
UNDERSTANDING FASHION PURCHASING DECISIONS: A SYSTEMATIC REVIEW OF CONSUMER BEHAVIOR IN RETAIL

Benediktus Rolando¹, Andrea Faustine Widjaja², Chelsea Kimberly Chandra³

¹ Management Department, Faculty of Management and Business Science, Universitas Dinamika Bangsa, Indonesia

² Economics Department, Faculty of Business Economics, University of California, Los Angeles, United States of America

³ Business Administration Department, School of Business, Hanyang University, Seoul Province, South Korea

E-mail: ¹⁾benediktusrolando@gmail.com, ²⁾andrea-fw@ucla.edu,
³⁾chelseakimberly836@gmail.com

ABSTRACT

This systematic literature review examines key internal, external, and technological factors influencing consumer purchasing decisions for fashion products in retail stores. Guided by the PRISMA methodology, 39 empirical studies published between 2020 and 2025 were analyzed through thematic and bibliometric techniques. Findings reveal that psychological drivers, such as emotional responses and cognitive evaluations, significantly impact decision-making. Environmental factors, particularly store design, visual merchandising, and multisensory branding, shape consumer experiences and behaviors. Additionally, technological innovations like augmented reality and digital atmospheres enhance engagement and purchasing intentions. The results show an evolving research focus from foundational behavioral studies toward digital and experiential consumer experiences. This review synthesizes fragmented knowledge into an integrated framework and provides practical insights for fashion retailers aiming to optimize store environments and leverage technology for increased consumer engagement and loyalty. Future research directions highlight the need for deeper exploration of digital atmosphere effects, cultural differences, and ethical considerations in data-driven retail strategies.

Keywords: **Consumer Behavior, Digital Atmosphere, Fashion Retail, Purchase Decision, Store Environment**

1. INTRODUCTION

The process of consumer purchasing decision-making in fashion retail environments is increasingly recognized as a complex and multidimensional phenomenon shaped by a dynamic interplay of internal psychological factors, external environmental cues, and more recently, technological innovations. Fashion retail spaces offer a unique context in which consumers engage with products not only on a functional level but also through emotional, aesthetic and experiential dimensions. These interactions influence consumers' intentions and behaviors in ways that are often subtle yet profoundly impactful. Against the backdrop of rapidly evolving consumer expectations and retail technologies, understanding the intricacies of decision-making in this context has become more critical than ever.

Internally, individual psychological states serve as a major driver in the fashion consumer's decision-making process. Tran et al. (2020) show that in emerging markets, health consciousness and perceived service quality play critical roles in shaping consumer behavior—dimensions that, while studied in food retail, have increasing relevance in fashion and lifestyle sectors. Emotional reactions, personal values, and cognitive evaluations are deeply intertwined, affecting how consumers perceive, value, and ultimately decide upon fashion purchases. Chung et al. (2025) demonstrate that consumer self-control moderates purchase intention for near-expired products, suggesting that temporal cues and internal psychological framing can significantly influence impulse-driven decision-making. Ali et al. (2021) emphasize that in emerging markets, consumer purchase behavior is shaped by a combination of product quality perception, health consciousness, and price sensitivity—factors that are increasingly relevant in fashion-related consumer decisions as well.

Prior studies have elucidated the profound role that emotional drivers play in shaping behavior within the apparel sector. Wang et al. (2024) reaffirm that reference price significantly affects pricing decisions by shaping perceived fairness and influencing consumers' comparative evaluations, particularly in multi-channel retail environments. Guzmán Martínez & Orozco Gómez (2024) argue that reference price influences consumers' willingness to buy not only through monetary comparison but also via emotional and social value perceptions, especially when dealing with hedonic products like fashion items. Kubičková et al. (2023) show that decoy pricing, a form of cognitive bias manipulation, can significantly steer consumer choices toward higher-margin products by distorting perceived value. Lee (2021) shows that emotional engagement through sports-related values such as motivation and achievement can enhance consumer purchase intention, suggesting that thematic associations can influence behavioral outcomes. Singh (2024) argues that consumers' purchasing processes in apparel retail are strongly driven by emotional needs, particularly self-expression and social alignment. These factors often outweigh rational considerations such as price or functionality.

Recent studies also show that emotional attachment significantly increases brand loyalty and purchase intention, reinforcing the role of affective responses in decision-making (Rolando & Sunara, 2024; Zhao et al. 2023; Mulyono, Ingriana, & Hartanti, 2024). These insights affirm that consumers' internal evaluations involve a blend of rational assessments and affective reactions. Moreover, individual decision-making styles influence how consumers interact with decision-support tools. Viridi, Karlo, and Sharma (2020) found that maximizers and satisficers exhibit distinct preferences for online decision aids during various stages of choice-making, highlighting the cognitive variability that shapes retail behavior. Emotional congruence between brand image and consumer identity fosters loyalty and heightens purchase intention (Guzmán Martínez & Orozco Gómez, 2024; Rolando & Yen, 2024; Singh, 2024; Mulyono, Hartanti, & Rolando, 2024). Serra et al. (2022) found that market orientation strengthens customer loyalty and purchase decisions by aligning brand values with evolving consumer expectations—especially in competitive sectors like fashion. Rybaczewska & Sparks (2020) suggest that a brand's employer image can subtly influence consumer purchase decisions by enhancing corporate trust and ethical alignment, which increasingly matters in retail sectors like fashion.

