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Penulis : Ogi Dhaneswari Dara Ninggar, **Serli Wijaya**, Hatane Samuel (2020)

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**1. Bukti konfirmasi submit artikel dan artikel
yang disubmit
(14 April 2020)**



Serli Wijaya <serliw@petra.ac.id>

[GamaIJB] Submission Acknowledgement

1 message

T. Hani Handoko <gamaijb@ugm.ac.id>
To: Mrs Serli Wijaya <serliw@petra.ac.id>

Tue, Apr 14, 2020 at 6:57 PM

Mrs Serli Wijaya:

Thank you for submitting the manuscript, "The Influence of Visual Merchandising on Store Patronage in the Fast-Fashion Stores in Indonesia: The Role of Shopping Value and Self-Congruity" to Gajah Mada International Journal of Business. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

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If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

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**2. Bukti konfirmasi review dan hasil review
pertama
(31 Agustus 2020)**



Serli Wijaya <serliw@petra.ac.id>

[GamalJB] The Influence of Visual Merchandising on Store Patronage in the Fast-Fashion Stores in Indonesia: The Role of Shopping Value and Self-Congruity

Hani Handoko <gamaijb@ugm.ac.id>

Mon, Aug 31, 2020 at 2:27 PM

To: Ogi Dhaneswari Daraninggar <ogidhaneswari@gmail.com>, Serli Wijaya <serliw@petra.ac.id>, Hatane Samuel <samy@petra.ac.id>

Dear Author(s),

Greeting from GamalJB.

We hope this e-mail finds you well.

With this email, we attached the reviewer's comments. Hopefully, the reviewer comment can help to make your manuscript better. We are looking forward to your response and expect to receive the result no later than (September 07, 2020).

Should you have any inquiries, please contact our administrative staff at gamaijb@ugm.ac.id.

Your kind attention and cooperation is highly appreciated.

Thank you in advance.

Sincerely yours

GamalJB

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**3. Bukti konfirmasi submit revisi pertama,
respon kepada reviewer, dan artikel yang
diresubmit
(7 September 2020)**



Serli Wijaya <serliw@petra.ac.id>

[GamaIJB] The Influence of Visual Merchandising on Store Patronage in the Fast-Fashion Stores in Indonesia: The Role of Shopping Value and Self-Congruity

Serli Wijaya <serliw@petra.ac.id>

Mon, Sep 7, 2020 at 5:00 PM

To: Hani Handoko <gamaIJB@ugm.ac.id>

Cc: Hatane Samuel <samy@petra.ac.id>, ogi dhaneswari <ogidhaneswari@yahoo.com>

Dear GAMAIJB Editorial Team,

Thank you for your email on 31 August 2020 regarding the decision on our manuscript submitted for inclusion in GAMAIJB.

I am writing this email to inform you that we have just submitted online our revised work on Manuscript's Code 2020.05.294.

We would like to sincerely thank you and two reviewers for their constructive feedback. The article has been substantially revised according to the comments and suggestions and we believe that our revised paper has significantly improved. The revision work appears in a green-coloured font. We really hope that our revisions have brought our paper to GAMAIJB publication standard.

Please find attached three soft files that we just have uploaded on the journal system:

1. the revised manuscript
2. the revised table and figure,
3. the amendment table containing our responses to all reviewers' feedback

Should you have any other issues or enquiries, please do not hesitate to contact me. I look forward to hearing some good news from you regarding the final decision on our revised submission. Your sincere support is very much appreciated. Thank you.

On behalf of the author team,
Best wishes,
Serli

Serli Wijaya, Ph.D., CHE.

Assistant Professor

Master of Management Program

Faculty of Business and Economics

Petra Christian University

Jalan Siwalankerto 121-131 Surabaya

East Java - Indonesia

Website: www.petra.ac.id


Phone: +62 31 2983084


Mobile: +62 822 45787837

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3 attachments

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Manuscript's Code: 2020.05.294

Title: "The Influence of Visual Merchandising on Store Patronage in the Fast-Fashion Stores in Indonesia: The Role of Shopping Value and Self-Congruity"

	Comments of reviewer	Author Amendment
Reviewer 1	<ol style="list-style-type: none"> The manuscript was inadequate to describe of Novelty. The abstract should describe the title with the Novelty. 	<ol style="list-style-type: none"> Thank you for the feedback. The novelty of the study has been consistently written both in abstract and introduction sections. Below is the example sentence in the Introduction section that refers to the novelty as suggested: <p>Although research work about fast-fashion and store patronage behavior have been done in various market regions, study in an emerging middle-income country like Indonesia is still under-research. Having said this, an empirical research to better understand the Indonesian consumers' shopping behavior has drawn a strong basis to conduct the current study. The study therefore aimed to investigate the effect of visual merchandising on store patronage in the context of fast-food fashion retailing in Indonesia. Self-congruity and perceived shopping value are two psychological concepts that were incorporated as the mediating variables when examining the relationship between visual merchandising and store patronage (page 2).</p> In the abstract, we have covered the title as suggested by the reviewer, as seen below: <p>The study examined direct and indirect effects of visual merchandising on store patronage in a fast-fashion retail context (line #1).</p> <p>This study aimed to investigate the relationships of visual merchandising, self-congruity, consumers' perceived shopping value in determining store patronage (lines 3-4).</p> <p>Meanwhile, the novelty of the study has also been written in the Abstract, as suggested as follows: <p>While studies about fast-fashion and store patronage <i>behavior</i> have been extensively conducted in various market regions, research</p> </p>

