The Impact Of Store Atmosphere On Millenial Consumer Purchase Intention In The Fast Fashion Retail Store

Dimas Agung Saputra

Dwi Suwito Hariyoko

Sofyan

Roozbeh Babolian Hendijani

Binus Business School, Master Program, Bina Nusantara University,
Jakarta, Indonesia

Abstract: This study is conducted to resolve the research problem about how to analyze the impact of store atmospheres on millennial purchase intention in the fast fashion retail store. The purpose of this study is to examine the store atmosphere, which has an impact on millennial purchase intention in the fast fashion retail stores. The store atmosphere in this study consists of service quality, lighting, music, store layout, price & discount, and scent. This study used the quantitative method that conducted by spreading the questionnaire to 150 respondents. The collected data is analyzed to know hypothesized relationships to purchase intention. The finding of this research showed that service quality, store layout, and scent has a significant impact on millennial consumer purchase intention. With this study, the store managers, and marketers can understand adequately and implement with detail regarding variables that influence customer purchase intention of their product. Furthermore, this study also may assist the store's management in increasing services by allocating the resource to enhance the sales in their store.

Keywords: store atmosphere, millennial customer, purchase intention, fast fashion, retail store.

I. INTRODUCTION

The economy of the world nowadays runs slowly. It is full of uncertainty, these conditions were caused by political and geopolitical uncertainty, so the business industry cannot precisely predict the growing number of the fashion industry (McKinsey & Company [MCk], 2020). The executives have to know how to encounter the challenge to survive with the condition. Furthermore, they must ensure the business keeps going to reach the adequate production capacity, make operations effectively, using the fit digitizing, and devastate the non-core assets and control the company risk (MCk, 2020).

Because of the uncertainty macroeconomics that influences the fashion industry, the executives will have a difficult period about their business. They must focus on their business with the strategy to enhance the intention of the customer to secure their business in the future (MCk, 2020).

The growth of the economy encourages the industry in line with consumer purchases. In Indonesia, it can be seen from the growth of the fashion industry. It contributed the second-highest rank and gave it to the creative economy at 18.01 percent and with a 4.05 percent contribution to the GDP growth rate. This growth is due to the increasing demand for fashion consumption (Jakarta Post, 2019).

The fashion industry has some problems that should be solved, such as those that are related to surviving in the market, producing the product with good quality and competitive prices, keeping with trends to reach revenue, and dominating the market and dealing with different kinds of consumers from different eras. The fashion industry consists of premium / high-end fashion, fast fashion / mid-end fashion and value fashion. Each industry usually has its target consumer based on their generation (e.g., the gen baby boomer, gen X, gen Y or millennials, and Gen Z).

Consumers in the past only focused on product function or attribute when entering shopping places (Hussain et al., 2015). However, now they are expecting more, and they are looking for more beneficial factors to choose fashion retail outlets for their needs. Store atmosphere has a significant influence on making retail outlets successful (Turley & Milliman, 2000). Retail chain outlets are metamorphosis from the small traditional retailer. The difference between the retail chain industry and small traditional retailers can be seen from their store atmospheres. The retail chain industry is more pleasant and comfortable, have various goods, has a wide space, and competitive prices with updated fashion trends.

"Store atmosphere is a term that used to explain our feeling towards the shopping experience which cannot be seen" (Milliman, 1986). The definition of atmosphere, according to Kotler (1973-1974), " the design of the retail chain outlet that produces specific emotional effects on the buyer that enhances his purchasing probability." A previous study mentioned the effect of store atmosphere factor-like cleanliness, music, scent, temperature, lighting, colour, and display/layout on consumer purchase intention that conducted in Karachi, Pakistan by Hussain et al. (2015), that study finds out that display/layout, lighting, scent, and cleanliness have the significant impact on purchase intention. While other research about factors influencing millennials' purchase intention towards fast fashion products in Vietnam. The research explained that hedonic shopping value, perceived price, fashion consciousness, brand consciousness, store environment, sales promotions, and perceived quality, influence the purchase intention of millennials (Vuong & Nguyen, 2018).

