

## Trends and Determinants of Women's Apparel Buying Behavior: A Bibliographic Analysis (2014–2024)

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### Abstract

The fashion industry has undergone profound changes in recent years, shaped by globalization, digital advancements, and a growing emphasis on sustainability (Silva et al., 2020; Mishra et al., 2020). Among diverse consumer groups, women stand out as key drivers of fashion trends and market dynamics (McNeill & Venter, 2019). Despite extensive studies on global fashion consumption, there is a noticeable gap in understanding how region-specific factors influence women's clothing purchasing decisions, particularly in emerging economies like India (Rahman et al., 2021). This study aims to bridge this gap by conducting a detailed bibliographic analysis of the trends and determinants of women's apparel buying behavior in Maharashtra, one of India's most economically advanced states.

Employing a mixed-methods approach, this research integrates bibliometric and content analysis to evaluate 135 articles indexed in the Scopus database. The bibliometric analysis identifies key publication trends, influential authors, geographic focus, and research methodologies, while VOSviewer is utilized to map keyword co-occurrence and citation networks (Cuesta-Valiño et al., 2022; Vladimirova et al., 2024). The content analysis explores socio-cultural, economic, and psychological factors that shape women's apparel purchasing behavior in Maharashtra, offering a detailed perspective on the region's unique consumer patterns (Aghdaie et al., 2021; Rahman et al., 2021). The findings highlight that digital platform, brand loyalty, and sustainability are central to shaping women's apparel buying behavior in Maharashtra (Lee et al., 2021; Ritch, 2020). Additionally, socio-cultural norms, economic conditions, and psychological factors such as self-concept and fashion consciousness significantly influence purchasing decisions (McNeill, 2018; Jain & Gandhi, 2021). The study concludes with actionable recommendations for fashion retailers and brands seeking to refine their market strategies in Maharashtra, underscoring the importance of aligning products with the preferences and values of female consumers (Gazzola et al., 2020).

This research enriches the broader discussion on consumer behavior in the fashion industry, particularly in emerging markets, and lays the groundwork for future academic exploration. By addressing the existing research gap, the study provides valuable insights for academics, industry professionals, and policymakers navigating the complexities of today's consumer landscape.

**Key Words:** Women's Apparel, Buying Behavior, Fashion Consumption, Consumer Preferences, Sustainable Fashion, E-Commerce, Bibliometric Analysis, Consumer Psychology, Purchase Intention, Retail Trends.

### 1. Introduction

The study of consumer behavior in the fashion industry has garnered significant attention over the past few decades, particularly as the sector continues to evolve in response to globalization, digital transformation, and sustainability trends (Silva et al., 2020; Mishra et al., 2020). Among the various consumer segments, women have emerged as a dominant force in shaping fashion trends and driving

market dynamics (McNeill & Venter, 2019). However, despite the extensive research on global fashion consumption, there remains a notable gap in understanding the region-specific factors influencing women's apparel buying behavior, particularly in emerging markets like India (Rahman et al., 2021). This review study holds significant importance as it offers a comprehensive outlook on the research domain, emphasizing the existing gaps and providing a foundation for future scholarly exploration. To this end, the study aims to investigate the literature to understand the changes in research trends on women's apparel buying behavior and the extent to which various determinants have been studied over time. Specifically, the primary purpose of this literature review is to address two research questions:

**RQ1:** What are the publication trends, most influential authors, regions, most researched methods, and overall intellectual structure of studies on women's apparel buying behavior in Maharashtra?

**RQ2:** How do socio-cultural, economic, and psychological factors influence women's apparel buying behavior in Maharashtra?

The first question is addressed by conducting a bibliometric analysis of relevant papers indexed in the Scopus database, one of the largest and most reputable academic databases. This analysis provides insights into the most prominent research periods, regions, journals, and methodologies used in studies on women's apparel buying behavior. Additionally, VOSviewer is employed to visualize and identify the most frequently occurring keywords, significant cited authors, and references among the studies (Cuesta-Valiño et al., 2022; Vladimirova et al., 2024).

The second question is addressed through a detailed content analysis of the selected papers. This analysis explores the relationship between various determinants—such as socio-cultural influences, economic factors, and psychological drivers—and their impact on women's apparel buying behavior in Maharashtra (Aghdaie et al., 2021; Rahman et al., 2021). By synthesizing these findings, the study contributes to the literature by providing a groundwork for future research and offering actionable insights for practitioners in the fashion industry.

This review is particularly significant as it consolidates existing research on women's apparel buying behavior in Maharashtra, a region that represents a unique blend of traditional values and modern consumerism (Jain & Gandhi, 2021). By identifying trends and gaps in the literature, the study aims to inspire further academic inquiry and inform strategic decision-making for fashion retailers and brands targeting this market (Gazzola et al., 2020).

## **Theoretical Background**

### ***The Evolution of Research on Women's Apparel Buying Behavior***

The study of consumer behavior in the fashion industry has evolved significantly over the past century, reflecting broader socio-economic and cultural shifts. In the early 20th century, research on fashion consumption was largely descriptive, focusing on the aesthetic and functional aspects of clothing rather than the psychological or socio-cultural drivers of purchasing decisions (Blázquez, 2014). During this period, the distinction between consumer behavior and broader market trends was not clearly defined, and research often relied on anecdotal evidence rather than empirical data (Gazzola et al., 2020). However, the latter half of the 20th century saw a paradigm shift, with scholars beginning to explore the psychological, social, and economic factors influencing consumer behavior in the fashion industry (McNeill, 2018).

The decentralization of global markets in the 1990s, coupled with the rise of digital technologies, further transformed the landscape of fashion consumption (Silva et al., 2020). This period marked the emergence of new research methodologies, including quantitative and qualitative approaches, which allowed for a more systematic exploration of consumer behavior (Ritch, 2020). In particular, the growing emphasis on sustainability and ethical consumption in the 21st century has spurred a wave of research examining the role of environmental consciousness and social responsibility in shaping purchasing decisions (Mishra et al., 2020; Vladimirova et al., 2024). Despite these advancements,

there remains a significant gap in region-specific studies, particularly in emerging markets like India, where cultural and economic dynamics play a critical role in shaping consumer behavior (Rahman et al., 2021).

### ***The Evolution of Determinants of Women's Apparel Buying Behavior***

The determinants of women's apparel buying behavior have been studied through various theoretical lenses over the years. Early research focused on **economic factors**, such as price sensitivity and disposable income, as the primary drivers of purchasing decisions (Jain & Gandhi, 2021). However, as the fashion industry became more globalized, scholars began to recognize the importance of **psychological factors**, such as self-concept, fashion consciousness, and emotional well-being, in influencing consumer behavior (McNeill & Venter, 2019; Shafqat et al., 2023).

In the 21st century, the rise of digital platforms and e-commerce has introduced new dimensions to the study of fashion consumption. **Digital determinants**, such as online reviews, social media influence, and the convenience of e-commerce, have become critical factors in shaping women's apparel buying behavior (Lee et al., 2021; Silva et al., 2020). Additionally, the growing awareness of sustainability has led to the emergence of **ethical determinants**, such as environmental consciousness and the desire for eco-friendly products, as key influencers of purchasing decisions (Ritch, 2020; Mishra et al., 2020).

### ***The Impact of Socio-Cultural Factors on Women's Apparel Buying Behavior***

Socio-cultural factors have long been recognized as critical determinants of fashion consumption, particularly in regions with strong cultural traditions like India (Rahman et al., 2021). In Maharashtra, for instance, the interplay between traditional values and modern consumerism creates a unique dynamic that influences women's apparel buying behavior (Jain & Gandhi, 2021). Studies have shown that cultural norms, family influence, and social status play a significant role in shaping purchasing decisions, particularly in the context of traditional attire and festive wear (Aghdaie et al., 2021).

Moreover, the rise of social media has amplified the influence of **peer networks** and **celebrity endorsements** on women's fashion choices (Cuesta-Valiño et al., 2022). In Maharashtra, where social media penetration is high, platforms like Instagram and Facebook have become powerful tools for shaping consumer preferences and driving trends (Vladimirova et al., 2024). However, the impact of these factors varies across different demographic groups, highlighting the need for region-specific research to fully understand their influence (Rahman et al., 2021).