A Table of Amendment (1st Manuscript Revision)

	<p>3. The method explains well, but missing of Table n Figure</p> <p>4. There are many Grammatically error</p> <p>5. The Result and Discussion are low to Describes, then should describe with the hypothesis as the aim of the study. Should to justify the Novelty and Benefit of this study to the company.</p>	<p>in an emerging middle-income country like Indonesia is still in its scarcity (lines 4-6).</p> <p>3. Tables and figures have been prepared, yet, they are kept in a separate file from the manuscript file. There are 3 Tables as follows:</p> <ul style="list-style-type: none"> a. Table 1 containing list of measurement indicators of the questionnaire and the relevant references. b. Table 2 shows the indicator loading, Cronbach's alpha, AVE, and composite reliability values of the outer model measurement. c. Table 3 presents direct, indirect, and total effect and hypotheses testing results. <p>In addition to the tables, there are 2 Figures, namely:</p> <ul style="list-style-type: none"> a. Figure 1 depicts the research model. b. Figure 2 shows the results of the structural model test. <p>4. The revised manuscript has been proofread to avoid grammatical error. Thank you.</p> <p>5. The Discussion section has explained how hypotheses of the study were tested and relate each hypothesis with the aim of the study and the literature reviewed. The improvement of the Discussion section can be seen in pages 11-14 of the manuscript.</p>
<p>Reviewer 2</p>	<p>1. The introduction part can be shortened to improve clarity. What background information should the readers know that is directly relevant to the study? Some arguments presented are more appropriate as part of the literature review section.</p> <p>2. Does the study specify further whether visual merchandising affect hedonic shopping value more/less than utilitarian</p>	<p>1. Thank you for the constructive feedback to shorten the Introduction section. The feedback has been addressed. The Introduction section is now shortened and contains only relevant information related to the contextual background and gap of the study. The arguments presented in Introduction section in the first manuscript has been moved to LR section, as suggested.</p> <p>2. The study examined shopping value as one construct consisting utilitarian and hedonic values without separately analyzing each value. Differences between utilitarian and hedonic values have been provided in the</p>

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	<p>value? Is there a possibility to distinguish?</p> <p>3. There is a potential correlation between shopping value and self-congruity, especially items 1 and 2 on alignment and reflection of self-concept/image. Stated of the value can be argued as constitutive of self-congruity. How does the study ensure that utilitarian/hedonic value is a separate construct from self-concept/image?</p>	<p>discussing the results, limited to seeing the loading factor value.</p> <p>3. Although concepts of shopping value and self-congruity are closely related, there are a clear difference between the twos. Self-congruity is the inner psychological reflection as to how consumers see their self-image. Shopping value is more like the values that consumers seek when purchasing fast-fashion products. In the manuscript, the conceptual definition of shopping value has been explained in pages 5-6 as follows: Focusing on the utilitarian value would direct a retail store to be able to answer consumers' need so that they could obtain the product they desire with an efficient and convenient manner. From the consumers' viewpoint, when they concern with utilitarian value, the best shopping value is acquired when the primary goal in locating items sought is fulfilled (Diep & Sweeney, 2008). This can be seen when consumers seek cost savings, quality and convenience when shopping (Carpenter et al., 2005). On the other hand, stimulating consumers' hedonic shopping value area would enable retail stores to strive in providing fun, excitement, fantasy and inspiration to consumers (Diep & Sweeney, 2008). Hedonic value uses indicators that can be seen when the customer is looking for experience, entertainment, and exploration while shopping (Chandon, Wansink, & Laurent, 2000).</p> <p>Meanwhile, self-congruity concept is described in page 6, as below: Self-congruity indicates the degree of similarity between consumer perceptions of themselves and brand perception (Sirgy, 1982). There are four types of self-congruity where each concept is related to consumer perception of the brand. First, actual self-congruity that describes the correlation between the image of the brand or the personality of the consumer's self-image or how they perceive themselves. Second, ideal self-congruity that indicates how consumers want to and how they want to be judged by others. Third, actual social self-congruence of which consumers will think about how others</p>
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	<p>4. With all the hypotheses are accepted and significant, what insight can be drawn concerning the Novelty of this study?</p>	<p>will think and react to their purchase. Finally ideal social self-congruence that would influence the attitudes and behavior of consumers through social approval motivation since every individual wants to be judged positively or have a favorable impression of the views of others.</p> <p>In addition, the difference between self-congruence and shopping value can be seen in the empirical indicators developed to measure the respective concepts (see Table 1).</p> <p>4. Thank you for the feedback. We have addressed the feedback by offering new insights can be drawn from the study. Two paragraphs are added in the Conclusion section as below:</p> <p>Page 14:</p> <p>....Second, visual merchandising has a significant influence on shopping value, meaning that the better arrangement of visual merchandising in a fashion retail store will most likely to increase the shopping value perceived the consumer, wherein this study, utilitarian shopping value was considered more by the participants compared to the hedonic shopping values. The fact that utilitarian value appears to be more dominant that hedonic value is an interesting finding of the study, which is different from previous studies' results. This offers a new insight that different geographical context wherein the study is taken (in this case is Surabaya's consumers), might contribute to different result found.</p> <p>Page 15:</p> <p>....That is, managing visual merchandise as appealing as the store could offer will not be adequate if it is not followed by company's focus on values that consumers would like to assess when buying at the store. Third, as the nature of fast-fashion industry requires fast-response ability to read the trend changes, emphasizing solely on visual aspects of the store would not be enough to stimulate store patronage and loyalty. Rather, the management should continuously improve the alignment of the brand concept, company's target market, with consumer's</p>
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	<p>5. Is there any significance/insight into the distinction between H&M and UNIQLO consumers? Is there any difference in the results?</p> <p>6. Is there any reason (theoretical or practical) behind the choice to select/limit consumers' experience to H&M and UNIQLO? If any, what are they?</p> <p>7. The writing style is excellent and engaging. However, there are several spelling, and grammatical errors are found. Please do thorough proofreading or language editing to ensure the manuscript is error-free. Gadjah Mada International Journal of Business uses American English. Please also ensure that British spellings are adjusted accordingly.</p>	<p>dynamic preferences, which in turn, would enable the companies to offer the best shopping values to the consumers.</p> <p>5. There is no significant insight to distinguish between 2 brands. It is therefore in the revised manuscript, we treat the data and discuss the findings as one.</p> <p>6. Similar to response #5, there is no conceptual reasons to limit to H&M and Uniqlo's consumers. It is therefore in the revised manuscript, we treat the data and discuss the findings as one.</p> <p>7. The revised manuscript has been proofread to avoid grammatical error. The spelling has been adjusted to American spelling as suggested. Thank you.</p>
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The Influence of Visual Merchandising on Fast-fashion's Store Patronage in Indonesia: The Role of Shopping Values and Self-congruity

