

Using Stimulus-Organism-Response Model To Synthesize Dynamics Of Online Impulsive Buying: A Systematic Literature Review

Dr. Rana Muhammad Shahid Yaqub (Corresponding Author)¹, Dr. Atteeq ur Rehman², Dr. Waqas Manzoor³, Sarmina Rustam⁴, Dr. Adnan Bashir⁵

Abstract:

Scholars from many fields are paying more and more attention to online impulsive purchases. However, much work hasn't been done to assess the state of the field and compile the results into a single body of literature. To fill this study gap, we systematically reviewed the literature on online impulse buying and classified the variables influencing online impulse buying using the Stimulus–Organism–Response (SOR) paradigm. We then build a conceptual framework and Prisma to explain the relationship between the elements that impact online impulse buying. Finally, we discussed future research directions and practical and theoretical implications for research. This review intends to illuminate the multifaceted nature of online impulsive buying through a systematic examination of the available literature. It offers valuable insights that can inform future research agendas and assist businesses and policymakers in developing more effective strategies to manage and harness this consumer behavior phenomenon.

Introduction

In the digital age, the advent of e-commerce and the widespread availability of internet access have transformed how consumers engage with the marketplace. One significant and evolving phenomenon in this digital landscape is impulsive buying, a behavior characterized by unplanned and often irrational online purchases. Online impulsive buying has become a subject of increasing interest among researchers, marketers, and policymakers, as it not only shapes consumer behavior but also has profound implications for businesses and individuals alike. Understanding the intricacies of online impulsive buying is essential for academic purposes and guiding practical interventions and marketing strategies in the digital era. This systematic literature review aims to provide a comprehensive overview of the existing research on online impulsive buying. By synthesizing the findings from a wide range of studies, we seek to explore the factors that trigger impulsive buying in online environments, the consequences of such

¹Assistant Professor, Department of Marketing and International Business, The Islamia University of Bahawalpur

²Lecturer, Department of Management Sciences, University of Gujrat

³Assistant Professor, Department of Management Sciences, University of Gujrat

⁴Postgraduate Research Scholar, Department of Marketing and international Business, The Islamia University of Bahawalpur

⁵Assistant Professor, Department of Management Sciences, University of Gujrat

behavior for consumers and businesses, and the strategies that can be employed to mitigate its adverse effects.

The phrase "impulsive purchasing behavior" describes consumers' various experiences before making a hasty purchase decision. Classifying consumer behavior patterns while shopping online as strategic or illogical is now possible. This kind of rational behavior puts one's head before one's heart while purchasing (Chan, 2016). However, not every unexpected purchase fits the definition of an impulsive purchase. An unanticipated purchase is made by a customer when they discover they require an item not on their initial shopping list but that they had forgotten they needed. This indicates that the urgent need often accompanying unplanned purchases is only sometimes evident (Muruganatham, 2013).

You may utilize social media to promote your company as well as yourself. Social media allows businesses and NGOs to build relationships with their audiences and expand their online presence. You should use social media marketing to advertise your brand and spread the word to as many people as possible. Several thriving companies are revolutionizing the methods by which consumers research, explore, and learn. With careful planning and consideration of their target audience, businesses may strategically release advertisements on social media platforms. Advertisements on social media also tend to have a high return on investment (Orús, 2017).

Without any thought or preparation, you made a purchase and felt terrible about it. One's immediate environment may significantly affect whether or not one makes an impulsive purchase, particularly on one's impression of the product's usefulness and satisfaction (Louis Yi-Shih Lo, 2016). Consumers are more inclined to purchase on the spur of the moment if they have a positive impression of the product's worth. According to (Arne Floh, 2013) When buying on the spur of the moment, customers often make complicated decisions based on simply hedonic considerations.

Customers who act this way are more likely to make hasty decisions without thoroughly examining the available alternatives. (Umair Akram, 2017) emphasized that impulsive purchasing is founded on the consumer decision-making theory, which looks at spontaneous purchases from an emotional perspective. It is a reality that customers' purchase choices are influenced by a broad range of participating emotions, as proposed by this theory. Moreover (Ceyda Aysuna Turkyilmaz, 2014) argued that people's strong emotional responses, rather than their logical thinking, are responsible for their tendency to make impulsive purchases. Customers' pre-purchase emotions don't always predict their post-purchase emotions, which might lead to unexpected overspending due to feelings of rejuvenation. These facts suggest that impulsive buying occurs mainly under the consumer's cognitive awareness.