Recent empirical evidence supports this view, indicating that emotional congruence between consumer values and brand identity can significantly increase affective commitment and behavioral intention (Zijian & Yanchen, 2023; Ingriana, Gianina Prajitno, & Rolando, 2024). De Canio et al. (2020) show that environmental concern moderates the impact of ethical retailer image and consumer trust on pro-environmental purchase intention, suggesting that sustainability cues may drive fashion behavior for value-conscious consumers. Jibril & Padi (2024) show that emotional attributes like perceived love, popularity, and loyalty toward secondhand fashion significantly affect young consumers' buying intentions. Therefore, for retailers seeking to craft compelling strategies, an acute understanding of intrinsic motivations is indispensable.

Externally, the retail environment exerts a critical influence on consumer behavior, particularly in the fashion industry where sensory engagement and social interaction are paramount. Fashion retail stores do not merely serve as points of sale; they are experiential spaces that influence emotions, perceptions, and decisions. Physical aspects such as store layout, visual merchandising, lighting, and even ambient elements like music and scent contribute to shaping customer experiences and facilitating purchasing behavior. Florea (2025) demonstrates that strategic product arrangement, effective lighting, and engaging window displays are potent tools for enhancing customer engagement and encouraging impulse purchases. Marinelli et al. (2020) found that planograms and the duration of time spent in front of vending displays significantly impact consumer purchasing behavior, affirming that visual merchandising and temporal exposure jointly shape decision-making. Viridi, Karlo, & Sharma (2020) The use of various decision tools in the purchasing process varies between the two stages of the choice process, namely consideration set formation and evaluation & choice (Rolando, Nur Azizah, et al., 2024; Rolando, Simanjuntak, Dewi, & Al-Amin, 2024). Similarly, Idone-Cordova et al. (2020) assert that the careful design of store atmospheres—both exterior and interior architectural elements—guides consumers through the decision-making journey by reducing cognitive load, enhancing brand messaging, and creating emotionally resonant experiences. Moreover, Hwang & Jeong (2023) emphasize that atmospheric cues such as lighting and layout influence not only consumer attention but also store loyalty by shaping the perceived brand personality.

These findings underscore that the physical retail environment acts not merely as a backdrop but as an active agent in influencing consumer behavior. Strategic product placement and lighting schemes not only capture consumer attention but also shape perception of product quality and store prestige (Florea et al. 2025). In addition, architectural layout and multisensory design, including scent and music, have been shown to enhance emotional immersion and increase impulse purchases (Monoarfa et al. 2023; Raja et al. 2024; Ingriana, Chondro, & Rolando, 2024). da Silva Maraninchi Ricci et al. (2020) also demonstrate that front-of-package nutritional labeling influences perceived transparency and purchase intention—underscoring the psychological impact of visual cues in consumer environments. Raja et al. (2024) propose that musical elements—tempo, complexity, and volume—have strong effects on emotional states, consumer attention, and purchase decisions. Their framework suggests that music can serve as a non-verbal influencer of shopping behavior in fashion environments. Further emphasizing this point, Monoarfa et al. (2023) found that in Islamic retail contexts, store atmosphere and pricing were the most influential factors in shaping consumer decisions, suggesting that cultural and religious dimensions can modulate the effectiveness of physical store design.

While these internal and external factors have long been acknowledged in consumer research, the integration of technology into the retail experience has introduced new dimensions to the purchasing decision process (Mulyono & Rolando, 2024; Rolando, Mulyono, & Pasaribu, 2024; Rolando & Wigayha, 2024; Tanuwijaya, Mulyono, Purnama, & Rolando, 2024). The rise of omnichannel strategies and the blending of online and offline experiences have revolutionized traditional retail models. Yet, even amidst the proliferation of e-commerce, physical stores continue to hold a vital place in the fashion industry. Technology has become a bridge that connects the tactile, immediate appeal of physical shopping with the convenience, personalization, and interactivity associated with digital experiences. Zenetti & Pauwels (2024) highlight that on-site retail media advertising can significantly amplify off-site purchase decisions, as webrooming behavior is often influenced by online browsing patterns and product information availability.

Innovations such as augmented reality (AR) applications, including virtual mirrors, exemplify how technology can replicate and enhance the in-store experience (Benediktus & Oetama, 2020; Gunawan, Utomo, & Benediktus, 2021). Gahlot et al. (2024) found that augmented reality (AR) features such as virtual avatars significantly enhance customer experience and purchase intention in

fashion retail. These tools foster interactivity and emotional engagement, making AR a critical driver of decision-making in modern retail environments. Manocha et al. (2024) illustrate that such technologies offer consumers personalized, immersive experiences that not only enrich engagement but also positively influence purchasing decisions by creating a sense of ownership and immediacy. Similarly, Wang et al. (2024) demonstrate that AR features that provide sensory immersion and product interactivity can elevate perceived value and reduce decision uncertainty, making them key tools in physical retail enhancement.

