An exploration of factors influencing repurchase of a luxury lifestyle product in a mono brand store setting.

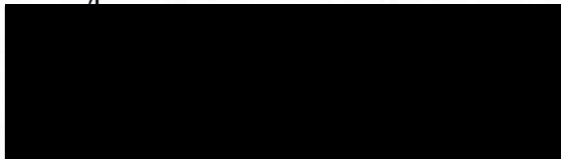*A study of Bang & Olufsen Singapore*

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Declaration of Authorship

I hereby declare that the work presented in this thesis is solely carried out by myself at Edinburgh Napier University, except where due acknowledgement is made and that the work has not been submitted for any other degrees.

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September 2021

Abstract

This study aims to explore why a customer of Bang & Olufsen in Singapore purchase a Bang & Olufsen product again (repurchase) within a mono brand store setting, and how the distribution channel type of a mono brand store influences the repurchase decision. The research is in the field of marketing and situated in the luxury lifestyle industry, and the importance of repurchases and the strategic development of mono branded stores are top priorities for Bang & Olufsen Singapore.

To achieve the research aim within the principle of critical realism, the methodology uses a triangulation mono method qualitative approach. The data is from interviews of customers who repurchased, staff from the mono brand store where the customer has repurchased and internal documentation. Data was collected via semi structured audio call interviews. Thereafter the data was analysed with thematic analysis method. This methodology was designed to understand the studied phenomenon.

The research findings suggest both theoretical and practical implications. Eight scenarios were discovered that would lead customer to repurchases. One scenario would lead customers not to repurchase (again). Two additional scenarios of how a mono brand store affects a repurchase decision were discovered. The findings will make contribution to improve the marketing plan for repurchases and improve the concept of mono brand stores for Bang & Olufsen. Further to the practical implications, the discussion suggests an adaptation of the stimulus, organism and response (SOR) framework (Mehrabian and Russell, 1974) for theoretical contribution of luxury lifestyle repurchases in mono brand store settings for future research.

Acknowledgements

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1   Introduction

The luxury lifestyle consumer behaviour in South East Asia is changing fast mainly due to the rapid economic development in the region, which has also lead South East Asia to play a prominent role in the overall Asian marketplace (Onyusheva, 2017). Singapore's luxury lifestyle industry has historically been driving regional trends in the South East Asian consumer purchase and the branded store industry (Timperio, Tan, Fratocchi, and Pace, 2016). While increasingly more research are being conducted in the retail industry in Singapore, most of the existing research are financed by industry agencies across entire categories (Ying, Sindakis, Aggarwal, Chen, and Su, 2021). Such industry research is mostly quantitative statistical market research with very little emphasis on specific brands or consumer behaviour in specific contexts.

Bang & Olufsen is positioned in the consumer electronic industry, which is an industry driven by fast moving technology (Li, Xu, and Huang, 2021), however the company is a luxury lifestyle brand at its core (Tear and Christensen, 2021). A case study was conducted with Bang & Olufsen in Singapore to understand WHY customer repurchase and HOW mono brand stores influence this behaviour. The research questions of specific consumer behaviour were derived from business needs and a gap in literature. Case study design enabled the researcher to do an in-depth investigation of the research objectives and to gain a profound understanding of this object (Yin, 2014). Bang & Olufsen Singapore offered a unique access to data, and the opportunity to understand the context, which provided an ideal environment for truthful and educational understanding of the research phenomenon. The same access and opportunity were not available with industry competitors.

Within the setting of the luxury lifestyle industry in Singapore, this marketing research intends to explore which factors makes a first-time customer purchase a Bang & Olufsen product on a new, second and additional occasion. This behaviour is also referred to as repeat purchase Chiu, Wang, Fang, and Huang (2014) or repurchase Chan, To, and Chu (2015). This study will refer to a second purchase as a repurchase, and not repeat purchase. The repurchases described in this research are conducted in a mono brand store.

Figure 1 Visual example of a Bang & Olufsen product

The definition of a mono brand store is a sales channel that only sells product from one brand supplier, according to Bang & Olufsen Global CEO Kristian Tear (Tear and Christensen, 2021). Bang & Olufsen has three main distribution types; mono brand store, multi brand store and online (Figure 4). The importance of the sales channel of mono brand stores significant, and mono brand stores are the biggest (by sales revenue) channel type, and the key driver of both revenue and brand experience, continues Tear and Christensen (2021). Bundgaard and Huulgaard's (2019) study of Bang & Olufsen suggest that mono brand stores are a superior distribution type in terms of overall

service and customer satisfaction. Arrigo (2015) agrees, and explains that mono brand stores attract luxury clientele to a larger degree than other sales channel types.

The mono brand store selected for this study is Bang & Olufsen's bestselling mono brand store in 2016 and 2017, located inside the Grand Hyatt hotel in Singapore.

Figure 2 Bang & Olufsen Singapore mono brand store at Grand Hyatt Singapore

The research was conducted in the Republic of Singapore, the largest luxury lifestyle market in Southeast Asia, according to Statista (2018). The Singapore luxury market is estimated to grow by 1% annually and was valued at US4.338B in 2018. Singapore is considered a key country for luxury lifestyle with a strong consumer base, and the country with the third largest luxury lifestyle spend per capita after Luxemburg and Qatar, according to Craft Driven Research (2021). Singapore is also considered trendsetting for the region, which means that retail trends in Singapore often cascade to the rest of the region, explains Chadha and Husband (2006). There is a need for research in Singapore as research into luxury lifestyle consumer research form Singapore is rare, according to Andriopoulos and Slater (2013). Andriopoulos and Slater (2013) continue

to highlight that certain regions such as Africa, Asia and the Middle East are underrepresented in marketing research studies.

Bang & Olufsen has been present in Singapore since 1970, and with Bang & Olufsen in Singapore as the reference company, this research will collect data on factors, reasoning, and motivation for repurchases in the context of a Bang & Olufsen mono brand store setting. This paper will then analyse and discuss the findings and conclude with recommendations for the business. The result of the study may contribute information leading to more efficient resource allocation for group marketing strategy for repurchase mechanism for Bang & Olufsen Singapore and improve the concept for mono brand stores.

1.1   An overview of the company Bang & Olufsen

Bang & Olufsen A/S (www.Bang-Olufsen.com) is the world's oldest audio and video manufacturer, hand built in Denmark since 1925. Often abbreviated to 'B&O', the company is listed on the Danish stock exchange (BO:DC). The primary business area is manufacturing and distribution of luxury lifestyle products in the category of consumer electronics. The product categories are audio (music systems), acoustics (speakers systems), televisions (TV) and portables (headphones, earphones and other portable Bluetooth music devices), according to Andersen and Clausen (2018). "Bang & Olufsen is unique in the marketplace with premium positioning with narrow distribution, highest price points and luxury perception", according to Krause-Jensen (2010, p.9).

1.2   The importance of repurchases for Bang & Olufsen Singapore

More than two thirds of customers that purchase a second time (repurchase) in a Bang & Olufsen mono brand store in Singapore, continues to purchase two or more Bang &

Olufsen products within a three-year period, according to internal Bang & Olufsen Singapore statistics. Nine out of ten of customer who only purchase once within a three-year period, does not purchase again, according to Bang & Olufsen Singapore CEO Michael Ostergaard's internal address. "The emphasis is on not losing the customer after the first purchase", continues Ostergaard (2016).

1.2.1 Understanding repurchase initiatives from Bang & Olufsen Singapore

The mono brand store staff influence the repurchase decision by a structured direct marketing program called Customer of Life, as an initiative not to lose the customer after first purchase (Figure 3).

Figure 3 Customer of Life program by Bang & Olufsen

Customer of life program for Bang & Olufsen

The Customer of life program consist of two communication channels after first purchase.
The first channel is related directly to the first product.
The second channel is exposing to other

| Customer first purchase | Week 1 Staff sends thank you note to customer | Week 3 Automated letter How are the product | End of year 3 End of warranty notification |

| Customer first purchase | Year 1 Quarterly product info mails | Year 2 Quarterly product info mails | Year 3 Quarterly product info mails |

BANG & OLUFSEN

Source: Marketing presentation BO Retail Marketing Pack_FY2021_DCD

Bang & Olufsen Singapore has an automated process in its relationship with a customer who purchase first time from a mono brand store. The company will contact the customer right after the first purchase. The contact is a systematic approach of reaching out to the customers via a CRM (customer relationship management) program called

Customer of Life (Figure 3). The steps of Customer of Life consist of direct mail, either postal or email, based on the customers preferences and aims to entice the customer to engage with the brand further than the initial purchase. The direct mailing to consenting customers is initiated the first week after the purchase, with a handwritten Thank you card from the salesperson they purchased from. In week three after the purchase, the customer will receive a machine written letter asking if the product is functioning correctly. Fourteen days before the expiry of the worldwide warranty the customer will receive another machine written snail mail letter informing of the imminent expiry of the warranty. The customer will receive product news such as product launches, software updates at least four times a year in addition to the direct letters. Three years after the purchase, the direct marketing will cease.

The program will not be initiated if the customer chose not to be contacted via the data collection form that they filled out at the time of the first purchase. In such a situation the company will have very little opportunity to entice the customer to repurchase.

Bang & Olufsen will increase the level of marketing spend the coming years. "The spend will be a combination of digital activation as well as asset creation, CRM and other key marketing activities – all for the purpose of manifesting the brand position as a luxury lifestyle brand and driving traffic and sales across all channels", explained by Andersen and Clausen (2019, p.12).

1.3   The importance of mono brand stores for Bang & Olufsen Singapore

Andersen and Clausen (2018, p.6) states that Bang & Olufsen's "aspiration is to become the most desired audio brand in the world", with the intention to be on the forefront of the industry. "Bang & Olufsen in Asia has significant commercial opportunity", adds Bang & Olufsen chairman Mr Juha Christensen (2020, p.50) in Bang & Olufsen's

financial statement 2019/2020. There is an increased focus on sales and marketing by the launch of several activities, continues Christensen (2020). The role of marketing in repurchasing, and mono brand store improvements are considered the highest current priority in Singapore, explains Bang & Olufsen Southeast Asia CEO Michael Ostergaard in an internal address. Chairman Juha Christensens supports this view, and states that all priorities are geared towards a re-tuned marketing engine, as well as improved customer experience (Christensen, 2020) in relation to improvement of the current mono brand stores. While mono brand stores may be important for Bang & Olufsen Singapore, the cost of creating and operating mono brand stores are an obstacle for developing future mono brand stores.

1.3.1 Understanding the cost of mono brand stores

While Bang & Olufsen may wish to increase the number of mono brand stores, a product sold in a mono brand store has a higher distribution cost than other types of channels, according to internal statistics. The added costs are mainly from the rent levels of desired locations for mono brand stores, and the increased cost of well-educated store staff. The result of the added distribution cost will impact the approach to the strategy due to the careful consideration for profitability.

The cost of creating and operating a mono brand store located in prime retails space remains a challenge for Bang & Olufsen Singapore. Bang & Olufsen views prime locations as an important part of the marketing and sales strategy; "to succeed, the branded retail stores must be located in urban, high traffic locations near related luxury-lifestyle retailers", according to Andersen and Clausen (2018, p.13).

As may be in other major Southeast Asian cities, Singapore (Singapore Urban Development Authority, 2018), cites a decrease in supply of future prime retail locations. Rents for retail space jumped 2.3% in Q4 2019 following the same increase

of 2.3% in the previous quarter, according to Singapore Business Review (2020). Which also suggests that Singapore could see higher rent levels than peer Asian cities such as Hong Kong. The increased cost of prime locations for mono brand stores remains a challenge.

The roles of mono brand stores in presenting well educated staff and creating the opportunity to interact directly with the customers are important to Bang & Olufsen, according to their 2018 financial statement by Andersen and Clausen (2018). "In selected countries and cities, Bang & Olufsen currently distributes its products through a network of exclusive Bang & Olufsen mono brand stores (i.e. the so-called B1 stores). The performance and success of these mono brand stores is important to Bang & Olufsen. Our brand remains the foundation of the company, building on the core capabilities of sound, design and craftsmanship", continues Andersen and Clausen (2019, p.5). In addition, there is the added focus on staff performance in mono brand stores.

Bang & Olufsen Singapore are employing fewer qualified foreign workers who historically have been a vital part of the industry, according to internal statistics. The quota of foreign workers, a ratio of local staff to foreign staff employed in same company, is being tighten every year according to Singapore Today (2019). The foreign worker quota results in rising manpower costs, that remains a challenge for the mono brand store expansion.

1.4   Mono brand stores in relation to other distribution types

Mono brand stores continue to play an essential role in Bang & Olufsen's overall sales and brand positioning, explains Andersen and Clausen (2019). Who also state that as Bang & Olufsen wants to be recognised as a luxury lifestyle brand, it is necessary to move to a more consumer-driven model.

> We, (Bang & Olufsen), will need an omnichannel approach to our consumer interaction and will take ownership of the in-store and online brand experience in order to gain control of the commercial decisions in terms of where and how our products are presented to consumers, continues former Bang & Olufsen CEO Henrik Clausen (Andersen and Clausen, 2019, p.13).

Omnichannel, the use of different distribution channels such as online, multi brand stores and mono brand stores. This setup will try to ensure a branded retail experience "throughout a global network of mono brand stores", according to Andersen and Clausen (2019). Furthermore, the level of service both when purchasing and in after-sales interactions is part of the quality experience of a luxury product higher level of service is better served at mono brand store that any other distribution channel, explains Bundgaard and Huulgaard (2019).

Figure 4 Channel overview of Bang & Olufsen Singapore distribution types
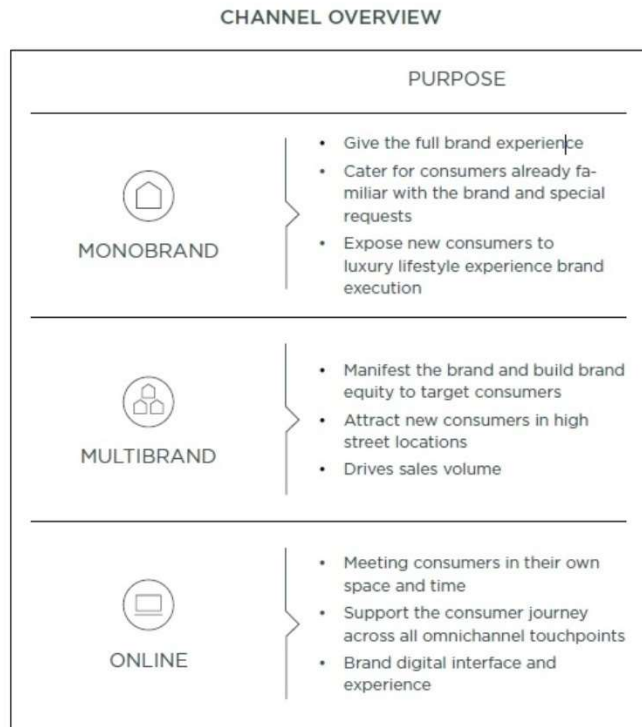
Source: B&O Company Presentation - IFA 2018 compressed

The channel overview (Figure 4) of Bang & Olufsen distribution types explains the three different categories: Mono brand stores, multi brand stores and online. Mono brand stores sells only the Bang & Olufsen products. Mono brand stores' purpose is to cater to interested prospective customer, first time customers, repurchasers and continued purchasers by given the full brand experience. Multi brand stores sells other brands for example Bose, along with Bang & Olufsen products. Multi brand stores drives sales volumes, cater to a different type of customer and emphasis building brand equity to customers. Online is the internet-based distribution type. Online caters to customers in their own time, supports the customer journey across channels and delivers the digital experience.

1.5   The research gap and grounds for further research

Prior to the research, the author reviewed the literature within the context of repurchases (Chiu *et al., 2014*; Chan *et al., 2015*), and influence of mono brand store (Godey, Lagier, & Pederzoli, 2009; Ilonen, Wren, Gabrielsson, and Salimäki, 2011; Arrigo, 2015) marketing strategy within the luxury lifestyle industry. The literature review moulded the research question and set the scene for exploratory research. The research findings also contribute to reflection and improvement of the literature review. This literature review suggests a gap in research into why a customer purchases a second time (repurchase) in the luxury lifestyle industry (Wang, Pelton, & Hsu, 2018; Correia, Kozak, and Kim, 2018; So *et al., 2015*). Furthermore, the literature review also revealed a gap in literature on why customers repurchase in a mono brand store setting (Cervellon, Poujol, and Tanner, 2019). Andersen and Clausen (2019) from Bang & Olufsen claim that being a luxury brand entails putting the customer experience at the centre of technology and ensuring meticulous attention to detail in products as well as in the broader customer experience. However, Bang & Olufsen recognise the significant cost of building and operating mono brand stores in oppose to alternatives. Bang & Olufsen, and other luxury lifestyle companies are careful considering the cost and benefit of mono stores, online and other types of sales outlet (Bundgaard and Huulgaard, 2019). More than two thirds of customers that purchase a second time (repurchase) in a Bang & Olufsen mono brand store in Singapore, continues to purchase two or more Bang & Olufsen products within a three-year period, according to internal Bang & Olufsen Singapore statistics. Nine out of ten of customer who only purchase once within a three-year period, does not purchase again, according to Bang & Olufsen Singapore CEO Michael Ostergaard's internal address. "The emphasis is on not losing the customer after the first purchase", continues Ostergaard (2016). It is a primary task
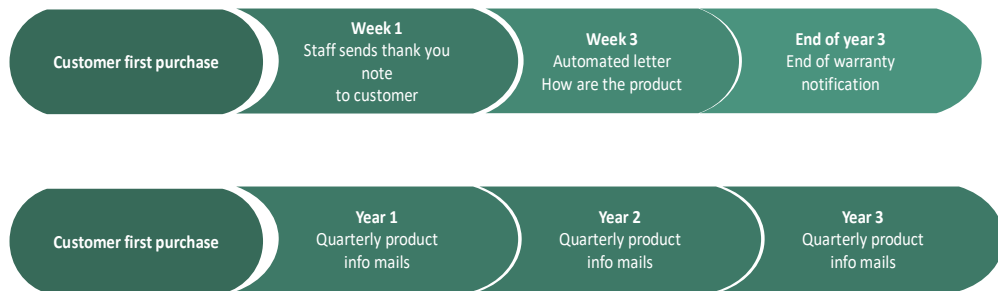
for this researcher as practitioner, to be informed and to make decisions for retention of first-time customers and strengthen of mono brand store concepts.

Figure 5 Gap in research for second purchase (repurchase)
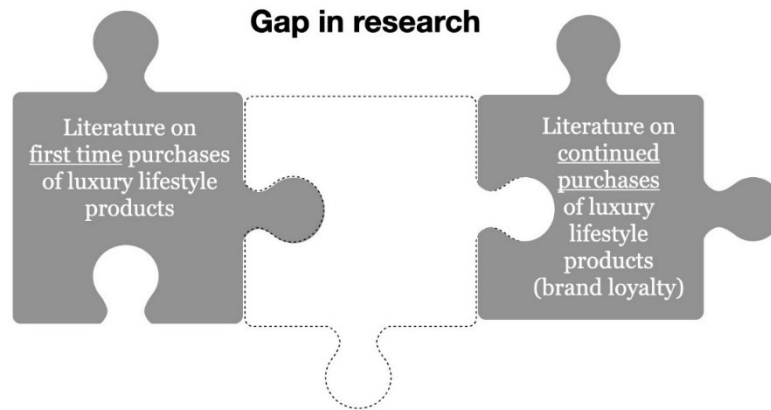
1.6   Research aims and objective based on the literature review

This thesis aims to explore factors influencing repurchase of a luxury lifestyle product in a mono brand store setting through a study of Bang & Olufsen Singapore. To achieve the aim the following objectives have been established:

1) To review the relevant literature on repurchases and mono brand store concepts strategy within the context of luxury lifestyle products.

2) To design a methodology suitable for exploring factors of repurchasing within a mono brand store setting in the context of luxury lifestyle products.

3) To explore factors influencing repurchase of a Bang & Olufsen product and the role of a mono brand store, if any

4) To develop a research framework for exploring factors for repurchases within and mono brand store setting, and to guide practitioners in developing marketing plans for repurchases and mono brand store concept strategies.

1.7   The research question

Meeting the above aims and objectives will answer the following research questions derived from critical literature review and business needs.

Research question 1: Why does a first-time customer purchase a second time (repurchase)?

Research Question 2: How do Bang & Olufsen's mono brand store influence repurchase?

1.8   Thesis Structure

The thesis is divided into six chapters.

Chapter 1: An introduction and explanation of the research question, aim, and objective. The research gap, contribution to theory and practice as well as an overview is provided in first chapter.

Chapter 2: The literature review sets the previous academic research and analysis in relation to the research aim. It reviews the contextual matters as well as emerging themes such as hedonic and utilitarian reasons, and introduces the behavioural framework of stimulus, organism and response (SOR). The chapter will conclude with a summary.

Chapter 3: The methodology chapter explain the methods adopted by this research as well as the adopted philosophical positioning, the ontology, epistemological and axiological position of the research. The last part of the chapter will discuss research quality and ethical implications and provide a summary.

Chapter 4: This chapter will present the research findings. After transcription, NVivo coding and theming the data. A triangulated multi-method qualitative approach with

interviews of repurchasing customer and sales staff within the context of internal documentation will be provided and concluded with a summary.

Chapter 5: The discussion chapter sets the research findings in relation to the literature review and offer a conceptual framework.

Chapter 6: Offers conclusions and recommendations to the business including inputs to Bang & Olufsen marketing plan and improvement for mono brand stores concepts.

The first chapter made introduction to the company Bang & Olufsen, and explanation of the research question, aim, and objective. The research gap, contribution to theory and practice was also summarised.

2 Literature review

2.1 Introduction

The aim of this chapter is to critically review existing literature on why customers repurchase in a mono brand store within the luxury lifestyle industry.

To understand the research questions, we must first understand the characteristics of the luxury lifestyle industry. The luxury lifestyle characteristics literature leads us to the concepts of general purchase behaviour (Hirschman and Holbrook, 1982) of why customer repurchase luxury lifestyle products. As an important part of the general purchase behaviour, Holbrook (2021) suggests that consumption experience evolves around fantasies (dreams and unconscious wants), feelings (hedonic, emotions) and fun (appreciation of beauty and purchase activities). The general purchase behaviour literature further introduces the concept of hedonic and utilitarian reasons to purchase (Albrecht & Backhaus, 2013), and suggests that hedonic reasons are predominant for luxury lifestyle purchase decisions.

Some hedonic reasons are rooted in culture, and therefore a critical review of specific Singaporean cultural traits within the research context was carried out. As the research has been conducted during the Covid-19 pandemic, a situational context of the pandemic is reviewed, and reveals a possible change in buying behaviour during such crises. With the possible behavioural change during the Covid-19 pandemic, some research in the literature suggests that consumption experience and behavioural science are connected to brand-related activities (Holbrook, 2018). Therefore, the concepts and definition of a brand and brand loyalty for repurchase behaviour were reviewed.

The next section reviews mono brand stores in the context of the luxury lifestyle industry as part of the research questions. Filho and Añez's (2021) study lists several

components to the consumer behaviour related customer expectations in relation to mono brand stores such as service and enhanced brand experience.

Next, a more specific review of which marketing factors influence repurchase behaviour in a mono brand store, as well as other general business-to-consumer (B2C) marketing trends within the context.

Lastly, the review of frameworks applied to previous studies of buying behaviour such as stimulus, organism and response (SOR) Mehrabian and Russell (1974) was presented.

2.2   What is luxury lifestyle

To understand the context of the study, we must first understand what luxury lifestyle is and how the industry functions. This section will attempt to explore the concept of luxury lifestyle products, industry, and the relation to customers. Bang & Olufsen consider themselves a brand with traditional luxury lifestyle characteristics, (Tear and Christensen, 2021; Christensen, 2020; Bundgaard and Huulgaard, 2019).

2.2.1 What are the characteristics of the luxury lifestyle industry?

The definition of luxury lifestyle is not specific and precisely defined in the literature. However, the characteristics of products are broadly defined, (Li, Li, and Kambele, 2012; Bundgaard and Huulgaard, 2019). These studies defined luxury lifestyle products as a nonessential item, premium quality, unique, rarity, scarcity and exclusivity service with an indulgence or convenience beyond the essential minimum. The word luxury is derived from the Latin term: *Luxuria* according to Li *et al.,* (2012). *Luxuria* means the extras of life, while *luxus*, the root-word of luxury, means extravagant living.

The literature defines the industry and its customers by several proxies such as life quality, status and premium pricing strategies, according to Kassim and Zain (2016). High-income or affluent consumers, low functionality in comparison to price, while the intangible value or consumer utility are high are also listed in the study, continues Kassim and Zain (2016).

Kim, Park, Lee, and Choi, 2016; Park and Ahn, 2021; Cheah, Waller, Thaichon, Ting, and Lim, 2020 continues to define luxury lifestyle by the characteristics of special services, feeling prestigious, service quality, value, innovativeness, and status signifying value. Secondary characteristics includes exclusive, prestigious, and authentic, thus offering high levels of symbolic and emotional value and trust.

Other definitions by Jin, Seock, and Hunt-hurst 2019; Leban, Thomsen, Von Wallpach, and Voyer 2020; Ku and Lin 2018 evolves around social contexts, i.e. with the relation between why the customers purchase and how they are perceived by their peers. Perception by peers is an important aspect of luxury lifestyle customers purchase, with the desire to convey prestige, social status and hierarchy. The purchase and consumption of luxury lifestyle brands may also bring positive experiences, such as personal rewards and a sense of fulfilment to customers. Unlike typical consumer goods, luxury lifestyle brands and products have groups of committed adherents who possess a strong value identification and alignment.

Kassim and Zain (2016), Li *et al.,* (2012) and Celeste, (2014) suggest that the positioning of luxury lifestyle brands are the top category with higher absolute price relations to other types of consumer products categories, This is not only specific to price/quality relationships, but also of conceptual and symbolic dimensions. Such conceptual characteristics relate to Bang & Olufsen as a luxury lifestyle brand. The characteristics of luxury lifestyle brands also separates them from other goods

categories by attracting a group of committed adherents, who strongly identify with the values of specific luxury lifestyle products.

2.2.2 Why do customers prefer luxury lifestyle products over other consumer categories?

The motivation for a customer to purchase luxury lifestyle goods over other product categories is often associated with wealth, power and exclusivity of the nonessential wants (Li *et al., 2012*).

Authenticity as a perceived characteristic for luxury lifestyle is also listed several times in the literature. Authenticity is defined as the search for real and original experiences or products (Yeoman and McMahon-Beattie 2018; Mody, Hanks, and Dogru 2019; Bundgaard and Huulgaard; 2019). Authenticity must have a link to place, culture and the past and is concluded to be the backbone of the luxury lifestyle industry. Luxury lifestyle customers desire connoisseurship of cultural capital as evidence of authenticity, according to above studies.

This claim corresponds well with other luxury lifestyle tendencies identified (Sharda and Bhat 2018; Kassim and Zain 2016; Chan, To, and Chu 2015). These studies claim in addition that customers prefer well-known luxury lifestyle brands for the sense of social identity, symbolic values and status-culture.

Kassim and Zain, (2016), Li *et al., (2012)* and Yeoman and McMahon-Beattie, (2018) identify inner satisfaction, quest for brand experience and feeling unique are the main drivers for consideration of a luxury lifestyle brand. The inner journey is described as having great importance for the shopping experience and brand perception. These studies continue to suggest that customers expect exciting, new brand experiences with a natural flow, and not deliberately managed by the brand. Such claims are valuable in

shaping the research question and could be background as to why customer repurchase and the expectations within that context.

2.2.3 How do luxury lifestyle brands define the industry?

Bundgaard (2016), Andersen and Clausen (2019) and Celeste (2014) studies discover that brand companies has a strong desire to control and define the industry by setting proxy terms. The studies suggest that luxury lifestyle brand companies are concerned about brand image, perception and identity. These concerns leads some brand companies to market luxury lifestyle products different from other categories, which may lead to a classic marketing dilemma (Celeste, 2014). While other categories made use of aggressive push marketing to increase sales, the luxury lifestyle industry's notion of exclusivity in marketing and sales channels may hinder strong direct marketing performance, and therefore not lead to aggressive sales performance. This may be a reason why some classic marketing matrix does not perform well with luxury lifestyle brands (Celeste, 2014).

This is supported by Andersen and Clausen (2019) who claims that a luxury lifestyle brand like Bang & Olufsen, should have a unique propositions of beautiful sound, timeless design, and unrivalled craftsmanship, which are very typical luxury lifestyle brand desired characteristics. This terminology is in line with the general luxury lifestyle literature using terms such as branded experience, specific price points, use of branded distribution channels such as mono branded stores, and other controlled distribution environments.

