



Understanding Impulse Buying in Online Shopping: A Systematic Review of Behavioral Drivers and Consumer Decision Mechanisms

Ika Tirta Candra Rini ¹, Budi Astuti ²

¹ Faculty of Business and Economics, University Islam Indonesia, Kumala Nusa College of Business. Email 25935011@students.uui.ac.id , ikatirta14@stibsa.ac.id

² Faculty of Business and Economics, University Islam Indonesia, Yogyakarta, Indonesia. Email budi.astuti@uui.ac.id

Corresponding Author: ikatirta14@stibsa.ac.id

Abstract

Background. The rapid expansion of digital commerce ecosystems has significantly transformed consumer purchasing behavior and intensified the prevalence of impulse buying in online shopping environments. Existing studies have examined various antecedents of online impulse buying behavior, including emotional arousal, shopping enjoyment, trust, social influence, hedonic value, and cognitive factors. However, the current literature remains theoretically fragmented and predominantly variable-centered, resulting in limited integrative understanding regarding how behavioral and psychological drivers collectively shape consumer decision mechanisms in digitally mediated shopping contexts.

Aims. Accordingly, this study aims to develop a more integrative understanding of online impulse buying behavior through a systematic literature review approach.

Methods. This study employed a Systematic Literature Review (SLR) method following a PRISMA-oriented procedure. Literature retrieval was conducted in Scopus via Publish or Perish using the search keywords (“impulse buying” OR “impulsive buying”) AND (“online shopping” OR “e-commerce” OR “digital commerce”). The initial search identified 200 articles; 135 met the inclusion and eligibility criteria and were included in the final review. The selected studies were analyzed using a thematic synthesis approach to identify dominant theoretical perspectives, behavioral drivers, consumer decision-making mechanisms, and emerging research gaps in the online impulse buying literature.

Result. The findings reveal that online impulse buying behavior should no longer be understood merely as spontaneous purchasing behavior driven by emotional urgency. Instead, the reviewed literature indicates that online impulse buying reflects a digitally mediated behavioral architecture that emerges from the interaction among emotional stimulation, cognitive simplification, socially mediated influence, and gratification-oriented shopping values. The review further demonstrates that the existing literature remains fragmented and heavily focused on isolated antecedents, thereby limiting broader conceptual understanding of the interactions among behavioral mechanisms underlying online impulse buying.

Conclusion. This study contributes to the online consumer behavior literature by offering an integrative synthesis of the behavioral and psychological mechanisms underlying online impulse buying.

Implementation. The review also advances a broader conceptual understanding of digitally mediated consumer decision-making processes and highlights future research opportunities concerning emerging digital commerce technologies and ethically responsible online shopping environments.

Keywords: online impulse buying; online shopping; consumer behavior; digital commerce; behavioral drivers; consumer decision mechanisms; systematic literature review.



© 2026 The Author(s). This article is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/), which permits use, sharing, adaptation, distribution, and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source.

Introduction

The rapid expansion of digitally mediated commerce has fundamentally reconfigured contemporary consumer decision-making processes. The increasing integration of e-commerce platforms, mobile shopping applications, social commerce ecosystems, and algorithm-driven recommendation systems has transformed online shopping environments into highly interactive consumption spaces characterized by immediacy, personalization, emotional stimulation, and reduced deliberative evaluation. Within these digitally accelerated environments, consumers are continuously exposed to persuasive cues that can intensify spontaneous purchasing tendencies and reshape behavioral responses during shopping activities. Consequently, impulse buying behavior has emerged as one of the most prominent and strategically important phenomena in contemporary consumer behavior research, given its substantial implications for both consumer welfare and digital business performance.

Traditionally, impulse buying has been conceptualized as spontaneous, immediate, and emotionally driven purchasing behavior that occurs without extensive prior planning or rational evaluation. However, the emergence of online shopping environments has substantially altered the behavioral architecture underlying impulsive purchasing processes. Compared with conventional retail contexts, online shopping environments offer frictionless transactions, continuous accessibility, personalized product exposure, interactive social influence, and emotionally stimulating digital experiences that can amplify consumers' impulsive tendencies. As a result, online impulse buying can no longer be adequately understood merely as an unplanned purchase, but rather as a complex behavioral outcome shaped by the interaction among psychological drivers, emotional responses, perceived value mechanisms, and digitally facilitated consumer decision processes.

The growing academic interest in online impulse buying is reflected in the increasing number of empirical studies examining diverse behavioral and psychological antecedents of impulsive purchasing in digital shopping environments. Existing studies have investigated the influence of hedonic shopping value, emotional arousal, trust, shopping enjoyment, perceived usefulness, social influence, shopping well-being, self-control, and fear of missing out (FoMO) on consumers' impulsive purchasing tendencies. For example, prior studies have demonstrated

that shopping values and emotional experiences significantly shape impulsive consumption behavior in online shopping contexts (Nghia et al., 2023). Other studies have emphasized the role of trust, shopping enjoyment, and platform-related experiences in stimulating repurchase intention and impulse buying behavior within digital commerce platforms (Nghia et al., 2024). Similarly, recent studies increasingly suggest that online shopping environments intensify consumers' emotional and cognitive susceptibility to impulsive purchasing through digitally mediated interactions and psychologically persuasive consumption experiences.

Despite the growing body of literature, existing research on online impulse buying remains theoretically fragmented and predominantly variable-centered. Most prior studies focus on isolated antecedents or direct-effect relationships between specific variables and impulse buying behavior, such as trust, hedonic motivation, emotional arousal, or social influence. While these studies provide important empirical insights, they often examine behavioral drivers in conceptual isolation, resulting in limited integrative understanding regarding how multiple psychological and behavioral factors interact within broader consumer decision-making mechanisms. Consequently, the literature still has limited explanatory power in clarifying how behavioral drivers collectively shape impulse buying in online shopping environments.

In addition, the theoretical development of online impulse buying research remains highly dispersed across multiple disciplinary and conceptual perspectives. Existing studies draw upon diverse theoretical frameworks, including Stimulus-Organism-Response (S-O-R) theory, hedonic consumption theory, flow theory, consumer value theory, and behavioral decision-making perspectives. However, these theoretical approaches are frequently applied independently rather than systematically integrated to explain the psychological pathways underlying online impulse buying behavior. This theoretical fragmentation has contributed to the absence of a coherent conceptual understanding regarding how emotional, cognitive, social, and value-based drivers interact within digitally mediated consumer decision processes.

Another important limitation concerns the evolving complexity of online shopping environments themselves. Contemporary digital commerce ecosystems increasingly combine algorithmic recommendations, social interaction features, live-streaming commerce, personalized promotional systems, and frictionless transaction mechanisms, collectively reshaping consumer purchasing behavior. Nevertheless, existing literature continues to examine these dimensions separately, thereby limiting the field's ability to explain the interconnected behavioral mechanisms underlying online impulse buying. As a result, the

current body of knowledge remains insufficiently integrated to explain how various behavioral and psychological drivers converge to influence impulsive purchasing behavior within increasingly complex online shopping environments.

In response to these conceptual and theoretical limitations, this study conducts a systematic literature review to develop a more integrative understanding of impulse buying behavior in online shopping contexts. Specifically, this review synthesizes existing knowledge on the conceptualization of online impulse buying, identifies the dominant behavioral and psychological drivers of impulsive purchasing, and explains how these drivers shape consumer decision-making mechanisms in digitally mediated shopping environments. By integrating fragmented findings from diverse theoretical and empirical perspectives, this study seeks to advance a more coherent conceptual understanding of the behavioral architecture underlying online impulse buying.

Accordingly, this study addresses the following research questions:

- **RQ1:** How has impulse buying behavior in online shopping been conceptualized and theorized in existing literature?
- **RQ2:** What behavioral and psychological drivers shape consumer decision mechanisms underlying impulse buying behavior in online shopping?
- **RQ3:** What major research gaps and future directions emerge from the existing literature on online impulse buying behavior?

This study contributes to the literature in several important ways. First, this review advances the current literature by moving beyond fragmented, predominantly variable-centered perspectives toward a more integrative synthesis of behavioral drivers and consumer decision mechanisms that underlie online impulse buying behavior. Second, this study contributes to the theoretical development of online consumer behavior research by consolidating dispersed conceptual perspectives into a more coherent explanatory framework regarding impulsive purchasing processes in digital commerce environments. Third, this review provides a deeper conceptual understanding of the psychological and behavioral pathways through which online shopping environments shape impulsive consumer behavior. Finally, this study proposes future research directions that may advance more theoretically integrated and mechanism-oriented research on online impulse buying behavior.

METHODS

Research Design

This study employed a Systematic Literature Review (SLR) approach to synthesize and critically evaluate existing literature on impulse buying behavior in online shopping environments. The SLR method was selected because it enables a structured, transparent, and replicable process for identifying, screening, evaluating, and synthesizing relevant academic studies within a specific research domain. In contrast to traditional narrative reviews, a systematic literature review allows researchers to develop a more rigorous and integrative understanding of fragmented research findings and theoretical perspectives.

The present review examines how behavioral and psychological drivers shape the consumer decision mechanisms underlying impulse buying in online shopping contexts. Accordingly, this study adopts a synthesis-oriented review approach aimed not only at identifying dominant research themes but also at developing a more coherent conceptual understanding of the behavioral architecture underlying online impulse buying behavior. To ensure methodological rigor and transparency, this study followed a PRISMA-oriented review procedure comprising article identification, screening, eligibility assessment, and final inclusion.

Search Strategy

The literature search was conducted in Scopus, widely recognized as one of the most comprehensive and reputable academic databases for high-quality scholarly publications. Article retrieval was performed using Publish or Perish as the search interface to facilitate systematic data collection from Scopus-indexed publications. The search process was conducted on May 5, 2026, at 17:18 WIB using the following search string:

```
("impulse buying" OR "impulsive buying")  
AND  
("online shopping" OR "e-commerce" OR "digital commerce")
```

The search keywords were intentionally constructed to capture studies focusing on impulse buying behavior within digitally mediated shopping environments, including online shopping and e-commerce contexts. The use of alternative keyword combinations was intended to improve search comprehensiveness and minimize the possibility of overlooking relevant studies.

The initial search identified 200 articles from the Scopus database. However, only 145 articles were successfully retrieved and downloaded for further screening and evaluation.

Inclusion and Exclusion Criteria

To ensure the relevance and quality of the reviewed literature, this study applied several inclusion and exclusion criteria during the screening process.

Inclusion Criteria

The included studies met the following criteria:

1. The article explicitly discussed impulse buying or impulsive buying behavior.
2. The study was conducted within online shopping, e-commerce, or digital commerce contexts.
3. The study examined impulse buying from a consumer behavior perspective.
4. The article was published in a peer-reviewed academic journal indexed in Scopus.
5. The article provided empirical, theoretical, or conceptual insights relevant to online impulse buying behavior.

