Turning Shoppers Into Buyers: How Brand Gestalt Drives Purchase Intention

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Abstract

Purpose: This study aims to investigate the influence of brand gestalt on customer purchase intention in the context of fashion products, addressing the gap in understanding how the 4S brand gestalt dimensions (i.e., storyscape, sensescape, services cape, and stakeholders cape) directly impact consumer purchase intention in an increasingly competitive and dynamic fashion market.

Methodology/Approach: This study employed a descriptive, causal, and quantitative research design, and data were collected through questionnaires distributed to 183respondents who were customers of popular fashion brands. The collected data were then analyzed using structural equation Modeling with the assistance of SmartPLS statistical software.

Results/findings: The research findings indicate that all four dimensions of brand gestalt—story cape, senses cape, services cape, and stakeholder's cape—have a significant positive influence on customer interest in purchasing fashion products.

Limitations: One potential limitation of the study is that the respondents were H&M product customers in Manado, which may restrict the generalizability of the findings to a broader consumer population.

Contribution: The theoretical implications of this study underscore the importance of maintaining a consistent and integrated brand gestalt to enhance consumers' purchase interest in fashion products.

Novelty: The novelty of this study lies in its pioneering investigation of the role of brand gestalt in shaping purchase intention within the context of fashion products. To the best of the authors 'knowledge, this study represents one of the first empirical work investigating the significance of brand gestalt in influencing purchasing decisions in the fashion industry

Keywords: _Brand Gestalt, storyscape, sensescape, servicescape, stakeholderscape, purchase Intention._

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1. Introduction

In the fiercely competitive fashion industry, a brand is more than a mere identifier—it is the essence of a company's identity and a key differentiator in the marketplace (Kotler, Pfoertsch, Sponholz, & Haas, 2021). A brand, or trademark, is not just a name or symbol; it encapsulates the identity of goods or services offered by a seller, distinguishing them from competitors (Kotler et al., 2021). Branding involves various elements that collectively shape the perception and reputation of a business, providing a significant competitive edge. A robust brand confers a significant competitive advantage to firms, facilitating instant recognition of products or services, fostering credibility and trust among consumers, and enabling the implementation of premium pricing strategies targeted at specific customer segments (Mandagi & Centeno, 2021). In essence, branding serves as a strategic tool for businesses to carve out their market presence, establish emotional connections with consumers, and drive long-term success in today's competitive marketplace.

Central to modern marketing is the concept of brand gestalt, which refers to the overall impression a brand creates through the interplay of various perceptible elements (Diamond et al., 2009). In the fashion industry, this holistic brand image significantly influences consumer preferences and behavior (Bläse, Filser, Kraus, Puumalainen, & Moog, 2024). According to Mandagi and Centeno (2021), brand gestalt encapsulates consumers' perception of the cohesive interplay among perceptible brand elements, which are categorized into four key dimensions: storyscape, sensescape, servicescape, and stakeholderscape. The storyscape dimension involves the narrative elements of a brand, including its history, values, and messaging, which help in creating emotional connections with consumers (Mandagi & Sondakh, 2022). Sensescape pertains to the sensory experiences associated with a brand, such as visual, auditory, tactile, olfactory, and gustatory cues, which evoke emotions and memories (Buzova, Sanz-Blas, & Cervera-Taulet, 2021). Servicescape includes the physical environmental cues like retail spaces, online platforms, customer service interactions, and product packaging that shape the overall brand experience (Yin, Li, Qiu, Bai, & Zhou, 2023). Finally, stakeholderscape considers the interests and interactions of key stakeholders, including employees, suppliers, partners, and the broader community, impacting brand trust and social responsibility (Mandagi, Rampen, Soewignyo, & Walean, 2024). This holistic impression is particularly significant in the fashion industry, where brands exert a pronounced influence on consumer proclivity towards specific products (Bläse et al., 2024).

Prior research has firmly established brand gestalt as a critical factor influencing various aspects of consumer behavior and brand performance. Notably, brand gestalt has been identified as a key determinant impacting brand attachment and loyalty (Mandagi & Sondakh, 2022), as well as influencing consumer purchase intention (Toding & Mandagi, 2022; Walean, Wullur, & Mandagi, 2023; Wulyatiningsih & Mandagi, 2023). Furthermore, studies have shown that brand gestalt plays a significant role in shaping customer satisfaction (Toding & Mandagi, 2022), consumer attitudes (Langitan, Rondo, & Mandagi, 2024; Pasuhuk & Mandagi, 2023; Walean et al., 2023) and fostering consumer loyalty (Mandagi & Aseng, 2021; Mandagi & Centeno, 2021; Wantah & Mandagi, 2024). Additionally, brand gestalt serves as a mediating mechanism in the relationship between social media marketing and festival branding (Mandagi & Aseng, 2021). The collective findings of extant research underscore the pivotal role of brand gestalt in shaping consumer perceptions and attitudes towards brands, thus exerting a profound influence on consumer behaviors such as loyalty and purchase intention.

