



Bandwagon effect revisited: A systematic review to develop future research agenda

Sunali Bindra^a, Deepika Sharma^b, Nakul Parameswar^{c,*}, Sanjay Dhir^d, Justin Paul^e

^a Faculty of Management Studies, Marwadi University, Rajkot 360006, Gujarat, India

^b School of Business, Shri Mata Vaishno Devi University, Kakryal, Katra 182320, Jammu and Kashmir, India

^c Department of Entrepreneurship and Management, Indian Institute of Technology Hyderabad, Sangareddy, Telangana State, India

^d Room No. 501, Department of Management Studies, Indian Institute of Technology Delhi, Hauz Khas, New Delhi 110016, India

^e Graduate School of Business, University of Puerto Rico, Puerto Rico

ARTICLE INFO

Keywords:

Bandwagon
Future research agenda
Literature review
Seven-step methodology
Systematic review
TCCM

ABSTRACT

In business and management research, studies on the bandwagon effect are growing while remaining dispersed and multi-faceted. Against this backdrop, researchers in the field of business and management face challenges in contributing to and further advancing the state-of-the-art in a direction that is helpful to academicians and practitioners. The primary intent of this study is to epistemologically review the state of literature on bandwagon effect using a systematic literature review. The study further seeks to develop a future research agenda by analyzing the theoretical evolution, the methodological patterns, and the interrelationships of constructs within different contexts in the extant literature. Publication trends, the dissemination of articles in journals, theoretical background, methodological patterns, examination of constructs, and contexts employed in the study of the bandwagon effect from 1970 to 2021 have been meticulously identified and analyzed. Researchers, management thinkers, and practitioners of consumer psychology and behavioral research can benefit from the specific evidence on the bandwagon effect.

1. Introduction

The bandwagon effect has been gaining the considerable attention of marketing researchers as a means of studying consumer behavior from numerous perspectives (Bahri-Ammari et al., 2020; Lehr et al., 2021; Mainolfi et al., 2020; Shukla & Rosendo-Rios, 2021). The seminal work on the bandwagon effect by Leibenstein in 1950 has been discussed across various subject areas for decades. Leibenstein (1950) highlighted that external factors beyond qualities inherent in a product influence consumption behavior. The author maintains that an important external factor is the action taken by other consumers related to the product, leading to three types of action: “bandwagon effect”, “snob,” and “veblen.” Prior to Leibenstein in 1950, Duesenberry in 1949 had initiated the discussion on factors that influence consumer behavior, suggesting that consumption is influenced by the relative spending of others. The bandwagon effect can be defined as the propensity of an individual to adopt the viewpoint of the majority even if their own viewpoint is different (Barrera & Ponce, 2021; Kessous & Valette-Florence, 2019; Leibenstein, 1950; Shaikh et al., 2017). In the words

of Leibenstein (1950), the intent to join the crowd and be “one of the boys” is termed the bandwagon effect. Kastanakis & Balabanis (2012) moved the discussion beyond the area of economics—which focused on the increase or decrease of utility based on externalities—and examined the behavior of individual consumers of luxury products influenced by the bandwagon effect. Kastanakis & Balabanis (2014) further examined the bandwagon effect in the consumption of conspicuous luxury. Kastanakis & Balabanis, (2012 and 2014) rekindled the discussion on the bandwagon effect in the 21st century. The root of the bandwagon effect can be tracked back to the discipline of politics in 1940 (Allport, 1940; Gallup & Rae, 1940; Pierce, 1940; Simon, 1954). However, the bandwagon effect only emerged in 1973 as an important independent concept within business and management (Ireland, 1973). The early footprints of this research can be discovered in the *Journal of Business Research*, which proclaimed to be among the first three journals to publish articles on the bandwagon effect. Presently, the bandwagon effect has been widely applied to sales psychology and is an important element within marketing and sales strategies (Chittiprou et al., 2021; Eastman et al., 2018; Parsons et al., 2014).

* Corresponding author.

E-mail address: nakul.parameswar@gmail.com (N. Parameswar).

<https://doi.org/10.1016/j.jbusres.2022.01.085>

Received 18 May 2021; Received in revised form 23 January 2022; Accepted 27 January 2022

Available online 4 February 2022

0148-2963/© 2022 Elsevier Inc. All rights reserved.

Theoretical advances in the study of the bandwagon effect include examining its relationships to self-concept (Kastanakis & Balabanis, 2012), materialism (Mainolfi et al., 2020), need for uniqueness (Shaikh et al., 2017), interdependent preferences (Bahri-Ammari et al., 2020), and conspicuous consumption (Zhen Huang & Wang, 2018; Kastanakis & Balabanis, 2014). Researchers have intensely studied the topic with respect to luxury (Kastanakis & Balabanis, 2012, 2014; Shukla & Rosendo-Rios, 2021), healthcare (Kaissi & Begun, 2008), apparel (Barra & Ponce, 2021), tourism (Chittiprolu et al., 2021), online retail (Mainolfi et al., 2020), and consumer goods (Bell, 2002). Numerous efforts have been made to apply a theoretical lens to the core dimensions of the bandwagon effect (Akturan & Bozbay, 2018). Bahri-Ammari et al. (2020) proposed and developed a comprehensive and integrated framework for bandwagon consumption. With the impetus provided by Kastanakis & Balabanis, 2012 and 2014, research on the bandwagon effect has gathered pace in recent years. Several studies include a conceptual analysis of the bandwagon effect; however, few or no systematic literature reviews (SLRs) have examining the subject domain have been published in and prior to the last few years. This study aims to undertake a comprehensive and integrated synthesis of the literature on the bandwagon effect. Systematic literature review is a scientific review technique that builds a foundation of research domains and identifies knowledge gaps through knowledge assimilation (Gilal et al., 2021; Paul & Dhiman, 2021; Vrontis, Makrides, et al., 2021). The technique offers

important avenues of future research and new directions in the subject area while establishing the theoretical bases for various types of studies within varying contexts to provide new guidance in the relevant research domain (Baima et al., 2020; Rowley & Paul, 2021). A significant number of works on the bandwagon effect have been published in last few years. However, these studies do not provide a thorough, comprehensive and integrated review of the theories, methodologies, contextual patterns, and constructs of the bandwagon effect. Therefore, this study’s primary purpose is to find key theories and constructs and to evaluate the methodological trends used for studying bandwagon effect. The rest of this paper is categorized into different sections and subsections. Section two elucidates the review methodology, including the SLR selection process. The dissemination of papers in journals, prominent keywords and methodological patterns, and an elaboration of theoretical underpinnings are showcased in sections three, four, and five respectively. A discussion of constructs and context used in prior research is included in section six. Study implications are reviewed in section seven, and a future research agenda based upon the SLR is proposed in section eight. Study conclusions are provided in section nine.

2. Methodology

The SLR is a iterative process used for identifying critical studies that

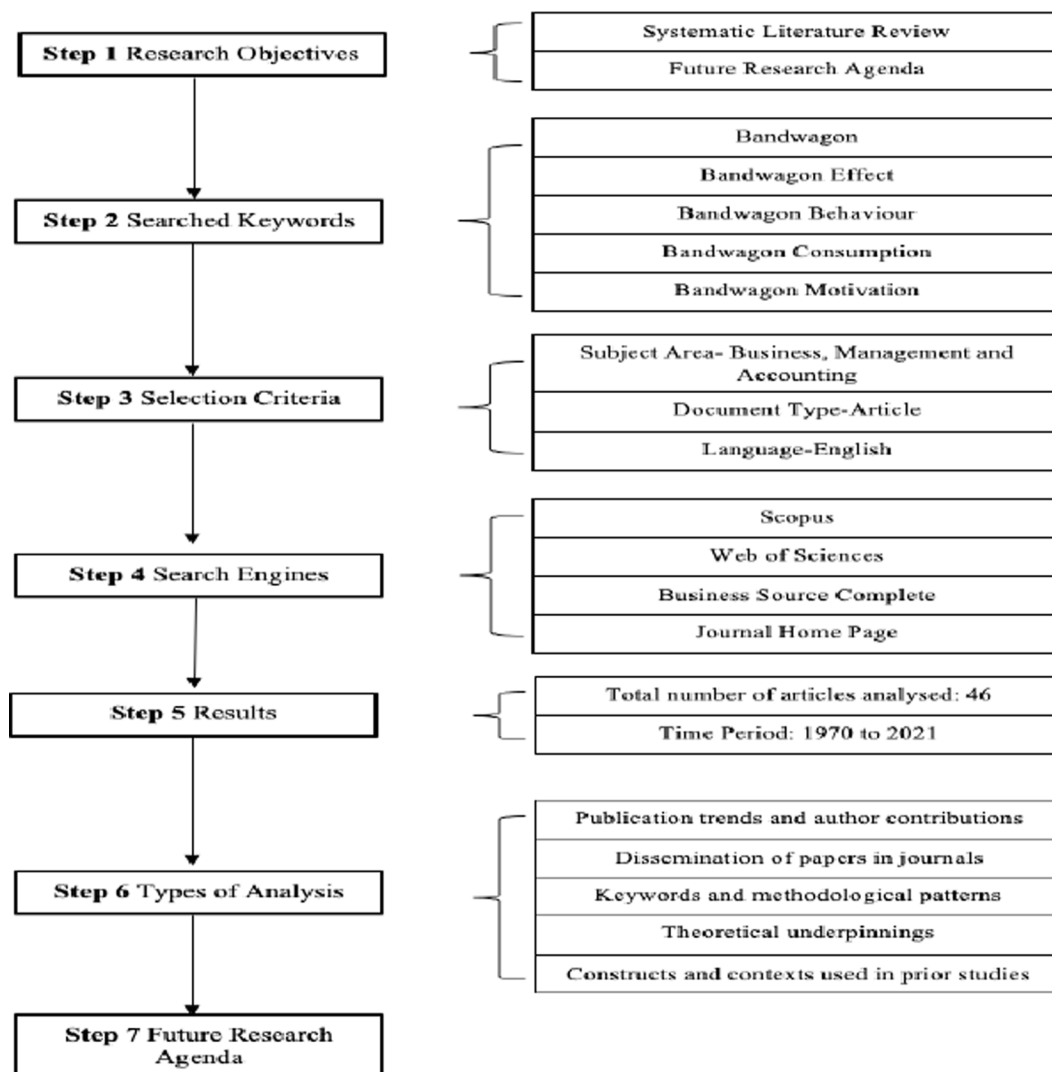


Fig. 1. Seven step methodology.

examine research questions (Chandra et al., 2020; Christofi et al., 2021; Rosado-Serrano et al., 2018). These reviews seek to assimilate, assess, and provide inferences based on past literature (Singh et al., 2021). Systematic review of literature is crafted to be an iterative and transparent process in order to present a precise view of the structure and process for identification of papers, selection of papers and the review process adopted (P. Gupta, Chauhan, Paul, & Jaiswal, 2020; Vrontis et al., 2021). Numerous past studies have suggested methodologies for conducting SLRs (Centobelli et al., 2020; S. K. Gupta et al., 2019; Paul & Feliciano-Cestero, 2021). Given the research objectives of this study, the methodology used by Paul & Dhiman (2021) was adopted. Accordingly, the seven-step methodology of Sharma et al. (2020) was used (refer to Fig. 1).