Exclusion Criteria

Articles were excluded if they:

1. Did not explicitly discuss impulse buying behavior.
2. Focused primarily on technological systems or platform engineering without substantial discussion of consumer behavior aspects.
3. Were irrelevant to online shopping or digital commerce contexts.
4. Were duplicate records.
5. Did not provide sufficient conceptual or empirical relevance to the objectives of this review.

Article Screening and Selection Process

The article screening process was conducted in several stages to ensure the relevance and consistency of the selected literature.

First, the initial search identified 200 records from the Scopus database. Of these records, 145 articles were successfully downloaded and subjected to further screening. Next, duplicate checking was conducted, resulting in the removal of one duplicate article.

Subsequently, title, abstract, and content screening were performed based on the predefined inclusion and exclusion criteria. During this process, nine articles were excluded because they did not explicitly discuss impulse buying behavior in online shopping contexts or were not sufficiently aligned with consumer behavior perspectives.

Following the screening and eligibility assessment process, a final total of 135 articles were included in the systematic literature review.

The overall screening and selection procedure was organized following a PRISMA-oriented framework to enhance methodological transparency and replicability.

The PRISMA diagram (Haddaway, N. R., et al., 2022) is presented in the following figure:

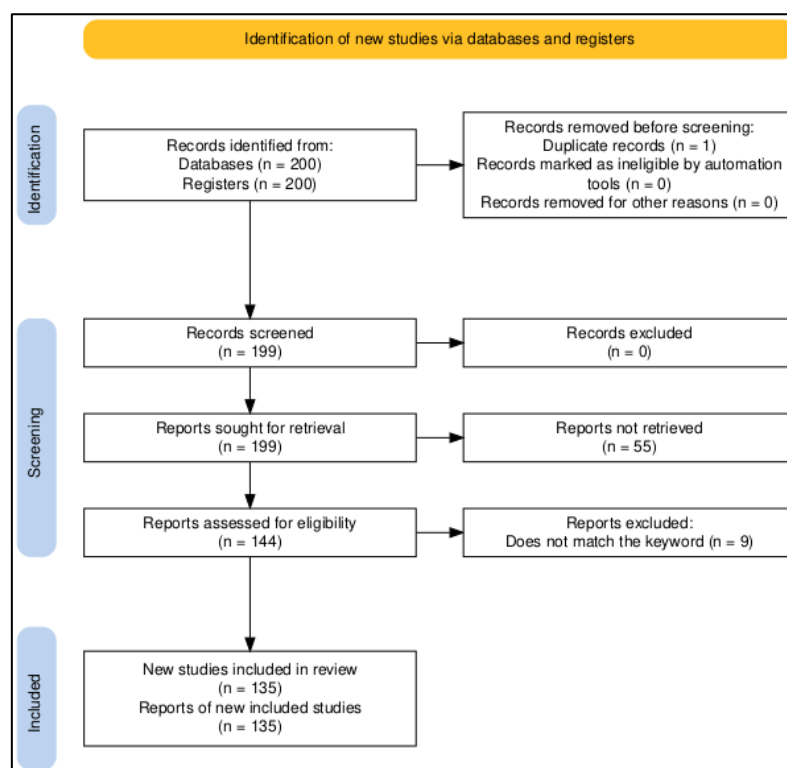


Figure. 1: The PRISMA diagram

Data Extraction Procedure

A structured data extraction process was employed to systematically collect relevant information from the selected studies. The extraction process aimed to facilitate thematic synthesis and conceptual integration across the reviewed literature.

Several categories of information were extracted from each article, including: article title, author(s), publication year, country of study, research objectives, research gaps, research questions, theoretical frameworks, population and sample characteristics, research design,

research type, data collection techniques, data analysis methods, key findings, future research suggestions, behavioral phenomena investigated, and types of outcomes examined.

The extraction process enabled the identification of recurring themes, dominant behavioral drivers, theoretical approaches, and consumer decision mechanisms underlying impulse buying behavior in online shopping environments.

Data Analysis and Synthesis

This study employed a thematic synthesis approach to analyze and integrate findings from the selected articles. Thematic synthesis was considered appropriate because the existing literature on online impulse buying behavior remains theoretically dispersed and methodologically heterogeneous. The analysis process involved several stages. First, the reviewed studies were systematically categorized by conceptual focus, theoretical orientation, and dominant behavioral variables. Second, recurring behavioral and psychological drivers of online impulse buying were identified and grouped into broader thematic categories. Third, the review synthesized the consumer decision mechanisms underlying impulsive purchasing behavior by examining patterns of interaction among emotional, cognitive, social, and value-based drivers.

Rather than merely summarizing individual studies, this synthesis-oriented approach aimed to develop a more integrative understanding of how behavioral and psychological drivers collectively shape online impulse buying behavior within digitally mediated shopping environments.

DISCUSSION

Conceptualization and Theoretical Perspectives of Online Impulse Buying

The reviewed literature demonstrates that online impulse buying behavior has increasingly been conceptualized as a multidimensional consumer decision process shaped by emotional, cognitive, and socially mediated interactions within digital shopping environments. Rather than being understood merely as spontaneous purchasing behavior, recent studies increasingly position online impulse buying as a behavioral outcome that emerges from the interaction among technological stimuli, psychological responses, and digitally facilitated consumption experiences (Nghia et al., 2021; Lin et al., 2023; Tan et al., 2024).

Across the reviewed studies, the Stimulus–Organism–Response (S-O-R) framework appears as one of the most dominant theoretical perspectives used to explain online impulse

buying behavior. In particular, digital environmental stimuli such as live-streaming interactivity, website convenience, visual appeal, promotional cues, and playfulness are often conceptualized as external triggers that shape consumers' emotional states and impulsive purchasing tendencies (Lin et al., 2023). Several studies further integrate hedonic shopping value perspectives to explain how emotional gratification, shopping enjoyment, and experiential pleasure intensify consumers' impulsive purchasing behavior in online environments (Nghia et al., 2021; Tan et al., 2024).

The findings also reveal increasing theoretical diversification in online impulse buying research. In addition to S-O-R theory, several reviewed studies employ self-control theory, trust theory, shopping value perspectives, and digital behavioral frameworks to explain how online environments alter consumers' decision-making processes (Yang et al., 2021; Tan et al., 2024). Nevertheless, despite this theoretical diversity, the literature remains conceptually fragmented because most studies continue to examine impulse buying antecedents independently rather than developing integrative explanations concerning how emotional, cognitive, social, and value-based mechanisms dynamically interact within online shopping contexts. Consequently, the reviewed literature still demonstrates limited theoretical integration with the broader behavioral architecture underlying online impulse buying. We present a summary of the description above in Table 1 on the attachment page.

Behavioral and Psychological Drivers of Online Impulse Buying

The reviewed studies consistently indicate that online impulse buying behavior is shaped by the interaction of multiple behavioral and psychological drivers operating simultaneously within digital commerce environments. The synthesis reveals four dominant categories of drivers: emotional, cognitive, social, and value-based.

Emotional Drivers

Emotional drivers emerged as one of the most dominant antecedents of online impulse buying behavior across the reviewed literature. Several studies emphasized that online shopping environments intensify emotional arousal through immersive interfaces, live-streaming interaction, entertainment value, and pleasurable shopping experiences (Lin et al., 2023; Tan et al., 2024). Perceived enjoyment, excitement, playfulness, and emotional gratification consistently emerge as important mechanisms that stimulate impulsive purchasing tendencies. For example, Lin et al. (2023) found that environmental factors on live-streaming

shopping platforms positively influenced perceived enjoyment, which in turn increased consumers' impulse-buying intentions. Similarly, Nghia et al. (2021) demonstrated that hedonic shopping value significantly strengthened online impulse buying behavior and contributed positively to shopping well-being. These findings suggest that emotionally stimulating digital shopping environments reduce consumers' evaluative resistance and strengthen affective purchasing motivation.

Cognitive Drivers

The reviewed literature further demonstrates the importance of cognitive mechanisms in facilitating online impulse buying behavior. Several studies identify trust formation, perceived convenience, ease of transaction, and reduced cognitive effort as important drivers influencing impulsive purchasing decisions in online environments (Tan et al., 2024; Yang et al., 2021). Online shopping platforms increasingly simplify consumer decision-making processes through frictionless purchasing systems, personalized recommendations, and digitally optimized interfaces. Such conditions reduce consumers' deliberative cognitive processes and accelerate transactional immediacy. Yang et al. (2021), for instance, found that self-control limitations and psychological perceptions related to online credit systems significantly contributed to impulsive buying behavior in digital financial platforms. Similarly, Tan et al. (2024) reported that trust and shopping value positively influenced impulsive buying tendencies and strengthened consumers' online shopping experiences. These findings indicate that online impulse buying behavior is not solely driven by emotional stimulation, but also by cognitively simplified digital shopping systems that reduce consumers' purchasing resistance.

Social Drivers

The synthesis additionally reveals the growing importance of socially mediated consumption mechanisms in shaping online impulse buying behavior. The integration of social interaction features into digital commerce ecosystems has transformed online shopping into a socially embedded consumption activity characterized by interaction, digital validation, and social influence. Several reviewed studies highlight the role of live-streaming interaction, interpersonal influence, online engagement, and digitally mediated social experiences in stimulating impulsive purchasing tendencies (Lin et al., 2023; Yang et al., 2021). In live-streaming shopping environments, interactivity and entertainment elements strengthen consumers' emotional engagement and increase impulsive purchase intention (Lin et al., 2023).

Meanwhile, Yang et al. (2021) found that interpersonal and social influences significantly contributed to impulsive purchasing behavior within online financial consumption platforms. These findings suggest that social influence mechanisms strengthen both emotional and cognitive drivers simultaneously, thereby intensifying consumers' impulsive purchasing tendencies in online shopping environments.

Value-Based Drivers

Another major theme identified across the reviewed studies concerns value-oriented consumption motivations, particularly hedonic and utilitarian shopping values. Several studies consistently demonstrate that hedonic value functions as one of the strongest predictors of online impulse buying behavior (Nghia et al., 2021; Tan et al., 2024). Consumers who perceive online shopping as emotionally rewarding, entertaining, and experientially enjoyable are more likely to engage in spontaneous purchasing behavior. Nghia et al. (2021) found that both hedonic and utilitarian shopping values positively influenced online impulse buying behavior, although the effect of hedonic value appeared substantially stronger within online shopping contexts. Similarly, Tan et al. (2024) demonstrated that emotional and hedonic motivations significantly stimulated impulsive purchasing tendencies and shopping satisfaction. Collectively, the findings demonstrate that online impulse buying behavior emerges from the dynamic interaction among emotional stimulation, cognitive simplification, socially mediated influence, and gratification-oriented shopping values within digitally mediated shopping environments. We present a summary of the description above in Table 2 on the attachment page

Consumer Decision Mechanisms Underlying Online Impulse Buying

Beyond identifying individual antecedents, the reviewed literature reveals several interconnected consumer decision mechanisms underlying online impulse buying behavior. The findings suggest that digitally mediated shopping environments influence impulsive purchasing behavior by simultaneously intensifying emotional responsiveness, reducing cognitive resistance, accelerating transactional immediacy, and reinforcing affective consumption motivations. One of the most dominant mechanisms identified across the reviewed studies is emotional stimulation through digitally immersive shopping experiences. Live-streaming commerce environments, interactive digital platforms, and visually engaging shopping interfaces continuously generate emotional arousal capable of increasing consumers'

impulsive purchasing tendencies (Lin et al., 2023). Emotional enjoyment and playfulness subsequently encourage consumers to prioritize immediate affective gratification over rational evaluation processes. Another important mechanism concerns cognitive simplification. Online shopping systems increasingly reduce consumers' evaluative effort through seamless payment systems, personalized recommendations, and simplified transaction procedures (Yang et al., 2021; Tan et al., 2024). Such mechanisms accelerate purchase decisions and weaken deliberative control over purchasing, thereby increasing impulsive buying behavior.

