

Luxury Brand Marketing in Paris: The Role of Store Atmosphere and Brand Heritage in Consumer Perception and Purchase Intention

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DOI: <https://doi.org/10.5281/zenodo.20427895>

Published Date: 28-May-2026

Abstract: The luxury retail landscape has undergone significant transformation, particularly in global fashion capitals such as Paris, where consumer expectations extend beyond product quality to encompass immersive experiential elements. This study investigates the influence of store atmosphere and brand heritage on consumer perception and purchase intention within the luxury brand marketing context in Paris. Unlike mass-market retail approaches, luxury brands in Paris leverage sophisticated store environments and centuries-old heritage narratives to create differentiated consumer experiences that foster emotional connections and drive purchasing behavior.

Adopting a quantitative research design, this study integrates survey data collected from 350 luxury consumers who have visited luxury brand stores in Paris, including both local residents and international tourists. Participants reported their perceptions of store atmosphere (visual, auditory, olfactory, and spatial elements), brand heritage (history, authenticity, tradition, and craftsmanship), consumer perception (brand image, quality perception, and prestige), and purchase intention. The findings indicate that both store atmosphere and brand heritage significantly enhance consumer purchase intention. This effect is primarily attributed to increased emotional engagement and perceived authenticity generated by immersive store environments and compelling heritage narratives.

The study identifies consumer perception as a mediating factor between store atmosphere/brand heritage and purchase intention, while the interaction between store atmosphere and brand heritage demonstrates a synergistic effect that strengthens this relationship. The results suggest that when consumers perceive luxury store environments as aesthetically pleasing and brand heritage as authentic, they are more likely to develop favorable attitudes toward the brand and exhibit stronger purchase intentions. The combination of superior store atmosphere and rich brand heritage produces the strongest consumer responses.

This research contributes to the growing body of literature on luxury marketing and consumer behavior by providing empirical evidence on the effectiveness of store atmosphere and brand heritage in influencing consumer perception and purchase intention in the Paris luxury market. It also offers practical implications for luxury brand managers seeking to optimize retail strategies through the integration of atmospheric design and heritage communication.

Keywords: Luxury Brand Marketing; Store Atmosphere; Brand Heritage; Consumer Perception; Purchase Intention; Paris Retail; Luxury Consumer Behavior; Brand Authenticity.

1. INTRODUCTION

The rapid development of the luxury retail sector has significantly reshaped the marketing landscape, with experiential elements emerging as critical drivers of consumer engagement and brand loyalty. In recent years, luxury brands have increasingly adopted sophisticated retail strategies to enhance the effectiveness of their marketing efforts, particularly in

global fashion capitals such as Paris, where discerning consumers expect exceptional shopping experiences [1][2]. Paris, often regarded as the epicenter of luxury fashion and haute couture, provides a unique context for examining how store atmosphere and brand heritage influence consumer behavior.

One of the most notable advancements in luxury retail is the strategic design of store atmosphere, which encompasses visual, auditory, olfactory, tactile, and spatial elements that collectively shape consumer perceptions and emotional responses. Unlike mass-market retailers that prioritize efficiency and price, luxury brands invest significantly in creating immersive store environments that evoke feelings of exclusivity, elegance, and indulgence [3]. This level of atmospheric sophistication enhances the perceived value of luxury products, making the shopping experience itself a form of luxury consumption.

In addition to store atmosphere and brand heritage, consumer perception plays a crucial role in shaping responses to luxury marketing. Consumer perception refers to the subjective evaluation of brand image, product quality, prestige, and overall brand positioning. Luxury brand marketing in Paris enhances consumer perception by delivering cohesive experiences that integrate atmospheric design with heritage storytelling, thereby increasing the likelihood of positive behavioral responses such as purchase intention and brand loyalty [4][5].

Despite the growing adoption of experiential luxury strategies, there remains a need to better understand the underlying mechanisms through which store atmosphere and brand heritage influence consumer perception and purchase intention. While existing research has primarily focused on product-related attributes or general brand image, limited attention has been given to the combined effects of atmospheric design and heritage communication within the specific context of Paris [6]. Furthermore, the interaction between store atmosphere, brand heritage, and consumer perception remains underexplored.

Given these considerations, the primary objective of this study is to examine the influence of store atmosphere and brand heritage on consumer perception and purchase intention within the luxury brand marketing context in Paris. Specifically, the study aims to investigate the roles of consumer perception as a mediating mechanism, as well as the synergistic effects of store atmosphere and brand heritage.

By addressing these research gaps, this study contributes to the existing literature by providing a comprehensive understanding of how store atmosphere and brand heritage influence consumer decision-making in luxury retail environments. The findings are expected to offer valuable insights for luxury brand managers seeking to optimize their retail strategies and enhance the effectiveness of marketing campaigns in Paris and similar luxury markets.

2. LITERATURE REVIEW

2.1. Store Atmosphere in Luxury Retail

Store atmosphere has emerged as a central concept in luxury retail, driven by the increasing demand for immersive and emotionally engaging shopping experiences. Store atmosphere refers to the conscious design of retail environments to create specific emotional effects and influence consumer behavior [7]. This concept encompasses multiple sensory dimensions, including visual (lighting, color, layout, displays), auditory (music, soundscapes), olfactory (scent, fragrance), tactile (textures, materials), and spatial (spacing, circulation, privacy) elements.

Research has consistently shown that store atmosphere significantly influences consumer perceptions, emotions, and behaviors in luxury retail contexts. When consumers perceive store environments as aesthetically pleasing, congruent with brand image, and conducive to positive emotions, they are more likely to develop favorable brand attitudes, spend more time in stores, and make purchases [8][9]. This phenomenon can be explained through environmental psychology theories, which suggest that physical surroundings affect human affect, cognition, and behavior.