Kim (2009) concluded that a case of "impulse buying" is a sudden and strong desire to purchase an item, which exists when an item is purchased on a whim. The actual purchase was made on the spot because of an overwhelming passion. Two main variables impact impulsive purchases: the attitude formed in the retail environment and the other is quality innate to a person. Similarly, Shen (2012) state that the hedonic and practical aspects of the websites people frequently visit may significantly impact their propensity to purchase on the spur of the moment. According to (WANG, 2016), customers whose personalities mix well with the online buying environment tend to spend more time perusing items and spending more money overall. A customer's unique character may significantly improve their online purchasing time. Customers are more likely to purchase online for several reasons, including the hedonic features of web surfing (such as beautiful visuals and simple navigation) and the pragmatic

aspects (such as cheaper costs and more excellent product quality). Using the stimulus-organism-response framework, this research will synthesize the variables contributing to online shoppers giving in to impulsive buys.

Background of the study:

Impulse Buying

In the 1940s, it became widely accepted that impulsive purchasing was an illogical activity. This phenomenon aroused the interest of researchers, but they found it difficult to measure since individuals were reluctant or unable to publicly list all the items they intended to buy (which were then compared with actual purchases). This research aims to present an open narrative of the idea's evolution, even though the literature still needs to be more consistent concerning its definition. Du Pont de Nemours & Co.'s research on consumer purchasing behaviors (1945–1949, 1954–1959, 1965; referenced in Rook, 1987) was the first to examine impulsive buying, emphasizing its causes and consequences. Further research highlighted the significance of impulsive purchases by showing that a significant portion of retail shop sales originated from unexpected purchases a few years after the first investigations (Rook, 1987).

Several scholars, however, have contended that this narrow definition of impulsive purchasing is oversimplified, and have gone even further to say that although all impulsive purchases may be deemed to be unplanned, however, not all unplanned purchases can be considered to be impulsive. When a customer forgets to add an item to their shopping list before they go to the store, they may make an impromptu purchase. Unlike the typical "impulse buy," unanticipated purchases are not always followed by an intense need for the item or a surge of euphoria (Clinton Amos, 2013).

Online Impulse buying

Due to the rise of the internet's prominence as a marketing tool, research on online impulsive purchases is required. According to (Cousse, 2020), approximately two-thirds of Europeans have shopped online at least once. In Europe in 2016, the most popular fashion categories were clothing and sportswear. Customers' online buying practices may be somewhat rational, considering that they carefully consider their alternatives and conduct research before purchasing. However, only some choices are made rationally, and this media has the potential for impulse purchases. Given the significance of impulsive purchases to businesses' bottom lines, looking into this phenomenon in the digital realm seems like a wise move (Hodge, 2007).

The phenomenon of impulsive purchases being made more accessible by innovations such as credit cards, direct marketing, and in-home shopping was acknowledged in the late 1980s. The ease of choosing a product and then "clicking" on it may lead to more impulsive purchases (Greenfield). Others have argued that online shopping might make it harder for people to resist impulsive purchases. (LaRose, 2001) revealed that fewer internet features helped users limit their temptation to purchase (13) than features that made it harder for them to do so (50). On the other hand, other experts argue that internet shoppers are less prone to making spontaneous purchases.

Literature Review

(Ching-Torng Lin, 2018) stressed that customers' decisions are often considered deliberate processes in which they acquire knowledge about a product's characteristics and advantages before comparing those aspects to those of competitors. However, the proliferation of the Internet and other digital technology has led to new consumer behavior patterns, such as

impulse buying. Furthermore, Abdelsalam (2020) points out that impulsive purchases are made when someone is exposed to a stimulus and then decides on the spot to buy something without giving the matter much thought. Online buyers are more prone to impulsive buying since they don't have to limit themselves like in-store shoppers. (Nghia, 2021) stated that suggestive purchasing occurs when consumers view a product they do not already own but promptly believe they need. Rather than being a solely emotional response, suggesting impulsive purchases may involve multiple individual interactions. When consumers indulge in partially planned impulsive buying, they are willing to buy items not on their initial shopping list and actively look for deals.