Consumer purchase intention, a focal variable in this study, represents the inclination or predisposition of individuals towards specific products or services, thus significantly impacting their purchasing behaviors (Kotler et al., 2021). This intention is intricately linked with consumer attitudes, subjective norms, and perceived behavioral control, collectively shaping an individual's behavioral intentions (Zong, Liu, & Gao, 2023). Within the fashion domain, purchase intention reflects the likelihood of a consumer engaging in a purchase activity, influenced by various factors such as digital marketing, customer engagement, and perceived usefulness. Previous research has elucidated the significant impact of digital marketing on purchase intention for fashion products. Specifically, digital marketing initiatives have been found to augment customer engagement, thereby elevating the probability of a purchase (Hollebeek & Macky, 2019; Meire, Hewett, Ballings, Kumar, & Van den Poel, 2019). Furthermore, perceived usefulness, encompassing factors like ease of use and speed of purchase, also exerts a notable influence on shaping purchase intentions (Harrigan, Feddema, Wang, Harrigan, & Diot, 2021; Rizkitysha & Hananto, 2022).

The research objective of this study is to investigate the influence of brand gestalt, particularly the 4S brand gestalt dimensions (storyscape, sensescape, servicescape, and stakeholder), on customer purchase intention within the fashion industry. This investigation aims to address a notable gap in the existing literature by comprehensively examining how these dimensions directly impact consumer purchase intention, thereby contributing to a deeper understanding of consumer behavior in an increasingly competitive and dynamic fashion market. While prior research has established the significance of brand gestalt in shaping consumer perceptions and attitudes towards brands, there remains a dearth of research specifically examining how individual dimensions of brand gestalt contribute to consumer purchase

intention in the context of fashion products. By focusing on the 4S dimensions of brand gestalt, this study seeks to elucidate the nuanced relationships between these dimensions and consumer purchase intention, thereby enriching our understanding of the mechanisms driving consumer behavior in the fashion industry.

By empirically examining the direct influence of each dimension on consumer purchase intention, this study provides valuable insights for fashion brands seeking to enhance their market positioning and consumer engagement strategies. Furthermore, the findings of this study offer practical implications for marketers and brand managers, highlighting the importance of maintaining a consistent and integrated brand gestalt to foster consumer interest and drive purchase behavior in the competitive fashion landscape. Overall, this study represents a significant contribution to the literature on brand gestalt and consumer behavior in the fashion industry, offering actionable insights for both academia and industry practitioners.

2. Literature Review
2.1 Brand Gestalt
Brand gestalt, as delineated by Diamond et al. (2009), emerges as a pivotal gauge of a brand's potency through the lens of customer perception, furnishing a profound comprehension of how individuals conceive of a brand as a cohesive whole, harmonizing various elements (Diamond et al., 2009). Further expounding on this concept, (Mandagi & Centeno, 2021) define brand gestalt as the amalgamation of elements perceived by customers, spanning narrative intricacies (storyscape), sensory encounters (sensescape), physical ambiance (servicescape), and stakeholder involvement (stakeholderscape). These components coalesce to craft a holistic impression of the brand, termed gestalt. According to (Mandagi & Aseng, 2021), this overarching impression significantly steers consumer purchase behavior; when customers harbor a favorable view of brand gestalt, they display a heightened inclination towards product acquisition.

Substantial prior research has underscored the pivotal role of brand gestalt within fiercely competitive commercial landscapes. Notably, brand gestalt exerts pronounced influence over pivotal aspects such as brand attachment, loyalty (Mandagi & Sondakh, 2022), customer purchase intentions (Toding & Mandagi, 2022; Wulyatiningsih & Mandagi, 2023), customer satisfaction(Toding & Mandagi, 2022), customer attitudes (Walean et al., 2023), and customer loyalty (Mandagi & Aseng, 2021; Mandagi & Centeno, 2021). Furthermore, brand gestalt emerges as a crucial mediator in the nexus between social media marketing and festival branding(Mandagi & Aseng, 2021). The collective findings of numerous investigations underscore the pivotal role of brand gestalt in shaping consumer perceptions and attitudes towards brands, with the potential to substantially sway customer behavior, including loyalty and purchase intentions.

In sum, each dimension of brand gestalt - storyscape, sensescape, servicescape, and stakeholderscape - plays a vital role in shaping consumer perceptions, attitudes, and behaviors towards the brand (Mandagi & Centeno, 2021). By understanding and effectively managing these dimensions, brands can create meaningful and memorable experiences that resonate with consumers, driving brand preference, loyalty, and ultimately, purchase intent (Rondonuwu & Mandagi, 2023; Tumober, Langelo, Rantung, & Mandagi, 2024; Walean et al., 2023).

