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The Influence of Using Online Visual Merchandising on Attitude Towards Uniqlo E-Commerce and Its Impact on Purchase Intention

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Abstract: The rapid growth of e-commerce has transformed consumer shopping behaviour, particularly in the fast-fashion industry, making online visual merchandising (OVM) a critical factor influencing consumer evaluations and purchase decisions. This study examines the effect of OVM on consumers' attitudes toward the Uniqlo e-commerce platform and its impact on purchase intention using the Stimulus–Organism–Response (S-O-R) framework. In this model, OVM dimensions act as stimuli, consumer attitude represents the organism, and purchase intention constitutes the behavioural response. Data were collected from 314 Indonesian consumers aged 18–35 years who had previously accessed the Uniqlo website or mobile application. The data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that Colour positively influences consumer attitude ($\beta = 0.182$, $p = 0.029$), while Product Presentation has a stronger positive effect ($\beta = 0.190$, $p = 0.004$). Consumer attitude also significantly enhances purchase intention ($\beta = 0.338$, $p < 0.001$). These findings indicate that product-related visual information is more influential than general platform aesthetics in shaping favourable consumer attitudes and purchase intentions within fast-fashion e-commerce environments.

Keyword: Online Visual Merchandising, Product Presentation, Consumer Attitude, Purchase Intention, E-Commerce

INTRODUCTION

The rapid expansion of e-commerce has fundamentally transformed consumer shopping behaviour, particularly in the fast-fashion industry, where consumers increasingly rely on digital platforms to search for information, evaluate products, and make purchasing decisions. Unlike conventional retail stores, online shopping limits consumers' ability to physically inspect product attributes such as material quality, texture, and fit. Consequently, visual information has become the primary source of product evaluation, making online visual

merchandising (OVM) an essential strategy for reducing purchase uncertainty and enhancing consumers' online shopping experiences (Choudhary & Sharma, 2022; Wilfling et al., 2023). The Indonesian fashion e-commerce market has experienced continuous growth in recent years, further intensifying competition among online fashion retailers and increasing the importance of effective digital merchandising strategies (Statista, 2024).

Among global fast-fashion retailers, Uniqlo has established a distinctive competitive position through its LifeWear philosophy, emphasizing product quality, functionality, and timeless design while continuously investing in digital transformation to improve customer experience (Wang & Li, 2018). As consumers interact with products primarily through digital interfaces, e-commerce platforms must communicate product value through visual cues that effectively substitute for direct physical inspection. Therefore, understanding how online visual merchandising influences consumer evaluations has become increasingly important for both researchers and practitioners operating in digital retail environments (D. Zhang et al., 2023).

Online Visual Merchandising (OVM) refers to the strategic presentation of products and visual elements within an e-commerce platform to facilitate product evaluation and create an engaging shopping experience (Jiang & Benbasat, 2007). Previous studies conceptualize OVM as a multidimensional construct consisting of four primary dimensions: colour, product presentation, website design and layout, and website navigation (Choudhary & Sharma, 2022). Colour contributes to consumers' aesthetic evaluations and emotional responses, whereas product presentation, including high-quality images, multiple viewing angles, zoom functions, and detailed product descriptions, helps reduce perceived risk by improving product understanding (Labrecque & Milne, 2012). Likewise, website design and layout enhance usability through effective content organization, while website navigation facilitates efficient information search and minimizes consumers' cognitive effort during online shopping (Choudhary & Sharma, 2022; Y. Zhang & Huang, 2024). Collectively, these visual merchandising dimensions shape consumers' perceptions of website quality and significantly influence their shopping experiences (Bleier et al., 2019).

The relationships between online visual merchandising and consumer behaviour can be explained using the Stimulus–Organism–Response (S-O-R) framework proposed by Mehrabian & Russell (1974). The S-O-R model explains that external environmental stimuli influence consumers' internal cognitive and emotional evaluations, which subsequently determine behavioural responses. In online retail settings, website visual characteristics function as external stimuli (Stimulus), consumers' attitudes toward the platform represent internal psychological evaluations (Organism), and purchase intention reflects the behavioural outcome (Response). Because consumers cannot directly examine products in e-commerce environments, visual merchandising becomes an important environmental stimulus that shapes consumer attitudes before purchase decisions are made (Eroglu et al., 2001). The S-O-R framework has therefore become one of the most widely adopted theoretical models for explaining consumer behaviour in digital commerce.

