

Impulse Buying in the Digital Economy: A Systematic Literature Review of Consumer Behavior and Marketing Factors

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ABSTRACT

The development of digital technology has significantly changed consumer purchasing behavior and expanded the opportunities for impulse buying. This study aims to identify and synthesize factors associated with impulse buying in the digital economy based on studies published between the last five years. A systematic literature review was employed to examine previous research concerning psychological factors, shopping environments, marketing stimuli, social commerce, digital payment systems, and live-stream commerce. The findings indicate that impulse buying is influenced by the interaction between internal consumer factors and external shopping stimuli. Hedonic shopping value, shopping motivation, and positive emotions represent important psychological factors, while store atmosphere, visual merchandising, price discounts, personalized advertising, website quality, and promotional activities represent important external stimuli. Digital developments further introduce social identification, social media interactions, mobile payment, FOMO, and scarcity-related features as factors that can facilitate spontaneous purchasing decisions. Overall, impulse buying in the digital economy results from the interaction of consumer psychology, marketing strategies, social influences, and technological convenience within increasingly accessible digital shopping environments.

Keywords: *Digital Economy, Impulse Buying, Marketing Stimuli, Psychological Factors, Social Commerce.*

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ARTICLE HISTORY

Received : January 23, 2026
Final Revised : May 20, 2026
Accepted : June 15, 2026
Published : June 30, 2026

1. | INTRODUCTION

The development of digital technology has brought significant changes to consumer behavior and purchasing patterns. Consumers no longer rely solely on physical stores but increasingly use e-commerce, social commerce, mobile commerce, and live-stream commerce to fulfill their consumption needs. These developments have made information search, product interaction, promotional activities, and payment processes faster and more convenient. At the same time, the increasingly accessible shopping environment has created greater opportunities for consumers to make purchases without prior planning. Redine et al. (2023) explain that research on impulse buying has continued to develop alongside changes in the retail environment and the emergence of various online purchasing channels. The development of e-commerce has also demonstrated that the shopping experience and customer satisfaction are associated with consumers' tendency to engage in impulse buying (Goel et al., 2022).

Impulse buying refers to a purchasing behavior characterized by spontaneity and the absence of careful prior planning. Such behavior may arise from environmental stimuli, consumers' emotional conditions, and various marketing stimuli encountered during the shopping process. In physical retail environments, store atmosphere can create a shopping situation that encourages spontaneous purchases. Angelita and Rachmi (2021) found that store atmosphere and product variety are associated with impulse buying, while Rusdianto and Aprilia (2023) identified price discounts, in-store displays, and store atmosphere as factors related to impulse buying among retail consumers. These findings indicate that impulse buying is not determined solely by consumers' needs but can also be influenced by stimuli encountered during the shopping process.

Psychological factors also play an important role in explaining impulse buying. Hedonic shopping value reflects the pleasure and enjoyment consumers obtain from shopping activities. Badri et al. (2023) and Iskandar et al. (2022) found a relationship between hedonic shopping value, shopping lifestyle, and impulse buying. Coelho et al. (2023) further demonstrated the relevance of hedonic shopping motivation in explaining impulse buying behavior. In addition, positive emotions can strengthen the relationship between shopping environments and impulse buying. Agustiadi et al. (2023) examined the role of positive emotion in the relationship between store atmosphere, visual merchandising, and impulsive buying, while Devi and Nurcaya (2020) examined positive emotion as a mediator between store atmosphere and impulse buying. These findings suggest that consumers' shopping experiences and emotional conditions are important elements in understanding spontaneous purchasing behavior.

The transition toward a digital economy has further expanded the factors associated with impulse buying. Social commerce enables consumers to interact with sellers and other users, receive personalized advertising, obtain product information, and complete purchases within an integrated digital environment. Lina and Ahluwalia (2021) highlighted the role of flow experience in impulse buying within social commerce

through personalized advertising. Nasution et al. (2022) also examined the impact of social commerce on impulse buying behavior among Generation Z. Furthermore, interactions with social media celebrities and social identification can influence consumers' impulse buying behavior in social commerce (Zafar et al., 2021; Chen et al., 2021). Website quality also represents an important aspect of the digital shopping experience that may influence impulse buying behavior in social commerce (Liu & Kian, 2021).