2.2 Purchase Intention
Consumer behavior is a multifaceted process influenced by both internal and external factors, which ultimately drives individuals or groups to make purchasing decisions and utilize products or services (Kotler et al., 2021). Elaborate on this concept, defining consumer behavior as the actions undertaken by individuals or groups when acquiring, using, and disposing of products, services, and ideas. This process encompasses a spectrum of activities, including information-seeking, product or service selection, purchasing, usage, and post-purchase evaluation. In essence, consumer behavior involves a series of observable actions and decisions made by individuals or groups as they navigate the marketplace and interact with various offerings.

Purchase interest refers to an individual's inclination or desire towards a specific product or service, which plays a pivotal role in shaping purchasing decisions. As elucidated by Kotler et al. (2021), purchase interest represents an actionable response triggered by an object, signaling consumers' eagerness to make a purchase, thereby influencing the ultimate decision to engage in a transaction. This concept encapsulates the psychological aspect of consumer behavior, reflecting the interplay between consumer desires and the potential acquisition of goods or services. Understanding the dynamics of purchase interest is essential for marketers and businesses seeking to comprehend consumer preferences, anticipate market trends, and devise effective strategies to stimulate consumer engagement and drive sales.

Purchase intention holds significant importance within the context of fashion products, embodying consumers' inclination or readiness to acquire specific clothing items, accessories, or fashion-related services within a designated timeframe (Wardhani, Pratiwi, Pambudi, Amaniyah, & Rohim, 2022). This aspect of consumer behavior is crucial for fashion businesses as it serves as a precursor to actual purchase actions and offers valuable insights into the decision-making processes of fashion-conscious individuals (Bhutto, Soomro, & Yang, 2022; Chetioui, Benlafqih, & Lebdaoui, 2020). By comprehensively understanding purchase intention within the realm of fashion, companies can anticipate shifts in consumer preferences, evaluate the potential success of new clothing lines or fashion campaigns, and tailor marketing strategies to resonate with the desires and aspirations of their target audience (Anas et al., 2023).

2.3 Hypotheses development

Echoing previous studies (Mandagi & Aseng, 2021; Toding & Mandagi, 2022; Walean et al., 2023), the present study operationalizes brand gestalt across four dimensions, each playing a crucial role in shaping the overall perception and impact of the brand on consumer behavior. Firstly, the dimension of "story" delves into the narrative aspects of the brand, encompassing its history, values, and messaging. A compelling brand story not only captivates consumers but also fosters emotional connections, driving brand loyalty and influencing purchase decisions (Escalas, 2004; Herskovitz & Crystal, 2010; Mandagi & Sondakh, 2022). Through storytelling, brands can differentiate themselves in a crowded marketplace and establish a unique identity that resonates with their target audience (Mandagi & Sondakh, 2022).

A brand's story serves as a powerful tool for creating emotional connections and engaging consumers on a deeper level, thereby shaping their perceptions, attitudes, and purchase intentions. A compelling brand story not only communicates the brand's values, heritage, and identity but also resonates with consumers' aspirations, lifestyles, and preferences. Through storytelling, brands can differentiate themselves in the competitive fashion market, foster brand loyalty, and ultimately drive consumer interest in purchasing their products. Thus, it is anticipated that the storyscape dimension of brand gestalt will exert a positive and significant effect on customer behavior, specifically in terms of their interest in buying fashion products. This conceptualization leads to the following hypothesis:

H1: The storyscape dimension of brand gestalt has a positive and significant effect on customer intention in buying fashion products.

Secondly, the sensescape dimension focuses on sensory experiences associated with the brand, including visual, auditory, tactile, olfactory, and gustatory elements (Buzova et al., 2021; Dias, Correia, & Cascais, 2017). These sensory cues evoke emotions, memories, and perceptions, creating a multi-dimensional brand experience that leaves a lasting impression on consumers (Mandagi & Sondakh, 2022; Ramaseshan & Stein, 2014). By carefully curating sensory stimuli, brands can enhance brand recall, engagement, and overall satisfaction, ultimately influencing consumer preferences and purchase behavior (Dias et al., 2017; Toding & Mandagi, 2022). Consequently, the following hypothesis was developed:

H2: The sensescape dimension of brand gestalt has a positive and significant effect on customer intention in buying fashion products.

Thirdly, the servicescape dimension pertains to the physical environment in which the brand interacts with consumers, encompassing retail spaces, online platforms, customer service interactions, and product packaging (BITNER, 1992; Kauppinen-Räisänen, Rindell, & Åberg, 2014). A well-designed servicescape not only enhances the overall brand experience but also communicates brand values, quality, and professionalism (Mandagi, Rampen, et al., 2024). Furthermore, this dimension contribute to shaping the overall brand experience and influencing consumer perceptions, attitudes, and behaviors. It is anticipated that a well-designed and appealing servicescape will positively impact customer intention to buy fashion products by enhancing the overall brand experience, fostering positive emotions, and increasing perceived value (Rondonuwu & Mandagi, 2023). Furthermore, a pleasant and engaging servicescape is expected to enhance customer satisfaction, loyalty, and advocacy, ultimately driving purchase intent. Therefore, it is hypothesized that the servicescape dimension of brand gestalt exerts a positive and significant effect on customer intention in buying fashion products (Walean et al., 2023; Wulyatiningsih & Mandagi, 2023). Based on the comprehensive understanding of brand gestalt, particularly the servicescape dimension, it is hypothesized that:

H3: The servicescape dimension of brand gestalt has a positive and significant effect on customer intention in buying fashion products.