Controlled and branded environments relates to the research question whereas why, and how customer repurchases within the context of mono brand stores are a priority to Bang & Olufsen (Tear and Christensen, 2021).The mono brand stores and the continued relevance as the largest channel and key asset to the company remains important for

particular first and second time purchase of Bang & Olufsen. There is a particular company aim to future proof the mono brand stores, conclude Tear and Christensen (2021).

Reviewing the literature of the luxury lifestyle industry allows us to understand the context of the motivation for repurchasing of Bang & Olufsen products. The motivation to purchase luxury lifestyle consists of predominantly softer emotional values, with less emphasis on the utilitarian use of the product. The next section is the review of literature for hedonic (or softer values), and utilitarian (the practical use of the product) motivators.

2.3   Hedonic versus utilitarian reasons to purchase luxury lifestyle products

Vieira, Santini, and Araujo 2018; Alba and Williams 2013; Martín-Consuegra, Díaz, Gómez, and Molina 2019; Basso *et al., 2019* classified the motivation for purchases in the luxury lifestyle industry into the two categories of hedonic and utilitarian nature. Hedonic reasons are defined as the emotional experience of shopping, while utilitarian values are defined as pertaining to the rational and goal orientated nature of the product.

Ding and Tseng (2015) and Lissitsa and Kol (2019) suggest most luxury lifestyle purchases are based on hedonic motivators and others a combination of both hedonic and utilitarian, whereas less luxury lifestyle purchases are utilitarian only.

Dey and Srivastava (2017), Ding and Tseng (2015), Lissitsa and Kol (2019) and Ladhari, Souiden, and Dufour, (2017) are defining hedonic purchase behavior by customer emotions associated with brand or product. The emotional factors of the perception of a brand as well as customer perception of themselves are particular important motivation for purchase of luxury lifestyle products (Chan *et al., 2015*) and

(Martín-Consuegra *et al., 2019*). These studies suggest that the emotional reaction from the customers motivate the purchase intention. Secondly, that the interaction and involvement of a strong brand, catalyst purchase intention for luxury lifestyle products. So, the combination of strong brand and the emotional relationship are essential for creating a stronger purchase intention of luxury lifestyle products, according to these studies. The claim further emphasis on the use of interaction platforms to communicate the brand and interaction to the customers. Wang and Foosiri (2014) agree and also suggest that hedonic motives can be enhanced by emotional positive staff interaction and marketing.

The hedonic emotional attachment, and the need to 'fit in' are describe by Wang and Foosiri 2014 and Correia, Kozak, and Kim 2018 whose studies show statistics as to how to measure motivation for luxury lifestyle purchase intention. The statistics show conformity as the most significant emotional motivator for purchase intention, according to Correia *et al. (2018)*. Wang and Foosiri (2014) concludes that some brands with higher emotional value will have a higher likelihood of repurchase intention. This study revealed that the perceived quality of the brand positively affected emotional value and thus positively motivates purchase intention. Wang *et al. (2018)* also argue that the emotional part of brand image is the most important motivator for purchase intentions when purchasing luxury lifestyle products. The aggregation of all the brand impressions is argued as the most important motivator. An positive emotion will increase purchase intentions, more so than higher brand awareness or other types of favourable brand associations for purchase intentions, concludes Wang and Foosiri (2014).

Dey and Srivastava (2017) suggest that purchases are an outcome of enjoyment of the shopping experience, as well as result of other hedonic emotions such as novelty, praise

from others, fun and social interactions. While Ladhari *et al., (2017)* describe happiness and emotional satisfaction as the cognition-affective-behaviour model for behavioural intentions to purchase. This claim is supported by the literature of Vieira *et al., (2018)* suggesting that certain brands are being purchase based on (high) price expectations and other emotional factors.

Utilitarian reasons to purchase are different from hedonic by being instrumental and goal orientated towards the function of the product. Purely utilitarian reasons to purchase in luxury lifestyle industry exist according to Alba and Williams (2013). They suggest that mostly aesthetics, design of products and other utilitarian reasons leads purchases. However, more often than not, hedonic reasoning alone or a combination of both hedonic and utilitarian reasoning are more likely than pure utilitarian reasoning, according to Basso *et al., (2019)*.

Klein and Melnyk (2016) suggest that customers disappointments occur for example, from product faults and inadequate service, or from service handling of product faults or poor communication. These are utilitarian reasons why not to purchase.

After understanding that most influential (softer) factors for purchases in the luxury lifestyle industry are of hedonic (emotional) nature, the next section will explore deeper why customer make hedonic purchases by reviewing general purchase factors.

2.4   Purchase motivators for the luxury lifestyle industry

This chapter will review why customer purchase luxury lifestyle products, and how to motivate and trigger hedonic purchase intentions within the context. Saad (2020) suggests that purchase motivators are complex, and consumers motivation is a complex matter consisting of several components. The complexity of motivation to purchase luxury lifestyle products are described more specific in the literature by several other

studies. The main triggers are emotional, according to Correia *et al., 2018*; Salem and Salem 2019 and Ku and Lin 2018. These studies suggest that the customer's need to feel unique, perceived (strong) brand image, social identity and community are the main purchase motivators. For continued purchases, some studies call a second purchase a repeat purchase (Chiu *et al., 2014*), while others studies calls it repurchase. This is often closely related to brand loyalty and implicitly suggest as a step towards brand loyalty. Chan *et al., (2015)* suggest that a need for uniqueness, positive feelings, social relationships and status consumption. Chiu *et al., (2014)* further introduces both hedonic and utilitarian motives. The hedonic reasons could be adventure, gratification, social role and price deals. The utilitarian could be product offering, product information, savings and convenience.

Yeoman and McMahon-Beattie (2018), Salem and Salem (2019) and Correia *et al., (2018)* suggest that prestige and social identity are main reason why customers purchase luxury lifestyle goods. Yeoman and McMahon-Beattie (2018) further explain how some customers will be trading up from non-luxury to luxury, seeking prestige, enrichment and authenticity as reason to purchase. Salem and Salem (2019) expand further and suggest that social identity is the most important driver for purchases, and the importance of price premiums signals. Correia *et al., (2018)*'s study further suggests that prestige and social identity are the main reasons to purchase and suggests that the entire shopping experience in the upscale segment are primarily related to emotional values.

Seegebarth, Backhaus, and Woisetschläger (2019), Olsen, Tudoran, Honkanen, and Verplanken (2016) and So *et al., (2015)* suggest that positive emotions are the key influence why customers purchase. Seegebarth *et al., (2019)* research shows that the brand perception primarily influences the customers affective emotions as reasons to

purchase. This is confirmed by Olsen *et al., (2016)* suggesting past emotions play a role as motivation to purchase.

While Purwanto, Margiati, Kuswandi, and Prasetyo (2019), Koles, Wells, and Tadajewski (2018), Sharda and Bhat (2018) and Wang *et al., (2018)* suggest that social status and showing off are the main reason for purchases.

Jain and Khan (2017) also suggest that social support from family and friends and general lifestyle choices are the most important reason why customers purchase multiple times. The themes are supported by Oflazoğlu (2017) study of luxury experiences reveals that luxury moments make our lives interesting and precious, and concludes that, luxury is a natural experience making people happy, flattered, satisfied, motivated, supporting their self-realization. This leads to the customers feeling "loved" and the desire for multiple purchases.

This section revealed that mainly emotional factors motivate purchasing and repurchasing in the luxury lifestyle industry. By suggesting that consumer behaviour is linked to upbringing and culture (Shen, Qian, & Jiang, 2018; Hofstede 2018), the literature will review Singaporean specific culture traits within the research context. Therefore, the next section will review the role of Singaporean cultural influences role in repurchase behaviour.

2.5   Cultural context of Singaporean Asian influence

This chapter will explore the literature on how the cultural context of a purchase location in Singapore, or Asian, may influence a purchase decision. This research was conducted in a mono brand store in Singapore, with customers who are Singapore residents. Saad (2021) suggests that the cultural upbringing may influence consumer behaviour in a commercial setting. While Kao, Rao Hill, and Troshani (2021) study

suggests that cultural differences matters in consumer behaviour for particular perceptions. Touzani and Hirschman (2019) also suggest that cultural differences matter.

The growth of the Asian appetite for luxury lifestyle brands has helped boost the overall luxury lifestyle industry in recent years with significant growth and consumption, according to Li *et al. (2012)* and Kassim and Zain (2016). These studies suggest a considerable growth, not only of the super-rich, but also of a larger middle class segment with growing purchasing power and strong desire for luxury lifestyle products in Asia.

Another study by (Shen *et al., 2018)* on Asian customers in the luxury lifestyle industry explains further and suggest an increase in newly introduced customers into luxury lifestyle industry due to increase in income, education and living standards in Asia. According to this study, demographic, social and cultural orientation is very important factor for the increase. The characteristics of first generation rich Asian customers are short term oriented, focus on individualism, and focused on power and status approach to brand. The study also shows that a higher education, higher income level and particular concentrated in bigger cities are particularly apparent for this segment (Shen *et al., 2018*).

The culture of an Asian customer, according to Zhang and Zhao (2019), may indicate that purchase intentions can be arouse by adding conspicuous value such as emotional and quality value. The increase of conspicuous and emotional value for this specific type of customer can be magnified with everything from increased visibility of bright colours, enlarged logos and other measures for increased and instant recognition. The same study suggest that the Asian segment is more likely to relate to luxury lifestyle brands that brings 'face', either maintain, preserve or enhance 'face'. The study

supports previous assumptions that the notion of luxury in Asian context are not only a category, but more so of a conceptual dimension.

This study (Zhang and Zhao, 2019) is among the first to propose that the personal value and the value of the luxury are distinct concepts, and that customer perception of a brand is highly based on their personal values. This study goes on to cluster the Asian customers of luxury lifestyle goods into three personal value factors; face, pragmatism and materialism.

The literature most distinctly suggests that Asian customers have a certain buying behaviour related to M-commerce (mobile phone commerce). Chi and Sullivan (2018), Zhang and Zhao (2019) and Shen *et al., (2018)* discover that Asian customers in the luxury lifestyle industry were more likely to create loyalty via M-commerce and are more reliant on mobile phones than their Western peers.

2.5.1 Singapore specific culture

Hofstede (2018) created the cultural dimension model that separated culture into five dimensions: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, and long/short-term orientation. Hofstede, and the Hofstede model, has been widely criticised (Bolotov, 2016; Sent and Kroese, 2020) for using surveys to understand culture. Others criticize Hofstede and argue that categorising of nations are not a satisfactory way to study cultures, and others (Beugelsdijk and Welzel, 2018; Jackson, 2020) again criticize that five dimensions are not sufficient to describe a complex phenomenon such as culture. In spite of the criticism, Hofstede remain one of the most cited scholars on the topic of culture.

According to the Hofstede model, Singapore scores high in power distance. One reason could be Confucian teaching which is based on unequal relationships between people.

For the scale of individualism/collectivism Singapore scores 20 as a collectivistic society. A society where harmony is found when everybody saves face in the "sense of dignity, self-respect, and prestige. Social relations should be conducted in such a way that everybody's face is saved. Paying respect to someone is called giving face" (Hofstede 2018; Hofstede 2022).

For the masculinity/femininity measure Singapore scores 48, and scores 8 in uncertainty avoidance, which is low and maybe needing a society structure. Long term orientation refers to how a culture includes its past when developing its future, and Singapore scores 72. This is a high score, indicating that long term values such as hard work which could be a result of a country with scare resources.

> "Whereas westerners have been looking for the truth, the Singaporeans are emphasizing virtue and the way you do things. They are always keeping their options open as there are many ways to skin a cat. Westerners believe that if A is right, B must be wrong, whereas people from East and Southeast Asian countries see that both A and B combined produce something superior. This mindset allows for a more pragmatic approach to business" Hofsted (2005, p.2.).

Beugelsdijk and Welzel (2018), Jackson (2020) and Ying, Sindakis, Aggarwal, Chen, and Su (2021) largely agree that some Confucian values in Singapore such as conformity contribute to a specific purchase behaviour. A widely accepted Singapore behaviour of conformity and compliance would lead to generally satisfied customers, and general happiness with retail service.

Timperio, Tan, Fratocchi, and Pace (2016, p.2) continues and states:

> "First, Singapore has one of the highest gross domestic products worldwide per capita, and it is expected to maintain this status until 2050 Second, Singapore is

estimated to have the highest increase in newly wealthy individuals and is defined as "a growing luxury shoppers' paradise" In such a scenario, Singapore represents an ideal example of future metropolitan areas worldwide".

Candeias (2012), Zhang and Zhao (2019) and Ruan, Xu, Li, and Liu (2018) suggest that males in Singaporean Asian males have a need to show masculinity, good appearance and exhibit a high economic standard of living with emphasis on brand image with luxury lifestyle goods. The perceived values of luxury lifestyle goods are more important with Asian males than with their Western peers. The interview questions involved in this research were influenced by a wish to understand why Singaporean Asians place greater importance on luxury goods than their western peers.

This section revealed that Singapore specific cultural traits could lead to unique purchase behaviour. Such behaviour may suggest that Singaporeans repurchase more frequent, and place greater significance to luxury lifestyle product ownership over other categories. The next section will review the situational context of the influence of Covid-19 pandemic, and crises on the buying behaviour and repurchasing. This research was conducted during the Covid-19 pandemic.

2.6   Covid-19 and how crises may influence buying behaviour

This chapter will explore the situational influence of repurchasing luxury lifestyle products during the Covid-19 pandemic, and during crises in general. All the repurchases researched in this study were conducted during the Covid-19 pandemic in mono brand stores, but not under lockdown.

Serlen (2014) and Huulgaard (2015) argue that the luxury lifestyle industry changed during the 2008 financial crisis with higher barriers to entry and greater emphasis on authenticity and a higher complexity than normal for the luxury lifestyle industry.

These claims could be a product of a slower than expected recovery for the industry or illustrate a change in luxury lifestyle customer mindset during a crisis. The change of buying behaviour during the 2008 financial crises was noticeable to Bang & Olufsen, according to Huulgaard (2015). The buying behaviour during, and after the 2008 financial crises might have lead Bang & Olufsen to strengthen the brand positioning by more emphasis on sales and marketing in controlled branded environments like mono brand stores, according to Huulgaard (2015).

Laato, Islam, Farooq, and Dhir (2020) study suggest that the Covid-19 pandemic did result in unusual retail buying behaviour such as hoarding. The conclusion of the study shows a relation between self-isolating and unusual purchase behaviour. This is supported by Song, Yao, and Wen's (2021) study of customers during the Covid-19 pandemic, which suggest that increased sadness resulted in 'comfort purchases'. Comfort purchases are defined as where the customer purchases for the reasons of comfort, feeling safe, and entertainment. The same study also suggests that customers are more reluctant towards marketing during the pandemic due to excess information.

Du, Yang, King, Yang, and Chi (2020) also suggest a change in buying behaviour during the pandemic, whereas an increase in fear based online searches led to a perception change, and eventually to a change in buying behaviour. The change was not only hoarding and comfort buying, but also panic-buying the irrational action of buying goods that you may not need, for the sake of having them. Changes was also seen in home equipment such as Bang & Olufsen. Bluebell's (2020) statistics on Singapore retail during the first six months of the pandemic suggested that Singapore lost more than half of it's retail revenue, and mono brand stores were the hardest hit of all types of distribution channels.

Prentice *et al., (2021)* suggest that the change in buying behaviour during the pandemic might be deeper and more profound. The change should lead to a larger marketing communication effort to communicate brand values, as well as increased market research for a brand to assure a positive reaction to the market conditions the pandemic brings, according to Prentice *et al., (2021)*. A more profound change in customer dynamics would add to the value of this research. More research than usual could be needed to understand and propose new marketing initiatives.

The literature on the Covid-19 pandemic and other crises reveals a possible change in buying behaviour during crises, and a possible change in customer dynamics and relation to the brand during the Covid-19 pandemic. The existing purchase literature further suggests that consumption experience and behavioural science are connected to brand-related activities (Holbrook, 2018). In response to a possible change behaviour during the pandemic, a deeper understanding of brand perception and the role of brands in relation to repurchases are reviewed.

2.7   Branding in the luxury lifestyle category

According to Euromonitor's lifestyles survey almost half of all affluent and wealthy respondents in 2021 claims that they prefer to purchase from a brand where they are aligned with the brand values, according to Zhang (2021). Bang & Olufsen consider themselves as a brand with healthy values, according to Christensen, (2020). However, Bang & Olufsen should be changing brand tactics and are not currently able to fully use leverage of its brand equity, continues Tear and Christensen, (2021). Branding is an inevitable part of consumer behaviour in the retail sector (Mitchell and Balabanis, 2021). Brands plays a valuable role, and enrich consumers life with several psychological benefits (Keller, 2021).

This section will review the definition of a brand, and the relation to the research question.

2.7.1 What is the purpose of a brand?

A brand, according to Aaker (1993), is a name and/or symbol that is intended to identify the goods or service. The definition continues and suggest that the purpose of a brand is to identify the goods or service of a seller or groups of sellers and differentiate from competitors. "An intangible, symbolic marketplace resource, imbued with meaning by stakeholders and the broader context in which it is embedded that enables users to project their identity goal(s) to one or more audiences", is the another definition of a brand by Beverland (2018, p.9), while De Chernatony and Dall'Olmo Riley (1998) suggest that a brand consist of nine elements: Functional capability, symbolic feature, service, distinctive name, ownership, shorthand notation, legal protection, risk reducer and strategic direction. According to De Chernatony and Dall'Olmo Riley (1998) a brand starts with a distinctive name and the functions of its products to be recognized by customers. Then the brand build relationship with its customer via product quality and service. The goal or purpose of a brand is being associated with a unique value-added model that can facilitate a rapid customer choice.

2.7.2 What is brand equity?

Aaker (1993) defines brand equity as comparable with financial assets and liabilities. Brand equity is directly linked to a brand and should be managed to create value. Aaker's (1993) definition of brand equity combines perception and behavioural factors such as; brand awareness, brand association, perceived quality, degree of loyalty (towards the brand) as the combined value of brand equity, while (Gupta, Gallear, Rudd, and Foroudi, 2020) explain the characteristics of uniqueness as the leading indicator of brand equity. Gupta *et al., (2020)* further explain that the value of brand

equity is merely based on a unique differentiation strategy, and therefore must be recognizable as the most important point. This is supported by Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018) who explain that the value of brand equity is the immediate recognisable a brand gives a product. Pedeliento, Andreini, Bergamaschi, and Salo, (2016) study suggest that the mere attachment to the brand, is the brand equity and therefor the value of the brand. De Chernatony and Cottam (2006) define brand equity with broader narratives such as a combination of loyalty, reputation, and identity.

The value of brand equity is a competitive advantage, according Khoshtaria, Datuashvili, and Matin (2020). By that rationale Khoshtaria *et al., (2020)* believes that brand equity is multi-dimensional and predominately a marketing exercise to communicate, interact and dictate customer perceptions.

2.7.3 What is brand loyalty?

A study by Wang and Foosiri (2014) states that brand loyalty is the quality of the product along with excellent customer service is at the core of brand loyalty. The study concludes that brand loyalty is a direct result of quality of product and excellent customer service. In another paper by Aaker and Express (1996), brand loyalty is described as the core of brand equity, a barrier to entry for competitors, a platform for price premiums, and a measure above normal competitions parameter such as price and value. Keller (2020) emphasis also on the significance of brand loyalty, particular in categories with higher price points such as the luxury lifestyle category.

González-Mansilla, Berenguer-Contrí, and Serra-Cantallops (2019), Westhuizen, (2018) and Liu, Wei, and Zhang (2018) supports this definition of brand loyalty, while González-Mansilla *et al., (2019)* explains further that brand loyalty can be broken down into two main categories; the first directly relates to consumer's perception of brand

image and brand equity, and the second links behaviour and benefit of brand loyalty in the luxury lifestyle industry.

Van der Westhuizen (2018) and Liu, Wei, and Zhang (2018) defined brand loyalty as the behaviour of repurchasing an existing preferred product or service uninfluenced. Regardless of encouragement to purchase alternative brands, the customer will continue to purchase the brand to which they are loyal.

Several studies suggest that brand loyalty is the degree of a consumer's emotional attachment to a brand Aaker (1993) and Lin, Wang and Chang, and Lin (2019). These studies suggest that brand identification results in brand loyalty and therefore identification is the ultimate community commitment for a brand. Pedeliento et *al.,* *(2016)* concurs and suggest that brand attachment and product attachment are the most influential matters for band loyalty.

Merk and Michel (2019) suggest that a leading factor to create brand loyalty is the creation of exceptional in-store experience. According to Merk and Michel (2019), the luxury lifestyle industry has been encouraging brand orientation rather than consumer orientation to create loyalty, whereas Liu, Li, Mizerski, and Soh (2012) describe brand loyalty as based on both product related and non-product related characteristics. Song, Hur, and Kim (2012) suggest that the brand effect is not enough to build brand loyalty, and that brand management with emphasis on trust is the most important to factor in building the long-term relationship that are necessary for brand loyalty. Brand loyalty may be important when exploring the research question of why customer repurchase. While the criteria Cervellon, Poujol, and Tanner (2019) and Salem and Salem (2019) of brand loyalty are not always met in second purchases (repurchases) there might be need to explore further how the repurchase influences brand loyalty and if the repurchases is step towards brand loyalty.

A benefit of brand loyalty are according to a study by Salem and Salem (2019), the ability to make conceptual or predictive models of purchase behaviour and intentions, while another study by Serlen (2014) suggest that the benefits outweigh the costs of brand loyalty.

Cervellon, Poujol, and Tanner (2019) support that the purpose of brand loyalty for the brand is not (only) a single-sell episode, but a focus on the customers lifetime value. Brand loyalty should be the base emphasis on the relationship with the customer. Hence, every customer is important and should be treated as part of a long-term relationship. This relates well with Bang & Olufsen's internal statistics which show that customer who does not repurchase with three years from first purchase, rarely purchase again.

The brand section of the literature review showed that Bang & Olufsen has all characteristics of a brand, and that branding plays a role for repurchases. The significance of brand loyalty and the relation to repurchases is apparent according to the literature.

The next section relates to the concept of mono brand stores, and how a mono brand store may influence a repurchase decision as part of the research questions.

2.8   Mono brand store

This section will explore the advantages and disadvantages of mono brands stores for customers and for the brand. Bang & Olufsen's mono brand stores remain the largest (by sales) channel, and a key driver of both revenue and brand experience, according to the 2021 financial report by Tear and Christensen (2021). Tear and Christensen (2021) continues to suggest that most of the growth in financial year 2020/2021 came from the

456 mono branded stores worldwide. Gaitán, Peral, and Reina-Arroyo (2021) study suggest that mono brand store general characteristics differs from multi brand stores.

2.8.1 Advantage of mono brand stores

The justification and priority for the added cost of building and operating a mono brand store, as opposed to alternatives like online or multi brand channels, is a discussion point for Bang & Olufsen, according to Andersen and Clausen (2018). One study of Bang & Olufsen by Bundgaard and Huulgaard (2019) claims that the service level as an important part of the quality experience. This study continues to suggest that the level of service at mono brand stores is superior to any other distribution channel type.

The general advantages of a mono brand store for luxury lifestyle brands are listed as higher level of service, brand experience, aspirational environments, authenticity of the brand and sales performance, according to Andersen and Clausen (2018), Bai (2018), Onyusheva (2017) and Bundgaard and Huulgaard (2019).

Bai,'s (2017) study encourages mono brand stores in the luxury lifestyle industry due to an assumed positive connection with the brand perception. This study on retailers suggest that the mono brand stores are indispensable and non-replaceable for the industry. The study concludes that brick and mortar stores are the best way to protect against counterfeit.

Onyusheva's (2017) study speaks highly of the concept of physical stores for branded experience, however it also claims that most transaction will be online or semi-online such as (click-and-collect where a customer buy online, but collect from a brick and mortar). Onyusheva (2017) suggest that a mono brand store is widely used to draw positive attention via marketing and walk-in traffic while being great at allowing the customer to interact with the luxury lifestyle product in an emotional manner.

Lottersberger (2013) supports this with a case study on mono brand stores and advocate heterogeneity in distribution as an essential for worldwide expansion of a luxury lifestyle brand. Branded instore experience reflects the brand image and can be replicated internationally, and in areas that are not familiar with the brands desirable attributes, according to Lottersberger (2013). Lottersberger (2013) study also weighs emotional and sensory experiences through variety in products assortment and through interior and architecture in a mono brand store. The existence of a mono brand store is deemed essential; product, services and physical environment must be consistent. Interior must emphasise the products positive qualities and location must be prime.

Wagner, Wilson, and Vescovi (2015) find the necessity of exclusivity in distribution of luxury lifestyle brands to be essential when transforming a sale of a product into a broader branded experience. The study supports the idea that the luxury lifestyle must take control of distribution and develop the branded store concept and distribute only carefully if using external partners (distributors). This study also supports the idea of mono brand stores as an important part in the communication and interaction between brands and customers.

Mono brand stores should be, according to Wagner *et al., (2015)*, a combination of functional qualities and psychological qualities. A mono brand store must reinforce the brands intended image, continues Wagner *et al., (2015)*. A mono brand store is a combination of tangible and intangible attributes that influence customer perception. Such branded space can move a customer from a simple functional purchase to a value associated purchase. A mono brand store is the key for such interaction and communication.

Mono brand stores and physical spaces give a broader authenticity in the minds of customers, according to a study by Mody *et al., (2019)*.This is particularly relevant in

the luxury lifestyle industry whereas where brand perception is often as important as the products functionality for purchase intentions. Mody *et al., (2019)* argue that authenticity is a multidimensional construct with two key ingredients: originality and genuineness. This notion of authenticity is the degree to which a brand is considered original and genuine, or unique and not derivative, and the brand must be truthful to what it claims to be.

Another interesting study by Sullivan and Hyun (2016) shows that two-thirds of customers buying luxury lifestyle products online had some sort of interaction with the brand in a physical store. As such, the mono brand experience is not only important in the purchase process, but vital in the customer journey of search and selection of products. The need to understand the customer journey between mono brand stores and online is more important than ever, conclude Sullivan and Hyun (2016).

Jin et *al. (2019)*, Merk and Michel (2019) and Alazzawi, Farcuta, and Thunman (2012) researched the influence of quality staff in luxury lifestyle mono brand stores. Jin *et al., (2019)* suggest that the educated staff plays a role in purchase intentions. The study aims at a segment of younger customers and concludes that there is a positive impact on purchases with educated and dedicated mono brand point of contact staff. A study on mono brand stores and instore experience by Alazzawi *et al., (2012)* lists cleanliness of great importance for the perception and impact of luxury lifestyle mono brand stores, This study again list staff performance first and foremost as impactful and most important. Secondly, the appearance of staff in the mono brand stores and the interaction are impactful. The customers associate the staff and staff behaviour with the brand perception. Thirdly, the interior and how the products interact with customers in relation to the physical space are important for a positive perception.

Wang and Foosiri (2014), Bai (2017), Godey, Lagier, and Pederzoli (2009) and Ilonen, Wren, Gabrielsson, and Salimäki (2011) study the impact of several different types of distribution channels, and not only mono brand stores. Wang and Foosiri (2014) support the importance of mono brand stores for a luxury lifestyle product and continues to suggest that different type of customers may purchase in different types of outlets. Hence a brand will be limited in the type of customers it can attract, if it limits the type of outlets that offer the products. The more type of outlets, the better.

Bai (2017) also supports this claim and lists several types of stores such as mono brand stores, shop in shop, concessions shops, pop-up stores, factory outlets and tax-free stores as possibilities, also indicating the more type of channels, the better. Another study by Godey *et al., (2009)* explains the recent development in distribution types for luxury lifestyle. The traditional model with controlled distribution and mono brand stores may still preferred. Whereas recent and less controlled distribution types are only successful for established luxury lifestyle brand. Other types could be department stores, multi brand stores and aggregated online websites as a suggested environment of a less controlled distribution.

All the above studies imply that a strong mono brand store experience cascades the brand perception down to other and less branded types of channel types positively. The trickledown effect of the mono brand stores does not often appear in analysis by brands, and therefore the significance of the mono brand store can be misjudged in relation to repurchases.

2.8.2 Disadvantage of mono brand stores

The cost of creating and operating mono brand stores is typically higher than any other channel and is the main disadvantage of mono brand stores in the luxury lifestyle industry. Ilonen *et al., (2011)* suggest that it is unlikely that future brands will solely have their own distribution, the brand needs big financial strength to make mono brand stores profitable. The study highlights the halo effect of mono brand stores whereby the positive environment of mono brand stores positively trickles down to independent distributors is also being used as a form of brand control of the distribution.