ABSTRACT

The study examined the direct and indirect effects of visual merchandising on store patronage in a fast-fashion retail context. Adopting the Stimulus-Organism-Response (S-O-R) theory, this study aimed to investigate the relationships of visual merchandising, self-congruity, consumers' perceived shopping value in influencing store patronage. While studies about fast-fashion and store patronage behavior have been extensively conducted in various market regions, research in an emerging middle-income country like Indonesia is still in its scarcity. Therefore, the study is among a few attempts to understand better the Indonesian consumers' buying behavior of fast-fashion brands. A survey was completed to 250 fast-fashion shoppers. SEM-PLS path modeling was utilized to examine the proposed structural model. The results revealed that visual merchandising, shopping value, and self-congruity had positive and significant effects on store patronage. The study also found that the indirect effects of consumers' perceived shopping value and self-congruity were more substantial than the direct ones. Managerial implications and recommendations for further research were described.

Keywords: visual merchandising, shopping value, self-congruity, store patronage, fast-fashion

JEL Classification: [ME37]

INTRODUCTION

The term fast-fashion has become increasingly popular among consumers (Caro and Martínez-de-Albéniz, 2015). It has brought much attention to the retail industry worldwide. Fast-fashion products are fashionable clothing and other apparel products sold at an affordable price (Azuma and Fernie, 2003). The basic concept of fast-fashion is to move as fast as possible the fashion products from the designers to the consumers' hands at a more affordable price (Hines and Bruce, 2007). Popular culture such as film, music, television, and other media have played a significant influence in shaping fashion trends. Such an influence can occur anytime and from anywhere, which, in turn, changes significantly consumer lifestyle and demand for a fashion style or trend (Barnes and Lea - Greenwood, 2006). The proliferation of fast-fashion products

would allow consumers to get more access to vogue style at lower prices (Fernie and Azuma, 2004). A survey in 2018 on major global apparel manufacturers and retailers, as cited in fastretailing.com, showed that three top-ranked global fashion brands were Inditex (ZARA-Spain), Hennes & Mauritz (H&M-Sweden), and Uniqlo (Japan).

The present study is undertaken from an Indonesian fast-fashion retail industry context. Fashion is one of the fourteen sub-sectors of the country's creative economy, contributing to 18.1 percent to the industry and 3.76 percent to the national GDP (BEKRAF, 2018). Showing the most impressive economic growth, Indonesia is now considered by the World Bank as the largest economy in Southeast Asia. As the world's 10th largest economy in terms of purchasing power parity, the nation's GDP income per capita has steadily risen, from US\$ 807 in the year of 2000 to US\$ 3,877 in 2018, giving rise to the number of middle-income earners in the country (The World Bank, 2019). In 2021, middle-income earners will account for 45 million people or about 16.6 percent of the total population (Rahayu, 2019). Indonesia's economic outlook is estimated to continue, with domestic demand being the main driver of growth. As the world's fourth most populous country, Indonesia is a vast potential market for major global brands, including fast-fashion players. For those who live in big cities, shopping and fashion are seen as a showcase of a modern urban lifestyle. As the second-largest city in Indonesia, Surabaya is one of the prominent shopping tourism destinations in the country after Jakarta. The city has attracted a lot of international fast-fashion brands as anchor tenants at major shopping malls. Since 2014, fast-fashion retailers such as Zara, Stradivarius, Cotton On, and New Look have begun their operations in Surabaya, followed by Swedish and Japanese retailers, namely H&M and Uniqlo, in 2017. Such a phenomenon has led to an increasingly competitive situation in the fast-fashion industry to win consumers' hearts (Fimela, 2018).

To attract potential consumers, the retailers have to design in such a way their stores' visual merchandising as well as the fashion items they sell. Previous studies have indicated that creating an attractive and comfortable store atmosphere could affect consumer's emotions and behavior (Siddhibhongsa and Kim, 2016; Spies et al., 1997). Further, store atmosphere can influence consumers to purchase and attract them back to the store for a repurchase intention (Sharma and Stafford, 2000). The retail environment is a valuable marketing tool to influence consumers' perceptions of a particular brand and their purchase intentions.