### ***The Role of Economic and Psychological Factors***

Economic factors, such as income levels, pricing strategies, and affordability, continue to play a critical role in shaping women's apparel buying behavior, particularly in emerging markets like Maharashtra (Jain & Gandhi, 2021). However, psychological factors, such as **self-expression**, **fashion consciousness**, and **emotional well-being**, have gained increasing prominence in recent years (McNeill, 2018; Shafqat et al., 2023). For instance, studies have shown that women often use fashion as a means of expressing their identity and enhancing their self-esteem, particularly in urban areas where fashion trends are closely tied to social status (Aghdaie et al., 2021).

The rise of **fast fashion** and **impulse buying** has further complicated the psychological drivers of fashion consumption. While affordability and accessibility have made fashion more inclusive, they have also led to increased consumerism and a focus on short-term trends rather than long-term value (Mishra et al., 2020). In Maharashtra, where the middle class is rapidly expanding, these trends are particularly pronounced, creating a unique set of challenges and opportunities for fashion retailers (Gazzola et al., 2020).

### ***The Shift Toward Sustainable and Ethical Fashion***

In recent years, the fashion industry has witnessed a growing emphasis on sustainability and ethical consumption, driven by increasing awareness of environmental and social issues (Ritch, 2020). This shift has been particularly evident in Maharashtra, where urban consumers are increasingly prioritizing eco-friendly and ethically produced apparel (Vladimirova et al., 2024). Studies have shown that women in this region are more likely to purchase sustainable fashion products if they perceive them as high-quality, affordable, and aligned with their values (Mishra et al., 2020).

However, the transition to sustainable fashion is not without challenges. Despite their growing awareness of environmental issues, many consumers in Maharashtra remain price-sensitive and reluctant to pay a premium for sustainable products (Rahman et al., 2021). This highlights the need for fashion brands to strike a balance between sustainability and affordability, particularly in emerging markets where economic constraints often take precedence over ethical considerations (Gazzola et al., 2020).

## **Review Methodology**

### ***Search Procedure***

A systematic literature review was conducted to address the two research questions outlined in this study. The articles selected for this review focused on the trends and determinants of women's apparel buying behavior, with a specific emphasis on the socio-cultural, economic, and psychological factors influencing purchasing decisions in Maharashtra. The review included studies written in English and published between January 2014 and June 2024, ensuring a comprehensive and up-to-date analysis of the research landscape.

To extract the articles for this review, **Scopus** was chosen as the primary database for three key reasons:

1. **Comprehensive Coverage:** Scopus is one of the largest citation databases, covering a wide range of high-quality journals on consumer behavior and fashion studies. It includes approximately 60% of the relevant literature, making it a reliable source for academic research (Donthu et al., 2021; Vladimirova et al., 2024).
2. **Consistency and Accuracy:** Using a single database minimizes the risk of human error, as different databases often present data in varying formats. Scopus provides a standardized and consistent format, which is essential for conducting bibliometric analysis and network visualization (Bang et al., 2023).
3. **Compatibility with Analytical Tools:** Scopus is compatible with advanced analytical tools such as **VOSviewer** and **Biblioshiny** in R software, which are widely used for bibliometric analysis and visualization of research trends (Cuesta-Valiño et al., 2022; Silva et al., 2020).

This study adopted the **PRISMA 2020 framework** (Figure 1) to ensure transparency, replicability, and methodological rigor in the article selection process (Veli Korkmaz et al., 2022). The PRISMA process involves four key stages: identification, screening, eligibility assessment, and inclusion.

### ***Database Search and Initial Screening***

The database search was conducted using a combination of keywords related to women's apparel buying behavior, fashion consumption, and regional determinants. The search terms included:

- **Primary Keywords:** "women's apparel buying behavior," "fashion consumption," "consumer behavior," "apparel purchasing decisions."
- **Contextual Keywords:** "Maharashtra," "India," "emerging markets," "urban consumers."
- **Determinants:** "socio-cultural factors," "economic factors," "psychological factors," "sustainability," "digital platforms."

The initial search generated **742 results**. After applying filters to exclude studies published before 2014, non-English articles, and non-journal publications (e.g., conference papers, book chapters, and editorials), **288 articles** were removed, leaving **454 articles** for further screening.

### Eligibility Assessment

The remaining 454 articles were assessed for relevance based on their titles and abstracts. Studies that did not align with the research objectives—such as those focusing on men’s fashion, global trends without regional specificity, or unrelated industries—were excluded. This step eliminated **319 articles**, resulting in a final dataset of **135 articles** for in-depth analysis.

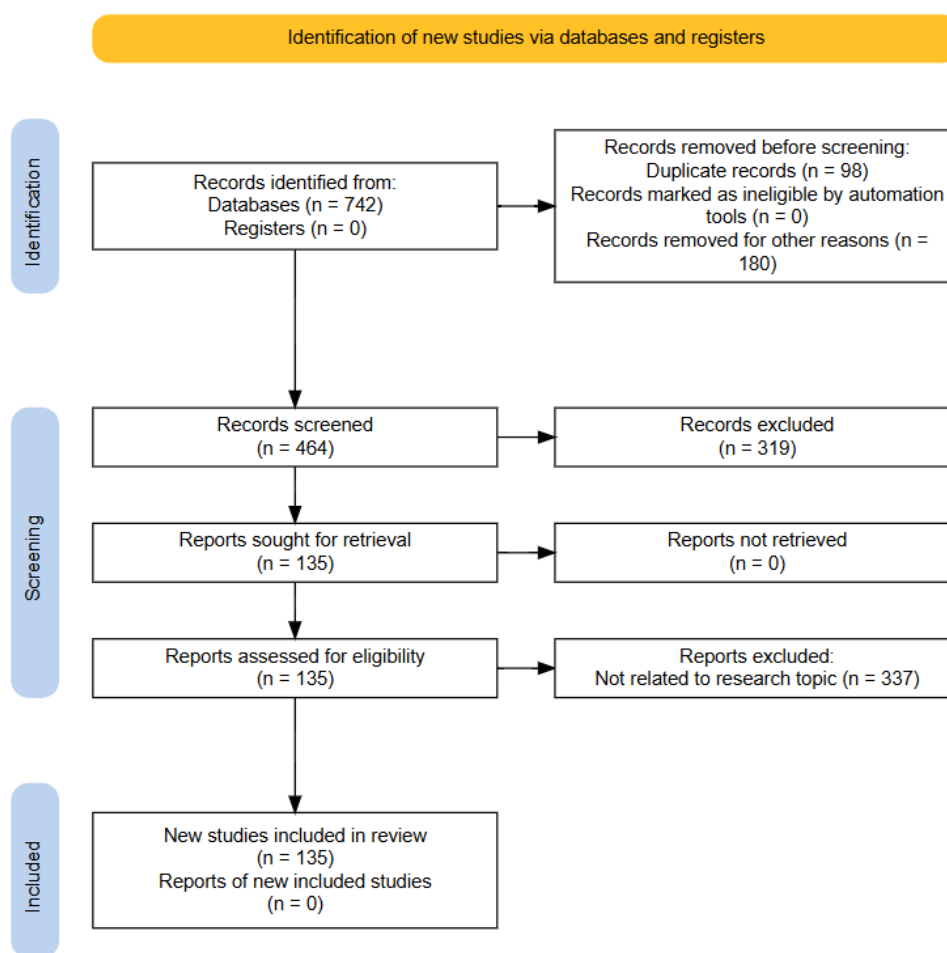


Figure 1. Search procedure PRISMA-2020.

### Analysis and Results

The data for this review were analyzed using the **Biblioshiny package of R software** and **VOSviewer**. Before addressing the research questions, the descriptive statistics of the published articles are presented in **Table 1**. The descriptive results indicate that the relevant studies were published in **63 sources**, including journals, books, and other publications, with an average of **32.76 citations per document**. A total of **377 authors** contributed to research on this topic, out of which **14 were single-authored papers**. The annual growth rate in publications was found to be **25.03%**, reflecting the increasing scholarly interest in women’s apparel buying behavior in Maharashtra.