However, it is not mentioned in the previous study about the effect of store atmosphere in the millennial consumer purchase intention. The previous research by Hussain et al. (2015) still discusses a general consumer generation and did not explain the classification for the fashion industry. The study was conducted by Vuong and Nguyen (2018) only discuss the store environment in general as one of the factors that affect the millennial purchase intention in fast fashion. Store managers will always find it challenging to apply the recent study to attract consumer purchase intention due to the general classification in the fashion industry in that research, while the fact that each type of fashion retail industry has its own classification (e. g. high fashion, fast fashion and value fashion). Therefore, the type of fashion retail industry mostly has its own targeted consumer by age and gender.

In Indonesia, fashion industry growth is significant (Liputan6, 2019). On the other hand, refers to the socio-demographic in Indonesia, according to the Ministry of women's empowerment and child protection and central statistical agency report named "Profil Generasi Millennial Indonesia" in 2018, the Indonesian demography consists of 33,75% for millennials. The report also shows that the majority of the workforce in Indonesia right now comes from the millennial generation. That is why this paper studied the impact of store atmosphere on millennial's consumer purchase intention in fast fashion retail shops. This study held to know how to analyse the impact of store atmospheres on millennials' purchase intention in fast fashion retail stores.

The objective of this study is to examine the variables contributing to store atmospheres that will lead to millennial's consumer purchase intention in fast fashion retail stores in Jakarta, Indonesia. The finding of this study can help marketers to get a better understanding of millennial purchase behaviour in Indonesia.

II. LITERATURE REVIEW

MILLENNIALS

Millennials in this research means a group of consumers who were born from 1980 until 2000 (Howe & Strauss, 2009). The millennials generation are potential buyers for fast fashion stores because they are conscious of fashion and have a desire to spend their income on fashion products. They are less price concerned, tend to be more hedonistic, and more attracted to word-of-mouth reviews. They buy more costly items and are willing to pay more than other ages (Colucci & Scarpi, 2013). Meanwhile, half of the Indonesian population that has stable income belongs to the millennial's generation (Money & Finance, 2018). That is why the millennials or Y generation have more potential to become consumers in the fashion industry.

FAST FASHION

Fast fashion described as a way to illustrate clothing designs that are produced by duplicating the idea from a catwalk show into the store to fulfil the demand for the new trend. It is usually based on models that were exhibited at Fashion Week events (Hayes, 2020). Fast fashion stores allow consumers to buy trendy clothing at a reasonable price. According to Barnes and Greenwood (2006), fast fashion is a business concept and strategy that has the objective of reducing the phase-in of the buying cycle and lead time production. The primary purpose of the fast fashion retail stores is to produce the new collection of products as soon as possible to meet customer demand at their highest level. Fast fashion means a strategy of business responding to the emerging demands of new fashion trends by providing quick, and significant production in a short time, for short cycle products (Choi et al., 2010). The ability of fast-fashion retailers in presenting and also producing products with the latest trends at affordable prices, makes consumers pay the full price for getting the desired item immediately, without waiting for a price discount (Jinet et al., 2012). Fast fashion is growing very fast in Indonesia. The fashion industry as the runner up contribution to the creative economy at 18,01% (Jakarta Post, 2019).

STORE ATMOSPHERE

Store atmosphere or store environment can stimulate the five senses of consumers and affect their perceptions and emotions towards the store (Levy & Weitz, 2012). Store atmosphere planning can induce consumers to purchase intentions (Kotler, 2005). Store atmosphere consists of three parts, and the first part is related to service quality, as seen by

the helpfulness, friendliness, and grooming of the employees. The second part is a design that is reflected in attractive facilities, organized products, and a good colour scheme for the store. The third part is the ambiance consisting of music, scent, and light. These factors instigate purchase intention and ensure re-purchase in the future (Hussain et al., 2015). Moreover, the store atmosphere in the fashion store has a positive and significant impact on customers' emotions and purchase decisions (Madjid, 2014).

SERVICE QUALITY

Service quality in the fashion store must be given to consumers. The manager can improve service quality in the store that affects purchase intention (Wu et al., 2011). In the fashion retail store, customers must be prepared for excellent service quality to fulfil their satisfaction (Chang et al., 2014). Personal interaction, store image, and convenience are service quality dimensions, which has significant related to customer satisfaction and loyalty behaviour at their favourite department store (Lu & Seock, 2008). Superior service quality shows to increase the level of which can achieve objectives; for example, identifying vendors and finalizing purchase intentions (Gottlieb et al., 2015).

Thus, this research used the following hypotheses.

H1: Service quality has a significant and positive impact on millennial consumer purchase intention.

