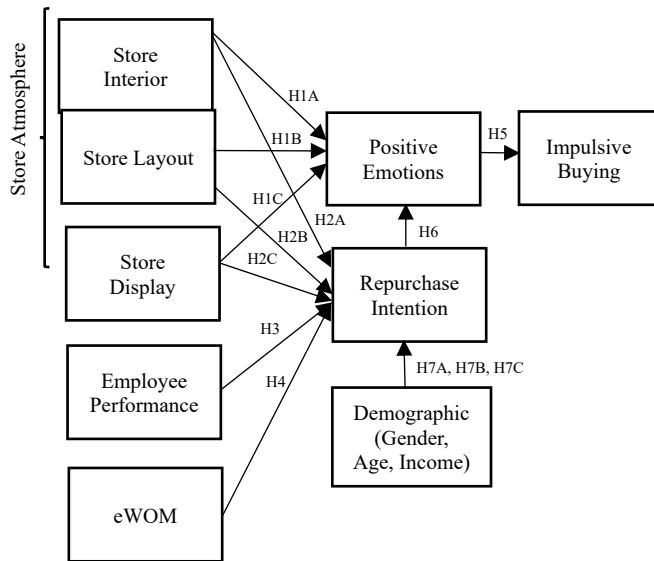
through enhanced in-store experience.

Employee performance has also been identified as a pivotal determinant of repurchase behavior. Agarwal (2020) argues that retail staff function as key touchpoints who influence consumer attitudes through their service delivery, interpersonal communication, and problem-solving abilities. Positive employee interactions create emotional bonds and trust, which not only drive customer satisfaction but also increase the likelihood of future purchases. The consistency and quality of human service elements, therefore, remain central to loyalty-building efforts in physical retail stores.

Rosalbah and Mardhotillah (2023) found that eWOM significantly impacts customer trust and satisfaction, both of which are closely tied to repurchase intention. In their study on fashion retail, positive eWOM was shown to enhance brand image and customer confidence, ultimately resulting in repeat purchases. This is especially critical for brands targeting experience-driven, social-media-savvy customer segments.

The role of emotion extends beyond impulse buying to longer-term behavioral intentions. Makkonen et al., (2019) studied how emotions affect shopping experiences and found that positive feelings like enjoyment and excitement increase customer satisfaction and encourage repurchase and recommendations. Their findings support the effective-cognitive model of consumer behavior, which suggests that emotional pleasure from the shopping environment leads to positive future actions.

Taken together, this study holds insights from these foundational works to conceptualize a framework where store atmosphere (including interior, layout, and display), employee performance, and eWOM are modeled as antecedents of shopper emotions. Positive emotions are positioned as a predictor that bridges the influence of store-related stimuli on impulsive buying and repurchase intention. This integrative approach reflects the emotional and experiential dimensions of consumer behavior in physical fashion retail and provides a comprehensive lens to analyze how environmental and interpersonal factors shape both immediate and long-term purchase decisions.



**Figure 1:** Research Framework  
Source: Author.

## 3.2 Research Population, Sample Size, Sampling Procedures

### 3.2.1 Research Population

The population for this study includes fast fashion clothing product shoppers who have visited H&M stores in Thailand. Based on an estimation derived from Thailand’s total population and H&M’s market reach, the target population is calculated to be approximately 23 million people. This estimation is supported by several key data points. As of 2024, Thailand’s total population is approximately 71.8 million (Worldometer, 2024). The fast fashion sector, which includes major brands such as H&M, Uniqlo, and Zara, represents a substantial portion of the country’s apparel retail market, valued at around USD 6.89 billion, with approximately 86% being non-luxury apparel in 2024 (Statista, 2024). This market segment primarily targets middle- to high-income urban consumers, who are estimated to make up roughly 30 to 35 percent of Thailand’s population, equivalent to around 22 to 25 million individuals (HKTDC Research, 2023). H&M specifically appeals to this group of consumers who actively engage in fast fashion purchases. Therefore, based on market data and observed consumer trends, an estimated 23 million Thai consumers are considered the relevant population for H&M and similar fast fashion retailers.