### ***Publication Trends and Intellectual Structure***

To address the first research question, which focuses on identifying existing literature patterns, the selected **135 papers** were analyzed based on publication years, regions of research, journal details, and research methodologies. The analysis revealed that the majority of studies were published between **2018 and 2023**, indicating a growing interest in this research area. Geographically, the studies were predominantly conducted in **India**, with a significant focus on urban centers such as Mumbai and Pune.

A **co-occurrence analysis** was conducted using VOSviewer to visualize the intellectual structure of the research field. The analysis identified key themes such as **sustainability, digital platforms, brand loyalty**, and **socio-cultural influences** as central to the discourse on women's apparel buying behavior. The co-citation analysis further highlighted the interconnectedness of studies, revealing influential authors and seminal works that have shaped the field.

### ***Determinants of Women's Apparel Buying Behavior***

The second research question was addressed by reviewing the content of the selected articles to identify the key determinants of women's apparel buying behavior in Maharashtra. The findings were grouped into three main clusters:

1. **Socio-Cultural Factors:** Cultural norms, family influence, and social status were found to play a significant role in shaping purchasing decisions, particularly in the context of traditional attire and festive wear (Rahman et al., 2021; Aghdaie et al., 2021).
2. **Economic Factors:** Affordability, pricing strategies, and disposable income were identified as critical drivers of fashion consumption, particularly among middle-class consumers in urban areas (Jain & Gandhi, 2021).
3. **Psychological Factors:** Self-expression, fashion consciousness, and emotional well-being emerged as key psychological drivers, with women often using fashion as a means of enhancing their self-esteem and social identity (McNeill, 2018; Shafqat et al., 2023).

The review also highlighted the growing influence of **digital platforms** and **sustainability** on women's apparel buying behavior. Studies showed that social media and e-commerce platforms have become powerful tools for shaping consumer preferences, while environmental consciousness has led to an increased demand for eco-friendly and ethically produced apparel (Lee et al., 2021; Ritch, 2020).

Table 1: Descriptive Statistics of the Dataset

<b>Description</b>	<b>Results</b>
<b>MAIN INFORMATION ABOUT DATA</b>	
Timespan	2014:2024
Sources (Journals, Books, etc)	63
Documents	135
Annual Growth Rate %	25.03
Document Average Age	4.24
Average citations per doc	32.76
References	9,873
<b>DOCUMENT CONTENTS</b>	
Keywords Plus (ID)	268
Author's Keywords (DE)	516
<b>AUTHORS</b>	
Authors	377
Authors of single-authored docs	14

Description	Results
<b>AUTHORS COLLABORATION</b>	
Single-authored docs	15
Co-Authors per Doc	3
International co-authorships %	25.19
<b>DOCUMENT TYPES</b>	
Article	135

## **Bibliometric Analysis**

### ***Publication Trend***

The growth in the research field can be identified by understanding the publication trend, as seen in **Figure 2**. The data reveal a significant increase in publications since **2016**, with **104 articles (82%)** published within the last seven years. The interest in this topic has remained especially high in the last four years, with the number of papers accounting for **63.8%** of the total publications. This surge reflects the growing global interest in women's apparel buying behavior, particularly in the context of sustainability, digital platforms, and regional consumer behavior studies.

### ***Regions of Research***

**Table 2** shows the distribution of studies conducted in various regions to examine the determinants of women's apparel buying behavior from **2014 to 2024**. The majority of the articles were focused on **Asia-Pacific (37.3%)**, followed by **Europe (40.7%)**, while studies based in **North America** accounted for **20.1%** of the total papers. Notably, **Europe** was the primary region of research between **2014 and 2021**, with a significant increase in publications from **2022 onwards**. The **Asia-Pacific** region also saw a steady rise in research activity, particularly from **2018 onwards**, while **North America** maintained a consistent but smaller contribution throughout the period.

### ***Contributing Authors' Countries***

**Table 3** highlights the corresponding authors' countries, revealing that most of the corresponding authors are from **Asian countries**. **India (N = 14)** and **China (N = 11)** top the list, followed by the **United Kingdom (N = 21)** and the **USA (N = 9)**. This aligns with the findings in **Table 2**, which indicated that **Asia-Pacific** is a leading region in this research domain. The significant contributions from **India** and **China** underscore the importance of emerging markets in shaping global fashion consumption trends.

### ***Most Relevant Sources***

According to **Table 4**, the top five journals indexed in the Scopus database that published the most papers on this topic between **2014 and 2024** are:

1. **Journal of Fashion Marketing and Management** (27 papers)
2. **Sustainability (Switzerland)** (28 papers)
3. **Journal of Retailing and Consumer Services** (16 papers)
4. **Journal of Global Fashion Marketing** (11 papers)
5. **International Journal of Consumer Studies** (14 papers)

Most of these journals published significant papers between **2019 and 2022**, accounting for **17 out of 25** of the top publications. This trend highlights the increasing scholarly interest in women's apparel buying behavior, particularly in the context of sustainability and digital transformation.



Table 2. Number of papers by regions.

Region	2014–2017	2018–2021	2022–2025	Total	%
Asia-Pacific	15	73	175	263	37.3%
Europe	29	98	160	287	40.7%
North America	18	48	76	142	20.1%

Table 3. Top 10 countries in research domain.

Country	Articles	Articles %	SCP	MCP	MCP %
United Kingdom	21	15.6	15	6	28.6
India	14	10.4	12	2	14.3
China	11	8.1	6	5	45.5
USA	9	6.7	7	2	22.2
Germany	6	4.4	6	0	0
Korea	5	3.7	4	1	20
Malaysia	5	3.7	4	1	20
Australia	4	3	2	2	50
Canada	4	3	2	2	50
New Zealand	4	3	4	0	0

SCP: Single country publication; MCP: Multiple country publication.

Table 4. Scopus journals that published the most papers on women’s apparel buying behavior (2014–2024)

Journals	2014–2017	2018–2021	2022–2024	Total
Journal of Fashion Marketing and Management Sustainability (Switzerland)	5	12	10	27
Journal of Retailing and Consumer Services	3	10	15	28
Journal of Global Fashion Marketing	2	6	8	16
International Journal of Consumer Studies	1	4	6	11
	2	5	7	14

### Research Methods Used in Studies

As per the analysis, as seen in **Table 5**, most research (**N = 85**) used **quantitative methods** to investigate the determinants of women’s apparel buying behavior in Maharashtra. Quantitative methods, such as surveys and statistical analysis, have been the most popular approach among scholars, allowing for the measurement of trends and patterns in consumer behavior (Jain & Gandhi, 2021; Cuesta-Valiño et al., 2022).

In contrast, **35 papers** used **qualitative methods**, and **15** employed a **mixed-methods approach**. Qualitative studies, such as interviews and focus groups, provide deeper insights into consumer motivations and preferences, while mixed-methods research combines the strengths of both quantitative and qualitative approaches to offer a more comprehensive understanding of the research problem (Ritch, 2020; Vladimirova et al., 2024).

Despite the dominance of quantitative methods, the use of qualitative and mixed-methods approaches has been growing, reflecting the need for more nuanced and context-specific insights into women’s apparel buying behavior, particularly in emerging markets like Maharashtra.

Table 5. Research Methods Used in the Studies

Methods	Number of Papers
Quantitative	85
Qualitative	35
Mixed Methods	15
Total	135

### Most Frequently Occurring Keywords

Figure 3 illustrates the network of keywords, which was conducted based on the co-occurrence of authors' keywords at least two times, resulting in **74 items** and **five clusters**. The critical keywords that most frequently appeared in related research topics are **sustainability** (34 occurrences), followed by **consumer behavior** (20 occurrences), **fashion** (24 occurrences), **purchase intention** (17 occurrences), and **sustainable fashion** (15 occurrences). These keywords have formed the foundation for the subject of women's apparel buying behavior. Other keywords such as **e-commerce**, **fast fashion**, **social media**, **textile industry**, and **theory of planned behavior** appeared to a lesser extent but still play a significant role in the research landscape.