LIGHTING

The fashion store uses lighting to highlight the product in order to attract consumers to know the product details. The lighting has two advantages for both the shopper and the retailers. For shoppers, they can improve the spatial range of browsing to discover more product options. Whereas for retailers, they can develop the product in order to be more valuable (Laski et al., 2018). After browsing the product in the fashion store, shoppers can decide to purchase the product or not. By using a diverse lighting setting, it also affects the perceived impression of the customers more interesting, extensive, brighter (Tantanatewin & Inkarojrit, 2015). On the other hand, a store environment (e.g., lighting) has a significant and positive influence on impulse buying (Mohan et al., 2013). Lighting has a significantly positive impact on the consumer's purchase intention (Hussain et al., 2015).

Therefore, this study hypotheses.

H2: Lighting has a significant and positive impact on millennial consumer purchase intention.

MUSIC

Music influences customers' behaviours and shopping experiences, which consist of satisfaction, spending money, shopping time, and approach behaviour (Morrison et al., 2011). Managers can play music in their store to stay longer, resulting in potential, product sales, and even the music can be made to be the right strategy (Michel et al., 2017). The salesperson also can use music to reach the target because music has a positive influence on the mood of the customers (Osman et al., 2013).

Background music can improve satisfaction and promote approach behaviour. Playing background music in the shopping area plays an essential role in younger consumers than older ones (Yi & Kang, 2019). Music has an indirect effect on cognitive and engaged consumers (Hwang & Oh, 2020). Furthermore, a store environment (e.g., music) can encourage impulse buying behaviour of the customers (Mohan et al., 2013). Other than that, music has the most substantial effect of increasing degree satisfaction of the customers and enhances the pleasure ambient of the customers (Triantafillidou et al., 2017).

A previous study from Morrison *et al.* (2011) found out that music has a significant impact on shopper experience that turns it into positively shopping behaviour like spending money and shopping time. Another research by (Yi & Kang, 2019) resulting in that music can increase the positive overview of the environment and approaching behaviour. Thus, this research uses the following hypotheses.

H3: Music has a significant and positive impact on millennial consumer purchase intention.

STORE LAYOUT

The store layout in the fast fashion store consists of decorating floor space and properly positioning the product. Store owners create the best spots for placing their products to make their consumers feel comfortable through an improved ambiance. Store layout designs have influenced consumer behaviour. Retailers may use a grid layout to attract their consumers (Elbers, 2016). Decoration style in the store can increase image perception, which can give a good understanding of purchase intention (Li et al., 2015). Furthermore, store layout also can be evident as being the most substantial impact on the shopping experience of the customers (Triantafillidou et al., 2017). The design layout is crucial to affecting store perceptions: consumers can easily maneuver around the store, and it is fun to browse the product in the store. So overall store layout affects perceived store image that can also affect the expectation and impression of consumers of the products sold (Herpen, 2016). On the other hand, a store environment (e.g., store layout) can encourage consumer impulse buying (Mohan et al., 2013).

The previous study by Hussain *et al.* (2015) finds out that consumer purchase intention significantly affected by store display/layout. Thus, this research used the following hypotheses.

H4: Store layout has a significant and positive impact on millennial consumer purchase intention.

PRICE AND DISCOUNT

To attract consumers, fashion stores usually use discount prices for their products. This strategy has a significant influence on consumers to increase their willingness to purchase the products (Agmeka et al., 2019). Price and discount can also enhance an excellent contribution to quality perception for customers that affect the purchase intention of the product (Isabella et al., 2012). Price and discount also have an impact on the perceived saving and quality of the customer's level of satisfaction (Weisstein et al., 2014).

Certain discount patterns related to the intention to buy and attractiveness to prices (Buyukdag et al., 2020).

Thus, the following hypotheses can be analysed in relation to purchase intention.

H5: The price and discount have a significant and positive impact on millennial consumer purchase intention.

SCENT

A good scent is one of the critical things in a room store. Scent can also improve comfort that influences customer behaviours and shopping experiences, which consist of satisfaction, spending money, shopping time, and approach behaviour (Morrison et al., 2011). Furthermore, with good scent, the consumer can enjoy the smell well and feel refresh while shopping. It has a positive leverage on the buyer's purchase intention (Hussain et al., 2015). Other than that, the scent also has the most substantial impact on the experience dimensions of the customers and improves ambiance (Triantafillidou, et al., 2017). Scent helps customers evaluate the overall store condition (Leenders et al., 2016). Thus, this research used the following hypotheses.