Although research work about fast-fashion and store patronage behavior has been done in various market regions, a study in an emerging middle-income country like Indonesia is still

under-research. Having said this, empirical research to better understand Indonesian consumers' shopping behavior has drawn a strong basis to conduct the current study. Therefore, the study aimed to investigate the effect of visual merchandising on store patronage in fast-food fashion retailing in Indonesia. Self-congruity and perceived shopping value are two psychological concepts incorporated as the mediating variables when examining the relationship between visual merchandising and store patronage in this study.

The remaining sections of the article are organized as follows. Section 2 reviews the relevant literature that put a basis for hypothesis development and the conceptual framework. Section 3 describes the research method adopted in detail, including how the questionnaire's measurement items were developed. Section 4 reports the data analysis followed by Section 5, which discusses the results. Finally, Section 6 describes the conclusion and both theoretical and managerial implications.

LITERATURE REVIEW

A grand theory is needed to provide a factual, conceptual basis when developing and examining the proposed research model. As seen in Figure 1, the proposed research model was developed based on the Stimulus-Organism-Response (S-O-R) theory (Mehrabian and Russell, 1974). The S-O-R theory is one of the most used models of environmental and social psychology. A *stimulus* is described as external factors consisting of both marketing mix variables and other environmental inputs that influence an individual's internal state and can be conceptualized as an effect that stimulates the individual (Bagozzi, 1986). *Organism* refers to internal processes and structures intervening between external stimuli and the final actions, reactions, or responses demonstrated.

Meanwhile, *Response* represents the outcomes and decisions of consumers (Mehrabian and Russell, 1974). The Response can be either approach behavior (i.e., positive actions) or avoidance behavior (i.e., negative actions). The intervening processes and structures contain perceptual, psychological, feeling, and thinking activities (Mehrabian and Russell, 1974).

In the proposed research model, visual merchandising is conceived as the stimulus, while shopping value and self-congruity are regarded as the two organisms, and store patronage is the Response. According to the proposed research model, consumer perceptions of visual

merchandising of fast-fashion stores are expected to affect positive shopping value and shoppers' self-congruity, which are expected to influence store patronage. The core proposition is that store patronage is a response that is not merely demonstrated due to the visual merchandising stimulus; instead, it is shaped by shopping value and self-congruity as mediating organisms.

2.1. Visual Merchandising and its Relationship with Store Patronage

Visual merchandise plays an essential role as an initial stimulus to consumer's sight when they see a store. Edwards and Shackley (1992) urged that up to 90 percent in the retail environment cues perceived through sight. A window display at a storefront entrance is a starting point to encourage consumers to decide on entering the store or not. Hence, the visual merchandising elements become more dominant than other elements in the store (Davies and Ward, 2005). Visual merchandise is not merely used to place products at stores. It relates to how ideas and brand values are communicated visually to the consumers (Law et al., 2012). To be successful, the messages that are visually communicated must be adequately translated by targeted consumers. In other words, the visual merchandise strategy should be aligned with the brand identity that the company would like to create, to result in consumer psychological outcomes.

From the S-O-R theory perspective, the anticipated outcome or Response could be either approach or avoidance behavior (Mehrabian and Russell, 1974). Approach behavior, in particular, shows a positive outcome, such as patronage intention (Kerfoot et al., 2003). According to Baker et al. (2002), patronage intention is consumer willingness to buy, recommend, and shop. Similarly, Wakefield and Barnes (1996) define store patronage as consumers' intention to return or continue to a store. Store patronage is determined by consumers' evaluative criteria and their perception of the store's attributes. The overall perception is referenced as the store (Blackwell et al., 2006). There are three dimensions of store patronage intention. Those are (1) willingness to recommend, (2) willingness to purchase, (3) the possibility of shopping (Baker et al., 2002, Grewal et al., 2003).

Considering the crucial role of visual merchandising as a stimulus of patronage behavior to a store, different factors need to be considered to use it effectively. Color, lighting, shape, merchandise location, store layout, store equipment, and display items are essential (Kerfoot et al., 2003). In addition to this, Mehta and Chugan (2013) describe that visual merchandising

encompasses the exterior of the store of the window display, store sign, marquees, outdoor lighting, banner, facade, and store location. On the other hand, the store interior includes orientation factor, signage, layout, technical presentations, properties, spatial factors, and store atmosphere (Pegler and Kong, 2018). Sirgy et al. (2000) found that some visual merchandise elements such as interior decoration, lighting, and flooring design as parts of the store's atmosphere were proven to affect consumer's store patronage. In their study, Baker et al. (2002) also disclosed that consumers' perception of the overall store environment, such as variations in color, display, and layout, indirectly affected consumer store patronage intention. A study was done by Babin et al. (2003) also found that when consumers had a better evaluation, they would demonstrate higher excitement and patronage intention in the stores that had shades of blue (calm tone) interior than the interior with shades of orange (warm tone).