In the context of Parisian luxury retail, store atmosphere is particularly important due to the high concentration of luxury brands and the discerning nature of consumers. Store atmosphere contributes to the development of emotional connections between consumers and luxury brands. By creating environments that evoke feelings of pleasure, arousal, and dominance, luxury retailers can enhance the overall shopping experience and strengthen brand relationships [10]. This emotional dimension is particularly important in luxury contexts, where purchases are often driven by hedonic and symbolic motivations rather than purely utilitarian considerations.

However, the effectiveness of store atmosphere is not solely determined by its sensory richness. Consumer perception plays a crucial role in determining how atmospheric elements are interpreted. If consumers perceive atmospheric elements as inauthentic, overly commercial, or inconsistent with brand heritage, it may lead to negative attitudes and reduced engagement [12].

2.2. Brand Heritage and Authenticity in Luxury

Brand heritage has become a cornerstone of luxury brand marketing, reflecting the increasing consumer demand for authenticity, tradition, and meaningful brand narratives. Brand heritage refers to the history, legacy, craftsmanship, and continuity associated with a brand over time [13]. Luxury brands with rich heritages, such as Hermès (established 1837), Louis Vuitton (1854), and Chanel (1910), leverage their histories to differentiate themselves from newer competitors and justify premium pricing.

Research has consistently shown that brand heritage positively influences consumer perceptions of authenticity, quality, and prestige. When consumers perceive a brand as having a long and genuine heritage, they are more likely to trust its products, develop emotional attachments, and exhibit brand loyalty [14][15]. This effect is particularly pronounced in luxury contexts, where heritage signals craftsmanship, durability, and timelessness.

In the Paris luxury market, brand heritage holds exceptional significance. Many of the world's most prestigious luxury houses originated in Paris and have maintained continuous operations for over a century. Brand heritage contributes to the development of strong brand identities and consumer relationships. By communicating stories of founders, craftsmanship traditions, and historical milestones, luxury brands create narratives that resonate with consumers' desires for meaning, continuity, and belonging [17]. This narrative dimension of heritage is particularly important in markets such as Paris, where consumers are knowledgeable about luxury history and appreciate authentic storytelling.

However, the effectiveness of brand heritage depends on perceived authenticity. If consumers perceive heritage claims as fabricated, exaggerated, or commercially motivated, they may react negatively and question brand integrity [18].

2.3. Consumer Perception of Luxury Brands

Consumer perception is widely recognized as a critical determinant of luxury brand success. Consumer perception refers to the subjective interpretation and evaluation of brand attributes, including quality, prestige, exclusivity, and authenticity [19]. In the context of luxury marketing, consumer perception mediates the relationship between marketing stimuli (such as store atmosphere and heritage communications) and behavioral outcomes (such as purchase intention and loyalty).

Consumer perception facilitates the development of favorable brand attitudes and purchase intentions. When consumers perceive a luxury brand positively across quality, prestige, and authenticity dimensions, they are more likely to develop brand loyalty and exhibit repeat purchase behavior [21]. This positive perception can significantly influence purchase decisions, as consumers tend to prefer brands that align with their self-image and social aspirations.

The effectiveness of consumer perception is further enhanced when combined with positive store experiences. Luxury retail environments that deliver on atmospheric and service expectations reinforce positive perceptions and strengthen brand relationships [22]. This synergy between perception and experience represents a key mechanism through which luxury brand marketing influences consumer behavior.

It is important to note that consumer perception must be carefully managed across different consumer segments. Local Parisian consumers may prioritize different attributes (e.g., heritage, craftsmanship, discretion) compared to international tourists (e.g., novelty, status signaling, service) [23].

2.4. Purchase Intention in Luxury Contexts

Purchase intention refers to the consumer's likelihood or willingness to purchase a product or service after being exposed to marketing stimuli [24]. In luxury contexts, purchase intention is influenced by multiple factors, including brand image, perceived quality, emotional engagement, social signaling value, and situational factors such as store atmosphere and service quality.

Research has shown that positive store atmosphere and strong brand heritage significantly increase purchase intention in luxury retail settings [25][26]. Consumers who have favorable perceptions of store environments and brand authenticity are more likely to progress from browsing to purchasing. The emotional and symbolic value derived from luxury shopping experiences often outweighs purely utilitarian considerations.

Purchase intention is also influenced by consumer perceptions of value, including functional value (product quality), emotional value (hedonic pleasure), social value (status signaling), and epistemic value (novelty and curiosity). Luxury brand marketing in Paris must address multiple value dimensions to maximize purchase intention across diverse consumer segments [27].

2.5. Research Gap

Despite the extensive body of literature on luxury marketing, store atmosphere, brand heritage, consumer perception, and purchase intention, several gaps remain in understanding their combined effects within the specific context of Paris. Most existing studies have examined these factors in isolation or in other geographic contexts, limiting generalizability to the unique Parisian luxury market [28].

Limited research has explored the interaction between store atmosphere and brand heritage in shaping consumer responses. While both factors have been independently shown to influence perception and intention, their combined and potentially synergistic effects remain underexplored.

The mediating role of consumer perception between store atmosphere/brand heritage and purchase intention has not been sufficiently examined. Understanding how perception mediates these relationships is essential for developing more effective luxury marketing strategies.

This study aims to address these gaps by examining the integrated effects of store atmosphere, brand heritage, consumer perception, and purchase intention in the Paris luxury market.

2.6. Research Hypotheses

Grounded in the thematic findings from the literature review, it is evident that store atmosphere and brand heritage present significant opportunities for enhancing luxury marketing performance, particularly in influencing consumer purchase intention in Paris. Store atmosphere continues to dominate luxury retail strategy due to its ability to create immersive, emotionally engaging experiences, while brand heritage enables brands to differentiate themselves through authenticity and tradition. The integration of these elements allows marketers to deliver cohesive, meaningful experiences that may significantly outperform basic retail approaches.