2.1. Broad classification of SLRs

Systematic literature reviews is classified into three types: domain-based analysis, theory-based analysis, and methodology-based analysis (Paul & Criado, 2020; Vrontis, Christofi, et al., 2020). Domain-based analyses are in-depth examinations of widely utilized approaches, major theories, and concepts (Mishra et al., 2021; Paul & Singh, 2017; Rebouças & Soares, 2021; Rosado-Serrano et al., 2018) and may be categorized into reviews based on frameworks (Lim et al., 2021; Paul & Benito, 2018; Sharma et al., 2020); hybrid reviews that suggest path for future research effort (Kumar et al., 2019; Paul et al., 2017; Pereira et al., 2019); analysis based on theories (Paul & Rosado-Serrano, 2019; Vrontis & Christofi, 2021); review based on a meta-analysis (Rana & Paul, 2020); and bibliometric analysis (Anand et al., 2021; Randhawa et al., 2016). This paper is crafted to be a domain-based structured literature review. This SLR included five phases (Thorpe et al., 2005). Phase I included the definition of search and selection keywords in the database. Phase II focused on searching for papers in the database. Phases III and IV involved comprehensively reading and selecting papers by reading the title, abstracts and full papers, respectively, while Phase V focused on the analysis of findings of papers included in the review. Details are provided in Fig. 2.

2.2. Criteria for inclusion or exclusion of studies

Review papers published in the recent past suggest that the criteria utilized for inclusion and exclusion in the process of identification and selection of papers is important in a SLR (S. K. Gupta et al., 2019; Sharma et al., 2020; Vrontis, Christofi, et al., 2021). Articles were considered for inclusion in the final sample in this study if the keywords were appearing in the title of the article or abstract of the article or in the keywords of the article. This review included only journal articles and did not account for studies on the bandwagon effect published in the form of books, book chapters, conference proceedings, case studies, or

any other form of publication. This section discusses the criteria utilized for inclusion or exclusion of papers in this study.

We initially identified 386 studies, and the in-depth screening of articles yielded 115 articles. After applying inclusion and exclusion criteria related to subject area and language, a total of 46 studies were included in the SLR. Appendix includes the list of articles included in this review with the name of the journal in which the article has been published. The description of the process is highlighted in Fig. 3. Gaining an understanding of the publication trend of the papers included in this study was crucial before proceeding with the literature review. Fig. 4 illustrates that the majority of studies dated from 2011 to 2020 (53.4%), with remaining studies conducted in the periods 2001–2010 (33%), 1991–2000 (9.57%), 1981–1990 (1.74%), and 1970–1980 (1.74%)—revealing that the majority of articles reviewed were recently published.

3. Dissemination of papers in journals

Following the inclusion/exclusion criteria adopted, 46 papers were selected to be included in this review. Table 1 provides the list of journals along with number of papers from each journal in which these 46 papers were published.

Out of the 46 articles discussing the topic “bandwagon effect” six were from the “*Journal of Business Research*”, followed by three from the “*Journal of Promotion Management*”, and three from the “*Journal of Economic Behavior and Organization*”. Further, the “*Journal of Retailing and Consumer Services*” published two papers in this domain. Table 1 illustrates the detailed distribution of papers across various journals.

4. Widely used keywords and methodological patterns

4.1. Widely used keywords

Keywords are indispensable in achieving salient results in a particular field (Donthu et al., 2021). Therefore the aggregate of all keywords from the designated sample of articles was scrutinized. A total of 527 keywords were gathered for this study from 115 sourced papers obtained from 90 journals published from 1970 to 2021 for the purpose of network assembly and examination. A network digraph compiled the prominent keywords into six clusters.

The keywords emerging in orange, red, and blue clusters primarily center around the impact of bandwagon effect on the society, the economy, and organizations, respectively (see Fig. 5). The prominent keywords showcased in these three clusters are: decision making, societies and institutions, commerce, forecasting, economics, marketing, and stakeholders. The common themes of these three clusters relate to the societal effect of the bandwagon effect on industries and the economy at large.

Phase I	Definition of search and keyword search in the database
Phase II	Searching papers in the database
Phase III	Reading and selection of titles and abstracts
Phase IV	Reading and selection of full papers
Phase V	Analysis of papers
Source(s): Thorpe et al. (2005)	

Fig. 2. Phases of SLR.

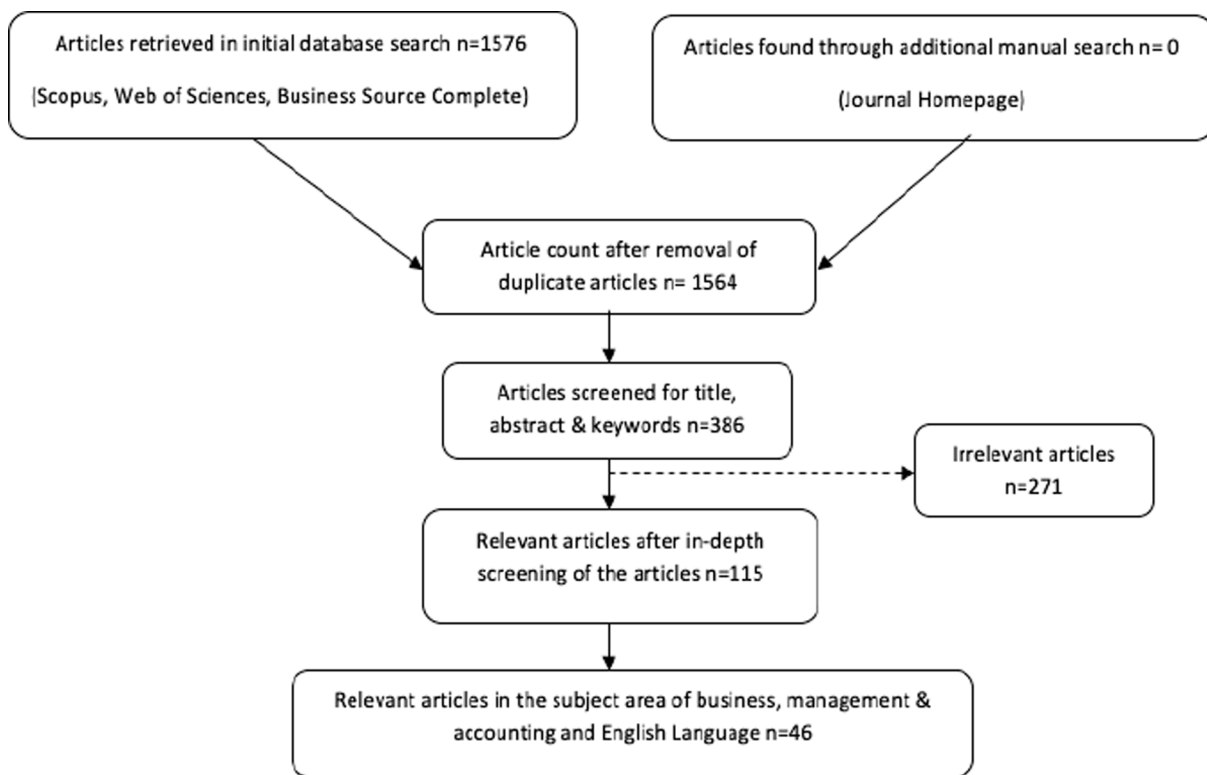


Fig. 3. Search criteria for inclusion/exclusion of the articles.

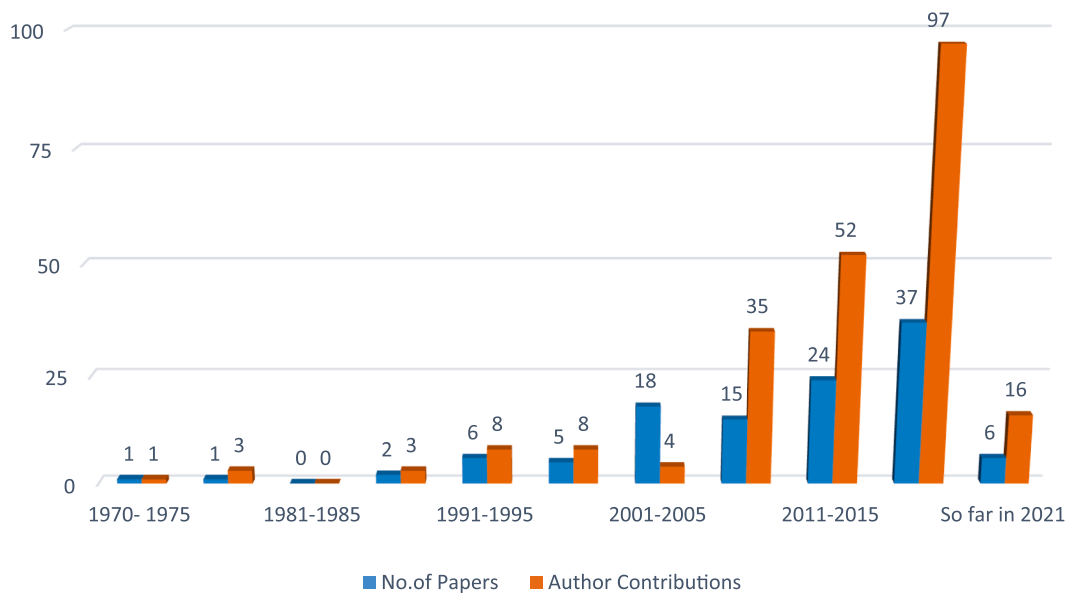


Fig. 4. Publication trends and author contributions.

The remaining three clusters involve keywords such as bandwagon effect, conspicuous consumption, snob effect, luxury, emerging markets, materialism, conformity, status consumption, product scarcity, and diffusion. These keywords suggest the essence of the bandwagon effect in emerging markets. Analysis of the network of keywords indicates that the bandwagon effect may be defined to be the propensity for individuals to follow the conduct or attitude of others as that behavior reflects the majority. Imitation of the actions or beliefs of others could result from the individual's preference to comply with the masses or because the information is derived from others. For example, in the

context of fashion trends, when a particular garment or style attains popularity, more people adopt that particular style or garment.