Other disadvantages of mono brand stores researched by Onyusheva (2017) and Guercini and Milanesi (2015) evolve around the fact that mono brand stores are not able to present a number of different products, competing brands and alternatives across categories. On site alternatives can be beneficial as well as pose a competitive threat (Onyusheva, 2017). The customer in multi-brand store will typically have more choices and opportunity to mix and match, and that will typically attract a different segment of customers than who goes to mono brand stores, according to Onyusheva (2017). The study concludes that some luxury lifestyle brands will have differentiated customer base, particularly age-based, and where some customers are attracted by certain interior setting such as music and interior-design, others may be more attracted to the exclusivity and the focus of a branded experience in mono brand stores. The same study touches on online commerce and makes the argument that still more than half of customers prefer to inspect a product physically, if given the choice, prior to making the final purchase decision. The study concludes that some consumers simply prefer to shop in a less intimidating space with the possibility of a direct comparison with similar products from competitors.

Guercini and Milanesi (2015) list other disadvantages of mono brand stores in overseas markets, and the risk for a luxury lifestyle brand. Operating a mono brand store retail operation requires manpower resources on a continuous basis. Having a mono brand store may also cause conflicting internal questions such as promotion versus branding, supply chain of deliveries and margin distribution between brand companies and mono brand stores. The relationship to other distribution channels such as online is also discussed as a possible disadvantage. Zhang (2021) agrees and suggests that prior to the Covid-19 pandemic a mono brand stores were mostly an advantage, but during the pandemic an mono brand stores was a disadvantage during lockdown, and omni channel were a necessity. A disadvantage of mono brand stores is apparent in this study too, as the researcher could not interview staff at work due to them working from home.

The literature review of mono brand stores suggests that they have a possible influence on purchases. The influential factors for repurchasing in a mono brand store are mainly the overall brand experience, customer service and interactions. The next section presents a critical review of mono brand store marketing specific in relation to repurchases in the luxury lifestyle context.

2.9   Mono brand store marketing

A literature review of the business to consumer (B2C) marketing suggest that social media, brand experience and communication are important parameters for repurchases in mono brand store settings (Jin, Seock, and Hunt-hurst 2019; Wang, Luo, and Lee 2019; Martín-Consuegra *et al., 2019)*.

As shown in Figure 4, Bang & Olufsen Singapore relies on staff initiative of customer relationship management (CRM) to enhance dynamic customer interaction with first time customers as the first step of Customer of Life. The Customer of Life programme

is designed to increase the customer lifetime value (CLT) from the first mono brand store purchase through repurchase with marketing communication as the main tool.

Luis-Alberto, Angelika, and Juan (2021) suggest that marketing communication makes long lasting impressions on consumers. Keller (2020) explains that communications from brand to consumer are the lifeblood of any brand. Martín-Consuegra *et al., (2019)* study agrees and supports the idea that marketing communication has the largest function for purchases in the luxury lifestyle industry. Sharda & Bhat (2018) and Salem & Salem (2019) suggest the concept of marketing communication are best served with a unified marketing effort manifested centrally such as from a mono brand store.

Bang & Olufsen (Tear & Christensen, 2021) has in recent years heavily invested in improvement of digital marketing communication such as social media/influencer marketing, and digital communication channels such as email marketing (CRM) to improve sales performance. The need for digitalisation of the CRM system, the role of social media marketing and the recent trends of mono brand store marketing such as big data computing and sustainability position are reviewed as follows.

2.9.1 The need for digitalisation of CRM marketing for mono brand stores

According to Bang & Olufsen's annual report 2021 (Tear and Christensen, 2021), digital marketing activation to existing customers, digital service and digital demand creation are at the forefront of important initiatives. Malter *et al., (2020)* suggested that the customer relation marketing (CRM) has positively increased influence on consumer spendings. Bai (2017), Sharda and Bhat, (2018) and Salem and Salem, (2019) identified direct communication as a tool to stimulate purchase and sales performance. Other studies by Wang *et al. (2018)* and Chen, Wang, Zhu, and Lian (2020) suggests that stimulating purchase intention for luxury lifestyle products should move focus from product (features) to customer communication. Technology advances in marketing

communication are at the forefront of Bang & Olufsen distribution strategy, according to Tear and Christensen (2021). The chairman of Bang & Olufsen Juha Christensen initiated a separate technology committee for the brand in 2019. Recent observations suggest that technology has improved the direct digital communication and complemented physical store interaction (Malter, Holbrook, Kahn, Parker, and Lehmann, 2020). Wang and Foosiri (2014), Du et *al., (2020)* and Lang, Zhang, and Zhao (2018) suggest that technology advances plays a role in purchase decisions for luxury lifestyle products mostly due to efficiencies in direct communication channels. A study by Bai (2017) lists that the growth and advancement of technology has eased the eased communication of marketing and shopping as a positive factors for purchase intentions in a mono brand setting. The next section will review the role of social media for luxury lifestyle brands as part of the marketing mix.

2.9.2 Social media marketing for mono brand stores

Bang & Olufsen aims to strengthen customer satisfaction through new signature experiences which will elevate the brand and product proposition throughout the social media and other digital platforms, according to Tear and Christensen (2021). The rise of social media marketing and content marketing in luxury lifestyle marketing is an apparent and enormous part of marketing tactics, according to Kizgin, Jamal, Dey, and Rana, (2018). Sullivan and Hyun, (2016) agree and suggest Facebook has the ideal marketing channels to reach, segment and target customers for mono brand stores. Kamboj, Sarmah, Gupta, and Dwivedi, (2018) agree and suggest that the luxury lifestyle industry's use of social media consists of two important factors: community and socialness. It is further suggested that customer participation on social media creates trust. Kamboj *et al., (2018)* concludes that trust in a brand lead to several positive influences for purchases. Jin *et al., (2019*) further explain that social media marketing and other social interactions are particularly linked to brand perception and

the desire to repurchase, while Martín-Consuegra *et al. (2019)* in a large study of the luxury lifestyle industry mono brand stores, suggest purchase intentions consist of the following; the materialism (the actual need for the use of the product), influences purchase intentions across all the different platforms such as social media, mono brand stores or branded spaces, and influencer image marketing. Furthermore, the study suggests that conformity across channels touch points (same perception wherever you 'meet' the brand) is of great motivation in purchase decision, and the brand status must be communicated across platforms to motivate purchase intentions. Jiménez-Castillo and Sánchez-Fernández (2019) research on digital influencer marketing and the influence on consumer behaviour in a mono brand store. Jiménez-Castillo and Sánchez-Fernández, (2019) presents a hypothesis that links digital influencer marketing directly with brand management, expected value and the intention to purchase. This study demonstrates that social media marketing directly influences the intention to purchase branded goods in mono brand stores. The next section will review two important trends for improvements of mono brand luxury lifestyle marketing.

2.9.3 Marketing improvements for mono brand stores

The marketing improvements will be led by the consumer (Kotler, 2011). Chen, Wang, Zhu, and Lian (2020) explains the importance of improvements of a unified marketing strategy of all touch points for a luxury lifestyle brand, and the omnichannel (the seamless and effortless, high-quality customer experiences that occur within and between contact channels) as important parameter for purchase intentions. Sheth (2020) suggest further that marketing improvements should create value for the consumer foremost. This section will review two trends recently employed by Bang & Olufsen mono brand marketing; big data and sustainability stands.

Big data means to analyse, systematically extract information from, or otherwise deal with data sets that are too large or complex to be dealt with by traditional data-processing application software (Bai, 2018). Bang & Olufsen has recently implemented big data computation as an important analytical tool to improve mono brand store marketing strategy (Tear and Christensen, 2021; Christensen, 2020). The emerging capability of big data positively influence purchase decisions by developing a improved digital customer relationship management systems which in return can tailor unique experiences for the customers (Bai, 2017). Sheth and Kellstadt (2021) suggest that big data is the start of a new paradigm in marketing, and that customer relation management will be the next frontier to be improved as a result of the new data points.

Another recent trend in mono brand marketing is the importance of Bang & Olufsen's sustainability position (Tear & Christensen, 2021; Christensen, 2020). Sustainability communication has become a critical micro-marketing perspective for brand communication (Sheth and Parvatiyar, 2021). According to Zhang (2021) since the start of the Covid-19 pandemic customers are showing greater interest in sustainability, and a more profound impact of purchases. Bang & Olufsen is committed to reducing and improve the adverse impact on environment and the company footprint over the entire product lifecycle (Tear and Christensen, 2021; Bundgaard and Huulgaard, 2019;). Martín-Consuegra *et al. (2019)*, Athwal, Wells, Carrigan, and Henninger, (2019) and Park and Joyner Armstrong, (2019) suggest that sustainability is an important parameter for customers holistic perception of a brand. The studies suggest a relation between purchase intention and the communication of environmental sustainability. This relationship is rooted in customers self-image, perception by peers and positively impacted by strongly communicated sustainability standards. While marketing communications may differ from domestic to export markets, sustainability improvements play an important role of the overall brand perception (Sheth, 2020).

2.10   Stimuli Organism Response (SOR) framework

In the literature review of why customer repurchase and general buying behaviour, the
stimuli, organism, response (SOR) framework by Mehrabian and Russell (1974), or
variations of the SOR are often brought up.

Bigne, Chatzipanagiotou, and Ruiz (2020), Jacoby (2002) and Kamboj, Sarmah, Gupta,
and Dwivedi (2018) suggest that the SOR framework is appropriate for behavioural
science in the field of marketing for consumer goods.

Kamboj *et al., (2018*) further elaborated and found a use of the SOR framework specific
for study of marketing, brand and brand loyalty, while Bigne's *et al., (2020)* study on
consumer purchase decisions use the SOR framework to illustrate environmental factors
leading to a cognitive state, and further to purchase intention much like the intention of
this study.

The SOR framework or theory was first presented by Mehrabian and Russell (1974),
suggests a process or sequence of how environmental factors can lead to a certain state
of mind, and then prompt a behavioural response.

Figure 6 Mehrabian and Russell (1974) SOR framework for enviromental psychology
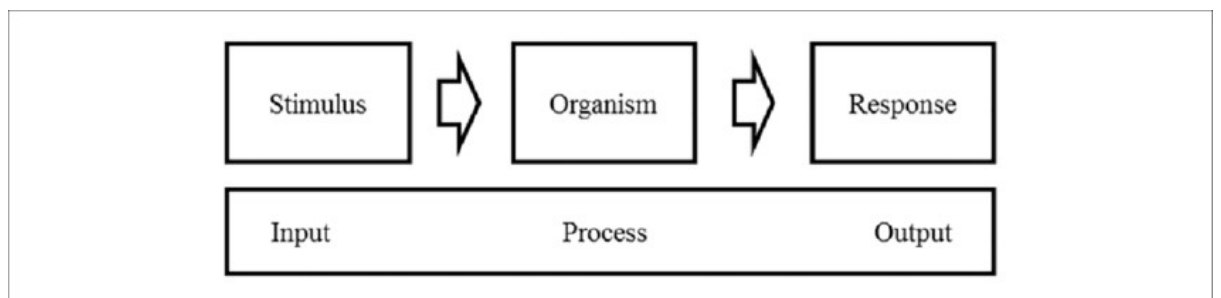
Mehrabian and Russell (1974) explain that stimuli should be understood as how an
environment is perceived by a customer at a specific point in time. They are often

describe as a package of several inputs triggered by external factors such as adverts, logos, store enviroment and such.

The organism is the individual cognitive state as a result of stimuli, including prior and current experience. Organism are subcategorised into three categories; pleasure, arousal and dominance. Pleasure is defined as positive or negative feeling, arousal is defined as feeling state, they applied primarily adjectives that concern mental activity and dominance is defined as to feelings of control and behaviour restrictions caused by physical or social barriers (Mehrabian and Russell, 1974).

Response represent avoidance or approach as the result and is the action that is a result of the organism, as according to Mehrabian and Russll (1974).

Later Jacoby (2002) adapted the SOR framework into a more holistic framework with more datapoint, and with less sequence of the datapoints. The themes in this adaptation were now overlapping categorise into a Venn diagram.

Figure 7 Example of Jacoby 2002 adaptation of the SOR framework
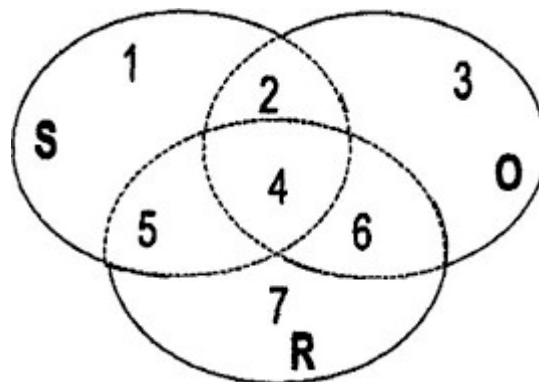
This study chose the orginal SOR frameworks brought forth by Mehrabian and Russell (1974), rather than Jacoby (2002) adaptation.

This process is consistent with conventional behavioural science models (Mehrabian and Russell, 1974). The broad purpose of the research framework is to identify triggers, as per customer perception, that eventually leads to repurchases.

However, this research's findings suggest a sequence of triggers leading to state of mind, that then leads to a reponse, rather than an holistic none-sequentual process with overlapping themes. The triggers indentified in this study would ideally be triggers Bang & Olufsen can influence, and implemented into a working practical model with a sequens of triggers that lead to the desired action of repurchase.

2.11 Summary of key references

The aim of the literature review was to present a critical review of existing literature on why customers repurchase within a mono brand store context, and also to understand the topics surrounding the research question in a broader sense. The review also resulted a more precise definition of the research gap, and the alignment of the research question.

A table (Table 1) of summary of key references has been presented for a better overview of the literature topics important for this research, the definition of the themes and the impact on this research.

The next chapter presents the methodology for this research, which a aims at collecting the primary data necessary to achieve the aim of this study.

Table 1 Summary of key references

Key bodies of literature	Key authors	Key themes in the literature	Impact on the study
SOR FRAMEWORK	(Mehrabian and Russell, 1974), (Kamboj et al., 2018), (Bigne et al., 2020)	Stimuli, Organism, Response as a concept framework for behavioural science. Suggesting that environmental factors lead to a certain state of mind, that may result in a purchase	Application of the Stimuli Organism Response framework to this study
Luxury Lifestyle	(Kassim & Zain, 2016), (Jin, Seock, & Hunt-hurst, 2019), (Leban, Thomsen, Von Wallpach, & Voyer, 2020), (Ku & Lin, 2018), (J. Park & Ahn, 2021), (Cheah, Waller, Thaichon, Ting, & Lim, 2020), (Kim, Park, Lee, & Choi, 2016), Tear & Christensen, (2021), Christensen, (2020) and Bundgaard & Huulgaard, (2019).	Luxury lifestyle definition as a category with use of social identity, status and self image of drivers for customers. The definition for the industry relates to how the industry enhances commercial interest.	Defining and set context of this study with luxury lifestyle
Branding in the luxury lifestyle category	(Chen, Wang, Zhu, & Lian, 2020), (Wang, Luo, & Lee, 2019), (González-Mansilla, Berenguer-Contrí, & Serra-Cantallops, 2019), (Mody, Hanks, & Dogru, 2019), (Aaker, 2012), (Van der Westhuizen, 2018), (Chernatony & Dall'Olmo Riley, 1998), (Gupta, Gallear, Rudd, & Foroudi, 2020), (Khoshtaria, Datuashvili, & Matin, 2020).	Definition of brand as a symbol that is intended to identify the goods. Brand loyalty and the how it can be compared to a financial asset with an advantages of embedded customer preference.	Definition and context of a brand and Bang & Olufsen brand
Hedonic vs utilitarian reasons to purchase luxury lifestyle products	(Babin et al., 1994), (Dey & Srivastava, 2017), (Ding & Tseng, 2015), (Lissitsa & Kol, 2019), (Klein & Melnyk, 2016), (Alba & Williams, 2013), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Vieira, Santini, & Araujo, 2018), (Basso et al., 2019), Ladhari, Souiden, & Dufour, (2017)	Hedonic emotional reason to repurchase based on experience or utilitarian and goal orientated reason to repurchase.	Explore the role of hedonic and utilitarian reasoning to repurchase
Purchase motivators for the luxury lifestyle industry	(Chan, To, & Chu, 2015) (Chiu, Wang, Fang, & Huang, 2014) (Yeoman & McMahon-Beattie, 2018) (Salem & Salem, 2019)(Jain & Khan, 2017), (Salem & Salem, 2019), (Ku & Lin, 2018)(Correia, Kozak, & Kim, 2018)	Why customer purchases are based on feeling unique, perceived (strong) brand image, social identity and community. Why a customer repurchases is based on uniqueness, positive feelings, social relationships and status consumption	Explore why customers purchase and repurchase in the luxury lifestyle market

Marketing	(Jiménez-Castillo & Sánchez-Fernández, 2019), (Kizgin, Jamal, Dey, & Rana, 2018), 2018),(Sullivan & J. Hyun, 2016),(Kamboj et al., 2018), Martín-Consuegra et al. (2019), Athwal et al., (2019) and Park & Joyner Armstrong, (2019)	The role of marketing in the luxury lifestyle industry is based on positive emotion and interaction from social media, self-image with sustainability and general technology advances.	Explore the role of marketing for repurchase intention
Mono brand stores	(Andersen & Clausen, 2018), (Bai, 2018), (Onyusheva, 2017) and (Bundgaard & Huulgaard, 2019) Bai, (2017) Wagner et al., (2015) Jin et al. (2019), Merk & Michel, (2019)	The role of mono brand stores for repurchase is largely about positioning the brand, interaction with the customer and enhanced brand experience.	Explore the role of mono brand stores for repurchase intentions
CoVid-19 pandemic	(Huulgaard, 2015) (Laato, Islam, Farooq, & Dhir, 2020) (Song, Yao, & Wen, 2021), Prentice et al., (2021), Du et al., (2021)	Covid-19 leads to unusual repurchase behaviour with comfort buying, and general unusual behaviour.	Explore the situational context of repurchasing during the Covid-19 pandemic
Singaporean Asian context	(Jackson, 2020) (Beugelsdijk & Welzel, 2018) Zhang & Zhao, (2019) and Ruan, Xu, Li, & Liu, (2018)	Singaporean Asian context plays a role in buying behaviour whereby purchases can be used as status in society. Excess cash in Asia.	Explore the role of geographical and cultural reasoning to repurchase

3 Methodology

3.1 Introduction

The researcher started from a practitioner standpoint to contribute to Bang & Olufsen's strategic plan, and as an academic researcher to contribute to theory. This study aims to answer the research question through empirical research and builds on the frameworks suggested in the literature review.

The chapter will start by explaining the research paradigm specific to this researcher within the context of this study, and the chosen method in relation to alternative research paradigms considered. Then explanations of this research's ontology, epistemology and axiology are given and their relation to this study are described. Next the research design, data collection method and sampling methods are detailed. Thereafter the data analysis strategy and approach, as well as the role of the pilot study are described. The chapter ends with an evaluation of the research quality, ethical issues and the summary.

3.2 Research Paradigm

A research paradigm is the umbrella methodology and framework under which come the implication of an entire research process including methodology and method implications (Sobh and Perry, 2006).

The research paradigm is the underpinning explanation of how knowledge is achieved, and the importance of understanding the circumstances in which the research findings were discovered, explain Bryman and Bell (2019) and Saunders *et al., (2016).* Research is defined as the processes and methods of how to employ systematic observations in order to achieve knowledge, continue Bryman and Bell (2019) and Saunders *et al.,*

(2016). A research paradigm is also described as "the basic belief system or world view that guides the fundamental ways", according to Guba and Lincoln (1994, p.105). A research paradigm consists of ontology, epistemology, and methodology, continue Guba and Lincoln (1994). The most commonly used research paradigms in social science are positivism, constructivism, and critical realism, according to Sobh and Perry (2006).

The positivist research paradigm is based on the belief that reality exists and operates independently of consciousness, without feeling and preconceived values, according to Saunders *et al., (2009).* Therefore, the role of a positivist researcher is to test theories of an independent world, and confirm or reject laws, according to Bryman and Bell (2019). Social science and business studies might be far too complex for positivism as they involve reflective and complex human nature, according to Saunders *et al.,(2009).*

Constructivism on the other hand is a research paradigm that believe that the world is constructed by people, and these manmade constructions are the driving force for the research, according to Sobh and Perry (2006). Realism, the ontology of constructivism, suggest that numerous interpretations can be made to any phenomenon, and these interpretations does not produce any truth or false of such constructions, explains Guba (1990).

As one might consider positivism and constructivism as two very opposite sides of a research paradigm spectrum, critical realism may be considered in the middle. Critical realism believes that reality must be subjected to critical examination because we only experience an sensation or image of things of the real world, but not the things directly, according to (Saunders *et al., 2009, p.115).*

Ontology is the reality which the researcher perceives the world, including the assumptions of how of the world operates and the consequence of such view on reality

holds for the researcher, explains Saunders *et al., (2009)*. This research is of exploratory nature and focuses on specific HOW and WHY questions. HOW and WHY questions are consistent with critical realism, according to Yin (2014). Therefore, the position of the ontology for this researcher is critical realism. Critical realism may focus on the causal nature on the triggers that enabled a certain phenomenon to take place, according to Bhaskar (1986), which is consistent with the intention of this study to explore why customers repurchase.

The ontology of critical realism suggest that a world exists independent of our knowledge of it, and that research can shred knowledge of reasoning through observation. Only through understanding, can we change behaviour within social science, and behaviour can only be identified through the practical and theoretical work of social science, according to Bhaskar (1989).

The best way to achieve knowledge is through analysing the causes, or generative mechanisms, triggers and reasoning that originate the from the studied phenomenon, suggested by Danermark, Ekström, and Karlsson (2019) and Martin (2016). Researcher will need a holistic understanding of different layers to succeed. Critical realists achieve knowledge through "examination of the conditions, possibilities, nature", continues Danermark *et al., (2019, p. 209)*.

Critical realism supports the idea that there is a reality independent from the mind of the observer but argues that what individuals experience is the image of that multi-levelled reality, and not reality itself, according to Danermark *et al., (2019)*.

Danermark's *et al., (2019)* claim is consistent with this researcher belief and believed to be the best way to approach the research question and the aim of the study to investigate repurchase motivators for a certain company in a certain industry. For example, the kind

of research questions that positivism would focus more on would be tangible technical questions of WHAT, and constructivism would rather focus on descriptive HOW research questions, whereas this study's explanatory research question of WHY/HOW are in line with critical realism, according to Malhotra (2008).

The epistemology of this study is eclectic realist/interpretivist. This suggests that the researcher recognises the subjectivity when achieving knowledge in a world that exists independently of our knowledge. In social science the world is believed to be in constant change, and therefore critical realism may be appropriate for business and marketing studies where the aim is often to understand a phenomenon as a starting point and to recommend change, according to Saunders *et al*., (2009). Therefore, critical realism is suggested to be appropriate for marketing and management research, according to Sobh and Perry (2006).

Critical realism would describe the researcher's relationship with reality, and the base of the research on customers reality and their individual preferences and factors meaningful to them. The explanatory nature of this epistemological approach also may enable the researcher to understand reality by examining the generative mechanisms of the studied phenomena. This could be by providing them with a deeper knowledge of their cause-effect relations, according to Danermark *et al., (2019)*. This understanding of reality must be encouraged to triangulate in order to provide a better picture of the reality and critical realists are encouraged to use different sources of evidence or to triangulate all of the evidence, suggest Sobh and Perry (2006).

Axiology is believing that transformational change will happen by understanding the relationships between the different layers of explanation as empirical, actual and real, explains Martin (2016). Bias may very well be accounted for in relation to the researcher's values and ethics, as the researcher's interpretations are key to the

contribution. Axiology matters towards the researchers' interpretation of reality. The impact of the axiology stand could affect the type of data collected and analysis of the researcher, concludes Martin (2016).

This research should be viewed in light of the researcher's long relationship with the researched company, brand and industry. Further, the researcher has a marketing background, and a great interest in behavioural science research and marketing in the said industry. The researcher has worked his entire adult life, actually starting as a part time after-school job in his teens, until today more than twenty-five years later. He has moved to a new country six times for the company, and held various positions in sales, marketing and management as well as later years in directorship and board. In spite of the researcher's clear risk of bias in the research process, he was committed to satisfy all axiological requirements with a commitment to rigor in data collection, analysis and interpretation. The research was conducted with the true intention of resulting in a credible, useful and truthful scientific research contribution without compromising moral and ethical integrity.

3.3   Research design

Case study research is relevant when HOW and WHY questions are investigated, explains Yin (2014). This research's focus is on why and how, and it also has potential to collect in depth information of a given phenomenon within its context. The use of a case study format requires multiple sources of evidence, a chain of evidence and an explanatory nature, continues Yin (2014). Case studies conducted in business research usually adopt interpretive or critical realist philosophical underpinnings (Rashid, Rashid, Warraich, Sabir, and Waseem, 2019).

Case study research methods are often used when researching the phenomenon within its naturally occurring context, continue Rashid, Rashid, Warraich, Sabir, and Waseem (2019), and this is often used in business research within a specific context such as a single company, a location or a department with specific focus. A case study is different from statistical analysis and deductive hypothesis testing (Yin, 2014) by being defined as "an empirical enquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident" (Yin, 2014, p.13). A case study allows the researcher "to retain the holistic and meaningful characteristics of real-life events" as these events are examined in their respective contexts, explains Yin (2003, p.2).

Some characteristics of case studies are often criticized as weaknesses because the study context may limit the applicability of the study for other situations or companies. However, this method captures in depth understanding that can be hard to achieve by other methods as the research aim. When adopting a case study design grounded in critical realisms, the transferability of findings is bound by analytical generalisations rather than statistical generalisation. Analytical generalisation is concerned with comparing empirical data with theoretical propositions, while statistical generalisation focuses on comparing empirical data with the wider population, according to Yin (2014).

The approach of this research is retroduction or moving backwards. The method of retroduction is not as formalized as a mode of inference compared to deduction, induction, and abduction, explain Danermark, Ekström, and Karlsson (2019). This study adopts a retroductive research approach which is informed by critical realism. Retroduction focuses on moving backwards, on examining a given social phenomenon by understanding what its triggers or reasoning are, according to Bhaskar (2013). Case

study research often adapts a retroductive approach that is different from a deductive approach, as a retroductive approach not only tests existing theory, but also diverges from purely inductive reasoning as theoretical propositions in this research. A retroductive approach differs from an abductive approach where the researcher will not conduct the research with an existing theory. The analysis of this research is retroductive, whereby the researcher starts with theory and expands the theory based on analysis of the research findings. Retroduction is a research approach combining deduction and induction. In depth interviews are effective methods to collect qualitative data and are particularly suited for case study research (Yin, 2014).

Yin (2014) suggest six different sources to be employed in a case study as valid sources of evidence: Documentary information, interviews, archival records, physical artefacts, participant observation and direct observation. A case study can rely on multiple sources of evidence using theoretical prepositions to triangulate them. This study relies on in depth qualitative interviews from two types of sources of data collection within a set context of intern company document and statistics. Qualitative data "is a source of well-grounded, rich descriptions and explanations of processes in identifiable local contexts", according to Miles and Huberman (1994, p.1).

The data collection is mono method of semi structure remote audio interviews, cross sectional as a snapshot of time. This research design (Crotty, 1998, p.95) allows the researcher to understand what the customers "directly see, experience and stand in the customer's shoes". What we directly experience is to see and learn without imposing bias from previous contributions. The researcher's choice of qualitative research does not only require a certain skillset from the researcher in the interview and data collection phase, but also heavily relies on skills in the analysis and conclusion phase (Merriam and Grenier, 2019).

In depth interviews give the researcher an opportunity to immediately respond and adapt to emerging themes, clarify unclear information and pursue relevant themes. It also allows for questions that did not work well to be changed once the unwanted characteristics are established, according to Miles, Huberman, and Saldana (2014). This is in addition to observation of none-verbal communication and adjustments for any other type of accuracy. This type of data collection deals with quality. It is descriptive rather than numerical, harder to measure, and mainly concerned with gaining insight and finding underlying reasons for the motivational factors to repurchase. The interviews were informal, conversational and, at times, casual. The researcher allowed the flow of the interview to dictate its direction. To maintain a certain standardization for better analysis, the researcher did prepare a series of open-ended questions for all participants, this is also known as a semi structure (Miles *et al.,* 2014). There is a pitfall in using in depth interviews to collect data; the researcher risks collecting data that is not usable in the analysis, according to Walliman (2006), or not collecting enough data (known as data exhaustion) for the analytical process.