### 3.2.2 Sample Size

In determining the sample size for this study, careful consideration has been given to statistical guidelines and research design requirements. While a sample size of 385 is widely recognized as sufficient for achieving a 95% confidence level with a 5% margin of error in large populations, this study adopts this sample size based on established research standards. The target population, estimated at approximately 23 million consumers in Thailand who are likely to shop at H&M or similar fast-fashion retailers, was used in an online sample size calculator to confirm the adequacy of 385 respondents. Given the large population size, the resulting sample size remains statistically valid within the accepted confidence and error margins. By the result of Calculator.net (n.d.), a sample size of 385 is sufficient for a population of 23 million at a 95% confidence level with a 5% margin of error.

### 3.2.3 Ethical Consideration

For the ethical concerns, as this research study underwent the examination by the university’s committee, the committee members accepted the ethical practice conducted by the researcher.

### 3.2.4 Sampling Procedure

In this study, a convenience sample method was used to collect data from the related respondents online by screening beforehand based on research purposes. As a result, this sampling method is most suitable for collecting data easily within a limited time available.

## 3.3 Research Instruments

### 3.3.1 Questionnaire Design

This research employed questionnaires to investigate significant influences between variables. Questionnaire on this survey indicates in its preamble letter that the respondents’ names are not to be declared, nor would their inputs be disclosed, as the study aims at academic purpose. So, the respondents are anonymous. The researcher distributed the questionnaire online to a qualified sample. The questionnaire comprised three sections. The first section contained screening questions only to be answered by individuals residing in Thailand with prior experience visiting H&M. The second section includes 30 scale items which measured with five points linkert scale focusing on both independent and dependent variables. The third section addressed demographic factors of respondents with multiple choice questions.

### 3.3.2 Reliability and Validity

In this study, Cronbach's alpha (Cronbach, 1951) was applied to evaluate the internal consistency (reliability) of the questionnaire. The researcher administered a pilot study with 50 participants to test the questionnaire and uncover any inconsistencies or weaknesses in its variables. Cronbach's alpha, a measure of internal consistency, was employed in order to examine the reliability of the measurement variables. The alpha coefficient ranges from 0 to 1, with higher values indicating greater internal consistency. Researchers use a common set of guidelines to interpret the alpha value and determine if the questionnaire's variables are sufficiently reliable. The result outcomes that the Cronbach's alpha for Store Interior of 3 items is 0.729, the 5 items of Store Layout is 0.829, the 3 items of store display is 0.724, the 3 items of employee performance is 0.629, the 4 items of eWOM is 0.852, 3 items of positive emotions is 0.832, 4 items of repurchase intention is 0.86 and the 4 items of impulsive buying is 0.823 (see Table 1). The analysis yielded favorable results regarding the internal consistency of the constructs, suggesting that the questionnaire meets the reliability threshold of 0.60, commonly accepted as an indicator of suitability for use (Nunnally & Bernstein, 1994).

**Table 1: Pilot Test Result**

Variable	Number of Items	Cronbach's Alpha	Strength of Association
Store Interior (Choirul & Artanti, 2019; Mohan et al., 2013;)	3	0.729	Acceptable
Store Layout (Choirul & Artanti, 2019; Mohan et al., 2013)	5	0.829	Good
Store Display (Choirul & Artanti, 2019; Mohan et al., 2013)	3	0.724	Acceptable
Employee Performance (Agarwal, 2020)	3	0.629	Acceptable
eWOM (Hidayanto et al., 2017)	4	0.852	Good
Positive Emotions (Choirul & Artanti, 2019)	4	0.832	Good
Impulsive Buying (Choirul & Artanti, 2019)	4	0.823	Good
Repurchase Intention (Terblanche, 2018)	4	0.865	Good

Source: Author.