The reviewed studies further demonstrate that social validation mechanisms intensify online purchasing spontaneity. Interactive shopping environments expose consumers to interpersonal influence, online engagement, and socially reinforced purchase motivation, which can strengthen emotional urgency and purchase confidence (Lin et al., 2023; Yang et al., 2021). Importantly, the reviewed literature suggests that online impulse buying behavior cannot be adequately explained through isolated variables alone. Instead, impulsive purchasing behavior emerges from the convergence of emotional stimulation, reduced cognitive deliberation, socially reinforced consumption motivation, and gratification-oriented shopping experiences that operate simultaneously within digital commerce ecosystems. These findings collectively indicate that online impulse buying behavior reflects a broader digitally mediated behavioral architecture in which emotional, cognitive, social, and value-based mechanisms dynamically interact to shape consumer purchasing decisions. We present a summary of the description above in Table 3 on the attachment page.

Research Gaps and Future Research Directions

The reviewed literature reveals several important conceptual and methodological limitations in existing online impulse-buying research. First, most reviewed studies remain fragmented and predominantly variable-centered, focusing primarily on direct-effect relationships among isolated antecedents rather than developing integrative explanations regarding consumer decision mechanisms (Nghia et al., 2021; Yang et al., 2021; Tan et al., 2024).

Second, the literature remains heavily dominated by cross-sectional quantitative approaches that employ survey-based methods and Structural Equation Modeling (SEM). Consequently, there is limited understanding of the dynamic, evolving nature of online impulse buying behavior in rapidly changing digital commerce environments.

Third, although several studies employ diverse theoretical perspectives—including S-O-R theory, shopping value theory, trust theory, and self-control perspectives—these theories are generally applied independently rather than synthesized into broader conceptual frameworks capable of explaining digitally mediated consumer decision mechanisms (Lin et al., 2023; Tan et al., 2024).

Finally, relatively little attention has been devoted to emerging digital commerce ecosystems, including AI-driven personalization systems, immersive shopping technologies, and evolving social commerce environments. Existing studies continue to focus predominantly on traditional online shopping platforms and survey-based behavioral prediction models.

Based on these findings, future research should move toward more integrative and mechanism-oriented approaches that explain how emotional, cognitive, social, and value-based drivers dynamically interact within increasingly sophisticated digital commerce ecosystems.

We present a summary of the description above in Table 4 on the attachment page.

Reinterpreting Online Impulse Buying as a Digitally Mediated Behavioral Architecture

The findings of this review suggest that online impulse buying behavior should no longer be understood merely as a spontaneous purchasing act driven solely by emotional arousal. Instead, the reviewed literature indicates that impulse buying in online shopping environments reflects a broader digitally mediated behavioral architecture shaped by the interaction between emotional stimulation, cognitive simplification, socially embedded influence, and gratification-oriented consumption processes. This reinterpretation is important because most existing studies continue to approach online impulse buying through fragmented, variable-centered perspectives that focus primarily on isolated antecedents rather than interconnected behavioral mechanisms (Nghia et al., 2021; Yang et al., 2021; Tan et al., 2024). The reviewed studies consistently demonstrate that online shopping environments actively create behavioral conditions that intensify consumers' impulsive purchasing tendencies. Digital commerce platforms increasingly integrate emotionally immersive interfaces, personalized recommendation systems, seamless transaction technologies, and socially interactive shopping features that continuously shape consumers' psychological responses during shopping activities (Lin et al., 2023). Consequently, online impulse buying behavior cannot be adequately explained solely as an internally generated impulse but rather as a behavioral outcome arising from consumers' interactions with technologically engineered shopping environments.

This interpretation extends prior conceptualizations of impulse buying that predominantly emphasized spontaneity and emotional urgency. The findings of this review indicate that digital commerce ecosystems systematically reduce consumers' evaluative resistance while simultaneously increasing emotional engagement and socially reinforced purchasing motivation. In this context, online shopping environments function not merely as transactional platforms but as digitally mediated behavioral systems designed to continuously and dynamically influence consumer decision-making. Accordingly, this review proposes conceptualizing online impulse buying behavior as a multidimensional consumer decision-making mechanism embedded within technologically facilitated consumption environments. This perspective contributes to the literature by shifting analytical attention from isolated predictors to integrated behavioral architectures that explain how emotional, cognitive, social, and value-based mechanisms operate simultaneously in digital shopping contexts.

The Interplay Between Emotional, Cognitive, Social, and Value-Based Drivers

One of the most significant insights emerging from this review concerns the interconnected nature of the behavioral and psychological drivers of online impulse buying. The reviewed studies demonstrate that impulsive purchasing decisions rarely emerge through single-factor explanations. Instead, online impulse buying behavior reflects the convergence of mutually reinforcing mechanisms operating simultaneously within digital commerce environments. Emotional drivers appear to serve as the primary activation mechanism in online impulse buying. Emotional arousal, shopping enjoyment, entertainment value, and experiential pleasure consistently increase consumers' impulsive purchasing tendencies by strengthening affective engagement and reducing rational resistance during shopping activities (Lin et al., 2023; Nghia et al., 2021). However, the findings further suggest that emotional stimulation alone is insufficient to explain the complexity of impulsive purchasing behavior in digital commerce settings. The reviewed literature indicates that cognitive simplification mechanisms embedded within online shopping systems substantially intensify impulsive purchasing tendencies. Personalized recommendations, frictionless payment systems, simplified transaction procedures, and digitally optimized shopping interfaces reduce consumers' evaluative effort and accelerate purchasing immediacy (Tan et al., 2024; Yang et al., 2021). As a result, digital shopping environments not only stimulate emotional responses but also structurally weaken consumers' deliberative control over purchasing.

At the same time, socially mediated influence mechanisms further strengthen emotional and cognitive processes. Interactive online shopping environments expose consumers to interpersonal influence, digital engagement, social validation, and socially reinforced purchase motivation, which can intensify emotional urgency and impulsive purchase intention (Lin et al., 2023; Yang et al., 2021). In particular, live-streaming commerce environments illustrate how social interaction features increasingly transform online shopping into a socially embedded consumption experience rather than an individual purchasing activity.

The findings additionally reveal the importance of value-based consumption motivations in shaping online impulse buying behavior. Consumers who perceive online shopping as pleasurable, entertaining, and emotionally rewarding tend to exhibit stronger impulsive purchasing tendencies (Nghia et al., 2021; Tan et al., 2024). Hedonic shopping value, therefore, functions not only as an emotional outcome but also as a reinforcing mechanism that strengthens gratification-oriented purchasing behavior within digital commerce environments. Collectively, these findings suggest that online impulse buying behavior should be interpreted as an interactional behavioral system rather than a simple stimulus-response process. Emotional stimulation, cognitive simplification, social validation, and hedonic value dynamically interact to shape consumers' impulsive purchasing decisions within digitally mediated shopping ecosystems.

Theoretical Contributions

This review contributes to the online consumer behavior literature in several important ways. First, the study advances existing impulse-buying research by offering an integrative synthesis of the behavioral and psychological mechanisms underlying online impulse buying. While prior studies predominantly examined isolated variables, this review demonstrates that online impulse buying behavior emerges from the interaction among emotional, cognitive, social, and value-based mechanisms operating simultaneously within digital shopping environments.

Second, this review extends the application of digital consumer behavior perspectives by emphasizing the role of technology-mediated shopping systems in shaping consumer decision-making. Existing literature frequently conceptualizes online shopping environments as external stimuli influencing consumer behavior. However, the findings of this review suggest that digital commerce platforms increasingly serve as behavioral infrastructures that continuously

structure consumers' emotional engagement, cognitive processing, and socially mediated purchasing motivations.

Third, this review contributes theoretically by proposing a behavioral architecture perspective on online impulse buying. This perspective suggests that impulsive purchasing behavior in online environments reflects not merely individual impulsivity, but also technologically facilitated behavioral conditioning processes embedded within digital commerce ecosystems. Such an interpretation provides a broader conceptual explanation regarding why online shopping environments increasingly intensify consumers' impulsive purchasing tendencies.

Finally, this review contributes methodologically by demonstrating the value of synthesis-oriented approaches for understanding complex phenomena in consumer behavior. Rather than focusing exclusively on direct-effect statistical relationships among variables, this review highlights the importance of conceptual integration for developing broader theoretical explanations concerning online consumer decision-making behavior.

Practical Implications for Digital Commerce Environments

The findings of this review also generate several important practical implications for digital commerce practitioners and platform developers. Since emotional stimulation significantly influences impulsive purchasing behavior, online retailers increasingly rely on visually immersive interfaces, entertainment-oriented shopping environments, and emotionally engaging digital experiences to strengthen consumers' purchasing motivation. The findings further indicate that cognitively simplified shopping systems substantially increase impulsive purchasing tendencies. Personalized recommendations, frictionless transaction procedures, and seamless purchasing systems reduce consumers' deliberative resistance and accelerate purchasing immediacy. Consequently, businesses operating in digital commerce environments increasingly compete not only on product quality and pricing strategies but also on their ability to design psychologically persuasive shopping environments. At the same time, the growing importance of socially mediated influence mechanisms suggests that social commerce strategies have become increasingly central within digital marketing ecosystems. Live-streaming commerce, influencer marketing, peer recommendations, and interactive shopping platforms strengthen emotional engagement and socially reinforced purchasing behavior. Online shopping, therefore, increasingly operates as a socially embedded digital consumption experience rather than a purely individual transactional activity.

However, the findings also raise important ethical concerns regarding consumer vulnerability and digitally mediated behavioral manipulation. The increasing sophistication of personalization technologies and emotionally persuasive shopping systems may intensify compulsive purchasing tendencies and reduce consumers' self-regulatory control. Consequently, digital commerce businesses must increasingly balance commercial objectives with responsible platform governance and consumer well-being considerations.