In addition to atmospheric and heritage factors, psychological mechanisms such as consumer perception play a crucial role in shaping how consumers interpret and respond to luxury marketing stimuli. Luxury retail environments not only capture attention but also influence consumer perceptions, attitudes, and ultimately purchase decisions. Based on these insights, the following hypotheses are proposed.

2.6.1. Store Atmosphere and Purchase Intention

The first hypothesis is based on the fundamental assumption that store atmosphere positively influences consumer purchase intention in luxury brand retail settings. In Paris, where luxury retail environments are highly sophisticated, consumers are exposed to meticulously designed store atmospheres that communicate brand identity and evoke emotional responses.

This level of atmospheric sophistication enhances the perceived value and desirability of luxury products, making consumers more likely to develop purchase intentions. Previous studies have demonstrated that store atmosphere significantly improves consumer engagement and decision-making outcomes, particularly in luxury contexts [1][7]. The combination of visual, auditory, olfactory, and spatial elements creates an immersive environment that reduces perceived risk and increases purchase confidence. Therefore, the following hypothesis is proposed:

Hypothesis 1: Store atmosphere positively influences consumer purchase intention in luxury brand retail settings in Paris.

2.6.2. Brand Heritage and Purchase Intention

The second hypothesis focuses on the relationship between brand heritage and consumer purchase intention. Brand heritage has long been recognized as a critical factor in luxury marketing effectiveness, as it shapes consumer perceptions of authenticity, quality, and prestige.

When brand heritage is effectively communicated, consumers perceive the brand as more trustworthy, authentic, and deserving of premium pricing. This positive perception enhances the persuasive power of the brand, increasing the likelihood of positive behavioral responses such as purchase intention and actual purchasing behavior [13][14].

Research has shown that heritage brands are more effective in capturing consumer trust and fostering deeper connections with consumers [15][16]. In Paris, where many luxury houses possess centuries of heritage, brand narratives play a crucial role in influencing consumer decisions. Therefore:

Hypothesis 2: Brand heritage positively influences consumer purchase intention in luxury brand retail settings in Paris.

2.6.3. The Mediating Role of Consumer Perception

The third hypothesis examines the mediating role of consumer perception in the relationships between store atmosphere/brand heritage and purchase intention. While store atmosphere and brand heritage can directly influence consumer responses, their impact may be partially transmitted through consumers' perceptions of brand quality, prestige, and authenticity.

Advertisements and retail environments that are well-designed but fail to shape positive consumer perceptions may be less effective. In contrast, when consumers perceive store atmosphere as appealing and brand heritage as authentic, these positive perceptions enhance the impact of marketing stimuli on purchase intention [19][20].

Consumer perception enhances cognitive processing, increases message credibility, and strengthens the overall impact of store atmosphere and brand heritage on consumer behavior. Existing research highlights the importance of perception in determining advertising effectiveness, suggesting that consumers are more likely to engage with brands they perceive positively [21][22]. Accordingly, the following hypothesis is proposed:

Hypothesis 3: Consumer perception mediates the relationship between (a) store atmosphere and purchase intention, and (b) brand heritage and purchase intention.

2.6.4. The Synergistic Effect of Store Atmosphere and Brand Heritage

The fourth hypothesis explores the synergistic interaction between store atmosphere and brand heritage. While each factor independently influences purchase intention, their combined effect may be greater than the sum of their individual effects.

When consumers experience store atmospheres that authentically reflect brand heritage, the consistency enhances perceived authenticity and brand image. For example, a heritage luxury house like Hermès should have store atmospheres that reflect its craftsmanship tradition and understated elegance, rather than overly modern or generic designs that contradict its heritage identity [23][24].

This synergy between store atmosphere and brand heritage creates a powerful, holistic brand experience that maximizes consumer perception and purchase intention. The consistency between what the brand claims (heritage) and what the consumer experiences (atmosphere) reduces cognitive dissonance and increases trust. Therefore, the following hypothesis is proposed:

Hypothesis 4: The interaction between store atmosphere and brand heritage positively influences consumer purchase intention, such that the combination of high store atmosphere and high brand heritage produces the strongest consumer purchase intention.

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design

This study adopts a quantitative research design, which is appropriate for examining the relationships between store atmosphere, brand heritage, consumer perception, and purchase intention in the Paris luxury market. The design enables the measurement of direct, mediating, and interactive effects while maintaining statistical validity [25].

The study consists of a sample of luxury consumers who have visited luxury brand stores in Paris. By analyzing their responses, the study aims to isolate the effects of store atmosphere and brand heritage on consumer perception and purchase intention.

3.1.1. Store Atmosphere Measurement

Store atmosphere was operationalized using five sensory dimensions: visual (lighting, color, displays, architecture), auditory (music, soundscapes), olfactory (signature scents), tactile (materials, textures), and spatial (layout, spacing, privacy). These dimensions were measured using 15 items adapted from established retail atmosphere scales [7][8]. Participants rated their agreement with statements about each dimension based on their experiences in Paris luxury stores.

3.1.2. Brand Heritage Measurement

Brand heritage was operationalized using dimensions including brand history, longevity, craftsmanship tradition, founder legacy, and authenticity. These dimensions were measured using 8 items adapted from established brand heritage scales [13][14]. Participants rated their perceptions of heritage for luxury brands they had experienced in Paris.

3.1.3. Consumer Perception and Purchase Intention Measurement

Consumer perception was measured using 9 items addressing brand image, quality perception, and prestige [19][20]. Purchase intention was measured using 4 items adapted from established scales [24][25].

3.2. Sample Selection

The study sample consists of 350 participants drawn from diverse demographic backgrounds, including both local Parisian residents and international tourists who have visited luxury brand stores in Paris. Participants were recruited through online channels, luxury retail intercepts, and social media platforms.

Participants were required to have visited at least one luxury brand store in Paris within the past 12 months. All participants provided informed consent.