Lastly, the stakeholderscape dimension considers the various individuals and entities associated with the brand, including employees, suppliers, partners, and the broader community. The stakeholderscape dimension encompasses the relationships and interactions between the brand and its stakeholders, including employees, suppliers, partners, and the broader community (Mandagi, Rampen, et al., 2024). These stakeholders contribute to the overall perception of the brand, influencing factors such as brand trust, credibility, and social responsibility. In the context of fashion products, where consumers increasingly consider ethical and sustainable practices, positive relationships with stakeholders can enhance the brand's reputation and appeal to socially-conscious consumers (Lebo & Mandagi, 2023; Mandagi & Sondakh, 2022; Mandagi, Walone, & Soewignyo, 2024). Therefore, it is anticipated that brands with a strong stakeholderscape, characterized by positive relationships and ethical practices, will elicit higher levels of customer intention to purchase fashion products. Hence, it can be hypothesized that the

H4: The stakeholderscape dimension of brand gestalt has a positive and significant effect on customer intention in buying fashion products.

The conceptual framework of this study is summarized in Figure 1. The independent variable in this study is brand gestalt which is operationalized into four dimensions. While the dependent variable in this study is purchase intention.
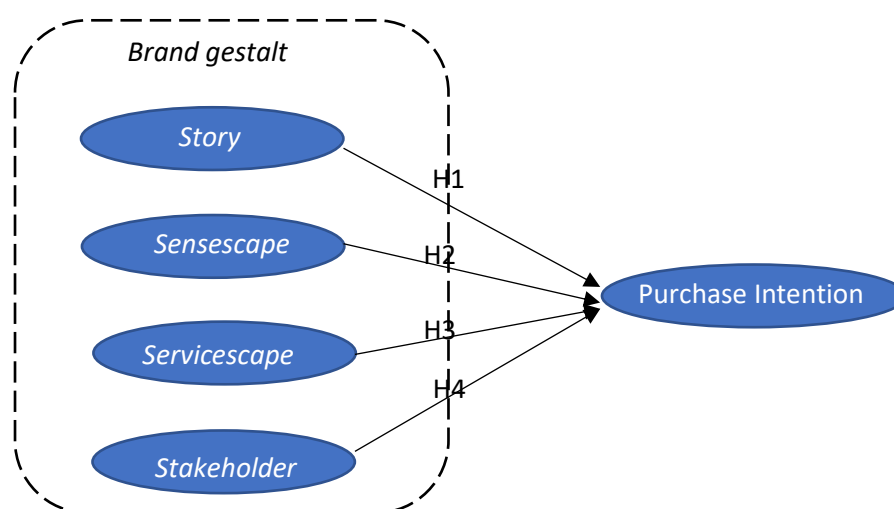

Figure 1. Conceptual Framework
Source: Authors' elaboration (2024)

3. Methodology

Considering the research objectives and the problem formulation, a descriptive and causal quantitative research design is deemed appropriate. The target population for this study comprises customers of H&M store in Manado who utilize fashion products. The respondents selected for this research will naturally consist of H&M customers, encompassing both those who have made purchases and those who have visited the store directly. To ensure accessibility and feasibility, subjects who are easily contactable will be chosen using the convenience sampling method. This method allows the researcher to freely select samples based on practical considerations and availability.

The variables for this study were measured based on indicators from previous research. Specifically, the brand gestalt variable comprises 19 indicator items sourced from Mandagi et al.'s research (2021), while the intention to purchase variable includes 11 items adapted from studies by Toding and Mandagi (2022), and Waworuntu, Mandagi, and Pangemanan (2022). Data collection was conducted through an online survey, wherein the form link was shared with the target respondents via social media platforms. Upon completion of the questionnaire, the researcher collected the responses and proceeded with essential steps, such as verifying the number of collected questionnaires and ensuring they were completed in accordance with the provided guidelines. Only fully completed questionnaires were included in the tabulated presentation of data. The final stage of the data collection process involved the tabulation of collected responses for analysis.

The data analysis process commenced by first evaluating the completeness and suitability of the data utilizing the SPSS statistical description menu. Furthermore, descriptive statistics were employed to delineate respondent profiles, including age, gender, and occupation, by extracting demographic information from the completed questionnaires. Subsequently, the data analysis proceeded to employ structural equation modeling (SEM). SEM, as elucidated by Hair Jr, Hair, Sarstedt, Ringle, and Gudergan (2023), is a robust analytical framework that integrates multiple constructs, making it particularly adept at scrutinizing intricate relationships among various constructs concurrently. To facilitate data analysis, this study employed statistical software, namely SPSS and SmartPLS. SPSS was utilized to scrutinize demographics and assess the reliability of each variable and indicator, while SmartPLS was deployed to assess measurement and structural models and to test hypotheses.