H6: Scent has a significant and positive impact on millennial consumer purchase intention.

PURCHASE INTENTION

It is a very important condition and apprehends consumer purchase intention (Hsu et al., 2017). An additional intention to purchase will affect the probability of shopping (Martins et al., 2019). Purchase intention is an important predictor of making a consumer behaviour projection (Hsu et al., 2017). Purchase intention can be defined as a desire from the customers to get the product or services by purchasing (Dodd & Supa, 2011). It has also been defined as the urge and wishes of consumers to buy products or services (Zafar & Rafique, 2013). Knowing the purchase intention can create and maintain a relationship with the consumer (Kim & Hong, 2010). Purchase intention is applied to analyse whether the consumer has the willingness to buy at a fast-fashion retail store. The researcher was predicting consumer behavior using purchase intention as a valuable indicator. In the previous study, price promotion makes products or goods more attractive and increases consumer intention to purchase products (Buyukdag et al., 2020). The most influential variable on millennial consumer purchase intention on fast fashion is fashion consciousness, sales promotion, and store environment (Vuong & Nguyen, 2018).
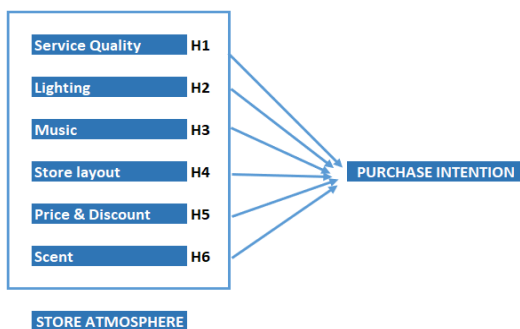

Figure 1: Theoretical framework

III. METHODOLOGY

This research used quantitative methods to reach its objective. A structured questionnaire was developed to collect data from the respondents of this study. The questionnaire was adopted and compiled from the previous studies based on the variables of store atmosphere such as service quality, lighting, music, store layout, price and discount, scent, and purchase intention.

The questionnaires were distributed to 150 millennials respondents who have experienced fast fashion retail stores in Jakarta. It was adapted from previous studies that investigated the impact of store atmosphere on purchase intention by Hussain *et al.* (2015) and Gottlieb *et al.* (2015). At the beginning of the questionnaire, it conducted screening questions to ensure that respondents have experienced visiting a fast-fashion store.

In this study, there are eight parts of the questionnaire, such as: service quality, lighting, music, store layout, price & discount, scent, purchase intention, and social demographic. The first part is that service quality consists of 5 questions, according to a previous study by Gottlieb *et al.* (2011). The second part is lighting, which also consists of 5 questions based on the previous study by Hussain *et al.* (2015). The third part is music consists of 5 questions from the study by Hussain *et al.* (2015). The fourth part is that the store layout consists of 5 questions related to the study by Hussain *et al.* (2015).

The fifth part of this questionnaire is the price & discount that consists of 5 questions which are related to the previous study from Buyukdag *et al.* (2020). The sixth part of the questionnaire is the scent that consists of 5 questions that refer to the prior study by Hussain *et al.* (2015). In the seventh part, these questionnaires of purchase intention have three questions based on prior study from Hussain *et al.* (2015). Moreover, the last part of these questionnaires is socio-demographic that describes the profile of respondents.

Socio-demographic factors	No (%)
Gender	
Male	73 (48.7)
Female	77 (51.3)
Education	
Senior High School	6 (4)
Diploma	20 (13.3)
Bachelor	107 (71.3)
Master or PhD	17 (11.3)
Income	
< Rp. 4.000.000, -	18 (12)
Rp. 4.000.001 - Rp. 8.000.000-	60 (40)
Rp. 8.000.001 - Rp. 12.000.000-	29 (19.3)
> Rp. 12.000.000-	43 (28.7)
Occupation	6 (4)
Student	10 (6.7)
Housewife	9 (6)
Self-Employment	29 (19.3)
Government Employee	95 (63.3)
Private Employee	1 (0.7)
Unemployment	92 (61.3)
Store preferences	1 (0.7)

