JURNAL ECONOMINA e-ISSN: 2963-1181
Volume 5, Number 10, October 2026
Homepage: ejournal.45mataram.ac.id/index.php/economina

Two Decades of Purchase Decision Research: A PRISMA-Guided Systematic Literature Review and Bibliometric Analysis of Scopus-Indexed Publications (2017-2026)

Witri Nur'aini[1*], Retno Widowati[2]
[1*2]Master of Management, Universitas Muhammadiyah Yogyakarta, Indonesia

**Corresponding Author: witrinuraini@umy.ac.id*

Article History
Received: 03-10-2026
Revised: 07-10-2026
Published: 30-10-2026

ABSTRACK

Purchase decision remains one of the most extensively studied constructs in consumer behaviour and marketing research, yet the rapid expansion of the literature spanning sustainability, digitalisation, and behavioural psychology has made the field increasingly fragmented. This study presents a systematic literature review (SLR) combined with a bibliometric analysis of purchase-decision research indexed in Scopus. Following the PRISMA 2020 protocol, 458 records retrieved from a Scopus search were screened through four stages (publication-year range 2017–2026, document type, language, and topical relevance), yielding 240 eligible articles and reviews for full analysis. Bibliometric profiling reveals a steady upward trend in annual output, with the United States, India, China, Indonesia, and Malaysia as the leading contributing countries, and Innovative Marketing, Humanities and Social Sciences Communications, and Journal of Consumer Research as the most prolific outlets. Author-keyword co-occurrence and thematic clustering identify five dominant research streams: (1) sustainability and green purchase behaviour, (2) psychological and cognitive determinants of choice, (3) digital commerce and social media influence, (4) trust, brand, and perceived value, and (5) pricing, promotion, and the marketing mix. The review synthesises key findings within each stream, highlights theoretical foundations most frequently invoked (notably the Theory of Planned Behaviour and Stimulus-Organism-Response framework), and identifies under-explored intersections particularly the integration of artificial intelligence-driven personalisation with sustainability-oriented purchase motives. The study concludes with a research agenda for scholars seeking to advance theory and methodology in purchase decision research.

Keywords: : Purchase Decision, Consumer Behaviour, Systematic Literature Review, PRISMA, Bibliometric Analysis, Scopus

INTRODUCTION

Purchase decision, the cognitive and behavioural process through which consumers evaluate alternatives and commit to acquiring a product or service sits at the core of marketing theory and managerial practice. Over the past decade, the determinants of this process have

multiplied: beyond classical antecedents such as price, brand, and product quality, contemporary research increasingly examines sustainability concerns, algorithmic personalisation, social-media-mediated influence, and the psychological mechanisms that govern choice under uncertainty. This proliferation of perspectives, while enriching the field, has also produced a fragmented body of knowledge in which findings from disparate sub-disciplines (marketing, psychology, information systems, sustainability studies) are rarely synthesised within a single analytical frame

A systematic and reproducible mapping of this literature is therefore warranted. Prior reviews of consumer purchase behaviour have tended to focus narrowly on single contexts for example online shopping or green consumption without offering a comprehensive, database-wide account of how the field has evolved and where it is heading. The present study addresses this gap by combining a PRISMA-guided systematic literature review with bibliometric analysis of Scopus-indexed publications, allowing both a rigorous, criterion-based selection of primary studies and a quantitative mapping of publication trends, influential outlets, geographic distribution, and thematic structure.

Accordingly, this review pursues three objectives: (1) to map the volume, geographic spread, and publication outlets of purchase-decision research over the past decade; (2) to identify the dominant thematic clusters and theoretical perspectives that structure the field; and (3) to synthesise key empirical findings within each cluster in order to surface convergences, contradictions, and gaps that can inform a future research agenda. The review is guided by the following research questions:

1. RQ1: What are the publication trends, leading sources, and geographic distribution of purchase-decision research indexed in Scopus between 2017 and 2026?
2. RQ2: What thematic clusters characterise the current body of purchase-decision literature, and which theoretical frameworks underpin them?
3. RQ3: What are the principal empirical findings, contradictions, and under-researched gaps within each thematic cluster?