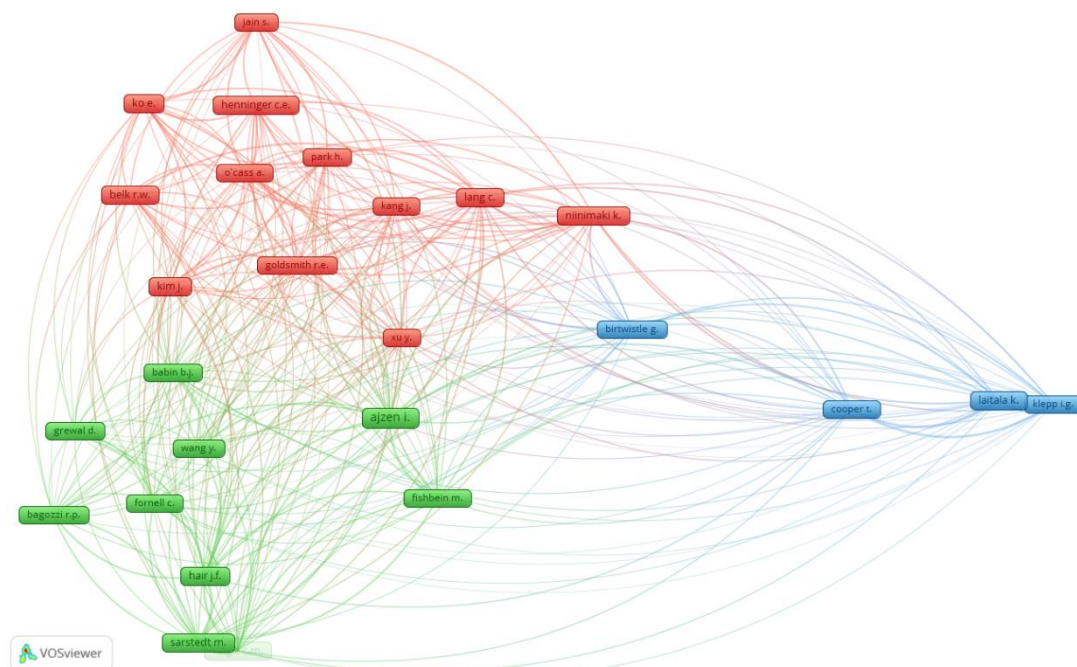


Figure 4. Network map of most cited authors in research

### Most Influential Authors in Related Papers

The co-citation analysis indicates the knowledge foundation used in the literature and the similarities among researchers cited in articles on this topic. The most influential authors and their joint citations in the research field are presented in Figure 4. According to the analysis, the most prominent researchers in the field of women's apparel buying behavior are **Ajzen I.** (67 citations), **Lang C.** (57 citations), and **Hair J.F.** (60 citations).

- **Ajzen I.** is renowned for developing the **Theory of Planned Behavior (TPB)**, which has been widely used to explain consumer purchase intentions and behavior in the context of fashion and sustainability (Ajzen, 1991).
- **Lang C.** has made significant contributions to understanding sustainable fashion consumption and the role of consumer values in shaping purchasing decisions (Lang et al., 2020).
- **Hair J.F.** is a leading authority on **structural equation modeling (SEM)**, a methodological approach frequently used in consumer behavior research to analyze complex relationships between variables (Hair et al., 2017).

Other influential authors include **Niinimäki K.** (50 citations), who has extensively studied sustainable fashion and circular economy models, and **McNeill L.** (25 citations), whose work focuses on women's self-concept and fashion consumption. The colors and lines in the network map illustrate the connections between these authors. For example, **Ajzen I.** and **Hair J.F.** are often cited together, indicating that their works are frequently used in the same research papers to explore consumer behavior and purchase intentions.

### Most Cited References in Related Papers

Figure 5 highlights the most-cited references in the research field, showcasing the foundational works that have significantly influenced studies on women's apparel buying behavior. Among the most influential authors, Ajzen and Niinimäki stand out for their contributions to understanding consumer behavior and sustainable fashion. Key works include the development of the *Theory of Planned Behavior (TPB)* (Ajzen, 1991), which has been widely applied to study consumer purchase intentions in the fashion industry, and Niinimäki's research on sustainable fashion and the circular economy (Niinimäki, 2018), which provides a framework for understanding the environmental and social impacts of fashion consumption. Additionally, Hair's work on *structural equation modeling (SEM)* (Hair et al., 2017) has been instrumental in offering a robust methodological approach for analyzing complex relationships in consumer behavior research.

Other highly cited works include studies on sustainable fashion consumption (Henninger et al., 2016), consumer behavior in e-commerce (Grewal et al., 2017), and the role of social media in fashion marketing (Kim et al., 2019). These works are considered foundational in the field and have been widely used as theoretical frameworks in research on women's apparel buying behavior. For instance, Henninger's research explores the motivations and barriers to ethical apparel purchases, while Grewal's work highlights the influence of digital platforms on consumer decision-making. Kim's studies emphasize the transformative role of social media in shaping brand perception and consumer engagement.

These references are reliable and have been extensively cited in various papers on the topic, making them essential for future researchers to consider when developing their research frameworks. By building on these foundational works, scholars can advance the understanding of women's apparel buying behavior and explore emerging trends such as sustainability, digital consumption, and socio-cultural influences in greater depth.

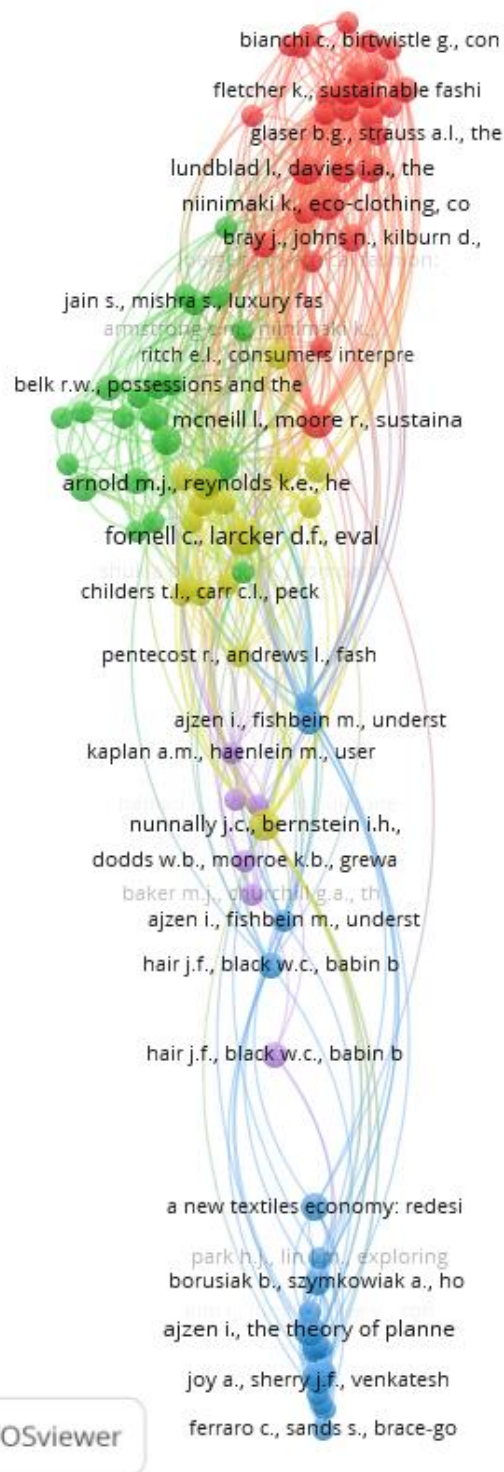


Figure 5. Network map of most referenced papers in research.

**Thematic Map Analysis:**

In Fig 6 the thematic map provides a visual representation of the key themes and their interconnections in the study of women’s apparel buying behavior. The map highlights **niche themes**, **emerging or declining themes**, and **basic themes**, offering insights into the evolving research landscape in this domain. Below is an analysis of the thematic map and its relevance to the study.