4.2. Key methodologies used in prior research

This section compiles methodologies utilized in studies included in the review. Table 2 highlights widely used methodologies, revealing that statistical analysis (58.7%) and experiments (15.2%) were the top two methods used in studies. Most studies employing statistical analysis used: structural equation modelling (Akturan & Bozbay, 2018; Barrera &

Table 1
Dissemination of papers in journals.

Journal	Publisher	Total
Journal of Business Research	Elsevier	6
Journal of Promotion Management	Taylor & Francis Online	3
Journal of Economic Behaviour and Organisation	Elsevier	3
Journal of Retailing and Consumer Services	Elsevier	2
International Journal of Consumer Studies	Wiley Online Library	1
International Business Review	Elsevier	1
Schmalenbach Journal of Business Research	Springer	1
Consumption Markets and Culture	Taylor & Francis Online	1
International Journal of Culture, Tourism, and Hospitality Research	Emerald	1
Humanities and Social Sciences Communications	Nature	1
Management Communication Quarterly	Sage	1
Journal of Intellectual Capital	Emerald	1
Corporate Communications	Emerald	1
Asia Pacific Business Review	Taylor & Francis Online	1
Global Business Review	Sage	1
Journal of Cleaner Production	Elsevier	1
Public Relations Review	Elsevier	1
International Journal of Hospitality Management	Elsevier	1
Journal of Evolutionary Economics	Springer	1
Management and Organization Review	Wiley Online Library	1
International Journal of Innovation and Technology Management	World Scientific	1
Marketing Intelligence and Planning	Emerald	1
Journal of Brand Management	Springer	1
Psychology and Marketing	Wiley Online Library	1
Journal of Management and Business Administration	Akademia Leona Kozłmińskiego	1
Management International Review	Springer	1
International Marketing Review	Emerald	1
Journal of Consumer Marketing	Emerald	1
Journal of International Consumer Marketing	Taylor & Francis Online	1
Marketing Science	INFORMS	1
Intern. J. of Research in Marketing	Elsevier	1
Journal of Consumer Psychology	Wiley Online Library	1
Health Care Management Review	Jordan L. Schilling	1
Production and Operations Management	Wiley-Blackwell	1
Tourism Management	Emerald	1
Tourism Economics	Sage	1
<i>Total</i>		46

Source(s): Author's own compilation

Ponce, 2021; Eastman et al., 2018; Kastanakis & Balabanis, 2014; Kiatkawsin & Han, 2019; Mainolfi et al., 2020); exploratory/confirmatory factor analysis (Kastanakis & Balabanis, 2014; Parcha & Kingsley Westerman, 2020; Shukla & Rosendo-Rios, 2021); regression analysis (Li et al., 2020; Magnier-Watanabe, 2020; Tascioglu et al., 2017; Tsai et al., 2013; Tsiriktsis et al., 2004; Verdugo & Ponce, 2020), and Anova/Mancova (Jeong & Kwon, 2012; Kim et al., 2019; Lehr et al., 2021; Murphy & Tan, 2003; Parker & Lehmann, 2011; Parsons et al., 2014; van Herpen et al., 2009; Vrontis, Christofi, et al., 2021). Overall, our analysis revealed that very few studies adopted a mixed method or mathematical analysis. Based on these findings, we propose that future studies consider more case-based and qualitative analysis.

5. Theoretical underpinnings

This section attempts to identify and enumerate theories employed to study this field. As indicated in Table 3, these theories underline the importance of theoretical contributions in field of knowledge. We observed that most researchers employed a variety of theories including optimal distinctiveness theory, attribution theory, signaling theory, psychological reactance theory (PRT), and the theory of the leisure class. The following section discusses these prominent theories in detail.

5.1. Optimal distinctiveness theory

According to Brewer (2003) every individual strives to balance social class and inclusiveness, illustrating the snob and peer conformance trends among highly affluent customers. Brewer (1991) referred to these effects as the “optimal distinctiveness theory”, which involves two types of social need: the desire for conformity and the need to be unique. The desire to satisfy individuality and acceptance concurrently is acknowledged as the motivating factor behind the conduct of numerous people.

5.2. Attribution theory

The “attribution theory” considers that individuals attempt to ascertain the motivation of others. More concisely, they ascribe the mainspring of behavior. This theory relies on the cause and effect, motivation, and the human behavior (Kelley & Michela, 1980). An individual can consider several incentives in an attempt to comprehend the behavioral patterns of others. The fundamentals of attribution can be defined through a three-stage process: (1) the individual must discern or witness the behavior, (2) the individual must then trust the intentional nature of the behavior, and (3) the individual must assess whether the actions of the other person were undertaken out of necessity—in which case the inducement of their behavior is attributed to the situation—or not—in which case the cause is attributed to the other person.

5.3. Signaling theory

The signaling theory postulates that individuals utilize a prompt or indicator to determine whether or not they should involve themselves with the market interaction, particularly when the time required to acquire absolute information exceeds the benefit obtained from the information. The purpose of the signal is to offer subtle guidance to enable individuals to evaluate impalpable factors (Grau & Folse, 2007) and to drive decision-making to circumvent potential duplicity, unpredictability, and peril (Boulding & Kirmani, 1993; Olaniran, B.A., Rodriguez, N.B. and Williams, 2010).

5.4. Psychological reactance theory (PRT)

The PRT advocates the free will of individuals to decide what to do or what not to do. In case freedom is jeopardized or removed, individuals experience a psychological reaction that motivates them to recover that freedom (Torrance & Brehm, 1968).

5.5. Theory of the leisure class

The “theory of the leisure class” (Veblen, 1899) suggests a model for studying conspicuous consumption behavior in which consumer preferences are dependent on social rank. Veblen suggests that the upper class’ unproductive use of time is a confirmation that it possess the ability to live indolently while considering productivity the hallmark of lower social status. Veblen argues that the possession of wealth determines the individual’s social status.

6. Constructs and contexts used in bandwagon effect research

6.1. Constructs studied in prior research

The SLR allows researchers to identify the constructs used in a particular subject domain, enabling the examination of relationships established between various determinants and outcomes of the topic from previous studies. Besides examining the theoretical underpinnings in the area of bandwagon research, it is imperative to unfold the key factors determining the bandwagon effect and its outcomes from previous literature. Table 4 synthesizes in the form of findings prominent constructs and their inter-relationships from prior studies. We observe

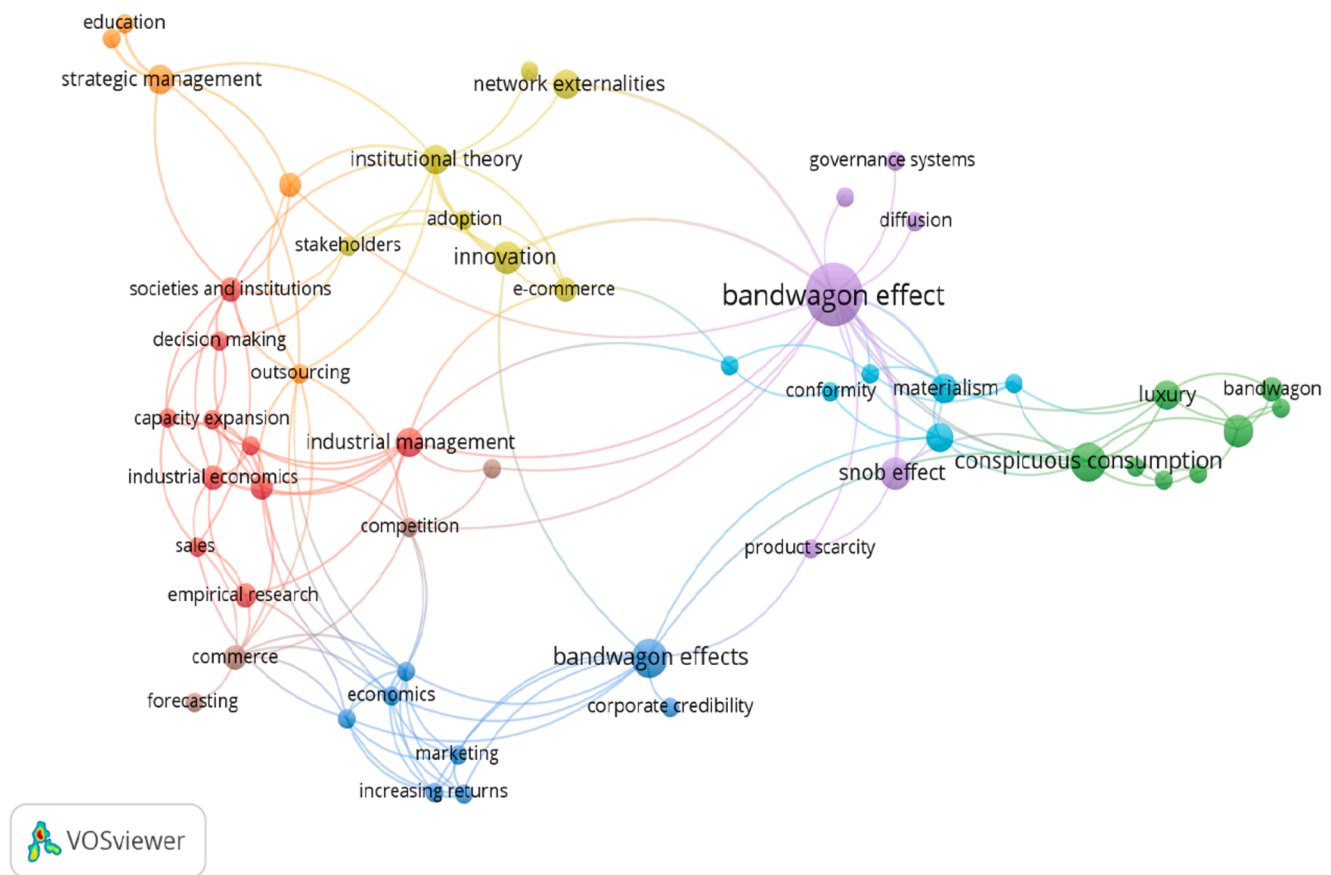


Fig. 5. Network of keywords.

Table 2
Widely-used methodologies.