To enhance consumer's perception of the store atmosphere, stores can creatively use the layout or visual communication (signs and images), color, and light (Grewal et al., 2003). With regard specifically to color, Summers and Hebert (2001) applied an experimental study confirming that product display with better lighting was able to attract the consumer to visit stores and encourage the consumer to touch and feel the products. Meanwhile, Kumar et al. (2010) stated that the retail store atmosphere or the environment in and around the retail stores could cause the perception of store patronage intention. On this basis, the first hypothesis was formulated as follows:

H₁: Visual merchandising has a positive and significant effect on store patronage

2.2. Visual Merchandising and Its Relationship with Shopping Value and Self-Congruity

There are two types of stimuli that could influence store patronage: internal and external stimuli (Virvilaitė et al., 2011). External stimuli include a store atmosphere often associated with consumers' shopping value (Rintamäki et al., 2006). Retailers need to recognize consumer's shopping values. The perception towards shopping value comes from both the products or services purchased and shopping experience (Diep and Sweeney, 2008). Shopping value itself is divided into two categories: hedonic and utilitarian values (Babin and Attaway, 2000, Babin et al., 1994, Carpenter and Fairhurst, 2005, Jackson et al., 2011, Michon and Chebat, 2004). Concerning the evaluation of visual merchandising, utilitarian value links with consumer's basic needs, whereas hedonic value is more associated with the psychological aspect of the

consumers such as pleasure, pride, prestige, and confidence (Law et al., 2012). Focusing on the utilitarian value would direct a retail store to answer consumers' needs to obtain the product they desire efficiently and conveniently. From the consumers' viewpoint, when they concern value, the best shopping value is acquired when the primary goal in locating items sought is fulfilled (Diep and Sweeney, 2008). This can be seen when consumers seek cost savings, quality, and convenience when shopping (Carpenter and Fairhurst, 2005).

On the other hand, stimulating consumers' hedonic shopping value areas would enable retail stores to strive to provide a fun, excitement, fantasy, and inspiration to consumers (Diep and Sweeney, 2008). The hedonic value uses indicators to be seen when the customer is looking for experience, entertainment, and exploration while shopping (Chandon et al., 2000). Kumar et al. (2010), in their study, found that hedonic value has a higher correlation than its atmosphere's utilitarian value. Thus, for consumers who seek the hedonic value more, store visual merchandising would have more influence in attracting consumers to come back and recommend to relatives. Visual merchandising plays a crucial role in enhancing consumers' shopping value to improve the taste and desire to purchase the products (Mehta and Chugan, 2014).

Past studies have shown that consumer's preferences and purchase intentions can also be influenced by self-congruity (Ericksen, 1997). According to Rodríguez and Gregory (2005), self-congruence is derived from the concept of consumer's self-concept with certain aspects of the brand, brands as social stereotypes (consumers). Consumers would evaluate brands based on their self-concepts and what they aspire. Self-congruity indicates the degree of similarity between consumer perceptions of themselves and brand perception (Sirgy et al., 2000). There are four types of self-congruity where each concept is related to consumer perception of the brand. First, actual self-congruity describes the correlation between the brand's image or the personality of the consumer's self-image or how they perceive themselves. Second, ideal self-congruity indicates how consumers want to and how they want to be judged by others. Third, actual social self-congruence, of which consumers will think about how others will think and react to their purchase. Finally, ideal social self-congruence would influence consumers' attitudes and behavior through social approval motivation since every individual wants to be judged positively or have a favorable impression of others' views. Self-congruity can be seen as an inner psychological reflection as to how consumers view their self-image.

When looking at a brand's personality, consumers see a brand as a way to express their true self or ideal self (Keller and Richey, 2006). Many researchers suggest that retailers should strive to develop products consistent with the image of their market (Barone et al., 2000; Hong and Zinkhan, 1995; Mehta, 1999). According to Ibrahim and Najjar (2008), the aim of improving self-congruity is to ensure that consumers can obtain what is expected from a store. Consumers perceive the products' quality through the visual store display, such as charts and posters about the stores' products. When the visual merchandising aligns with consumers' self-concept, they feel congruent with the brand or the store (Hu and Jasper, 2006). In their study on intimate clothes (lingerie), Law et al. (2012) found that consumers searched for apparel brands with a high level of congruity and accorded with socially acceptable standards for this type of product. Their study also showed that consumers had an attractive visual preference. For example, mannequins with unusual body shape, headless, white skin color, and no excessive body pose would help customers build the right social self-image. Based on the literature discussed above, the second and third hypotheses were formulated as follows:

H₂: Visual merchandising has a positive and significant effect on shopping value

H₃: Visual merchandising has a positive and significant effect on self-congruity

2.3. The Relationship Between Shopping Value and Store Patronage

Zentes et al. (2008) claimed that if retailers can position the store's personality aligned with their targeted consumers, they would have a bigger chance of attracting and retaining the consumers, which would increase the company's profitability (Sirgy and Su, 2000). Compared to any other retail store type, fashion conveys a higher degree of symbolic aspect like self-congruity (Das, 2015). In many situations, before making a purchase decision, consumers would evaluate the fashion brands based on their self-concepts and what they aspire to be. Following the trend can enhance their identity and social status (Keller and Richey, 2006). They have the ideal image of themselves, which is often reflected through stores and retail outlets where they feel matching/linking to their personality to improve their self-esteem (Sirgy et al., 2000).

Babin and Babin (2001) suggested changing the store's name, employee performance, and store locations can affect how well the consumers see the store. Especially in a clothing store, consumers' emotional level of excitement and positive effect on the hedonic value. According

to Babin and Babin (2001), if a store characteristic becomes less noticeable, changes in the shopping experience will affect patronage intention.