The choice of in depth semi structured interviews for qualitative data collection was due to the exploratory element of the desired contribution. Saunders *et al., (2016, p. 394)* suggest that exploratary requires us to place our usual understanding in abeyance, and have a fresh look at things (Crotty, 1998). Qualitative research can offer a valuable lens in international marketing research (Andriopoulos and Slater, 2013), and the same study continues to state that qualitative research remains under-represented in international marketing studies in general, yet qualitative methods have become more popular in the last decade. The alternative data collection method considered was a quantitative online questionnaire based on a fact-based approach with close ended multiple choice questions. Quantitative data collection deals with values and numbers and making the information measurable for statistical analysis and conclusion. The use of statistics

often gives the participants a more certain perception of credibility and is generally viewed as more reliable and objective, according to Walliman (2006). Quantitative online questionnaires usually use a larger sample size and therefore allow for a greater number of responses with statistical certainty. In addition, unlike the chosen qualitative method, it does not depend on the researcher's interview skillset, nor is an online questionnaire as likely to be influenced by language barriers, cultural differences and geographical distances. The research would conduct close ended questions online and only allow for a number of specific answer options, i.e. a multiple choice questionnaire.

While any type of data collection is expensive and resource-intensive, the appropriate data collection method will allow for high quality data to be gathered. It will result in less errors and unwanted bias and eventually result in higher quality conclusions.

3.4   Data collection

Data collection is a process of gathering and measuring information of interest in an established systematic fashion and vital for the validity of the research. In this type of research, the primary source of data collection is the researcher as a person, as the researcher will personally collect all data when describing qualitative data collection by in depth interviews, according to Merriam and Grenier (2019).

Data was collected via remote audio call in depth interviews as such are useful in explanatory studies (Saunders *et al., 2016)*. The semi structure allowed the researcher to probe and discover emerging themes. The questions were few, but of major themes and the researcher was let the conversation flow (Miles *et al., 2014)*. The interviews continued until collection of new data did not provide any more useful information (Galvin, Suominen, Morgan, O'Connell, and Smith, 2015). The desired sample was (n = 8-12) depending on data saturation and ended with twelve customer interviews and

three staff interviews. Theoretical saturation was achieved after eight customer interviews and at the second staff interview as no more themes appeared in the data. The researcher carried out all scheduled interviews to assure data saturation (Flick, 2020).

The subject of data saturation in qualitative research is debated, and suggested as when an observation introduces no new information with additional interviews, according to Lowe, Norris, Farris, and Babbage (2018). However, an observation that introduces no new themes does not necessarily imply 100% saturation and therefore it cannot be claimed that saturation has been reached. There is no one-size-fits-all indication of reaching data saturation, suggests Nelson (2017). However, with thematic analysis of a qualitative interview and where saturation has been reached with the data sufficiently covering themes of interest, and when further collection does not bring new relevant information, which is reached on a test model of twelve interviews, according to Fofana, Bazeley, and Regnault (2020).

3.5   Qualitative interviews over the phone

The choice of in depth interviews via remote audio call was the not the primary choice of the researcher, but rather an outcome of the Covid-19 pandemic situation at the time of the study. However, when researching remote audio call phone interviews (Saunders *et al., 2016, p. 421*), it appears that the method offers a number of advantages in terms of speed and cost of data collection and still reports successful outcomes.

Saunders *et al., (2016)* suggest that more context is needed for phone interviews, that the participants are more like to ask for clarification or repetition of questions, that the participants were more likely to ask if the response was adequate, and that they are overall shorter in duration than face to face interviews.

However, the remote audio call method for data collection also has potential disadvantages when collecting qualitative data (Saunders *et al., 2016*). With less personal contact the researcher may not be able to explore non-verbal response and meanings. This is more likely to become feasible once trust has been established and particularly important when you ask the sample for rich and in depth accounts.

3.6 Triangulation

Relying completely on a single source of evidence, despite providing a potential causal explanation of the studied phenomenon, may lack the necessary scope to gain an in depth understanding of the chosen case (Yin, 2014). The definition of triangulation requires more than one method or source of data in the study of social phenomena, according to Bryman and Bell (2007). Triangulation is defined as application and combination of several research methods in the study of the same phenomenon, continue Bogdan and Biklen (2006). The purpose of triangulation is to give the researcher a more holistic result, the sources leading to the creation of converging lines of enquiry capable of enhancing findings' trustworthiness, and to reduce possible biases associated to findings' interpretation, according to Yin (2014). Triangulating empirical evidence may enable the creation of a network of cumulative evidence capable of answering the research questions of the study, according to Goffin, Åhlström, Bianchi, and Richtnér (2019). This research uses triangulation of two different interview sources as well as internal documentation and statistics for context. Data obtained from different sources is consistent with the critical realist mode of inquiry as it allows to capture of a more accurate picture of reality, explains Martin (2016).

3.7   Purposive sampling procedure

Purposive sampling was chosen because qualitative samples tend to be purposive rather than random, suggest Miles *et al., (2014)*. The segmentation was merely based on the purchase history, and not a demographic or arch type segmentation, because this is how Bang & Olufsen segmented customers that had already purchased on a prior occasion. According to Miles *et al., (2014)*, if you have a clear focus for selecting, purposive sampling is encouraged for in depth data collection.

Purposive sampling is popular in marketing qualitative research, explains Robinson (2014). The sample for this research is based on repurchase data from a point-of-sales-system-software at Bang & Olufsen mono store at Grand Hyatt hotel Singapore, this mono store was chosen because it is the biggest sales performing sales outlet for Bang & Olufsen. Consistent with the case study design format and consistent with the critical realist strategy (Danermark *et al., 2002*; Yin 2014) of inquiry, purposive sampling was selected as a sampling strategy. The triangulation of the data collection was sampling from customer who had just repurchased and staff from the mono brand store where the customer repurchased.

Purposive sampling is by nature vulnerable to errors in judgment by researchers because it offers a low level of reliability and high levels of bias, and could in some situations lead the researcher to attempt to control the selection process of the sample, according to Miles *et al., (2014)*. There could be situation where the data collected will not have the ability to generalize research findings. Qualitative research is not statistically representative form of data collection and are therefore not appropriated for predictive models because it can be difficult to replicate results. The method relies upon the experience of the researcher ability to connect with the sample, provide the good question and researchers' bias (Saunders *et al., 2016)*. The contribution can be difficult

to present and interpret and therefore open to criticism. This data collection method was very time consuming.

The participants demographics was Singaporean Asian and included several non-native customers who resides in Singapore, but were not of native Singaporean decent.

The first type of participants in this sample were repurchasing customers. Twelve participants were interviewed with the demographics shown in Table 2. All participants resided in Singapore at the time of the research, and all made the repurchase in the mono brand store during the Covid-19 pandemic, not under lock-down, but during normal opening hours and under the terms of the Covid-19 pandemic. The sample was selected by repurchasing customers in chronological transaction order from most recent repurchase transaction and backwards. Criteria of selection is merely based on repurchase from Bang & Olufsen mono store at Grand Hyatt, Singapore, without further segmentation.

The other type of participants in this sample were three staff members (Table 2) at the store. All staff had served and worked during the period when the research was conducted. The staff participants were selected because they were the best sales staff at the time of the research.

Table 2 Participants demographics

Participant	Type	Gender	Age (assumed)	First purchase date	Repurchase date
1	Customer	Male	Mid-fifties	September 2015	October 2020
2	Customer	Male	Mid-thirties	October 2017	October 2020
3	Customer	Male	Late-thirties	December 2019	October 2020
4	Customer	Female	Late-twenties	September 2018	October 2020
5	Staff	Female	Mid-fifties		
6	Customer	Male	Mid-fifties	January 2020	October 2020
7	Customer	Female	Mid-forties	May 2018	October 2020
8	Staff	Female	Mid-forties		
9	Staff	Male	Mid-forties		
10	Customer	Female	Mid-forties	December 2019	October 2020
11	Customer	Male	Mid-thirties	February 2020	October 2020
12	Customer	Male	Mid-forties	December 2019	October 2020
13	Customer	Male	Mid-fifties	April 2017	October 2020
14	Customer	Male	Fifties	December 2018	October 2020
15	Customer	Female	Mid-forties	January 2016	October 2020

The interviews were conducted via recorded audio calls in Singapore in October-November 2020 and varied in duration from 27 minutes to 57 minutes, most being around 40 minutes duration for both customers and staff. The interviews were shorter than expected, supporting Walliman's (2006) statement that a characteristic of audio calling is being shorter than face to face interviews.

3.8   The interview questions

The semi-structed approach to the interviews was borne out of themes in the literature (Figure 8).

The customer interview first question is borne out of literature from Kassim and Zain (2016), Bundgaard and Huulgaard (2019), Yeoman and McMahon-Beattie (2018) and Mody, Hanks, and Dogru (2019). The question relates to the characteristics of luxury lifestyle as the literature described luxury lifestyle products as non-essential items with higher perceived quality, price point, design, history and uniqueness. The staff questions seek the perception of the customer of luxury lifestyle and the relation to the brand.

The next question relates to the first purchase with Bang & Olufsen Singapore, not the repurchase, and Correia, Kozak, and Kim (2019), Salem and Salem (2019), Ku and Lin (2018), Martín-Consuegra, Díaz, Gómez, and Molina (2019) and Jin, Seock, and Hunt-hurst (2019), suggest that luxury lifestyle purchases are largely driven by symbolic values and non-utilitarian reasons, often lead by an emotional decision process. The staff questions were meant to discover the customer perception via perception and staff's own perception of the phenomenon.

The next customer question is about their favourite luxury lifestyle brands, not necessarily Bang & Olufsen, and the why. This question opens up broad discussion of why customers purchase. According to Shi, Lin, Liu, and Hui (2018), Munnukka, Karjaluoto, and Tikkanen (2015), Van der Westhuizen (2018), Pedeliento, Andreini, Bergamaschi, and Salo (2016) and Han *et al., (2018)* the product's emotional values are more important than its actual practical use of. The staff question of perception from customers of a broader discussion of the importance of which features of luxury lifestyle and the alignment in what the staff and customer suggest.

The next customer question relates to the recent repurchase with Bang & Olufsen Singapore, suggested by Chiu, Wang, Fang, and Huang (2014), Chan, To, and Chu (2015), Chiu, Wang, Fang, and Huang (2014), Chan, To, and Chu (2015), Han *et al., (2018),* and Lin, Wang, Chang, and Lin (2019) suggests that the process of repurchasing could entail emotional values, previous, past and future expectation of an on par or above extraordinary experience. The staff question seeks a broader discussion of the perception of factors that makes a first time customer repurchase.

The question after that is the relationship to Asia and being Asian, as Ku and Lin (2018), Bai (2018), Lang, Zhang, and Zhao (2018), Liu, Wei, and Zhang (2018), and Zhang and Zhao (2019), suggest that Asia as a repurchase location along with being

Asian might influence a repurchase decision because saving face, social status and signal value are more important in Singapore than in most Western cities and cultures. The staff question of perception from customers of a broader discussion how Singapore and being Asian influence the repurchase decision.

The next question relates to how early experience of a brand from influences such as parents may play a role in developing own perception. According to Cheah, Waller, Thaichon, Ting, and Lim (2020) and Zhang, Ren,Wang, and He (2018) the first time a customer encountered the brand and early perception may have an influence on repurchase decisions. The staff questions relate to why and how a customer's early perception of a brand influence a current repurchase decision.

The next customer questions relate to why the repurchase was at a mono brand store, and the choice of this channel over others. Kpossa and Lick (2020), Zhang, Ren, Wang, and He (2018), Chi and Sullivan (2018), Wagner, Wilson, and Vescovi (2015) and Onyusheva (2017) suggest that there are a number of broadly defined advantages for brand and sales performance of a luxury lifestyle brand by creating mono brand stores. The staff questions were related to the perception of the value of a mono brand store for a repurchasing customer.

The next customer question seeks to understand the perceived characteristics of Bang & Olufsen and the alignment with the brand perception. According to Bundgaard and Huulgaard (2019), Bundgaard (2016), Huulgaard (2015) and Christensen (2020) the values of Bang & Olufsen are heavily related to broad perception of luxury brands. The staff question relates to the alignment of how Bang & Olufsen perceive themselves and how the customers perceive the brand.

The next customer questions relate to the Covid-19 pandemic, and how the pandemic might have influenced the repurchase decision. According to Laato, Islam, Farooq, and Dhir (2020), Boutsouki (2019) and Song, Yao, and Wen (2021) the Covid-19 pandemic did change buying behaviour in certain situations. The staff question regarding the Covid-19 pandemic also relates to very specific pandemic repurchase behaviour.

The next customer question seeks to understand how the marketing Bang & Olufsen are communicating relates to repurchasing. Kamboj, Sarmah, Gupta, and Dwivedi (2018), Athwal, Wells, Carrigan, and Henninger (2019), Sullivan and Hyun (2016), Markova and Grajeda (2018) and Jiménez-Castillo and Sánchez-Fernández (2019) suggest that marketing plays a role in repurchase situations. The staff questions are related to what specific marketing the staff finds efficient for repurchase.

The next customer questions relate to how many purchases a customer makes before they consider themselves brand loyal. According to Ku and Lin (2018), Wagner, Wilson, and Vescovi (2015) and Sharda and Bhat (2018) suggest that repeated purchases lead to brand loyalty. The staff questions are very specific of how many times a customer purchase before they are considering Bang & Olufsen first electronic choice.

The customer question regarding description of the entire repurchase process will open up to any further contribution to the research. Cheah, Waller, Thaichon, Ting, and Lim (2020), Ladhari, Souiden, and Dufour (2017), Martín-Consuegra, Díaz, Gómez, and Molina (2019) and Lissitsa and Kol (2019) suggest that latent feelings influence the

repurchase decision and that can be hard to research. Staff was encouraged to freely feedback on the research topic and process.

Figure 8 Interview questions drawn from the literature

Research question	Key authors	Category	Premise	Interview questions Customer	Interview questions Staff
Why do first-time customer buy repurchase	(Kassim & Zain, 2016), Bundgaard & Huulgaard, (2019), (Yeoman & McMahon-Beattie, 2018), (Mody, Hanks, & Dogru, 2019), (Sharda & Bhat, 2018), (Chan, To, & Chu, 2015), Bundgaard, (2016)	Characteristics of luxury lifestyle	Non-essential item with higher perceived quality, price point, design, history and unique.	What is luxury lifestyle to you?	What is luxury lifestyle to your customer? How do you define it in relation to them?
Why do first-time customer buy repurchase and How a mono brand store influences a repurchase	(Correia, Kozak, & Kim, 2019), (Salem & Salem, 2019), (Ku & Lin, 2018), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Jin, Seock, & Hunt-hurst, 2019), (M. Zhang, Ren, Wang, & He, 2018), (Chen, Wang, Zhu, & Lian, 2020)	Purchase intention for luxury industry	Symbolic values and non-utilitarian reasons to purchase, often lead by an emotional decision process.	Tell me about your first purchase with Bang & Olufsen Singapore? Why did you buy?	Why do customer purchase from Bang & Olufsen the first time?
Why do first-time customer buy repurchase and How a mono brand store influences a repurchase	(Ladhari, Souiden, & Dufour, 2017), (Basso et al., 2019), (Vieira, Santini, & Araujo, 2018), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Klein & Melnyk, 2016), (Lissitsa & Kol, 2019), (Dey & Srivastava, 2017)	Hedonic or Utilitarian	The products emotional values are more important than the actual practical use of the product.	What is your favourite luxury lifestyle brand? And why? How often do you buy/interact?	Why do the purchase from Bang & Olufsen, is because they have a need for a TV? Or how is the timing and atmosphere?

Why do first-time customer buy repurchase	(Chiu, Wang, Fang, & Huang, 2014), (Chan, To, & Chu, 2015), (Shocker & Aaker, 1993), Aaker (1991), (Shi, Lin, Liu, & Hui, 2018), (Munnukka, Karjaluoto, & Tikkanen, 2015), (Van der Westhuizen, 2018), (Pedeliento, Andreini, Bergamaschi, & Salo, 2016), (Han et al., 2018), (Lin, Wang, Chang, & Lin, 2019), (Coelho, Rita, & Santos, 2018), (Mody, Hanks, & Dogru, 2019), (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018), (Yeh, Wang, & Yieh, 2016), (González-Mansilla, Berenguer-Contrí, & Serra-Cantallops, 2019), (Chen, Wang, Zhu, & Lian, 2020)	Repurchase of luxury and lifestyle products and brand loyalty	The process of repurchasing could entail emotional values, previous, past and future expectation of an on par or above extraordinary experience.	Tell me about your recent (2nd purchase) with Bang & Olufsen Singapore?	When customer come and repurchase, why do they do that? What matters?
	(Ku & Lin, 2018), (Bai, 2018), (Lang, Zhang, & Zhao, 2018), (Liu, Wei, & Zhang, 2018), (L. Zhang & Zhao, 2019), (Ruan, Xu, Li, & Liu, 2018), (Shen, Qian, & Jiang, 2018)	Singapore context	Saving face, social status and signal value are more important in Singapore than in most Western cities and cultures.	How is all this in relation to Asia and being Asian?	How's the Singaporean mentality towards this?
Why do first-time customer buy repurchase	(Cheah, Waller, Thaichon, Ting, & Lim, 2020), (M. Zhang, Ren, Wang, & He, 2018)	Brand memories and early encounters	Early experience of a brand from authorities like parents may play a role in developing own perception.	When was the first time ever you encountered the brand and how was it?	How do first time browsers initial feel about the products?

How a mono brand store influences a repurchase	(Kpossa & Lick, 2020), (M. Zhang, Ren, Wang, & He, 2018), (Chi & Sullivan, 2018), (Wagner, Wilson, & Vescovi, 2015), (Onyusheva, 2017), (Cervellon, Poujol, & Tanner, 2019), (Bai, 2017), (Merk & Michel, 2019), (Guercini S & Milanesi M, 2015), (Pelet, Massarini, & Taieb, 2017)	The role of mono brand store for repurchase	The mono brand store enhances a brand experience.	Why did you make the purchase at the mono branded store?	Why do customers buy in a mono brand store?
	(Bundgaard & Huulgaard, 2019), (Bundgaard, 2016), (Huulgaard, 2015), (Christensen, 2020)	Bang & Olufsen perception	The alignment of the brand portrait and a customer perception.	What is Bang & Olufsen to you?	What makes Bang & Olufsen different in the minds of the customer repurchasing? What do they say?
Why do first-time customer buy repurchase	(Laato, Islam, Farooq, & Dhir, 2020), (Boutsouki, 2019), (Song, Yao, & Wen, 2021)	The role of Covid-19 for repurchase	Crises like Covid-19 may influence the repurchasing process.	Has the Covid-19 crises changed your views/behaviour of luxury lifestyle?	How has Covid-19 impacted the recent repurchases?
Why do first-time customer buy repurchase	(Kamboj, Sarmah, Gupta, & Dwivedi, 2018), (Athwal, Wells, Carrigan, & Henninger, 2019), (Jobling, 2014), (Sullivan & J. Hyun, 2016), (Markova & Grajeda, 2018), (Kizgin, Jamal, Dey, & Rana, 2018), (Jiménez-Castillo & Sánchez-Fernández, 2019)	Specific marketing influence on the repurchase	Some marketing play an influence in repurchasing.	What luxury lifestyle marketing B&O situations do you recall?	Which marketing do you think is best for customer to repurchase?
Why do first-time customer buy repurchase	(Jin, Seock, & Hunt-hurst, 2019), (Dey & Srivastava, 2017), (Pelet, Massarini, & Taieb, 2017), (Koles, Wells, & Tadajewski, 2018)	Importance of showing off for repurchase	Peers opinion plays a role in a customer's repurchasing decision	What did your family, friends and colleagues say about your purchase?	How important are the peers of the customers for the repurchase process?
Why do first-time customer buy repurchase	(Ku & Lin, 2018), (Wagner, Wilson, & Vescovi, 2015), (Sharda & Bhat, 2018), (Jain, 2019a)	Lifestyle element of the purchase	A repeat purchase may cause the customer to feel part of a community.	Did the products purchase confirm you like B&O? Are you a B&O person now?	At what point in the process are customers hooked on Bang & Olufsen?

| Why do first-time customer buy repurchase and How a mono brand store influences a repurchase | (Cheah, Waller, Thaichon, Ting, & Lim, 2020), (Ladhari, Souiden, & Dufour, 2017), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Lissitsa & Kol, 2019) | Importance of how the purchase or product makes us feel | Internal feelings might influence a repurchase decision. | Describe the whole process, and how do you feel about it? And any further contribution to the research? | What in the process of repurchasing is most important and why? |

3.9   Data analysis strategy

The data collected underwent a generic thematic analysis (Braun and Clarke 2006; Saunders *et al., 2016)* with the purpose of a rich, explanatory and theorizing result (themes and pattern). The method for the thematic analysis was the 6 steps model (Clarke and Braun, 2017): Familiarisation with the data, coding, generating initial themes, reviewing themes, defining and naming themes and writing up. This research adopted method is based on the thematic analysis model.

After conducting the interviews, the researcher familiarizes themselves with the data by listening and re-listening several times and transcription into written word format. Next the researcher generates codes, a summative or evocative of attributes of a portion of the qualitative data (Miles *et al., 2014)*. The codes are pithy labels that identifying what is of interest in the data according to (Braun and Clarke, 2006). Next the researcher imported into the data into Nvivo.

The next task for the researcher is generating initial themes, themes are common, recurring pattern across dataset, clustered around a central organizing concept according to (Braun and Clarke, 2016). The researcher generated the codes, a summative or evocative of attributes of a portion of the qualitative data, (Miles *et al., 2014)*. The next task for the researcher was to generate initial themes. Themes are common, recurring pattern across dataset, clustered around a central organizing concept, according to

(Braun and Clarke, 2016). After that the researcher carefully reviewed and named the themes. The process is visualised in Figure 9.

Figure 9 Adaptation of the TA mode

Interview-Transcript-Nvivo-Coding-Theme-Write Up

Thematic analysis offers a useful qualitative approach for those doing more applied research (Braun and Clarke, 2014). Braun and Clarke (2006) continues to advocate for an approach to qualitative research which is deliberative, reflective, and thorough. Braun and Clarke (2014) suggest that thematic analysis provides a tool that can serve these purposes well, but it does not serve every purpose. It is the first qualitative method of analysis that researchers should learn, as it provides core skills that will be useful for conducting many other forms of qualitative analysis (Braun and Clarke, 2006). The thematic analysis not only allows for semantics or obvious codes, but also for latent codes with more implicit meaning (Braun and Clarke, 2006), that the researcher suggest will serve the objective of the research well. Thematic analysis may have an absence of clear and concise guidelines. This has resulted in an 'anything goes' critique of qualitative research (Braun and Clarke, 2006) because of the heavy reliance on the researcher's abilities. This may translate to difficulty in presenting the contribution and challenges to the validity of the contribution.

3.10   The pilot study

As suggested by Bryman and Bell (2019), a pilot study was conducted to understand if the research instrument as a whole was functioning well. The pilot study was performed on April 30th 2020 via a remote audio call. One (1) customer who has repurchased a Bang & Olufsen product in the Grand Hyatt mono store 11 days prior to the interview was selected based on availability. The interview lasted 47 minutes, was recorded digitally via dictaphone and transcribed the same day. The participant in the Pilot Study (hereafter referred to as PS1) was an Asian female with a both Asian and Western sounding name and assumed to be in her thirties.

Based on the response of PS1 the researcher changed, reviewed, removed and added questions to the semi structure of softer values, and will be more wary of semantics as well as latent codes. The pilot study findings were analysed and revealed strong with hedonic themes such as codes of feeling happy, unique, and how the customer wanted to be perceived. The pilot study also raised very specific questions of enjoyment of shopping in a mono brand store with emphasis on staff interaction and led to the researcher asking deeper into such matters in the actual research. The research questions for the primary research were changed to a more exploratory nature of what exact emotional themes were important for repurchase and which specific part of the branded experience was decisive. Lastly the pilot study introduced questions of Singapore Asian cultural influence as well as Covid-19 related inquiries.

3.11   Research quality

The research quality of this study is consistent with Yin's (2014) suggestions for research quality of using multiple sources of evidence, making a chain of evidence,

explanation building, addressing rival explanations, and using replication logic in multiple-case studies.

Healy and Perry (2000) suggest six other criteria to monitor research quality for critical realism research. The first is ontological appropriateness, ontological appropriateness for this research is social science of a complex phenomenon involving reflective people. The complexity of customers repurchasing in mono store settings would meet these criteria. The next criterion is contingent validity. The research contingent validity in this study is based on why customers repurchase, the WHY part of continued explanatory nature. The criteria of multiple perceptions of participants in this research suggests that reality should be analysed and triangulated with other perceptions such as those of customers as well as staff. Methodological trustworthiness is a criterion which was obtained by keeping all data records and analysing methods available for this research as suggested by Healy and Perry (2000). Analytic generalisation in this research is according to Yin's (2014) suggestions that case study generalisability is achieved through the findings being generalised to theoretical propositions. This means that the findings are suggested to be congruent or connected to prior theory, according to Miles and Huberman (1994). Construct validity is when an academic framework is based on the literature review and triangulation of the data sources. Triangulating multiple sources of data may provide multiple measures of the same phenomenon (Yin, 2009).

3.12   Ethical issues with this research

The interviewed participants were informed in detail of the academic purpose as well as the contribution to practice. The interviewed participants were audio recorded, but <u>not</u> listed with name, age or race (race categorization is allowed, and common practice in Singapore), but only with purchase history. The researcher did the utmost to interpret the data to the best of his ability in a non-intrusive manner and within Edinburgh Napier

University's (2007) code of conduct (Code of practice on Research Ethics and Governance and Marketing Research Society (MRS 2010) in practice and spirit. The research sought to do no harm, respect privacy, and provide anonymity with sincere confidentiality (Allmark *et al.*, 2009).

Written consent (Appendix 1) was obtained from all the participants, and full disclosure in relation to data storage and data collection methods was conducted in accordance with Singapore's data protection act 2012 (PDPC). The data was stored with password protection and encrypted on a dedicated Dictaphone recording device without internet connection.

Ethical approval from Edinburgh Napier University Research Integrity Committee was obtained 2nd April 2020 with application reference: ENBS-2019-20-026

Embargo application was emailed to Edinburgh Napier University Research Degrees Committee 19th May 2021 due to sensitive market sensitive information (Commercial sensitivity) and approved with one year embargo the 6th August 2021.

Approval from Bang & Olufsen Singapore was applied 31st May 2017, and approved 1st September 2017 by email from CEO Michael Ostergaard.

3.13   Summary

This chapter started out by explaining the research paradigm for this study; ontology, epistemology and axiology. The introduction of critical realism to the research paradigm as well as the consideration of the alternatives were discussed. The impact of critical realism on this research was discussed. While both positivism and constructivism are discussed, critical realism was suggested mainly due to the suitability to answer the research question best. Next the research design and the choice of case study were

discussed, and the data collection type of qualitative in depth phone interviews'

advantages and disadvantages were described. The sampling method of segmenting

customer who repurchased by chronological order of purchase was described. Next

came a detailed report of the interview questions and how the questions arrived from the

literature and the demographics of participants. The chapter continued to describe the

data analysis strategy and approach, and how the use of Nvivo and thematic analysis led

to the research findings. The next chapter will look at the findings of the study from the

qualitative interviews.

4 Findings

4.1 Introduction

This chapter aims to present the findings of the research for both customer and staff in the context of repurchase of Bang & Olufsen products in a mono brand store setting in Singapore. The findings are obtained by a triangulated qualitative approach with observation of repurchase behaviour through semi structured interviews.

The 16 interview questions to customers who has repurchased are listed in Appendix 2, and the 16 interview questions posed to the staff of the mono brand store working at the time of the repurchase are listed also listed in Appendix 2.

4.2 Findings from the interviews

Based on the interview, the researcher discovered eleven themes for why customers repurchase. (Table 3).

Table 3 Codes, subthemes and themes for repurchases in the context of mono brand stores

Codes and subthemes	Main Themes
Show off	**Signal wealth and social status**
Status symbol	
Feeling Happy	**Affective response**
Sense of Love	
Feeling entitled	
Early memories of family impressions	**Early Brand perceptions and memories**
Early memories broader impressions	
Feeling unique	**Uniqueness of lifestyle**
Lifestyle choice	
Social media	**Brand marketing**
Advertising	
Positive Staff interaction	**Mono brand store experience**
Interior, exterior and location of mono brand store	
Touching, seeing and feeling products prior to purchase	
Trust in company values	
Distrust in buying from non mono brand store due to return policies	**Distrusting in other sales channels**
Distrust in buying from non mono brand store due to authenticity	
Distrust in buying from non mono brand store due to warranty	
Expectations of the utilitarian function of the product	**Perceived expectation of value**
Expectations of the customer journey	
Trust in company	
Product faults and disappointments	**Product specific value-exchange expectations not met**
Unable to repair or repair costs makes customer avoid repurchase	
Boredom made the customer repurchase	**Covid-19**
Need home office facilities	
Customer focus on the general quality and functionality of its home	
Present in society and save face	**Cultural context**
Singapore cultural values	
Concentration of wealth	

4.3   Signal wealth and social status

The first theme that emerged is called *signal wealth and social status.* This theme was a very directly a result of how external peers like family, friends and colleagues view customers in a certain positive manner as a direct result of repurchasing from Bang & Olufsen. This phenomenon also includes the expectation of non-peers who recognize Bang & Olufsen's particular luxury brand position, and therefore perceive repurchases as a sign of wealth. There was evidence of *signalling wealth and social status* in interviews with participants 1,3,4,11,13,14, and15.