4. Result and discussion

4.1 Respondent Demographic

The demographics of the respondents in this study are shown in Table 1 below. This table distinguishes the demographic characteristics of respondents based on gender, age, domicile and occupation. The table indicates that 29% of the sample are male, with the majority being female (71%). In terms of age distribution, a significant portion falls within the 11-20 age range (52.5%), followed by 21-30 years (44.8%), while a smaller percentage are aged 31-40 years (2.7%). Geographically, the majority reside in Manado (49.7%), followed by Minut (20.2%), Bitung (4.3%), Tomohon (4.9%), and other cities (20.9%). Occupation-wise, a large majority are students (75.9%), with a smaller percentage being employed (8.7%), and the rest having other occupations (15.4%). Overall, the data highlights the diversity within the sample population across gender, age, location, and occupation.

Table 1. Demographic Data of Respondents

Variable	Category	n	%
Gender	Male	53	29
	Female	130	71
Age	11-20	96	52,5
	21-30	82	44,8
	31-40	5	2,7
City of domicile	Manado	91	49,7
	Minut	38	20,2
	Bitung	8	4,3

		Tomohon	9	4,9
		Others	37	20,9
Occupation		Students	139	75,9
		Employee	16	8,7
		Others	28	15,4

Source: Data processed using SPSS (2024)

4.2 Descriptive statistic

Table 2 presents a descriptive analysis of the variables in this study, providing details on sample size, maximum and minimum values, standard deviation, and average values. The table summarizes the statistical characteristics of five variables—Storyscape, Sensescape, Servicescape, Stakeholderscape, and Purchase Intention—across 183 observations. It reveals generally positive perceptions, with the highest mean rating found in Servicescape (5.74), indicating favorable views of the service environment, closely followed by Stakeholderscape (5.44), suggesting positive perceptions of stakeholder engagement. Storyscape (5.1) and Purchase Intention (5.4) also demonstrate moderately positive sentiments, while Sensescape (4.81) shows slightly lower but still generally favorable perceptions.

Table 2. Variable descriptive analysis result

Variable	N	Minimum	Maximum	Mean	Std. Dev
Storyscape	183	1	7	5.1	1.26
Sensescape	183	1	7	4.81	1.358
Servicescape	183	2	7	5.74	1.151
Stakeholderscape	183	1	7	5.44	1.175
Purchase Intention	183	2	7	5.4	1.322

Source: Data processed using SPSS (2024)

4.3 Measurement Model

The measurement model analysis in this study utilized the PLS algorithm menu in the SmartPLS software. The results of the measurement model, including the factor loading of each indicator, are depicted in Figure 2 below. The results of the measurement model test, as depicted in Figure 2, indicate that all indicators possess a Loading Factor above 0.7. In other words, convergent validity has been established for all variables included in this study.
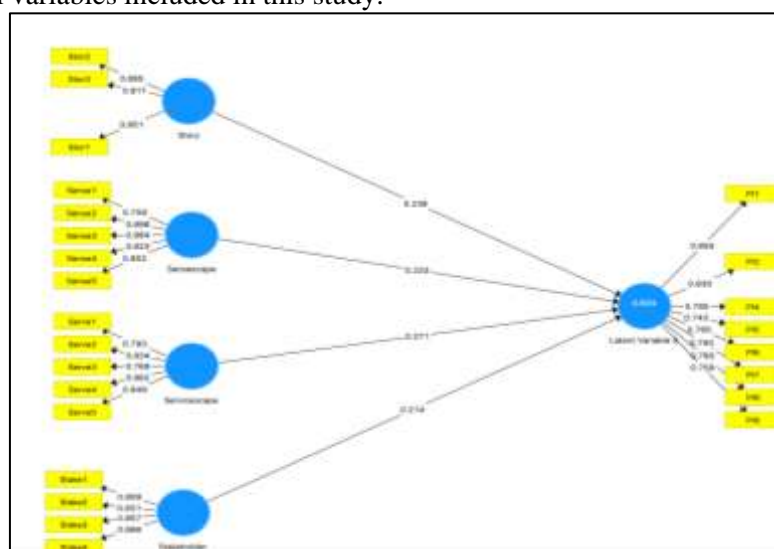

Figure 2. Result of the Measurement Model Evaluation
Source: Data processed using SmartPLS (2024)

4.4 Discriminant validity

Testing discriminant validity in this study involves several criteria, including the Fornell-Larcker criterion, cross loading, and Heterotrait-Monotrait Ratio. The results of the validity test based on the Fornell-Larcker criteria are presented in Table 3 below. The results in the table indicate that the square root of the Average Variance Extracted (AVE) on the diagonal of the table is greater than the correlation between variables in the same column. Therefore, it can be concluded that the indicators and variables used in this study satisfactorily meet the criteria for discriminant validity according to the Fornell-Larcker Criterion.