Methodology Used	Articles	Percentage	References
Statistical Analysis	27	58.70	Bell, 2002; Tsikriktsis et al., 2004; Rich, 2008; Moe & Schweidel, 2012; Tsai et al., 2013; Kastanakis & Balabanis, 2014; Shaikh et al., 2017; Mertcan Tascioglu, Eastman, & Iyer, 2017; Akturan & Bozbay, 2018; Eastman et al., 2018; Li-Ying et al., 2018; K Kiatkawsin & Han, 2019; B Rengs & Scholz-Wäckerle, 2019; Mainolfi et al., 2020; Parcha & Kingsley Westerman, 2020; Magnier-Watanabe, 2020; Verdugo & Ponce, 2020; G A Barrera & Ponce, 2021; Shukla & Rosendo-Rios, 2021
Econometrics/ Mathematical analysis	2	4.35	Tsikriktsis et al., 2004; Vrontis et al., 2020
Qualitative	3	6.52	Kaissi & Begun, 2008; Kessous & Valette-Florence, 2019; S Shapiro & Borie-Holtz, 2020
Conceptual	4	8.70	Ayres, 1998; Hietanen et al., 2018; G Harding, 2021
Case Study	2	4.35	Gutsatz & Heine, 2018; Z Huang & Wang, 2018
Mixed Method Experiment	1 7	2.17 15.22	Beata Stepień, 2018 Rich, 2008; van Herpen et al., 2009; Liao & Mak, 2019; Bernhard Rengs & Scholz-Wäckerle, 2019; Li et al., 2020; Lehr et al., 2021
	46	100%	

that the bandwagon effect in the domain of business and management is mostly influenced by the need for learning (Barrera & Ponce, 2021), uniqueness (Kastanakis & Balabanis, 2012), materialism (Mainolfi et al., 2020), self-concept (Kastanakis & Balabanis, 2012), and consumer susceptibility to normative influence (Kessous & Valette-Florence, 2019). These key factors augment bandwagon behavior (Verdugo & Ponce, 2020), purchase intentions (Mainolfi et al., 2020), product purchase and use (Barrera & Ponce, 2021), brand attachment (Kessous & Valette-Florence, 2019), bandwagon consumption (Tsai et al., 2013), and imitation behavior (Kaissi & Begun, 2008) in different contexts. As a research gap for further studies of constructs and their relationships, we identified considering an expanded horizon when establishing empirical and structural relationships using consumer acculturation, willingness to pay more, interaction cues, and perceived product popularity.

6.2. Industries and countries studied in prior research

The SLR has augmented the identification of prominent contexts to include new industries and countries. Numerous studies have extensively examined the bandwagon effect in the context of luxury, apparel, and service industries across developed and emerging economies (see Table 5). The majority of studies were undertaken in “China”, the “United States of America”, “India”, and “United Kingdom”. Moreover, though the bandwagon effect phenomenon can be seen in numerous fields, industries such as tourism, healthcare, and construction remain under-explored. Therefore, we recognize the potential to broaden the study of the effect to other nations and industries.

7. Implications

The SLR conducted on the bandwagon effect provides meaningful

Table 3
Prominent theories.

Name of the Theory	Articles	References
Optimal distinctiveness theory	5	Kastanakis & Balabanis, 2014; Parsons, Ballantine, Ali, & Grey, 2014; Kessous & Valette-Florence, 2019; B Stepień, 2018
Attribution theory	2	Liao & Mak, 2019; Lehr et al., 2021
Signaling theory	2	H J Jeong & Kwon, 2012; Vrontis et al., 2020
Psychological reactance theory (PRT)	2	H J Jeong & Kwon, 2012; Li et al., 2020
Theory of the leisure class	2	Gutsatz & Heine, 2018; Bernhard Rengs & Scholz-Wäckerle, 2019
Hierarchical trait theory	1	Gustavo A. Barrera & Ponce, 2021
Theory of network effects	1	Shukla & Rosendo-Rios, 2021
Herzberg two-factor theory	1	Chittiprolu, Samala, & Bellamkonda, 2021
Expectancy disconfirmation theory	1	Chittiprolu et al., 2021
Theory of Consumers	1	Mainolfi et al., 2020
Theory of social change	1	Parcha & Kingsley Westerman, 2020
Eclectic paradigm	1	Magnier-Watanabe, 2020
Transaction cost theory	1	Magnier-Watanabe, 2020
Institutional theory	1	Magnier-Watanabe, 2020
Social network theory	1	Magnier-Watanabe, 2020
Resource-based view (RBV)	1	Magnier-Watanabe, 2020
Conspicuous consumption theory	1	Verdugo & Ponce, 2020
Theory of continuous change	1	Termeer & Metzke, 2019
Theory of uniqueness	1	Kiatkawsin & Han, 2019
Theory of need	1	K Kiatkawsin & Han, 2019
Social identity theory	1	Kessous & Valette-Florence, 2019
Social comparison theory	1	Kessous & Valette-Florence, 2019
Contingent decision theory	1	Rich, 2008
Theory of consumer behaviour	1	Granovetter & Soong, 1986
Source(s) : Author's own compilation		

implications to academicians, researchers, management thinkers, industrialists, and practitioners. Theoretical and managerial implications are outlined below.

7.1. Theoretical implications

We present several theoretical implications of the literature review to researchers and academicians. First, this study is the first SLR of the bandwagon effect covering all Scopus journals in the field of “business, management, and accounting.” This comprehensive assessment provides valuable findings through knowledge assimilation and integration, which clarifies and organizes the subject area. Second, this systematic analysis applies a scientific review approach that summarizes the present contributions of the literature on the bandwagon effect and emphasizes that existing theoretical contributions to the field are relevant for guiding the future body of knowledge. Third, this review identifies the prominent theories employed in the study of this subject by disclosing the theories that require the attention of future researchers. We maintain the need to formulate and validate new propositions by developing new frameworks for future research in addition to validating existing theories in the literature. Fourth, we identify different constructs in the form of determinants and outcomes of the bandwagon effect drawn from various research studies. We conclude that the determinants of the bandwagon effect predominantly include: the necessity for uniqueness, the need for learning, consumer susceptibility to normative influence, self-concept, materialism, conformity, interdependent self, and the independent self. Similarly, practitioners can gain profound insight from our study’s analysis of constructs to formulate their organization’s models to enhance consumer intentions based on market context.

Table 4
Constructs used and their prominent relationships.

Author(s)	Constructs	Findings
Rich, 2008	Information, Bandwagon effect, and Fad behavior	Fad-like behaviour can be influenced by incomplete information and bandwagon effects.
Kaissi & Begun, 2008	Fads, Bandwagons, Healthcare strategy, and Imitation behavior	Strategic approaches to regulatory requirements and efficient strategic decisions which are the product of systematic analysis can be separated from fads, fashion, and bandwagons.
Kastanakis & Balabanis, 2012	Self-concept, Status consumption, Bandwagon consumption behavior, Consumer susceptibility to normative influence, Need for uniqueness	Bandwagon luxury consumption is based on a consumer’s interdependent self-concept. The amount of a consumer’s status-seeking predispositions, susceptibility to normative influence, and need for uniqueness mediates the relationship.
Tsai et al., 2013	Need for uniqueness, Consumer susceptibility to normative influence, Social capital, Consumer acculturation, Snob consumption, and Bandwagon consumption	Social capital has a favourable influence on the social use and symbolic value of luxury products. In addition, bandwagon luxury consumption is favourably related with culture.
Kastanakis & Balabanis, 2014	Self-concept, Need for uniqueness, Status seeking, Consumer susceptibility to normal influence, Bandwagon consumption, and Snob consumption	1) The more generic conspicuous consumption of luxury products is based on bandwagon and snobbish buying behaviors. 2) The self-concept orientation is influenced by status seeking and determines that which of these two patterns is more dominant. 3) Susceptibility to normative influence and the need for uniqueness both act as a mediator of the self-impact impact.
Parsons et al., 2014	Discount level, Offer type, Brand familiarity, Quality perceptions, and Purchase likelihood	The bandwagon/snob effect have an impact on purchase likelihood. Additionally, the findings imply that significant discounts have a detrimental effect on perceived quality, and that brand familiarity and offer type may influence perceived quality and purchase likelihood.
Akturan & Bozbay, 2018	Bandwagon consumption, Conspicuous value, Social value, Purchase intention, Willingness to pay more, and Attractiveness	Brand attractiveness, purchase intention, and willingness to pay extra for global brands are all influenced by bandwagon consumption, conspicuous value, and social value.
Eastman et al., 2018	Conspicuous consumption and Brand product purchase	The relationship between status consumption and buying intentions is influenced by cultural factors.
Kessous & Valette-Florence, 2019	Consumer susceptibility to normative influence and Brand attachment	When comparing second-hand luxury items to new luxury products, consumer motivations and behavior starts changing.
Mainolfi et al., 2020	Materialism, Product beliefs and Intentions to buy	Materialism has a substantial impact on bandwagon luxury

(continued on next page)

Table 4 (continued)

Author(s)	Constructs	Findings
		consumption, brand consciousness, and purchase intentions.
Li et al., 2020	Bandwagon cue, Corporate credibility, and Behavioral intention	The effectiveness of social media can be influenced by corporate credibility and bandwagon cues.
N Bahri-Ammari, Coulibaly, & Ben Mimoun, 2020	Interdependent self, Independent self, and Bandwagon consumption	The widespread availability of luxury products has generated new lifestyles and consumption patterns.
Verdugo & Ponce, 2020	Bandwagon behavior, Snob behavior, and Product purchase and use	In terms of purchasing and using new luxurious goods in social contexts, males exhibited greater bandwagon and snob motives than women.
Hyun Ju Jeong, Kwon, & Mainolfi et al., 2020	Online persuasion claims, Risk aversion tendency, Perceived product quality, and Purchase intentions	The popularity of the product reported to enhance quality perception and purchase intention, particularly among high risk-averse consumers.
G A Barrera & Ponce, 2021	Competitiveness, Family income, Need for learning, and Product purchase and use	Bandwagon and snob consumption of new-luxury products are influenced by competitiveness and the need for learning personality traits.
Shukla & Rosendo-Rios, 2021	Snob motivation, Bandwagon motivation, Veblen motivation, and Luxury purchase intentions	Global luxury brands' expansion has been supported by emerging markets, particularly Tier-1 cities within them.

Fifth, we amalgamated various works related to the topics investigated, including the three psychological influences deemed to have a direct or indirect effect on “bandwagon” adoption in developing countries. Characterized by the concept of increasing the demand for a product, prior research has concentrated on how the bandwagon phenomenon manifests itself in the context of the economy. Such observations and results are intended to drive further research activities to this particular end. Therefore, we identify the opportunity to further expand the area of research to include the entire business and management field. Notably, we applied the “Theory, Context, Construct, and Methodology (TCCM) framework” to provide constructive avenues for future research in the subject domain in a more integrated and organized way.