3.3. Data Collection Techniques

The study employs a quantitative approach using a structured online questionnaire administered to participants. The questionnaire measured key variables including:

- Store atmosphere perception (15 items)
- Brand heritage perception (8 items)
- Consumer perception (brand image, quality, prestige - 9 items)
- Purchase intention (4 items)
- Demographic information (age, gender, consumer type, frequency of visits)

Data collection occurred over a period of eight weeks. Participants were recruited through multiple channels to ensure diversity.

3.4. Instrumentation

The measurement instrument was developed based on established scales from previous research to ensure reliability and validity. The questionnaire utilized a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The instrument was pre-tested through a pilot study involving 50 luxury consumers to ensure clarity and consistency. Reliability analysis indicated that all constructs achieved acceptable Cronbach's alpha values (above 0.85), confirming internal consistency [26].

Table 1 presents a summary of the measurement scales.

Table 1. Summary of measurement scales.

Construct	Number of Items	Sample Item	Cronbach's Alpha	Source
Store Atmosphere	15	"The store lighting creates an elegant atmosphere"	0.89	[7][8]
Brand Heritage	8	"This brand has a long and rich history"	0.87	[13][14]
Consumer Perception	9	"This brand represents luxury and prestige"	0.88	[19][20]
Purchase Intention	4	"I am likely to purchase from this brand"	0.85	[24][25]

3.5. Statistical Analysis

Data analysis was conducted using statistical software such as SPSS version 28.0 and PROCESS macro version 4.2. The analysis involved both descriptive and inferential statistical techniques.

- Descriptive statistics were used to summarize demographic characteristics and key variables
- Correlation analysis was conducted to examine relationships among variables
- Regression analysis was performed to test direct effects (H1, H2)
- Mediation analysis using bootstrapping (PROCESS Model 4) was conducted to test the mediating role of consumer perception (H3)
- Moderation/interaction analysis (PROCESS Model 1) was conducted to test the synergistic effect of store atmosphere and brand heritage (H4)

These analytical techniques provide a comprehensive evaluation of the relationships among the study variables [27][28].

3.6. Ethical Considerations

Ethical considerations were carefully addressed throughout the research process. Participants were informed about the purpose of the study and provided their consent before participation. They were assured that their responses would remain confidential and used solely for academic purposes.

Participants were also given the option to withdraw from the study at any time without penalty. All procedures were conducted in accordance with established ethical guidelines for research involving human participants [29].

3.7. Limitations

Despite its contributions, this study has several limitations that should be acknowledged. First, the use of self-reported data may introduce bias in measuring consumer perception and purchase intention. Second, the cross-sectional design may limit the ability to establish definitive causal relationships among variables.

The study focuses primarily on the Paris luxury market, which may affect the generalizability of the findings to other luxury markets such as London, Milan, New York, or Tokyo. Future research could address these limitations by employing longitudinal designs and incorporating additional variables to provide a more comprehensive understanding of consumer behavior [28][30].

4. DATA ANALYSIS

4.1. Sample Characteristics

A total of **350 participants** were included in the study, representing a diverse demographic distribution in terms of consumer type, gender, and age. The sample included both local Parisian residents (40%) and international tourists (60%) who had visited luxury brand stores in Paris.

International Journal of Novel Research in Marketing Management and Economics

 Vol. 13, Issue 2, pp: (1-17), Month: May - August 2026, Available at: www.noveltyjournals.com

In terms of gender distribution, 48% of participants were male, 50% female, and 2% identified as other. Regarding age distribution, 22% of participants were aged between 18 and 24, 35% between 25 and 34, 25% between 35 and 44, and 18% aged 45 and above.

This diversity enhances the generalizability of the findings and ensures that the results reflect a broad spectrum of consumer behavior patterns across different demographic segments.

Table 2. Demographic characteristics of participants.

Demographic Variable	Category	Frequency	Percentage (%)
Consumer Type	Parisian Residents	140	40.0
	International Tourists	210	60.0
Gender	Male	168	48.0
	Female	175	50.0
	Other	7	2.0
Age Group	18 - 24 years	77	22.0
	25 - 34 years	123	35.0
	35 - 44 years	88	25.0
	45+ years	62	18.0

4.2. Descriptive Statistics

Table 3 presents the descriptive statistics for all key constructs in the study, including the mean, standard deviation, skewness, and kurtosis for store atmosphere, brand heritage, consumer perception, and purchase intention.

Table 3. Descriptive statistics of key constructs (N = 350).

Construct	Mean	SD	Skewness	Kurtosis
Store Atmosphere	4.2	0.72	-0.45	-0.21
Brand Heritage	4.1	0.75	-0.38	-0.28
Consumer Perception	4.0	0.78	-0.32	-0.35
Purchase Intention	3.8	0.85	-0.25	-0.42

As shown in **Table 3**, store atmosphere had the highest mean score ($M = 4.2$, $SD = 0.72$), indicating that participants generally have positive perceptions of luxury store atmospheres in Paris. Brand heritage also scored high ($M = 4.1$, $SD = 0.75$), suggesting that consumers recognize and appreciate the heritage of luxury brands in Paris. Consumer perception ($M = 4.0$, $SD = 0.78$) and purchase intention ($M = 3.8$, $SD = 0.85$) were also positive. Skewness and kurtosis values for all constructs were within acceptable ranges (absolute skewness < 1 , absolute kurtosis < 1), indicating that the data approximate a normal distribution suitable for parametric statistical analyses.

4.3. Correlation Analysis

Prior to hypothesis testing, bivariate correlation analysis was conducted to examine the relationships among all key constructs. **Table 4** presents the Pearson correlation coefficients.

Table 4. Correlation matrix (N = 350).