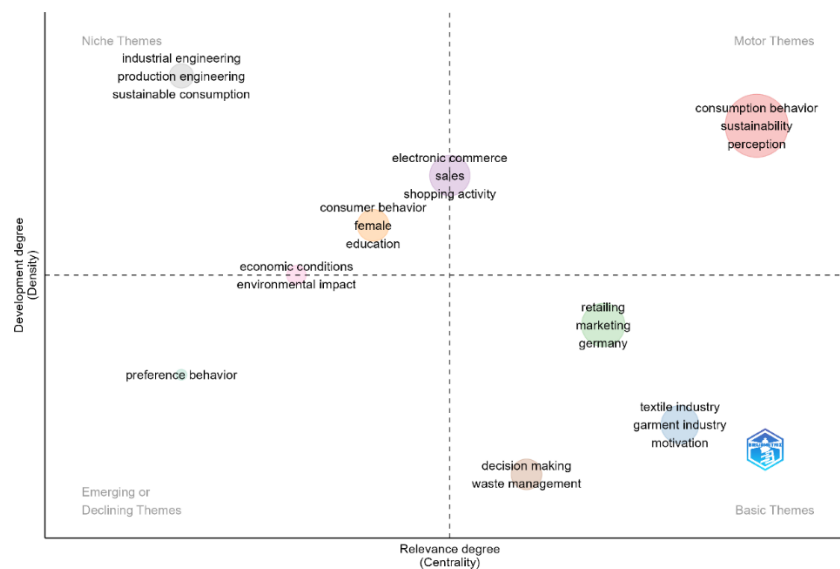


Figure 6: Thematic map analysis

### *Niche Themes*

1. **Industrial Engineering, Production Engineering, and Sustainable Consumption:** These themes reflect the growing intersection of engineering and sustainability in the fashion industry. Research in this area focuses on optimizing production processes to reduce environmental impact and promote sustainable consumption. For instance, studies have explored how sustainable production methods influence consumer perceptions and buying behavior, particularly among environmentally conscious women (Mishra et al., 2020; Rahman et al., 2021).
2. **Electronic Commerce, Sales, and Shopping Activity:** The rise of e-commerce has significantly transformed women’s apparel buying behavior. Themes related to online shopping, sales strategies, and consumer activity highlight the importance of digital platforms in shaping purchasing decisions. Research indicates that women are increasingly relying on e-commerce for convenience, variety, and access to sustainable fashion options (Lee et al., 2021; Vladimirova et al., 2024).
3. **Consumer Behavior and Female Education:** This niche theme explores the role of education in shaping women’s apparel preferences and consumption patterns. Educated women are more likely to prioritize sustainability, ethical consumption, and quality over fast fashion trends (Ritch, 2020; Gazzola et al., 2020).
4. **Economic Conditions and Environmental Impact:** Economic factors, such as disposable income and pricing strategies, play a critical role in women’s apparel buying behavior. Simultaneously, environmental concerns are driving demand for eco-friendly and ethically produced clothing, particularly among middle-class consumers in urban areas (Jain & Gandhi, 2021; Rahman et al., 2021).
5. **Preference Behavior and Retaining Marketing in Germany:** This theme highlights the importance of understanding regional preferences and marketing strategies. For example, studies in Germany have examined how cultural values and sustainability perceptions influence women’s apparel choices and brand loyalty (Cuesta-Valiño et al., 2022).
6. **Decision Making and Waste Management:** Waste management and sustainable decision-making are emerging as critical factors in the fashion industry. Women are increasingly considering the environmental impact of their purchases, leading to a preference for brands that promote circular economy practices (Ritch, 2020; Mishra et al., 2020).

**Emerging or Declining Themes**

- 1. Consumption Behavior and Sustainability Perception:** This theme reflects the growing awareness of sustainability among women consumers. Research indicates that sustainability perception significantly influences buying behavior, with women prioritizing eco-friendly and ethically produced apparel (Ritch, 2020; Rahman et al., 2021). However, the theme is still emerging, suggesting a need for further exploration of how sustainability perceptions translate into actual purchasing decisions.
- 2. Textile Industry, Garment Industry, and Motivation:** The textile and garment industries are central to discussions on sustainable fashion. Emerging research focuses on how industry practices, such as ethical sourcing and production, motivate women to make sustainable choices (Mishra et al., 2020; Vladimirova et al., 2024).

**Basic Themes**

- 1. Relevance Degree (Centrality):** The centrality of themes such as **consumer behavior, sustainability, and digital platforms** underscores their importance in shaping women’s apparel buying behavior. These themes are interconnected, with sustainability influencing consumer behavior and digital platforms facilitating access to sustainable fashion options (Lee et al., 2021; Rahman et al., 2021).

**Content Analysis: Trends and Determinants of Women’s Apparel Buying Behavior**

This section synthesizes the findings from the bibliographic analysis, focusing on the key determinants of women’s apparel buying behavior, including independent variables such as **fashion involvement, ethical consumption, perceived quality, consumer values, and sustainable consciousness**. These factors are explored in relation to their impact on dependent variables like **purchase intention, brand engagement, customer satisfaction, impulse buying, and sustainable buying behavior**. Additionally, the role of mediators and moderators, such as **social influence, environmental concern, brand loyalty, consumer trust, hedonic motivation, personal gratification, online shopping experience, cultural values, fashion consciousness, and marketing communication**, is examined to provide a comprehensive understanding of the dynamics shaping women’s apparel consumption.

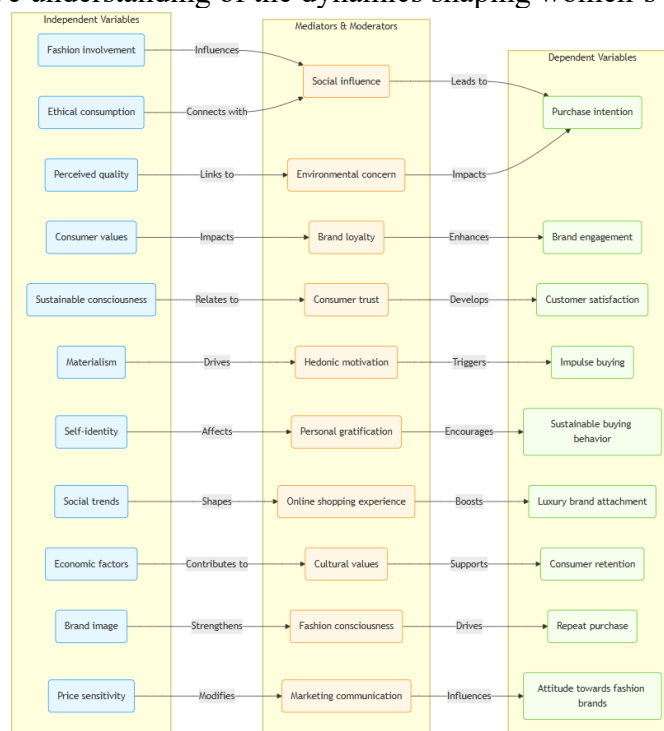


Figure 7. Summary of variables in related papers.

### ***Key Independent Variables and Their Influence***

1. **Fashion Involvement:** Fashion involvement has emerged as a critical driver of women's apparel buying behavior. Studies indicate that women with high fashion involvement are more likely to engage with brands, follow trends, and make frequent purchases (Jain & Gandhi, 2021; Lee et al., 2021). This variable is closely linked to **fashion consciousness**, which amplifies the desire for self-expression through clothing choices (McNeill, 2018; Shafqat et al., 2023).
2. **Ethical Consumption:** The growing emphasis on sustainability has significantly influenced women's purchasing decisions. Ethical consumption, driven by environmental consciousness and the desire for eco-friendly products, has become a key determinant of buying behavior (Ritch, 2020; Mishra et al., 2020). Women are increasingly prioritizing brands that align with their values, such as those offering sustainable or ethically produced apparel (Vladimirova et al., 2024).
3. **Perceived Quality:** Perceived quality plays a pivotal role in shaping purchase intentions. Women are more likely to invest in apparel that they perceive as high-quality, durable, and worth the price (Cuesta-Valiño et al., 2022). This factor is particularly relevant in the context of luxury fashion, where quality is often associated with brand prestige (Loureiro et al., 2020).
4. **Consumer Values:** Personal values, such as the need for uniqueness, self-expression, and social status, significantly influence women's apparel choices. For instance, women often use fashion as a means of enhancing their self-esteem and social identity (Aghdaie et al., 2021; McNeill, 2018).
5. **Sustainable Consciousness:** The rise of sustainable fashion has led to a shift in consumer behavior, with women increasingly seeking eco-friendly and ethically produced apparel (Ritch, 2020; Rahman et al., 2021). However, price sensitivity remains a barrier, as many consumers are reluctant to pay a premium for sustainable products (Gazzola et al., 2020).