H&M	24 (16)	
Stradivarius	4 (2.7)	
Zara	1 (0.7)	
Pull & Bear	28 (18.7)	
Mango		
Uniqlo	14 (9.3)	
Frequency visiting	93 (62)	
Hardly ever	35 (23.3)	
1 - 2 times in 3 months	8 (5.3)	
3 - 4 times in 3 months		
> 4 times in 3 months	35 (23.3)	
Average Spending time	96 (64)	
< 30 minutes	19 (12.7)	
30 minutes - 1 hour		
> 1 hour	33 (22)	
With whom visiting	65 (43.3)	
Alone	52 (34.7)	
With Friends		
With Family		

Table 1: Socio-demographic factors

Variables		R square	Standardized Coefficients ß	Unstandardized Coefficients ß	Significance
Dependent variable	Independent Variable	0.4513			
Purchase Intention	Service Quality		0.2778	0.3214	0.0010
	Lighting		0.0610	0.0721	0.4816
	Music		0.0480	0.0489	0.6346
	Store Layout		0.2372	0.2758	0.0098
	Price & Discount		-0.1241	-0.1169	0.1047
	Scent		0.2622	0.2383	0.0029

Table 2: Multilinear Regression

Table 1 shows the profile of the respondents. The sample consists of male respondents (48.7%) and female respondents (51.3%). The education level of the respondents is dominated by bachelor degrees (71.3%) and diploma (13.3%). Their income levels range from Rp. 4.000.001 - Rp. 8.000.000 (40%) and more than Rp. 12.000.000, - (28.7%). For the occupation, the majority of respondents were private employees (63.3%) also government employee (19.3%). Store preferences many respondents have the propensity to visit H&M (61.3%) and Uniqlo (18.7%). In terms of the frequency of visiting, many respondents shop for 1 - 2 times in 3 months (62%) then visiting for 3 - 4 times in 3 months (23.3%), and for spending time in a store, takes 30 minutes - 1 hour (64%), and they go to the store with friends (43.3%).

Table 2 shows the result of multilinear regression analysis to describe the connection from all factors to the purchase intention. From the analysis of multilinear regression in Table 2, the R Square 0.4513 which means the 45.13% of independent variables define the dependent variable (purchase intention), while the other 54.87% can be clarified by other variables that are not included in this research. From the calculation implies that service quality have a significant impact on millennial customer purchase intention (p-value = 0.0010; ß-value = 0.2778) and followed by scent (p-value = 0.0029; ß-value = 0.2622) and the last are store layout (p-value = 0.0098; ß-value = 0.2372) due to significance < 0.05. Among these three variables service quality is the biggest one that has a significant impact on customer purchase intention. While there is no significant impact on millennial customer purchase intention of lighting (p-value = 0.4816; ß-value = 0.0610), music (p-value = 0.6346; ß-value = 0.0480) and price & discount (p-value = 0.1047; ß-value = -0.1241).

IV. DISCUSSION

This study has an objective to investigate the store atmosphere that will guide purchase intention for a millennial consumer in the fast fashion store in Jakarta, Indonesia. In this study, service quality is one of the independent variables that have a significant and positive impact on purchase intention. Comparing the previous study mentioned that service quality has a positive effect on future purchase intention (Gottlieb et al., 2015). The other study claimed that service quality has a direct and positive impact on the purchase intention for private label brands. The findings in this research explain that service quality is in line with the findings in the previous study.

In this study, lighting is one of the independent variables that have no significant and positive impact on purchase intention. According to the previous study, lighting has a significantly positive impact on consumer purchase intention (Hussain et al., 2015). The other study propounded that lighting has a positive effect on impulse buying (Mohan et al., 2013). The findings in this research explain that lighting has a contrast with the findings in the previous study. This different result happened because of the different segment of the customer, and also a different category of fashion retail store, here in this study focus in millennial as the respondent and fast fashion retail store that brings more modern concept and most of them have a good lighting in the store, while the previous study by Hussain *et al.* (2015) does not have the limitation on the respondent generation and also focus only in 2 department store that might only use the typical lighting. The results indicated that lighting is not considered as an important factor for the young generation in Jakarta when shopping in fast fashion retail stores. It can be concluded for the young generation the products in-store are more important than some atmosphere aspects of the shop such as lighting.