4.3.1 Showing off

Showing off, an external display of value, was suggested by P14 "Luxury is showing off to me", and P1 continues "I think for a lot of people that the association with this brand or this product is important and what it says about you. And I think that's part of the value put in high luxury brands".

P15 also suggest that the impression of the products luxury positioning is important:

> I said, at the end of the day, the reason why I purchase personally I buy luxury brands is not only I feel good, but also certain impression I carry. Outside my world, colleague, friends, I cannot say super important, but I think it's quite important. (P15)

These discoveries from customer interviews are largely supported by staff interviews with similar suggestions of showing off, S9 explains "Where if we take a typical more Asian client they are very much about cost, bragging rights, how much it is that they can spend, and it is more".

Positive validation of purchase a luxury lifestyle product by peers is suggested by S5; "Whereas second group of people is… they could've been an initial purchase was first purchase, but then over time, two- or three-years' time, there what ever the choice was, was validated by others so therefore".

This is again supported by S9 who suggests that peers such as friends or family influence repurchases "Or that you have had a friend or another family member where you have tried it. That's my take on it at least again from the price point on it".

4.3.2 Status symbol

Displaying status and social status is a strong theme, explained by P15 "It could be that I am Asian, that I grow up with the notion that luxury goods is something you earn that is your status symbol".

This is also supported by P13: "I want it to have a good name brand, I want it to be something I'm proud of, so when somebody walks into my house, says hey that's Bang & Olufsen. Nobody comes into your house and says: Hey that's Sony!".

P14 agrees that certain luxury home products define your social status in society "I also liked the look of it, and I thought they were cool, you know in Denmark you are not defined on how you are dressed, but how you live".

S5 supports that social status in society influence the decision "That's why you'll see even in our clientele, some people will come in and put like, you know, certain products that looks obviously B&O. Because that fulfils their eagerness, their own presentation to the world". S5 continues "So these people could be persuaded a bit more easily 'cause in their case they had our products at home, people who came to visit, they commented about it, so it's sort of validated".

4.4 Affective response - Positive emotions when customers purchase

The theme of *affective response - Positive emotions* arrives from when a customer repurchases to make themselves feel happy, a sense of love, entitled, and other types of similar positive emotions when they repurchase Bang & Olufsen products.

There was evidence of affective positive emotions with participants1, 2, 3, 4, 10, 11, 12, 13, 14 and 15.

4.4.1 Feeling happy

Positive emotions of feeling happy as a reason to repurchase are explained by P10: "Yeah, it makes me happy. I'm happy. I mean, I use them. Not the headphones, but the speakers I use them quite often". While P12 simply states "It makes me happy" when asked about repurchase of and Bang & Olufsen products. P10 continues with a statement of happiness from product purchases: "I feel like the happiness factor it gives you is worth whatever the extra pay from".

P2 elaborates further:

> And I think in this case there was probably only one other potential market alternative. And it just so happened on that day for whatever reason. It's hard for me to reverse engineer the fact that I went with the B&O option. I'm very happy I made that decision. (P2)

P14 supports with positive feelings as reasoning for ownership of Bang & Olufsen:

> If you, have it, B&O still is probably, is the only one I know, which makes these offering something which is little like a sculpture, piece of art and this one is very very nice, I think he has the one that I got? I'm very happy with. (P14)

4.4.2 Sense of love

Some participants explains that ownership and purchases are rooted in love. P12 uses the phrase love: "And because I love, I think luxury is also about the quality, you know when I buy products, a conscious buyer, I think so I'm going for the quality". While P11 also uses the word love: "I don't regret it one minute. It's lovely. I love it. And it's so easy with the phone, just two seconds, and it's already playing, only two".

4.4.3 Enjoyment of shopping as an activity

Other participants list the notion of shopping for luxury lifestyle products as an activity, as a positive factor to repurchasing. P15 explains, "Yes the store experience was very pleasant. I think the location is so good. It's in the middle of Orchard Road, inside Hyatt, it just feels like you are doing something special".

P14 supports the enjoyment of shopping by stating:

> I can go hours, just going around by myself, in shops and I also like to go to Bang & Olufsen shops. Not to buy something, but just to see, where they are and you know, look at the back of the TV, all the details, I'm a little bit of nerd with that. It's the same things with furniture, I'm even us…- utensils for the home, I like that. (P14)

And P15 continues:

> In general, I feel good, I enjoy going into those shops of those brands, people are nice, usually it's really nice done. I also enjoy browsing website, of those brands, I assume luxury brands as a whole broad category. I like it. (P15)

Enjoyment of shopping is supported by staff claims. S5 explains: "That kind of goes into my mind thinking, "I'm in a great place". Right? So that's when I feel like you know I've been living a good life basically".

S5 continues to explain why shopping is an enjoyment:

> Hey, I made it in my life, and it gives me that feeling, so to me that's in a whole package, that's real. Other people might tell you different things, you know they have to drive a Lamborghini, but to me it is all about down to the little details that gives that perception to my brain that I am living a sort of a good life, that pure life, that's real luxury. That's worth the shopping.

4.5   Early brand perception and memories

The theme of *early brand perception and memories* refers to early, prior to first purchase, often positive childhood or early adult memories of the brand. These memories were brought up in interviews of why participants repurchase and explained in several different narratives. There was evidence of early brand perception and memories with participants 1,2,3,6,7,11,12,13, and 14.

4.5.1 Early family memories

Some participants list an early encounter with the brand Bang & Olufsen as reasons to repurchase by suggesting family members introduced them to the values of the brand. A P1 explained, "My uncle and aunt have a 20-year-old Bang and Olufsen sound system that looks and sounds amazing" and continues with "I grew up with these products all around me before they really became a global brand".

P11 also remembers a first introduction in a close family setting: "So, I've known the brand for a long time because when I was a kid, I think my parents had a TV. They had a TV, so I've known it for a very long time".

P3 explains a detailed encounter with his granddad:

> Because he (the granddad) always bought Bang and Olufsen stuff and he had it probably for 20 years. He had the whole wooden ones with the… He always invested in high quality radio for example. TVs he always bought Bang and Olufsen. So, it's something he always did, and I think he's one of the my key influencers in my life, like one person. I always thought, "Why is he doing that? He's not a big spender. He's a farmer.", but he was like 'Gonna buy good quality when I buy things and then I'm going to have it for a very long time. (P3)

4.5.2 Other early brand perceptions

Other participants also suggest early encounter and memories from non-family member as reasoning to repurchase.

P2 remembers the first time he encountered Bang & Olufsen products at a friend's house and details how it connects to his current repurchase.

> I vividly remember the first time I encountered the B&O brand. I was probably about 11 or 12 years old. I had never heard of the brand before. I come from a small town in the UK. And I went over to my friend's house. And this particular friend, you know his parents were kind of upper-middle-class. So they were a bit more wealthy than the average person that was in my town. And you know so they had slightly nicer cars and they went on slightly nicer holidays etc. And they had a Bang and Olufsen TV. And I can vividly remember going to his

house and there was a control on the TV that allowed the TV to tilt. And that for me at that time was like you know, first of all it's almost virtually a flatscreen which at that time was pretty pretty unusual. And then it kind of pivots and moves around. A millennial kid never seen that before which was really impressive: "What is this TV? And what's a Bang and Olufsen?" It also sounds a bit strange to my ear if you don't know a brand. So I really remember that. (P2)

While other participants suggest a broader connection with past encounters with the brand.

P6 believes that it has always been on his radar of interest: "Well, Bang and Olufsen has always been on my radar and obviously before we had the high tech gadgets that we have today the famous Bang and Olufsen CD player was the one with all the CDs in it, right?".

P12 also list background and early encounters "I do, I think it's first from my background honestly. I was used to luxury businesses".

4.5.3 Early brand perception and memories are apparent with staff interviews.

S9 explains "And I have a lot of good memories with it, of course I also have some that are not so good but fortunately the good ones are the ones that are overshadowing those big time".

S9 continues, "There's definitely been a dramatic change. We can see that also the way that people are doing interior design. They're working with designers as well. It's done more elaborate now than ever and also in terms of materials".

4.6   Uniqueness of lifestyle

The theme of *uniqueness of lifestyle* refers to a certain perception the customer has of themselves. This links the brand attributes to a certain lifestyle, uniqueness, and a separation from the general crowd in the customers self-perception. There was evidence of uniqueness of lifestyle emotions with participants 3, 4, 6, 10, 11, 12, 13, 14 and 15.

4.6.1 Feeling unique

Some participants explain ownership and purchases of luxury lifestyle goods by feeling unique and exclusive. P4 explains how the brand can make you feel unique; "You part of that crowd that gets it, the tasteful crowd". While P12 suggests somewhat similar that "Limited numbers or the difficulty to have it, would you have a reach to the luxury" and continues "For me, luxury is all about exclusivity. So how is exclusive your product is going to be, it's going to have an effect on your personal life".

4.6.2 Lifestyle choice

Other participants' reasons for repurchasing are linked with a certain luxury lifestyle choice. According to P4, linking luxury lifestyle to Bang & Olufsen products: "So that's what I would call luxury experience. And I think that when people see you have a B&O TV".

P10 agrees that the brand must fit a certain lifestyle: "It must fit into my style, like my dream. Let's say how I'd want to decorate my dream home with".

"For me luxury is a really personal opinion. It's not again, because you have it on TV or your friends are telling you it's luxurious", according to P12 on lifestyle with Bang & Olufsen.

P13 also mentions how the repurchase fits into his lifestyle: "There is not a single day, I don't walk into my bathroom without a B&O speaker. So whether it's a Bluetooth, whatever, I always play during my shower and everything else. So my lifestyle has been all the way for decades for B&O".

P15 concurs with P13's comment on lifestyle choice:

> Can be a lifestyle choice, or something lifestyle choice can be living in the city, having high mobility, jetsetters, that's lifestyle. Luxury on the other hand, can play in in either lifestyle choice, to me I don't associate luxury as a lifestyle product, maybe only connection you buy those luxury products not out of necessity, but you buy of because it's in line with your lifestyle. Maybe that's the connection I see. (P15)

The interviews of staff also suggest that lifestyle choices and uniqueness play a role in why customers repurchase:

> We can see that also the way that people are doing interior design. They're working with designers as well. It's done more elaborate now than ever and also in terms of materials. They take inspiration from Europe a lot both on furniture and styling and living in general. And definitely looking at lifestyle at home as well. (S9)

S8 particularly mentions the younger customers' need to define their lifestyle:

> I think it's something the rich people don't care. I think it's a subject that is the young who are more paying attention to it, but it's also because they want to be unique. And you know every generation wants to do something different and they are like okay I'm going in for the great cause. It makes me special; it makes me hip; I want to be a vegan. It's a lifestyle choice, it's not really for the

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environment it's like when they go shopping, they will still ask for a plastic bag, what bring, you know? (S8)

4.7 Mono brand store marketing

The theme of *mono brand store marketing* is a result of how customers describe how marketing communication influence the repurchase. How Bang & Olufsen marketing influence repurchases directly links social media, communication, and word of mouth to the specific repurchase. There was evidence of marketing influence for repurchases with participants 1,2,4,6,7, and 15.

4.7.1 Social media marketing

Social media influences appear to influence repurchases according to several participants. P15 states that social media marketing content influences interest in the brand: "They have really stunning videos" and continues:

> Because first of all, Bang & Olufsen products are always expensive, to me it was kind of manly. I loved the brand, but it was never – oh I want to have that. I never had that feeling, but my perception changed when I saw the ad, I don't remember the product, but it was like a basket, a little red riding hood and she was running around in the woods and that ad was so vivid. I think I saw it in Facebook, and it changed everything.

S8 confirms that emails and social media play a role in keeping the interest of the customer: "And they also feel good because they received the email, and they know what's the latest without having to come in, right? Social media would be I guess for customers who are 35 and younger".

4.7.2 Communication via advertising

Traditional communication via ad campaigns in printed magazines, billboards and banner ads appears to influence repurchase.

P2 and P6 state ad campaigns as influence:

> Yeah, I think I've seen Bang and Olufsen marketing, you know, on an ongoing basis in magazines. I travel a lot travelling, right? So those are those times you pick up a magazine, luxury magazines in particular. I've definitely seen Bang and Olufsen there. And also at hotels, and in certain friends' homes. So, I would say I had a general awareness of the way the products look. (P2)

> I think magazines. It was pre-online, right? But maybe I'm not sure whether if it was even some commercials in some countries, could be, could not that I don't recall. Later on obviously more and more electronic to the/tool[?] media, social media, electronic YouTube or whatever you're on, where clicks pop up. But that's only the last 10, 15 years, I guess. (P6)

Campaigns are supported by staff interviews, while Staff8 also believes strongly in word of mouth, where a customer communicates to a potential customer about campaigns:

> Word of mouth? It is still the most credible form of advertisement that you can get. Most important, oh they have seen it at their friend's house and then they thought about that when they needed something, so already they hustle right and that way it's easier to them to commit for the first time. If it's like totally new, and they walk in without knowing this brand or what it can offer. Many of times it's when you are running promotions. Then you'll look at the same things. They don't need it, but since they are here. (S8)

4.8   Brand experience in a mono brand store settings

Mono brand store experience in a mono brand store settings refers to how the mono brand store influence the repurchase of Bang & Olufsen products. This theme suggests that certain positive outcomes around staff interaction, interior, exterior and location of mono brand store and touching the product before purchasing plays a role in why a customer repurchase Bang & Olufsen. There was evidence of a positive association at a mono brand store with participants 1, 2, 3, 4, 6, 7, 10, 11, 13, 14 and 15.

4.8.1 Positive Staff interaction

P15 mentions the whole mono brand store experience, but specifically staff interaction as influence for repurchase: "There I just go in a buy and get out, here the moment you enter, everything is kind of branded, people are very friendly".

P1, P3 and P7 agree on the positive staff interaction in mono brand stores:

> First of all, it's a convenient location. I think the experience of going to the shop also, even if you think you're going in for one thing, you can see the display of all the products and have a conversation around them. I like that. It's an experience in itself. (P1)

> You do get a nicer experience going to a branded showroom. Plus, it's not like they just want to sell you anything. They would actually take the time and go through the product and introduce the product properly. That would be the difference you'll see. (P3)

> Because I would expect that if I go to the flagship store of the brand that's where I would find the people with the most, best knowledge and even the widest selection, range of selection. And if they didn't have, they would maybe be able to get it for me. (P7)

4.8.2 Interior, exterior and location of the mono brand store

Other participants suggest the interior, exterior and locations of the mono brand store as an influence on why they repurchased:

P15 likes the interior of the mono brand store:

> Yes, actually I saw it many times, I passed by the shop in Hyatt – the shop kind of sticking out, you don't even have to look, it was very easy to see. I realised there were new colours, so I saw it many times, but it took me some time to go into the shop.

P1 explains a broader positive view of mono brand stores:

> The store is not just a place for retail transactions and generating revenue. It's also a place for when people open to the brand. Even they end up buying online or at the airport or whatever. It's still a product sold.

P14 enjoys the atmosphere of the mono brand store:

> I can go hours, just going around by myself, in shops and I also like to go to Bang & Olufsen shops. Not to buy something, but just to see, where they are and you know, look at the back of the TV, all the details, I'm a little bit of nerd with that. It's the same things with furniture, I'm even us…- utensils for the home, I like that.

While P10 enjoys communication from the window display of the mono brand store:

> I think the shop front is the best advertisement because it's very visible and everyone also is here. It's not tucked away in some office somewhere. So every time people walk past, you see the display and all that. (P10)

While P11 like the beauty and easy access of a mono brand store:

> "I'd rather buy it in the store. The store is beautiful. It's easy access. I don't have to go into a shopping mall, I don't like it" (P11)

4.8.3 Touching, seeing and feeling products prior to purchase.

P3 and P1 suggest that touching the product in a mono brand store setting is important for a repurchase, as opposed to purchasing from a location where you cannot touch, see or feel prior to purchase.

> Yeah online, I think it looks a moment, like for me how I would do it, is I would sort of like do my own research online and look at some speakers, then go to the shop, and buy it there. Because I prefer to feel the material, especially if it is a luxurious experience. (P3)

> I might buy one pair if I really liked the design when we talk socks. I would never buy a pair of shoes online. I want to wear them. I want to see them. I want to look at how they're put together. And I think the same goes you know the category of products Bang and Olufsen makes. I wouldn't buy a product that I hadn't seen, held in my hands and listened to first somewhere. (P1)

The staff of Bang & Olufsen's mono brand store strongly suggest a link between the store and the likelihood of a repurchase.

S9 thinks it is the only way to make a repurchase:

> And the flagship stores helps in that process? It's the only way. Typically what we have. So based on my experience both in Singapore and also in other countries people tend to go to the flagship store for this. There is of course a few

multi brand stores that are able to do it as well but in general they would go to the flagship. (S9)

S5 and S9 continue to argue for the mono brand store for repurchase:

But I think, Bang and Olufsen store here, if you're sold into the whole brand, then I think people have this perception that this is the place they have to be because of the… they will assume that it's much more professional in terms of wealth of knowledge, maybe more, than you go to other places where they are dealing with 10 other brands. So that's I think the reason why people come here. (S5)

The other thing is that in a showroom like this you would never feel rushed. You would always be feeling welcome, you would always feel guided. That's some of the feedback at least that we are seeing also from the surveys that are done to customers that our products knowledge, our customer service, our approach in terms of not pushing but guiding people instead, it's something that is way more valued. So of course you completely miss that online. And if you go to other stores where they have multiple brands they would not know the same details that we do. (S9)

I think over there it's more like sometimes they haven't really decided what they're going to get. More like select from a different range. Versus if that person is going to either the flagship[?] store or a particular store, that person has already in a way sold into the brand itself. (S5)

## 4.9	Trust and distrust in the marketplace

The theme of *trust and distrust in the market place* refers to trust in buying from mono brand store as an official channel, and distrust of other channels such as online retailers, multi brand stores and department stores.

This theme very specifically refers to previous bad experiences with non mono brand store concerning return policies, authenticity, and warranty. This contrasts with mono brand store whereas the above categories are being trusted.

There was evidence of trust and distrust with participants 1, 2, 3, 4, 6, 7, 10, 11, 12, 13 and 15.

4.9.1 Distrust in buying from non mono brand store due to return policies

P3 and P7 expressed worry about return policies with online channels:

> I think there's an underlying fear, return, how does that work? And then it's complicated. You take it as more complicated. It's just a little bit more, who's doing what , and everyone's got their own return policies. It's not straightforward like I just want to try it and then afterwards, that's probably why. (P3)

> We thought we bought a fridge, mini-fridge. We thought it was a certain size but it was actually much bigger when it came. And it's only us to be blamed. It's just too complicated to return. (P7)

4.9.2 Distrust in buying from non mono brand store due to authenticity.

P15 question authenticity with online channels

> Those sites I would trust. I would buy products through that. When it comes to luxury brands, I would be more mindful of where I buy. So Lazada to me is a

supermarket. I wouldn't expect B&O products there. I may even question are these authentic?

4.9.3 Distrust in buying from non mono brand store due to warranty

P13 worries about warranty from online channels:

I don't buy online. Yeah never buy online because I want to make sure I want to feel it, I want to look at it I want to play with it a bit and I want my salesperson to deliver it to me, so you know user experience is all there. Online okay if something comes wrong or something missing, I can't do anything. (P13)

S5 thinks multi brand stores lowers the brand positioning:

I don't think so because it sort of blends in too much with the others. And then the thing is, I remember when I saw B&O earphones at Courts, I don't know whether I messages Soren or not, because I was a bit shocked. Because also the way the merchandise was, it was like downgrading the brand so much. (S5)

4.10   Perceived expectation of value

The theme of *perceived expectation of value* are formed by experience of customer's previous purchases, first and repurchase. This theme is rooted in the expectations of the customer to how a Bang & Olufsen purchase experience should be. There was evidence of perceived expectation of value with participants 1, 2, 3, 6, 7, 10, 12, 13, 14 and15.

4.10.1 Expectation of the utilitarian function and form of the product purchased

The utilitarian function and form are expected to be of good value in the perception of customers when they repurchase.

P14 explains why he/she repurchases due to design: "Because it was beautiful", and P2 also mentions design: "I think, you know, it was one of the first companies that I was aware of that realised a television doesn't just need to be a black box". Additionally, P3 explains about the longevity: "It's maybe 4 or 5 years ago? It still plays. I'm still happy with it. It still looks nice".

P6 continues with a performance expectation: "Bang and Olufsen was more comfortable in my opinion, at least for my ears".

While P3 highlights the manufacturing material:

> Actually, I enjoy Bang and Olufsen. I'm not being biased to this interview or anything. It's because it represents the things that I appreciate like wood, metal, minimalist design. It's very simple and that I like. And it associates with the brand really nicely.

P7 purchases for visual impression:

> I like the design. I know I'm not a technical person. I'm sure I could speak to a technical person who would convince me that maybe there are other TVs that are just as good. But I buy it for the design. Purely.

Whereas P1 purchase for performance:

> It's about having and consuming unique things that have some kind of both tactile value to it and it gives you a pleasure of ownership through the performance, integrity, the visual values and so on. I think it's not necessarily glam and glitter, it's more about a high-quality performance and pleasure from it.

Utilitarian function of the product is also listed by S9 "A lot of the times it has to do again with the visual, the design, the integration, the way that we can install a TV and have one remote control to operate it all. I don't think we give enough credit to that and never have in terms of having one remote control for everything".

S9 also supports the customer claims of importance of materials:

> I would say it has to do with materials, craftsmanship, heritage definitely as well. So, there are a lot of these more softer values as well. And people they are paying a lot more attention to it nowadays where number 1 where products are manufactured. If they are manufactured in an environmentally good and proper way. (S9)

4.10.2 Expectation of the customer repurchasing journey

The customer journey or the (positive) interactions with the brand appears to play a role in why customers repurchase, according to several participants.

P1 explains "So in terms of service follow-up in the stores and online, I think that's fantastic", "As I recall it, I tried a couple of different models and one of the things about when you walk into the Bang and Olufsen store is that you get the good attention and service".

P6 notes the loyalty and flexibility in the customer journey: "Just loyalty and the experience I received from them. The treatment I've received from them over the years. The flexibility I received from them".

P7 lists the service and installation of the product as an important part of the customer journey.

I think service is very important. I also find the two times we bought TVs from them the people there are coming out, the service people to install are super nice. Had somebody come out who would be very rude, or you know, I would maybe thought twice of ordering a TV again from this brand. (P7)

S9 states that the customer journey is, and should be, very good as a luxury lifestyle brand.

Our products knowledge, our customer service, our approach in terms of not pushing but guiding people instead, it's something that is way more valued". And continues "So if it's only the second purchase then of course since they are returning we must've done something right. That's the first takeaway. And I credit both that to the store and to the team. And 'cause otherwise they couldn't come. (S9)

4.10.3 Trust in the company

Embedded trust in the company is a reason to repurchase, according to several participants. Trust that certain values are met is noted from the company perspective.

P13 suggest that trust in the country of origin "Another reason why, is simplicity, looks and brand and everything else. I knew that things out of Danish product would last".

P15 trust a Bang & Olufsen product can be fixed if it breaks:

If I had to prioritise it, I can use it again, it can be fixed. That is very important to me, although I didn't have many experiences with that. Having said that I have never ask or check, what is the warranty period? I think there is a deep trust, whether the warranty is 1 year or 2 years. (P15)

Trust in warranty is supported by P11:

> So, if I want to take the example for my A9, "Okay, shoot, I have it", but I know this is something I'm going to keep for what, 10 years, 15 years? And it's going to work fine because I know I'm never going to have an issue with it. (P11)

And P15 continues to trust the brand performance based merely on the perception of the brand:

> That's what people say. But to be honest. I'm so driven by the aesthetic side of it. I TRUST the sound is good. I have some friends like sound fanatic, they say B&O has the unbelievable sound quality, you need to place the speakers in certain way. I don't know much about it. I just trust the sound is better than other brands. But to be fair, after having used A2 for a long time, if someone in my office, bring a speaker that is small and cheap, then I go like that is really not usable. I began to be more sensitive about the sound. (P15)

And trust in company based on manufacturing process:

> And then they were talking to each other in Cantonese, which I don't understand, right? So, I'm just kind of standing right by them. And then I said, "Do you have any questions?". And they were like, "Is this all done here by them?". And I'm like, "Yeah". And then so, I think at break while lunch I asked them, "What was so fascinating about them sanding the panel?" And they were like, "Oh… the fact that it was being done by white people". But they didn't want to tell me right away because they thought they were being racist. (S5)

4.11   Product specific value-exchange expectations not met

The theme of *product specific value-exchange expectations not met* is the only theme that was arose from customer disappointment leading to no further purchase. This mechanism can be understood in that, if a certain type of disappointment is present after first purchase, an avoidance of a repurchase would be likely.

There was evidence of avoidance when value exchange expectations were not met with participants 1, 2, 3, 6, 7, 11, 12, 13 and14.

4.11.1 Avoidance due to product faults and service disappointments

P12 states clear avoidance "So yeah honestly speaking, I love this brand, but after I had issues with the second item, I stopped considered buying".

P13 agrees:

> I think that's the really the critical part where I decided to go buy the Samsung. I couldn't actually buy this 14000 dollar on sale. And I kind of like it, but I'm thinking like, oh. If this TV has the same problem, there is no parts in 3-5 years from now, what do I do with it? (P13)

While P14 and P1express concerns with the products:

> You know I was just struggling here with my son how to change the bloody batterie in the remote control. It's sick. You know I had to go online, and he was even joking about it, the guy from B&O. Like yeah some of you might not know but this how you- ugh it's just insane. (P14)

> "But if you're not able to use it when plugged in, that's my only criticism with this particular product". (P1)

The staff confirms that some product specific disappointments in connection with technical faults and after sales service role plays in repurchasing or avoidance of such.

S9 explains that "The complexity of that and not having spare parts and not being able to repair and having upset customers and definitely losing some, some of this" and continues "Because it leaves especially those first-time buyers with a very bad feeling. They're not going to buy into it again. This is where we start the journey and if they get a bad experience then that's it. It's the end of the road".

Avoidance of future purchase due to product faults is supported by S9:

> It's definitely something that they can get repaired or operated and again coming back to some of these things with both sustainability and expectations to the brand. If you can't repair something that you spent maybe 40.000 or maybe more on after 5 years, people they get pissed.

S8 includes service disappointment:

> No really, it's all about- it's very... It's not that difficult to sell, it's not that difficult to get costumers in, to make the purchases. But I think we are losing a lot in terms of, what next. We have a very very big gap to close in terms of after sale service support. I don't know other if it's locally and globally. We are lacking and I think it'a the biggest gap that B&O has to close. (S8)

4.12   Covid-19

The theme of *Covid-19 pandemic* played a role in repurchasing. Some participants directly linked Covid-19 quarantines such as a sudden need to work from home as reason to repurchase, while others suggest indirect triggers from Covid-19, such as improvement of home environment or boredom shopping.

There was evidence of Covid-19 influence with participants 1, 3, 6 and 15.

4.12.1 Work from home during Covid-19

P3 explains how the Covid-19 work from home situation influence on the decision "Because of Covid you kind of have a requirement for being able to have meetings from everywhere. It's a nice little conference speaker".

Work from home needs is supported by P3:

> It was a portable speaker for the use for a speaker phone. You can use it for your workstation when you're moving around. So the P2 is quite nice and slim, small piece that you can fit into your bag with you laptop and your Alexis, so you can set up everywhere. Because of Covid you kind of have a requirement for being able to have meetings from everywhere. It's a nice little conference speaker and you can have it as a team or just yourself. (P3)

4.12.2 Improve home function and quality during Covid-19

P1 suggests that home quality and functionality are more important as a result of the pandemic: "Oh, maybe it's time to upgrade the TV and get a good sound system to go with it. So, I think the focus has become more your immediate surroundings than before".

Staff interviews showed agreement that Covid-19 situations increase repurchases in some categories.

> Exactly, it's like the first two weeks when we opened our store after the lockdown, people came in here and started buying headphones and Bluetooth speakers it's like now I'm spending time at home, you known I need a speaker, to listen music so I may as well get one of the best. (S8)

However, reductions were noted in other categories. Another staff member, S5, remembers that Covid-19 made a customer change his product selection due to Covid-19: "So, for him, if Covid-19 didn't exist, he would've definitely gone for fifties. But because of that he was still being kind of careful but yet to have that look of B&O, so he ended up choosing eighteens.