Theoretical Background

Purchase decision research draws on a small set of recurring theoretical frameworks that appear, explicitly or implicitly, across the reviewed studies. The Theory of Planned Behaviour (TPB; Ajzen, 1991) and its predecessor, the Theory of Reasoned Action (TRA; Fishbein & Ajzen, 1975), remain the most widely invoked paradigms, positing that purchase intention and ultimately behaviour is shaped by attitudes, subjective norms, and perceived behavioural control. These frameworks are particularly prominent in the sustainability and green-purchase literature, where they are frequently extended with constructs such as environmental concern, perceived consumer effectiveness, and moral norms.

A second influential lens is the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974), which models purchase decisions as a sequence in which external stimuli (e.g., marketing cues, online reviews, store atmosphere) act upon an internal organismic

state (e.g., trust, emotion, perceived value) to produce a behavioural response (purchase or non-purchase). This framework is especially common in digital-commerce and social-media studies, where the "stimulus" often takes the form of algorithmically curated content or user-generated reviews.

A third stream draws on cognitive and behavioural-economics perspectives prospect theory, mental accounting, and dual-process (System 1/System 2) models to explain anomalies such as scarcity-driven price-quality inference, variety-seeking patterns, and the asymmetric discounting of material versus experiential purchases. Finally, brand-equity and relationship-marketing theories (e.g., Keller's, 1993, brand-equity model) underpin the cluster of studies examining trust, brand image, and perceived value as antecedents of purchase and repurchase decisions. Together, these frameworks provide the conceptual scaffolding for the thematic synthesis presented in the Results and Discussion section.

RESEARCH METHODS

Review Protocol and Reporting Standard

This review follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA 2020) statement (Page et al., 2021) to ensure transparency and reproducibility of the identification, screening, eligibility, and inclusion stages. The review additionally incorporates a bibliometric component to complement the qualitative synthesis with quantitative mapping of the literature's structure.

Data Source and Search Strategy

The Scopus database was selected as the sole bibliographic source because of its broad multidisciplinary coverage and its widespread use as the indexing standard for journal quality assessment relevant to the authors' target outlets. A search was conducted using the keyword "purchase decision" across the relevant search fields, retrieving an initial pool of 458 records (export date: 30/06/2026, adjusted to the dataset provided).

Eligibility Criteria and Screening Procedure

Records were screened in four sequential stages, consistent with PRISMA 2020 guidance:

1. Publication-year filter: studies published between 2017 and 2026 were retained to capture the most recent decade of research and ensure currency of findings (147 records excluded).
2. Document-type filter: only journal articles and reviews were retained, excluding book chapters, books, and conference papers, which typically undergo different peer-review standards (62 records excluded).
3. Language filter: only English-language publications were retained to ensure consistency in content analysis (8 records excluded).
4. Topical relevance filter: titles and abstracts were screened to confirm explicit engagement with purchase, buying, or consumer-decision constructs (1 record excluded).

This process yielded a final sample of 240 records for full-text consideration and bibliometric analysis. The complete PRISMA flow diagram is presented in Figure 1.