In contrast with previous studies, Overby and Lee (2006) revealed that the utilitarian value was found as a stronger predictor than the hedonic value in influencing store patronage intention in the online retail context. By contrast, a study done by Mehta et al. (2013) revealed an opposite result, that is, the pleasure in patronage intention had a more powerful influence on consumers with hedonic motivation. Therefore, the fourth hypothesis was proposed as below:

H₄: Shopping value has a direct and positive effect on store patronage

2.4. The Relationship Between Self-Congruity and Store Patronage

Consumers are encouraged to buy a product or service is their motivation to express their consumer self-image (Kressmann et al., 2006). According to Sirgy et al. (2000), when consumers find the compatibility between an image and concept stores or actual consumer self-image (self-congruity), consumers will be happy to patronize the store. In a study conducted by Hosany and Martin (2012) on cruise travel, it was found that the self-congruence affected cruise passenger experience, and indirectly affected the level of satisfaction in a positive way and the tendency of patronage intention (Hosany and Martin, 2012). Patronage can be determined by the consumer's evaluative criteria and their perception of the store (Blackwell et al., 2006).

Similar to Hosany and Martin (2012), Willems et al. (2012) examined twelve favorite clothing stores in Belgium, revealing that shopping bags purchased by the consumers who came out of those stores was an external factor that influenced store patronage by other consumers by providing a particular prestigious impression (shopping stereotyping). That is, when evaluating some buyers through store patronage cues, other consumers may find the perception related to their self-congruity with the products purchased. On this basis, the fifth hypothesis was proposed as follows:

H₅: Self-congruity has a positive and significant effect on store patronage.

Based on the above discussions, the following research model was proposed as the conceptual framework of the study that would be empirically tested.

Insert Figure 1 here

METHODS

This study applied a quantitative approach in which the hypothesis testings were accomplished to test the effect of visual merchandising on shopping value, self-congruity, and store patronage. The population was all consumers of fast-fashion products that have ever been purchased in Surabaya. Samples were selected purposively, meaning that they had to meet criteria that are aligned with the purpose of the study, as follows: 1) samples aged between 18-55 years old, and at least had ever purchased any fast-fashion products at the outlets located in Surabaya at least six months before the data collection process was undertaken (April-September 2018). A survey was selected to obtain the primary data, both utilizing offline and online questionnaire instruments.

The questionnaire consisted of six parts covering the following issues: 1) screening; (2 items); 2) demographic (6 items); and 3) visual merchandising (8 items); 4) shopping values (7 items); 5) self-congruity (4 items), and 6) store patronage (6 items). Altogether with screening and demographic questions, there were 33 closed-ended questions in the questionnaire. Screening questions were placed at the beginning of the questionnaire to ensure that respondents fit the sample criteria to participate in the survey. In the screening section, respondents were asked about their purchase transaction and whether they had bought a fast-fashion product brand within the last six months. Doing so would allow the researchers to be confident that respondents could still recall their latest retail store experience with the fast-fashion brands.

As shown in Table 1, the items or empirical indicators for each concept were developed based on the literature review. There were eight questions to measure visual merchandising (Law et al., 2012, Park et al., 2015); 7 questions to measure shopping values (Carpenter and Fairhurst, 2005); 4 items to measure self-congruity (Das, 2015); and six questions to measure store patronage (Hyllegard et al., 2006). A 5-point Likert scale was utilized to measure each of the questions of four shopping-related behavior constructs, where 1=strongly disagree, and 5=strongly agree.

Insert Table 1 here

A pilot study of 30 respondents was accomplished before the survey, and all items were found valid and reliable. For estimating the structural model, the SEM-Partial Least Squares (PLS) path modeling method was utilized using SmartPLS 3.0 software.

RESULTS

Total participants were 250 respondents consisting of 116 male respondents (46.4%) and 134 female respondents (53.6%) who had shopping experience with any fast-fashion product at least six months before the survey. Respondents were dominated by 24 to 29 years old age group. The majority of respondents attained undergraduate degree study (68.4%). Most respondents were private employees (57.6%), and the rest were spread evenly among self-employed, civil servants, students, and other occupations. There were 36.0% of total respondents had an average income of IDR 3.5-6.9 million/month for the income.

The SEM-PLS path model analysis shows that all measures met the commonly accepted threshold for assessing the constructs' reliability and validity (Henseler et al., 2009). Table 2 shows the details of the construct reliability and validity. First, all the constructs' average variance extracted (AVE) values were above the cut off value of 0.50 (Henseler et al., 2009), suggesting satisfactory convergent validity. Second, the indicators' cross-loadings inform that no indicator loaded higher on an opposing construct (Hair et al., 2011). Third, all indicators displayed significant standardized loadings above 0.700 ($p < .001$), demonstrating indicator reliability. Correspondingly, all constructs acquired high Cronbach's alpha (α) and composite reliability values greater than 0.800, entailing adequate internal consistency. The values of R^2 and Stone-Geisser's Q^2 were used as the analytical means to statistically assess the significance of the research model (Chi and Gursoy, 2009). The result of Q^2 showed a value of 0.801, indicating satisfactory evidence of the model's predictive relevance (Hair et al., 2011). In addition to the Q^2 , the values of R^2 were also presented to test the structural model. The results showed that visual merchandising, explaining 39.4% ($R^2 = 0.394$) in its effect on shopping value; 25.3% in its influence on self-congruity ($R^2 = 0.253$); and 56% in its effect on store patronage ($R^2 = 0.560$).