Emotional characteristics may be broadly categorized as either productive or harmful. Customers with a positive attribute effect are more satisfied with their purchases, invest more time researching the products they're interested in, and are more inclined to buy online (Ceyda Aysuna Turkyilmaza, 2014). Negatively influenced customers, on the other hand, are agitated and aggravated and have nothing enjoyable when they shop online or do research online. Customers with favorable genetic characteristics are more likely than those with negative traits to browse the internet (both for utilitarian and hedonistic purposes) (Muhammad Danish Habib). Furthermore, multiple research studies have shown that an individual's qualities significantly influence impulsive purchasing. For instance, if a person has a higher positive affect score, they are less likely to participate in avoidance behavior and more likely to engage in approach activities (Kem Z.K. Zhang, 2018). Spending more money and making impulse purchases are two areas where people tend to be more reckless with their money when they are feeling emotionally positive.

(Tsai Chen, 2008) emphasized the importance of consumers doing online research before Purchasing. When shopping online, some consumers spend considerable time investigating options and reading reviews from others. Classifying users' time spent online as purely recreational or more productive is possible. Wells (2011) discovered that online shoppers undertake both hedonic and utilitarian browsing for different reasons: hedonic browsing for enjoyment and fulfillment and utilitarian browsing to reduce risk and expand knowledge of available options. Online purchasing may be classified as either utilitarian or hedonistic. Consumers who primarily use the Internet for work occasionally place more value on speed and affordability when making purchases online. Despite this, customers like perusing many goods regardless of whether they ultimately purchase. According to (Ying Wang, 2022), making hasty purchases strongly correlates with the time spent online, whether for practical or leisurely purposes. Remembering that hedonic and functional factors heavily influence impulsive internet purchases is essential.

(Jayashree, 11 November 2015) discovered that "pure" or "unintentional" purchases may be distinguished from the "planned," "reminder," and "recommendation" types of impulsive purchases. Buyers diverge from their typical buying patterns. When they want a product that isn't readily available elsewhere, we characterize their behavior as pure impulse buying. Consumers need mental effort to recall past experiences or comprehend things to make impulsive purchases. According to (Zheng, 2019) one school of thought, customers are more prone to impulsive shopping when they become aware of a new product and nearly immediately want to purchase it. One way in which suggestion impulsive purchasing differs from just emotional impulse buying is that it may include more social interaction. Eun Joo Park (2011) states customers who deliberately search for deals and are willing to buy things outside their usual buying goals are engaged in a practice referred to as "anticipated spontaneous purchasing," often called "planned impulsive shopping." Reviews on the Internet may have an

impact on three different types of impulse buys: "reminder" buys, "planned" buys, and "recommended" buys.

It is pointless to differentiate between the different kinds of content individuals browse online, considering that browsing is inherently less concentrated and less focused than seeking. In addition, on shopping websites, online reviews typically accompany retailers' product descriptions (Lazim, 2020). It is hard to tell whether a consumer's actions are influenced by reading internet evaluations or viewing information offered by marketers. Nonetheless, someone can walk into a store without having a specific item in mind and still take it after reading internet reviews of the goods in question based on a recommendation. To expand on this concept, "electronic WOM" or "online reviews" may describe any feedback customers provide about a product or service on the web, regardless of whether the feedback is favorable or unfavorably (Seth, 2022).

Reading online reviews of previous customers is an excellent way for many buyers to understand the product's quality and alleviate some of their doubts. This is true even though there are risks connected with online shopping, such as the possibility of poor product quality or money loss. Customers' buying decisions may be affected by their analysis of online reviews. Customers' purchase decisions may be affected by their analysis of online reviews (Hussain, 2021). Customers' perceptions of the credibility and usefulness of online reviews have been found to influence their actual use of these resources. Consumers' Internet reviews are far more influential than other media coverage in their final purchasing decisions and overall sentiments about a company (Chechen Liao, 2016).