## 4. Results and Discussion

### 4.1 Demographic Profile

The study surveyed 385 respondents. The majority were female (56.9%), with males accounting for 43.1%. Most participants were aged between 25–34 years (44.2%), followed by 35–44 years (29.1%) and 20–24 years (19.7%). The sample was predominantly Thai nationals (75.3%), with 24.7% being non-Thai. Regarding occupation, students made up the largest group (40.0%), followed by employees (35.3%). In terms of income, 29.1% earned between 30,001–69,999 THB, and 17.7% earned 100,000 THB or more. Most respondents reported shopping three times or less within half a year (85.2%) and spent below an hour shopping per visit (63.1%). Lastly, 73.0% reported shopping at H&M 4 to 6 times a year, indicating moderate brand engagement. The study surveyed 385 respondents. The majority were female (56.9%), with males accounting for 43.1%. Most participants were aged between 25–34 years (44.2%), followed by 35–44 years (29.1%) and 20–24 years (19.7%). The sample was predominantly Thai nationals (75.3%), with 24.7% being non-Thai. Regarding occupation, students made up the largest group (40.0%), followed by employees (35.3%). In terms of income, 29.1% earned between 30,001–69,999 THB, and 17.7% earned 100,000 THB or more. Most respondents reported shopping three times or less within half a year (85.2%) and spent below an hour shopping per visit (63.1%). Lastly, 73.0% reported shopping at H&M 4 to 6 times a year, indicating moderate brand engagement.

**Table 2: Demographic Descriptive Analysis**

Demographic Characteristic	Category	Frequency (N=385)	Percentage
Gender	Male	166	43.1
	Female	219	56.9
Age	20-24 years	76	19.7
	25-35 years	170	44.2
	36-45 years	112	29.1
	Over 45 years	27	7.0
Nationality	Thai	290	75.3
	Non-Thai	95	24.7
Occupation	Employed	136	35.3
	Homemaker	35	9.1
	Self-employed	154	40.0
	Student	60	15.6
Income Level (Monthly)	Below or equal 30,000THB	19	4.9
	30,001-69,999THB	112	29.1
	69,999-99,999THB	186	48.3
	100,000THB or above	68	17.7

Demographic Characteristic	Category	Frequency (N=385)	Percentage
Shopping Frequency (half/year)	3 times or less	328	85.2
	4 to 6 times	53	13.8
	Over 6 times	4	1.0
Shopping Duration per visit	Below an hour	243	63.1
	From 1 to 2 hours	124	32.2
	From 2 to 3 hours	16	4.2
	Over 3 hours	2	0.5
Shopping Frequency at H&M	3 times a year or below	53	13.8
	4 to 6 times a year	281	73.0
	7 to 10 times a year	4	1.0
	Over 10 times a year	47	12.2

### 4.2 Multiple Linear Regression

The multiple linear regression results revealed that store layout significantly influenced both positive emotions ( $\beta = 0.616, p = 0.001$ ) and repurchase intention ( $\beta = 0.499, p = 0.001$ ). Store interior had a significant positive effect only on repurchase intention ( $\beta = 0.196, p = 0.001$ ), while its effect on positive emotions was not statistically significant ( $\beta = 0.024, p = 0.667$ ). Additionally, store display significantly predicted repurchase intention ( $\beta = 0.107, p = 0.031$ ), but its effect on positive emotions was marginal ( $\beta = 0.099, p = 0.055$ ). The models had  $R^2$  values of 0.49 for positive emotions and 0.54 for repurchase intention, indicating moderate explanatory power.

**Table 3:** Multiple Linear Regression Results

Variables		$\beta$	<i>t</i> -value	p-value	VIF	$R^2$
Dependent	Independent					
Positive Emotions	Store Interior	0.024	0.43	0.667	2.52	0.49
	Store Layout	0.616	1.94	0.001*	2.40	
	Store Display	0.099	1.92	0.055	2.00	
Repurchase Intention	Store Interior	0.196	3.56	0.001*	2.52	0.54
	Store Layout	0.499	9.27	0.001*	2.40	
	Store Display	0.107	2.17	0.031*	2.00	

Note: p-value <0.05\*

### 4.3 Simple Linear Regression

Employee performance significantly influence repurchase intention ( $\beta = 0.70, p = 0.001, R^2 = 0.49$ ), and electronic word-of-mouth (eWOM) also shows significant influence on repurchase intention ( $\beta = 0.88, p = 0.001, R^2 = 0.77$ ). Positive emotions is a significant predictor of impulsive buying ( $\beta = 0.88, p = 0.001, R^2 = 0.56$ ) and repurchase intention ( $\beta = 0.83, p = 0.001, R^2 = 0.69$ ),

indicating that emotional responses significantly influence both. See table (4)