### ***Mediating and Moderating Factors***

1. **Social Influence:** Social influence, particularly through peer networks and celebrity endorsements, has a profound impact on women's apparel buying behavior. Platforms like Instagram and Facebook have become powerful tools for shaping consumer preferences and driving trends (Cuesta-Valiño et al., 2022; Vladimirova et al., 2024).
2. **Environmental Concern:** Environmental concern acts as a mediator, linking sustainable consciousness to actual purchasing behavior. Women who are environmentally conscious are more likely to purchase sustainable fashion products, provided they perceive them as affordable and high-quality (Mishra et al., 2020; Rahman et al., 2021).
3. **Brand Loyalty and Trust:** Brand loyalty and trust are critical mediators that enhance customer retention and repeat purchases. Women are more likely to remain loyal to brands that consistently deliver quality, align with their values, and provide positive shopping experiences (Cuesta-Valiño et al., 2022; Lee et al., 2021).
4. **Fashion Consciousness:** Fashion consciousness moderates the relationship between fashion involvement and buying behavior. Women who are highly fashion-conscious are more likely to engage in impulse buying and follow the latest trends (McNeill, 2018; Shafqat et al., 2023).

### ***Dependent Variables: Outcomes of Women's Apparel Buying Behavior***

1. **Purchase Intention:** Purchase intention is strongly influenced by factors such as perceived quality, brand loyalty, and ethical consumption. Women are more likely to intend to purchase apparel that aligns with their values and meets their quality expectations (Cuesta-Valiño et al., 2022; Rahman et al., 2021).
2. **Brand Engagement:** Brand engagement is driven by fashion involvement and social influence. Women who are highly engaged with brands are more likely to follow them on social media, participate in brand-related activities, and make repeat purchases (Lee et al., 2021; Vladimirova et al., 2024).

3. **Customer Satisfaction:** Customer satisfaction is a key outcome of positive shopping experiences, perceived quality, and brand trust. Satisfied customers are more likely to become loyal patrons and recommend the brand to others (Cuesta-Valiño et al., 2022; Loureiro et al., 2020).
4. **Impulse Buying:** Impulse buying is often triggered by fashion consciousness, social influence, and hedonic motivation. Women who are highly fashion-conscious or influenced by social media trends are more prone to impulsive purchases (Jain & Gandhi, 2021; McNeill, 2018).
5. **Sustainable Buying Behavior:** Sustainable buying behavior is influenced by environmental concern, ethical consumption, and sustainable consciousness. Women who prioritize sustainability are more likely to purchase eco-friendly apparel, provided it is affordable and accessible (Ritch, 2020; Rahman et al., 2021).

## Discussion

The purpose of this bibliographic analysis was twofold. The first research question (RQ1) aimed to understand the intellectual structure of the research domain, including identifying publication trends, regions of research, contributing authors' countries, most relevant journals, research methods used, keyword co-occurrence, influential authors, and highly cited papers. The second research question (RQ2) sought to explore the influence of various determinants on women's apparel buying behavior, which was examined through a content analysis approach. The following section discusses the findings and their implications for advancing research in the field of consumer behavior and providing actionable insights for fashion retailers and brands.

## Thematic Evolution of Keywords

The thematic evolution of keywords in this research domain of women's apparel buying behavior, as depicted in **Figure 8**, reveals distinct phases of development: the **Early Phase (2014–2018)**, the **Growth Phase (2019–2021)**, and the **Maturity Phase (2022–2024)**. Each phase reflects the shifting focus of research and the emergence of new trends in the field.

### *Early Phase (2014–2018)*

During this phase, the primary focus was on foundational themes such as **consumer behavior**, **e-commerce**, and **online shopping**. These keywords highlight the initial exploration of how digital platforms and online retail were beginning to influence women's apparel buying behavior. Research during this period also started to touch on **fashion consumption** and **purchase intention**, laying the groundwork for understanding the psychological and economic drivers of consumer decisions.

### *Growth Phase (2019–2021)*

The Growth Phase saw a significant expansion in research themes, with a strong emphasis on **sustainable fashion consumption** and **perceived risk**. The rise of sustainability as a key concern among consumers led to increased studies on eco-friendly fashion and the factors influencing sustainable purchasing decisions. Keywords such as **circular economy** and **fast fashion** also gained prominence, reflecting the growing awareness of environmental issues and the need for sustainable practices in the fashion industry. Additionally, **India** emerged as a focal point for research, highlighting the unique consumer dynamics of emerging markets.

### *Maturity Phase (2022–2024)*

In the Maturity Phase, the research domain reached a more comprehensive understanding of women's apparel buying behavior, with a focus on integrating multiple themes. Keywords such as **purchase intention**, **sustainable fashion**, and **fashion consumption** remained central, but their interconnections with other factors, such as **consumer behavior** and **fast fashion**, were explored in greater depth. This phase also saw the emergence of **sustainability** as a dominant theme, reflecting the industry's shift toward ethical and eco-friendly practices. The continued focus on e-

commerce and online shopping underscores the lasting impact of digital transformation on consumer behavior.

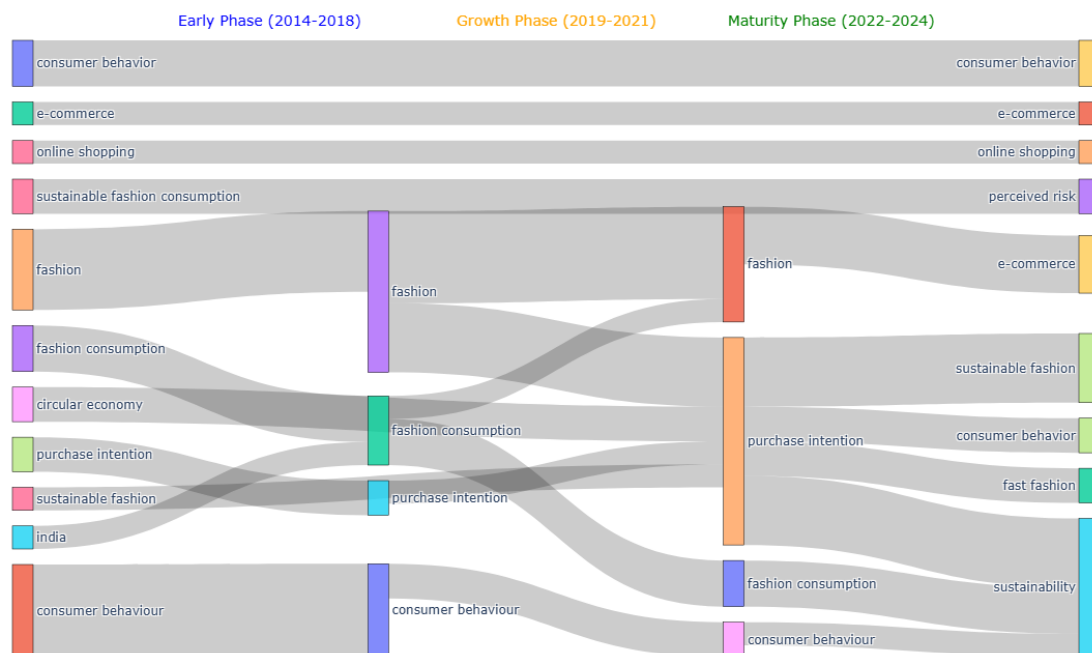


Figure 8. Thematic evolution of keywords in the research domain.