Limitations

This study should be interpreted in light of several limitations. First, the review was restricted to articles indexed in the Scopus database. Although Scopus is widely recognized as one of the most comprehensive academic databases, this criterion may have excluded relevant studies indexed in other databases such as Web of Science, Google Scholar, or other specialized repositories. Second, the literature search was limited to specific keyword combinations related to impulse buying, online shopping, e-commerce, and digital commerce. While this strategy ensured conceptual focus and screening consistency, it may have overlooked relevant studies that employed alternative terminology, such as social commerce purchasing impulsivity, digital spontaneous consumption, or platform-induced purchasing behavior. Third, the review primarily synthesized empirical studies employing quantitative cross-sectional designs. As a result, the integrative synthesis developed in this study remains influenced by the methodological characteristics of the reviewed corpus, particularly the dominance of survey-based explanatory models. Finally, the rapidly evolving nature of digital commerce technologies—including artificial intelligence-driven personalization systems, immersive virtual shopping environments, and emerging social commerce architectures—means that the reviewed literature may not fully capture the most recent transformations shaping online consumer impulse buying behavior. Despite these limitations, this review provides a robust integrative synthesis that advances conceptual understanding of online impulse buying behavior and offers a foundation for future mechanism-oriented research in digitally mediated consumer behavior.

Future Research Directions

This review identifies several important directions for future research. First, future studies should move beyond fragmented and variable-centered approaches toward more integrative frameworks that explain the interactions among emotional, cognitive, social, and

technological mechanisms underlying online impulse buying behavior. Second, the reviewed literature remains heavily dominated by cross-sectional quantitative approaches. Future research may therefore benefit from longitudinal, experimental, and mixed-methods designs capable of capturing the dynamic, evolving nature of impulsive purchasing behavior within rapidly changing digital commerce ecosystems. Third, emerging digital commerce technologies such as artificial intelligence-driven personalization systems, immersive shopping environments, virtual commerce platforms, and advanced social commerce ecosystems remain underexplored in the existing online impulse buying literature. These technologies may fundamentally reshape consumer decision-making and require new theoretical perspectives to explain technologically augmented consumption behavior. Finally, future research should increasingly examine the ethical and societal implications of digitally mediated impulse buying behavior. The growing sophistication of behavioral personalization systems raises important concerns regarding digital manipulation, compulsive purchasing tendencies, consumer autonomy, and long-term consumer well-being. Consequently, future studies should explore not only how online shopping environments stimulate impulsive purchasing behavior, but also how responsible and sustainable digital commerce ecosystems can be developed.

CONCLUSION

This systematic literature review provides an integrative understanding of online impulse buying behavior by synthesizing existing studies concerning the behavioral and psychological mechanisms underlying impulsive purchasing decisions in digital shopping environments. The findings demonstrate that online impulse buying behavior should no longer be understood merely as a spontaneous or emotionally driven act of purchasing. Instead, the reviewed literature indicates that impulsive purchasing behavior in online shopping contexts reflects a digitally mediated behavioral architecture shaped by the interaction between emotional stimulation, cognitive simplification, socially reinforced influence, and gratification-oriented consumption motivations.

The review further reveals that the existing online impulse-buying literature remains fragmented and predominantly variable-centered. Most prior studies have focused on isolated antecedents and direct-effect relationships, resulting in limited conceptual understanding regarding how multiple behavioral mechanisms dynamically interact within digital commerce ecosystems. By synthesizing emotional, cognitive, social, and value-based drivers into a

broader conceptual perspective, this study contributes to the literature by offering a more integrative explanation of online consumer decision-making processes.

Theoretically, this review extends existing online consumer behavior literature by emphasizing the role of technologically mediated shopping systems in shaping impulsive purchasing behavior. Digital commerce environments increasingly function not merely as transactional platforms, but as behavioral infrastructures capable of continuously influencing consumers' emotional engagement, cognitive evaluation, and socially embedded purchasing motivations. Consequently, online impulse buying behavior should be interpreted as an interactional, technology-facilitated consumer phenomenon rather than solely as individual impulsivity.

Practically, the findings suggest that digital commerce businesses increasingly rely on emotionally immersive interfaces, cognitively simplified transaction systems, and socially interactive shopping environments to stimulate impulsive purchasing behavior. While such strategies may strengthen consumer engagement and commercial effectiveness, they also raise important ethical concerns regarding consumer vulnerability, behavioral manipulation, and responsible governance of digital platforms.

Finally, this review highlights several important opportunities for future research. Future studies should move beyond fragmented, isolated, variable-based approaches toward more integrative frameworks that explain interactions among emotional, cognitive, social, and technological mechanisms within evolving digital commerce ecosystems. Further research may also benefit from exploring emerging technologies such as artificial intelligence personalization systems, immersive shopping environments, and advanced social commerce platforms that increasingly shape contemporary online consumer behavior.

BIBLIOGRAPHY

- Abril, C. (2022). Undesired Impulse e-Buying Behavior: An Exploratory Study: An Abstract. In *Developments in Marketing Science Proceedings of the Academy of Marketing Science* (pp. 173–174). https://doi.org/10.1007/978-3-030-95346-1_57
- Agarwal, A. (2021). Online impulse buying behaviour of indian small town consumers: Scale development and validation. *Indian Journal of Marketing*, 51(5), 48–63. <https://doi.org/10.17010/ijom/2021/v51/i5-7/161647>
- Agarwal, S. (2022). Modeling of factors influencing impulse buying behavior of online shoppers: an integrated ISM and MICMAC approach. *International Journal of Business Excellence*, 27(4), 502–528. <https://doi.org/10.1504/ijbex.2022.125107>
- Ahmed, A. G. (2025). Online Buying Dynamics: Exploring the Nexus of Internal and External Drivers on Online Impulsive Buying Behavior and Post-Purchase Cognitive

- Dissonance on E-Consumers. *Ibima Business Review*, 2025. <https://doi.org/10.5171/2025.928763>
- Almahdi, M. H. (2023). Impulse Buying Behaviors in a Digital World. In *Internet of Things* (pp. 199–209). https://doi.org/10.1007/978-3-031-35525-7_13
- Andika, A. (2025). Enhancing Impulse Buying Among Generation Z Through Social Presence in E-Commerce Live Streaming. *TEM Journal*, 14(1), 236–250. <https://doi.org/10.18421/TEM141-22>
- Anoop, T. S. (2026). From urge to action: the hidden forces behind online impulse buying in electronic commerce—a meta-analytic structural equation modeling (MASEM) research. *Electronic Commerce Research*, 26(1), 489–519. <https://doi.org/10.1007/s10660-024-09945-z>
- Arachchige, I. S. W. (2024). Exploring the Balance Between Personalization and Automation in Human-AI Interaction. In *Market Grooming the Dark Side of AI Marketing* (pp. 199–234). <https://doi.org/10.1108/978-1-83549-001-320241010>
- Arnumukti, M. L. (2023). Product Layout Recommendations based on Customer Behavior and Data Mining. In *Proceedings of the 2023 IEEE International Conference on Communication Networks and Satellite* (pp. 330–334). <https://doi.org/10.1109/COMNETSAT59769.2023.10420563>
- Bakar, R. (2025). Do Consumers Perceive Impulsive Buying and Pain of Payment? E-Commerce Transactions Using Pay Later, E-Wallet, and Cash-On-Delivery. *Gadjah Mada International Journal of Business*, 27(1), 31–59. <https://doi.org/10.22146/gamaijb.81568>
- Banjongprasert, J. (2024). Online social enterprise customer behavior: influences of e-commerce, social media, and altruism on online impulsive buying. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2370423>
- Bao, Z. (2022). Why online consumers have the urge to buy impulsively: roles of serendipity, trust and flow experience. *Management Decision*, 60(12), 3350–3365. <https://doi.org/10.1108/MD-07-2021-0900>
- Barnabas, A. (2024). Critical Factors Influencing Impulsive Buying in Live Streaming E-Commerce Environments: A Systematic Literature Review. In *International Conference on Electrical Computer and Energy Technologies Icecet 2024*. <https://doi.org/10.1109/ICECET61485.2024.10698671>
- Barta, S. (2022). The role of flow consciousness in consumer regret. *Internet Research*, 32(3), 875–896. <https://doi.org/10.1108/INTR-08-2020-0482>
- Bashar, A. (2024). Modelling the antecedents of online impulse buying in cross-cultural context. *International Journal of Electronic Marketing and Retailing*, 15(2), 139–160. <https://doi.org/10.1504/IJEMR.2024.136979>
- Bashar, A. (2023). The Influence of Culture on Impulse Buying Behavior: A Systematic Literature Review. *Brazilian Business Review*, 20(4), 465–484. <https://doi.org/10.15728/bbr.2022.1221.en>
- Bismo, A. (2023). The Influence Of Customer Belief And Desire Toward Impulsive Buying Mediated By Positive Emotion In Indonesia E-Commerce Live Streaming. *Icic Express Letters*, 17(4), 479–488. <https://doi.org/10.24507/icicel.17.04.479>
- Chandrasekhar, K. (2024). Comparative Analysis of Impulse Buying Behaviour Across Retail Channels: A Study of Physical Stores, E-commerce Websites and Mobile Shopping Apps. In *Economic Affairs New Delhi* (Vol. 69, Issue 2, pp. 1109–1120). <https://doi.org/10.46852/0424-2513.3.2024.33>