The development of digital payment systems has also changed the purchasing process by making transactions easier and reducing barriers at the payment stage. Abubakari et al. (2023) discussed the relationship between mobile payment systems and impulsive buying, while Djamhari et al. (2024) examined sales promotion, FOMO, and digital payment methods as important factors in understanding impulsive buying in the digital age. At the same time, live-stream commerce has introduced a new form of shopping experience in which viewing frequency, anticipated emotions, and scarcity-related purchase decisions can influence consumers' impulse buying tendencies (Qu et al., 2023).

Although previous studies have provided considerable evidence regarding impulse buying, the findings remain distributed across different factors and consumption contexts, including store atmosphere, psychological factors, promotional strategies, social commerce, and digital payment systems. This condition indicates the need for a more integrated examination of previous findings to understand the development of impulse buying within the digital economy. Therefore, this study aims to identify and synthesize factors associated with impulse buying based on studies published between 2020 and 2025, particularly those related to psychological factors, marketing stimuli, and digital technology. Through a systematic literature review, this study is expected to provide a broader understanding of changes in consumer behavior and the development of impulse buying in the contemporary digital economy.

2. | LITERATURE REVIEW

Impulse Buying and Consumer Psychological Factors

Impulse buying is generally understood as an unplanned and spontaneous purchasing behavior that occurs when consumers experience a strong urge to purchase after being exposed to a particular stimulus. Unlike planned purchasing, impulse buying is closely associated with emotional responses, enjoyment, and hedonic motives. Redine et al. (2023) explain that impulse buying research has developed across both traditional retail and online environments, with consumer-related, marketing, store-related, and social factors identified as important antecedents. In the retail context, store atmosphere can influence consumers' emotional responses and encourage impulse buying (Devi & Nurcaya, 2020; Angelita & Rachmi, 2021). Positive emotions generated during shopping can strengthen consumers' tendency to make spontaneous purchasing decisions (Agustiadi et al., 2023).

Hedonic shopping is another important factor in explaining impulse buying. Consumers may engage in shopping not only to fulfill functional needs but also to obtain pleasure and enjoyment. Badri et al. (2023) and Iskandar et al. (2022) found that hedonic shopping value and shopping lifestyle are associated with impulse buying. Similar findings are reflected in research on hedonic shopping motivation, which demonstrates its important role in explaining consumers' impulse purchasing behavior (Coelho et al., 2023). Thus, impulse buying can be understood as a behavior influenced by the interaction between external shopping stimuli and internal psychological conditions.

Digital Commerce, Marketing Stimuli, and Impulse Buying

The development of digital commerce has expanded the environment in which impulse buying occurs. Social commerce, mobile commerce, and other digital channels allow consumers to interact with products, sellers, and other users while completing transactions within the same environment. Redine et al. (2023) emphasize that the transition from traditional retail to online channels has made impulse buying research increasingly diverse. In social commerce, personalized advertising and flow experience can encourage consumers to make impulsive purchases (Lina & Ahluwalia, 2021). Social interactions also contribute to impulse buying, particularly through social media celebrities and social identification (Zafar et al., 2021; Chen et al., 2021). Website quality represents another digital stimulus that can affect consumers' purchasing behavior in social commerce (Liu & Kian, 2021).

Marketing and payment mechanisms further strengthen this digital shopping environment. Price discounts, in-store displays, and store atmosphere can stimulate impulse buying in retail settings (Rusdianto & Aprilia, 2023), while social commerce has also been associated with impulse buying among younger consumers (Nasution et al., 2022). Mobile payment systems can facilitate impulsive purchases by making transactions more convenient (Abubakari et al., 2023). In addition, sales promotion, FOMO, and digital payment methods have been identified as relevant factors in impulse buying in the digital age (Djamhari et al., 2024). Live-stream commerce adds another dimension through viewing frequency, anticipated emotions, and scarcity-related purchase decisions (Qu et al., 2023).

3. | RESEARCH METHOD

This study employed a systematic literature review (SLR) to identify, review, and synthesize previous studies related to impulse buying in the context of the digital economy. The use of the SLR method was considered appropriate because the findings of previous studies on impulse buying are distributed across various research contexts and examine different factors, including psychological factors, shopping environments, marketing stimuli, social commerce, digital payment, and live-stream commerce. Therefore, a systematic review was used to organize and integrate the available findings in order to provide a broader understanding of the factors associated with impulse buying. The review focused on studies published between 2020 and 2025. This

publication period was selected to reflect the development of consumer behavior and purchasing activities during the recent growth of digital commerce and technology-based shopping platforms.