7.2. Practical implications

Further to the theoretical contributions, this study contributes to a few practical and managerial implications. The bandwagon effect has evolved to be tool to sustain and develop in dynamic and highly competitive markets in which consumer needs and desires change at an escalating pace. Retailers, marketers, and policymakers have little choice but to re-strategize and re-structure their organizational models and policies given the critical importance of analyzing consumer psychology and purchase behaviors. The identification of prominent constructs and methodologies in various contexts, together with theoretical background, can only encourage researchers and equip those who drive corporate policy. This study presents corporate policymakers with a roadmap to identify core areas profitability and sustainable existence amid intense competition.

The study further ensures that the interpretation of the theoretical, methodological, and constructional aspects of the bandwagon effect directs policy formulation, further driving competitiveness and prosperity in international markets. From a management standpoint, these outcomes will interest businesses seeking to operate within the luxury

Table 5

Industries and countries studied in prior research.

Author and Year	Country of study	Industries
G A Barrera & Ponce, 2021	Chile	Clothing, perfumes and smart phones
Shukla & Rosendo-Rios, 2021	China & India	Luxury brands
Lehr, Büttgen, & Bartsch, 2021	Germany	E-scooters, press releases, Cars
Harding, 2021	London	Champagne
Chittiprolu et al., 2021	India	Heritage hotels.
Stuart Shapiro & Borie-Holtz, 2020	USA	Small manufacturing business owners
Mainolfi et al., 2020	China	Chinese residents
Parcha & Kingsley Westerman, 2020	USA	Millennials
Vrontis et al., 2020	Italy	Election Commission
Li-Ying et al., 2018	USA	Undergraduate students
Magnier-Watanabe, 2020	USA	Subsidiaries
N Bahri-Ammari et al., 2020	Tunisia	Luxury products or services
Verdugo & Ponce, 2020	Chile Latin America	Luxury goods consumption by millennial generation
Kiatkawsin & Han, 2019	Korea	Luxury restaurants
Kessous & Valette-Florence, 2019	France	Luxury product
Li-Ying et al., 2018	China	Intra firm online communities
Akturan & Bozbay, 2018	Turkey	Global sneaker brand
Eastman et al., 2018	China	Manufacturing and garment factories, construction businesses, and service sectors
Stepień, 2018	Saudi Arabia, Turkey, Germany, Portugal, and Poland	Luxury goods; luxury fashion, jewellery, and cars
Shaikh et al., 2017	Pakistan	Apparel Industry
M Tascioglu, Eastman, & Iyer, 2017	USA, Turkey	
Kastanakis & Balabanis, 2014	London	Luxury goods industry
Tsai et al., 2013	China	Online
Kastanakis & Balabanis, 2012	London	Luxury Goods
Tsikriktsis et al., 2004	USA	Service industry
Murphy & Tan, 2003	Singapore	Tourism
Source(s):		
	Author's own compilation	

and apparel industries in developing countries. These businesses have been advised to consider that the bandwagon effect has also been intensely researched in the online context. As such, to incentivize sales, management thinkers could emphasize certain determinants and outcomes of the bandwagon effect to augment consumer choice behavior.

8. Future research agenda

8.1. Theories recommended in future studies

This review underlines how previous studies have utilized multiple hypotheses to explain the bandwagon effect. Several researchers have utilized a multi-theoretical approach to comprehend the effect (Barrera & Ponce, 2021; Chittiprolu et al., 2021; Kiatkawsin & Han, 2019; Magnier-Watanabe, 2020; Mainolfi et al., 2020; Verdugo & Ponce, 2020). We observed that numerous previous studies lacked theoretical underpinning. Five most widely employed theories include: the optimal

distinctiveness theory, the attribution theory, the signaling theory, the PRT, and the theory of the leisure class. Each is briefly summarized as they are important theories utilized to examine this area.

Authors have utilized the optimal distinctiveness theory to posit that individuals aim to strike a balance of inclusivity and distinctiveness within the social groups (Kastanakis & Balabanis, 2014; Kessous & Valette-Florence, 2019; Parsons et al., 2014). Studies examining the attribution theory advocated investigating the causal explanations provided by individuals when confronting the behavior of others; the theory is grounded in the assumptions individuals make while attaching motives to the actions of others (Lehr et al., 2021; Liao & Mak, 2019). According to the signaling theory, consumers are given contextual prompts to aid their assessment of unobservable variables (Mainolfi et al., 2020; Vrontis, Leonidou, et al., 2020). The PRT asserts that people like to exercise their right to choose and are psychologically motivated to restore this right if they feel they are being suppressed from practicing it (Jeong & Kwon, 2012; Li et al., 2020; Magnier-Watanabe, 2020). The theory of leisure class describes conspicuous consumption behavior that exhibits preferences as a symbol of societal status (Gutsatz & Heine, 2018; Rengs & Scholz-Wäckerle, 2019).

The authors of this study note that several theories have been scantily utilized in previous studies. For instance, the market imperfections theory, the theory of consumers, institutional theory, the theory of social change, resource-based view, eclectic paradigm theory, social-network theory, and the transaction cost theory have been scantily used to study bandwagon effect. These theories support in further explaining the causes of the bandwagon effect across different domains of business, societies and countries. For instance, the behavior of consumers guided by symbolic motivations may be utilized as a theoretical view in the studies undertaken in future. Therefore, researchers are encouraged to employ these theories to study the antecedents and outcomes of bandwagon effect.

8.2. Methodologies for future studies

Several efforts have been undertaken by researchers to comprehend the use of specific methodologies, which include: structural equation modeling (Akturan & Bozbay, 2018; Barrera & Ponce, 2021; Eastman et al., 2018; Kastanakis & Balabanis, 2014; Kiatkawsin & Han, 2019; Mainolfi et al., 2020; Shaikh et al., 2017); confirmatory/exploratory factor analysis (Kastanakis & Balabanis, 2014; Parcha & Kingsley Westerman, 2020; Shukla & Rosendo-Rios, 2021); simulation and regression (Bell, 2002; Li-Ying et al., 2018; Magnier-Watanabe, 2020; Moe & Schweidel, 2012; Rengs & Scholz-Wäckerle, 2019; Rich, 2008; Tascioglu et al., 2017; Tsai et al., 2013; Tsiriktsis et al., 2004; Verdugo & Ponce, 2020); econometrics (Tsiriktsis et al., 2004; Vrontis, Christofi, et al., 2021); Anova/Mancova (Jeong & Kwon, 2012; Kim et al., 2019; Lehr et al., 2021; Murphy & Tan, 2003; Parker & Lehmann, 2011; Parsons et al., 2014; van Herpen et al., 2009; Vrontis, Christofi, et al., 2020); qualitative studies (Kaissi & Begun, 2008; Kessous & Valette-Florence, 2019; Shapiro & Borie-Holtz, 2020); conceptual studies (Ayres, 1998; Harding, 2021; Hietanen et al., 2018); case studies (Gutsatz & Heine, 2018; Zhen Huang & Wang, 2018); the mixed method approach (Stepień, 2018), and experimentation (Lehr et al., 2021; Li et al., 2020; Liao & Mak, 2019; Rengs & Scholz-Wäckerle, 2019; Rich, 2008; van Herpen et al., 2009).

We observe that diverse analytical tools have been applied on the methodological front, as discussed above. Findings indicate that the bandwagon effect is primarily linked with self-concept, materialism, social comparison, interdependent preferences, and conspicuous consumption. The phenomenon is therefore considered a psychological and scientific measure within the literature. The analysis of past studies highlighted that authors have utilized a many analytical tools like the experimentation and the causality approach, case studies, the mixed-method approach, and regression analysis. The subject field has thus moved towards the use of quantitative studies. However, the use of

qualitative methods in this area has more potential. We therefore opine that more qualitative studies on the bandwagon effect are required to enable observations of behavioral patterns for different product categories to be combined. This will enable a thorough understanding of human psychology and self-concept.

9. Conclusion

The aim of this research effort was to review the available literature to recognize the theoretical background, determinants, empirical patterns, and methodological domains associated with the bandwagon effect. Based on our results, we conclude that further research in the field of the bandwagon effect must incorporate new theoretical methods and improved structural frameworks. Against this backdrop, a comprehensive and systematic literature review was undertaken to examine and discuss the evolution of bandwagon effect research from the year of the concept's inception by Duesenberry (1949) and Leibenstein (1950)—further rekindled by Kastanakis & Balabanis (2012 & 2014)—to the present (2021) within the business, management, and accounting domain. To provide better coherence, we studied the publication trends, theoretical evolution, methodological patterns, dissemination of papers in journals, and the construct formation and interaction matrix of various contexts employed in the review of the subject domain. Potential areas for future studies are suggested for academicians to further advance the subject area. The bandwagon effect has been showcased as a significant influencer of consumer consumption patterns and purchase behavior. Therefore, considerable potential still remains for research on this subject, as articulated by Kastanakis & Balabanis (2012 & 2014). Consequently, the subject of the bandwagon effect merits further attention in this present era in light of considerable complexities and consumer expectations.

Various potential areas have been suggested for future research, with emphasis on the TCCM approach proposed by Paul & Rosado-Serrano (2019). Future avenues of research using a mixed-method approach—which enables researchers to evaluate the research topic more comprehensively and validate findings by drawing upon empirical analysis—were identified through our SLR. Furthermore, we identify the need to study the theme as it relates to the consumer goods and services industries (including tourism) within different contextual settings. In addition, we recognize further opportunities to analyze the effect of COVID-19 on bandwagon behavior and bandwagon consumption within several industries and across various countries. A similar opportunity can also be explored by studying a particular industry through cross-country examination. The COVID-19 pandemic has affected every industry by considerably altering the psychology of consumers; studying consumer behavior and purchasing patterns in this context is therefore imperative.

While this SLR has attempted to provide a synthesis of the available literature on the bandwagon effect, this study is not without limitations. We considered the subject of business management and accounting while searching for relevant literature, and limited the search to journal articles; literature on the bandwagon effect published in the form of books, conference proceedings, book chapters, and other forms of literature were not included in this study. Next, the literature on the bandwagon effect exclusively comprises the analysis of individuals' social behavior, which is further influenced by their social groups. Therefore, the study can be further enhanced in the future by considering the subject area of social sciences when searching for relevant literature. Future researchers may therefore expand this initial attempt to review the literature on the bandwagon effect.

CRediT authorship contribution statement

Sunali Bindra: Writing – review & editing, Writing – original draft, Methodology, Conceptualization. **Deepika Sharma:** Methodology, Writing – original draft, Writing – review & editing, Conceptualization.