- Chatterjee, R. S. (2025). Cognitive and affective appraisal of online impulse buying: a multi-mediation approach. *Journal of Marketing Analytics*, 13(4), 1238–1257. <https://doi.org/10.1057/s41270-024-00338-7>
- Chaudhary, K. (2023). AI-Based Data Analytics: Applications for Business Management. In *AI Based Data Analytics Applications for Business Management*. <https://doi.org/10.1201/9781032614083>
- Chen, J. V. (2023). The Influences of Virtual Reality Shopping Characteristics on Consumers' Impulse Buying Behavior. *International Journal of Human Computer Interaction*, 39(17), 3473–3491. <https://doi.org/10.1080/10447318.2022.2098566>
- Chen, M. (2021). Are credit-based internet consumer finance platforms sustainable? A study on continuous use intention of Chinese users. *Sustainability Switzerland*, 13(24). <https://doi.org/10.3390/su132413629>
- Chen, W. K. (2021). Understanding Consumers' Post-purchase Behavior by Cognitive Dissonance and Emotions in the Online Impulse Buying Context. In *Proceedings 2021 IEEE 22nd International Conference on Information Reuse and Integration for Data Science Iri 2021* (pp. 390–394). <https://doi.org/10.1109/IRI51335.2021.00061>
- Chen, W. K. (2023). Understanding the influence of impulse buying toward consumers' post-purchase dissonance and return intention: an empirical investigation of apparel websites. *Journal of Ambient Intelligence and Humanized Computing*, 14(11), 14453–14466. <https://doi.org/10.1007/s12652-020-02333-z>
- Chen, X. (2023). Research on the Influence of Anchors' Characteristics on Consumers' Impulse Buying from the Perspective of Emotional Contagion. In *Lecture Notes in Business Information Processing* (Vol. 481, pp. 71–82). https://doi.org/10.1007/978-3-031-32302-7_7
- Chen, Z. (2023). The Impact of Advertising Visibility on Consumers' Online Impulse Buying Behavior. In *Frontiers in Artificial Intelligence and Applications* (Vol. 370, pp. 108–113). <https://doi.org/10.3233/FAIA230174>
- Chetioui, Y. (2023). An investigation of the nexus between online impulsive buying and cognitive dissonance among Gen Z shoppers: Are female shoppers different? *Young Consumers*, 24(4), 406–426. <https://doi.org/10.1108/YC-06-2022-1548>
- Chung, X. L. (2025). Impulsive buying behaviour in live-streaming commerce: an application of S-O-R theory. *Cogent Social Sciences*, 11(1). <https://doi.org/10.1080/23311886.2025.2474861>
- Cuesta-Valiño, P. (2022). Word of mouth and digitalization in small retailers: Tradition, authenticity, and change. *Technological Forecasting and Social Change*, 175. <https://doi.org/10.1016/j.techfore.2021.121382>
- Cuong, D. T. (2023). Online Impulsive Buying Behavior Using Partial Least Squares Algorithm. *Journal of ICT Standardization*, 11(3), 217–236. <https://doi.org/10.13052/jicts2245-800X.1131>
- Diani, S. L. (2021). Correlation Between Impulsive Buying And Customer Satisfaction On Online Purchase “X.” *Journal of Legal Ethical and Regulatory Issues*, 24, 1–7. <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85116155274&origin=inward>
- Divakar, P. (2024). A study on investigating the online impulse purchase intention of Indian women. *International Journal of Work Innovation*, 5(2), 164–182. <https://doi.org/10.1504/IJWI.2024.137830>
- Doan, L. T. M. (2025). Mitigating overconsumption through mindfulness: the role of cashless payments in impulsive buying and sustainable consumer behaviour. *Journal of Chinese*

- Economic and Business Studies*, 23(2), 209–232.
<https://doi.org/10.1080/14765284.2024.2415728>
- Dong, Y. (2024). Beyond the screen: How affection drives impulsive purchases in livestreaming e-commerce. *International Journal of Applied Economics Finance and Accounting*, 18(1), 168–179. <https://doi.org/10.33094/ijaefa.v18i1.1338>
- Duan, Y. (2024). The adoption of live streaming channel considering impulse buying and product returns. *International Journal of Production Economics*, 274. <https://doi.org/10.1016/j.ijpe.2024.109295>
- Fanani, M. A. (2025). Harnessing the power of app attributes on online fashion impulse purchasing among female Muslim shoppers. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-11-2024-0520>
- Febriandika, N. R. (2023). Online impulse buying on TikTok platform: Evidence from Indonesia. *Innovative Marketing*, 19(3), 197–210. [https://doi.org/10.21511/im.19\(3\).2023.17](https://doi.org/10.21511/im.19(3).2023.17)
- Febrilia, I. (2024). Online Impulse Buying: Investigating the Role of E-Commerce Attributes, Customer Motivation, and Urge to Buy Impulsively. *Journal of Behavioral Science*, 19(1), 95–108. <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85187188167&origin=inward>
- Feng, Z. (2024). Impulse buying behavior during livestreaming: Moderating effects of scarcity persuasion and price perception. *Heliyon*, 10(7). <https://doi.org/10.1016/j.heliyon.2024.e28347>
- Fernandez-Lores, S. (2024). Online product returns: The role of perceived environmental efficacy and post-purchase entrepreneurial cognitive dissonance. *Journal of Business Research*, 174. <https://doi.org/10.1016/j.jbusres.2023.114462>
- Gallin, S. (2024). Online shopping: How can algorithm performance expectancy enhance impulse buying? *Journal of Retailing and Consumer Services*, 81. <https://doi.org/10.1016/j.jretconser.2024.103988>
- Gao, H. (2022). Understanding Chinese Consumers' Livestreaming Impulsive Buying: An Stimulus-Organism-Response Perspective and the Mediating Role of Emotions and Zhong Yong Tendency. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.881294>
- Gao, X. (2023). Factors driving consumers' impulsive buying in live streaming e-commerce under the COVID-19 pandemic. *Journal of Commercial Biotechnology*, 28(2), 130–143. <https://doi.org/10.5912/jcb1401>
- Gao, Y. (2025). The Impact of AI-Powered Try-On Technology on Online Consumers' Impulsive Buying Intention: The Moderating Role of Brand Trust. *Sustainability Switzerland*, 17(7). <https://doi.org/10.3390/su17072789>
- George, A. M. (2025). Swipe, click, regret: an opinion on persuasive e-commerce and consumer autonomy. In *Frontiers in Artificial Intelligence* (Vol. 8). <https://doi.org/10.3389/frai.2025.1684841>
- Ghaith, M. M. (2024). Examining the Effects of Digital Payment and Impulsive Buying on Purchase Intention. In *2nd International Conference on Cyber Resilience Iccr 2024*. <https://doi.org/10.1109/ICCR61006.2024.10532804>
- Goel, P. (2024). Impact of Sensory Perceptions on the Urge to Buy Impulsively. *Journal of Computer Information Systems*, 64(4), 469–485. <https://doi.org/10.1080/08874417.2023.2224748>
- Golchha, C. (2025). Exploring Consumer Choices and Shopping Patterns: Examining Influences on Consumer Choices. In *Cultural Sensitivity Cross Border Logistics and E*

- Commerce in Global Marketing* (pp. 181–213). <https://doi.org/10.4018/979-8-3373-0528-8.ch009>
- Gong, M. (2025). Understanding impulse buying in interest-based e-commerce: the role of content creativity. *International Journal of Retail and Distribution Management*, 53(2), 182–198. <https://doi.org/10.1108/IJRDM-07-2023-0484>
- Gong, X. (2024). Knowledge mapping of impulsive buying behavior research: a visual analysis using CiteSpace. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-03473-9>
- Gori, A. (2024). Exploring the Psychodynamics of Compulsive Shopping: Single and Moderated Mediation Analyses. *International Journal of Mental Health and Addiction*, 22(4), 2149–2165. <https://doi.org/10.1007/s11469-022-00977-w>
- Gulfraz, M. B. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68. <https://doi.org/10.1016/j.jretconser.2022.103000>
- Haddaway, N. R., Page, M. J., Pritchard, C. C., & McGuinness, L. A. (2022). PRISMA2020: An R package and Shiny app for producing PRISMA 2020-compliant flow diagrams, with interactivity for optimised digital transparency and Open Synthesis Campbell Systematic Reviews, 18, e1230. <https://doi.org/10.1002/cl2.1230>
- Halim, E. (2022). Customer Impulsive Buying Behaviors in Indonesia E-Marketplace. In *Proceedings of 2022 International Conference on Information Management and Technology Icimtech 2022* (pp. 533–538). <https://doi.org/10.1109/ICIMTech55957.2022.9915065>
- Han, M. C. (2023). Checkout button and online consumer impulse-buying behavior in social commerce: A trust transfer perspective. *Journal of Retailing and Consumer Services*, 74. <https://doi.org/10.1016/j.jretconser.2023.103431>
- Han, Y. (2021). Wait, let's think about your purchase again: A study on interventions for supporting self-controlled online purchases. In *Web Conference 2021 Proceedings of the World Wide Web Conference Www 2021* (pp. 2476–2487). <https://doi.org/10.1145/3442381.3450021>
- Hao, S. (2026). Streamers and viewers in live-streaming e-commerce: a social learning perspective. *Management Decision*, 64(1), 92–114. <https://doi.org/10.1108/MD-10-2023-1978>
- Hao, S. (2025). The persuasive effects of scarcity messages on impulsive buying in live-streaming e-commerce: the moderating role of time scarcity. *Asia Pacific Journal of Marketing and Logistics*, 37(2), 441–459. <https://doi.org/10.1108/APJML-03-2024-0269>
- Hao, S. (2023). How the time-scarcity feature of live-streaming e-commerce affects impulsive buying直播电商的时间性稀缺特征如何影响冲动购买. *Service Industries Journal*, 43(11), 875–895. <https://doi.org/10.1080/02642069.2023.2185231>
- Hapsari, C. G. (2024). Augmented reality marketing in online retail industry: the moderating role of personality traits. *International Journal of Internet Marketing and Advertising*, 21(3), 383–417. <https://doi.org/10.1504/IJIMA.2024.142809>
- Hellemans, J. (2023). Covid-19 and mobile payment in Belgium: Closing the digital divide or just for the young, social, and impulsive? *Electronic Commerce Research*, 23(3), 1539–1564. <https://doi.org/10.1007/s10660-022-09655-4>
- Helmi, A. (2023). The influence of hedonic values and extraversion on online impulse buying: Empirical evidence from Indonesia. *Innovative Marketing*, 19(1), 48–58. [https://doi.org/10.21511/im.19\(1\).2023.05](https://doi.org/10.21511/im.19(1).2023.05)

- Hinz, O. (2022). Second Screening - The Influence of Concurrent TV Consumption on Online Shopping Behavior. *Information Systems Research*, 33(3), 809–823. <https://doi.org/10.1287/isre.2021.1099>
- Hong, L. M. (2023). The Effects of Online Review on Online Impulse Buying Behaviour. In *Contributions to Management Science* (pp. 749–761). https://doi.org/10.1007/978-3-031-27296-7_67
- Huang, Q. (2024). Is ‘she’ more impulsive (to pleasure) than ‘him’ during livestream e-commerce shopping? *Journal of Retailing and Consumer Services*, 78. <https://doi.org/10.1016/j.jretconser.2024.103707>
- Huang, S. C. (2024). Understanding impulse buying in E-commerce: The Big Five traits perspective and moderating effect of time pressure and emotions. *Telematics and Informatics Reports*, 15. <https://doi.org/10.1016/j.teler.2024.100157>
- Huang, W. (2025). Beyond likes and comments: How social proof influences consumer impulse buying on short-form video platforms. *Journal of Retailing and Consumer Services*, 84. <https://doi.org/10.1016/j.jretconser.2024.104199>
- Hussain, A. A. (2024). Cognitive and Affective Components Induced Impulsive Purchase: An Empirical Analysis. *Journal of Promotion Management*, 30(6), 901–928. <https://doi.org/10.1080/10496491.2024.2318666>
- Indriastuti, H. (2024). How Real-Time Interactivity Influences Impulse Buying Behaviour in Generation Z’s During Live Streaming Shopping: The Mediating Role of Perceived Enjoyment. *Economics Innovative and Economics Research Journal*, 12(3), 279–291. <https://doi.org/10.2478/eoik-2024-0047>
- Jabutay, F. (2025). The Interplay of Browsing Behaviors, Social Identity, and Benign Envy in Shaping Impulse Buying on E-Commerce Platforms: Evidence from France. *Journal of Internet Commerce*, 24(1), 1–32. <https://doi.org/10.1080/15332861.2025.2479255>
- Jamil, R. A. (2025). Investigating the determinants of consumer confidence and online impulse buying intentions: an experimental study. *Asia Pacific Journal of Business Administration*, 17(3), 696–716. <https://doi.org/10.1108/APJBA-06-2024-0325>
- Jiang, H. (2026). From emotional arousal to diminished cognitive control: How configurations of beauty streamer characteristics shape consumer impulse buying. *Journal of Retailing and Consumer Services*, 90. <https://doi.org/10.1016/j.jretconser.2025.104713>
- Jie, W. (2022). Impact of internet usage on consumer impulsive buying behavior of agriculture products: Moderating role of personality traits and emotional intelligence. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.951103>
- Juanim, J. (2024). Exploring advertising stimulus, hedonic motives, and impulse buying behavior in Indonesia’s digital context: demographics implications. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2428779>
- Kang, J. W. (2024). The Role of Service Quality Attributes and Perceived Value in US Consumers’ Impulsive Buying Intentions for Fresh Food E-Commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 1893–1906. <https://doi.org/10.3390/jtaer19030093>
- Karl, D. (2022). The Impact of Displaying Quantity Scarcity and Relative Discounts on Sales and Consumer Returns in Flash Sale E-Commerce. In *Proceedings of the Annual Hawaii International Conference on System Sciences* (Vol. 2022, pp. 4569–4578). <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85152241877&origin=inward>
- Khadijah, A. (2023). The Age of Indulgence: An Online Impulsive and Compulsive Buying Analysis. In *2023 8th International Conference on Informatics and Computing Icic 2023*. <https://doi.org/10.1109/ICIC60109.2023.10382051>