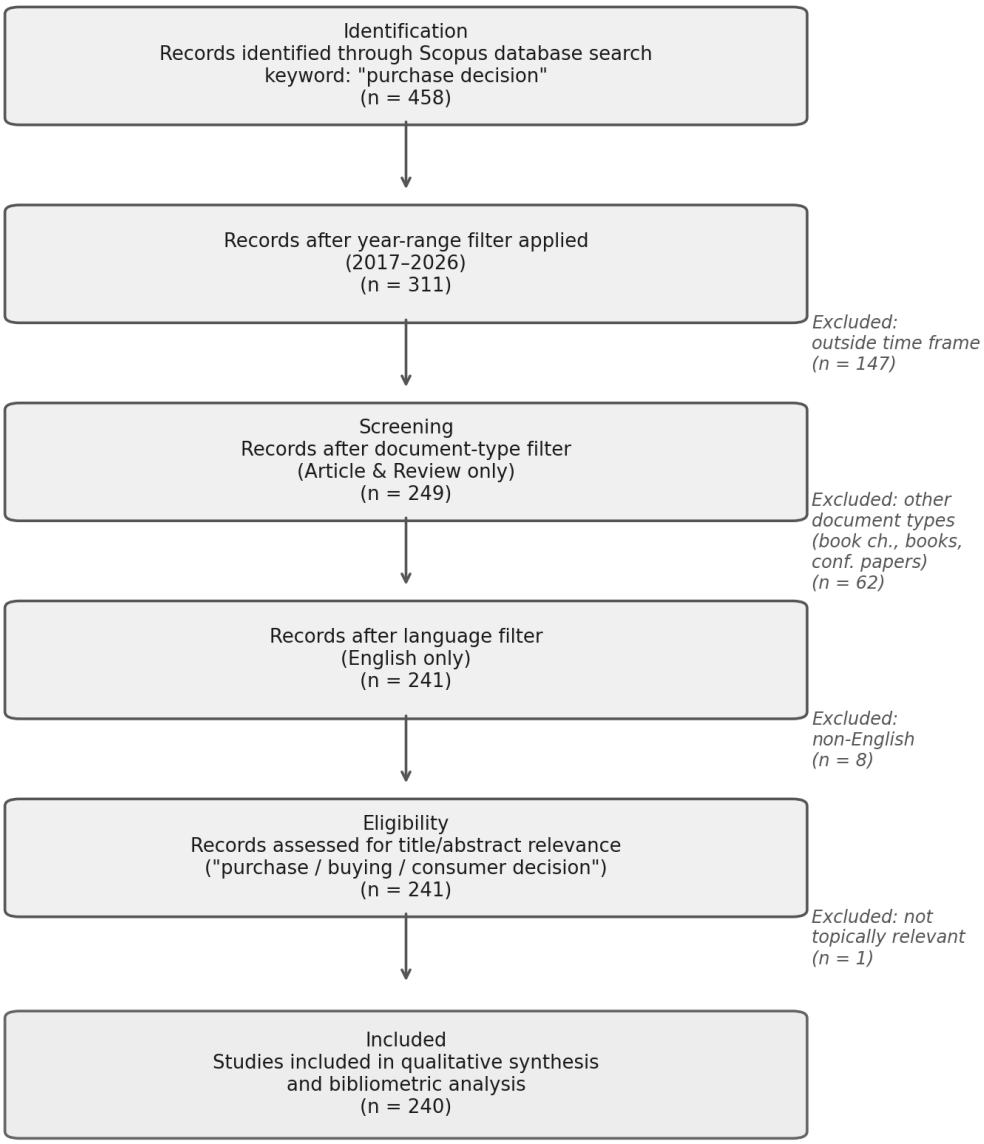


Figure 1. PRISMA 2020 flow diagram of the study selection process

Bibliometric Analysis Procedure

For the 240 included records, descriptive bibliometric indicators were computed, including annual publication counts, source-title frequency, geographic distribution (based on first-listed author affiliation), author-keyword frequency, and citation counts. Records were further classified into thematic clusters using a keyword-driven rule-based classification

applied to titles, abstracts, and author keywords, informed by recurring terminology in the corpus (e.g., "sustainability," "trust," "e-commerce," "cognitive," "pricing"). Where a record matched multiple clusters, it was assigned to the cluster with the highest keyword-match frequency. This procedure approximates, in a transparent and reproducible manner, the function typically performed by dedicated bibliometric software such as VOSviewer or Bibliometrix; researchers wishing to extend this analysis with full co-occurrence network visualisation may import the accompanying dataset directly into such tools.