Nakul Parameswar: Writing – review & editing, Writing – original draft, Conceptualization. **Sanjay Dhir:** Conceptualization, Methodology, Writing – original draft, Writing – review & editing. **Justin Paul:** Writing – review & editing, Writing – original draft, Supervision.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Appendix A

List of Articles included in the Review

S. No.	Journal Name	Title of the paper	Author(s)
1	Journal of Economic Behavior and Organization	“Threshold models of interpersonal effects in consumer demand”	Granovetter & Soong, 1986
2	Journal of Economic Behavior & Organization	“Snobs, bandwagons, and the origin of social customs in consumer behavior”	Corneo & Jeanne, 1997
3	Tourism Economics	“Demand theory reconsidered: reflections on the demand for tourism in Cyprus”	Ayres, 1998
4	Journal of Economic Behavior & Organization	“Locally interdependent preferences in a general equilibrium environment”	Bell, 2002
5	Tourism Management	“Journey to nowhere? E-mail customer service by travel agents in Singapore”	Murphy & Tan, 2003
6	Production and Operations Management	“Adoption of e-Processes by Service Firms: An Empirical Study of Antecedents”	Tsikriktsis et al., 2004
7	Journal of Business Research	“Management fads and information delays: An exploratory simulation study”	Rich, 2008
8	Health Care Management Review	“Fads, fashions, and bandwagons in health care strategy”	Kaissi & Begun, 2008
9	Journal of Consumer Psychology	“When demand accelerates demand: Trailing the bandwagon”	van Herpen et al., 2009
10	International Journal of Research in Marketing	“The chilling effects of network externalities”	Goldenberg et al., 2010
11	Journal of Business Research	“Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behavior”	Kastanakis & Balabanis, 2012
12	Marketing Science	“Online Product Opinions: Incidence, Evaluation, and Evolution”	Moe & Schweidel, 2012
13	Journal of Promotion Management	“The Effectiveness of Two Online Persuasion Claims: Limited Product Availability and Product Popularity”	Jeong & Kwon, 2012
14	Journal of International Consumer Marketing	“Young Chinese Consumers’ Snob and Bandwagon Luxury Consumption Preferences”	Tsai et al., 2013
15	Journal of Business Research	“Explaining variation in conspicuous luxury consumption: An individual differences’ perspective”	Kastanakis & Balabanis, 2014
16	Journal of Retailing and Consumer Services	“Deal is on! Why people buy from daily deal websites”	Parsons et al., 2014
17	Management International Review	“Who Follows Whom? A Location Study of Chinese Private and State-Owned Companies in the European Union”	De Beule et al., 2018
18	International Marketing Review	“Do luxury brands successfully entice consumers? The role of bandwagon effect”	Shaikh et al., 2017
19	Journal of Consumer Marketing	“The impact of the motivation for status on consumers’ perceptions of retailer sustainability: the moderating impact of collectivism and materialism”	Tascioglu et al., 2017
20	Management and Organization Review	“An Alternative Way to Make Knowledge Sharing Work in Online Communities? the Effects of Hidden Knowledge Facilitators”	Li-Ying et al., 2018
21	International Journal of Innovation and Technology Management	“Symbolic Innovations: Consequences of Convergence of Adoption and of Implementation”	Johnson, 2018
22	Journal of Promotion Management	“Attractiveness, Purchase Intention, and Willingness to Pay More for Global Brands: Evidence from Turkish Market”	Akturan & Bozbay, 2018
23	Marketing Intelligence and Planning	“Paradox and market renewal: Knockoffs and counterfeits as doppelgänger brand images of luxury”	Hietanen et al., 2018
24	Journal of Brand Management	“Is luxury expensive?”	Gutsatz & Heine, 2018
25	Journal of Business Research	“Conspicuous consumption in emerging market: The case of Chinese migrant workers”	Huang & Wang, 2018
26	Psychology and Marketing	“Do they shop to stand out or fit in? The luxury fashion purchase intentions of young adults”	Eastman et al., 2018
27	Journal of Management and Business Administration. Central Europe	“Snobbish bandwagoners: Ambiguity of luxury goods’ perception”	Stepień, 2018
28	Journal of Cleaner Production	“More than peanuts: Transformation towards a circular economy through a small-wins governance framework”	Termeer & Metze, 2019
29	Public Relations Review	“Comments are disabled for this video”: A technological affordances approach to understanding source credibility assessment of CSR information on YouTube”	Liao & Mak, 2019
30	International Journal of Hospitality Management	“What drives customers’ willingness to pay price premiums for luxury gastronomic experiences at michelin-starred restaurants?”	Kiatkawsin & Han, 2019
31	Journal of Business Research	“From Prada to Nada”: Consumers and their luxury products: A contrast between second-hand and first-hand luxury products”	Kessous & Valette-Florence, 2019
32	Journal of Promotion Management	“The Effects of Social Information Cues Featured in SNS Ads on Unfamiliar Product Adoption”	Kim et al., 2019
33	Journal of Evolutionary Economics	“Consumption & class in evolutionary macroeconomics”	Rengs & Scholz-Wäckerle, 2019
34	Humanities and Social Sciences Communications	“Small business response to regulation: incorporating a behavioral perspective”	Shapiro & Borie-Holtz, 2020
35	Journal of Business Research	“Exploring materialistic bandwagon behaviour in online fashion consumption: A survey of Chinese luxury consumers”	Mainolfi et al., 2020
36	Management Communication Quarterly	“How Corporate Social Advocacy Affects Attitude Change Toward Controversial Social Issues”	Parcha & Kingsley Westerman, 2020
37	Journal of Intellectual Capital	“Intellectual capital, knowledge sharing and equity crowdfunding”	Vrontis, Christofi, et al., 2021
38	Corporate Communications	“The role of corporate credibility and bandwagon cues in sponsored social media advertising”	Li et al., 2020

(continued on next page)

(continued)

S. No.	Journal Name	Title of the paper	Author(s)
39	Asia Pacific Business Review	“Japanese investment location choice in the US: a home-country firm bandwagon effect”	Magnier-Watanabe, 2020
40	Journal of Retailing and Consumer Services	“The bandwagon luxury consumption in Tunisian case: The roles of independent and interdependent self concept”	Bahri-Ammari et al., 2020
41	Global Business Review	“Gender Differences in Millennial Consumers of Latin America Associated with Conspicuous Consumption of New Luxury Goods”	Verdugo & Ponce, 2020
42	International Journal of Consumer Studies	“Personality traits influencing young adults’ conspicuous consumption”	Barrera & Ponce, 2021
43	International Business Review	“Intra and inter-country comparative effects of symbolic motivations on luxury purchase intentions in emerging markets”	Shukla & Rosendo-Rios, 2021
44	Schmalenbach Journal of Business Research	“Don’t Jump on the Bandwagon: Negative Effects of Sharewashing”	Lehr et al., 2021
45	Consumption Markets and Culture	“The making of modern champagne: how and why the taste for and the taste of champagne changed in nineteenth century Britain”	Harding, 2021
46	International Journal of Culture, Tourism, and Hospitality Research	“Heritage hotels and customer experience: a text mining analysis of online reviews”	Chittiproulu et al., 2021