- Kong, D. (2025). Can time pressure promote consumers' impulse buying in live streaming E-commerce? Moderating effect of product type and consumer regulatory focus. *Electronic Commerce Research*, 25(4), 3223–3259. <https://doi.org/10.1007/s10660-023-09788-0>
- Kong, X. (2025). Exploring the influence of “keeping consumers in suspense” in live streaming on consumer impulse buying behavior: A test of the mediating effects of consumer inner states. *Acta Psychologica*, 253. <https://doi.org/10.1016/j.actpsy.2025.104762>
- Krasnostavskaja, N. (2021). The impact of marketing incentives on online and offline impulse buying behavior in handmade industry. In *Global Challenges of Digital Transformation of Markets* (pp. 549–566). <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85116735019&origin=inward>
- Kumar, P. (2022). Online impulse buying: a qualitative inquiry for consumer centric insights. In *International Journal of Public Sector Performance Management* (Vol. 9, Issue 3, pp. 223–235). <https://doi.org/10.1504/IJPSPM.2022.121748>
- Lavuri, R. (2023). Intrinsic factors affecting online impulsive shopping during the COVID-19 in emerging markets. *International Journal of Emerging Markets*, 18(4), 958–977. <https://doi.org/10.1108/IJOEM-12-2020-1530>
- Le, N. (2025). Marketing Stimuli and Impulse Buying: The Role of Traits, Reviews and Motives. *Journal of Promotion Management*, 31(1), 96–124. <https://doi.org/10.1080/10496491.2024.2428965>
- Le, T. Q. (2022). The Extended S-O-R Model Investigating Consumer Impulse Buying Behavior in Online Shopping: A Meta-Analysis. *Journal of Distribution Science*, 20(2), 1–9. <https://doi.org/10.15722/jds.20.02.202202.1>
- Lee, C. H. (2021). Exploring consumers' impulse buying behavior on online apparel websites: An empirical investigation on consumer perceptions. *International Journal of Electronic Commerce Studies*, 12(1), 83–106. <https://doi.org/10.7903/ijecs.1971>
- Li, B. (2021). The Moderating Role of Anticipated Regret and Product Involvement on Online Impulsive Buying Behavior. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.732459>
- Li, H. (2025). Exploring the Mechanism of AI-Powered Virtual Idols' Intelligence Level on Digital Natives' Impulsive Buying Intention in E-Commerce Live Streaming: A Perspective of Psychological Distance. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3). <https://doi.org/10.3390/jtaer20030173>
- Li, L. (2024). How do e-commerce anchors' characteristics influence consumers' impulse buying? An emotional contagion perspective. *Journal of Retailing and Consumer Services*, 76. <https://doi.org/10.1016/j.jretconser.2023.103587>
- Li, M. (2022). Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce: A Stimulus-Organism-Response Framework. *International Journal of Environmental Research and Public Health*, 19(7). <https://doi.org/10.3390/ijerph19074378>
- Li, S. (2023). The influence mechanism of quasi-site creativity stimulation on consumers' impulse buying in e-commerce live streaming. *Multimedia Tools and Applications*, 82(24), 37407–37430. <https://doi.org/10.1007/s11042-023-15101-w>
- Li, S. (2024). The Impact of Cue-Interaction Stimulation on Impulse Buying Intention on Virtual Reality Tourism E-commerce Platforms. *Journal of Travel Research*, 63(5), 1256–1279. <https://doi.org/10.1177/00472875231183163>
- Li, Y. (2021). Research on Online Interaction and Consumer Impulsive Buying Behavior in Live Shopping Platform Based on the Structural Equation Model. In *Proceedings 2021*

- International Conference on Management Science and Software Engineering Icmsse 2021* (pp. 72–76). <https://doi.org/10.1109/ICMSSE53595.2021.00024>
- Li, Y. (2025). Impulse buying in live streaming e-commerce: A systematic literature review and future research agenda. *Computers in Human Behavior Reports*, 19. <https://doi.org/10.1016/j.chbr.2025.100676>
- Lim, S. Y. (2025). It's not all fun and games: gamification in e-commerce on consumers' impulse buying of retail food products. *British Food Journal*, 127(3), 1098–1113. <https://doi.org/10.1108/BFJ-04-2024-0361>
- Lin, C. T. (2023). The influence of impulse buying toward consumer loyalty in online shopping: a regulatory focus theory perspective. *Journal of Ambient Intelligence and Humanized Computing*, 14(11), 1–11. <https://doi.org/10.1007/s12652-018-0935-8>
- Lin, S. C. (2023). Exploring factors influencing impulse buying in live streaming shopping: a stimulus-organism-response (SOR) perspective. *Asia Pacific Journal of Marketing and Logistics*, 35(6), 1383–1403. <https://doi.org/10.1108/APJML-12-2021-0903>
- Liu, R. (2024). Revisiting perceived gratification, consumer attitudes and purchase impulses in cross-border e-commerce live streaming: a direct and indirect effects model. *Journal of Systems and Information Technology*, 26(1), 51–70. <https://doi.org/10.1108/JSIT-10-2023-0214>
- Liu, X. (2023). Research on the influence mechanism of anchors' professionalism on consumers' impulse buying intention in the livestream shopping scenario. *Enterprise Information Systems*, 17(7). <https://doi.org/10.1080/17517575.2022.2065457>
- Liu, Y. (2023). Mobile social commerce content, consumer emotions and behaviour. *International Journal of Consumer Studies*, 47(4), 1315–1334. <https://doi.org/10.1111/ijcs.12908>
- Lo, C. H. (2024). Personalized E-Shopping Recommendations for Sustainable Consumption. In *Proceedings 2024 16th Iiai International Congress on Advanced Applied Informatics Iiai Aai 2024* (pp. 585–588). <https://doi.org/10.1109/IIAI-AAI63651.2024.00111>
- Loi, A. M. W. (2023). Impulsive Buying Behaviour on Social Commerce: Moderated by Cultural Dimension, and Perceived Trust. In *Lecture Notes in Networks and Systems* (Vol. 584, pp. 79–89). https://doi.org/10.1007/978-3-031-25274-7_7
- Lubis, A. N. (2022). Evaluation on e-marketing exposure practice to minimize the customers' online shopping purchase regret. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2021.2016039>
- Luo, F. (2026). Self-broadcasting or cooperating with an anchor? Strategy and dynamic system research on different sales modes in live commerce supply chain. *Electronic Commerce Research*, 26(2), 2015–2054. <https://doi.org/10.1007/s10660-025-09971-5>
- Luo, H. (2022). The Relationship between Social Exclusion and Impulsive Buying of College Students: The Mediating Role of Celebrity Worship and the Moderating Role of Self-Control. *Journal of Psychological Science*, 45(3), 657–664. <https://doi.org/10.16719/j.cnki.1671-6981.20220320>
- Luong, H. T. (2023). Online impulsive and compulsive buying behavior in Vietnam. *International Journal of Management and Sustainability*, 12(3), 365–379. <https://doi.org/10.18488/11.v12i3.3446>
- Lv, J. (2022). The Impact of Information Overload of E-Commerce Platform on Consumer Return Intention: Considering the Moderating Role of Perceived Environmental Effectiveness. *International Journal of Environmental Research and Public Health*, 19(13). <https://doi.org/10.3390/ijerph19138060>