Construct	1	2	3	4
1. Store Atmosphere	(0.89)			
2. Brand Heritage	0.48**	(0.87)		
3. Consumer Perception	0.58**	0.62**	(0.88)	
4. Purchase Intention	0.52**	0.55**	0.68**	(0.85)

*Note: Diagonal values are Cronbach's alpha. **p < 0.01 (two-tailed).*

As shown in **Table 4**, store atmosphere was positively and significantly correlated with purchase intention ($r = 0.52, p < 0.01$), providing initial support for Hypothesis H1. Brand heritage was positively and significantly correlated with purchase intention ($r = 0.55, p < 0.01$), providing initial support for Hypothesis H2. Consumer perception was strongly correlated with purchase intention ($r = 0.68, p < 0.01$), suggesting its importance as a mediating variable. Store atmosphere and brand heritage were moderately correlated with each other ($r = 0.48, p < 0.01$), indicating that they are related but distinct constructs.

4.4. Group Comparisons

While the primary analysis aggregated all 350 responses, subgroup comparisons were conducted to explore potential differences between local Parisian residents and international tourists.

4.4.1. Consumer Type Differences

Parisian residents reported higher scores on brand heritage ($M = 4.3$) compared to international tourists ($M = 4.0$), suggesting that locals may have deeper appreciation or knowledge of luxury brand histories. Conversely, international tourists reported slightly higher purchase intention ($M = 3.9$) compared to residents ($M = 3.7$), possibly due to the novelty and aspirational nature of luxury shopping in Paris.

4.4.2. Age Group Differences

Younger participants (18-24 years) reported higher purchase intention ($M = 4.0$) compared to older participants (45+ years, $M = 3.5$). Younger consumers also rated store atmosphere as more important to their purchase decisions. These findings suggest that age plays a significant role in shaping consumer responses to luxury brand marketing.

4.5. Hypotheses Testing

4.5.1. Test of Hypothesis H1: Store Atmosphere and Purchase Intention

Hypothesis H1 proposed that store atmosphere positively influences consumer purchase intention in luxury brand retail settings in Paris. To test this hypothesis, simple linear regression was conducted with store atmosphere as the independent variable and purchase intention as the dependent variable. **Table 5** presents the results of the regression analysis.

Table 5. Regression results for Hypothesis H1 (Store Atmosphere → Purchase Intention).

Variable	B	SE	β	t	p	95% CI
(Constant)	1.25	0.22		5.68	< 0.001	[0.82, 1.68]
Store Atmosphere	0.61	0.05	0.52	11.42	< 0.001	[0.51, 0.71]

Note: $R^2 = 0.27$, Adjusted $R^2 = 0.27$, $F(1, 348) = 130.42, p < 0.001$.

As shown in **Table 5**, store atmosphere had a significant positive effect on purchase intention ($\beta = 0.52, p < 0.001$). The model explained 27% of the variance in purchase intention ($R^2 = 0.27$). These results provide strong support for Hypothesis H1, indicating that positive perceptions of store atmosphere are associated with higher consumer purchase intention in Paris luxury retail settings.

4.5.2. Test of Hypothesis H2: Brand Heritage and Purchase Intention

Hypothesis H2 proposed that brand heritage positively influences consumer purchase intention in luxury brand retail settings in Paris. To test this hypothesis, simple linear regression was conducted with brand heritage as the independent variable and purchase intention as the dependent variable. **Table 6** presents the results of the regression analysis.

Table 6. Regression results for Hypothesis H2 (Brand Heritage → Purchase Intention).

Variable	B	SE	β	t	p	95% CI
(Constant)	1.10	0.20		5.50	< 0.001	[0.71, 1.49]
Brand Heritage	0.66	0.05	0.55	13.20	< 0.001	[0.56, 0.76]

Note: $R^2 = 0.30$, Adjusted $R^2 = 0.30$, $F(1, 348) = 174.24$, $p < 0.001$.

As shown in **Table 6**, brand heritage had a significant positive effect on purchase intention ($\beta = 0.55$, $p < 0.001$). The model explained 30% of the variance in purchase intention ($R^2 = 0.30$). These results provide strong support for Hypothesis H2, indicating that consumers who perceive luxury brands as having strong heritage are significantly more likely to express purchase intentions.

4.5.3. Test of Hypothesis H3: Mediating Role of Consumer Perception

Hypothesis H3 proposed that consumer perception mediates the relationships between (a) store atmosphere and purchase intention, and (b) brand heritage and purchase intention. To test this mediation hypothesis, the PROCESS macro for SPSS (Model 4) was employed with 5,000 bootstrap resamples to generate bias-corrected confidence intervals [27]. Mediation is established if the indirect effect has a confidence interval that does not include zero.

Table 7 presents the direct, indirect, and total effects of the mediation model for store atmosphere.

Table 7. Mediation analysis results for store atmosphere (PROCESS Model 4).

Effect	Path	B	SE	95% CI	p
Direct Effect (c')	Store Atmosphere → Purchase Intention	0.25	0.06	[0.13, 0.37]	< 0.01
Indirect Effect (ab)	Store Atmosphere → CP → Purchase Intention	0.36	0.05	[0.27, 0.46]	< 0.01
Total Effect (c)	Store Atmosphere → Purchase Intention	0.61	0.05	[0.51, 0.71]	< 0.001

Note: CP = Consumer Perception. Bootstrap samples = 5,000. CI = confidence interval.

Table 8 presents the mediation results for brand heritage.

Table 8. Mediation analysis results for brand heritage (PROCESS Model 4).

Effect	Path	B	SE	95% CI	p
Direct Effect (c')	Brand Heritage → Purchase Intention	0.24	0.05	[0.14, 0.34]	< 0.01
Indirect Effect (ab)	Brand Heritage → CP → Purchase Intention	0.42	0.05	[0.33, 0.52]	< 0.01
Total Effect (c)	Brand Heritage → Purchase Intention	0.66	0.05	[0.56, 0.76]	< 0.001

As shown in **Table 7**, for store atmosphere, the total effect on purchase intention was significant ($B = 0.61$, $p < 0.001$). When consumer perception was entered as a mediator, the direct effect remained significant but was reduced ($B = 0.25$, $p < 0.01$). The indirect effect through consumer perception was significant ($B = 0.36$, 95% CI [0.27, 0.46]). The proportion of the total effect mediated was 59%.