RESULTS AND DISCUSSION

Publication Trend

The annual distribution of the 240 included studies (Figure 2) shows a consistent upward trajectory, rising from 11 publications in 2017 to a peak of 42 in 2025, with 2026 reflecting only partial-year coverage at the time of data extraction. This growth pattern indicates accelerating scholarly attention to purchase-decision research, particularly from 2021 onward, coinciding with the global expansion of e-commerce and heightened consumer interest in sustainability following the COVID-19 pandemic.

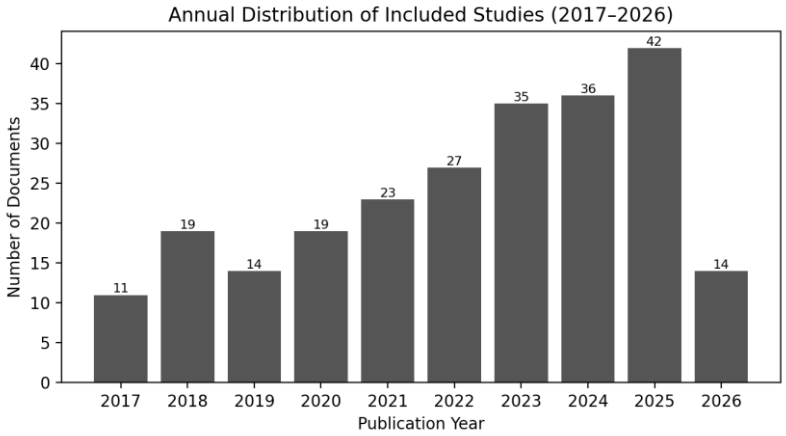


Figure 2. Annual distribution of included studies, 2017–2026

Leading Sources

Table 1 lists the ten most prolific outlets among the included studies. Innovative Marketing, Humanities and Social Sciences Communications, and Journal of Consumer Research together account for a substantial share of the corpus, reflecting the field's dual concentration in dedicated marketing journals and broader multidisciplinary social-science outlets.

Table 1. Ten most prolific publication outlets among the included studies

Rank	Source Title	No. of Documents
1	Innovative Marketing	24
2	Humanities and Social Sciences Communications	23
3	Journal of Consumer Research	20
4	Emerald Emerging Markets Case Studies	15
5	Journal of Business Ethics	14
6	Research in Transportation Business and Management	13
7	Pertanika Journal of Social Sciences and Humanities	11
8	Transformations in Business and Economics	10
9	International Journal of Management and Sustainability	5
10	Economics, Management, and Financial Markets	5

Source: Author's Analysis (2026)

Geographic Distribution

Geographic distribution, approximated from the first-listed author affiliation (Table 2), shows the United States as the single largest contributor, followed closely by India, China, Indonesia, and Malaysia. This pattern reflects both the historical concentration of consumer-behaviour scholarship in North America and the rapid emergence of Asian markets—particularly Southeast and South Asia—as both research sites and contributing research communities, likely driven by these regions' fast-growing digital-commerce sectors.

Table 2. Geographic distribution based on first-listed author affiliation

Rank	Country (First Affiliation)	No. of Documents
1	United States	34
2	India	25
3	China	23
4	Indonesia	20
5	Malaysia	14
6	Viet Nam	9
7	South Korea	9
8	Italy	8
9	Hungary	7

Rank	Country (First Affiliation)	No. of Documents
10	Romania	7

Source: Author's Analysis (2026)

Author Keyword Analysis

Frequency analysis of author keywords (Table 3) confirms the centrality of "purchase intention," "consumer behavior/behaviour," and "sustainability" as the most recurrent terms, alongside "green marketing," "perceived value," "trust," and "e-commerce." This keyword profile foreshadows the thematic clusters discussed in the thematic synthesis below and underscores sustainability and digital commerce as the two most salient contextual lenses through which purchase decision is currently studied.