Gamified services and interactive in-store displays have been shown to increase consumer enjoyment, perceived value, and purchase intent (Tsai, 2024; Rolando & Ingriana, 2024). Hossain et al. (2024) reveal that gamified retail strategies positively impact perceived brand experience, encouraging exploratory behavior and long-term loyalty in fashion retail settings. Tsai (2024) highlights the power of gamified OMO (Online-Merge-Offline) services in enhancing consumer engagement, noting their ability to stimulate enjoyment, brand attachment, and cross-channel shopping behavior. Additionally, omnichannel interfaces that integrate online and in-store experiences reduce decision fatigue while supporting personalized consumer journeys (Towers & Towers, 2022; Karaniya Wigayha, Rolando, & Wijaya, 2024). Tao et al. (2025) argue that consumer involvement levels are critical predictors of online purchase behavior, and that digital platforms must tailor their strategies based on behavioral data to reduce abandonment rates. Cao et al. (2024) examined how differential product quality within multi-channel supply chains influences distribution and consumer targeting decisions, reflecting the broader strategic complexity retailers must consider in meeting segmented consumer expectations. Fernandes et al. (2022) found that exposure to online reviews greatly influences consumer trust and purchase decisions, as reviews serve as surrogate experiences that guide expectations and reduce perceived risk. Decrop & Del Chiappa (2024) reveal that choice overload in retail environments can lead to decision deferral or simplification, particularly when the decision-making strategy becomes too cognitively complex. Towers & Towers (2022) propose a structured framework of consumer touchpoints across decision-making stages, highlighting the importance of consistency and narrative alignment across physical and digital platforms in retail experiences. Additionally, Hagen et al. (2024) note that the rise of local online retail platforms (LORPs) is driven by both place-based loyalty and functional convenience, bridging local identity with digital retail access. Shankar et al. (2021) emphasize that perceived convenience—such as evaluation and possession convenience—strongly influences showrooming behavior. These factors mediate the relationship between offline and online decision-making.

This intricate interplay between psychological predispositions, environmental factors, and technological interventions creates a multifaceted decision-making landscape in fashion retailing that warrants deeper scholarly attention. Although numerous studies have addressed individual aspects of the consumer decision-making process in retail contexts, there remains a critical gap in synthesizing these diverse factors within an integrated framework, particularly in the dynamic and sensory-rich environment of fashion retail stores. Most existing literature tends to compartmentalize internal, external, and technological influences rather than exploring how they interact synergistically to shape consumer behavior. Consequently, a comprehensive systematic literature review is essential to consolidate current knowledge, identify thematic patterns, expose gaps, and suggest pathways for future research.

The primary problem driving this review is the fragmented nature of existing research on consumer purchasing decisions in fashion retail settings. While valuable insights have been generated, the field lacks a coherent synthesis that accounts for the convergence of emotional, environmental, and technological factors. Without such an integrative understanding, retailers may struggle to develop strategies that effectively resonate with today's fashion consumers, whose expectations are shaped by an increasingly complex retail ecosystem. Furthermore, in an era where consumer behavior is rapidly evolving in response to societal, technological, and cultural shifts,

staying abreast of the latest evidence is critical for both academics and practitioners (Mulyono, 2024; Rahardja, Rolando, Chondro, & Laurensia, 2024; Rolando, 2024).

The justification for conducting this systematic literature review thus stems from the pressing need to build a more comprehensive, organized, and up-to-date understanding of how multiple factors simultaneously influence consumer decision-making in fashion retail contexts. By systematically examining and synthesizing empirical studies published within the last five years, this review aims to offer a clearer, evidence-based portrait of contemporary consumer behavior in fashion retail environments. In doing so, it also seeks to provide actionable insights that can inform retail design, marketing strategies, and technological innovation.

Consumer purchasing decisions in the fashion retail environment are influenced by three main pillars: internal psychological factors, store environmental elements, and digital technology innovations. From the internal side, emotional reactions to price, personal values, and motivation to express oneself greatly influence purchase intentions. Reference price can trigger affective responses that drive purchases even outside of rational considerations. Meanwhile, external factors such as product layout, lighting, and store atmospheric design play an important role in creating an engaging shopping experience and reducing consumers' cognitive load. Strategic store design not only strengthens brand identity but also enhances both impulsive and planned purchasing decisions.