As shown in **Table 8**, for brand heritage, the total effect on purchase intention was significant ($B = 0.66$, $p < 0.001$). When consumer perception was entered as a mediator, the direct effect remained significant but was reduced ($B = 0.24$, $p < 0.01$).

The indirect effect through consumer perception was significant ($B = 0.42$, 95% CI [0.33, 0.52]). The proportion of the total effect mediated was 64%.

These results indicate that consumer perception partially mediates the relationships between both store atmosphere and brand heritage on purchase intention, supporting Hypothesis H3.

4.5.4. Test of Hypothesis H4: Synergistic Effect of Store Atmosphere and Brand Heritage

Hypothesis H4 proposed that the interaction between store atmosphere and brand heritage positively influences consumer purchase intention, such that the combination of high store atmosphere and high brand heritage produces the strongest purchase intention. To test this moderation/interaction hypothesis, the PROCESS macro for SPSS (Model 1) was employed with 5,000 bootstrap resamples [27]. Store atmosphere and brand heritage were mean-centered prior to analysis to reduce multicollinearity.

Table 9 presents the moderation analysis results.

Table 9. Moderation analysis results for interaction effect (PROCESS Model 1).

Variable	B	SE	t	p	95% CI
(Constant)	3.80	0.04	95.00	< 0.001	[3.72, 3.88]
Store Atmosphere (SA)	0.45	0.04	11.25	< 0.001	[0.37, 0.53]
Brand Heritage (BH)	0.48	0.04	12.00	< 0.001	[0.40, 0.56]
SA × BH (Interaction)	0.18	0.04	4.50	< 0.001	[0.10, 0.26]

Note: $R^2 = 0.42$, $F(3, 346) = 83.45$, $p < 0.001$.

As shown in Table 9, the interaction term between store atmosphere and brand heritage was significant and positive ($B = 0.18$, $p < 0.001$). This indicates that store atmosphere and brand heritage interact synergistically to influence purchase intention, supporting Hypothesis H4.

To interpret the nature of the interaction effect, simple slope analyses were conducted. Table 10 presents the conditional effects of store atmosphere on purchase intention at different levels of brand heritage.

Table 10. Conditional effects of store atmosphere on purchase intention.

Level of Brand Heritage	B	SE	t	p	95% CI
Low Brand Heritage (-1 SD)	0.27	0.06	4.50	< 0.001	[0.15, 0.39]
Moderate Brand Heritage (Mean)	0.45	0.04	11.25	< 0.001	[0.37, 0.53]
High Brand Heritage (+1 SD)	0.63	0.06	10.50	< 0.001	[0.51, 0.75]

As shown in Table 10, the positive effect of store atmosphere on purchase intention was weakest when brand heritage was low ($B = 0.27$) and strongest when brand heritage was high ($B = 0.63$). Table 11 presents the purchase intention means across different combinations of store atmosphere and brand heritage.

Table 11. Purchase intention means by store atmosphere and brand heritage levels.

Condition	Store Atmosphere Low	Store Atmosphere High
Brand Heritage Low	3.2	3.6
Brand Heritage High	3.8	4.4

As shown in **Table 11**, the highest purchase intention (4.4) occurred when both store atmosphere and brand heritage were high. The combination of high store atmosphere and high brand heritage produced substantially stronger purchase intention than either factor alone. These results confirm Hypothesis H4: the interaction between store atmosphere and brand heritage positively influences consumer purchase intention.

4.6. Summary of Hypotheses Testing

Table 12 provides a summary of all four hypotheses, the statistical results, and whether each hypothesis was supported.

Table 12. Summary of hypotheses testing results.

Hypothesis	Statement	Result	Statistical Evidence
H1	Store atmosphere positively influences purchase intention	Supported	$\beta = 0.52, p < 0.001$
H2	Brand heritage positively influences purchase intention	Supported	$\beta = 0.55, p < 0.001$
H3	Consumer perception mediates the relationships between store atmosphere/brand heritage and purchase intention	Supported	Indirect effects: SA = 0.36, BH = 0.42; 95% CI excludes 0
H4	The interaction between store atmosphere and brand heritage positively influences purchase intention	Supported	Interaction B = 0.18, $p < 0.001$

5. DISCUSSION

The findings of this study provide strong empirical evidence regarding the effectiveness of store atmosphere and brand heritage in influencing consumer purchase intention within the Paris luxury market. The results demonstrate that both factors significantly enhance purchase intention, with their combination producing the strongest effects. This section interprets the key findings in relation to existing literature and highlights their theoretical and practical implications.

5.1. Implications of Store Atmosphere on Purchase Intention

The results indicate a significant positive relationship between store atmosphere and consumer purchase intention ($\beta = 0.52, p < 0.001$), supporting Hypothesis H1. This finding aligns with previous research suggesting that atmospheric design enhances consumer engagement and persuasion effectiveness [1][7]. Parisian luxury stores, known for their sophisticated design, create immersive environments that communicate brand identity and evoke positive emotions.

The effect of store atmosphere on purchase intention can be explained through environmental psychology theory, which suggests that physical surroundings affect human affect, cognition, and behavior [10]. When consumers experience positive emotions in response to appealing store atmospheres, these emotions transfer to the brand and increase purchase likelihood. The sensory richness of Parisian luxury stores from the elegant lighting of Hermès on Rue du Faubourg Saint-Honoré to the architectural grandeur of Louis Vuitton on Avenue des Champs-Élysées creates memorable experiences that justify premium pricing and drive purchase intentions.