**Table 4:** Simple Linear Regression Result

Variables		$\beta$	<i>t</i> -value	p-value	VIF	$R^2$
Dependent	Independent					
Repurchase Intention	Employee Performance	0.70	19.3	0.001*	1	0.49
	eWOM	0.88	36.8	0.001*	1	0.77
Outcome	Predictor	$\beta$	<i>t</i> -value	p-value	VIF	$R^2$
Impulsive Buying	Positive Emotions	0.88	22.4	0.001*	1	0.56
		0.83	29.26	0.001*	1	0.69

Note: p-value <0.05\*

### 4.4 Independent Sample T test

Employee performance significantly predicted A t-test was conducted to compare repurchase intention between males and females. The results showed no statistically significant difference between groups ( $t=383, p = 0.051$ ), although males reported a slightly higher mean score ( $M = 4.35, SD = 0.55$ ) than females ( $M = 4.22, SD = 0.72$ ).

**Table 5:** Independent Sample t-test Results

Variable	Gender	N	Mean	Std. Deviation	Std. Error Mean	
Repurchase Intention	Male	166	4.35	0.55	0.03	
	Female	219	4.22	0.72	0.05	
Levene's test		t-test				
	F	P (<0.05)	T (>1.96)	df	p (<0.05)	Mean Difference
	18.1	<0.001	1.95	383	0.051	0.128

Note: p-value <0.05\*

### 4.5 One Way Anova

A one-way ANOVA revealed a significant effect of age group on repurchase intention ( $F(3, 98.1) = 30.2, p = 0.033$ ). Post hoc comparisons showed that older age groups (36–45 and over 45) had significantly higher repurchase intentions compared to the 25–35 group ( $p = 0.007$  and  $p = 0.008$ , respectively). See Table (6)

**Table 6:** Oneway Anova Results for Different Age Group

Variable	f	df1	df2	P (<.05)
Repurchase Intention	30.2	3	98.1	0.033*
	Age Group Comparison		Mean Difference	P (<.05)
	20-24 vs 25-35		-0.146	0.336
	20-24 vs 36-45		-0.155	0.346
	20-24 vs Over 45		0.278	0.201
	25-35 vs 36-45		-0.009	0.999
	25-35 vs Over 45		0.424	0.007*
36-45 vs Over 45		0.433	0.008*	

Note: p-value <0.05\*

A one-way ANOVA revealed a significant effect of age group on repurchase intention ( $F(3, 98.1) = 30.2, p = 0.033$ ). Post hoc comparisons showed that older age groups (36–45 and over 45) had significantly higher repurchase intentions compared to the 25–35 group ( $p = 0.007$  and  $p = 0.008$ , respectively). See Table (7)

**Table 7:** Oneway Anova Results for Different Income Group

Variable	f	df1	df2	P (<.05)
Repurchase Intention	24.4	3	77.8	<.001*
	Income Group Comparison		Mean Difference	P (<.05)
	100,000 THB or above vs 30,001-69,999 THB		0.109	0.638
	100,000 THB or above vs 69,999-99,999 THB		0.140	0.350
	10,000 THB or above vs below 30,000 THB		1.106	<.001*
	30,001-69,999 THB vs 69,999-99,999 THB		0.031	0.972
	30,001-69,999 vs Below 30,001 THB		0.997	<.001*
69,999-99,999 THB vs Below 30,001 THB		0.966	<.001*	

Note: p-value <0.05\*

### 4.6 Hypotheses Testing Results

**Table 8:** Hypotheses Testing Results

Statement of Hypotheses	p-value	$\beta$	Decision Results
H1A	0.667	0.024	Not supported
H1B	0.001*	0.616	Supported
H1C	0.055	0.099	Not Supported
H2A	0.001*	0.196	Supported
H2B	0.001*	0.499	Supported
H2C	0.031*	0.107	Supported
H3	0.001*	0.702	Supported
H4	0.001*	0.883	Supported
H5	0.001*	0.883	Supported
H6	0.001*	0.831	Supported
H7A	0.051		Not supported
H7B	0.033*		Supported

Statement of Hypotheses	p-value	$\beta$	Decision Results
H7C	0.001*		Supported

Note: p-value <0.05\*

**H1A, H1B, H1C:** Hypotheses H1A, H1B, and H1C test the influence of store interior, store layout, and store display on positive emotions. The results reveal that store layout significantly influences positive emotions ( $p = 0.001$ ), and  $\beta$  is 0.616. However, store interior ( $p = 0.667, \beta = 0.024$ ) and store display ( $p = 0.055, \beta = 0.099$ ) do not have a statistically significant influence on positive emotions. These findings meet that higher levels of positive emotions are associated with store layout and consistent with previous research, such as that of Setiawan & Ardani, (2022), who found significant impact on positive emotions.