Consumer attitude represents an individual's overall evaluation of an online shopping platform based on its appearance, usability, informativeness, and overall shopping experience (Fishbein & Ajzen, 2010). Within the S-O-R framework, attitude functions as the organism that mediates the relationship between environmental stimuli and behavioural responses. Previous studies consistently demonstrate that favourable website experiences generated through effective visual merchandising positively influence consumers' attitudes, which subsequently enhance purchase intention (Kim & Lennon, 2013; Pavlou & Fygenon, 2006). Purchase intention itself reflects consumers' willingness to purchase products and has been widely recognized as one of the strongest predictors of actual purchasing behaviour (Ajzen, 1991).

Although previous studies generally acknowledge the importance of online visual merchandising, several research gaps remain. First, most studies examine online visual merchandising as a single construct rather than investigating the relative contributions of individual dimensions such as colour, product presentation, website design and layout, and website navigation. Second, previous empirical findings regarding the effectiveness of different visual merchandising dimensions remain inconsistent across various research contexts (Teviana, 2022; Y. Zhang & Huang, 2024). Third, empirical evidence from emerging economies, particularly Indonesia's rapidly growing fast-fashion e-commerce sector, remains limited despite its substantial market potential (Statista, 2024). These gaps indicate the need for further investigation into which visual merchandising dimensions exert the strongest influence on consumers' attitudes and purchase intentions within Indonesian fast-fashion e-commerce.

Accordingly, this study investigates the effects of four dimensions of online visual merchandising, colour, product presentation, website design and layout, and website navigation, on consumers' attitudes toward the Uniqlo e-commerce platform and their subsequent purchase intentions using the Stimulus–Organism–Response (S-O-R) framework. By identifying the relative influence of each visual merchandising dimension, this study contributes to the online retailing literature and provides practical implications for fashion retailers seeking to improve digital customer experiences.

Based on the theoretical arguments and previous empirical findings, the following hypotheses are proposed:

H1a: Colour positively and significantly influences consumers' attitude toward the Uniqlo e-commerce platform.

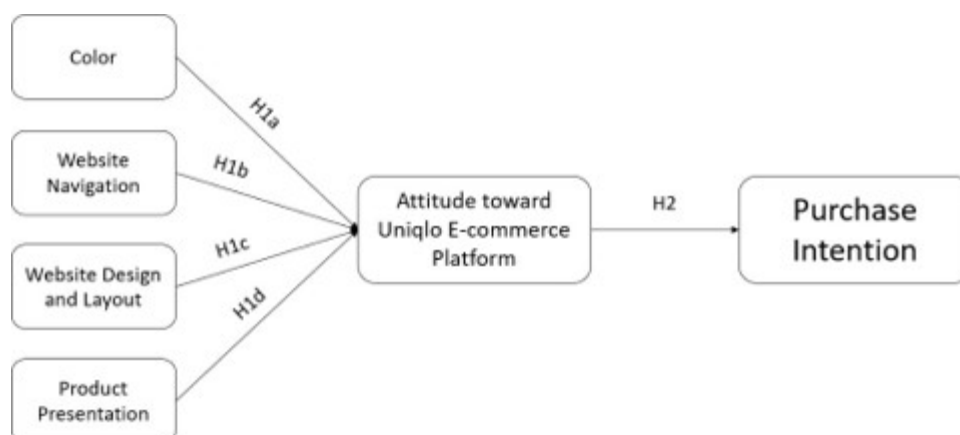
H1b: Product presentation positively and significantly influences consumers' attitude toward the Uniqlo e-commerce platform.

H1c: Website design and layout positively and significantly influence consumers' attitude toward the Uniqlo e-commerce platform.

H1d: Website navigation positively and significantly influences consumers' attitude toward the Uniqlo e-commerce platform.

H2: Consumers' attitude toward the Uniqlo e-commerce platform positively and significantly influences purchase intention.

H3: Consumers' attitude toward the Uniqlo e-commerce platform mediates the relationships between online visual merchandising dimensions and purchase intention.



Source: Developed by the authors based on the S-O-R framework.

Figure 1. Conceptual Framework

METHOD

This study used a quantitative research technique to investigate the links between online visual merchandising, customer attitudes regarding the Uniqlo e-commerce platform, and purchase intention. The study, which is based on the Stimulus-Organism-Response (S-O-R) paradigm, analyzes how features of online visual merchandising operate as environmental stimuli that influence customers' internal judgments, which in turn alter their behavioral intentions.

A cross-sectional survey design was used, with data gathered using a standardized online questionnaire. This methodology is suited for investigating the links between perceptual constructs as measured at a single moment in time. The target market was Indonesian customers aged 18 to 35 who had previously browsed or purchased items from the Uniqlo website or mobile application.

This age group was chosen since young adults are one of the major categories of online fashion customers in Indonesia and are quite active on digital shopping platforms.