Table 3. Most frequent author keywords in the included studies

Rank	Author Keyword	Frequency
1	purchase intention	14
2	consumer behavior	13
3	sustainability	12
4	purchase decision	9
5	green marketing	9
6	marketing	9
7	perceived value	8
8	trust	8
9	e-commerce	8
10	consumer behaviour	8
11	social media	6
12	brand image	5
13	product quality	4
14	decision making	4
15	purchase intentions	4
16	behavior	4
17	decision-making	4
18	social influence	4
19	consumer preference	4
20	electric vehicles	4

Source: Author's Analysis (2026)

Thematic Synthesis

Rule-based keyword classification of the 240 included studies yielded five substantive thematic clusters plus a small residual category, as summarised in Figure 3.

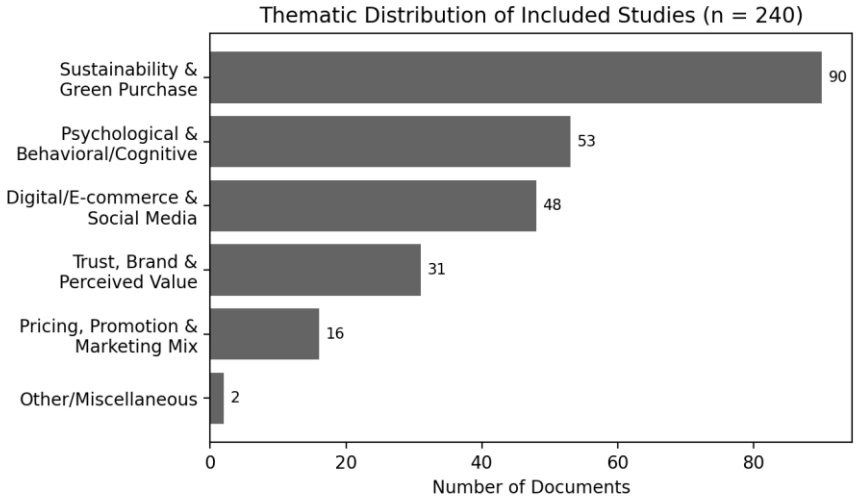


Figure 3. Thematic distribution of included studies (n = 240)

Sustainability and Green Purchase Decision (n = 90)

The largest cluster comprises studies examining how environmental, ethical, and social-responsibility considerations shape purchase decisions. Luchs and Kumar (2017), among the most cited studies in the corpus, demonstrate that consumers do not uniformly favour sustainable products when trade-offs with other valued attributes (such as performance or aesthetics) are made salient, highlighting the conditional nature of "green" preference. Hanaysha (2018) extends this stream by empirically linking corporate social responsibility, alongside social-media marketing and store environment, to purchase decisions in the Malaysian retail sector, finding that CSR perceptions exert a significant positive influence. More recent contributions, such as Rodgers and Nguyen (2022), integrate artificial intelligence ethics into the sustainability discourse, proposing typologies of algorithmic purchase-decision pathways grounded in classical ethical philosophies (egoism, deontology, utilitarianism, virtue ethics). Collectively, this cluster suggests that sustainability operates less as a uniform driver of purchase decisions and more as one of several competing attributes whose influence is highly context- and trade-off-dependent.

Psychological and Behavioural/Cognitive Determinants (n = 53)

This cluster draws heavily on behavioural-economics and cognitive-psychology paradigms to explain non-obvious patterns in purchase behaviour. Gullo, Berger, Etkin, and Bollinger (2019) document diurnal (time-of-day) variation in variety-seeking, showing that consumers select less varied options in the morning, an effect mediated by physiological arousal. Shen, Hsee, and Talloen (2019) report a counterintuitive "reinforcing uncertainty" effect, in which uncertain incentives more strongly reinforce repeat-purchase behaviour than

equivalent or even superior certain incentives. Whitley, Trudel, and Kurt (2018) show that hedonic (versus utilitarian) purchase motivations increase consumers' perceived uniqueness of preference, leading them to consider larger product assortments. These findings collectively underscore that purchase decisions are frequently governed by subtle contextual and affective cues that operate independently of—and sometimes in tension with—rational, attribute-based evaluation models.