On the other hand, technological advances such as augmented reality (AR), virtual mirrors, and interactive elements are further enriching the physical experience in stores. These technologies combine digital convenience with the tactile appeal of in-person shopping, enabling deeper personalization, efficiency, and engagement. Weiß & Pfeiffer (2024) explore how cognitive load and timing of digital assistance in virtual commerce influence purchasing behavior. Their research underscores the importance of personalized, well-timed help systems in enhancing decision-making under digital retail conditions. Adding to this, Jibril & Padi (2024) show that the influence of digital tools on purchasing decisions differs between working and non-working women, indicating that demographic and lifestyle variables must be considered when deploying in-store technologies. The combination of these three factors creates a complex yet compelling decision landscape. Therefore, this systematic review aims to bring together the various scattered findings into one integrated framework that can be used by fashion retail practitioners in designing more effective store strategies that are in line with modern consumer expectations.

The specific objectives of this systematic review are fourfold. First, it aims to map the key internal, external, and technological factors that influence consumer decision-making in fashion retail stores. Second, it seeks to explore how these factors interact with each other, creating synergistic or antagonistic effects on purchasing behavior. Third, the review endeavors to identify gaps in the existing literature where further empirical inquiry is needed. Fourth, it aims to offer practical recommendations for retailers and fashion brands seeking to enhance consumer engagement and drive sales through evidence-based strategies. The guiding research questions for this review are: (1) What are the main psychological, environmental, and technological factors influencing consumer purchasing decisions in fashion retail environments? (2) How do these factors interact to affect consumer behavior? (3) What gaps exist in the current research landscape on this topic? (4) How can retailers leverage current insights to optimize the consumer experience and increase purchase likelihood?

The scope of this review is delimited to studies focusing explicitly on consumer purchasing behavior within physical fashion retail environments, including but not limited to clothing, footwear, and accessory stores. Studies focusing solely on online retail experiences are excluded unless they explicitly discuss technologies that are implemented in physical stores. The temporal scope is limited to research published between 2020 and 2025 to ensure the review captures the most recent trends and developments in consumer behavior and retail innovation. Geographically, the review does not limit itself to specific regions, recognizing that fashion retailing is a global industry influenced by

diverse cultural, economic, and technological contexts. This global scope is supported by studies conducted in diverse regions such as India and Ghana, which offer culturally nuanced insights into consumer purchasing behavior (Viridi et al. 2020 ; Jibril et al. 2024; Maha, Derian Hartono, Prajitno, & Hartanti, 2024).

The potential significance of this systematic review is manifold. Academically, it seeks to contribute to the literature by offering an integrative framework that synthesizes diverse strands of research on consumer behavior in fashion retail settings. By doing so, it aims to advance theoretical understanding of the decision-making process as a holistic, multidimensional phenomenon. For practitioners, particularly fashion retailers and brand strategists, the review offers practical insights into how store environments, marketing communications, and technological enhancements can be optimized to align with contemporary consumer expectations and motivations. Policymakers and retail consultants may also benefit from understanding how consumer-friendly environments and ethical design practices can encourage positive purchasing behaviors while fostering long-term customer loyalty.

Structurally, this paper is organized according to the IMRAD (Introduction, Methods, Results, and Discussion) format. Following this introduction, the *Methods* section outlines the systematic approach used to identify, select, and analyze relevant studies, including the inclusion and exclusion criteria, search strategies, and data extraction procedures. The *Results* section then presents the findings of the review, organized around key themes and patterns that emerged from the literature. Finally, the *Discussion* section interprets these findings, reflects on their theoretical and practical implications, identifies limitations of the current review, and proposes directions for future research.

2. RESEARCH METHOD

2.1. Research Design

This study adopted a systematic literature review (SLR) approach to investigate the key factors influencing consumer purchasing decisions for fashion products in retail store environments. The review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency, rigor, and reproducibility. Both qualitative and quantitative empirical studies were considered to capture a comprehensive and multidimensional perspective on the topic. To complement the thematic synthesis, a bibliometric analysis using VOSviewer software was conducted, enabling visualization of research clusters and intellectual linkages within the field.

This design approach aligns with the methodological rigor emphasized in recent empirical works. For instance, Cordova et al. (2020); Florea et al. (2025) employed mixed-method strategies to capture the interplay between environmental stimuli and consumer cognition in physical retail settings. Such triangulation—combining visual merchandising analysis, consumer surveys, and observational techniques—has proven effective in uncovering both rational and emotional purchase motivators within fashion retail. These precedents support the adoption of a multi-perspective SLR to comprehensively map out consumer decision-making dynamics.

2.2. Research Question

The systematic review was guided by the following research question: *What are the key factors influencing consumer purchasing decisions for fashion products in retail stores?*. In light of evolving consumer preferences and technological advancements, additional sub-questions were explored to guide the analysis. These included: (1) How do emotional factors such as brand congruence and social alignment influence purchase intentions? (2) What roles do augmented reality

(AR) and gamified services play in shaping decision-making in-store? Studies by Gahlot et al. (2024); Singh (2024); Wang et al. (2024) highlight the influence of emotional resonance, reference pricing effects, and immersive technologies on consumer intentions, thus broadening the scope of investigation beyond traditional psychological and environmental factors. This guiding question served as the foundation for formulating the search strategy, determining eligibility criteria, structuring the data extraction framework, and conducting the thematic and bibliometric analyses.