References

- Akturan, U., & Bozbay, Z. (2018). Attractiveness, Purchase Intention, and Willingness to Pay More for Global Brands: Evidence from Turkish Market. *Journal of Promotion Management*, 24(6), 737–754. <https://doi.org/10.1080/10496491.2017.1408522>
- Allport, F. H. (1940). Polls and the science of public opinion. *Public Opinion Quarterly*, 4(2), 249–257. <https://doi.org/10.1086/265398>
- Anand, A., Argade, P., Barkemeyer, R., & Salgnac, F. (2021). Trends and patterns in sustainable entrepreneurship research: A bibliometric review and research agenda. *Journal of Business Venturing*, 36(3), 106092. <https://doi.org/10.1016/j.jbusvent.2021.106092>
- Ayres, R. (1998). Demand theory reconsidered: Reflections on the demand for tourism in Cyprus. *Tourism Economics*, 4(4), 353–365. <https://doi.org/10.1177/135481669800400404>
- Bahri-Ammari, N., Coulibaly, D., & Ben Mimoun, M. S. (2020). The bandwagon luxury consumption in Tunisian case: The roles of independent and interdependent self concept. *Journal of Retailing and Consumer Services*, 52(June 2019). <https://doi.org/10.1016/j.jretconser.2019.101903>
- Baima, G., Forliano, C., Santoro, G., & Vrontis, D. (2020). Intellectual capital and business model: a systematic literature review to explore their linkages. In *Journal of Intellectual Capital* (Vol. 22, Issue 3, pp. 653–679). Emerald Group Holdings Ltd. <https://doi.org/10.1108/JIC-02-2020-0055>
- Barrera, G. A., & Ponce, H. R. (2021). Personality traits influencing young adults’ conspicuous consumption. *International Journal of Consumer Studies*, 45(3), 335–349. <https://doi.org/10.1111/ijcs.12623>
- Bell, A. M. (2002). Locally interdependent preferences in a general equilibrium environment. *Journal of Economic Behavior and Organization*, 47(3), 309–333. [https://doi.org/10.1016/S0167-2681\(01\)00177-9](https://doi.org/10.1016/S0167-2681(01)00177-9)
- Boulding, W., & Kirmani, A. (1993). A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality? *Journal of Consumer Research*, 20(1), 111. <https://doi.org/10.1086/209337>
- Brewer, M. B. (1991). The Social Self: On Being the Same and Different at the Same Time. *Personality and Social Psychology Bulletin*, 17(5), 475–482. <https://doi.org/10.1177/0146167291175001>
- Brewer, M. B. (2003). *Optimal distinctiveness, social identity, and the self*.
- Centobelli, P., Cerchione, R., Chiaroni, D., Del Vecchio, P., & Urbinati, A. (2020). Designing business models in circular economy: A systematic literature review and research agenda. *Business Strategy and the Environment*, 29(4), 1734–1749. <https://doi.org/10.1002/bse.2466>
- Chandra, A., Paul, J., & Chavan, M. (2020). Internationalization barriers of SMEs from developing countries: a review and research agenda. In *International Journal of Entrepreneurial Behaviour and Research* (Vol. 26, Issue 6, pp. 1281–1310). Emerald Group Publishing Ltd. <https://doi.org/10.1108/IJEBR-03-2020-0167>
- Chittiproulu, V., Samala, N., & Bellamkonda, R. S. (2021). Heritage hotels and customer experience: A text mining analysis of online reviews. *International Journal of Culture, Tourism, and Hospitality Research*, 15(2), 131–156. <https://doi.org/10.1108/IJCTHR-02-2020-0050>
- Christofi, M., Pereira, V., Vrontis, D., Tarba, S., & Thrassou, A. (2021). Agility and flexibility in international business research: A comprehensive review and future research directions. *Journal of World Business*, 56(3), 101194. <https://doi.org/10.1016/j.jwb.2021.101194>
- Corneo, G., & Jeanne, O. (1997). Snobs, bandwagons, and the origin of social customs in consumer behavior. *Journal of Economic Behavior & Organization*, 32(3), 333–347.
- De Beule, F., Somers, D., & Zhang, H. (2018). Who Follows Whom? A Location Study of Chinese Private and State-Owned Companies in the European Union. *Management International Review*, 58(1), 43–84. <https://doi.org/10.1007/s11575-017-0330-2>
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/10.1016/j.jbusres.2021.04.070>
- Duesenberry, J. S. (1949). *Income, saving, and the theory of consumer behavior*.
- Eastman, J. K., Iyer, R., Shepherd, C. D., Heugel, A., & Faulk, D. (2018). Do they shop to stand out or fit in? The luxury fashion purchase intentions of young adults. *Psychology and Marketing*, 35(3), 220–236. <https://doi.org/10.1002/mar.21082>
- Gallup, G., & Rae, S. F. (1940). Is there a bandwagon vote? *Public Opinion Quarterly*, 4(2), 244–249. <https://doi.org/10.1086/265397>
- Gilal, F. G., Paul, J., Gilal, N. G., & Gilal, R. G. (2021). The role of organismic integration theory in marketing science: A systematic review and research agenda. *European Management Journal*. <https://doi.org/10.1016/j.emj.2021.02.001>
- Goldenberg, J., Libai, B., & Muller, E. (2010). The chilling effects of network externalities. *International Journal of Research in Marketing*, 27(1), 4–15.
- Granovetter, M., & Soong, R. (1986). Threshold models of interpersonal effects in consumer demand. *Journal of Economic Behavior and Organization*, 7(1), 83–99. [https://doi.org/10.1016/0167-2681\(86\)90023-5](https://doi.org/10.1016/0167-2681(86)90023-5)
- Grau, S. L., & Folse, J. A. G. (2007). Cause-related marketing (CRM) the influence of donation proximity and message-framing cues on the less-involved consumer. *Journal of Advertising*, 36(4), 19–33. <https://doi.org/10.2753/JOA0091-3367360402>
- Gupta, P., Chauhan, S., Paul, J., & Jaiswal, M. P. (2020). Social entrepreneurship research: A review and future research agenda. *Journal of Business Research*, 113, 209–229. <https://doi.org/10.1016/j.jbusres.2020.03.032>
- Gupta, S. K., Gunasekaran, A., Antony, J., Gupta, S., Bag, S., & Roubaud, D. (2019). Systematic literature review of project failures: Current trends and scope for future research. *Computers and Industrial Engineering*, 127, 274–285. <https://doi.org/10.1016/j.cie.2018.12.002>
- Gutsatz, M., & Heine, K. (2018). Is luxury expensive? *Journal of Brand Management*, 25(5), 411–423. <https://doi.org/10.1057/s41262-018-0089-1>
- Harding, G. (2021). The making of modern champagne: How and why the taste for and the taste of champagne changed in nineteenth century Britain. *Consumption Markets and Culture*, 24(1), 6–29. <https://doi.org/10.1080/10253866.2020.1713765>
- Hietanen, J., Mattila, P., Sihvonen, A., & Tikkanen, H. (2018). Paradox and market renewal: Knockoffs and counterfeits as doppelgänger brand images of luxury. *Marketing Intelligence and Planning*, 36(7), 750–763. <https://doi.org/10.1108/MIP-01-2018-0008>
- Huang, Z., & Wang, C. L. (2018). Conspicuous consumption in emerging market: The case of Chinese migrant workers. *Journal of Business Research*, 86, 366–373. <https://doi.org/10.1016/j.jbusres.2017.08.010>
- Ireland, N. J. (1973). The “Dorfman-Steiner” rule and bandwagon effects. *Zeitschrift Für Nationalökonomie Journal of Economics*, 33(3–4), 427–430. <https://doi.org/10.1007/BF01283670>
- Jeong, H. J., & Kwon, K.-N. (2012). The Effectiveness of Two Online Persuasion Claims: Limited Product Availability and Product Popularity. *Journal of Promotion Management*, 18(1), 83–99. <https://doi.org/10.1080/10496491.2012.646221>
- Johnson, J. D. (2018). Symbolic Innovations: Consequences of Convergence of Adoption and of Implementation. *International Journal of Innovation and Technology Management*, 15(6), 1399–1407. <https://doi.org/10.1142/S021987701830001X>
- Kaissi, A. A., & Begun, J. W. (2008). Fads, fashions, and bandwagons in health care strategy. *Health Care Management Review*, 33(2), 94–102. <https://doi.org/10.1097/01.HMR.0000304498.97308.40>
- Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behavior. *Journal of Business Research*, 65(10), 1399–1407. <https://doi.org/10.1016/j.jbusres.2011.10.005>
- Kastanakis, M. N., & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences’ perspective. *Journal of Business Research*, 67(10), 2147–2154. <https://doi.org/10.1016/j.jbusres.2014.04.024>
- Kelley, H. H., & Michela, J. L. (1980). Attribution Theory and Research. *Annual Review of Psychology*, 31(1), 457–501. <https://doi.org/10.1146/annurev.ps.31.020180.002325>
- Kessous, A., & Valette-Florence, P. (2019). “From Prada to Nada”: Consumers and their luxury products: A contrast between second-hand and first-hand luxury products. *Journal of Business Research*, 102, 313–327. <https://doi.org/10.1016/j.jbusres.2019.02.033>
- Kiatkawsin, K., & Han, H. (2019). What drives customers’ willingness to pay price premiums for luxury gastronomic experiences at michelin-starred restaurants?