4.13 Cultural context

A *cultural context* of purchasing in Singapore, a country of predominantly Asian culture, is suggested by some participants as influence for repurchasing Bang & Olufsen.

This cultural context refers to specific Singaporean cultural values. The possible specific Singaporean trait could include the importance of presenting well in society and that Singapore has a larger concentration of wealth than most Western counterparts.

There was evidence of a cultural context influence on participants 2, 3, 4, 5, 6, 7, 10, 13 and 15.

4.13.1 Presence in society and saving face

5 suggests that Singaporean use luxury lifestyle repurchases to present themselves in society: "In Asian culture that for them it is not just showing off, it's also about presenting themselves in a society".

P15 agrees that luxury lifestyle presents oneself in society: "It could be that I am Asian, that I grow up with the notion that luxury goods are something you earn that is your status symbol".

P6 points out another difference in Eastern and Western society: "I think there's a difference Europe to Asia. Like in Europe it's more understated luxury, right? Where in Asia they like to show off the luxury brands so it's much more important to have the label than it is in Europe".

S9 also suggest that showing off plays a role: "If we take a typical more Asian client they are very much about cost, bragging rights, how much it is that they can spend, and it is more… it is not so much purchased in the sense for enjoyment. It's more purchased for showing off".

4.13.2 Singaporean values

P14 explains:

> Because it's just different stages. In Europe they have realised some so actually I think they are pretending not to flash brands and so forth, they just do it in a different way. We are just same animals and we have different ways of flashing and I think in Europe perhaps some would call it more sophisticated or more subtle, but everyone, I mean you look at all the magazines you know that's how we flash things and eh you try to be understated but that's also a statement about who you are and some people think that's very cool and so forth so, I think that actually we are the same, but it's different cultures and it's different stages. I think still Asia, it hasn't really peaked yet and I think a lot of people, maybe they haven't quite found their own style, so they buy brands both within fashion but also lifestyle of course and it's everything from cutleries to furniture to clothes. I think in Asia people still to some extent go for brands.

4.13.3 Concentration of wealth in Singapore

The larger concentration of personal wealth in Singapore in comparison to many Western countries is listed as a reason why customers repurchase: P3 states, "But in Singapore you got access to a lot more cash and a salary and you can allow yourself to purchase more extravagant things as well," and P10 concludes, "That's I think my general view. But Asians tend to buy more things, as well. We tend to accumulate more from what I observe".

P1 and P13 agrees that wealth concentration in Singapore plays a role:

> A place like Singapore compared to most other normal cities and countries around the world or the Western world you're obviously in a high concentration of luxury lifestyle products and other experiences. So outside of capitals cities in Europe you wouldn't find such a selection of luxury brands in one single place". (P1)

> "Yeah, I think in Asia, people spend more money in marketing to show the brand. It's all about brands in Asia. So, you know even the cars, watches to jewellery and everything else and I think in Asia, they spend more money in Asia to the branding as the US. Even magazines. For example, if you get the Robert Porter magazine, right or any other high end brand, uh Americans, they don't really care about that kind of stuff. I think Asia, they appreciate the brand, the brand makers and the original…owners of the brand and would spend more money in Asia, so they have a spending power, especially China now, of course Japan has always been like that". (P13)

The staff feedback confirms that Singaporean Asian culture plays a role in the repurchasing process, while S5 thinks saving face in Singapore plays a role:

So, in Asian culture, because a lot of Asian countries are or in the past at least heavily influenced by Chinese culture, right? So, one big thing about Chinese culture is all about saving face. And then that exists in Korea, you know? Saving face could be a very good thing but it could be a very bad thing. From Western perspective it's one of the stupidest things. (S5)

S8 suggests that presenting oneself in society plays a role in repurchasing: "Asian customers, especially Chinese and Chinese Indonesian, they are more about 'what is your latest and what is your biggest?'

4.14   Summary

The research findings reveal eleven interesting themes of why customers repurchase in a mono store setting and suggest that mono brand stores influence repurchase decisions. The research findings also suggest both hedonic and utilitarian reasons for repurchasing with emphasis on hedonic reasons. The next chapter will discuss the research findings in the context of the literature.

Table 4 Which interviews lead to which themes

Themes from the analysis of why customers repurchase												
Signal wealth and social status – status consumption	1		3	4				11		13	14	15
Affective response - positive feelings	1	2	3	4			10	11	12	13	14	15
Perceived expectation of value	1	2			6	7	10		12	13	14	15
Early brand perceptions and memories	1	2	3		6	7		11	12	13	14	
Lifestyle aspiration and uniqueness			3	4	6		10	11	12	13	14	15
Covid19	1		3		6		10					15
Brand marketing	1	2		4	6	7						15
Singapore context		2	3	4	6	7	10		12	13	14	15
Product faults and service disappointments	1	2	3		6	7		11	12	13		
Theme for the role of mono brand store in why customers repurchase												
Mono brand store experience	1	2	3	4	6	7	10	11		13	14	15
Distrusting in other sales channels	1	2	3	4	6	7	10	11	12			

5 Discussion

5.1 Introduction

The discussion chapter will connect the context of the study, research findings and literature review into a frame that reflects the research in a conceptual model. It will present the research themes discovered in Chapter 4 in relation to the literature review in Chapter 2 and conclude with further discussion.

This chapter will start by presenting the research findings within the context of the research question. Next the chapter will discuss the relationship of hedonic, utilitarian, situational and cultural contexts as reasons to repurchase based on the research findings. Each research finding is categorised as a theme and will be discussed in the context of the literaure review. Finally, this chapter will discuss the SOR (Jacoby, 2002) framework and the connection of stimuli, orgamism and response to the research findings prior to concluding.

The research question is to explore factors influencing repurchase of a luxury lifestyle product in a mono brand store setting - a study of Bang & Olufsen Singapore. The findings are seeking to answer why a first-time consumers buy a second time (repurchase) in a mono brand store, and how a mono brand store influence a repurchase.

To answer the research question, the researcher discovered eight themes of why customers repurchase, one theme for why customers do not wish to further purchase, and two additional themes of how mono brand stores influence repurchases. Out of the nine themes suggesting why customers repurchase or not, seven stimulate direct repurchase, whereas one is a situational trigger, and one is of cultural context. The two themes that show the role of a mono brand store are stimulated direct triggers.

5.2   Hedonic, utilitarian, situational and cultural reasons to repurchase.

Hirschman and Holbrook (1982) and Babin *et al., (1994)* suggest that hedonic customer reasoning such as enjoyment, pleasure and happiness are behavioral reasoning for consumption and purchases. The same studies define utilitarian reasons to purchase as the goal orientated use of product features and rational use of a product. This is another category of reasoning to purchase.

Both definitions relate well to the research findings, where the hedonic enjoyment of purchasing a luxury lifestyle product like Bang & Olufsen, and utilitarian use of the product such as hearing music via Bang & Olufsen headphones are suggested by the majority of the participants, as well as supported by staff interviews.

This research indicates a third category of situational context as reasoning to repurchase in that the findings suggest that the Covid-19 pandemic led to repurchase due to boredom shopping or the need for home office equipment. In addition, this study supports a fourth category of cultural context, whereby the Asian culture in Singapore influences repurhases. It could be a case whereby Asian culture is perceived as being less sophistated than Western counterparts and then repurchases are made as a result of wanting to decrease a feeling of inferiority.

5.2.1 Hedonic reasons to repurchase

The research findings suggest that hedonic reasons may be the leading factor for repurchase, more so than the utilitarian use of the product. Seven out of eleven themes are of hedonic nature. The research also suggests that a combination of both hedonic and utilitarian reasons are consistent with some participants reponses. This claim is supported in the literature by Ding and Tseng (2015) and Lissitsa and Kol (2019) who

suggest that most luxury lifestyle purchases are based on hedonic motivators and others a combination of both hedonic and utilitarian.

Hedonic, or pleasant sensation, reasons to repurchase, such as feeling happy (Zhong and Mitchell, 2010), enjoyment (Martín-Consuegra *et al., 2019)* and showing off (Wang, Pelton, and Hsu, 2018) are dominant and represented throughout the research findings.

The research findings link affective response like feeling happy with repurchase intention. Several participants list happiness associated with the repurchase (activity) or immediate happy situations creating reasons to repurchase. Happiness comes from a brand experience or product. Zhong and Mitchell's (2010) study confirms the link between hedonic consumption and happiness.

The research findings of hedonic reasons of enjoyment of shopping are evident from several participants. Friendly staff and beautiful showrooms are some of the reasons a participant would enjoy and repurchase.

This claim is consistent the results obtained by Martín-Consuegra, Díaz, Gómez, and Molina (2019) which emphasize the importance of hedonic values based on the experience and interactions.

Another study by Wang, Pelton, and Hsu (2019) continues to link the influence of hedonic emotional values such as social status to purchase intentions, which is consistent with this research's findings regarding signal wealth and social status. The notion of showing off your ability to purchase, wealth or taste are some of the influences to repurchase according to this study.

5.2.2 Utilitarian reasons to repurchase

Two out of eleven themes are of pure utilitarian nature. The first utilitarian theme suggests that the first purchase's practical functions was met and led to a repurchase based on the expectations developed from the first purchase. The second utilitarian theme in the research findings suggests that if a first purchase or repurchase functionality or service expectation is not met, a customer would cease any future purchases. Great disappointments in service or product functionality led to avoidance of a repurchase. The avoidance model of disappointment leading to ceasing of future purchases is based on Jacoby's (2002) SOR framework, and discussed in detail in the last part of this chapter.

Chiu, Wang, Fang, and Huang (2014) indicate that both utilitarian and hedonic values affect the repurchase intention. However Chiu *et al., (2014)* concluded that utilitarian reasons are the main driver for repeat purchase.

5.2.3 Situational reasons to repurchase

Situational reasons to repurchase refers to specific situations that the customers was in at the time of the repurchase (Song *et al., 2021*; Laato *et al., 2020*). One theme is related to a situational context, the Covid-19 pandemic. The pandemic led some customers to repurchase based on a number of very direct and indirect triggers arrived at from the pandemic (Du *et al., 2020*; Boutsouki, 2019). A more direct trigger could be the sudden need for quality electronics for video conferencing for work at home. A more indirect trigger could be boredom due to the customers being unable to travel and entertainment options being needed as a result of staying home more (Prentice *et al., 2021*).

5.2.4 Singaporean cultural context

A cultural dimension was discovered in the research findings of this study. Several participants indicate that the geograpical location of the repurchase may influence the intention directly and indirectly. A directly cultural influence, as suggested by the participants, could be that being in Singapore will allow for excess cash for luxury repurchases. An indirectly cultural influence could be that, from the customers' perception, Asian values allow for repurchases as a way of positioning themselves in society.

Table 5 summarises the elleven findings and the catagorisation of hedonic, utilitarian, cultural and situational nature.

Table 5 Hedonic, Utilitarian, Situational and Cultural themes

1	Hedonic	Signal wealth and social status
2	Hedonic	Affective response
3	Hedonic	Early brand perceptions and memories
4	Hedonic	Uniqueness of a lifestyle choice
5	Hedonic	Marketing
6	Hedonic	The role of mono brand store
7	Hedonic	Distrust in other channels
8	Utilitarian	Perceived expectation of value
9	Utilitarian	Product specific value-exchange expectations not met
10	Situational	Covid-19 Pandemic
11	Cultural	Singaporean cultural context

5.3. Signalling wealth and social status

The first theme suggest that the main reason a customer repurchases is to signal wealth and social status by showing off a luxury lifestyle product. This theme consists of two subcategories; show off and status symbol. Showing off is, according to Jin *et al., (2019)*, a pure external phenomenon where a purchase or possession of luxury lifestyle goods leads to other people's perception of the customer. Social status is accordingly how the participants felt about themselves at the time of repurchase. There is an evidence of signalling wealth and social status with the majority of the participants. The research findings describe how external peers such as family, friends and colleagues view customers in a certain positive manner as a direct result of repurchasing a Bang & Olufsen luxury lifestyle product.

5.3.1 Showing off

The first subcategory of the research finding theme signalling wealth and social status is showing off. This refers to heightened perception of a customer by an external peer just by the act of repurchasing or ownership of a luxury lifestyle product.

This claim is described in detail by several participants and supported by Jin, Seock, and Hunt-hurst (2019) research. Participant interviews of this study suggest that showing off to colleagues, peers and others as a herd influences the decision to repurchase. One participant suggests that all luxury lifestyle shopping is showing off. Another participant lists the impression given to friends and colleagues as the main driver to repurchase. Jin *et al., (2019)* suggest that peers are the most important reference groups, and peer to peer communications may promote customer behaviour to purchase.

Some staff member interviews also indicate showing off as a top driver for repurchases. Staff suggest that showing off is far more important for purchase intentions than most customer interview suggested. This is further supported in the literature from Purwanto, Margiati, Kuswandi, and Prasetyo's (2019) study which indicates that luxury lifestyle goods are used for status signalling. In addition, Jain and Khan (2017) concluded that significant others play an important role in luxury buying behaviour and can have a direct bearing on purchase of luxury goods.

Showing off and herd mentality as reasoning for purchases are supported by Lin, Wang, Chang, and Lin (2019), Munnukka, Karjaluoto, and Tikkanen (2015) and Ku and Lin (2018).

The staff members support the literature by suggesting a strong showing off influence as reason to repurchase.

5.3.2 Status symbol

The second subcategory of the theme signalling wealth and social status is called status symbol. Participants, and confirmed by staff interviews, suggest that some repurchases are a result of social status. Status symbolling means that a certain status in society arising from some brand's ownership or purchase ability, is assigned to customers (Vieira *et al., 2018)*.

Some participants know very little about the brand at the time of the repurchase, despite having purchased one time prior, but use the brands luxury characteristics as reason to repurchase. This suggests that the brand name and brand positioning are an important reason for repurchasing as a social paradigm. This is shown by a statement from one participant:

"Hey this is a Bang & Olufsen TV, whereas nobody will say Hey this is a Sony TV". (P13)

This claim is supported by Vieira *et al., (2018)* who suggestion that certain brands are purchased based on (high) price expectations, Salem and Salem's (2019) price premiums signals, Wagner, Wilson, and Vescovi's (2015) status of shopping in mono brand stores, and Koles, Wells, and Tadajewski's (2018) desired social state from shopping certain brands.

5.4   Affective response

The next theme arrived at the research findings is named affective response (Chan *et al., 2015)*. This theme consists of the three subcategories of customers feeling happy, a sense of love, and enjoyment of shopping, as reasons to repurchase.

Almost all participants listed some affective responses as reason to repurchase. This is supported by Olsen, Tudoran, Honkanen, and Verplanken (2016) and Kim, Park, Lee, and Choi (2016), and also by staff interviews.

Most participants found happiness to be a reason, some used the term love of product or brand, while others enjoyed shopping as an activity.

So et *al., (2015)* suggest that emotions are complex, multi-dimensional, and dynamic constructs and continue by stating that such emotions impact our decisions and behaviours across a wide variety of domains, while Seegebarth, Backhaus, and Woisetschläger (2019) show that the brand attitudes have a positive influence on purchase behaviour and suggest further research on the mediating role of affective emotions. This is in line with this research's findings that also link the participants'

emotions directly to the repurchase, for example, citing happiness as a main reason to repurchase.

Such cognitive drivers for repurchase are dominant in the research and are supported by Han *et al., (2018)* who emphasise that cognitive drivers in general play an important role in triggering pleasure and arousal; these affective factors act as important drivers of brand satisfaction, relationship commitment, and brand loyalty; affective dimensions, satisfaction, and commitment included a mediating impact. Brand satisfaction with pleasure is particularly important, according to Han *et al., (2018)*.

5.4.1 Feeling happy

The first subcategory of affective response is feeling happy. Several participants simply state that the reason for a purchase is it makes them happy; happy with the products purchased, happy when considering purchasing, and happy in the process of purchasing. Participants seemingly experience happiness with the repurchase action, and some even experience happiness with the memory of the repurchase. Such claims are supported by Ladhari, Souiden, and Dufour (2017) and Kim et *al., (2016)* who also describe happiness in a purchase context.

5.4.2 Sense of love

The second subcategory of affective response is sense of love.

Several participants explain how they feel a sense of love when repurchasing or associating with a brand. This sense of love theme is supported by Oflazoğlu's (2017) study of luxury experiences which reveals that luxury moments make our lives interesting and precious and concludes that "luxury is a natural experience making people happy, flattered, satisfied, motivated, supporting their self-realization". One

participant feels love as a result of the quality of product and service, while other participants use the wording of feeling love in a more holistic manner.

5.4.3 Enjoyment of shopping

The third subcategory of affective response is enjoyment of shopping. Some participants suggest that they enjoy the activity of shopping for luxury lifestyle goods, not acquiring the product or the use of the product, but merely the activity of shopping as a hobby. Correia, Kozak, and Kim (2019) support this, suggesting that the entire shopping experience in the upscale segment is primarily related to emotional values like enjoyment. Lang, Zhang, and Zhao (2018) further suggest that customers are motivated not only by the utilitarian value, but also for the emotional satisfaction obtained during the shopping process.

Some participants explain how they can shop for hours and enjoy the activity and suggest less emphasis on the product purchased and more on the activity of shopping.

5.5   Early brand perceptions and memories

The theme of early brand perceptions and memories consists of two subcategories: Early childhood memories of family impression and other early brand perceptions. This research's found the former subcategory evident in almost all participants, suggesting that an early impression of the brand from family or other relations plays a role in repurchasing. Several participants described in much detail how they experienced the brand and product at a very early age, and the possible influence for future purchases and continued purchases. This is largely supported by Olsen, Tudoran, Honkanen, and Verplanken (2016) who suggest that marketers can benefit from past emotional appeal in developing content marketing. These past emotions can affect purchase mood and intention. Staff interviews support participant findings. Bang & Olufsen entered

Singapore in 1970, making it plausible that early childhood memories could influence customer perception today.

5.5.1 Early childhood memories of family impression

Most participants remember parents or close family members' Bang & Olufsen product, and the brand stories relate to this in a positive manner, suggesting that a customer is wealthy and has a certain sophistication or status in society based on brand preference. One participant state that they owned the brand before it "became global brand". Another participant was told by his granddad that buying Bang & Olufsen means you have made it (in life).

Memories, connected to family heritage and culture, are also noted by Almerico (2014) as important in developing brand strategies.

5.5.2 Other early brand perceptions

Some participants states seeing the brand and products at early age at wealthy friends, parents or other third-party wealthy customer homes. This led to the perception of wealth and making it in life for at least two participants. The repurchase was linked to making it in life.

Martín-Consuegra *et al., (2019)* suggest that early brand perceptions and memories influence repurchase intentions by noting the importance of excitement of an early brand perception.

5.6   Uniqueness of a lifestyle

The theme of uniqueness of a lifestyle choice consists of the two subcategories of Feeling unique and Lifestyle choice. Both subcategories are suggested by a majority of participants to influence repurchase intentions and supported by staff interviews.

5.6.1 Feeling unique

Several participants list that they feel unique by association with, and purchasing of, specific brands. They list feeling special, unique, part of that special crowd, and exclusive as reasoning to repurchase. The theme of feeling unique is supported by Vieira *et al., (2018)* who conclude that feeling unique and the attitude of the customer are of importance in hedonic shopping. Amatulli, De Angelis, Costabile and Guido (2017) find uniqueness as the most important dimension.

5.6.2 Lifestyle choice

The majority of participants suggest that repurchasing Bang & Olufsen is part of a lifestyle selection choice. Participants list fitting into a very specific lifestyle, sustaining a specific lifestyle, or feeling like a jetsetter, as reasons to repurchase. The theme of lifestyle choice is suggested by Jain (2019) who summarises lifestyle choices as influence for purchase intentions, while Celeste (2014) sees individual lifestyle as result of international luxury distribution. This claim is very much further supported by this research, with staff interviews suggesting that customers generally see themselves as belonging to a specific lifestyle genre and that product purchases contribute to a certain lifestyle choice. (S5) (S9)

5.7   Mono brand store marketing

The theme of business to consumer marketing for mono brand stores is divided into two subcategories of mean of communications: Social media and other communication via advertising campaigns. This theme suggests that brand marketing plays a role in repurchase intention, and is represented in the majority of the participants' responses. This is supported by Ku and Lin (2018) who conclude that the brand image communication can strengthen customers' purchase intentions, particularly in an Asian context wherein the Chinese markets are more likely to be able to influence via marketing programs.

5.7.1 Social media marketing

Most of the participants who interact with the marketing channels are interacting with social media channels. Apart from mono store staff interaction, social media interaction is the most common communication channel according to this research. Some participants list content and the possibility of other customer opinions (reviews) as reasons to purchase. Martín-Consuegra *et al., (2019)* conclude that the importance of marketing, such as social media, listing content marketing and marketing interactions, for favourable business outcomes. Martín-Consuegra *et al's., (2019)* study links marketing directly to purchase intentions. Hsu and Yoon (2015) agrees and this study of behaviours related to the choice, purchase, and use of goods and services suggesting that marketing communication are influential.

Staff interviews support customer reponse and list social media as the most important communication and opportunity to influence repurchases. Staff claim that customers are most reponsive and interactive via social media. The theme of social media is further described by Leban, Thomsen, Von Wallpach, and Voyer (2020) who suggest that

emphasis on social media influencers marketing as a major influence on purchase intentions.

5.7.2 Other type of communication such as advertising marketing

Other advertising campaigns on different channels than social media are listed by several particpants as influence to repurchase. The theme of advertising campaigns is described by Han *et al., (2018)* who state that advertising campaigns can help create brand awareness and brand image. Participants in this study describe specific marketing encounters such as travel magazines or lifestyle magazines as direct triggers to repurchase. Olsen *et al., (2016)* emphasise the role of marketers in influencing a customer to purchase. These marketers should develop humorous advertisements which can easily affect impulse buyers' moods and behaviour. Olsen *et al.'s (2016)* study is supported by participants' responses listing printed magazine adverts as influencing through interesting content.

Other participants list in-store advertising such as video content and posters as influence to repurchase. Jin *et al., (2019)* conclude that marketing communications are, along with peer influence, the most important and significant influence towards purchase intentions in the context of luxury lifestyle while Boutsouki (2019) believes that brand owners must develop efficient marketing intelligence practices and notes the importance of such purchase intentions as a result.

Staff interviews confirm this and suggest that word of mouth, when customers talk to others, as an important influence. This is particularly the case when a customer talks or forwards reviews, adverts and campaigns to peers. Shen, Qian, and Jiang (2018) suggest that Asian customers in the luxury lifestyle context have a profile that specific advertising campaigns are receptive to. This knowledge could cascade down to all touch

points such as advertising campaigns, spokespersons, store concepts, media, and other presentations.

5.8   The role of mono brand stores as an influence to repurchase

The theme of the role of mono brand store as an influence refers to how a mono brand store influence a repurchase decision. Almost all particpants in this study suggest that the mono brand store played a part in the repurchase decision, this claim is supported by staff interviews suggesting that the overall experience and motivation to repurchase are better in a mono brand store. The brand experience, ability to show products, mood setting and personal service are better in a mono brand store, according to staff and participants. Cervellon, Poujol, and Tanner (2019) also suggest that the luxury lifestyle industry is where extraordinary experiences are most important for purchase behaviour. A mono brand store may help heighten brand positioning and pose a strategic advantage, according to one staff member. Guercini and Milanesi (2015) support that luxury lifestyle mono brand stores represent a strategic approach to a market entry and are significant for sales and status of a brand.

Some staff feel that mono brand stores' advantages cannot be replaced by any other type of sales channels and are necessary for Bang & Olufsen in Singapore. Bai (2017, p.3) claims that "The necessities of physical stores are evidenced by luxury retailers' continuous expansion," and continues, "brick-and-mortar retail stores are indispensable and non-replaceable for luxury fashion retailers." The study finally claims that mono brand stores are not only to distribute products, but moreover an "expression of luxury retailers' invisible brand identity and are used to raise brand awareness."

The theme of role of mono brand stores is divided into three subcategories: positive staff interaction; interior, exterior and location; and touching, seeing and feeling products prior to purchase.

5.8.1 Positive staff interaction as influence

Most participants suggest that friendly staff interaction during the pre-purchase, purchase, repurchase and service interactions are reasons to repurchase. Some participants simply note staff as being friendly, and others that the staff are more knowledgeable about the brand (than other types of sales outlets) and capability of getting the full product assortment as reasons to repurchase in mono brand stores.

Cheah *et al., (2020)* recommend that store managers influence customer experience via instore sales activity, while Wagner *et al., (2015)* emphasise the role of friendly staff, individual treatment and interactions.

Merk and Michel (2019) study about building good personal relation to customer are important in the luxury lifestyle industry. This study suggests that the staff play an important role, and that the staff and service levels play an important role in purchase intention. According to this study, this is true for both negative and positive aspects. Merk and Michel (2019) conclude that regular monitoring of customer experience-based interactions instore is important for purchase intentions.

5.8.2 Interior, exterior and location of a mono brand store as influence

Some participants list interior, exterior and location of a mono brand store as important factors for their repurchase. The interior can lead to an improved presentation of product and build up atmosphere. Exterior, such as window display or façade features will entice a customer to enter and improve brand image. Location of the shop is important

to others, with one participant stating that the mono brand store repurchased from is in the nicest possible location and therefore cannot be a "bad brand".

Onyusheva (2017) indicates that shop front and window display play a significant role by enticing entry to the store due to curiosity and suggests that customers spend significantly more time in mono brand stores than in any other outlets. This is consistent with both customer (P15) and staff's (S9) claim regarding the importance of time spent in a store being proportional to the likelihood of repurchase.

Other participants claim to "walk for hours" in and out of mono brand stores, while others state that the communication with the brand is the window (display) they pass every day.

The role of mono brand stores for any type of purchases are supported by Ladhari *et al.,* *(2017)* who suggest that the emotional effect of store atmosphere and layout affects behavioural intentions. Enhancing atmospherics increases positive emotions, which lead to high-quality product perceptions and favourable behavioural intentions.

5.8.2 Touching, seeing and feeling products as influence prior to repurchase

Many participants suggest that the ability of touching, seeing and feeling the product led to the repurchase. One participant (P14) likes to "look behind TV for details". Another (P13) likes to "see colours in real life". Most customers suggest that touching an expensive product before purchasing or, for example, trying a speaker (listening) are main reasons to repurchase, and that they would not be comfortable with buying pricy and complex equipment without trying it. Kpossa and Lick (2020) also suggest that multiple colour and product options influence purchase intentions for hedonic purchases.

5.9   Distrust in other channels

The theme of distrust in other channels refers to the reason why some customers who repurchase in mono brand store tend to mistrust other sales channels. So not only trust in a mono brand store, but more so distrust in the alternative. Chiu *et al., (2014)* suggest the direct link between distrust and actual purchase intention.

Markova and Grajeda's (2018) study of sales channels supports that trust plays a role in purchase intentions, while Onyusheva's (2017) research of multi brand stores in comparison to mono brand stores also suggests trust is significant in choice of sales outlet type. This is evident and agreed by most participants. The research findings are divided into three subcategories of distrust concern in buying from non mono brand stores: return policies, authenticity, and warranty.

5.9.1 Distrust in buying from non mono brand store due to return policies concerns

Some participants suggest that the likelihood of buying a wrong product from sales channels other than mono brand stores are higher than at mono brand store. As a result, there is a concern that in case of a return, the policies of other sales channels are less favourable than in a mono brand store. This result in repurchasing at a mono brand store because of distrust in other sales channels, and is supported by a study by Zhang, Ren, Wang, and He (2018).

5.9.2 Distrust in buying from non mono brand stores due to authenticity concerns

Some other participants suggest that some other sales channels could be selling fake merchandise, meaning that the products would be counterfeited and not original from Bang & Olufsen. Therefore a customer would repurchase from a mono brand store due to the concern of counterfeit in other sales channels, according to Klein and Melnyk (2016).

5.9.3 Distrust in buying from non mono brand stores due to warranty concerns

Others again express different warranty concerns from other channels. It is suggested that warranty claims are treated differently depending on the channel and more favorably in a mono brand store. So some participants would repurchase at the mono brand store due to the perception of worse warranty handling in other sales channels.

5.10   Perceived expectation of value (when purchasing a luxury lifestyle product)

The theme of perceived expectation of value suggests that a main driver for repuchase is that the expectation from the first purchase was met satisfactorily. This theme consists of three subcategories of expectations: the utilitarian function of the product, the customer journey and trust in the company. This chapter should very much be perceived in the context of the luxury lifestyle industry.