2.3. Search Strategy

A comprehensive and systematic search strategy was developed to identify relevant studies from authoritative academic databases. The databases selected included Scopus, Web of Science, EBSCOhost (specifically Business Source Premier and PsycINFO), and Google Scholar. These databases were chosen due to their extensive coverage of business, marketing, psychology, and consumer behavior disciplines. The search strategy combined key concepts such as "consumer behavior," "consumer decision-making," "purchase intention," "fashion," "clothing," "apparel," "accessories," "retail," "store environment," "shopping experience," "brick-and-mortar," "purchasing decisions," "buying behavior," and "purchase choice." Boolean operators (AND, OR, NOT) were utilized to refine search results, ensuring comprehensive yet focused retrieval. The search was conducted iteratively, adjusting and refining keywords where necessary to capture the most relevant studies. Keywords were refined iteratively based on emerging themes in the literature, such as "augmented reality in retail", "sensory branding", "gamified shopping experience", and "digital atmosphere". This adaptive approach was informed by recent research highlighting the growing importance of experiential and digital components in offline retail environments (Manocha et al. 2024; Towers & Towers 2022). These expansions ensured the retrieval of studies at the intersection of consumer psychology, store design, and technological augmentation.

2.4. Study Selection and Eligibility Criteria

The study selection process was conducted in two stages: title and abstract screening followed by full-text screening. Two independent reviewers undertook the initial title and abstract screening to assess relevance based on predefined criteria. Full-text articles of potentially relevant studies were retrieved and examined against the inclusion and exclusion criteria. Disagreements between reviewers were resolved through discussion, and a third reviewer was consulted when consensus could not be reached.

The inclusion criteria were as follows: studies published between 2020 and 2025; articles written in English; empirical research (quantitative, qualitative, or mixed methods); studies focused on consumer purchasing decisions within physical retail settings for fashion products. Studies that were theoretical papers, literature reviews, non-empirical research, or those focusing exclusively on online retail settings were excluded. Studies that did not pertain specifically to fashion products were also removed from consideration. Studies originating from emerging markets were also considered if they addressed universal psychological or technological drivers relevant to fashion retail. For example, (Jibril et al., 2024) investigated emotional attributes such as loyalty and perceived popularity in secondhand fashion retail, while (Viridi et al. (2020) examined how decision-making styles impact interaction with decision aids. Despite varying regional contexts, these studies provided conceptually transferable insights and were thus retained for their thematic relevance. A PRISMA flow diagram was developed to illustrate the screening process and the number of studies at each stage of selection.

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Rolando et al. (2025)

Table 1 Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication Year	Studies published between 2020 and 2025	Studies published before 2020
Language	English language publications	Non-English publications
Article Type	Empirical studies (quantitative, qualitative, or mixed methods)	Literature reviews, theoretical/conceptual papers, editorials, book chapters
Subject Focus	Studies focused on consumer purchasing behavior for fashion products in physical retail stores	Studies focused on online-only shopping, e-commerce, or non-fashion products
Retail Environment	Physical retail (brick-and-mortar) environments	Virtual/online shopping environments
Source Type	Peer-reviewed journal articles	Conference papers, theses, reports, unpublished manuscripts

Source: Authors' own work

To visualize the study selection process, a PRISMA flow diagram was constructed, illustrating the number of records identified, screened, excluded, and included at each stage.