The literature search was conducted by identifying relevant scientific publications related to impulse buying. The search process used keywords associated with the main topic of this study, including “impulse buying,” “impulsive buying,” “digital economy,” “e-commerce,” “social commerce,” “digital payment,” “mobile payment,” “hedonic shopping,” “positive emotion,” “store atmosphere,” and “live-stream commerce.” The selected studies were then reviewed based on their relevance to the purpose of the study. Publications were included when they discussed factors influencing impulse buying, examined consumer behavior in physical or digital shopping environments, or provided findings related to psychological, social, technological, and marketing factors associated with spontaneous purchasing behavior. Studies that were not directly related to impulse buying or did not provide sufficient relevance to consumer purchasing behavior were excluded from the review.

After the relevant studies were identified, the selected literature was examined systematically by reviewing the main focus, research context, variables, and findings of each study. The analysis emphasized similarities and differences among previous findings to identify the main factors associated with impulse buying. The selected studies were grouped into several general areas, namely consumer psychological factors, shopping and marketing stimuli, social and digital interaction, payment convenience, and the development of digital commerce environments. This grouping process enabled the findings from studies conducted in different contexts to be examined in an integrated manner. Particular attention was also given to the relationship between external stimuli, such as promotions, store atmosphere, website quality, and digital payment systems, and internal consumer factors, such as hedonic motivation, positive emotion, and shopping experience.

The final stage of the review involved synthesizing the findings of the selected studies. The synthesis was conducted descriptively by comparing the contribution of each study and identifying patterns in the factors associated with impulse buying. The results were not analyzed statistically because the reviewed studies differed in terms of research setting, variables, respondents, and analytical approaches. Instead, the findings were interpreted through a qualitative synthesis to explain how traditional shopping factors and developments in digital technology jointly contribute to contemporary impulse buying behavior. Through this systematic process, the study provides an organized overview of previous research and identifies the major factors that explain the development of impulse buying in the digital economy.

4. | RESULTS

The results of the literature review show that impulse buying in the digital economy is influenced by the interaction of consumer psychological factors, shopping environments, marketing stimuli, social interactions, and technological developments.

The reviewed studies indicate that impulse buying does not occur solely because consumers have an immediate need for a product. Instead, spontaneous purchasing behavior can emerge when consumers are exposed to stimuli that create interest, pleasure, emotional responses, convenience, or a strong desire to complete a purchase. The findings also demonstrate that the development of digital commerce has expanded the context of impulse buying from conventional retail environments to e-commerce, social commerce, mobile commerce, and live-stream commerce. This development has made the factors associated with impulse buying increasingly diverse (Redine et al., 2023; Goel et al., 2022).

One important finding concerns the role of the shopping environment. In conventional retail settings, store atmosphere is consistently associated with consumers' impulse buying behavior. A comfortable and attractive shopping environment can create a more positive consumer experience and increase the possibility of spontaneous purchasing. Angelita and Rachmi (2021) found that store atmosphere and product variety were associated with impulse buying. Similar findings were reported by Devi and Nurcaya (2020), who showed that positive emotion played a mediating role in the relationship between store atmosphere and impulse buying. The findings of Isnaini and Rahmidani (2021) also demonstrate the importance of store atmosphere and price discounts, particularly through the role of positive emotion. Furthermore, Agustiadi et al. (2023) found that store atmosphere and visual merchandising could increase impulse buying through positive emotion. Rusdianto and Aprilia (2023) similarly identified price discounts, in-store displays, and store atmosphere as factors associated with impulse buying. These findings indicate that environmental stimuli remain important in encouraging unplanned purchasing behavior.

The results also show that consumer psychological factors have a strong relationship with impulse buying. Shopping activities are not always based on functional needs because consumers may also seek pleasure, enjoyment, and emotional satisfaction. In this context, hedonic shopping value becomes an important factor in explaining why consumers make spontaneous purchases. Badri et al. (2023) found that hedonic shopping value and shopping lifestyle were associated with impulse buying. Iskandar et al. (2022) reported similar findings, showing the relevance of hedonic shopping value and shopping lifestyle to consumers' impulse buying behavior. Pranggabayu and Andjarwati (2022) also identified the role of hedonic shopping motivation in relation to store atmosphere and impulse buying. At a broader level, Coelho et al. (2023) demonstrated that hedonic shopping motivations play a mediating role in the relationship between personal values and impulse buying. These findings suggest that the pleasure obtained during shopping can increase consumers' willingness to make purchases without extensive prior planning.