Stimulus-Organism-Response Model and Online Purchasing

According to (Hyo-Jung Chang, 08 Jul 2011), the stimulus-response model has been used to predict consumer behavior for quite some time accurately. The buyer's personality shapes information processing, while the decision-making mechanism controls the ultimate purchasing decisions. (Muhammad Sohaib, 2022) states the "Stimulus-organism-response model" has been determined to be a psychological school of thought. The numerous stimuli and the responses of the individuals to those stimuli interact with one another to produce the actions. Islam (2018) defined the phenomena that psychologists call "behavior" as the results of subjects' exposure to and reactions to stimuli. Thus, from this perspective, behavior can't be generated without a stimulus. As the Internet has become an increasingly important sales channel for a wide variety of stores, research on the environment of online shopping, also known as the e-atmosphere or the services cape, has developed.

To better apply the stimulus-organism-response paradigm to the world of e-commerce, it has undergone several modifications (KIM, 2014). During the years that followed, scholars made significant strides in elucidating the Internet's culture and the mentality and actions of online shoppers. Many stores' websites, like Amazon and ASOS, are the primary means of contact and shipment with consumers.

It was predicted that items with a higher degree of similarity would do better in online retail than those with a lower degree of similarity (Mosteller, 2014). Companies should consider their current customers' desires before creating websites to encourage online impulse purchases. It is the quality of the information given (at the semantic level), the quality of the system provided (at the technical level), and the quality of the service provided (at the service level) that together make up a website's overall quality. The stimulus-organism-response hypothesis postulates that the organism's behavior will change when new stimuli (S) are introduced. Furthermore, it

demonstrates how integrating physical cues may enhance positive emotions and customers' responses to online Browsing.

According to the stimulus-organism-response model, it is not uncommon for people to experience a wide range of emotions due to being subjected to many distinct stimuli. A graphical depiction of a user in a chat program is often known as an "avatar." By catering to the users' shared interests, an avatar might increase the efficiency of a web-based sales channel. Online clothing sales should benefit from offering customers the chance to speak with a consultant before making purchases (Wang, 2013). Due to the attractive layout of the online shop, customers may feel a rush of excitement and happiness. Various environmental factors profoundly affect customers' moods and dispositions at the time of purchase. Several variables, such as the consumer's demand for variety and the convenience and ease of online shopping, contribute to the prevalence of impulsive online purchases. Impulsive online purchasing behavior may also be affected by internal and external elements of the business, such as the shopper's personality (Nicholson, 2012).

Research Questions

RQ1: When shopping online, what causes impulse purchases?

RQ2: What makes impulsive internet shopping distinct from in-store impulse buys?

RQ3: How do various ads and promos influence impulse buys when shopping online?

Research Objectives:

- Identify and evaluate the primary causes of impulse purchases made online.
- Investigate the similarities and differences between online impulse purchases and those made in a physical store.
- Examine how various forms of internet advertising and promotion influence spontaneous purchases.

Research GAP:

There is a significant knowledge vacuum when it comes to understanding the unique dynamics and determinants impacting online impulsive purchase behavior since the current literature on impulsive buying behavior has focused chiefly on conventional brick-and-mortar retail environments. There is a need for further studies that precisely address the unique features and motivations of impulsive purchases in online contexts since some studies have examined online shopping behavior and its association with impulsivity. Numerous psychological characteristics, environmental variables, and social influences have been identified by previous research as potential contributors to impulsive purchasing behavior (Kristopher Floyd, 2014). However, there needs to be a more in-depth study of these elements' exact manifestations and operations in the context of impulsive internet purchasing. Knowing what factors contribute to impulsive internet purchases is essential to creating successful interventions and strategies (Dai, 2007). Consumers' propensity to purchase online may be profoundly influenced by the quality of e-commerce websites' designs and user experiences. However, more studies are needed to examine how website design aspects, such as layout, navigation, and product display, affect online impulse purchases. It would be helpful for marketers and web designers to learn more about the correlation between website design/user experience and impulsive internet purchases (Lin Zhang, 2021). Mobile shopping applications, customized product suggestions,

and social media sway are just a few recent technological developments that majorly affect how people purchase online. However, further study is needed to determine how these technology elements interact with other predictors of impulsive online purchasing.

