H5a -0.07ns

0.05ns H2a

0.50\*\*H1a H5b 0.20 \*

0.18\*H2b

0.03ns H1b 0. 0.10 ns H3

H5c 0.31 H5c 0.31 ns

0.34\*H1c

0.17ns H2c

H5d 0.09 ns

Fig 1 Structural model results. \*\*\*p b <0.001, \*\*p b <0.01, \*p b <0.05, n.s.=not significant; . χ2(54) = 181, χ2/df =3.3; CFI = 0.9; TLI = 0.8; RMSEA = 0.09< 0.10; HV=hedonic shopping value, UV= uniqueness value, SA= store atmosphere, BE= brand experience. WOM= word of mouth, BF= brand familiarity.