Some participants suggest that the utilitarian function of products from the first purchase was met, service interaction expectations were met, and a trust in the company was established based on expecations met at the first purchase. Han *et al., (2018)* support this by suggesting that previous experience is the most important factor for perceived value (for future purchases).

5.10.1 Expectations of the utilitarian function of the product

Several participants state that the performance, aesthetics, and price of the product from the first purchase lead them to the repuchase. Customers expectations were met and that alone influenced a repurchase. This is supported by staff saying that the material or functions of the product often lead to repuchase. Alba and Williams (2013) support this and suggest that mostly aesthetics and design of products lead to purchases.

5.10.2 Expectations of the customer journey

The theme of expectations of the customer journey is suggested by the majority of particpants. Customers list very specific staff interaction, service situations and follow ups as reasoning to repurchase. Ladhari *et al., (2017)* suggest that a superior service interaction may lead to emotional satisfaction which positively and significantly influences behavioural intentions.

The research findings also connect a successful customer journey to brand loyalty. Customers associate a good interaction with being loyal to brand and sales outlet. Wang, Luo, and Lee's (2019) study on loyalty suggests the same link between customer journey, loyalty, and purchase intention.

5.10.3 Trust in company

The theme of trust in the company appears several times as a reason to repurchase. Customers trust the product and service based on the first purchase and relate that to the company. This is also described by Jain and Khan (2017) who suggest that trust in luxury goods leads to a positive attitude towards purchase intention. This is a broad topic, whereby some participants list trust as the ability to fix a broken product in case of a service situation. Cheah, Waller, Thaichon, Ting, and Lim (2020) support this, listing trust as a major component in purchasing a luxury product, while Coelho, Rita, and Santos (2018) study suggests that since in industries where product categories are not highly competitive pricewise (such as the luxury lifestyle industry), the competition will be based on the customer trust and relationship. Which claimed by several participants in the research findings.

5.11 Product specific value-exchange expectations not met

The theme of product specific value-exchange expectations not met is the only theme that leads to avoidance, meaning that this theme is supected to lead to non purchase intentions.

If a customer experiences product faults or other types of disappoinments, it could lead them to cease purchasing from the brand altogether. This chapter should be perceived in the context of the luxury lifestyle industry.

Klein and Melnyk (2016) study confirm the avoidance risk of disappointing customers and product faults and service disappointments and the importance of the arguments to communicated faults in detail to customers and handle any disappointments.

Disappointment as reason for avoidance of future purchase is important feedback from the staff interviews.

5.11.1 Avoidance arising from product faults and service disappointments

One customers mentions a warranty issue poorly handled from the first purchase, and after the repurchase as reason to not purchase again from the brand. Another customer noted a very high product repair cost as reason for not to purchase again. Several other participants suggest smaller or bigger disappoinments as reasons to reconsider future purchases.

Zhang, Ren, Wang, and He (2018) also note the importance of direct and psychological response which leads to a decrease in customers' perceived trust, satisfaction, and empowerment.

5.12   Covid-19 pandemic

The theme of situational context of Covid-19 is divided into two subcategories: work from home office and improvement of home. All repurchases in this study were made during the Covid-19 pandemic, not at lock down, with some participants listing the pandemic as a reason to repurchase.

This theme suggests that the pandemic has influenced repurchase intention and is supported by Boutsouki (2019) who points out that retail sales increased during the early stages of the Covid-19 pandemic. However, another study by Song, Yao, and Wen (2021) about behavioural change during the Covid-19 pandemic, suggests that the pandemic has increased sadness in customers and resulted in avoidance and decreased purchase intention levels.

5.12.1 Work from home office

Some participants list the pandemic suddenly necessitating a functioning home office as a reason to repurchase. It could be the need for new or better-quality audio video equipment for particular video calling. Several of the participants experienced a sudden shift from working at an office with high-tech equipment to working from home with typically lower-tech equipment. This led to the need for speaker phones, speakers, TVs and noise-cancellation equipment that could be provided by Bang & Olufsen, and a direct reason for a repurchase.

5.12.2 Improvement of home

Some participants suggest that boredom, excess cash and more time spent at home are reasons to repurchase, saying that staying at home more changes their purchase habits.

Laato, Islam, Farooq, and Dhir (2020) claim that customers who isolate themselves generally make unusual purchases to support an isolated lifestyle. This should result in

retail research to anticipate unusual consumer behaviour during pandemics. As the SOR framework suggests, individuals react to environmental stimuli at cognitive and affective levels. Individual moderation of the affective influence is needed for rational decision making. One participant reveals that it was time to 'better the surroundings' when you are spending more time at home, while staff members support this and suggest several repurchases are a result of the pandemic keeping customers at home more.

5.13   Singaporean cultural context

This theme derived from a cultural context of Singapore is divided into three subcategories of presence in society and saving face, Singapore specific traits and concentration of wealth in Singapore.

This theme suggest that, in the luxury lifestyle context, repurchases are affected by the geographical location of the purchase (Jackson 2020; de Mooij and Hofstede 2010; Beugelsdijk and Welzel, 2018). This claim is supported by a majority of the participants. Dey and Srivastava (2017) also suggest that situational context plays a role in purchase intention, while Kassim and Zain (2016) suggest that a customer's culture has an impact on behaviour in the luxury brands industry. This theme is widely supported by most participant and staff interviews.

5.13.1 Presence in society and saving face

Several participants describe themselves as Asian and suggest that Asians need to present themselves in society with certain values. Another participant states that growing up in Singapore made her believe that luxury lifestyle goods are a category you deserve, and society views luxury lifestyle that way. One participant believes that luxury lifestyle is understated in Europe and overstated in Singapore, and a way to be

perceived in a positive manner. These claims of continual establishment of the customer in society are reasoning for repurchases.

Zhang and Zhao (2019) classifies Asian luxury goods customers into categories such as saving face, pragmatism, and materialism. The study concludes that Asian purchase intentions are influenced by both hedonic and utilitarian values. The study also claims there is no evidence of demographic differences apart from cultural.

The theme of present in society and save face are described in Kim *et al., (2016. p.3)* study. study which suggests that "Asian culture is more collectivistic, customers in the Asian market may place a greater weight on the social value of luxury such as prestige". The collective culture is specifically supported by staff interviews which suggest that customers compare themselves with each other, and purchases play a role in saving face.

5.13.2 Singapore specifc traits

Some participants suggest that Singapore have country specific traits in terms of luxury lifestyle perception. Ku and Lin (2018) suggest that the buying behaviour of specific segments of Asian customers is affected by perception of brand image in the luxury lifestyle industry. Ku and Lin (2018) study recommends that marketers should focus on traditional Asian values such as social values and differentiate from Western strategies of individual values and self-identity exploration.

The theme of the Singaporean cultural traits market is also supported by Liu, Wei, and Zhang (2018). Their study suggests that some customers in emerging markets are more aware of brand names originated in developed markets and are more likely to generate positive associations accordingly.

5.13.3 Concentration of wealth in Singapore

Several participants suggest that the large concentration of wealth in Singapore (and Asia) are the reason for the repurchases, and increased wealth is an integral part of the Asian luxury lifestyle scene.

One participant state that customers in Singapore generally have more excess cash than in other countries. Another participant states that Singaporean Asians accumulate more luxury goods than Westerns and yet another that Singaporean Asians are more "receptive to luxury lifestyle communication".

The theme of a larger concentration of wealth in Asia and Singapore in comparison to most Western markets is supported by several studies. Yeoman and McMahon-Beattie (2018) claim that wealth improvement in some countries is the driving agent of the luxury lifestyle industry. The study continues to suggest that with greater wealth comes a more sophisticated consumer, who is educated and demanding, while Shen, Qian, and Jiang (2018), Ruan, Xu, Li, and Liu (2018) and Cheah *et al., (2020)* also suggest Asian buyers are more likely to have higher family income.

Staff interviews acknowledge the differences of Asian customers versus Western based on wealth measures, which is also in line with a study by Shen *et al., (2018)*.

5.14   The research framework

This study aims to develop a research framework suited to the luxury lifestyle industry that will illustrate why and how a customer repurchases in a Bang & Olufsen mono brand setting in Singapore.

Bigne, Chatzipanagiotou, and Ruiz (2020), Jacoby (2002) and Kamboj, Sarmah, Gupta and Dwivedi (2018) suggest that the SOR framework is appropriate for behavioural

science in the field of marketing for consumer goods, whereas Kamboj *et al., (2018)* found the SOR framework useful in a study of marketing, brand and brand loyalty. Bigne *et al*.'s (2020) study on consumer purchase decisions uses the SOR framework to illustrate enviromental factors leading to a cognitive state and further to a purchase decision.

5.14.1 The SOR framework

The SOR framework, or theory, was first presented by Mehrabian and Russell (1974), introducing a process where input (stimuli) lead to process (organism) and then result into an output (response) for behavioral science in the field of marketing of consumer goods.

Figure 6 SOR Framework
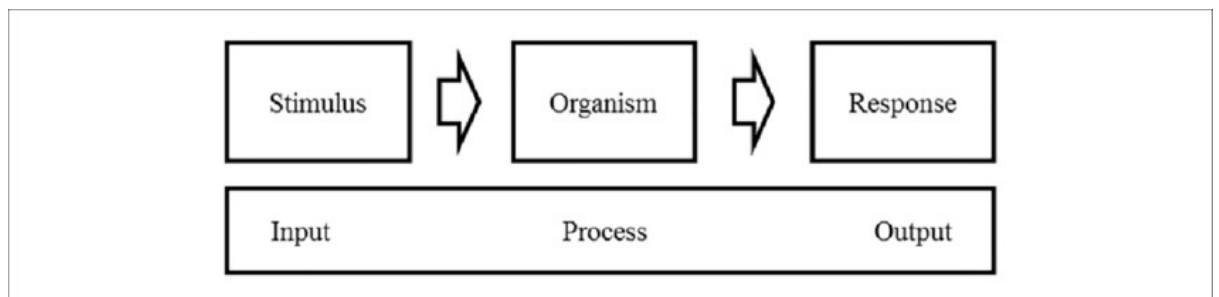
Mehrabian and Russell (1974) explain that stimuli should be understood as how an environment is perceived by a customer at a specific point in time. It is often described as a package of several inputs triggered by external factors such as adverts, logos, store environment and such. In this research of customers repurchasing, stimuli would be the exact input or trigger that is identifiable with the participants interview feedback as reasoning to repurchase.

The organism is the individual cognitive state and experience as a result of stimuli. Organism is subcategorised into three categories; pleasure, arousal and dominance.

Pleasure is defined as positive or negative feeling. Arousal is defined as a feeling state, applying primarily adjectives that concern mental activity. Dominance is defined as dominance to feelings of control and behaviour restrictions caused by physical or social barriers, according to Mehrabian and Russell (1974). While this research recognises that all three categories may exist, the pleasure category of negative or positive feelings is the most apparent cognitive state in the responses.

Responses represent avoidance or approach as the result, and is the action or non-action as a result of the organism. Avoidance would be a non-action or negative reaction leading to no repurchase, and approach would be an action or positive result to repurchase.

5.14.2 Adaptations of the SOR framework

The SOR framework has been adaptated several times, but most noticeably by Jacoby (2002) who adapted the SOR framework into a more holistic framework with more datapoints and with less of a sequence of datapoints. The overlapping themes were shown in a Venn diagram and not a process of triggers turning into state and then to behaviour.

Figure 7 Example of a Jacoby 2002 adaptation of the SOR framework
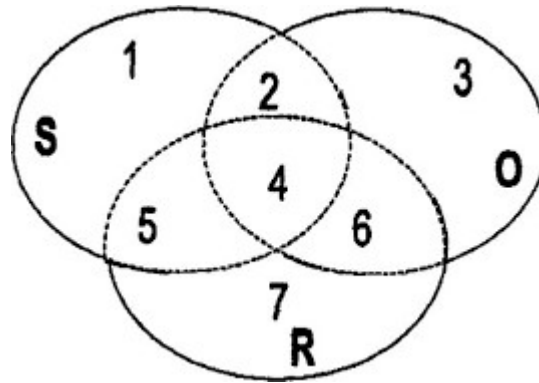
5.14.3 This adaptationof SOR framework in the context of this research

Due to their sequential nature, this study adapts its framework from the original SOR

frameworks brought forth by Mehrabian and Russell (1974) rather than Jacoby's (2002)

adaption which has overlapping themes.

This study is trying to answer why customers repurchase in a mono brand store setting

by collecting qualitative data responses. The qualitative inputs are categorised as

triggers which are assumed to lead to a state of mind that will sponsor either a

repurchase or a non-action which is consistent with conventional behavioural science

models (Mehrabian and Russell, 1974; Jacoby, 2002).

The broad purpose of the research framework is to identify input triggers, as per

customer perception, that eventually lead to repurchases. These triggers should be

actionable for Bang & Olufsen to create sequential marketing initiatives. This study

therefore suggest a sequence of triggers leading to a state of mind which then leads to a

reponse, rather than an holistic non-sequential pattern of triggers with overlapping

themes.

The findings of the study are able to reveal detailed triggers in a customer's perception

that eventually lead to repurchase. While a brand such as Bang & Olufsen would not be

able to identify and stimulate all triggers, this research framework allows for triggers or stimuli to be used in a process that can be adapted into a practical working model.

Figure 10 Adaptation of the SOR framework into this research model for why customers repurchase in mono brand store settings

Why do a firsttime customers repurchase in a mono brand store setting?

Stimuli Various sources of Stimuli		Organism Cognitive states of Pleasure, Arousal, Dominance (Positive / Negative)	Response Approach / Avoidance
Hedonic	Signal wealth and social status	Pleasure positive	Approach
	Affective response	Pleasure positive	Approach
	Early brand perceptions and memories	Pleasure positive	Approach
	Uniqueness of a lifestyle choice	Pleasure positive	Approach
	Marketing	Pleasure positive	Approach
	The role of mono brand store	Pleasure positive	Approach
	Distrust in other channels	Pleasure positive	Approach
Utilitarian	Perceived expected value	Pleasure positive	Approach
	Product specific value -exchange expectations not met	Pleasure negative	Avoidance
Situational	Covid19 pandemic	Pleasure positive	Approach
Cultural	Singaporean Asian cultural context	Pleasure positive	Approach

5.14.4 Adaptation of the definition of stimuli into this research framework

The definition of stimuli is adapted to this research framework from the original SOR framework.

Stimuli in this research framework are adapted and are not only defined as external factors such as described by Mehrabian and Russell (1974). This research framework adapts the concept of stimuli into a broader term which also includes, for example, customer emotion, and not only enviromental factors as suggested in the orginal framework.

For example, in this research framework when a participants states it makes me happy feeling, such stimuli codes would be categorised into themes such as the affective

response theme and considered a stimuli, whereas emotions would not be considered stimuli in the original SOR framework. In the original framework stimuli would be limited to environmental factors such as impression of a store design.

Another example could be when a customer repurchased because they want to feel unique. The need to feel unique would be considered a stimuli in this research framework because it would lead to a cognitive state and a behavioural response. In the orginal SOR framework the desire to feel unique would not be defined as stimuli as it is not a purely external environmental factor.

5.14.5 Adaptation of stimuli into four subcategories for this research framework

Stimuli in this research framework are adapted and divided into four subcategories of hedonic, utilitarian, situational and cultural context, whereas stimuli are a single category and only defined as external environmental factors in Mehrabian and Russell's (1974) original framework. The purpose of the further division and subcategorising is an attempt to dissect the triggers, or stimuli, into a more detailed listing in order to deeper understand the triggers.

The hedonic and utilitarian subcategories come from Babin *et al., (1994)* and Hirschman and Holbrook (1982) who first classified the motivation for purchase into two dimensions of hedonic and utilitarian. Hedonic values are the emotional experience of shopping, while utilitarian values are of a rational and goal orientated nature. This study found it useful to categorise the triggers of repurchase into hedonic reasoning such as marketing, and utilitarian such as product form and features due to the context of such for this research.

The situational context is suggested by Laato, Islam, Farooq, and Dhir (2020) and Song *et al., (2021)* who indicate that purchases made during the Covid-19 pandemic might

have been influenced by unusual retail customer behaviour such as hoarding or comfort purchasing. The result of the study could therefore be seen in the context of a time with unusual buying behaviour.

The cultural context is described in several studies such as Beugelsdijk and Welzel (2018), Jackson (2020) and Ying, Sindakis, Aggarwal, Chen, and Su (2021) suggesting the cultural context of Singaporean Asians as an influence on why customers repurchase. Adjusting for cultural differences could benefit Bang & Olufsen when making decisions based on the study, in an international context.

5.14.6 Organism adaptation for this research framework

The definition of organism has not been adapted for this framework. The orginal SOR framework definition of organism, according to Mehrabian and Russell (1974), as a cognitive state that is subcategorized into pleasure, arousal and dominance, remains the same for this research framework. This study only found the use of pleasure in organism and pleasure subcategories of positive and negative states. The other types of cognitive states (arousal and dominance) were not identifiable as result of this study's stimuli.

5.14.7 Response adaptation for this research framework

The response definition is also not adapted from the orginal SOR framework, and the response remains defined as avoidance (not considering repurchases) or approach (repurchase intentions).

5.14.8 Research findings in the context of the research framework

The research findings themes listed in Chapter 4 are described in Table 6 in a summary that suggests that most postive stimuli lead to a positive response, which in return will

lead to approch or repurchase intention. Table 6 summarise the type of subcatagory

leading to the type of theme, stimuli, organism and reponse.

Table 6 List of themes, stimuli, organism and response

Subcategory	Main Themes	Stimuli	Organism	Response
Hedonic	Signal wealth and social status	Show off	Pleasure positive	Approach
		Status symbol	Pleasure positive	Approach
Hedonic	Affective response	Feeling Happy	Pleasure positive	Approach
		Sense of Love	Pleasure positive	Approach
		Enjoyment of shopping as an activity	Pleasure positive	Approach
Hedonic	Perceived expectation of value	Expectations of the utilitarian function of the product	Pleasure positive	Approach
		Expectations of the customer journey	Pleasure positive	Approach
		Trust in company	Pleasure positive	Approach
Hedonic	Early Brand perceptions and memories	Early memories of family impressions	Pleasure positive	Approach
		Other early brand perceptions	Pleasure positive	Approach
Hedonic	Uniqueness of lifestyle	Feeling unique	Pleasure positive	Approach
		Lifestyle choice	Pleasure positive	Approach
Hedonic	Brand marketing	Social media marketing	Pleasure positive	Approach
		Ad campaigns	Pleasure positive	Approach
Utilitarian	Product specific value-exchange expectations not met	Product faults and service disappointments	Pleasure negative	Avoidance
Hedonic	Mono brand store experience	Positive staff interaction	Pleasure positive	Approach
		Interior, exterior and location of mono brand store	Pleasure positive	Approach
		Touching, seeing and feeling products prior to purchase	Pleasure positive	Approach
Utilitarian	Distrusting in other sales channels	Distrust in buying from non mono brand store due to return policies	Pleasure positive	Approach
		Distrust in buying from non mono brand store due to authenticity	Pleasure positive	Approach
		Distrust in buying from non mono brand store due to warranty	Pleasure positive	Approach
Situational	Covid-19	Need home office facilities	Pleasure positive	Approach
		Customer focus on the general quality and functionality of its home	Pleasure positive	Approach
Cultural	Cultural context	Present in society and save face	Pleasure positive	Approach
		Singapore cultural traits	Pleasure positive	Approach
		Concentration of wealth in Singapore	Pleasure positive	Approach

A noticeable result of this study is that ten out of eleven stimuli influence a customer to repurchase, whereas only one stimulus of utilitarian nature results in avoidance.

The stimulus that could lead to avoidance could be a participant's statement such as "So yeah. honestly speaking, I love this brand, but after I had issues with the second item, I stopped considered buying" (P12).

Such stimuli codes of disapointment are themed into "product faults and service disappointments", and leads to a cognitive state (organism) of negative pleasure, and results in a reponse of avoidance for future purchases (Zhang *et al., 2018)*.

The majority of stimuli in this study suggest that if a customer experiences positive stimuli to their expectations, the stimuli may lead to positive pleasure and approach (to repurchase), according to Martín-Consuegra *et al., (2019)* and Zhong and Mitchell (2010).

The research suggests numerous opportunities to stimulate the customer to repurchase. A stimuli could be to trigger a customer's ability to show off, or the use of Bang & Olufsen as a status symbol. Such statements as "I think for a lot of people that the association with this brand or this product is important and what it says about you. And I think that's part of the value put in high luxury brands" (P15) could trigger a positive pleasure state and lead to approach or repurchase (Wang *et al., 2019*; Ding and Tseng, 2015).

Other triggers, according to the research findings, could be to make the customer feel happy, have a sense of love, or more enjoy the activity of shopping. Such triggers could lead to a positive state of mind that leads to repurchase intentions.

It appears that statement such as "When somebody walks into my house, says hey that's Bang & Olufsen. Nobody comes into your house and says: Hey that's Sony!" (P13) are direct triggers and reasoning for repurchases. It also seems from the research findings that early childhood memories, making the customer feel unique, and conveying a certain lifestyle with the brand Bang & Olufsen may trigger customers to the state of mind that leads repurchase (Jin *et al., 2019*; Purwanto *et al., 2019*; Lin *et al., 2019*).

The research findings suggest that use of marketing (Ku and Lin, 2018; Leban *et al., 2020*) of mono brand stores (Bai, 2017) and Cervellon *et al., (2019*) play the most significant role in triggering repurchases on several levels, but particular for hedonic reasons. Marketing communcations (Shen *et al., 2018)* such as word of mouth and social media (interaction) and aspirational advertising appear to be the strongest in leading to pleasure positive states and repurchase intentions.

The biggest influence by quantity and strength of expressions from the research findings would be the use of mono brand stores. It appears that positive staff interaction (Cheah *et al., 2020*; Merk and Michel, 2019) and atmosphere of the mono brand store are the biggest influences as to why and how customers repurchase. All participants listed several triggers for marketing and/or mono brand store procedures as important influences for the state of mind that leads to repurchase. Both marketing and the use of mono brand stores would be a very tangible tool for a brand like Bang & Olufsen to further improve.

The research findings suggest that most customers have a perceived expectation of value (Han *et al., 2018*; Ladhari *et al., 2017*) perhaps after the first purchase with Bang & Olufsen, that includes a holistic trust in the company.

The trust ranges from form and function of products, to the ability to repair, luxury feel and after sales service. This trust (Jain and Khan, 2017; Cheah *et al., 2020*) and perceived expectation of value are anfactor embedded with the customers in this study. While this trust and perception may trigger repurchase intentions, it may also be the only apparent reason why customers avoid a repurchase if disappointed, according to this study.

5.14.9 Summary

The research findings suggest that most customers repurchase for hedonic reasons (Ding and Tseng 2015; Lissitsa and Kol, 2019) and not utilitarian reasons, whereas most other consumer categories (than luxury lifestyle) would have customers purchasing for utilitarian reasons mainly, according to Martín-Consuegra *et al., (2019)* and Basso *et al., (2019)*

According to Boutsouki (2019) and Song *et al., (2021)*, the situational context of the Covid-19 pandemic, might be playing a role in why customers repurchase. All the repurchases in this study were made during the pandemic but, with only two customers suggesting that the pandemic led to the repurchase intention, the pandemic was not a big topic in the overall customer responses either as a positive or negative factor.

The cultural context of Singaporean Asians (Dey and Srivastava, 2017; Kassim and Zain, 2016) might also play a role in why customers repurchase. While some customer in the study had Asian sounding names, and others Western sounding, there was a broad consensus that Singaporean Asians luxury lifestyle shopping differs from Westerners by greater desire and ability to purchase luxury lifestyle products.

The next chapter will conclude the research findings into an implementable practical model.

6   Conclusion

6.1   Introduction to conclusion

This final chapter presents the conclusions and recommendations of the study. This thesis aimed at investigating why customers repurchased in a mono brand store within the luxury lifestyle industry. The literature review revealed that repurchases in this context are not understood well. To better understand why customers repurchase with Bang & Olufsen Singapore, a case study approach was adopted (Yin, 2014). To achieve the deeper insight of customers' perception, a qualitative approach to data collection was obtained by the triangulation of sources of customers who repurchased, staff who served repurchasing customers, and internal documentation. The data analysis suggests that several factors of mainly hedonic nature were likely to lead to repurchases, while the context of a mono brand store enhances the overall brand experience which assists the repurchase process. This chapter will conclude the study and evaluate the contribution to theory and practical implications of the research findings. The first section will discuss the methods utilized in order to meet the objectives, the next section describes the contribution to theory, contribution to methodology, and recommendations for practitioners. The chapter will conclude by describing the limitations to this research and suggestions for future research.

6.2   The achievement of research objective

This thesis aimed to explore factors influencing repurchase of a luxury lifestyle product in Bang & Olufsen Singapore's mono brand store setting. The following objectives were established and met:

1) To review the relevant literature on repurchases and mono brand store concepts strategy within the context of luxury lifestyle products.

The first objective was met in chapter two, which critically reviewed factors surrounding the research question. The literature first reviewed the definition and concept of the luxury lifestyle industry. Luxury lifestyle characteristics led to a review of hedonic and utilitarian reasons why customers interact with the luxury lifestyle industry. Hedonic reasons in particular led to a review of why customers generally purchase. General luxury lifestyle purchase motivators mainly arose from emotional values. This led to a review of culturally specific Singaporean purchase characteristics. Next the situational context of repurchases during the Covid 19 pandemic were reviewed, which suggested a change of behaviour during the pandemic that led to a review of brand marketing, and the use of brand marketing to influence behaviour. The next reviewed topic was the definition of a brand, and brand loyalty for repurchases behaviour. The section after that reviewed mono brand stores' overall influence on customers interacting with the brand in the context of repurchasing. Following was a review of frameworks applied to previous buying behaviour studies such as SOR (Mehrabian and Russell, 1974). The literature review concluded by suggesting an overall relationship of several theoretical and generative factors, where further research of the luxury lifestyle industry repurchasing factors could be carried out.

2) To design a methodology suitable for exploring factors of repurchasing within a mono brand store setting in the context of luxury lifestyle products.

The second objective was met in chapter three, which described the methodology that was adopted to meet the research questions and aim. The methodology was a triangulation mono method qualitative approach involving remote audio call semi structured interviews of customers and staff, supported by internal documentation (mainly based on presentations by top management in Bang & Olufsen). The methods were designed to understand the influential factors as perceived by customers and staff, but within the

frame of the company. The choice of methods was a logical choice based on the aim, objective and context of the research question and the phenomenon analysed.

3) To explore factors influencing repurchase of a Bang & Olufsen product and the role of a mono brand store, if any.

The third objective was met in the fourth and fifth chapters which explored the factors influencing repurchase of Bang & Olufsen products in the context of mono brand setting. Ten themes were discovered based on clusters of why customer repurchase, and one theme discovered the role of mono brand stores in this context. After the interviews were conducted, they were transcribed in Microsoft Word and then imported into NVivo. The philosophical positioning of critical realism allowed for iteration of discussion and analysis. The iteration process allowed for the initial themes from NVivo to be redefined, some themes to be combined and others to be removed. With the backdrop of the literature review, the research findings were investigated successful.

4) To develop a research framework for exploring factors for repurchases within and mono brand store setting, and to guide practitioners in developing marketing plans for repurchases and mono brand store concept strategies.

This last conclusion chapter meets the objective of developing a theoretical framework for repurchases and the role of mono brand stores for repurchases within the luxury lifestyle industry. The theory contribution and the practical contribution for Bang & Olufsen Singapore practitioners' marketing plan and mono brand store concept strategy are discussed in section 6.3 and 6.4.

6.3   Theoretical contribution

These research findings make several contributions to the literature. This research contributes to the literature on luxury lifestyle (Jin *et al., 2019*; Leban *et al., 2020*; Park and Ahn, 2021) by identifying the industry triggers as mainly internal feelings such as uniqueness, showing off and place in society. The next contribution by this research is to the concept of hedonic and utilitarian motives (Dey and Srivastava, 2017; Lissitsa and Kol, 2019; Klein and Melnyk, 2016; Martín-Consuegra *et al., 2019*). This research confirms that purchase motives of luxury lifestyle products are of predominantly hedonic nature and extends that utilitarian motives are significant when customers stop purchasing. This research contributes to the literature of general purchase and repurchase motivators by suggesting a specific range of positive emotional factors as main reasons for buying behaviour within the context (Chiu *et al., 201*4; Chan *et al., 2015*; Wang *et al., 2019*; Jain and Khan, 2017). The findings of this study recognise that differences exist between Western and Singaporean values for repurchasing, and differences are deeply rooted in place in society, childhood and upbringing and concentration of wealth in Singapore (Shen *et al., 2018*; Timperio *et al., 2016*; Ying *et al., 202*1; Ku and Lin, 2018). In the area of Covid-19 pandemic this study contributes by recognising that change in buying behaviour during a crises is complex, and can lead to both additional repurchases, and avoidance (Boutsouki, 2018; Prentice *et al., 2021*; Laato, Islam, Farooq, and Dhir, 2020; Song, Yao, and Wen, 2021; Du *et al., 2021*). In the area of branding literature this study emphasis on the recommendations and opinions of peers, the type of content for ad campaigns, and brand to customer interaction (Jiménez-Castillo and Sánchez-Fernández, 2019; Athwal *et al., 2019*; Kamboj *et al., 2018*). The findings of this study highlight that the criteria of brand loyalty are not (yet) accomplished with the second purchase or repurchase (Gupta *et al., 2020*; Aaker, 1991; Pedeliento, Andreini, Bergamaschi, and Salo, 2016; Beverland,

2018). This study contributes to the mono brand store literature by highlighting that the significant benefits of mono brand stores are based around sales staff quality, and trickledown effect of a brand benefits of mono brand store on other less branded types of distribution channels (Merk and Michel, 2019; Cervellon *et al., 2019*; Zhang *et al., 2018*; Kpossa and Lick, 2020).