Significance of the study:

Today's customers, retailers, and the whole e-commerce ecosystem are all affected by the widespread issue of impulse purchases made online. Researchers, marketers, and lawmakers must appreciate its relevance to do their jobs effectively. In the digital environment, buyers often make purchases on the spur of the moment and without much thought. Exploring the combination of emotions, cognitive biases, and environmental variables that drive impulsive purchases online, researchers may learn a lot by researching this behavior. With this information, companies may better understand their customer's buying habits and create marketing campaigns that appeal to impulse consumers. It is essential to study and understand the specific dynamics of impulsive buying behavior in the online context because of the unique aspects of convenience, personalization, social influence, instant gratification, and user experience that distinguish online impulsive buying from its traditional counterpart.

Overall, a systematic literature evaluation of online impulsive purchasing is essential for a thorough understanding of the phenomena. It identifies research gaps, validates current theories, generates practical consequences, and informs policy formulation. It lays the groundwork for future studies and contributes to the growth of knowledge in the subject.

Aim

The primary goal of this research is to gain a comprehensive understanding of online impulsive buying behavior. To achieve this goal, we will identify and assess the primary factors driving impulsive purchases in online settings. Furthermore, we aim to compare online impulse buying with its counterparts in physical retail environments to discern any distinct characteristics or shared elements. Additionally, our research will scrutinize the impact of diverse forms of Internet advertising and promotional strategies on encouraging spontaneous purchases. Through these specific objectives, we intend to provide valuable insights that contribute to a deeper comprehension of consumer behavior in the digital marketplace and offer practical implications for businesses and marketers seeking to optimize their online sales strategies.

Methodology:

Difference between SLR and traditional literature review

Differences	SLR	Traditional SLR
What	A quantitative technique that compiles evidence from several empirical investigations to draw broad conclusions about a topic.	Systematic collection, organization, and evaluation of the relevant literature in a certain field.
Why	When doing research, it is important to use statistically sound methods to draw reliable findings on the nature and direction of relationships between	Defining the state of knowledge in a particular area of study and suggesting new lines of inquiry based on gaps in that knowledge.

	variables and moderator roles.	
When	The field is developed enough for a researcher to provide a comprehensive picture of existing connections and the part played by moderators.	To establish the future of the research area and provide an up-to-date perspective on what is known, the research subject is always changing.
Where	Include both published and unpublished studies that synthesize the results of earlier research and test ideas that have not been investigated in prior research via objective and rigorous statistical processes examining the connections of interest.	Include all possible sorts of relevant studies published in high-quality journals, and use your judgment in selecting and interpreting the data to arrive at a unified interpretation of the results of previous research.
How	Methods for doing a meta-analysis involve formulating a research question, gathering relevant data, cleaning and analyzing that data, and presenting the results.	Domain-based reviews, theoretical-based reviews, and method-based reviews (SLRs) are all part of the SLR process, along with formulating a research topic, collecting data, cleaning data, analyzing data, and writing up the results.

For this research, we used a systematic literature review technique. Most of the "Systematic Literature Review" is from secondary resources such as articles, papers, journals, and books. The whole review uses these sources. As an example of this method, consider how the critical examination of the research issue in this study employs a wide range of terms. This study uses the Prisma framework to access reputable internet resources and subject-specific databases.

Search Strategy

Using the stimulus-organism-response model, we have searched Science Direct, Jstor, and Google Scholar for articles that examine the elements that influence consumers' impulsive purchasing behavior while shopping online. Boolean operators and keywords are used in this research. The research used the two most common Boolean operators ("AND" and "OR") to conduct database searches. Boolean operators are used to compile and examine information from various sources. The crucial keywords "impulsive buying," "impulsive buying and online impulsive buying," "online buying or retail store purchasing," "spontaneous buying," "thoughtless buying," "online impulsive buying," "spontaneous purchasing," "online spontaneous purchasing" were employed in the search process to locate relevant data. The study focused on impulsive internet shopping, and grey literature is included because online impulsive buying is still in the beginning and gaining fame in consumer behavior research. Articles published only in English between 2018 and 2023 were considered for analysis. A total of (n=8,101) over five years of research publications, including grey literature, were

acquired. A total of (n=310) studies fulfilled the eligibility requirements. Those whose titles most closely matched the goal of this review were chosen for inclusion in the literature. So, the number of papers selected for this review was (n=87), including grey literature.