- International Journal of Hospitality Management*, 82(August 2018), 209–219. <https://doi.org/10.1016/j.ijhm.2019.04.024>
- Kim, H., Park, K., & Eighmey, J. (2019). The Effects of Social Information Cues Featured in SNS Ads on Unfamiliar Product Adoption. *Journal of Promotion Management*, 25(4), 541–569. <https://doi.org/10.1080/10496491.2018.1500409>
- Kumar, A., Paul, J., & Unnithan, A. B. (2019). ‘Masstige’ marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113(September). <https://doi.org/10.1016/j.jbusres.2019.09.030>
- Lehr, A., Büttgen, M., & Bartsch, S. (2021). Don't Jump on the Bandwagon: Negative Effects of Sharewashing. *Schmalenbach Journal of Business Research*, 73(1), 75–123. <https://doi.org/10.1007/s41471-021-00109-5>
- Leibenstein, H. (1950). Bandwagon, snob, and Veblen effects in the theory of consumers' demand. *The Quarterly Journal of Economics*, 64(2), 183–207.
- Li-Ying, J., Zhang, Z., & Long, Q. (2018). An Alternative Way to Make Knowledge Sharing Work in Online Communities? The Effects of Hidden Knowledge Facilitators. *Management and Organization Review*, 14(4), 781–825. <https://doi.org/10.1017/mor.2018.48>
- Li, R., Vafeiadis, M., Xiao, A., & Yang, G. (2020). The role of corporate credibility and bandwagon cues in sponsored social media advertising. *Corporate Communications*, 25(3), 495–513. <https://doi.org/10.1108/CCLJ-09-2019-0108>
- Liao, M. Q., & Mak, A. K. Y. (2019). “Comments are disabled for this video”: A technological affordances approach to understanding source credibility assessment of CSR information on YouTube. *Public Relations Review*, 45(5), 101840. <https://doi.org/10.1016/j.pubrev.2019.101840>
- Lim, W. M., Yap, S.-F., & Makkar, M. (2021). Home sharing in marketing and tourism at a tipping point: What do we know, how do we know, and where should we be heading? *Journal of Business Research*, 122, 534–566. <https://doi.org/10.1016/j.jbusres.2020.08.051>
- Magnier-Watanabe, R. (2020). Japanese investment location choice in the US: A home-country firm bandwagon effect. *Asia Pacific Business Review*, 26(3), 239–264. <https://doi.org/10.1080/13602381.2019.1683272>
- Mainolfi, G., Jeong, H. J., Kwon, K. N., & Mainolfi, G. (2020). Exploring materialistic bandwagon behaviour in online fashion consumption: A survey of Chinese luxury consumers. *Journal of Business Research*, 120(1), 286–293. <https://doi.org/10.1016/j.jbusres.2019.11.038>
- Mishra, R., Singh, R. K., & Koles, B. (2021). Consumer decision-making in omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), 147–174. <https://doi.org/10.1111/ijcs.12617>
- Moe, W. W., & Schweidel, D. A. (2012). Online product opinions: Incidence, evaluation, and evolution. *Marketing Science*, 31(3), 372–386. <https://doi.org/10.1287/mksc.1110.0662>
- Murphy, J., & Tan, I. (2003). Journey to nowhere? E-mail customer service by travel agents in Singapore. *Tourism Management*, 24(5), 543–550. [https://doi.org/10.1016/S0261-5177\(03\)00005-0](https://doi.org/10.1016/S0261-5177(03)00005-0)
- Olaniran, B. A., Rodriguez, N. B., & Williams, I. M. (2010). Cross-cultural challenges in web-based instruction. *Knowledge Management & E-Learning: An International Journal*, 2(4), 448–465.
- Parcha, J. M., & Kingsley Westerman, C. Y. (2020). How Corporate Social Advocacy Affects Attitude Change Toward Controversial Social Issues. *Management Communication Quarterly*, 34(3), 350–383. <https://doi.org/10.1177/0893318920912196>
- Parker, J. R., & Lehmann, D. R. (2011). When Shelf-Based Scarcity Impacts Consumer Preferences. *Journal of Retailing*, 87(2), 142–155. <https://doi.org/10.1016/j.jretai.2011.02.001>
- Parsons, A. G., Ballantine, P. W., Ali, A., & Grey, H. (2014). Deal is on! Why people buy from daily deal websites. *Journal of Retailing and Consumer Services*, 21(1), 37–42. <https://doi.org/10.1016/j.jretconser.2013.07.003>
- Paul, J., & Benito, G. R. G. (2018). A review of research on outward foreign direct investment from emerging countries, including China: What do we know, how do we know and where should we be heading? *Asia Pacific Business Review*, 24(1), 90–115. <https://doi.org/10.1080/13602381.2017.1357316>
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? *International Business Review*, 29(4). <https://doi.org/10.1016/j.ibusrev.2020.101717>
- Paul, J., & Dhiman, R. (2021). Three decades of export competitiveness literature: Systematic review, synthesis and future research agenda. *International Marketing Review*. <https://doi.org/10.1108/IMR-12-2020-0295>
- Paul, J., & Feliciano-Cestero, M. M. (2021). Five decades of research on foreign direct investment by MNEs: An overview and research agenda. *Journal of Business Research*, 124, 800–812. <https://doi.org/10.1016/j.jbusres.2020.04.017>
- Paul, J., Parthasarathy, S., & Gupta, P. (2017). Exporting challenges of SMEs: A review and future research agenda. *Journal of World Business*, 52(3), 327–342. <https://doi.org/10.1016/j.jwb.2017.01.003>
- Paul, J., & Rosado-Serrano, A. (2019). Gradual Internationalization vs Born-Global/International new venture models: A review and research agenda. *International Marketing Review*, 36(6), 830–858. <https://doi.org/10.1108/IMR-10-2018-0280>
- Paul, J., & Singh, G. (2017). The 45 years of foreign direct investment research: Approaches, advances and analytical areas. *World Economy*, 40(11), 2512–2527. <https://doi.org/10.1111/twec.12502>
- Pereira, V., Vrontis, D., Christofi, M., & Temouri, Y. (2019). Analysing three decades of emerging market research: Future research directions. *British Journal of Management*, 2019, 1–12. <https://doi.org/10.1111/1467-8551.12381>
- Pierce, W. M. (1940). Climbing on the bandwagon. *Public Opinion Quarterly*, 4(2), 241–243. <https://doi.org/10.1086/265396>
- Rana, J., & Paul, J. (2020). Health motive and the purchase of organic food: A meta-analytic review. *International Journal of Consumer Studies*, 44(2), 162–171. <https://doi.org/10.1111/ijcs.12556>
- Randhawa, K., Wilden, R., & Hohberger, J. (2016). A Bibliometric Review of Open Innovation: Setting a Research Agenda. *Journal of Product Innovation Management*, 33(6), 750–772. <https://doi.org/10.1111/jpim.12312>
- Rebouças, R., & Soares, A. M. (2021). Voluntary simplicity: A literature review and research agenda. *International Journal of Consumer Studies*, 45(3), 303–319. <https://doi.org/10.1111/ijcs.12621>
- Rengs, B., & Scholz-Wäckerle, M. (2019). Consumption & class in evolutionary macroeconomics. In *Journal of Evolutionary Economics* (Vol. 29, Issue 1). Journal of Evolutionary Economics. <https://doi.org/10.1007/s00191-018-0592-2>
- Rich, E. (2008). Management fads and information delays: An exploratory simulation study. *Journal of Business Research*, 61(11), 1143–1151. <https://doi.org/10.1016/j.jbusres.2007.11.007>
- Rosado-Serrano, A., Paul, J., & Dikova, D. (2018). International franchising: A literature review and research agenda. *Journal of Business Research*, 85, 238–257. <https://doi.org/10.1016/j.jbusres.2017.12.049>
- Rowley, C., & Paul, J. (2021). Introduction: The role and relevance of literature reviews and research in the Asia Pacific. *Asia Pacific Business Review*. <https://doi.org/10.1080/13602381.2021.1894839>
- Shaikh, S., Malik, A., Akram, M. S., & Chakrabarti, R. (2017). Do luxury brands successfully entice consumers? The role of bandwagon effect. *International Marketing Review*, 34(4), 498–513. <https://doi.org/10.1108/IMR-09-2014-0302>
- Shapiro, S., & Borie-Holtz, D. (2020). Small business response to regulation: Incorporating a behavioral perspective. *Humanities and Social Sciences Communications*, 7(1), 1–9. <https://doi.org/10.1057/s41599-020-00552-5>
- Sharma, D., Taggar, R., Bindra, S., & Dhir, S. (2020). A systematic review of responsiveness to develop future research agenda: A TCCM and bibliometric analysis. *Benchmarking*, 27(9), 2649–2677. <https://doi.org/10.1108/BJ-12-2019-0539>
- Shukla, P., & Rosendo-Rios, V. (2021). Intra and inter-country comparative effects of symbolic motivations on luxury purchase intentions in emerging markets. *International Business Review*, 30(1). <https://doi.org/10.1016/j.ibusrev.2020.101768>
- Simon, H. A. (1954). Bandwagon and underdog effects and the possibility of election predictions. *Public Opinion Quarterly*, 18(3), 245–253.
- Singh, S., Paul, J., & Dhir, S. (2021). Innovation implementation in Asia-Pacific countries: A review and research agenda. *Asia Pacific Business Review*, 27(2), 180–208. <https://doi.org/10.1080/13602381.2021.1859748>
- Stepień, B. (2018). Snobbish bandwagoners: Ambiguity of luxury goods' perception. *Journal of Management and Business Administration. Central Europe*, 26(1), 79–99. <https://doi.org/10.7206/jmba.ce.2450-7814.220>
- Tascioglu, M., Eastman, J. K., & Iyer, R. (2017). The impact of the motivation for status on consumers' perceptions of retailer sustainability: The moderating impact of collectivism and materialism. *Journal of Consumer Marketing*, 34(4), 292–305. <https://doi.org/10.1108/JCM-03-2015-1351>
- Termeer, C. J. A. M., & Metzke, T. A. P. (2019). More than peanuts: Transformation towards a circular economy through a small-vens governance framework. *Journal of Cleaner Production*, 240. <https://doi.org/10.1016/j.jclepro.2019.118272>
- Thorpe, R., Holt, R., Macpherson, A., & Pittaway, L. (2005). Using knowledge within small and medium-sized firms: A systematic review of the evidence. *International Journal of Management Reviews*, 7(4), 257–281. <https://doi.org/10.1111/j.1468-2370.2005.00116.x>
- Torrance, E. P., & Brehm, J. W. (1968). A Theory of Psychological Reactance. *The American Journal of Psychology*, 81(1), 133. <https://doi.org/10.2307/1420824>
- Tsai, W. S., Yang, Q., & Liu, Y. (2013). Young Chinese consumers' snob and bandwagon luxury consumption preferences. *Journal of International Consumer Marketing*, 25(5), 290–304. <https://doi.org/10.1080/08961530.2013.827081>
- Tsikriktsis, N., Lanzolla, G., & Frohlich, M. (2004). Adoption of e-processes by service firms: An empirical study of antecedents. *Production and Operations Management*, 13(3), 216–229. <https://doi.org/10.1111/j.1937-5956.2004.tb00507.x>
- van Herpen, E., Pieters, R., & Zeelenberg, M. (2009). When demand accelerates demand: Trailing the bandwagon. *Journal of Consumer Psychology*, 19(3), 302–312. <https://doi.org/10.1016/j.jcps.2009.01.001>
- Veblen, T. (1899). Mr. Cummings's Strictures on “The Theory of the Leisure Class”. *Journal of Political Economy*, 8(1), 106–117.
- Verdugo, G. B., & Ponce, H. R. (2020). Gender Differences in Millennial Consumers of Latin America Associated with Conspicuous Consumption of New Luxury Goods. *Global Business Review*. <https://doi.org/10.1177/0972150920909002>
- Vrontis, D., & Christofi, M. (2021). R&D internationalization and innovation: A systematic review, integrative framework and future research directions. *Journal of Business Research*, 128(March), 812–823. <https://doi.org/10.1016/j.jbusres.2019.03.031>
- Vrontis, D., Christofi, M., Battisti, E., & Graziano, E. A. (2021). Intellectual capital, knowledge sharing and equity crowdfunding. *Journal of Intellectual Capital*, 22(1), 95–121. <https://doi.org/10.1108/JIC-11-2019-0258>
- Vrontis, D., Christofi, M., & Katsikeas, C. S. (2020). An assessment of the literature on cause-related marketing: Implications for international competitiveness and marketing research. *International Marketing Review*, 37(5), 977–1012. <https://doi.org/10.1108/IMR-07-2019-0202>
- Vrontis, D., Leonidou, E., Christofi, M., Kaufmann Hans, R., & Kitchen, P. J. (2020). Intercultural service encounters: A systematic review and a conceptual framework on trust development. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-03-2019-0044>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda.

International Journal of Consumer Studies, August 2020, 1–28. <https://doi.org/10.1111/ijcs.12647>

Sunali Bindra is an Assistant Professor in the Faculty of Management Studies at Marwadi University, Gujarat, India. She has submitted her thesis at Shri Mata Vaishno Devi University, Katra, Jammu & Kashmir, India and her thesis particularly focuses on knowledge-based view to the capabilities of an organization in pursuit of competitive advantage.

Deepika Sharma is a Doctoral Research Scholar at Shri Mata Vaishno Devi University, Katra, Jammu & Kashmir, India, with particular interest in responsive retailing. Her study particularly focuses on improvising the abilities of retailers to increase responsiveness for customer satisfaction. She is a gold medalist in Business Administration from the University of Jammu.

Dr. Nakul Parameswar is an Assistant Professor in the Department of Entrepreneurship and Management at Indian Institute of Technology Hyderabad. He completed his PhD from the Department of Management Studies, Indian Institute of Technology Delhi in 2018. His research interests include strategic alliances, joint ventures and technology management.

Dr. Sanjay Dhir is an Associate Professor and Area Chair of Strategic Management in the Department of Management Studies (DMS), Indian Institute of Technology (IIT) Delhi,

New Delhi, India. He is a Fellow (Ph.D.) from the Indian Institute of Management (IIM) Lucknow. He received the ‘Teaching Excellence Award’ at IIT Delhi in 2019-20 for his course on Strategic Management at DMS, IIT Delhi. He worked in the Research and Development Department of Mahindra and Mahindra (Automotive) Limited Corporation before joining academia. He has published several research papers in leading international journals. His case studies have been published by Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School. He has also presented and published his scholarship in globally renowned conference proceedings of several prestigious academic conferences. His area of interests are Strategic Innovation, Ambidexterity, Strategic Thinking, Strategic Management, Strategic Alliances / Joint Ventures.

Professor Justin Paul is a professor of PhD & MBA programs, University of Puerto Rico, and Rollins College, USA as well as a ‘Distinguished Scholar’ with IIM, India’s premier business school. He is known as an author/co-author of books such as *Business Environment* (4th ed), *International Marketing*, *Services Marketing*, *Export-Import Management* (2nd edition) by McGraw-Hill & Oxford University Press respectively. Dr Paul serves as Senior/Guest/Associate Editor with the *International Business Review*, *Journal of Business research*, *Services Industries Journal*, *Journal of Strategic Marketing*, *European Bus Review*, *Journal of Retailing & Consumer Services*, *Small Bus Economics*, *Business Ethics: European review*, *European Journal of International Management*, *Journal of Promotion Management & International Journal of Emerging Markets*.