Because there was no accessible sampling frame for Uniqlo online customers, a non-probability convenience sampling approach was used instead. Respondents were recruited via a variety of online means, including social media sites and instant messaging apps. To verify the sample's relevance, screening questions were added at the beginning of the questionnaire to validate that respondents fit the research criteria, which included prior familiarity with the Uniqlo e-commerce platform.

A total of 314 valid replies were received and included in the final analysis. This sample size meets the suggested minimum criteria for Partial Least Squares Structural Equation Modelling (PLS-SEM), which states that the sample should have more than ten times the highest number of structural routes aimed at any endogenous construct Hair et al. (2021).

The research tool consists of previously validated assessment scales derived from past investigations. Online Visual Merchandising (OVM) was defined as a multidimensional construct with four dimensions: color, product presentation, website design and layout, and website navigation, based mostly on Choudhary & Sharma (2022). Consumer attitudes regarding the Uniqlo e-commerce platform were assessed using items modified from Fishbein & Ajzen (2010) and earlier e-commerce studies, whilst purchase intent was assessed using validated scales routinely used in online consumer behavior research (Pavlou & Fygenon, 2006). All measuring items were scored on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed using SmartPLS 4 and Partial Least Squares Structural Equation Modelling (PLS-SEM). This analytical technique was chosen because it is appropriate for prediction-oriented research that includes several latent variables and mediation analysis while accommodating complicated structural linkages. The analysis was carried out in two steps, as per the instructions set by Hair et al. (2021). First, the measurement model was tested for indicator reliability, internal consistency reliability, convergent validity, and discriminant validity using factor loadings, Composite Reliability (CR), Cronbach's Alpha, Average Variance Extracted (AVE), and the Heterotrait-Monotrait ratio (HTMT). The structural model was evaluated based on R^2 , effect size (f^2), predictive relevance, and hypothesis testing using bootstrapping to examine the importance of postulated correlations.

RESULTS AND DISCUSSION

Respondent Characteristics

The final analysis comprised a total of 314 valid replies. All respondents matched the screening requirements, which included being between the ages of 18 and 35 and having

previously used the Uniqlo e-commerce platform, either by browsing or purchasing things. These criteria were developed to guarantee that respondents were sufficiently familiar with the platform to evaluate its online visual merchandising capabilities.

The sample was dominated by female respondents, followed by male respondents, demonstrating that women make up a significant share of online fashion shoppers. The majority of responses were between the ages of 18 and 24, indicating that younger customers are highly engaged with internet purchasing platforms. In terms of occupation, students were the largest category, followed by private-sector employees, implying that the sample was predominantly made up of digitally engaged consumers who were frequently exposed to online shopping.

Overall, the respondent profile corresponds to the major target market for online fashion commerce in Indonesia. As a result, the sample is deemed adequate for investigating the links between online visual merchandising, customer attitudes of the Uniqlo e-commerce platform, and purchase intention.

Outer Model

Instead of assessing the structural linkages, the measuring model was evaluated for reliability and validity of the latent constructs. The evaluation followed the recommendations of Hair et al. (2021), which comprised indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

Validity Test

The measurement model's validity was assessed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) standards provided by Hair et al. (2021), including convergent and discriminant validity. Convergent validity was evaluated using indicator loadings and the Average Variance Extracted (AVE), whereas discriminant validity was investigated using the Heterotrait-Monotrait ratio (HTMT) and the Fornell-Larcker criterion.

Table 1. Convergent Validity Test – Loading Factor

	ATT	CLR	PI	PP
ATT1	0.736			
ATT2	0.754			
ATT3	0.804			
ATT4	0.824			
ATT5	0.790			
CLR1		0.835		
CLR3		0.811		
CLR4		0.844		
CLR5		0.803		
PI1			0.811	
PI2			0.771	
PI3			0.763	
PI4			0.819	
PP2				0.901
PP4				0.904

Source: SmartPLS Output 4.0, 2026

Convergent validity was further assessed using the Average Variance Extracted (AVE). As indicated in Table 2, all constructs had AVE values more than the required threshold of

0.50, suggesting that each construct explained more than half of the variation in its respective indicators. These data demonstrate that the preserved measurement items accurately represent the desired theoretical structures.

Table 2. Convergent Validity Test - Average Variance Extracted

	Average variance extracted (AVE)
ATT	0,627
PI	0,643
PP	0,650

Source: SmartPLS Output 4.0, 2026

The Heterotrait-Monotrait ratio (HTMT) was initially used to measure discriminant validity. As shown in Table 3, the HTMT values varied from 0.312 to 0.740, falling below the suggested threshold of 0.90 (Henseler et al., 2015). These data show that each construct is empirically unique from the others, implying a lack of problematic construct overlap.