According to a previous study, mentioned that music has a significant impact on shopper experience that turns it into a positive shopping behavior (Morrison et al., 2011). While the study conducted by Hussain *et al.* (2015) has a contrast result that stated music has no significant impact on consumer purchase intention. That result is in line with this study that music has no significant impact on millennial consumer purchase intention. The contrast result happened because of the previous study by Morrison *et al.* (2011) only targeted

female 18-25 years olds as respondents, while this study and a previous study by Hussain *et al.* (2015) has both male and female respondents.

The other store atmosphere variable is the store layout. A previous study conducted by Hussain *et al.* (2015) said the store layout has a significant impact on purchase intention. While the result in this study is also in line with the previous study conducted by Hussain *et al.* (2015), store layout has a significant impact on millennials' purchase intention.

Price and discount is one of the factors that have a significant effect on customer behaviour and shopping intention (Zielke, 2013), while another study by Vuong and Nguyen (2018) perceived price influence positively purchase intention millennial towards fast fashion products. Meanwhile on this study has a different result; price and discounts have no significant impact on millennial customer purchase intention. It can be assumed that the perception of the customer to these variables are a negative influence on the purchase intention, according to Colucci and Scarpi (2013) Millennials are less price concerned and willing to pay more compared to other generations.

From a prior study by Hussain *et al.* (2015) mentioned that scent has a positive influence on consumer purchase intention. Furthermore, the other study was conducted by Morrison *et al.* (2011) propounded that scent has a significant impact on shopper's emotions and satisfaction levels. Hereinafter, the study from Leenders *et al.* (2016) concluded that store-level sales, time spent in-store, and shopper's store evaluation, has significantly and positively affected by the scent. The findings in this study explain that scent is in line with the findings in the previous study.

V. CONCLUSION

The research found the result in identifying factors influencing millennial customer purchase intention in the fast-fashion store in Jakarta, Indonesia. The study confirmed that the significance of the service quality, store layout, and scent have a correlation to the millennial customer purchase intention of fast fashion stores. Otherwise, for the factors such as lighting, music, price and discount does not have influence and impact through the millennial purchase intention.

MANAGERIAL IMPLICATION

From the socio-demographic factors, majority of respondents have 1-2 times in 3 months of visiting fast fashion stores and average spending time takes 30 minutes - 1 hour, and these are essential factors for the store managers, store designer, and marketers to redesign and rebuild their outlet to attract more visitors and to give their employees the standard procedure to serve customers in the store. These are related to the factors of the study that have a positive and significant impact on customer purchase intention.

This research also proves that lighting, music, and price and discount are not the factors that would make customers interested in buying the products then the store managers can make priority for their services in the outlets. From the perspective of management, this research gives information to

maintain their product price (Colucci & Scarpi, 2013) and improve their level of services (Chang et al., 2014). Furthermore, attracting millennial consumers, which is the biggest target market for the fast fashion industry, and more attracted to word-of-mouth reviews, they are not concerned about the cost (Colucci & Scarpi, 2013).

Also, this research can give information to all store managers to create a significant impact for inviting customers, especially millennials generation, to get a great shopping experience and attract purchase intention (Kotler, 2005).

This research comes out with service quality, store layout, and scent significantly affect the millennial purchase intention in fast fashion retail stores. Therefore, the store manager and marketers can use the store layout, service quality, and scent as media to promote their products that reflect the millennial generation and get their attention to purchase in fast fashion retail stores. In the aspect of store layout, store managers and marketers should provide clear, and enough display information, more accessible to find products, and the layout should make the customer move around easily in their store. In the aspect of service quality, the store manager must have a well-trained staff that has a good knowledge of their product and also give an excellent impression to the customer. While in the aspect of scent, the store manager should provide a relaxing scent and pleasurable aroma in the store.

In regards to the management perspective, this study contributes to support and helps fast fashion retail store management to focus on the factor that is more important in their retail store atmosphere. The implementation of that factor will help the store to maintain their customer and maintain their sales in a competitive market.

THEORETICAL IMPLICATION

Store atmospheres are one of the important variables that affect purchase intention in the fashion retail stores. There are limited sources to identify customer purchase behaviour, especially in Indonesia. The findings in this study to know the variables which have an impact on millennials consumer purchase intention such as: service quality, store layout, and scent. Therefore, this study gives more additional insight regarding purchase behaviour into the millennial generation.