Positive emotion represents another important finding from the reviewed literature. The results indicate that external stimuli do not necessarily lead directly to impulse

buying but can influence consumers' emotional conditions during the shopping process. Positive feelings generated by the shopping environment may increase consumers' interest in products and strengthen their spontaneous purchasing tendencies. Devi and Nurcaya (2020) found that positive emotion mediated the effect of store atmosphere on impulse buying, while Agustiadi et al. (2023) reported a similar role of positive emotion in the relationship between store atmosphere, visual merchandising, and impulsive buying. The findings of Isnaini and Rahmidani (2021) further support the importance of positive emotion as an intervening factor in explaining the influence of shopping stimuli on impulse buying. Therefore, the reviewed studies show that emotional responses form an important link between the shopping environment and consumer purchasing decisions.

In the context of digital commerce, the results demonstrate that technological development has created new environments in which impulse buying can occur. Digital platforms allow consumers to search for products, receive information, interact with sellers and other users, and complete transactions within an integrated environment. Redine et al. (2023) show that the development of impulse buying research has increasingly included online and technology-based shopping contexts. Goel et al. (2022) also demonstrate the relevance of the e-commerce environment in explaining consumers' e-impulse buying tendencies and their shopping experiences. These findings indicate that the digital economy does not replace the basic mechanisms of impulse buying but provides new forms of stimuli and purchasing opportunities.

Social commerce is one of the digital contexts that shows a significant relationship with impulse buying. The integration of social interaction and purchasing activities enables consumers to receive product-related information while simultaneously being exposed to social influences and marketing content. Lina and Ahluwalia (2021) found that flow experience in personalized advertising was associated with customers' impulse buying in social commerce. Chen et al. (2021) also examined impulse buying in Facebook B2C social commerce, showing the relevance of the social media environment in consumer purchasing behavior. Social identification represents another factor that can influence impulse buying, particularly in mobile social commerce. Chen et al. (2021) demonstrated the role of social identification in impulse buying across different cultural contexts. In addition, Zafar et al. (2021) found that social media celebrities' posts and contextual interactions could influence impulse buying in social commerce. These results show that digital purchasing behavior is influenced not only by product-related information but also by consumers' interactions with other individuals and social content.

The quality of digital platforms also appears as an important factor. Consumers interact with websites and applications during the process of searching for information, evaluating products, and completing purchases. Therefore, the quality of the digital shopping environment can influence the overall consumer experience. Liu and Kian (2021) identified website quality as a factor associated with impulse buying behavior

in social commerce. A digital environment that supports easy access to information and interaction may provide greater opportunities for consumers to make spontaneous purchasing decisions. This finding is consistent with the broader development of online shopping, where purchasing activities can be completed without the physical and time limitations commonly found in conventional retail environments.

The literature also identifies digital payment as an important factor associated with impulse buying. The availability of mobile and digital payment systems has simplified the transaction process and reduced barriers at the final stage of purchasing. Abubakari et al. (2023) discussed the relationship between mobile payment systems and impulsive buying, highlighting the importance of payment technology in facilitating purchasing behavior. Djamhari et al. (2024) further identified digital payment methods together with sales promotion and FOMO as relevant factors in understanding impulsive buying in the digital age. These findings suggest that payment convenience can support the transition from purchase intention to actual purchasing behavior because consumers can complete transactions more quickly within digital platforms.

Marketing stimuli remain relevant in both conventional and digital shopping environments. Price discounts and promotional activities can create additional incentives for consumers to make immediate purchasing decisions. Rusdianto and Aprilia (2023) found that price discounts and in-store displays were associated with impulse buying, while Isnaini and Rahmidani (2021) also examined the role of price discounts in relation to positive emotion and impulse buying. In the digital context, Djamhari et al. (2024) demonstrated that sales promotion and FOMO are important in explaining impulsive buying. The results indicate that promotional strategies can create a sense of attractiveness and urgency that encourages consumers to make purchases without extensive consideration.

Another important result concerns the development of live-stream commerce. This shopping environment combines product presentation, consumer attention, interaction, and immediate purchasing opportunities. Qu et al. (2023) found that viewing frequency and anticipated emotions were associated with impulse buying tendency through scarcity-induced purchase decisions in live-stream commerce. This finding indicates that real-time shopping environments can create conditions that strengthen consumers' immediate responses to products and promotional messages. The presence of limited availability or scarcity-related information can further increase the tendency to make a quick purchasing decision.