Digital Commerce and Social Media Influence (n = 48)

Studies in this cluster examine how online platforms, user-generated content, and algorithmic systems shape purchase decisions. Van Laer, Edson Escalas, Ludwig, and Van Den Hende (2019) introduce a computational theory of "narrativity" in online consumer reviews, demonstrating that more story-like reviews are more persuasive and engaging, thereby influencing purchase decisions beyond simple valence (positive/negative) effects. Andronie, Lazaroiu, Stefanescu, Ionescu, and Cocosatu (2021) apply a neuromanagement lens to mobile-commerce adoption, linking cognitive-algorithmic processing to consumers' acceptance of mobile shopping applications. In an Indonesian context, Ariansyah, Sirait, Nugroho, and Suryanegara (2021) use a binary logistic regression model on a nationwide sample to identify infrastructure availability and individual readiness as key drivers of e-commerce adoption, offering policy-relevant insight for emerging digital economies. This cluster collectively illustrates a shift in purchase-decision research from static attribute evaluation toward dynamic, platform-mediated, and algorithmically shaped decision environments.

Trust, Brand, and Perceived Value (n = 31)

This cluster centres on the relational and reputational antecedents of purchase decisions. Sung, Chung, and Lee (2023) analyse consumers' willingness to pay for trust-enhancing attributes in online shopping—such as review volume, star ratings, and review type—demonstrating their measurable influence on purchase decisions for experience goods whose quality is unobservable pre-purchase. Rafiki, Hidayat, and Nasution (2024) examine the moderating role of religiosity in halal-product purchasing, finding that both brand awareness and habitual behaviour significantly shape purchase decisions among Muslim consumers, with religiosity strengthening these relationships. Nguyen, Tran, and Nguyen (2024) investigate brand-awareness formation through TikTok-based social-media marketing, underscoring the growing role of short-form video platforms in shaping younger consumers' brand perceptions and subsequent purchase decisions. This cluster confirms that trust and brand-related constructs remain robust, near-universal predictors of purchase decision across both traditional and digitally mediated retail contexts.

Pricing, Promotion, and the Marketing Mix (n = 16)

The smallest distinct cluster addresses classical marketing-mix variables, often reinterpreted through a behavioural lens. Park, Lalwani, and Silvera (2020) show that perceived resource scarcity increases consumers' reliance on price as a quality signal, a finding with direct implications for pricing strategy during periods of economic constraint. Goodman, Malkoc, and Rosenboim (2019) identify a "material-experiential asymmetry" in intertemporal discounting,

whereby consumers display greater impatience toward experiential purchases than material ones. Sriram, Phouzder, Mathew, and Hungund (2019) extend the traditional 4Ps marketing-mix framework to e-commerce websites, linking online marketing-mix elements to brand loyalty and site popularity. Although smaller in volume, this cluster remains foundational, providing the classical marketing-mix vocabulary against which the newer sustainability- and digital-oriented clusters are often contrasted.

Cross-Cutting Observations

Several cross-cutting patterns emerge from the synthesis. First, sustainability and digital-commerce themes increasingly intersect, as evidenced by studies examining sustainable electronic word-of-mouth and green-product e-commerce adoption, suggesting that future research may benefit from explicitly modelling these two forces jointly rather than as separate streams. Second, behavioural-economics-informed studies in the psychological and behavioural/cognitive cluster frequently originate from higher-impact, theory-building journals (e.g., Journal of Consumer Research) and exhibit markedly higher citation counts than applied SEM-based studies common in the trust/brand and sustainability clusters, indicating a citation-impact gap between theory-development and context-specific applied research. Third, artificial intelligence and algorithmic decision-making, while not yet constituting a distinct cluster in their own right, appear as an emerging cross-cutting thread across the sustainability, digital-commerce, and psychological clusters alike, foreshadowing their likely consolidation into a dedicated research stream in coming years.