The findings in this research can provide resources for future research with the same topic in the fast fashion industry. For the excellent indicator, the significant factors can be made as reference for future research, which gives better findings regarding store atmospheres that effect on millennial consumer purchase intention in the fast fashion retail stores.

LIMITATION AND RECOMMENDATION

This study was conducted by quantitative methods with 150 respondents to examine fast fashion retail stores in Jakarta Indonesia with millennials consumers, so the results cannot be implemented in the other state or other areas. The variable also focuses on the store atmosphere (e. g. service quality, lighting, music, store display, price & discount, and scent).

For the next research, this study recommends examining larger samples, including samples from different cities around Indonesia. By having a different sample from other cities in

Indonesia such as Medan, Surabaya, and Bandung, the researcher will have more of an overview and get new insight into what factors from the store atmosphere that affects the millennial purchase intention in Indonesia. Future research can be conducted on various kinds of generations, like gen X and gen Z. Furthermore, this study also suggests exploring more potential variables outside the store atmosphere variables that impact on purchase intention in fast fashion retail stores, for example, product quality, sales promotion, purchasing method, outlet location, and customer loyalty programs.

REFERENCES

[1] Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. Procedia Computer Science, 161, 851 – 858.

[2] Anjaeni, R. W. M. (2019). Tak hanya murah, kenali lebih jauh industri fast fashion. Retrieved from https://www.liputan6.com/citizen6/read/3939303/tak-hanya-murah-kenali-lebih-jauh-industri-fast-fashion?source=search

[3] Barnes, L., & Greenwood, G. L. (2010). Fast fashion in the retail store environment. International Journal of Retail & Distribution Management, 38(10), 760 - 772.

[4] Berg, A., & Amed, I. (2020). "State of Fashion,". Mckinsey and Company.

[5] Buyukdag, N., Nur Soysal, A., & Kitapci, O. (2020). The effect of specific discount patterns in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research. Journal of Retailing and Consumer Services, 55, 1-11.

[6] Chang, H. J., Cho, H. J., Turner, T., Gupta, M., & Watchravesringkan, K. (2015). Effects of store attributes on retail patronage behaviors: Evidence from activewear specialty stores. Journal of Fashion Marketing and Management, 19(2), 136-153.

[7] Choi, T. M., Liu, S. C., Tsang, T. H., & Zheng, J. (2010) Service quality strategy for fast fashion: An empirical study in Hong Kong. Kowloon, Hongkong: CRC Press.

[8] Colucci, M., & Scarpi, D. (2013). Generation Y: Evidences from the fast-fashion market and implications for targeting. Journal of Business Theory and Practice, 1(1).

[9] Dodd, M. D., & Supa, D. W. (2011). Understanding the effect of corporate social responsibility on consumer purchase intention. Public Relations Journal, 5(3), 1942-4604.

[10] Elbers, T. (2016). The effects of in-store layout-and shelf designs on consumer behavior. Wageningen UR, 1-22.

[11] Gottlieb, U. R., Brown, M. R., & Drennan J. (2011). The influence of service quality and trade show effectiveness on post-show purchase intention. European Journal of Marketing, 45 (11/12), 1642 - 1659.

[12] Herpen, E. V. (2016). Product Category Layout and Organization: Retail Placement of Food Products. Marketing and Consumer Behavior Group and Wageningen University and Research.

[13] Howe, N. & Strauss, W. (2009). Millennials Rising: The Next Great Generation, Vintage.

[14] Hussain, R., Ali, M., & Bhutto, S. Z. A. (2015). Effect of store atmosphere on consumer purchase intention. International Journal of Marketing Studies, 7(2), 35-43.

[15] Hsing, A., Hwang, C., & Oh, J. (2020). Interacting with background music engages E-Customers more: The impact of interactive music on consumer perception and behavioral intention. Journal of Retailing and Consumer Services, 54, 1-15.

[16] Isabella, G., Pozzani, A. I., Chen, V. A., & Gomes, M. B. P. (2012). Influence of discount Price Announcements on Consumer's Behavior. RAE Revista de Administracao de Empresas, 52(6), 657 - 671.

[17] Kementerian Pemberdayaan Perempuan dan Perlindungan Anak, "Profil generasi milenial Indonesia", 2018

[18] Kim, E., & Hong, T. (2010) Segmentating customers in online stores from factors that affect customers intend to purchase. Journal of Research in Interactive Marketing, 376-390.