For luxury brand managers, this finding underscores the importance of investing in store atmosphere as a strategic asset rather than an operational expense. Store atmosphere should be designed not merely to display products but to create emotional connections and immersive brand experiences.

5.2. Implications of Brand Heritage on Purchase Intention

The findings related to brand heritage demonstrated a significant positive relationship with purchase intention ($\beta = 0.55, p < 0.001$), supporting Hypothesis H2. This effect was slightly stronger than that of store atmosphere, reflecting the particular importance of authenticity and tradition in the Paris luxury market.

This supports existing literature that highlights the role of brand heritage in influencing consumer trust, perceived quality, and purchase intentions [13][14]. In Paris, where consumers are knowledgeable about luxury history and craftsmanship, heritage serves as a powerful signal of authenticity and enduring value. Brands such as Hermès (1837), Louis Vuitton (1854), and Chanel (1910) leverage their centuries of history to differentiate themselves from newer competitors and justify premium pricing.

The strength of the heritage effect suggests that luxury brands entering the Paris market or seeking to strengthen their position must invest in building and communicating authentic heritage narratives. For established heritage houses, the challenge lies in maintaining relevance while preserving traditional balance that successful Parisian luxury brands have mastered.

5.3. Mediating Role of Consumer Perception

The mediation analysis revealed that consumer perception mediates the relationships between both store atmosphere and brand heritage on purchase intention. For store atmosphere, the indirect effect was 0.36 (59% mediation); for brand heritage, the indirect effect was 0.42 (64% mediation). These findings support Hypothesis H3.

This result highlights that store atmosphere and brand heritage influence purchase behavior primarily by shaping how consumers perceive brand quality, prestige, and authenticity [19][20]. When consumers perceive store environments as appealing and brand heritage as authentic, these positive perceptions drive purchase intentions. The direct effects, while still significant, are smaller than the indirect effects, indicating that perception is the primary mechanism through which atmospheric and heritage elements exert influence.

For luxury brand managers, this implies that investments in store atmosphere and heritage communication should be evaluated not only on their direct impact but also on their ability to shape consumer perceptions. Consistent, authentic experiences across all touchpoints reinforce positive perceptions and maximize purchase intention.

5.4. Synergistic Effects of Store Atmosphere and Brand Heritage

One of the most significant findings of this study is the synergistic interaction between store atmosphere and brand heritage (interaction $B = 0.18$, $p < 0.001$), supporting Hypothesis H4. The highest purchase intention (4.4) occurred when both store atmosphere and brand heritage were high, compared to 3.2 when both were low.

This result highlights that consistency matters. When consumers experience store atmospheres that authentically reflect brand heritage, the combined effect substantially exceeds individual effects. A heritage brand with a store atmosphere that contradicts its traditional identity (e.g., overly modern, generic, or inconsistent design) may confuse consumers and diminish purchase intention. Conversely, a brand with strong heritage that invests in atmospherically rich, authentic store environments creates a powerful, holistic brand experience.

This finding is consistent with brand consistency literature, which suggests that alignment between brand identity claims and consumer experiences enhances authenticity perceptions and brand trust [23][24]. For luxury brand managers, this implies that store atmosphere should be designed not in isolation but as an integral expression of brand heritage. The physical store becomes a tangible manifestation of the brand's history, values, and craftsmanship tradition.

5.5. Demographic Influences

The subgroup analyses revealed notable differences between local Parisian residents and international tourists, as well as across age groups. Parisian residents rated brand heritage higher ($M = 4.3$) than tourists ($M = 4.0$), suggesting that locals may have deeper knowledge and appreciation of luxury brand histories. International tourists reported slightly higher purchase intention ($M = 3.9$) compared to residents ($M = 3.7$), possibly due to the novelty and aspirational nature of luxury shopping in Paris.

Younger consumers (18-24 years) reported higher purchase intention ($M = 4.0$) compared to older consumers ($M = 3.5$), suggesting that younger generations may be more responsive to luxury marketing or have different consumption motivations.

These findings highlight the importance of demographic segmentation in luxury marketing strategies. Brands should tailor their store atmosphere and heritage communications to different consumer segments while maintaining overall brand consistency.

5.6. Limitations and Future Research

While the findings of this study provide valuable insights, several limitations should be acknowledged. First, the study relies on self-reported measures of store atmosphere, brand heritage, consumer perception, and purchase intention, which may be subject to social desirability or recall bias. Future research could incorporate observational or experimental designs to obtain more objective data.

Second, the cross-sectional design limits the ability to establish definitive causal relationships. While the hypothesized relationships are theoretically grounded and statistically significant, longitudinal or experimental studies would provide stronger evidence for causality.

Third, the study focuses specifically on the Paris luxury market, which may limit generalizability to other luxury markets such as London, Milan, New York, Tokyo, or emerging luxury markets in Asia and the Middle East. Future research should examine whether the findings replicate in different cultural and geographic contexts.

Fourth, the study did not examine potential differences across luxury product categories (e.g., fashion, jewelry, watches, leather goods, perfumes, automobiles). Different categories may have different atmospheric and heritage requirements. Future research should explore category-specific effects.

Fifth, the study did not examine the role of digital channels, such as brand websites, social media, and virtual store experiences. As luxury consumers increasingly engage with brands online, understanding how store atmosphere and heritage translate to digital environments represents an important avenue for future research.

Future research should also explore the role of emerging trends such as sustainability, diversity, and inclusion in luxury brand marketing. Younger consumers, in particular, may prioritize these values alongside traditional luxury attributes such as heritage and exclusivity.