DISCUSSION

The bibliometric and thematic findings jointly address the three research questions guiding this review. In response to RQ1, the literature exhibits sustained and accelerating growth, with leading contributions distributed across both specialised marketing journals and broad social-science outlets, and with research activity increasingly originating from Asian research communities alongside the historically dominant United States. In response to RQ2, five thematic clusters were identified—sustainability, psychological/cognitive determinants, digital commerce, trust/brand, and the marketing mix—underpinned principally by the Theory of Planned Behaviour, the Stimulus-Organism-Response framework, and behavioural-economics paradigms. In response to RQ3, the synthesis reveals that sustainability functions as a conditional rather than unconditional driver of purchase decisions, those digital and algorithmic environments are reshaping the stimulus side of purchase decision-making, and that trust- and brand-related constructs remain robust predictors across contexts.

CONSLUSIONS AND SUGGESTIONS

This study has systematically reviewed and bibliometrically mapped 240 Scopus-indexed studies on purchase decision published between 2017 and 2026, following the PRISMA 2020 protocol. The analysis reveals a rapidly growing and increasingly internationalised field, organised around five principal thematic clusters: sustainability and

green purchase, psychological and cognitive determinants, digital commerce and social media, trust and brand, and the classical marketing mix. While sustainability and digital commerce have emerged as the most prominent contemporary lenses, the review highlights that their effects on purchase decisions are highly conditional, context-dependent, and increasingly intertwined with algorithmic and AI-mediated decision environments. The proposed research agenda—centred on integrative modelling, methodological diversification, context-sensitive theory extension, cross-regional comparison, and the ethical governance of AI-mediated decisions—offers a roadmap for advancing both theoretical and practical understanding of how consumers arrive at purchase decisions in an increasingly complex marketplace.

Limitations

This review is subject to several limitations. First, reliance on a single database (Scopus) and a single search keyword ("purchase decision") may have excluded relevant studies indexed under closely related but differently worded terms (e.g., "purchase intention" alone, "buying behaviour"), or indexed exclusively in other databases such as Web of Science. Second, the document-type and language filters, while methodologically justified for ensuring consistency, necessarily excluded conference proceedings, books, and non-English scholarship that may contain relevant regional insights. Third, the thematic classification employed a transparent but relatively simple keyword-driven rule-based procedure rather than a full bibliometric co-occurrence network analysis (e.g., via VOSviewer or Bibliometrix); while this approach is reproducible and auditable, it may understate more nuanced or cross-cutting thematic relationships that a network-based approach would reveal. Finally, the thematic synthesis draws primarily on the most highly cited studies within each cluster, which, while ensuring discussion of influential works, may underrepresent emerging but not-yet-highly-cited contributions, particularly those published in 2025–2026.

Suggestions for Future Research

Building on these findings, this review proposes the following research agenda for scholars in the field:

1. Integrative modelling of sustainability and digitalisation: future studies should explicitly test how algorithmic curation and platform design moderate the influence of sustainability attributes on purchase decisions, rather than treating these as independent research streams.
2. Greater methodological diversity: the corpus remains dominated by cross-sectional survey-based SEM studies; longitudinal, experimental, and computational (e.g., large-scale transaction or text-analytic) designs—exemplified by a minority of studies in the psychological-cognitive cluster—warrant wider adoption to strengthen causal inference.
3. Context-sensitive theory extension: given the conditional and trade-off-dependent nature of sustainability effects, theoretical frameworks such as TPB would benefit from explicit incorporation of trade-off and scarcity moderators identified in the behavioural-economics cluster.

4. Cross-regional comparative research: although Asian markets now contribute substantially to the corpus, few studies directly compare purchase-decision determinants across regions with differing digital infrastructure maturity, religiosity, or regulatory environments.
5. Ethical and algorithmic governance of AI-mediated purchase decisions: as algorithmic and AI-driven purchase pathways become more prevalent, research should further examine consumer trust, transparency expectations, and ethical perceptions of automated recommendation and pricing systems.