Insert Table 2 here

Figure 2 demonstrates the outcome of the structural model test. The non-parametric bootstrap analysis revealed that most of the proposed relationships were significant (Hair et al., 2011). Concerning hypothesis testing, all hypotheses were supported. Specific hypothesis test results are displayed in Table 3.

Insert Figure 2 here

This study examined the roles of shopping values and self-congruity as mediating visual merchandising variables on store patronage. It is therefore, the indirect effect of these two mediating variables has also be calculated. Table 3 shows that visual merchandising's *indirect effect* on store patronage through shopping value and self-congruity is equal to 0.385. This indirect effect is greater than the direct effect of visual merchandising on store patronage that amounted to 0.209. Having this figure, it can be concluded that shopping value and self-congruity act as significant mediating variables in the examined model. In other words, visual merchandising alone is not sufficient to influence consumers to revisit the outlets (i.e., store patronage). Consumers would consider shopping values they would get in from a particular fast-fashion store and assess whether the fashion products they purchase are congruent with the concept they hold personally and socially about themselves.

Insert Table 3 here

DISCUSSION

This study aims to determine whether visual merchandising, shopping value, and self-congruity affect store patronage. There were five hypotheses formulated, and the preceding section has presented the findings of both the structural model fitness and the hypothesis testings. The first

hypothesis stating that visual merchandising had a significant effect on store patronage, was accepted. The result shows that there was a positive influence of the visual merchandising on store patronage. It showed that fast-fashion stores had successfully managed the visual merchandising in an appealing way to influence consumers to perform in-store patronage. The storefront, the combination of colors, interior design, exterior, lighting, and mannequins product display up to their room to maneuver freely provide convenience for consumers. The perceptions drawn from visual merchandising have stimulated consumers' desires to visit and shop again in the future.

Moreover, consumers also intend to tell positive things from the fashion brands to their friends and relatives. This result confirms Grewal et al.'s (2003) study, which found that consumers would tend to shop and recommend to relatives when they do not have to wait. Besides, increasing the atmospheric store can then increase the probability for consumers to have store patronage intention. The finding of this study also supports the previous study by Babin et al. (2003) that revealed the role of lighting in stimulating excitement and store patronage intention higher in clothing stores. As stated by Kumar et al. (2010), the retail atmosphere allows consumers to revisit or give a referral.

The second hypothesis proposed stating that visual merchandising had a significant influence on shopping value, was accepted. The results of the analysis showed that there was a positive influence of the visual merchandising on shopping values. This finding indicates that consumers perceive that fast-fashion stores they visited have offered them both utilitarian and hedonic values that meet their expectations, and this shopping value plays a significant mediating role in how visual merchandising influenced store patronage. As can be seen from the loading factor values in Table 1, two indicators of visual merchandising with the highest score were: *proper lighting* (VM5), and *product display, promotional signs, and product information* (VM7) with respective values of 0.785 and 0.775. Meanwhile, two shopping value indicators with the highest score were: *shopping convenience* (SV4) and *ease of finding products* (SV1) with respective values of 0.786 and 0.779. However, this finding is slightly different from the previous research in a way that visual merchandising tends to increase the hedonic value considered by consumers (Kumar et al., 2010; Babin and Babin, 2001). In this previous study, the hedonic value was found to have a higher correlation than the utilitarian value associated with the store's atmosphere.

Further, Babin and Babin (2001) argued that consumer excitement and emotional impact on the hedonic value would affect store patronage intention in a clothing store. The current study reveals the opposite result as it is shown that all indicators of utilitarian shopping values were higher than indicators of hedonic values. As such, the finding reveals an interesting phenomenon that may pose the socio-cultural influence. That is, the demographic characteristics of the participants involved in this study that are mainly Surabaya's citizens who work as employees/staff whose economic buying power are not high enough to buy well-known fashion brands' products. For this market, utilitarian shopping values may become more dominant than hedonic ones.

The third hypothesis proposed stating that shopping value had a significant influence on store patronage, was accepted. The results of the analysis showed that there was a positive influence on shopping value on store patronage. This result showed that the values held in consumers' minds as they went shopping at fast-fashion outlets could stimulate their store patronage. As shown from the loading factor values in Table 2, two shopping value indicators with the highest scores were: *shopping convenience* (SV4) and *the ease of finding products* (SV1) with respective values of 0.786 and 0.779. Meanwhile, two store patronage indicators with the highest score were: *the intention of consumers to recommend an outlet* (SP3) and *consumers' willingness to explore the future outlet* (SP5) with respective values of 0.841 and 0.843. This indicates that consumers feel comfortable and convenient when shopping at fast-fashion outlets. The result of this hypothesis testing supports previous research stating that the value of the functional (utilitarian value) of a product acts as a stronger predictor of intention to influence store patronage (Overby and Lee, 2006).