6. SUMMARY OF FINDINGS

The findings of this study highlight the significant impact of store atmosphere and brand heritage on consumer purchase intention in the Paris luxury market. Store atmosphere significantly increases consumer purchase intention ($\beta = 0.52$, $p < 0.001$), supporting Hypothesis H1, with the effect being consistent across both local residents and international tourists though slightly stronger for younger consumers. Brand heritage also demonstrates a significant positive effect on purchase intention ($\beta = 0.55$, $p < 0.001$), supporting Hypothesis H2, with the effect particularly strong for local Parisian residents who have deeper knowledge of luxury brand histories. Consumer perception mediates the relationships between both store atmosphere and brand heritage on purchase intention, with 59% of the effect of store atmosphere and 64% of the effect of brand heritage transmitted through consumer perception, supporting Hypothesis H3 and highlighting that atmospheric and heritage elements influence purchase behavior primarily by shaping consumer perceptions of brand quality, prestige, and authenticity. The interaction between store atmosphere and brand heritage significantly enhances purchase intention (interaction $B = 0.18$, $p < 0.001$), with the combination of high store atmosphere and high brand heritage producing the strongest purchase intention (4.4) compared to 3.2 when both were low, supporting Hypothesis H4 and demonstrating that consistency between atmospheric design and heritage communication amplifies marketing effectiveness. Additionally, demographic factors significantly influence consumer responses: Parisian residents rated brand heritage higher than tourists, while tourists reported higher purchase intention, and younger consumers showed stronger responses to both store atmosphere and brand heritage compared to older consumers.

7. IMPLICATIONS FOR MARKETING STRATEGIES

Based on the findings of this study, several important implications can be derived for luxury brand managers seeking to enhance the effectiveness of their marketing strategies in Paris and similar luxury markets. First, the significant positive relationship between store atmosphere and purchase intention underscores the importance of investing in sophisticated retail environments that engage all five senses, including visual, auditory, olfactory, tactile, and spatial elements, and in the Paris context, store atmosphere should be distinctive, memorable, and consistent with brand identity, with flagship stores serving as destinations that attract both local residents and international tourists [10][11]. Second, the strong effect of brand heritage on purchase intention indicates that luxury brands must effectively communicate their histories, craftsmanship traditions,

and authenticity through compelling heritage narratives integrated across all touchpoints including in-store displays, product packaging, employee training, website content, and social media, with heritage brands balancing tradition and contemporary relevance while newer brands build perceived authenticity through craftsmanship excellence and founder stories [13][14]. Third, the mediation analysis revealed that consumer perception is the primary mechanism through which store atmosphere and brand heritage influence purchase intention, so luxury brand managers should evaluate atmospheric and heritage investments based on their ability to shape consumer perceptions of brand quality, prestige, and authenticity, requiring consistent, integrated brand communications across all channels to avoid confusing consumers with inconsistent experiences [19][20]. Fourth, the synergistic interaction effect demonstrates that consistency between store atmosphere and brand heritage amplifies marketing effectiveness, so brand managers should ensure that store atmospheres authentically reflect brand heritage, with heritage luxury houses evoking their history and aesthetic codes while contemporary brands avoid simulating heritage inauthentically [23][24]. Fifth, demographic differences suggest tailoring strategies to different consumer segments: for local Parisian residents, emphasizing brand heritage and craftsmanship is particularly effective; for international tourists, creating memorable, Instagram-worthy store atmospheres and exceptional service drives purchase intention; for younger consumers, integrating digital elements like interactive displays enhances engagement; and for older consumers, emphasizing heritage, quality, and personalized service is more effective [28]. Sixth, store atmosphere and brand heritage are brought to life through employee interactions, so luxury brand managers should invest in employee training that enables staff to communicate heritage narratives authentically and provide service that reflects brand values, ensuring employees understand brand history, craftsmanship techniques, and product stories to enhance consumer perception and purchase intention.

8. CONCLUSIONS

This study comprehensively examined the influence of store atmosphere and brand heritage on consumer perception and purchase intention within the Paris luxury market. The findings clearly demonstrate that both factors significantly enhance consumer purchase intention, with their combination producing the strongest effects.

The results indicate that store atmosphere is a critical determinant of purchase intention in Parisian luxury retail. Consumers who perceive store environments as aesthetically pleasing, immersive, and congruent with brand identity are significantly more likely to express purchase intentions. This finding underscores the importance of investing in sophisticated, multi-sensory retail environments that create emotional connections and memorable experiences.

A key contribution of this study lies in highlighting the mediating role of consumer perception. Store atmosphere and brand heritage influence purchase behavior primarily by shaping how consumers perceive brand quality, prestige, and authenticity. This suggests that atmospheric and heritage investments should be evaluated based on their ability to shape positive consumer perceptions rather than solely on direct sales impact.

The study also revealed a significant synergistic interaction between store atmosphere and brand heritage. The combination of high store atmosphere and high brand heritage produced substantially stronger purchase intention than either factor alone. This finding demonstrates that consistency matters: when consumers experience store atmospheres that authentically reflect brand heritage, the holistic brand experience amplifies marketing effectiveness.

The analysis of demographic differences revealed that local Parisian residents and international tourists respond differently to store atmosphere and brand heritage, as do younger and older consumers. These findings highlight the importance of demographic segmentation in luxury marketing strategies.

This research contributes to the growing body of knowledge on luxury marketing and consumer behavior by providing empirical evidence from Paris, a global luxury capital. The integrated model of store atmosphere, brand heritage, consumer perception, and purchase intention offers a comprehensive framework for understanding luxury consumer decision-making.

As the luxury retail landscape continues to evolve with digital transformation, sustainability concerns, and changing consumer values, marketers who effectively integrate atmospheric design with authentic heritage communication while respecting consumer expectations will be better positioned to create meaningful consumer experiences, enhance engagement, and achieve sustainable competitive advantages in an increasingly dynamic marketplace.

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International Journal of Novel Research in Marketing Management and EconomicsVol. 13, Issue 2, pp: (1-17), Month: May - August 2026, Available at: www.noveltyjournals.com

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