Table 3. Convergent Validity Test – Loading Factor

	ATT	CLR	PI	PP
ATT	-			
CLR	0.331	-		
PI	0.441	0.312	-	
PP	0.418	0.740	0.486	-

Source: SmartPLS Output 4.0, 2026

To further validate discriminant validity, the Fornell-Larcker criteria were used. As indicated in Table 4, the square root of the AVE for each construct was greater than its connection with other constructs. This data suggests that each concept has more variation with its own indicators than with other constructs, meeting the Fornell-Larcker criteria.

Table 4. Discriminant Validity Test –Fornell Larcker Crietion

	ATT	CLR	PI	PP
ATT	0.792			
CLR	0.304	0.825		
PI	0.368	0.283	0.802	
PP	0.368	0.699	0.415	0.902

Source: SmartPLS Output 4.0, 2026

Reliability Test

Cronbach's Alpha (CA) and Composite Reliability (CR) were used to examine the measurement model's reliability by determining the internal consistency of each component. According to Hair et al. (2021), scores greater than 0.70 show excellent internal consistency and suggest that the assessment items accurately reflect their respective latent components.

As shown in Table 5, all constructions had Cronbach's Alpha values ranging from 0.815 to 0.892, which above the required criterion of 0.70. Similarly, the Composite Reliability ratings varied from 0.820 to 0.894, indicating sufficient internal consistency across all constructions. Product Presentation (PP) was the construct with the highest level of dependability (CA = 0.892; CR = 0.894), followed by Color (CLR) (CA = 0.844; CR = 0.875), Consumer Attitude toward the Uniqlo E-commerce Platform (ATT) (CA = 0.851; CR = 0.853), and Purchase Intention (PI) (CA = 0.815; CR = 0.820). As a result, the reliability evaluation shows that all measurement constructs have adequate internal consistency and are suitable for further validity testing and structural model analysis.

Table 5. Realibility Test

Construct	Cronbach's Alpha	Composite Reliability
ATT	0.851	0.853
CLR	0.844	0.875
PI	0.815	0.820
PP	0.892	0.894

Source: SmartPLS Output 4.0, 2026

Inner Model

Following the measurement model evaluation, the structural model was examined to determine the proposed model's explanatory power and to evaluate the hypothesized correlations among the latent constructs. The assessment followed Hair et al.'s (2022) recommendations, which comprised the coefficient of determination (R^2), effect size (f^2), and hypothesis testing by bootstrapping.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to evaluate the predictive capacity of endogenous constructs. Hair et al. (2021) reported R^2 values of 0.75, 0.50, and 0.25, indicating significant, moderate, and weak explanatory power.

Table 6 shows that Online Visual Merchandising factors account for 14.6% of the variation in Attitude toward the Uniqlo E-commerce Platform ($R^2 = 0.146$) and 11.5% of the variance in Purchase Intention ($R^2 = 0.115$). According to the PLS-SEM standards, both values show low explanatory power (Hair et al., 2021). Nonetheless, these findings are plausible considering the complexities of customer decision-making in online shopping, where behavioral intentions are impacted by a variety of factors such as perceived risk, brand trust, perceived value, and price perception. As a result, despite the low explained variance, the suggested model is still adequate for investigating the links between the selected constructs.

Table 6. Determination Coefficient Test

Variable	R^2	R^2 Adjusted
ATT	0.146	0.136
PI	0.115	0.113

Source: SmartPLS Output 4.0, 2026

Effect Size (f^2)

The effect size (f^2) was calculated to assess the relative contribution of each exogenous construct to the endogenous variables. According to Hair et al. (2021), f^2 values of 0.02, 0.15, and 0.35 represent modest, medium, and large impacts, respectively.

As seen in Table 7, all connections have minor effect sizes. Consumer attitude significantly predicts purchase intention ($f^2 = 0.137$). Color ($f^2 = 0.032$) and Product Presentation ($f^2 = 0.041$) have tiny but significant influence on consumer attitudes. These data indicate that, while each Online Visual Merchandising facet makes a little contribution to customers' perceptions of the Uniqlo e-commerce platform, they all contribute significantly.

Table 7. F^2 Test (Effect Size)

Relationship	F^2
ATT → PI	0.137
CLR → ATT	0.032

Source: SmartPLS Output 4.0, 2026

Partial Test (t)

The proposed hypotheses were evaluated with the bootstrapping process. A structural association was judged significant when the t-value surpassed 1.96 and the p-value was less than 0.05 (Hair et al., 2021).