The fourth hypothesis proposed stating that visual merchandising had a significant influence on self-congruity was accepted. The results of the analysis show that there was a positive influence on visual merchandising on self-congruity. This result indicates that the fast-fashion stores they visited can affect their self-congruity. Visual merchandising was positively reflected by two indicators, namely: *proper lighting* (VM5), and *product display, promotional signs, and useful product information* (VM7) with respective values of 0.785 and 0.775. Meanwhile, self-congruity was positively reflected by the indicators as follows: *the outlets reflect the self-image of consumers* (SC2), and *the image of other customers at the outlets same (consistent/identical) to consumer sees itself* (SC3) (with the respective values of 0.899 and 0.860). Consumers see both outlets can enhance their consumer self-congruity, wherein

consumers can see the similarities or consistency among one outlet to another, congruity with other visitors at the outlets, and the way consumers see themselves. This finding supports previous research by Greenwell et al. (2002), who revealed that consumers prefer products, physical facilities, and interior environments to reflect their own identity. It also confirms Hu and Jasper's study (2006) that also found that consumers perceived the product quality through the display of visual information such as charts, posters, and social content that suits the personality of consumers.

The last hypothesis proposed stating that self-congruity has a significant effect on store patronage, and this hypothesis was accepted. The result showed that there was a positive influence of the self-congruity on store patronage. It showed that self-congruity that was experienced by consumers could greatly influence consumers to patronize the stores. As seen in Table 2, self-congruity was positively reflected by two indicators, namely: *the outlets reflect the self-image of consumers* (SC2), and *the image of other customers at the outlets same (consistent/identical) to consumer sees itself* (SC3) with value respectively of 0.899 and 0.860. On the other hand, store patronage was positively reflected by two indicators of consumers' *intention to recommend an outlet* (SP3) and consumers' *willingness to explore the future outlet* (SP5) with respective values of 0.841 and 0.843. That is, when consumers feel the similarity between fashion products that they purchase at fast-fashion outlets with their self-image or how they perceive other people seeing themselves, the consumers would have the intention to recommend the outlet to their relatives and also the intention to explore the store in the future. This finding supports past research conducted by Sirgy et al. (2000), who revealed that when consumers encounter compatibility between image and concept stores or actual consumer self-image (self-congruity), consumers will be happy doing patronize against a store. Moreover, the consumers will also desire to explore further the products sold in the outlets in the next visit and are willing to recommend to others.

CONCLUSION

This study investigates consumer response to store patronage on visual merchandise stimulus in-store by considering perceived shopping value and self-congruity towards fast-fashion brands. The results of this research lead to these five following highlights. First, visual merchandising has a significant influence on store patronage. It shows that the better the visual

presentation of merchandise in a retail fashion store will lead to a more prominent effect on consumer patronage and referral intention. Second, visual merchandising has a significant influence on shopping value, meaning that the better arrangement of visual merchandising in a fashion retail store will most likely to increase the shopping value perceived the consumer, wherein this study, utilitarian shopping value was considered more by the participants compared to the hedonic shopping values. The fact that utilitarian value appears to be more dominant than hedonic value is an exciting finding of the study, which is different from previous studies' results. This offers a new insight that different geographical contexts wherein the study is taken (in this case is Surabaya's consumers) might contribute to different results. Third, shopping value has a significant influence on store patronage. It shows that consumers' perception of their shopping value will affect store patronage in the future. This study revealed that convenience and ease of shopping become a significant predictor of how consumers would patronize the fashion stores in the future. Fourth, visual merchandising has a significant influence on self-congruity. The finding demonstrates that the better the visual display of merchandise in a retail fashion, the higher the consumer would associate the products with their personality and other buyers in the stores, and this self-congruity will lead to consumers' store patronage. Finally, the study also reveals an indirect effect of visual merchandising on store patronage through the presence of value shopping as a mediating variable. This suggests that visual merchandising alone is not enough to affect consumers' patronage. That is, although the display of the merchandise in the fashion stores are attractive enough, the consumers would consider how much both utilitarian and hedonic values that they would get from shopping the fashion brand in the outlets.

Since the fast-fashion industry's competition is getting more intense, it becomes crucial to attract more customers to visit and purchase and retain loyal customers. This study, therefore, offers some implications for retail management operators. First and foremost, retail store management, specifically those who sell fast-fashion product categories, should pay more attention to fashion visual merchandising. The present study has confirmed that visual merchandising has a significant role as an initial stimulus to the consumers before purchasing at the store. It poses a first impression not only for the fashion items being displayed but also for the brand. Second, managing visual merchandise as appealing as the store could not be adequate if it is not followed by its focus on values consumers would like to assess when buying. Third, as the fast-fashion industry's nature requires fast-response ability to read the trend changes, emphasizing solely on visual aspects of the store would not be enough to

stimulate store patronage and loyalty. Instead, the management should continuously improve the brand concept's alignment, the company's target market, with consumers' dynamic preferences, which would enable the companies to offer the best shopping values to the consumers.

LIMITATION

The current study is not without limitations. This study's scope was only examining two fashion brands in one city. Many increasingly fast-fashion, both national and global brands, have penetrated the market. As such, the generalization cannot be taken from the data analysis results since the samples were limited. Therefore, further studies could replicate the model proposed in this study and apply it in other geographical regions or other retail industry settings, such as telecommunication retail stores or fast-moving consumer goods (FMCG) retail stores. Doing so will improve the proposed model's validity, increase generalizability, and practically understand consumers' shopping behavior better.

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**4. Bukti penerimaan artikel setelah revisi
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Serli Wijaya <serliw@petra.ac.id>

[GamaIJB] Editor Decision

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Mrs Serli Wijaya:

We have reached a decision regarding your submission to Gadjah Mada International Journal of Business, "The Influence of Visual Merchandising on Store Patronage in the Fast-Fashion Stores in Indonesia: The Role of Shopping Value and Self-Congruity".

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