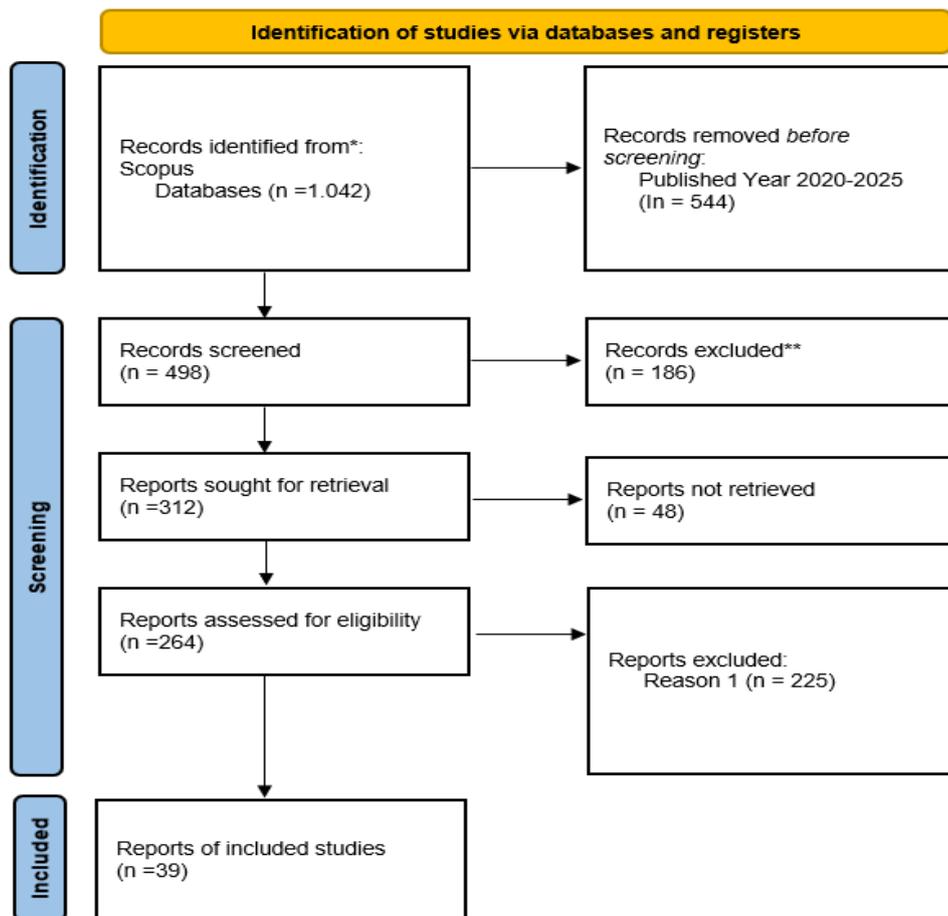


Figure 1 PRISMA SLR
Sources : Authors' own work

2.5. Data Extraction

Data from the included studies were extracted using a standardized extraction form to ensure consistency and accuracy. Key information collected included author(s) and year of publication, study title, journal source, research methodology, sample characteristics, key factors influencing purchasing decisions, main findings, and any noted study limitations. One reviewer conducted the initial data extraction, which was then verified by a second reviewer. In the event of discrepancies, discussions were held until consensus was achieved. This meticulous process ensured a systematic and reliable foundation for subsequent synthesis.

2.6. Quality Assessment

The methodological quality of the selected studies was assessed using adapted versions of the Critical Appraisal Skills Programme (CASP) checklists, suitable for both quantitative and qualitative designs. Each study was evaluated based on the clarity of its research aims, appropriateness of its methodology, sample adequacy, data collection rigor, analytical soundness, and overall credibility of findings. Studies were classified as high, moderate, or low quality based on these criteria. Only studies rated as high or moderate quality were included in the final synthesis, ensuring that the review's findings were grounded in robust and methodologically sound research.

An example of methodological rigor can be seen Monoarfa et al. (2023) who applied SEM-PLS to test the effects of price and store atmosphere in an Islamic retail environment. Despite limited sample size, their statistical approach offered reliable insights into culturally specific decision-making processes, underscoring the importance of methodologically sound models even in context-specific studies.

2.7. Data Synthesis and Analysis

The findings from the extracted studies were synthesized using thematic analysis. Recurring themes, factors, and patterns regarding consumer purchasing behavior in fashion retail environments were identified and categorized. Both qualitative insights and quantitative trends were integrated to produce a comprehensive synthesis of the existing literature. Additionally, bibliometric analysis using VOSviewer software was performed. This analysis involved mapping keyword co-occurrences and bibliographic coupling to visualize research clusters, identify major thematic areas, and explore the intellectual connections among the included studies. The bibliometric component provided a complementary, data-driven perspective to the thematic synthesis.

2.8. Ethical Considerations

As this study involved the review and analysis of previously published secondary data, no ethical approval was required. Nevertheless, all efforts were made to uphold high ethical standards, including the accurate citation and acknowledgment of all original sources. The review process was conducted impartially, minimizing any potential bias in study selection, data extraction, or interpretation. In reporting the findings, a balanced and objective approach was maintained, ensuring that the contributions of all included studies were fairly represented.

3. RESULTS AND DISCUSSION

3.1. Bibliometric Analysis Results

3.1.1. Network Visualization

The network visualization produced using VOSviewer software maps the conceptual structure of research on consumer purchasing decisions in fashion retail environments. Different colored clusters represent thematic groupings, and the size of nodes indicates the frequency of keyword occurrence. The red cluster predominantly focuses on methodological aspects, including keywords such as "sample," "survey," "company," and "behavior," suggesting an early scholarly emphasis on empirical investigation and methodological rigor. The green cluster centers around psychological constructs, with terms like "consumer purchase decision," "trust," "purchase intention," and "online survey," illustrating the growing interest in cognitive and emotional drivers of consumer behavior. The blue cluster contains economically oriented keywords such as "price," "preference," "manufacturer," and "comparison," pointing to an increasing focus on financial decision-making factors such as price sensitivity and value perception. Finally, the yellow cluster, which includes terms like "information," "use," and "participant," reflects a shift toward real-time information processing, digital consumer engagement, and experiential aspects of shopping. The close interconnectedness between clusters emphasizes the interdisciplinary evolution of the field, integrating behavioral science, marketing analytics, and digital technologies to form a holistic understanding of consumer decision-making.