**H2A, H2B, H2C:** Hypotheses H2A, H2B, and H2C examine whether store interior, store layout, and store display influence repurchase intention. All three variables significantly influence repurchase intention ( $p < 0.05$ ), with store layout showing the strongest effect ( $p = 0.001, \beta = 0.499$ ) while the regression coefficient  $\beta$  of store interior is 0.196 and  $\beta$  store display is 0.107. This result aligns with earlier research by Niekerk et al. (2016), who found a significant impact store atmosphere on repurchase intention.

**H3:** Hypothesis H3 tests the influence of employee performance on repurchase intention. The results confirmed a significant positive effect ( $p = 0.001, \beta = 0.702$ ), suggesting that well-mannered, helpful and personalized employees contribute to customers returning to the store to purchase again. This finding supports the argument that frontline employees play a vital role in influencing customer emotions and repurchase intention. This result aligns with earlier research by Agarwal (2020), who found a significant impact of employee performance on repurchase intention.

**H4:** Hypothesis H4 evaluates the role of electronic word-of-mouth influencing repurchase intention. The result showed a significant influence ( $p = 0.001, \beta = 0.883$ ), demonstrating that online reviews, customer feedback, and social media influence are powerful predictors of shopping decisions in the fashion retail context. This result aligns with earlier research by Rosalbah and Mardhotillah (2023), who found a significant impact of eWOM on repurchase intention.

**H5:** Hypothesis H5 tested whether positive emotions influence impulsive buying behavior. The result was statistically significant ( $p = 0.001, \beta = 0.883$ ), affirming that customers experiencing excitement, happiness of positive emotions while shopping at H&M are more likely to make unplanned purchases. This finding is consistent with previous research by Setiawan et al. (2022), who found a significant impact of positive emotion on impulsive buying.

**H6:** Hypothesis H6 examines the influence of positive emotions on repurchase intention. A significant influence is found ( $p = 0.001$ ,  $\beta = 0.831$ ), indicating that emotional satisfaction during the shopping experience encourages customers to return for future purchases. This result aligns with earlier research by Mekaonan et al. (2019), who found a significant impact positive emotions on intention to repurchase.

**H7A:** Hypothesis H7A of the independent sample t-test shows no statistically significant difference in repurchase intention between male and female customers ( $p = 0.051$ ). Although the mean score is slightly higher for males ( $M = 4.35$ ) compared to females ( $M = 4.22$ ), the difference is not strong enough to support the hypothesis. This suggests that gender does not have an impact on repurchase intention among H&M Thailand customers.

**H7B:** The one-way ANOVA and Tukey's post hoc test Hypothesis H7B reveal significant differences in repurchase intention among different age groups. Specifically, individuals aged 25–35 and 36–45 shows significantly higher repurchase intention compared to those over 45, with p-values of 0.007 and 0.008, respectively. This supports the hypothesis and suggests that older customers are less likely to repurchase.

**H7C:** Hypothesis H7C was supported by the one-way ANOVA and Turkey's post hoc results, which showed that individuals earning below 30,000 THB had significantly lower repurchase intention compared to all higher income groups ( $p < 0.001$ ). No significant differences are found among the higher income. These findings indicate that income plays a critical role in shaping repurchase intention, with lower-income consumers being less likely to make repeat purchases.

## 5. Conclusion and Recommendations

### 5.1 Conclusion

The analysis reveals that, among the store atmosphere, only store layout has a significant influence on shoppers' positive emotions, whereas store interior and store display do not. This suggests that the physical organization like spacing, navigation paths and overall structures of the store have a greater emotional impact on shoppers than the visual aesthetics and products display. Store interior and displays may not capture attention effectively given the limited time consumers spend in-store.

On the other hand, all three factors such as interior, layout, and display significantly influence repurchase intention, providing strong support for the role of store atmosphere in driving customers engaging with brand.

The study also confirms that both employee performance and electronic word-of-mouth (eWOM) are influencing repurchase decisions, highlighting the importance of employee interaction and online engagement.