The bootstrapping findings show that each hypothesized association is statistically significant. Color has a favorable and substantial influence on the attitude of Uniqlo E-commerce Platform ($\beta = 0.182$, $t = 2.190$, $p = 0.029$), supporting H1a. Similarly, Product Presentation positively influences Attitude ($\beta = 0.190$, $t = 2.912$, $p = 0.004$), supporting H1b. Among the Online Visual Merchandising dimensions, Product Presentation exhibits a slightly stronger effect than Color, indicating that consumers place greater emphasis on product-related visual information than on general aesthetic elements when evaluating the platform.

Attitude has a considerable beneficial impact on purchase intention ($\beta = 0.338$, $t = 4.803$, $p < 0.001$), confirming hypothesis 2. This research suggests that consumers who have positive perceptions of the Uniqlo e-commerce platform are more likely to show a desire to buy items through the site. Overall, these findings lend empirical support to the suggested study paradigm and are compatible with the Stimulus-Organism-Response (S-O-R) framework, which holds that external stimuli impact consumers' internal judgments, resulting in subsequent behavioral reactions.

Table 8. Direct Partial (t) Test

Relationship	Original Sample	T-Statistic	P-Value
ATT → PI	0.338	4.803	0.000
CLR → ATT	0.182	2.190	0.029
PP → ATT	0.190	2.912	0.004

Source: SmartPLS Output 4.0, 2026

Discussion

This study lends empirical support to the Stimulus-Organism-Response (S-O-R) theory by demonstrating how specific online visual merchandising dimensions influence customers' attitudes, which in turn affect purchase intention. The findings show that Product Presentation and Color are important visual cues that impact consumers' perceptions of the Uniqlo e-commerce platform, whereas consumer attitude has a favorable influence on buy intention.

Product Presentation has the most impact on customer attitudes of any of the online visual marketing elements. This research reveals that while assessing fashion goods online, buyers depend heavily on precise and realistic product visualisations. Because physical product examination is not feasible in e-commerce, high-quality photos and precise product information assist eliminate ambiguity and make purchasing decisions easier. This finding is consistent with earlier research that has highlighted the importance of visual product display in enhancing online shopping experiences and purchasing decisions (Choudhary & Sharma, 2022; Jiang & Benbasat, 2007).

The findings also show that color has a beneficial impact on customer attitude, implying that visual aesthetics influence consumers' early views of the platform. Website design and layout, as well as website navigation, were removed from the measurement model refinement since they could not exhibit enough discriminant validity. This shows that customers regard these website elements as essential functioning necessities rather than important factors of their overall opinion. Consumers tend to value product-related visual signals more than interface design on established e-commerce sites such as Uniqlo.

The low R² values suggest that online visual marketing only partially predicts customer attitudes and intentions. Numerous other factors impact consumer behavior in online purchasing, including brand trust, perceived value, pricing perception, and previous buying

experiences. Nonetheless, this study adds to the online visual merchandising literature by showing that product-related visual cues have a greater influence than generic website features in molding customer attitudes and buy intentions in the fast fashion e-commerce setting.

CONCLUSION

This study examined the influence of online visual merchandising on consumers' attitudes toward the Uniqlo e-commerce platform and its subsequent effect on purchase intention among Indonesian consumers using the Stimulus–Organism–Response (S-O-R) framework. The findings indicate that Product Presentation and Colour are significant visual stimuli that positively influence consumer attitude, with Product Presentation emerging as the strongest predictor. In contrast, Website Design and Layout and Website Navigation were excluded from the final measurement model because they did not satisfy discriminant validity requirements, suggesting that consumers perceive these attributes as basic functional features rather than distinctive factors influencing their evaluations. Furthermore, consumer attitude significantly enhances purchase intention, supporting the S-O-R framework by confirming the mediating role of internal evaluations between environmental stimuli and behavioural responses.

The study contributes to the online visual merchandising literature by demonstrating that different visual merchandising dimensions exert unequal effects on consumer attitude in the fast-fashion e-commerce context. The findings also provide practical implications for online fashion retailers, highlighting the importance of investing in high-quality product images, accurate colour representation, and comprehensive product information to improve consumer evaluations and encourage purchase intention. Nevertheless, the model's relatively low explanatory power suggests that purchase intention is also influenced by other factors beyond online visual merchandising, such as brand trust, perceived value, price perception, customer experience, and electronic word-of-mouth (e-WOM). Future research is therefore encouraged to incorporate these variables, examine different e-commerce platforms and cultural contexts, and employ longitudinal or experimental research designs to achieve a more comprehensive understanding of consumer behaviour in digital retailing.

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