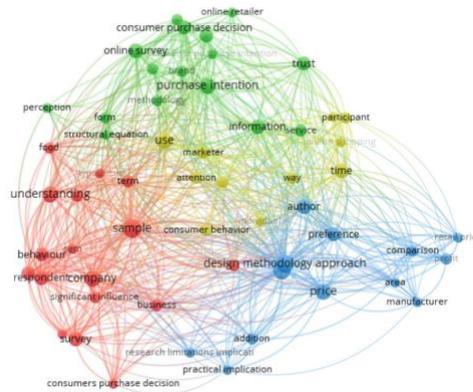


Figure 2 Network Visualization
Sources : Authors' own work

3.1.2. Overlay Visualization

The overlay visualization offers a temporal perspective, with colors ranging from dark blue (earlier research) to yellow (recent studies). Early contributions, dominated by blue-colored nodes, revolve around foundational studies emphasizing data collection, methodological frameworks, and initial explorations of consumer behavior through surveys and sample analyses. As research evolved toward mid-period publications, represented by green nodes, attention shifted toward deeper behavioral insights, particularly surrounding constructs like trust, purchase intention, and price sensitivity. The most recent studies, highlighted in yellow, introduce emerging themes such as "practical implication," "online retailer," and "participant engagement," signaling an increased focus on real-world applications of digital technologies within retail settings. This chronological shift demonstrates how the field has matured from establishing baseline knowledge to embracing technology-driven consumer experiences that demand immediacy, personalization, and omnichannel integration.

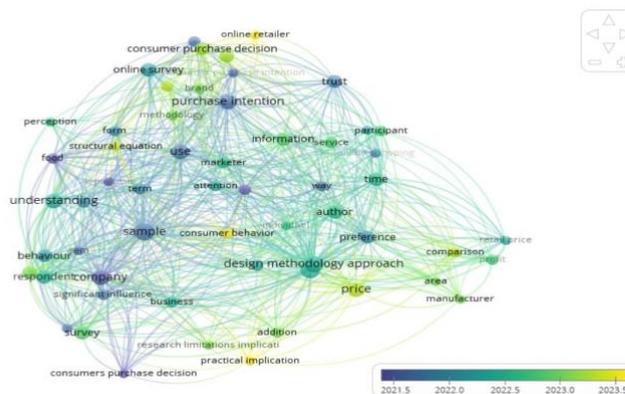


Figure 3 Overlay Visualization
Sources : Authors' own work

3.1.3. Summary of Bibliometric Trends

Overall, the bibliometric results indicate that research on consumer purchasing decisions in retail fashion has undergone significant thematic broadening. The initial focus on methodological and foundational elements has transitioned into an interdisciplinary exploration of cognitive psychology, marketing strategies, economic rationality, and technological innovation. Furthermore,

the keyword co-occurrence analysis confirms that emerging areas such as digital atmospheres, online consumer engagement, and sensory branding are becoming increasingly prominent in the research landscape. These findings provide a comprehensive overview of how academic inquiry has progressively adapted to technological advancements and changing consumer expectations in the fashion retail sector.

3.2. Key Factors Influencing Consumer Purchasing Decisions

3.2.1. Store Design and Atmosphere

A central theme identified in the literature concerns the importance of store design and atmosphere in influencing consumer purchasing behavior. Physical elements such as architectural layout, lighting schemes, and merchandise arrangement create immersive experiences that trigger emotional responses and cognitive evaluations (Monoarfa et al. 2023; Florea, 2025). Monoarfa et al. highlight that store atmosphere forms a crucial part of the retail marketing mix, serving as a silent yet powerful influencer of perceived product quality and brand prestige. Florea further asserts that visual merchandising techniques—such as thoughtfully curated displays and color-coordinated assortments—not only attract consumer attention but also facilitate smoother decision-making processes by guiding shoppers intuitively through product offerings. These findings underscore the necessity for retailers to approach store design not merely as an aesthetic endeavor but as a strategic tool for shaping purchasing behaviors.

3.2.2. Visual Merchandising and Spatial Optimization

Visual merchandising plays a critical role in translating brand identity into tangible consumer experiences. Visual merchandising plays an important role in shaping consumers' experiences and influencing their purchasing decisions in stores (Florea et al. 2025). Effective visual strategies, including window displays, thematic mannequins, and dynamic product zoning, create visual narratives that guide consumer engagement and support brand storytelling (Florea, 2025). Research by Idone-Cordova et al. (2020) demonstrates that well-designed spatial layouts reduce shopper fatigue, sustain interest, and enhance product discoverability, leading to increased conversion rates. An optimal arrangement of products not only simplifies navigation but also highlights product attributes, promoting impulse purchases alongside goal-driven buying decisions. Consequently, visual merchandising must be regarded as a strategic extension of brand communication rather than a purely operational function.