Table 3. Discriminant Validity based on Fornell-Larcker Criterion

	Purchase Intention	Sensescape	Servicescape	Stakeholder	Story
Purchase Intention	0,792				
Sensescape	0,651	0,844			
Servicescape	0,729	0,704	0,824		
Stakeholder	0,638	0,487	0,678	0,841	
Story	0,665	0,576	0,669	0,563	0,853

Source: Data processed using SmartPLS (2024)

Additionally, discriminant validity is assessed by examining the cross-loading of each indicator, as displayed in Table 4. The cross-loading test results depicted in the table indicate that the correlation coefficient between the indicator variable and its corresponding factor or construct is higher than the correlation coefficient between the indicator variable and any unrelated factor or construct. Consequently, it can be inferred that the variables in this study exhibit good discriminant validity.

Table 4. Discriminant Validity based on Cross Loading

	Purchase Intention	Sensescape	Servicescape	Stakeholder	Story
PI1	0,855	0,599	0,668	0,559	0,537
PI2	0,830	0,480	0,623	0,501	0,500
PI4	0,785	0,678	0,610	0,442	0,545
PI5	0,743	0,611	0,562	0,367	0,538
PI6	0,785	0,549	0,529	0,376	0,538
PI7	0,793	0,405	0,546	0,595	0,519
PI8	0,780	0,362	0,581	0,638	0,502
PI9	0,758	0,411	0,479	0,562	0,531
Sense1	0,506	0,758	0,534	0,404	0,543
Sense2	0,516	0,896	0,595	0,377	0,471
Sense3	0,604	0,884	0,621	0,458	0,537
Sense4	0,562	0,823	0,606	0,377	0,416
Sense5	0,549	0,852	0,607	0,432	0,465
Serve1	0,534	0,440	0,783	0,561	0,550
Serve2	0,589	0,601	0,834	0,571	0,489
Serve3	0,600	0,491	0,769	0,589	0,523
Serve4	0,609	0,626	0,882	0,590	0,559
Serve5	0,660	0,715	0,849	0,494	0,630
Stake1	0,510	0,335	0,494	0,809	0,394
Stake2	0,584	0,521	0,587	0,831	0,505
Stake3	0,517	0,408	0,626	0,857	0,491
Stake4	0,528	0,358	0,570	0,866	0,498
Stor2	0,632	0,541	0,592	0,509	0,895
Stor3	0,522	0,503	0,559	0,350	0,811
Stor1	0,538	0,426	0,562	0,577	0,851

Source: Data processed using SmartPLS (2024)

Additionally, the Heterotrait-Monotrait Ratio method is additionally employed to evaluate discriminant validity, with the results presented in Table 5. Based on the findings showcased in Table 5, the Heterotrait-Monotrait Ratio values for all variables are less than 0.9. Thus, it can be inferred from the analysis of the Heterotrait-Monotrait Ratio that all variables exhibit satisfactory discriminant validity.

Table 5. Discriminant Validity based on Heterotrait-Monotrait Ratio

	Purchase Intention	Sensescape	Servicescape	Stakeholder
Purchase Intention				
Sensescape	0,712			
Servicescape	0,806	0,783		
Stakeholder	0,717	0,547	0,780	
Story	0,768	0,674	0,789	0,669

Source: Data processed using SmartPLS (2024)

4.5 Reliability
The reliability test in this study involved analyzing Cronbach's alpha, composite reliability, and Average Variance Extracted (AVE) values. These results are detailed in Table 6 below. The analysis indicates that each variable possesses a Cronbach's alpha (CA) value exceeding 0.70, composite reliability (CR) surpassing 0.70, and AVE exceeding 0.50. Thus, it can be concluded that all variables in this study exhibit a high level of reliability.

Table 6. Reliability test result

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Purchase Intention	0,915	0,917	0,931	0,627
Sensescape	0,898	0,902	0,925	0,713
Servicescape	0,881	0,885	0,914	0,680
Stakeholder	0,862	0,864	0,906	0,707
Story	0,813	0,824	0,889	0,728

Source: Data processed using SmartPLS (2024)

4.6 Goodness-of-fit Model
Table 7 presents the results of the goodness-of-fit model test. The findings listed in Table 7.10 demonstrate that all goodness-of-fit indicators, including SRMR, d_ULS, d_G, chi-square, and NFI, fall within the recommended limits. Consequently, these results indicate a strong alignment between the data and the proposed research model, affirming a good fit.