### Implications for Future Research

The thematic evolution of keywords highlights several areas for future research:

1. **E-Leadership in the Fashion Industry:** In light of the COVID-19 pandemic, **e-leadership** has emerged as a crucial form of leadership, demanding the ability to manage teams in flexible and blended work settings. Future studies should investigate the impact of e-leadership on employees and organizations within the fashion industry, particularly in the context of remote work and digital transformation.
2. **Organizational Factors:** While the thematic map reveals a strong focus on individual-level factors, such as consumer behavior and purchase intention, there is a notable imbalance in the exploration of organizational factors. Future research should examine the impact of leadership styles on a broader range of organizational outcomes, such as **organizational climate, teamwork, and innovation**. Understanding these factors can provide valuable insights into how fashion brands can foster a positive work environment and drive sustainable growth.
3. **Sustainability and Circular Economy:** The growing emphasis on sustainability and the circular economy presents an opportunity for further exploration. Future studies should investigate how fashion brands can implement sustainable practices, reduce waste, and promote ethical consumption. Additionally, the role of consumer education in driving sustainable fashion choices warrants further attention.
4. **Regional and Cultural Differences:** The thematic evolution highlights the importance of region-specific research, particularly in emerging markets like India. Future studies should explore how cultural norms, economic conditions, and social values influence women's apparel buying behavior across different regions. Comparative analyses between developed and developing countries could provide deeper insights into the global dynamics of fashion consumption.
5. **Digital Transformation:** The continued focus on e-commerce and online shopping underscores the need for further research on the impact of digital transformation on consumer behavior. Future

studies should explore emerging trends, such as the role of the metaverse, augmented reality, and virtual shopping experiences in shaping purchasing decisions.

### ***Trends in Research***

To address the first research question (RQ1), the bibliometric analysis revealed that research on women's apparel buying behavior has grown significantly since 2016, with a notable surge in publications between 2019 and 2021. This increased interest can be attributed to several factors, including the rise of digital platforms, the growing emphasis on sustainability, and the availability of advanced analytical tools for studying consumer behavior (Silva et al., 2020; Vladimirova et al., 2024). Geographically, the majority of studies have been conducted in Asia and Europe, with emerging markets like India gaining attention due to their unique blend of traditional values and modern consumerism (Rahman et al., 2021; Jain & Gandhi, 2021). However, research in other regions, such as Africa and South America, remains limited, highlighting the need for more region-specific studies to capture diverse cultural and economic dynamics.

Quantitative research methods, particularly surveys and statistical analyses, dominated the selected studies, reflecting the growing availability of consumer data and the use of advanced analytical techniques (Cuesta-Valiño et al., 2022; Vladimirova et al., 2024). Qualitative and mixed-methods approaches, though less prevalent, have been increasingly employed to provide deeper insights into consumer motivations and preferences, particularly in emerging markets (Ritch, 2020; Mishra et al., 2020).

The analysis of influential authors and highly cited papers revealed that works by scholars such as **Ajzen I.** (Theory of Planned Behavior), **Lang C.** (sustainable fashion consumption), and **Hair J.F.** (structural equation modeling) have significantly shaped the research landscape. These authors have provided foundational frameworks for understanding consumer behavior, purchase intentions, and the role of sustainability in fashion consumption (Ajzen, 1991; Lang et al., 2020; Hair et al., 2017).

### ***The Impact of Determinants on Women's Apparel Buying Behavior***

The second research question (RQ2) was addressed through a content analysis of the selected studies, which examined the influence of various determinants on women's apparel buying behavior. The analysis identified **socio-cultural factors**, **economic conditions**, and **psychological drivers** as key influencers of purchasing decisions.

1. **Socio-Cultural Factors:** Cultural norms, family influence, and social status play a significant role in shaping women's apparel choices, particularly in regions with strong cultural traditions like India and Southeast Asia (Rahman et al., 2021; Jain & Gandhi, 2021). Social media platforms, such as Instagram and Facebook, have amplified the influence of peer networks and celebrity endorsements, making them powerful tools for shaping consumer preferences (Cuesta-Valiño et al., 2022; Vladimirova et al., 2024).
2. **Economic Factors:** Affordability, pricing strategies, and disposable income are critical drivers of fashion consumption, especially among middle-class consumers in urban areas (Jain & Gandhi, 2021). However, the growing awareness of sustainability has led to a shift in priorities, with women increasingly willing to invest in eco-friendly and ethically produced apparel, provided it is affordable and accessible (Ritch, 2020; Rahman et al., 2021).
3. **Psychological Drivers:** Psychological factors, such as self-expression, fashion consciousness, and emotional well-being, have gained prominence in recent years. Women often use fashion as a means of enhancing their self-esteem and social identity, particularly in urban areas where fashion trends are closely tied to social status (McNeill, 2018; Shafqat et al., 2023). The rise of fast fashion and impulse buying has further complicated these psychological drivers, with affordability and

accessibility making fashion more inclusive but also contributing to increased consumerism (Mishra et al., 2020).

### ***Mediating and Moderating Factors***

The analysis also highlighted the role of mediating and moderating factors in shaping women's apparel buying behavior. Key mediators include **brand loyalty**, **consumer trust**, and **environmental concern**, which strengthen the relationship between determinants and purchasing decisions (Cuesta-Valiño et al., 2022; Lee et al., 2021). Moderators such as **fashion consciousness** and **cultural values** further influence these relationships, with highly fashion-conscious women being more likely to engage in impulse buying and follow the latest trends (McNeill, 2018; Shafqat et al., 2023).

### ***Implications for Future Research***

The findings from this analysis underscore the need for further research in several areas:

- **Sustainability and Ethical Consumption:** Exploring how sustainability perceptions translate into actual purchasing decisions, particularly in emerging markets.
- **Digital Platforms and E-Commerce:** Investigating the role of social media and e-commerce in shaping consumer preferences and driving sustainable fashion trends.
- **Regional and Cultural Differences:** Examining how cultural values and economic conditions influence women's apparel choices in different regions.

By addressing these gaps, future research can provide deeper insights into the complexities of women's apparel buying behavior and inform strategies for fashion retailers and brands aiming to align their offerings with consumer preferences and values.

### **Conclusion**

This bibliographic analysis was conducted using a mixed-methods approach, combining bibliometric analysis and content analysis, to examine 135 research articles focused on the trends and determinants of women's apparel buying behavior, particularly in Maharashtra, India, from 2014 to 2024. The study aimed to identify publication trends, influential authors, regions of research, and the socio-cultural, economic, and psychological factors influencing women's apparel purchasing decisions. The findings reveal a growing interest in this research area, particularly since 2016, with a significant surge in publications between 2019 and 2021. This trend reflects the increasing global emphasis on sustainability, digital transformation, and the unique consumer dynamics of emerging markets like India.

### ***Key Findings***

1. **Research Trends:** The bibliometric analysis demonstrated that research on women's apparel buying behavior has grown significantly, with most studies focusing on Asia and Europe. Emerging markets like India have gained attention due to their unique blend of traditional values and modern consumerism (Rahman et al., 2021; Jain & Gandhi, 2021). However, research in other regions, such as Africa and South America, remains limited, highlighting the need for more region-specific studies to capture diverse cultural and economic dynamics.
2. **Dominant Themes:** The analysis identified key themes such as **sustainability**, **digital platforms**, **brand loyalty**, and **socio-cultural influences** as central to the discourse on women's apparel buying behavior. These themes are interconnected, with sustainability influencing consumer behavior and digital platforms facilitating access to sustainable fashion options (Lee et al., 2021; Rahman et al., 2021).
3. **Influential Authors and References:** The works of influential authors such as **Ajzen I.** (Theory of Planned Behavior), **Lang C.** (sustainable fashion consumption), and **Hair J.F.** (structural equation modeling) have significantly shaped the research landscape. These scholars have provided

foundational frameworks for understanding consumer behavior, purchase intentions, and the role of sustainability in fashion consumption (Ajzen, 1991; Lang et al., 2020; Hair et al., 2017).