3.2.3. Sensory Stimuli and Multisensory Branding

Beyond the visual domain, multisensory marketing emerges as a powerful factor influencing consumer emotions and behaviors. Soundscapes, olfactory cues, and tactile elements collectively enhance the perceived richness of the shopping environment. Raja et al. (2024) emphasize the role of music in modulating emotional states, indicating that tempo, volume, and genre can significantly affect consumer moods and even time spent in-store. Complementing these findings, Routray & Giri (2024) show that blending sensory branding with digital touchpoints elevates the emotional depth of consumer interaction, creating a seamless multisensory shopping experience. These sensory inputs serve not only to differentiate the store environment but also to deepen emotional engagement, creating memorable experiences that anchor brand loyalty. The integration of sensory marketing into retail strategy thus represents a sophisticated approach to enhancing consumer immersion and positively influencing purchase outcomes.

3.3. Digital Innovation and Omnichannel Experiences

3.3.1. Emergence of Digital Atmospheres in Retail

Recent literature underscores the transformative impact of digital atmospheres on consumer experiences in physical retail spaces. Digital tools such as augmented reality (AR), interactive displays, and virtual fitting rooms offer consumers enriched sensory experiences that transcend traditional shopping (Towers & Towers, 2021 ; Manocha et al. 2024). Neiman Marcus's "Memory Mirror" exemplifies how AR technology can enhance decision-making by allowing shoppers to view garments from multiple perspectives and review previous outfits, while Adidas's "Adidas Wall" demonstrates how digital browsing interfaces can expand product accessibility without the physical limitations of shelf space. These technologies address critical consumer needs for convenience, personalization, and experiential richness, thereby influencing both rational evaluations and emotional satisfaction during shopping. As Gahlot et al. (2024) emphasize, the success of digital transformation in retail depends on integrating personalized digital services that support co-creation of value, thereby deepening customer engagement within physical environments. Esho & Verhoef (2021) demonstrate that trust in digital retail experiences is closely tied to interface design, where usability and perceived ethicality significantly influence engagement and decision continuation

3.3.2. Integration of Digital Strategies within Omnichannel Models

Digital innovations increasingly function within comprehensive omnichannel strategies, offering consumers a seamless blend of online and offline experiences. The strategic deployment of interactive digital elements in stores not only captures attention but also reduces decision fatigue, provides real-time information, and personalizes the shopping journey Tsai (2024). According to Erbao & Xiaoming (2021) logistical transparency and responsiveness are becoming key components of omnichannel strategy, shaping consumers' overall satisfaction and their decision to complete a purchase in competitive fashion retail environments. Gamified services, AR-enabled product explorations, and real-time recommendation systems enhance consumer enjoyment and contribute to greater purchase intent and brand attachment. Importantly, these digital enhancements support a cohesive brand narrative across multiple platforms, enabling retailers to build holistic customer experiences that encourage repeat engagement and foster long-term loyalty.

3.3.3. Future Research Directions

While substantial progress has been made in integrating digital atmospheres into fashion retail, gaps remain regarding the long-term effects of these interventions on consumer loyalty, brand equity, and privacy concerns. Future research should explore how immersive technologies influence post-purchase behaviors, whether digital personalization risks alienating certain customer segments, and how retailers can balance personalization with consumer data security. Moreover, comparative studies across different cultural contexts could yield important insights into how consumer expectations of digital atmospheres vary globally.

4. CONCLUSION

This systematic literature review has demonstrated that consumer purchasing decisions within fashion retail environments are influenced by a dynamic interplay of internal psychological drivers, external environmental factors, and increasingly, technological innovations. Internally, emotional responses, reference price effects, and cognitive evaluations profoundly shape consumer decision-making processes, emphasizing the necessity for retailers to address both rational and

affective motivations. Externally, physical aspects of store design—including visual merchandising, spatial arrangement, lighting, and ambient sensory cues such as music—have been shown to significantly enhance the consumer experience, stimulate emotional engagement, and encourage both impulsive and intentional purchases.

In parallel, the emergence of digital atmospheres has fundamentally transformed traditional retail models. The integration of augmented reality, interactive displays, and gamified services within physical stores offers consumers immersive, personalized experiences that bridge the gap between online and offline shopping. Such technological enhancements not only facilitate decision-making and convenience but also strengthen emotional attachment to brands, ultimately driving customer loyalty and satisfaction.

Bibliometric analysis using VOSviewer revealed that the field has evolved from foundational methodological studies towards interdisciplinary research focusing on digital engagement, price sensitivity, trust, and consumer experience optimization. Thematic clusters identified in the network and overlay visualizations further confirm the maturation of the field towards technology-driven, consumer-centered research agendas.

Future research should aim to explore the long-term impact of digital atmosphere implementations on consumer loyalty, the potential cultural variations in digital acceptance, and ethical considerations surrounding data privacy and personalization. Retailers and practitioners are encouraged to adopt an integrated strategy that combines thoughtful physical design, multisensory experiences, and digital innovations to meet evolving consumer expectations in a competitive, omnichannel retail landscape.

Thus, this review contributes to a more holistic understanding of the consumer decision-making process in fashion retail, offering both theoretical insights and practical implications for optimizing consumer engagement and purchasing behavior in an increasingly complex and technologically enriched marketplace.

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