- Maharani, N. Z. (2025). How Do Celebrity Characteristics as Streamers in Live-Streaming Commerce Influence Impulsive Buying? A Case Study of Shopee Live. *Human Behavior and Emerging Technologies*, 2025(1). <https://doi.org/10.1155/hbe2/6977436>
- Mallari, E. F. I. (2023). The mediating role of impulse buying on hedonic shopping motivation and life satisfaction of online shoppers in the Philippines. *International Social Science Journal*, 73(249), 861–872. <https://doi.org/10.1111/issj.12430>
- Marjerison, R. K. (2022). The Effect of Time-Limited Promotion on E-Consumers' Public Self-Consciousness and Purchase Behavior. *Sustainability Switzerland*, 14(23). <https://doi.org/10.3390/su142316087>
- Martaleni, M. (2022). Flash sale and online impulse buying: Mediation effect of emotions. *Innovative Marketing*, 18(2), 49–59. [https://doi.org/10.21511/im.18\(2\).2022.05](https://doi.org/10.21511/im.18(2).2022.05)
- Mashilo, L. S. (2025). THE INFLUENCE OF HEDONIC SHOPPING MOTIVATION ON ONLINE IMPULSE BUYING BEHAVIOR IN THE FASHION INDUSTRY. *Innovative Marketing*, 21(1), 248–258. [https://doi.org/10.21511/im.21\(1\).2025.20](https://doi.org/10.21511/im.21(1).2025.20)
- Mattia, G. (2021). Online impulse buying and cognitive dissonance: Examining the effect of mood on consumer behaviour. In *Online Impulse Buying and Cognitive Dissonance Examining the Effect of Mood on Consumer Behaviour*. <https://doi.org/10.1007/978-3-030-65923-3>
- Mendini, M. (2025). Escaping loneliness through shopping: the role of materialism, impulse buying and escapism. *Journal of Consumer Marketing*, 42(3), 257–271. <https://doi.org/10.1108/JCM-12-2023-6481>
- Mian, T. S. (2024). Impulse Buying in E-Commerce: A Comprehensive Literature Review and Research Prospects. In *Lecture Notes in Networks and Systems* (Vol. 925, pp. 267–295). https://doi.org/10.1007/978-3-031-54019-6_26
- Milaković, I. K. (2023). Online impulse buying and cognitive appraisal theory: two countries comparison. *International Journal of Retail and Distribution Management*, 51(12), 1637–1655. <https://doi.org/10.1108/IJRDM-03-2023-0150>
- Mittal, M. (2023). Role of Online Shopping Websites in Consumer Satisfaction Based Statistical Analysis. In *Proceedings 2023 12th IEEE International Conference on Communication Systems and Network Technologies Csnt 2023* (pp. 945–949). <https://doi.org/10.1109/CSNT57126.2023.10134744>
- Murali, R. (2022). Effect of visual merchandising techniques on the impulsive buying behavior of apparel customers in the Tiruchirapalli city. In *Aip Conference Proceedings* (Vol. 2473). <https://doi.org/10.1063/5.0096815>
- Mutambik, I. (2024). Mapping the Impact of Consumer Online Service Experience on Online Impulse Buying Behaviour. *Journal of Global Information Management*, 32(1). <https://doi.org/10.4018/JGIM.347882>
- Naufal, N. P. Al. (2024). The Antecedent of Impulsive Buying Decisions Through Live Streaming Technology and Flash Sale in E-commerce. In *2024 6th International Conference on Cybernetics and Intelligent System Icoris 2024*. <https://doi.org/10.1109/ICORIS63540.2024.10903920>
- Nghia, H. T. (2022). A dual process on shopping well-being across shopping contexts: the role of shopping values and impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 34(3), 594–610. <https://doi.org/10.1108/APJML-09-2020-0668>
- Ngo, T. T. A. (2025). Key determinants of online impulse buying behavior: A study from TikTok Shop users in Vietnam. *Acta Psychologica*, 260. <https://doi.org/10.1016/j.actpsy.2025.105593>

- Ngo, T. T. A. (2025). Analyzing the role of customers' experiences and emotional responses in shaping Generation Z's impulse buying behavior on Shopee video platform. *Plos One*, 20(5). <https://doi.org/10.1371/journal.pone.0322866>
- Ngo, T. T. A. (2024). A comprehensive study on factors influencing online impulse buying behavior: Evidence from Shopee video platform. *Heliyon*, 10(15). <https://doi.org/10.1016/j.heliyon.2024.e35743>
- Nguyen, H. G. (2025). Revisiting the Relationship Between Source Credibility and Impulsive Buying in Livestreaming Commerce: A Serial Mediation and Moderated Model. In *Lecture Notes in Networks and Systems* (Vol. 1205, pp. 1004–1015). https://doi.org/10.1007/978-3-031-80943-9_104
- Nguyen, T. D. X. (2026). Demystifying how emotional and cognitive resonance to AI-driven content consistency sparks customer engagement and impulse buying in short-video E-commerce. *Journal of Retailing and Consumer Services*, 89. <https://doi.org/10.1016/j.jretconser.2025.104646>
- Nguyen, T. S. (2024). The impact of online reviews and eWOM on impulse buying tendency: a study of Vietnamese Gen Z consumers. *Journal for International Business and Entrepreneurship Development*, 16(1), 117–141. <https://doi.org/10.1504/JIBED.2024.139129>
- Nguyen-Viet, B. (2024). Human–Human Interactions' Influence on Impulse-Buying Intention in Live Commerce: The Roles of Guanxi, co-Viewer Trust, and Gamification. *Journal of Promotion Management*, 30(7), 1057–1086. <https://doi.org/10.1080/10496491.2024.2347216>
- Nicholas, J. (2023). The Effect of Paylater Payment Method on Impulsive Buying of E-Commerce Users in Indonesia. In *2023 International Conference on Digital Applications Transformation and Economy Icdte 2023*. <https://doi.org/10.1109/ICDATE58146.2023.10248527>
- Ooi, M. Y. (2025). From Chat to Cart: How AI Boosts Online Impulse Buying. *Journal of Computer Information Systems*. <https://doi.org/10.1080/08874417.2025.2576214>
- Pacheco, D. C. (2021). Online Impulse Buying – Integrative Review of Social Factors and Marketing Stimuli. In *Communications in Computer and Information Science* (Vol. 1485, pp. 629–640). https://doi.org/10.1007/978-3-030-90241-4_48
- Pei, Y. (2025). Intergenerational Differences in Impulse Purchasing in Live E-Commerce: A Multi-Dimensional Mechanism of the ASEAN Cross-Border Market. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4). <https://doi.org/10.3390/jtaer20040268>
- Pham, A. D. (2025). How do live-stream channels shape impulse buying behaviour? Empirical research on Vietnamese youth. *Asia Pacific Business Review*, 31(4), 567–592. <https://doi.org/10.1080/13602381.2023.2265320>
- Pham, A. D. (2024). Young consumers' impulse buying tendency on social media: an empirical analysis in Vietnam in light of the LST theoretical perspective. *Young Consumers*, 27(2), 185–206. <https://doi.org/10.1108/YC-07-2023-1785>
- Phan, D. H. (2024). Dataset on Vietnamese students' impulse buying behavior on TikTok shop. In *Data in Brief* (Vol. 57). <https://doi.org/10.1016/j.dib.2024.111047>
- Phan, Q. P. T. (2022). How Social Commerce Characteristics Influence Consumers' Online Impulsive Buying Behavior in Emerging Markets. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 177–193). <https://doi.org/10.4018/9781668462874.ch012>
- Phan, T. T. C. (2025). Does Impulsive Buying Lead to Compulsive Buying in Metaverse? A Dual-Stage Predictive-Analytics SEM-ANN Analysis. The Empirical Study from

- Vietnam. *Thailand and the World Economy*, 43(2), 44–66. <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=105006694338&origin=inward>
- Phan, V. D. V. (2023). Exploring the effect of cognitive factors and e-social interactions on the green purchase intention: evidence from a transitional economy. *Young Consumers*, 24(6), 767–785. <https://doi.org/10.1108/YC-11-2022-1629>
- Prawira, M. H. (2024). Analysis of the Impact of Paylater Payment Method on Online Shopping Impulsivity in Indonesia. In *2024 Asu International Conference in Emerging Technologies for Sustainability and Intelligent Systems Icetsis 2024* (pp. 1650–1655). <https://doi.org/10.1109/ICETIS61505.2024.10459410>
- PRAWIRA, N. A. (2021). Antecedents of Online Impulse Buying Behavior: An Empirical Study in Indonesia. *Journal of Asian Finance Economics and Business*, 8(2), 533–543. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0533>
- Radaev, V. V. (2024). Nonstandard consumption forms: A comparative analysis. *Voprosy Ekonomiki*, 2024(3), 43–72. <https://doi.org/10.32609/0042-8736-2024-3-43-72>
- Rajagopal. (2022). Impact of retailing technology during business shutdown. *Marketing Intelligence and Planning*, 40(4), 441–459. <https://doi.org/10.1108/MIP-08-2021-0255>
- Rajput, A. (2024). From Clicks to Carts: Investigating Impulse Buying in Influencer Live-Streaming. In *2024 Asu International Conference in Emerging Technologies for Sustainability and Intelligent Systems Icetsis 2024* (pp. 669–675). <https://doi.org/10.1109/ICETIS61505.2024.10459535>
- Ramadan, Z. (2021). Fooled in the relationship: How Amazon Prime members’ sense of self-control counter-intuitively reinforces impulsive buying behavior. *Journal of Consumer Behaviour*, 20(6), 1497–1507. <https://doi.org/10.1002/cb.1960>
- Rani, N. M. (2023). A STUDY ON IMPULSIVE BUYING BEHAVIOUR IN ONLINE SHOPPING. In *International Journal of Professional Business Review* (Vol. 8, Issue 3). <https://doi.org/10.26668/businessreview/2023.v8i3.1237>
- Rashid, N. (2025). Mitigating The Impact of Purchase Uncertainty on Reverse Supply Chain Through Impulsive Consumer Buying with Moderation of Lenient Return Policies. *Cleaner Logistics and Supply Chain*, 14. <https://doi.org/10.1016/j.clscn.2025.100207>
- Roy, B. (2024). Role of Artificial Intelligence in Influencing Impulsive Buying Behaviour. In *Tqcebt 2024 2nd IEEE International Conference on Trends in Quantum Computing and Emerging Business Technologies 2024*. <https://doi.org/10.1109/TQCEBT59414.2024.10545278>
- Saad, S. Ben. (2023). Towards better interaction between salespeople and consumers: the role of virtual recommendation agent. *European Journal of Marketing*, 57(3), 858–903. <https://doi.org/10.1108/EJM-11-2021-0892>
- Sai, F. (2023). An Empirical Study of Impulse Purchase in E-commerce Live Streaming from The E-commerce Marketing Mix Perspective. In *Proceedings of the International Conference on Electronic Business Iceb* (Vol. 23, pp. 25–35). <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85181399200&origin=inward>
- Samaddar, K. (2024). Online counterfeit purchase behaviour: moderating effect of perceived anonymity and moral disengagement. *Young Consumers*, 25(1), 84–108. <https://doi.org/10.1108/YC-10-2022-1621>
- Sarah, F. H. (2021). Examining the Influence of Atmospheric Cues on Online Impulse Buying Behavior across Product Categories: Insights from an Emerging E-Market. *Journal of Internet Commerce*, 20(1), 25–45. <https://doi.org/10.1080/15332861.2020.1836593>