4. **Determinants of Buying Behavior:** The content analysis highlighted the significant influence of **socio-cultural factors, economic conditions, and psychological drivers** on women's apparel buying behavior. Cultural norms, family influence, and social status play a critical role in shaping purchasing decisions, particularly in regions with strong cultural traditions (Rahman et al., 2021; Jain & Gandhi, 2021). Economic factors, such as affordability and disposable income, also drive fashion consumption, while psychological factors like self-expression and fashion consciousness enhance the emotional and social aspects of buying behavior (McNeill, 2018; Shafqat et al., 2023).

5. **Mediating and Moderating Factors:** The study identified key mediators and moderators, such as **brand loyalty, consumer trust, environmental concern, and fashion consciousness**, which strengthen the relationship between determinants and purchasing decisions (Cuesta-Valiño et al., 2022; Lee et al., 2021). These factors play a crucial role in shaping consumer preferences and driving sustainable fashion trends.

### *Theoretical Implications*

This study aimed to uncover research trends in women's apparel buying behavior, focusing on the determinants influencing purchasing decisions and the role of mediating and moderating factors. Two distinct research themes emerged: RQ1 focused on the influence of socio-cultural, economic, and psychological factors on women's apparel choices, while RQ2 examined the impact of digital platforms and sustainability trends on consumer behavior. Understanding these themes can aid scholars in developing new frameworks and advancing research in the field of consumer behavior.

The study revealed that most published studies were conducted in Asia and Europe, with emerging markets like India gaining attention due to their unique blend of traditional values and modern consumerism (Rahman et al., 2021; Jain & Gandhi, 2021). However, research in other regions, such as Africa and South America, remains limited. Therefore, it is crucial to explore women's apparel buying behavior in these regions, comparing cultural norms, economic conditions, and consumer preferences across developed and developing countries. Additionally, while quantitative methods, particularly surveys and statistical analyses, were predominantly used, future studies should consider qualitative or mixed-methods approaches to provide deeper insights into consumer motivations and preferences (Ritch, 2020; Mishra et al., 2020).

Furthermore, although sustainability and digital platforms have been extensively studied, the exploration of other emerging trends, such as the role of the metaverse and augmented reality in fashion consumption, is necessary to explain the evolving dynamics of consumer behavior. Given the significant implementation of technology in the fashion industry, understanding the impact of digital transformation on consumer preferences is imperative. The shift to online shopping during the COVID-19 pandemic has also highlighted the relevance of e-commerce and virtual shopping experiences, which scholars can explore in future research.

Most research has focused on individual-level factors, such as fashion consciousness and self-expression, necessitating a broader examination of organizational and societal outcomes, mediators, and moderators to fully comprehend the effects of consumer behavior in the fashion industry. For instance, the role of brand loyalty, consumer trust, and environmental concern in shaping purchasing decisions deserves further exploration (Cuesta-Valiño et al., 2022; Lee et al., 2021).

Lastly, as the fashion industry plays a vital role in sustainable development, the importance of sustainable consumption in achieving environmental and social goals deserves more attention. Researchers are encouraged to explore the influence of sustainable leadership within fashion brands and investigate the relationship between consumer behavior and corporate social responsibility variables. Effective strategies for promoting sustainable fashion can contribute to the broader discourse on sustainability and consumer behavior.

Finally, the aspects of diversity, inclusivity, and equity in fashion marketing and consumer behavior have not been fully considered in existing studies. Future research can focus on these topics as potential areas of exploration, particularly in the context of inclusive sizing, cultural representation, and ethical marketing practices.

### ***Practical Implications***

The findings of this bibliographic analysis offer valuable insights for fashion retailers, brands, and policymakers aiming to align their strategies with consumer preferences and values. By understanding the determinants of women's apparel buying behavior, organizations can develop targeted marketing strategies, enhance customer engagement, and promote sustainable fashion practices.

1. **Aligning with Consumer Values:** Brands should prioritize sustainability, ethical production, and affordability to meet the growing demand for eco-friendly and socially responsible apparel. For instance, offering high-quality, sustainable products at accessible price points can attract environmentally conscious consumers (Ritch, 2020; Rahman et al., 2021).
2. **Leveraging Digital Platforms:** Social media and e-commerce platforms should be utilized to engage with consumers, promote sustainable fashion, and drive purchasing decisions. Brands can collaborate with influencers and use targeted marketing campaigns to reach their target audience effectively (Lee et al., 2021; Vladimirova et al., 2024).
3. **Understanding Regional Dynamics:** Retailers should consider the socio-cultural and economic factors unique to each region to tailor their marketing strategies and product offerings effectively. For example, in emerging markets like India, brands can incorporate traditional designs and festive wear to appeal to local consumers (Jain & Gandhi, 2021; Rahman et al., 2021).
4. **Enhancing Customer Experience:** Providing a seamless and personalized shopping experience, both online and offline, can enhance customer satisfaction and loyalty. Brands can invest in technologies such as augmented reality and virtual try-ons to improve the online shopping experience (Cuesta-Valiño et al., 2022).
5. **Promoting Inclusivity and Diversity:** Brands should prioritize inclusivity by offering a wide range of sizes, representing diverse cultures, and promoting ethical marketing practices. This can help build trust and loyalty among consumers, particularly in multicultural markets (McNeill, 2018; Shafqat et al., 2023).
6. **Establishing Feedback Mechanisms:** Gathering input from consumers about their preferences, shopping experiences, and perceptions of sustainability can help brands identify areas for improvement and enhance their product offerings. Feedback mechanisms, such as surveys and social media engagement, can provide valuable insights for refining marketing strategies (Vladimirova et al., 2024).

### **Limitations**

This bibliographic analysis has several limitations that should be acknowledged. Firstly, the study focused exclusively on articles indexed in the **Scopus database** between 2014 and 2024. While Scopus is one of the largest and most reputable academic databases, this approach may have excluded relevant studies published in other databases or non-indexed journals. Future research should consider incorporating additional databases, such as **Web of Science**, **PubMed**, or **Google Scholar**, to ensure a more comprehensive synthesis of the literature.

Secondly, this review did not employ statistical methods to analyze correlations among the quantitative results of independent studies. While bibliometric and content analysis provided valuable insights into research trends and determinants of women's apparel buying behavior, the use of **meta-analysis** in future studies could offer a more robust understanding of the relationships between variables. Meta-analysis would allow for the aggregation of data across studies, enabling researchers to identify patterns, effect sizes, and potential moderators more effectively (Ceri-Booms et al., 2017).

Thirdly, the study primarily focused on research conducted in specific regions, such as Asia and Europe, with limited representation from other areas, including Africa, South America, and the Middle East. This regional bias may limit the generalizability of the findings. Future research should explore comparative analyses across different regions to identify cultural, economic, and social differences in women's apparel buying behavior. For instance, comparing consumer preferences and purchasing patterns in developed versus developing countries could provide deeper insights into the role of regional dynamics in shaping fashion consumption.

### **Recommendations for Future Research**

To address these limitations, the following recommendations are proposed for future research:

1. **Expand Database Coverage:** Future studies should include articles from multiple databases to ensure a more comprehensive review of the literature. This would help capture a wider range of perspectives and reduce potential biases associated with relying on a single database.
2. **Conduct Meta-Analysis:** Employing meta-analytic techniques would allow researchers to quantitatively synthesize findings from multiple studies, providing a clearer understanding of the relationships between variables and identifying potential moderators.
3. **Comparative Regional Studies:** Comparative analyses across different regions could highlight cultural, economic, and social differences in women's apparel buying behavior. This would help identify region-specific trends and inform tailored marketing strategies for fashion retailers and brands.
4. **Explore Interplay Between Determinants:** Future research should investigate how socio-cultural, economic, and psychological factors interact to influence purchasing decisions. Understanding these interactions could provide deeper insights into consumer behavior and inform more effective marketing strategies.
5. **Examine Emerging Trends:** As the fashion industry continues to evolve, future studies should explore emerging trends, such as the role of the metaverse, augmented reality, and virtual shopping experiences in shaping consumer preferences. Additionally, the impact of global events, such as the COVID-19 pandemic, on fashion consumption patterns warrants further investigation.

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