Table 7. Goodness-of-fit Model

	Saturated Model	Estimated Model
SRMR	0,082	0,082
d_ULS	2,181	2,181
d_G	1,194	1,194
Chi-Square	1107,895	1107,895
NFI	0,713	0,713

Source: Data processed using SmartPLS (2024)

4.7.Structural model
After ensuring that all aspects of validity and reliability have been addressed, the subsequent stage involves structural model testing, primarily aimed at evaluating the research hypotheses. Structural model testing is conducted using the PLS Bootstrapping Menu in SmartPLS statistical software, aiming

to ascertain the significance level of the path coefficients. The outcomes of model testing are illustrated in Figure 3 and presented in Table 8 below.
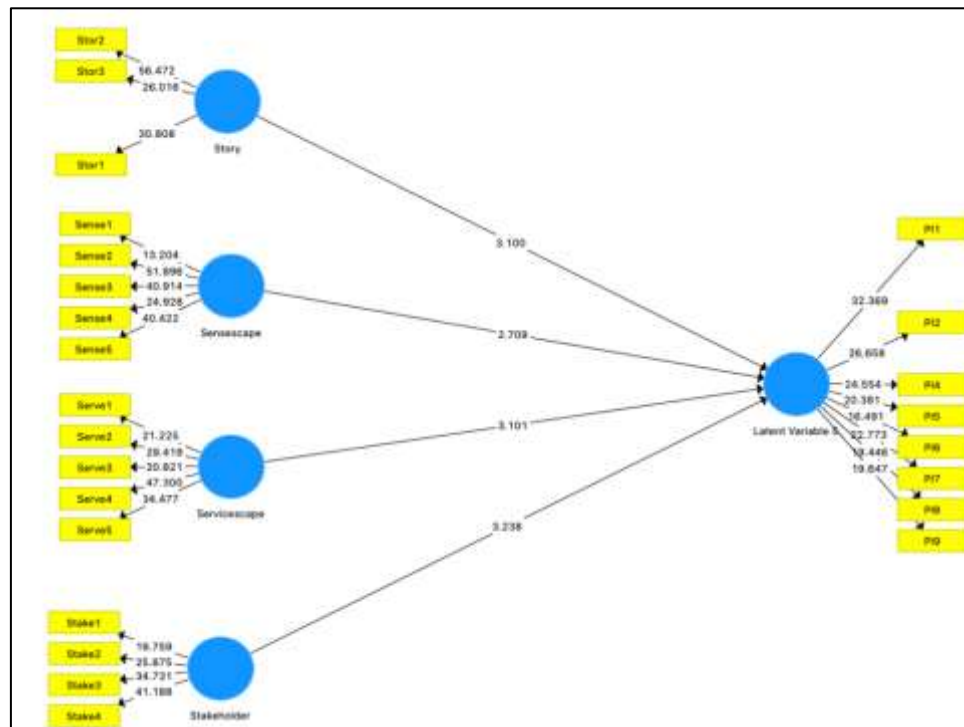

Figure 3. Result of the Structural Model Evaluation
Source: Data processed using SmartPLS (2024)

To determine whether or not the research hypothesis is accepted, it is carried out by testing the significance of the path coefficient that connects the variables. The hypothesis will be accepted or rejected based on the value of the p-value that does not exceed the estimated value (alpha). Table 9 summarizes the result of the hypothesis testing.

Table 9. hypothesis testing results

	Sample Mean	Standard Deviation	T Statistics	P Values	Significant?
Storyscape -> PI	0,233	0,076	3,1	0,002	Yes
Sensescape -> PI	0,217	0,081	2,709	0,007	Yes
Servicescape -> PI	0,275	0,087	3,101	0,002	Yes
Stakeholderscape -> PI	0,218	0,066	3,238	0,001	Yes

*PI=Purchase Intention
Source: Data processed using SmartPLS (2024)

First, the hypothesis (H1) predicting that storytelling influences purchase intention is supported by the data. The path coefficient for Storyscape -> PI has a sample mean of 0.233 with a standard deviation of 0.076. The T statistic is 3.1, and the p-value is 0.002, indicating statistical significance at the 0.05 alpha level. This finding aligns with previous literature that highlights the role of storytelling in enhancing consumer engagement and driving purchase decisions (Escalas, 2004; Herskovitz & Crystal, 2010; Rantung et al., 2023). Empirical studies have shown that narratives can create emotional connections and memorable experiences, which are crucial for influencing consumer behavior (Lundqvist et al., 2013; Mandagi & Sondakh, 2022). Additionally, Walean, Wullur, and Mandagi (2023) emphasize the importance of brand stories in shaping brand attitudes and revisit intentions, further validating the critical role of storytelling in marketing strategies.

Second, the hypothesis (H2) that senses influence purchase intention is also validated. The path coefficient for Sensescape -> PI is 0.217 with a standard deviation of 0.081. The T statistic is 2.709, and the p-value is 0.007, confirming statistical significance. This result is consistent with earlier studies that emphasize the impact of sensory marketing on consumer behavior (Buzova et al., 2021; Mandagi & Wuryaningrat, 2023). Theoretical frameworks suggest that sensory cues can enhance the perceived value and experiential quality of products, thereby increasing purchase intention. Buzova et al. (2021)developed the Destination Sensescape Index, highlighting the significant role of sensory experiences in shaping tourist satisfaction and loyalty, which is consistent with the findings in this study.