- Schnack, A. (2021). Investigating the impact of shopper personality on behaviour in immersive Virtual Reality store environments. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102581>
- Shahzad, K. (2024). The Role of Blockchain Technology in Enhancing Consumers' Impulsive Buying Behavior. *International Journal of Consumer Studies*, 48(6). <https://doi.org/10.1111/ijcs.13092>
- Shi, R. (2024). The Effects of Live Streamer's Facial Attractiveness and Product Type on Consumer Purchase Intention: An Exploratory Study with Eye Tracking Technology. *Behavioral Sciences*, 14(5). <https://doi.org/10.3390/bs14050375>
- Shi, W. (2025). How anchor characteristics affect consumers' impulsive buying behavior in the context of live streaming of agricultural products. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2025-0427>
- Shi, W. (2025). The influence of atmospheric cues and social presence on consumers' impulse buying behaviors in e-commerce live streaming. *Electronic Commerce Research*, 25(4), 3325–3353. <https://doi.org/10.1007/s10660-023-09793-3>
- Shiu, J. Y. (2023). Impulse control during the online shopping frenzy in China: the role of consumer inertia. *Humanities and Social Sciences Communications*, 10(1). <https://doi.org/10.1057/s41599-023-02204-w>
- Sholihah, D. R. (2025). Understanding how intrinsic motivation influences female modest fashion online impulse buying: the mediating role of trust and attitude. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2024-0332>
- Silalahi, A. D. K. (2025). How does time pressure shape impulsive buying behavior? Hedonic vs. utilitarian values emerges as a key driver on E-commerce platforms. *Digital Business*, 5(2). <https://doi.org/10.1016/j.digbus.2025.100138>
- Simanjuntak, M. (2023). Factors Influencing Impulse Buying Behavior on Live Streaming E-Commerce Platforms. In *2023 International Seminar on Application for Technology of Information and Communication Smart Technology Based on Industry 4 0 A New Way of Recovery from Global Pandemic and Global Economic Crisis Isemantic 2023* (pp. 40–45). <https://doi.org/10.1109/iSemantic59612.2023.10295335>
- Sin, R. (2025). Dark patterns in online shopping: do they work and can nudges help mitigate impulse buying? *Behavioural Public Policy*, 9(1), 61–87. <https://doi.org/10.1017/bpp.2022.11>
- Son, J. (2024). Why Do We Continue to Impulse Buy When Watching Live Stream Commerce? *Journal of Distribution Science*, 22(11), 121–129. <https://doi.org/10.15722/jds.22.11.202411.121>
- Sun, B. (2023). Relationship between time pressure and consumers' impulsive buying—Role of perceived value and emotions. *Heliyon*, 9(12). <https://doi.org/10.1016/j.heliyon.2023.e23185>
- Sun, K. (2021). An empirical analysis of consumer impulse purchases. In *Proceedings of the International Conference on Electronic Business Iceb* (Vol. 21, pp. 65–72). <https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85125362078&origin=inward>
- Surjandy. (2023). The Influences of Service Quality, E-Trust, and Perceived Risk Factors on Utilitarianism and Hedonism in PayLater Use. In *Proceedings 2023 IEEE 7th International Conference on Information Technology Information Systems and Electrical Engineering Icitisee 2023* (pp. 36–41). <https://doi.org/10.1109/ICITISEE58992.2023.10404720>
- Surya, W. (2025). Recipe to Improve Impulsive Buying Behavior through Social Presence and Telepresence on the Tiktok Livestreaming Platform. *Review of Integrative Business*

- and Economics Research*, 14(1), 109–123.
<https://www.scopus.com/inward/record.uri?partnerID=HzOxMe3b&scp=85214840661&origin=inward>
- Suyanto, A. (2023). Analysis of The Effect of Impulsive Purchase and Service Quality on Customer Satisfaction and Loyalty in Beauty E-Commerce. *Quality Access to Success*, 24(194), 18–23. <https://doi.org/10.47750/QAS/24.194.03>
- Tajdini, S. (2022). Developing a multi-dimensional product evaluation scale. *Psychology and Marketing*, 39(2), 271–293. <https://doi.org/10.1002/mar.21594>
- Tan, L. (2023). How to motivate consumers' impulse buying and repeat buying? The role of marketing stimuli, situational factors and personality. *Current Psychology*, 42(36), 32524–32539. <https://doi.org/10.1007/s12144-022-04230-4>
- Tan, T. L. (2024). Enhancing Repurchase Intention on Digital Platforms Based on Shopping Well-Being Through Shopping Value, Trust and Impulsive Buying. *Sage Open*, 14(3). <https://doi.org/10.1177/21582440241278454>
- Tang, T. (2025). What makes impulsive buying in tourism live streaming e-commerce? *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667251317735>
- Tomar, R. S. (2023). Exploring the Mediating Role of Social Media Marketing Between Ease of Technology and Online Impulse Buying Using R. In *2023 4th International Conference on Computation Automation and Knowledge Management Iccakm 2023*. <https://doi.org/10.1109/ICCAKM58659.2023.10449501>
- Tran, V. D. (2022). Consumer impulse buying behavior: the role of confidence as moderating effect. *Heliyon*, 8(6). <https://doi.org/10.1016/j.heliyon.2022.e09672>
- Tsao, C. C. (2023). The Influence of a Robot Recommender System on Impulse Buying Tendency. In *ACM IEEE International Conference on Human Robot Interaction* (pp. 672–676). <https://doi.org/10.1145/3568294.3580171>
- Venkatesh, V. (2022). Why do people shop online? A comprehensive framework of consumers' online shopping intentions and behaviors. *Information Technology and People*, 35(5), 1590–1620. <https://doi.org/10.1108/ITP-12-2020-0867>
- Victoria, C. (2021). The Effect of Sales Promotion, Self-Control, and Hedonism on Impulsive Buying in E-Commerce Platform during the Covid-19 Pandemic. In *Proceedings 3rd International Conference on Informatics Multimedia Cyber and Information System Icimcis 2021* (pp. 330–336). <https://doi.org/10.1109/ICIMCIS53775.2021.9699319>
- Vihari, N. S. (2022). Effect of mindfulness on online impulse buying: Moderated mediation model of problematic internet use and emotional intelligence. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1012331>
- Wang, C. (2025). Streamer interaction and consumer impulsive buying in live-stream commerce: the mediating roles of trust and emotional arousal with anticipated regret as boundary condition. *Frontiers in Communication*, 10. <https://doi.org/10.3389/fcomm.2025.1547639>
- Wang, C. (2025). Interaction orientation and impulse buying in live streaming: moderated by streamer expertise and attractiveness. *Current Psychology*, 44(18), 14914–14931. <https://doi.org/10.1007/s12144-025-08163-6>
- Wang, L. (2024). Encountering Product Information: How Flashes of Insight Improve Your Decisions on E-Commerce Platforms. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(3), 2180–2197. <https://doi.org/10.3390/jtaer19030106>
- Wang, P. (2023). Long-term orientation to impulsive buying behavior: A mediation model examining demographic factors differences. *Current Psychology*, 42(33), 28900–28910. <https://doi.org/10.1007/s12144-022-03935-w>

- Wang, P. (2022). Online impulse buying behavior and marketing optimization guided by entrepreneurial psychology under COVID-19. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.939786>
- Wen, J. (2025). Emotional Resonance and Buying Behavior in Live Streaming: A Study on KOL Influence and the Mediation of Purchase Intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2). <https://doi.org/10.3390/jtaer20020108>
- Widagdo, B. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *Journal of Asian Finance Economics and Business*, 8(1), 395–405. <https://doi.org/10.13106/jafeb.2021.vol8.no1.395>
- Widiatmo, G. (2024). The Future of E-commerce: Creating Immersive Experiences in Live Streaming Commerce to Drive Consumers' Impulse Buying. In *2024 21st International Conference on Electrical Engineering Electronics Computer Telecommunications and Information Technology Ecti Con 2024*. <https://doi.org/10.1109/ECTI-CON60892.2024.10594963>
- Widjaja, A. (2026). Distinguishing the Effects of a Social Presence on Impulsive Buying Behavior Based on live-Streaming Shopping Platforms. *Journal of Organizational Computing and Electronic Commerce*, 36(1), 31–61. <https://doi.org/10.1080/10919392.2025.2529068>
- Xia, Y. X. (2024). How social and media cues induce live streaming impulse buying? SOR model perspective. *Frontiers in Psychology*, 15. <https://doi.org/10.3389/fpsyg.2024.1379992>
- Xin, M. (2025). Exploring the Effect of Live Streaming Atmospheric Cues on Consumer Impulse Buying: A Flow Experience Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2). <https://doi.org/10.3390/jtaer20020149>
- Xin, M. (2024). Live streaming product display or social interaction: How do they influence consumer intention and behavior? A heuristic-systematic perspective. *Electronic Commerce Research and Applications*, 67. <https://doi.org/10.1016/j.elerap.2024.101437>
- Yan, M. (2023). An empirical investigation of the impact of influencer live-streaming ads in e-commerce platforms on consumers' buying impulse. *Internet Research*, 33(4), 1633–1663. <https://doi.org/10.1108/INTR-11-2020-0625>
- Yang, J. (2022). Effects of Interface Design and Live Atmosphere on Consumers' Impulse-Buying Behaviour from the Perspective of Human– Computer Interaction. *Sustainability Switzerland*, 14(12). <https://doi.org/10.3390/su14127110>
- Yi, S. (2025). An exploratory study of daily deal sites and its impact on consumers' impulse buying behavior–application of the technology acceptance model. *Journal of Foodservice Business Research*, 28(3), 672–695. <https://doi.org/10.1080/15378020.2023.2259783>
- Yu, L. (2025). A study on the mechanism of live streamer's behavior characteristics affecting consumers' impulsive buying: The role of perceived value and social identity. *Acta Psychologica*, 255. <https://doi.org/10.1016/j.actpsy.2025.104950>
- Yu, T. (2025). How do virtual influencers drive impulsive buying behaviour in e-commerce live streaming: the effects of parasocial relationship and influencer-product fit. *Behaviour and Information Technology*. <https://doi.org/10.1080/0144929X.2025.2551579>
- Yuniarty. (2025). The Influence of Perceived E-Commerce Host Attributes, Scarcity, Immersion, and Enjoyment on Involvement and Impulse Purchase Behavior of Local Skincare Products. In *2025 IEEE International Conference on Interdisciplinary*

- Approaches in Technology and Management for Social Innovation Iatmsi* 2025.
<https://doi.org/10.1109/IATMSI64286.2025.10985458>
- Zhang, L. (2021). Gamification and online impulse buying: The moderating effect of gender and age. *International Journal of Information Management*, 61.
<https://doi.org/10.1016/j.ijinfomgt.2020.102267>
- Zhang, M. (2022). Consumers' Impulsive Buying Behavior in Online Shopping Based on the Influence of Social Presence. *Computational Intelligence and Neuroscience*, 2022.
<https://doi.org/10.1155/2022/6794729>
- Zhang, X. (2025). FOMO, Social Validation and Impulse Buying in Live Streaming E-Commerce. *Journal of Ecohumanism*, 4(1), 4049–4063.
<https://doi.org/10.62754/joe.v4i1.6278>
- Zhang, X. (2024). The impact of social exclusion on impulsive buying behaviour of consumers on online platforms: Samples from China. *Heliyon*, 10(1).
<https://doi.org/10.1016/j.heliyon.2023.e23319>
- Zhang, Y. (2024). Understanding impulse buying in short video live E-commerce: The perspective of consumer vulnerability and product type. *Journal of Retailing and Consumer Services*, 79. <https://doi.org/10.1016/j.jretconser.2024.103853>
- Zhang, Z. (2022). The Influencing Factors on Impulse Buying Behavior of Consumers under the Mode of Hunger Marketing in Live Commerce. *Sustainability Switzerland*, 14(4).
<https://doi.org/10.3390/su14042122>
- Zhao, Y. (2022). A Meta-Analysis of Online Impulsive Buying and the Moderating Effect of Economic Development Level. *Information Systems Frontiers*, 24(5), 1667–1688.
<https://doi.org/10.1007/s10796-021-10170-4>