In addition, the findings show that positive emotions influence impulsive buying. It indicates that when shoppers feel emotionally pleased during their visit, they are more likely to make spontaneous purchases. Positive emotional experiences were also found to strongly influence repurchase intention, reinforcing the importance of creating a pleasant and engaging shopping environment. While not every atmospheric factor directly affects emotions, the overall results offer valuable insight into how store layout, communication, and emotional responses interact to influence shopping behavior on impulse. Demographic analysis further shows that age and income have significant differences in repurchase intention, while gender does not appear to make a notable difference. This indicates that customers' likelihood of repurchase may be influenced by their life stage or financial capacity, which could shape their shopping habits. The strong positive link between store layout and positive emotions supports previous research (Setiawan & Ardani, 2022). However, the result showing that store interior and display did not significantly affect positive emotions (H1A and H1C) differs from earlier atmospheric models. This suggests that practical design features may matter more than specific sensory details in the fast-fashion setting.

### 5.2 Recommendations

Based on the study's findings, fashion retailers such as H&M should focus on enhancing the in-store environment to support positive emotional experiences and encourage both unplanned purchases and future loyalty. Among all store atmosphere factors examined, only store layout significantly influenced positive emotions. A well-organized and easily navigable layout allows customers to move comfortably through the space, which encourages extended browsing and product discovery. Logical zoning, clear walkways, and the smart placement of promotional or seasonal items make the shopping experience more engaging. Although store interior and display did not directly affect positive emotions, they are still important parts of the store atmosphere. These elements should not be ignored. A consistent visual and spatial design increases customer satisfaction and can indirectly build emotional connection and loyalty over time.

The results also highlight the importance of employee performance in influencing repurchase intention. Staff who are approachable, knowledgeable, and responsive contribute meaningfully to the overall customer experience. Positive interactions between employees and shoppers build trust and

make customers feel valued, which increases their likelihood of returning. Investing in training programs that focus on service quality, helpfulness, and communication can enhance staff effectiveness and customer satisfaction. As service encounters often leave a lasting impression, fashion retailers should emphasize human interaction as a key part of their customer retention strategy. Employees who consistently provide assistance and show genuine interest in customers' needs reinforce the brand image and elevate the shopping experience beyond product offerings alone.

Furthermore, positive emotions were found to significantly influence both impulsive buying and repurchase intention. Retailers should design store environments that evoke favorable emotions such as excitement, comfort, and pleasure. This can be achieved through ambient elements like music, lighting, scent, and organized merchandising. Emotional stimulation during the shopping experience encourages spontaneous purchasing and increases the likelihood of future visits. In addition to in-store efforts, the role of electronic word-of-mouth (eWOM) should be emphasized. Customers often rely on peer reviews and digital feedback to evaluate brands before purchasing. Retailers should therefore maintain a strong and credible online presence through consistent engagement, positive customer testimonials, and active management of review platforms. By combining a user-friendly store layout, reliable and supportive staff, and a positive digital reputation, fashion retailers can effectively enhance both short-term sales outcomes and long-term customer loyalty.

### 5.3 Limitation and Further Study

This study is limited to shoppers who have experience buying from one international clothing brand in Thailand, so the results may not apply to shoppers of other industries or those who prefer local markets. The data was collected through an online survey, which may affect the accuracy of responses since people might answer based on memory or personal opinion. Also, the study only used basic analysis methods like Multiple Linear Regression (MLR) and Simple Linear Regression (SLR), which means it could not examine more complex relationships, such as how one factor may affect another through a mediating variable. In future studies, using techniques like SEM or path analysis would help uncover deeper and more precise connections between the variables.

This study offers valuable insights into the factors that affect customers' emotions and purchasing behavior at H&M stores in Thailand. It explains how store atmosphere, employee performance, and eWOM influence positive emotions, impulsive buying, and repurchase intention.

However, there are also tangible variables such as digital

media use and user-generated content, which act as digital forms of communication alongside the store atmosphere and physical elements. Furthermore, comparative research across different brands or industries could make another finding. A study comparing H&M to other fashion retailers such as Zara, Uniqlo, or local Thai brands could reveal differences in how store layout, design, and service on customers' emotion and purchasing. Likewise, a cross-industry comparison such as between fashion and electronics or cosmetics that could identify which engagement strategies are universal and which are industry-specific.

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