[19] Kottler, P. (2005). Manajemen Pemasaran. Edisi kesebelas. Jilid 2. Edisi Bahasa Indonesia. Jakarta: Penerbit Indeks.

[20] Laski, J., Brunault, C. A., Schmidt, R., & Ryu, S. C. (2018). An exploratory study of retail lighting with continuous modulation of color rendering properties to influence shoppers' spatial range of browsing. Journal of Business Research. 111, 148 - 162.

[21] Leenders, MAAM, Smidts, A., & El Haji, A. (2016). Ambient scent as a mood inducer in supermarkets: The role of scent intensity and time-pressure of shoppers. Journal of Retailing and Consumer Services, 48, 270-280.

[22] Levy, M. & Weitz, B. (2012). Retailing Management. New York: McGraw-Hill.

[23] Li, Y., Fu, H. & Huang, S. S. (2015). Does conspicuous decoration style influence customer's intention to purchase? The moderating effect of CSR practices. International Journal of Hospitality Management, 51, 19–29.

[24] Madjid, R. (2014). The influence of store atmosphere towards customer emotions and purchase decisions. International Journal of Humanities and Social Science Invention, 3(10), 11-19.

[25] McKinsey & Company. 2020. The state of fashion 2020: Navigating Uncertainty. Retrieved from https://www.mckinsey.com/industries/retail/our-insights/the-state-of-fashion-2020-navigating-uncertainty)

[26] Michel, A., Baumann, C., & Gayer, L. (2017). Thank you for the music – or not? The effects of in-store music in service settings. Journal of Retailing and Consumer Services, 36, 21–32.

[27] Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. European Journal of Marketing, 47(10), 1711-1732.

[28] Money And Finance. (2018, April 2). Retrieved from NOW! Jakarta: http://nowjakarta.co.id/moneyed-millenials

[29] Morrin, M., & Ratneshwar, S. (2010) The impact of ambient scent on evaluation, attention, and memory for

familiar and unfamiliar brands. Journal of Business Research, 49, 157 - 165.

[30] Morrison, M., Gan, S., Dubelaar, C., & Oppewal, H. (2011). In-store music and aroma influences on shopper behavior and satisfaction. Journal of Business Research, 64, 558–564.

[31] Osman, S., Ong, F. S., Othman, M. N., & Khong, K. W. (2014). The mediating effect of mood on in-store behavior among Muslim shoppers. Journal of Islamic Marketing, 5(2), 178-197.

[32] Paul, C.S.W., Gary, Y. Y. & Chieh-Ru, H. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. Australasian Marketing Journal, 19, 30-39.

[33] Shihab, S. (2019). Post fast fashion: the future of fashion and the rise of resale. Retrieved from https://www.thejakartapost.com/life/2019/10/02/post-fast-fashion-the-future-of-fashion-and-the-rise-of-resale.html

[34] Tantanatewin, W., & Inkarojrit, V. (2016). Effects of color and lighting on retail impression and identity. Journal of Environmental Psychology, 46, 197-205.

[35] Triantafillidou, A., Siomkos, G., & Papafilippaki, E. (2017). The effects of retail store characteristics on in-store leisure shopping experience. International Journal of Retail & Distribution Management, 45(10), 1034-1060.

[36] Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior a review of the experimental. Journal of Business Research, 49, 193-211.

[37] Vuong, H. G., & Nguyen, M. T. (2018). Factors influencing millennials' purchase intention towards fast fashion products: A case study in Vietnam. International Journal of Social Science and Humanity, 8(8).

[38] Weisstein, F. L., Asgari, M., & Siew, S. W. (2014). Price presentation effects on green purchase intentions. Journal of Product & Brand Management, 23(3), 230-239.

[39] Yi, F., & Kang, J. (2019). Effect of background and foreground music on satisfaction, behavior, and emotional responses in public spaces of shopping malls. Applied Acoustics, 145, 408–419.

[40] Yoo, Y. Lu. & Seock K. (2008). The influence of grey consumers' service quality perception on satisfaction and store loyalty behavior. International Journal of Retail & Distribution Management, 36(11), 901 - 918.

[41] Zafar, Q. U. A., & Rafique, M. (2013). Impact of celebrity advertisements on customers' brand perception and purchase intention. Asian Journal of Business and Management Sciences, 1(11), 53-67.