Third, the hypothesis (H3) positing that servicescape affects purchase intention is supported by the results. The path coefficient for Servicescape -> PI is 0.275 with a standard deviation of 0.087. The T statistic is 3.101, and the p-value is 0.002, indicating significance. This outcome corroborates findings from prior research that links a well-designed servicescape with enhanced customer satisfaction and purchase likelihood (BITNER, 1992; Kauppinen-Räisänen et al., 2014). Empirical evidence suggests that elements such as ambient conditions, spatial layout, and aesthetic design significantly influence consumer perceptions and behaviors (Wulyatiningsih & Mandagi, 2023). Moreover, the work by Rondonuwu and Mandagi (2023) on tourist satisfaction and loyalty in super-priority destinations underscores the importance of a well-crafted servicescape.

Finally, the hypothesis (H4) that stakeholder interactions influence purchase intention is confirmed. The path coefficient for Stakeholder -> PI is 0.218 with a standard deviation of 0.066. The T statistic is 3.238, and the p-value is 0.001, indicating strong statistical significance. This result supports the body of work demonstrating the importance of stakeholder relationships in shaping consumer trust and purchase intentions (Kang & Hustvedt, 2014; Li, Yang, Zhang, Li, & Chen, 2021). Theoretical perspectives assert that effective stakeholder management can enhance brand reputation and consumer loyalty, ultimately driving purchase decisions (Arikan, Kantur, Maden, & Telci, 2016; Mandagi, Walone, et al., 2024; Taghian, D'Souza, & Polonsky, 2015). Mandagi, Rampen, et al. (2024)further illustrate the empirical nexus between stakeholder engagement, brand gestalt, and patient satisfaction in the healthcare sector, highlighting the broader applicability of these findings.

5. Conclusion
5.1. Conclusion
The primary objective of this research was to investigate the influence of storytelling, sensory experiences, servicescape, and stakeholder interactions on purchase intention. By examining these relationships, the study aimed to provide a deeper understanding of how various marketing strategies and environmental factors contribute to consumer decision-making processes. The results of the hypothesis testing reveal four significant findings. First, the storytelling dimension of brand gestalt exerts a significant and positive impact on purchase intention, underscoring the importance of narrative processing in building consumer connections to brands. This result emphasizes the role of brand stories in shaping purchase intentions and reinforces the importance of storytelling in marketing strategies. Second, the findings confirm the significant role of senses in influencing purchase intention, validating the critical impact of sensory experiences on consumer behavior. Third, the servicescape dimension of brand gestalt was found to be a significant driver of purchase intention, reaffirming the importance of physical surroundings in the consumer experience. Finally, the confirmation that stakeholder interactions influence purchase intention highlights the importance of effective stakeholder management in building consumer trust and loyalty. In summary, the research provides robust evidence for the significant influence of storytelling, sensory experiences, servicescape, and stakeholder interactions on purchase intentions. These insights contribute to the theoretical understanding of consumer behavior and offer practical implications for marketers aiming to enhance consumer engagement and drive purchase decisions. Integrating these elements into marketing strategies can lead to improved consumer positive perception, and ultimately, increased sales.

5.2. Implication

The findings of this study offer actionable insights for marketing practitioners, particularly in the fashion industry, regarding factors influencing purchase intention. Firstly, emphasizing storytelling in marketing campaigns can create compelling brand narratives that resonate with consumers, fostering emotional connections and enhancing purchase intentions. Secondly, optimizing sensory experiences, both in physical retail environments and online platforms, can engage consumers on a deeper level, influencing their purchasing decisions positively. Thirdly, retailers can enhance purchase intentions by optimizing the servicescape, ensuring that store layouts and ambiance contribute to a pleasant and inviting shopping experience. Finally, effective stakeholder management, including transparent communication and ethical practices, can build trust and loyalty among consumers, driving purchase intentions. Implementing these strategies can lead to increased customer satisfaction, loyalty, and ultimately, higher sales for fashion brands.

Limitation

While this research provides valuable insights into the factors influencing purchase intention, several limitations must be acknowledged. A primary limitation is the limited sample size, which was confined to customers of a single fashion brand, H&M, domiciled in Manado. This restriction in sample diversity may limit the generalizability of the findings to broader contexts or different demographic groups. Firstly, the sample size, while adequate for the purposes of this study, may not be sufficiently large to capture the full range of consumer behaviors and preferences. Larger and more diverse samples could provide more robust and generalizable results, reflecting a wider array of consumer experiences and backgrounds. Secondly, focusing exclusively on H&M customers in Manado may result in findings that are specific to this brand and location, potentially limiting the applicability of the results to other brands or geographic regions. H&M's brand perception, customer base, and marketing strategies could differ significantly from those of other fashion brands, influencing the study's outcomes. Thirdly, cultural and regional factors specific to Manado may have influenced the results. Consumer behavior can be significantly affected by local cultural norms, economic conditions, and market dynamics, which may not be representative of other regions or countries.

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