The results show that impulse buying in the digital economy is shaped by the combination of internal and external factors. Internal factors include hedonic shopping value, shopping motivation, positive emotion, and consumers' experiences during shopping, whereas external factors include store atmosphere, visual merchandising, price discounts, personalized advertising, social interaction, website quality, digital payment, sales promotion, FOMO, and live-stream shopping features. The reviewed literature also demonstrates that factors found in conventional retail continue to be

relevant in digital environments, although they are expressed through different forms of technological interaction. Thus, the development of digital commerce has expanded the opportunities for impulse buying by providing consumers with continuous access to products, promotional information, social influences, and convenient payment mechanisms (Nasution et al., 2022; Redine et al., 2023).

5. | DISCUSSION

The findings indicate that impulse buying in the digital economy should be understood as a purchasing behavior resulting from the interaction between consumer-related factors and the changing shopping environment. The reviewed studies show that the basic characteristics of impulse buying, such as spontaneity and limited prior planning, remain relevant across both conventional and digital commerce. However, digital technology has expanded the sources of stimuli that consumers encounter during the purchasing process. This development is consistent with Redine et al. (2023), who showed that impulse buying research has developed across traditional and online retail contexts, involving consumer-related, marketing, store-related, and social factors.

The role of psychological factors is particularly important because consumers may make spontaneous purchases not only to fulfill functional needs but also to obtain pleasure and enjoyment. The findings regarding hedonic shopping value and shopping motivation indicate that positive shopping experiences can strengthen consumers' tendency to purchase spontaneously (Iskandar et al., 2022; Badri et al., 2023; Coelho et al., 2023). In addition, positive emotion appears to explain how external shopping stimuli can influence purchasing behavior. Store atmosphere and visual merchandising can create favorable emotional responses, which subsequently increase impulse buying tendencies (Devi & Nurcaya, 2020; Agustiadi et al., 2023). This suggests that the effect of external stimuli may become stronger when consumers experience enjoyment and positive emotions during the shopping process.

The findings also demonstrate that digital commerce has changed the way consumers receive and respond to shopping stimuli. Social commerce combines product information, social interaction, and purchasing activities within the same environment. Personalized advertising, flow experience, social identification, and interactions with social media celebrities can therefore become important factors associated with impulse buying (Lina & Ahluwalia, 2021; Chen et al., 2021; Zafar et al., 2021). In addition, website quality may support a more convenient shopping experience and create conditions that facilitate spontaneous purchasing decisions (Liu & Kian, 2021).

The convenience provided by digital technology also appears to strengthen the purchasing process. Mobile payment and other digital payment methods reduce barriers when consumers decide to complete a transaction, while sales promotion and FOMO can increase the urgency of purchasing decisions (Abubakari et al., 2023; Djamhari et al., 2024). Live-stream commerce further combines product exposure, consumer attention, anticipated emotions, and scarcity-related decisions in a real-time shopping

environment (Qu et al., 2023). Therefore, the development of the digital economy does not eliminate conventional determinants of impulse buying. Instead, it integrates psychological factors and traditional marketing stimuli with new forms of digital interaction, thereby creating more frequent and accessible opportunities for consumers to engage in impulse buying.

6. | CONCLUSION

This study concludes that impulse buying in the digital economy is influenced by the interaction between consumer psychological factors, shopping and marketing stimuli, social influences, and technological development. The findings show that hedonic shopping value, shopping motivation, and positive emotion are important internal factors that can encourage consumers to make spontaneous purchasing decisions. At the same time, external factors, including store atmosphere, visual merchandising, product displays, price discounts, and promotional activities, can create shopping conditions that increase consumers' tendency toward impulse buying. The development of digital commerce has further expanded the context of impulse buying. Social commerce, personalized advertising, social interaction, website quality, mobile payment, digital payment, and live-stream commerce provide consumers with easier access to products, information, and purchasing opportunities.

These digital developments also reduce barriers during the purchasing process and enable consumers to respond more quickly to promotional and social stimuli. Features such as sales promotions, FOMO, anticipated emotions, and scarcity-related purchasing decisions can further strengthen spontaneous buying tendencies. Impulse buying in the digital economy cannot be explained by a single factor. It represents the result of the interaction between consumers' internal conditions and external stimuli within increasingly accessible and technology-supported shopping environments. Therefore, understanding contemporary impulse buying requires attention to both traditional consumer behavior factors and the changing characteristics of digital commerce.

Acknowledgment

We gratefully acknowledge the contributions of individuals who supported the completion of this article.

Funding Information

This research did not receive any funding.

Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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