The adaptation of the stimuli, organism, response framework (SOR) by changing the definition of stimuli resulted in a simpler framework for practical use (Jacoby, 2002; Kamboj *et al., 2018*; Bigne *et al., 2020*; Mehrabian and Russell, 1974). The change of the definition of stimuli (Figure 9) allows Bang & Olufsen Singapore, and similar companies, to utilise the framework by assigning stimuli to very specific feelings and situations in return of the likelyhod of a specific actions. This contribution allows easier implementation for an operational marketing department, by adopting a specific stimulus to trigger a desired response

6.4 Practical contribution

This research's practical implications and contribution are of incredible value for Bang & Olufsen and will set the direction for very specific adjustment to the marketing, mono store development and distribution plans for Singapore, and in a broader international context. The implementations of the research findings into the company business plan have been initiated with smaller marketing adjustments in 2021 and will complete with a new mono brand store concept development expected to finalise in calendar year 2022.

The first theme arrived from the research findings of signal wealth and social status with emphasis on showing off (Jin *et al., 2019)* and status symbol (Salem and Salem, 2019) as influences to repurchase. Some practical contribution is already implemented on trial basis. The trial is based on the creation of a social media site where customers

can upload pictures of products in their home setting (Figure 11), and a website where

customers who purchased (Figure 12) can see themselves in the context of Bang &

Olufsen repurchases.

Figure 11 Picture from the social media platform where customer can upload and view pictures of Bang & Olufsen products in their own home

Figure 12 Picture from the social media platform celebrating customers who repurchased and where customers can see themselves

Figure 13 Another picture from the social media platform in which a customer is showing how a newly repurchased product integrates in their life

All pictures are with permission consent from Bang & Olufsen and the customers involved.

The next theme arrived from the research findings of affective response with emphasis on feeling happy (Ladhari *et al., 2017)*, sense of love (Oflazoğlu, 2017) and enjoyment of shopping (Correia *et al., 2018)* as an activity as influence to repurchase. The practical contribution was to initiate staff training on how to deal with customer service, customer happiness, and handling of just-browsing customers (Figure 12). The next initiative was updated guidelines for how mono brand store staff should adapt to a customer centric approach (Figure 13). Both initiatives are on and ongoing development and creation and is not currently implemented with Bang & Olufsen Singapore.

Figure 14 Picture from the creation of the added online, instore and classroom training of mono brand store staff customer centric service
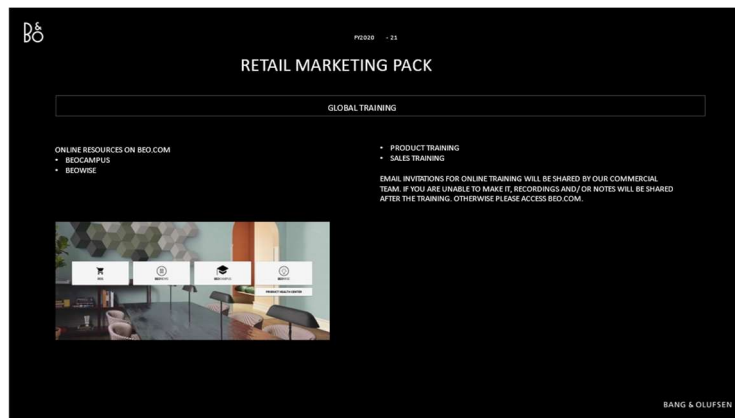

Figure 15 Layout suggestion from the added online, instore and classroom training of mono brand store staff in customer centric service

The next theme arrived from the research findings of perceived expectation of value with emphasis on expectations of the utilitarian function of the product, expectations of the customer journey (Alba and Williams, 2013), and trust (Cheah *et al., 2020)* in the company influencing a repurchase. The practical contribution was to initiate staff training to strengthen customer interaction with an app that helps with practical matters such as use of products (Figure 14). The next initiatives were to further open avenues for customers to brand communication via websites, chat, email and phone (Figure 15). The app and the communication channels were already existing, but for use in another

context. The changes to use the app and the other communication channels for strengthen staff interaction has been initiated.

Figure 16 An app where you can interact regarding use of the products
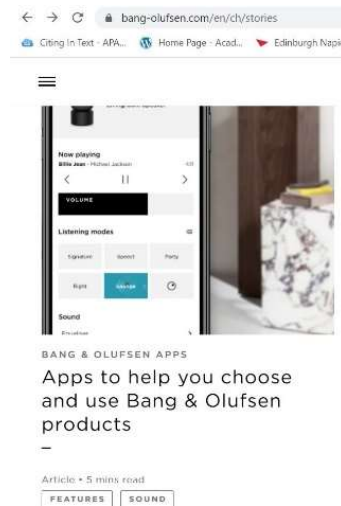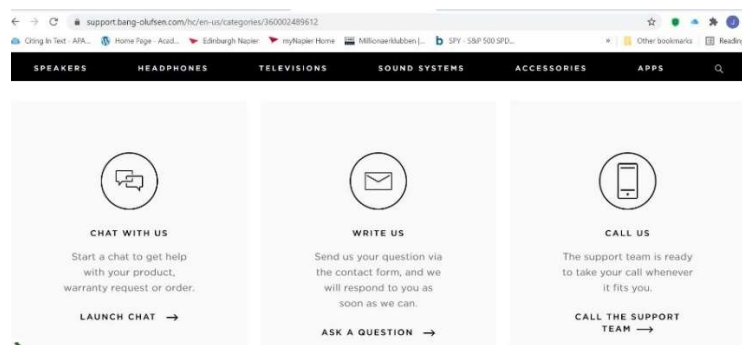

Figure 17 Example of added ways of communicating with general inquiries from customer to brand

The next theme arrived at from the research findings was of early brand perceptions and memories (Olsen *et al., 2016)*, with emphasis on early memories of family impressions (Almerico, 2014) and other early brand perceptions (Martín-Consuegra *et al., 2019*) influencing repurchase. The practical contribution translates to ad campaigns with nostalgic content (Figure 16), and nostalgic story telling in marketing communication (Figure 17). The ads were created and advertised on own channels in the description sections already.

Figure 18 Example of ad campaigns with nostalgic content

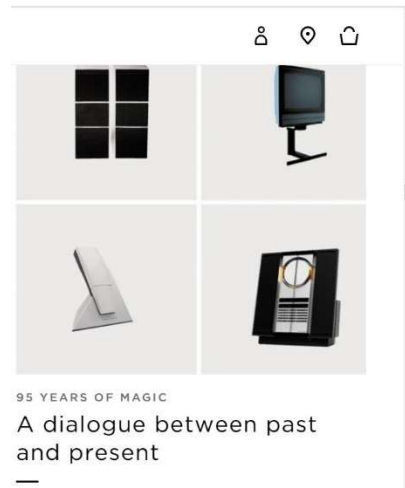**Figure 19 Example of nostalgic story telling in marketing**

Figure 20 Example of past product's relation to current products storytelling

The next theme arrived at from the research findings was of uniqueness of lifestyle with particular emphasis on feeling unique (Amatulli *et al., 2017)* and lifestyle choice (Jain, 2019) influencing repurchase. In the practical contribution this translates to ad campaigns with uniqueness as focus (Figure 19), and sustainable lifestyles as narratives in story telling (Figure 20). Advertising for uniqueness and lifestyle existed with Bang & Olufsen, but as a result of this research were emphasised and reused.

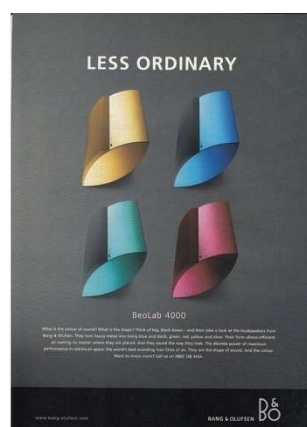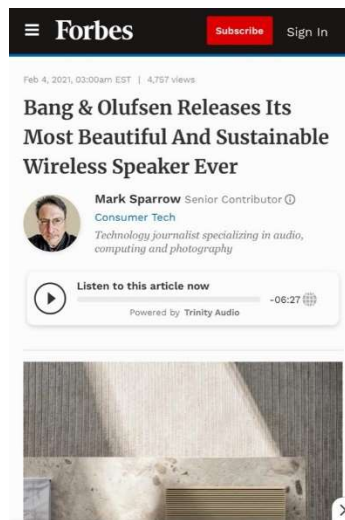**Figure 21 Examples of ad campaigns with uniqueness as focus**

Figure 22 Another example of an ad campaign with uniqueness as focus

**Figure 23 Examples of specific sustainable lifestyle choice communication**

The next theme arrived at from the research findings was of mono brand store marketing with emphasis on social media marketing (Leban *et al., 2020)* and communication of ad campaigns influencing a repurchase. The practical contribution translates to more resources to social media platforms where each mono brand store will have their own platform page as well as a dedicated full-time person to control the platforms. The next contribution is to add more resources to local or regional content for advertising development. The implementation of such is already initiated.

Figure 24 Example of regional and local advertising campaigns

The theme of product specific value-exchange expectations not met (Klein and Melnyk, 2016) and (Zhang *et al., 2018)* is when a product faults and service disappointments that lead to ceasing purchases. The practical contribution was to implement multiple choice surveys for all repurchases, which is being developed. The next contribution was to create a dedicated webpage with a dedicated phone number for reporting on after sale service, which is already implemented.

Figure 25 Examples of enhanced value-exchange
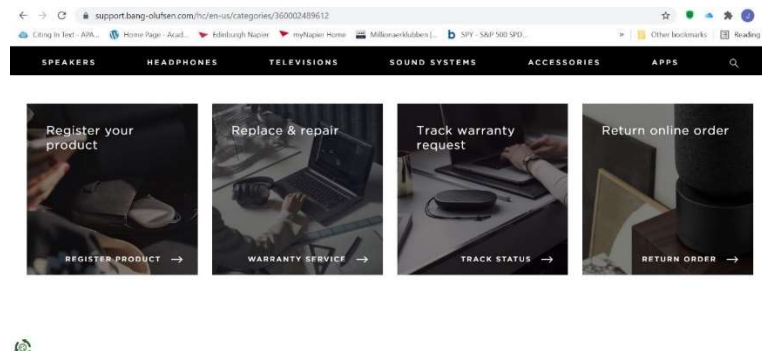
The theme of mono brand store experience is particular to positive staff interaction (Merk and Michel, 2019), interior, exterior and location (Onyusheva, 2017), and touching, seeing, and feeling products (Kpossa and Lick, 2020) prior to purchase. The contribution is of the staff training described earlier as well as new brand guidelines relating to mono brand stores, new mono brand store concept development, and a new approach to mono brand store development. The new guidelines are being developed with the author as contributor based on this research.

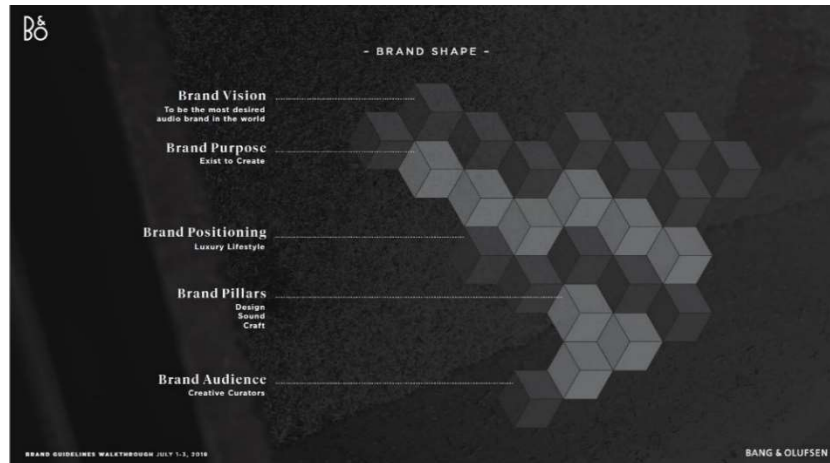**Figure 26 Brand guideline development of new mono brand stores**

Figure 27 Development of new mono brand store concepts

Figure 28 Development of new mono brand store concept design
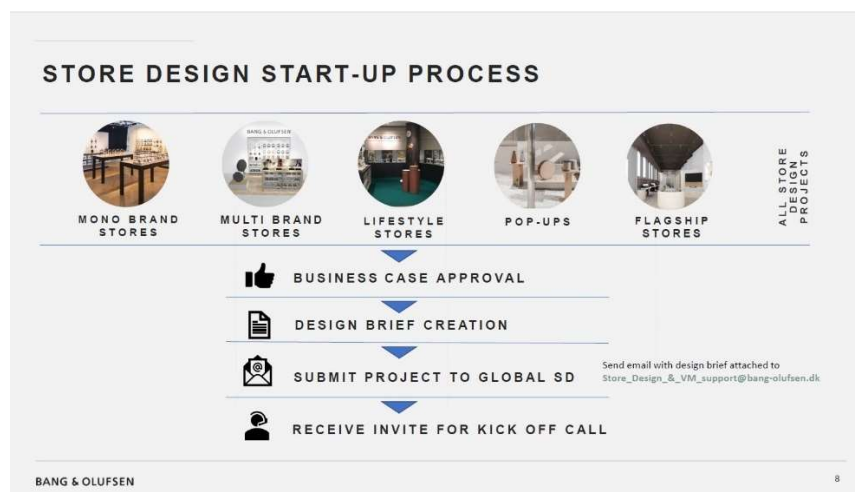
The theme of distrust in other sales channels related to distrust due to return policies (Zhang *et al., 2018)*, authenticity concerns, and warranty concerns (Klein and Melnyk, 2016). The practical application was to enforce a monthly vetting of online customer surveys. The next step was to double down on service and create a direct channel to the CEO which has already been established.

Figure 29 Service and feedback to CEO

The theme of Covid-19 pandemic (Boutsouki, 2019) resulted in a sudden need for home office facilities and a focus on more overall quality and functionality of customers' homes. The practical implication was to develop work from home office content in marketing communications, which is already been developed.

Figure 30 Example of work from home initiatives
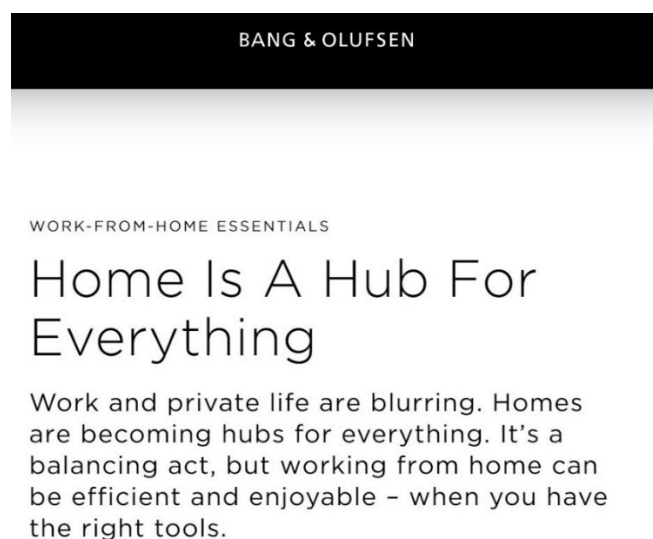
Figure 31 Another example of work from home initiatives

The final theme is of the Singaporean Asian cultural (Jackson, 2020) and (Beugelsdijk and Welzel, 2018) context's emphasis on presence in society and saving face, Singapore specific cultural traits, and a bigger concentration of wealth in Singapore. The practical implications meant relating the content with greater emphasis on Asian values in Bang & Olufsen narratives which is a work in progress and in continued development.

Figure 32 Asian values in a Bang & Olufsen narratives

Figure 33 Asian values in a Bang & Olufsen narratives
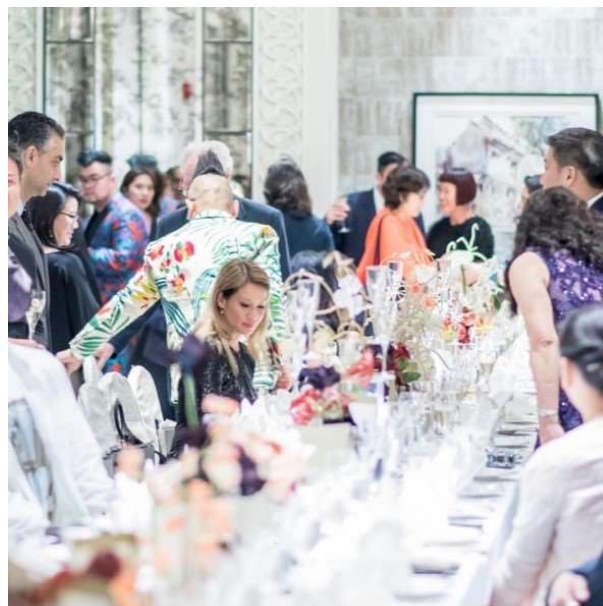
This thesis was well received, and a became a big discussion point internally in

Singapore. The value of this research and above findings has also received positive

acknowledgement from the top management of Bang & Olufsen. The author will present the findings to the global board of directors at the 2021/2022 Q3 meeting. In addition, an initial framework based on the research findings for a global marketing plan has been initiated and a new concept for mono brand stores, to which this research is contributing, is being developed for implementations in 2022. The suggested framework for the marketing plan will be based on Figure 9 and assume that specific types of stimuli will alone or in combination trigger repurchases. The mono brand concept store development will continue to develop and incorporate parts of the research findings from this thesis as the backbone of the new concept.

6.5   Limitations of research and suggestions for future research

Because of the complexity, access to data, single company focus and limited research on the Bang & Olufsen specific, a case study method with multiple sources of evidence was assumed most appropriate as research method. The evidence was able to provide in depth information that was undiscovered of the studied phenomenon. As the research focused on HOW and WHY, not WHAT, a qualitative approach was selected. Miles *et al.* (2014) suggest that qualitative data are suited to in depth knowledge. To minimise researcher bias, multiple sources of data are triangulated.

This research has limitations, just like any other research. This research's case study design is grounded in critical realism, which makes the transferred findings of analytical generalisations, not statistical generalizations. Analytical generalisations compare empirical data with theoretical models, which does not necessarily compare data with the wider population (Yin, 2014). Statistical generalization could be beneficial within a wider population. Although the research findings list rather detailed information of repurchases during the Covid-19 pandemic, the findings might be limited as repurchase

behaviour during crises may be different (Boutsouki, 2021). Thus, research after the Covid-19 pandemic may be useful.

Suggestions for further research and a natural progression of this research would be to research customers who only purchased once and deepen the understanding of WHY they stopped purchasing. Another suggestion for future research could be to explore influential factors for repurchasing from distribution channels other than mono brand stores. Studies with demographic segmentation such as age groups and possible differences in influential factors based on age, or longitudinal studies where researchers could follow a customer from first purchase to continuous purchase or four or fifth purchase could also make significant research contributions. As this research was a single company research of Bang & Olufsen Singapore (only), research on a broader luxury lifestyle industry scale may be beneficial.

This chapter is the last and concludes the results of the study and how the aim and objective have been met. The conclusion has also extended knowledge within the luxury lifestyle industry of both purchase behaviour and the mono store concept. The next contribution is to practitioners' formulation of marketing and distribution strategies. The methodology contribution, limitations to the study and suggestion for future research have also been discussed.

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Appendix 1 Ethical consent

Consent to take part in research

I…………………………………… voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind. I understand that I can withdraw permission to use data from the interview within two weeks after the interview, in which case the material will be deleted. I will have the purpose and nature of the study explained by the researcher in writing and they have had the opportunity to ask questions about the study and that participation involves interview with the purpose of academic research and business improvement. I understand that I will not benefit directly from participating in this research. I agree to that interview is being audio-recorded. I understand that all information I provide for this study will be treated confidentially. I understand that in any report on the results of this research my identity will remain anonymous. This will be done by changing the name and disguising any details of the interview which may reveal the identity or the identity of people they speak about. I understand that disguised extracts from the interview may be quoted in a Doctorate of Business Administration thesis, about business improvements of Bang & Olufsen Singapore and subsequent academic publications. I understand that if I inform the researcher that myself or someone else is at risk of harm they may have to report this to the relevant authorities - they will discuss this with me first but may be required to report with or without my permission. I understand that signed consent forms and original audio recordings will be retained in Singapore with only the researchers access until the exam board confirms the results of their dissertation.

I understand that a transcript of the interview in which all identifying information has been removed will be retained for ten years from the date of the exam board. I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above. I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

Academic supervisor Dr Nathalia Tjandra N.Tjandra@napier.ac.uk

Academic supervisor Dr Swami Nyayapati swami.nyayapati@psb-academy.edu.sg

Researcher Jonas Wulff Moeller jonas.moeller@napier.ac.uk

Signature and Date of research participant _____

Signature and Date of researcher I believe the participant is giving informed consent to participate in this study _____

Appendix 2 Interview questions

Research question	Key authors	Category	Premise	Interview questions Customer	Interview questions Staff
Why do first-time customer buy repurchase	(Kassim & Zain, 2016), Bundgaard & Huulgaard, (2019), (Yeoman & McMahon-Beattie, 2018), (Mody, Hanks, & Dogru, 2019), (Sharda & Bhat, 2018), (Chan, To, & Chu, 2015), Bundgaard, (2016)	Characteristics of luxury lifestyle	Non-essential item with higher perceived quality, price point, design, history and unique.	What is luxury lifestyle to you?	What is luxury lifestyle to your customer? How do you defined it in relation to them?
Why do first-time customer buy repurchase and How a mono brand store influences a repurchase	(Correia, Kozak, & Kim, 2019), (Salem & Salem, 2019), (Ku & Lin, 2018), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Jin, Seock, & Hunt-hurst, 2019), (M. Zhang, Ren, Wang, & He, 2018), (Chen, Wang, Zhu, & Lian, 2020)	Purchase intention for luxury industry	Symbolic values and non utiltarian reasons to purchase, often lead by an emotional decision process.	Tell me about your first purchase with Bang & Olufsen Singapore? Why did you buy?	Why do customer purchase from Bang & Olufsen the first time?
Why do first-time customer buy repurchase and How a mono brand store influences a repurchase	(Ladhari, Souiden, & Dufour, 2017), (Basso et al., 2019), (Vieira, Santini, & Araujo, 2018), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Klein & Melnyk, 2016), (Lissitsa & Kol, 2019), (Dey & Srivastava, 2017)	Hedonic or Utilitarian	The products emotional values are more important than the actual practical use of the product.	What is your favourite luxury lifestyle brand? And why? How often do you buy/interact?	Why do the purchase from Bang & Olufsen, is because they have a need for a TV? Or how is the timing and atmosphere?

Why do first-time customer buy repurchase	(Chiu, Wang, Fang, & Huang, 2014), (Chan, To, & Chu, 2015), (Shocker & Aaker, 1993), Aaker (1991), (Shi, Lin, Liu, & Hui, 2018), (Munnukka, Karjaluoto, & Tikkanen, 2015), (Van der Westhuizen, 2018), (Pedeliento, Andreini, Bergamaschi, & Salo, 2016), (Han et al., 2018), (Lin, Wang, Chang, & Lin, 2019), (Coelho, Rita, & Santos, 2018), (Mody, Hanks, & Dogru, 2019), (Foroudi, Jin, Gupta, Foroudi, & Kitchen, 2018), (Yeh, Wang, & Yieh, 2016), (González-Mansilla, Berenguer-Contrí, & Serra-Cantallops, 2019), (Chen, Wang, Zhu, & Lian, 2020)	Repurchase of luxury and lifestyle products and brand loyalty	The process of repurchasing could entail emotional values, previous, past and future expectation of an on par or above extraordinary experience.	Tell me about your recent (2nd purchase) with Bang & Olufsen Singapore?	When customer come and repurchase, why do they do that? What matters?
	(Ku & Lin, 2018), (Bai, 2018), (Lang, Zhang, & Zhao, 2018), (Liu, Wei, & Zhang, 2018), (L. Zhang & Zhao, 2019), (Ruan, Xu, Li, & Liu, 2018), (Shen, Qian, & Jiang, 2018)	Singapore context	Saving face, social status and signal value are more important in Singapore than in most Western cities and cultures.	How is all this in relation to Asia and being Asian?	How's the Singaporean mentality towards this?
Why do first-time customer buy repurchase	(Cheah, Waller, Thaichon, Ting, & Lim, 2020), (M. Zhang, Ren, Wang, & He, 2018)	Brand memories and early encounters	Early experience of a brand from authorities like parents may play a role in developing own perception.	When was the first time ever you encountered the brand and how was it?	How do first time browsers initial feel about the products?

How a mono brand store influences a repurchase	(Kpossa & Lick, 2020), (M. Zhang, Ren, Wang, & He, 2018), (Chi & Sullivan, 2018), (Wagner, Wilson, & Vescovi, 2015), (Onyusheva, 2017), (Cervellon, Poujol, & Tanner, 2019), (Bai, 2017), (Merk & Michel, 2019), (Guercini S & Milanesi M, 2015), (Pelet, Massarini, & Taieb, 2017)	The role of mono brand store for repurchase	The mono brand store enchances a brand experience.	Why did you make the purchase at the mono branded store?	Why do customers buy in a mono brand store?
	(Bundgaard & Huulgaard, 2019), (Bundgaard, 2016), (Huulgaard, 2015), (Christensen, 2020)	Bang & Olufsen perception	The alignment of the brand portrait and a customer perception.	What is Bang & Olufsen to you?	What makes Bang & Olufsen different in the minds of the customer repurchasing? What do they say?
Why do first-time customer buy repurchase	(Laato, Islam, Farooq, & Dhir, 2020), (Boutsouki, 2019), (Song, Yao, & Wen, 2021)	The role of Covid-19 for repurchase	Crises like Covid-19 may influence the repurchasing process.	Has the Covid-19 crises changed your views/behaviour of luxury lifestyle?	How has Covid-19 impacted the recent repurchases?
Why do first-time customer buy repurchase	(Kamboj, Sarmah, Gupta, & Dwivedi, 2018), (Athwal, Wells, Carrigan, & Henninger, 2019), (Jobling, 2014), (Sullivan & J. Hyun, 2016), (Markova & Grajeda, 2018), (Kizgin, Jamal, Dey, & Rana, 2018), (Jiménez-Castillo & Sánchez-Fernández, 2019)	Specific marketing influence on the repurchase	Some marketing play an influence in repurchasing.	What luxury lifestyle marketing B&O situations do you recall?	Which marketing do you think is best for customer to repurchase?
Why do first-time customer buy repurchase	(Jin, Seock, & Hunt-hurst, 2019), (Dey & Srivastava, 2017), (Pelet, Massarini, & Taieb, 2017), (Koles, Wells, & Tadajewski, 2018)	Importance of showing off for repurchase	Peers opinion plays a role in a customers repurchasing decision	What did your family, friends and colleagues say about your purchase?	How important are the peers of the customers for the repurchase process?
Why do first-time customer buy repurchase	(Ku & Lin, 2018), (Wagner, Wilson, & Vescovi, 2015), (Sharda & Bhat, 2018), (Jain, 2019a)	Lifestyle element of the purchase	A repeat purchase may cause the customer to feel part of a community.	Did the products purchase confirm you like B&O? Are you a B&O person now?	At what point in the process are customers hooked on Bang & Olufsen?

Why do first-time customer buy repurchase and How a mono brand store influences a repurchase	(Cheah, Waller, Thaichon, Ting, & Lim, 2020), (Ladhari, Souiden, & Dufour, 2017), (Martín-Consuegra, Díaz, Gómez, & Molina, 2019), (Lissitsa & Kol, 2019)	Importance of how the purchase or product makes us feel	Internal feelings might influence a repurchase decision.	Describe the whole process, and how do you feel about it? And any further contribution to the research?	What in the process of repurchasing is most important and why?