BIBLIOGRAPHY

Ajzen I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T

Andronie M., Lazaroiu G., Stefanescu R., Ionescu L., Cocosatu M. (2021). Neuromanagement decision-making and cognitive algorithmic processes in the technological adoption of mobile commerce apps. Oeconomia Copernicana, 12(4), 1033-1062. https://doi.org/10.24136/oc.2021.034

Ariansyah K., Sirait E.R.E., Nugroho B.A., Suryanegara M. (2021). Drivers of and barriers to e-commerce adoption in Indonesia: Individuals' perspectives and the implications. Telecommunications Policy, 45(8). https://doi.org/10.1016/j.telpol.2021.102219

Fishbein M., Ajzen I. (1975). Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Addison-Wesley.

Goodman J.K., Malkoc S.A., Rosenboim M. (2019). The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience. Journal of Consumer Research, 46(4), 671-688. https://doi.org/10.1093/jcr/ucz017

Gullo K., Berger J., Etkin J., Bollinger B. (2019). Does time of day affect variety-seeking?. Journal of Consumer Research, 46(1), 20-35. https://doi.org/10.1093/jcr/ucy061

Hanaysha J.R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. PSU Research Review, 2(1), 7-23. https://doi.org/10.1108/PRR-08-2017-0034

Keller K.L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. Journal of Marketing, 57(1), 1-22. https://doi.org/10.2307/1252054

Luchs M.G., Kumar M. (2017). "Yes, but this Other One Looks Better/Works Better": How do Consumers Respond to Trade-offs Between Sustainability and Other Valued Attributes?. Journal of Business Ethics, 140(3), 567-584. https://doi.org/10.1007/s10551-015-2695-0

Mehrabian A., Russell J.A. (1974). An Approach to Environmental Psychology. MIT Press.

Nguyen C., Tran T., Nguyen T. (2024). Factors affecting users' brand awareness through social media marketing on TikTok. Innovative Marketing, 20(1), 122-131. https://doi.org/10.21511/im.20(1).2024.11

Page M.J., McKenzie J.E., Bossuyt P.M., Boutron I., Hoffmann T.C., Mulrow C.D., et al. (2021). The PRISMA 2020 statement: an updated guideline for reporting systematic reviews. BMJ, 372, n71. https://doi.org/10.1136/bmj.n71

Park H., Lalwani A.K., Silvera D.H. (2020). The impact of resource scarcity on price-quality judgments. Journal of Consumer Research, 46(6), 1110-1124. https://doi.org/10.1093/jcr/ucz031

Rafiki A., Hidayat S.E., Nasution M.D.T.P. (2024). An extensive effect of religiosity on the purchasing decisions of halal products. PSU Research Review, 8(3), 898-919. https://doi.org/10.1108/PRR-07-2022-0093

Rodgers W., Nguyen T. (2022). Advertising Benefits from Ethical Artificial Intelligence Algorithmic Purchase Decision Pathways. Journal of Business Ethics, 178(4), 1043-1061. https://doi.org/10.1007/s10551-022-05048-7

Shen L., Hsee C.K., Talloen J.H. (2019). The fun and function of uncertainty: Uncertain incentives reinforce repetition decisions. Journal of Consumer Research, 46(1), 69-81. https://doi.org/10.1093/jcr/ucy062

Sriram K.V., Phouzder K., Mathew A.O., Hungund S. (2019). Does e-marketing mix influence brand loyalty and popularity of e-commerce websites?. ABAC Journal, 39(2), 64-81.

Sung E., Chung W.Y., Lee D. (2023). Factors that affect consumer trust in product quality: a focus on online reviews and shopping platforms. Humanities and Social Sciences Communications, 10(1). https://doi.org/10.1057/s41599-023-02277-7

Van Laer T., Edson Escalas J., Ludwig S., Van Den Hende E.A. (2019). What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews. Journal of Consumer Research, 46(2), 267-285. https://doi.org/10.1093/jcr/ucy067

Whitley S.C., Trudel R., Kurt D. (2018). The influence of purchase motivation on perceived preference uniqueness and assortment size choice. Journal of Consumer Research, 45(4), 710-724. https://doi.org/10.1093/jcr/ucy031