Inclusion/Exclusion Criteria

First, an online research database related to online impulsive purchases was searched for relevant literature from 2018 to 2023 using PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) see Figure 7. The associated literature search in the second instance was carried out using Science Direct, Google Scholar, and Jstor. After gathering the studies, duplicates were removed. If there were several studies, only the most comprehensive version was chosen.

Results:

Related studies were identified using the inclusion/exclusion criteria and research methodology. Eight thousand one hundred and one (n=8,101) three electronic databases were searched, and research studies were located, as seen in Figure 1. After removing the duplicate research and applying the first exclusion criterion, thousand ten publications remain. Then, a meta-data search was done using the title, keywords, and abstract. Only 75 research studies were left after inappropriate studies were eliminated based on the title, abstract, and keywords. I went over each study's whole text. No elimination was carried out because there was no inconvenience.

Consequently, it was determined that 75 research on impulsive internet purchasing, including grey literature, were suitable for analysis. One hundred and twelve grey articles that were particularly relevant to the inquiry were selected. The literature on impulsive purchases has been growing exponentially, indicating more study avenues in this field.

Journals and their impact factor with ABDC journal and Scopus indexed is given in below table:

Journal Name	Citations	Author Name	Article Name	Impact Factor	ABDC rank	Scopus Indexed
International Journal of Information Management	Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. International Journal of Information Management	Xiabing Zheng, Jinqi Men, Feng Yang, Xiuyuan Gong	Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing	18.958	A*	✓

Spanish Journal of Marketing	Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: an online-offline comparative and the impact of social media. Spanish Journal of Marketing	Laura Aragoncillo and Carlos Orus	Impulse buying behavior: an online-offline comparative and the impact of social media	0.98	B	✓
Journal of Retailing and Consumer Services	Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. Journal of Retailing and Consumer Services	Clinton Amos, Gary R. Holmes, William C. Keneson	A meta-analysis of consumer impulse buying	10.972	A	✓
Human Systems Management	Akram, U., Hui, P., Khan, M. K., Saduzai, S. K., Akram, Z., & Bhati, M. H. (2017). The plight of humanity: Online impulse shopping in China. Human Systems Management	Umair Akram, Peng Hui, Muhammad Kaleem Khan, Sehrish Khan Saduzai, Zubair Akram, Misbah Hayat Bhati	The plight of humanity: Online impulse shopping in China	2.3	C	✓
Journal of Business Research	Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. Journal of business research	Eun Joo Park, Eun Young Kim, Venessa Martin Funches, William Foxx	Apparel product attributes, web browsing, and e-impulse buying on shopping websites	10.969	A	✓
Journal of Internet Commerce	Peng, C., & Kim, Y. G. (2014). Application of the stimuli-organism-	Chen peng and Yeong gug kim	Application of the Stimuli-	0.934	B	✓

	response (SOR) framework to online shopping behavior. Journal of Internet Commerce		Organism-Response (S-O-R) Framework to Online Shopping Behavior			
Asia Pacific Journal of Marketing and Logistics	Nghia, H. T., Olsen, S. O., & Trang, N. T. M. (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	Ho Trong Nghia, Svein Ottar Olsen, Nguyen Thi Mai Trang	A Dual Process on Shopping well-being across shopping contexts: The Role Of Shopping Values and Impulse Buying	4.643	A	✓
Journal of Consumer Behaviour	Chen, Y. F., & Wang, R. Y. (2016). Are humans rational? Exploring factors influencing impulse buying intention and continuous impulse buying intention. Journal of Consumer Behaviour	YI-FEN CHEN and RUO-YU WANG	Are humans rational? Exploring Factors Influencing Impulse Buying Intention and continuous impulse buying intention	3.199	A	✓
Journal of Fashion Marketing and Management: An International Journal	Dawson, S., & Kim, M. (2010). Cues on apparel web sites that trigger impulse purchases. Journal of Fashion Marketing and Management: An International Journal	Sandy Dawson and Minjeong Kim	Cues on apparel websites that trigger impulse purchases	1.271	B	✓
Electronic Commerce Research and	Floh, A., & Madlberger, M. (2013). The role of atmospheric	Arne Floh, Maria Madlberger	The role of atmospheric cues in online impulse-	3.462	C	✓

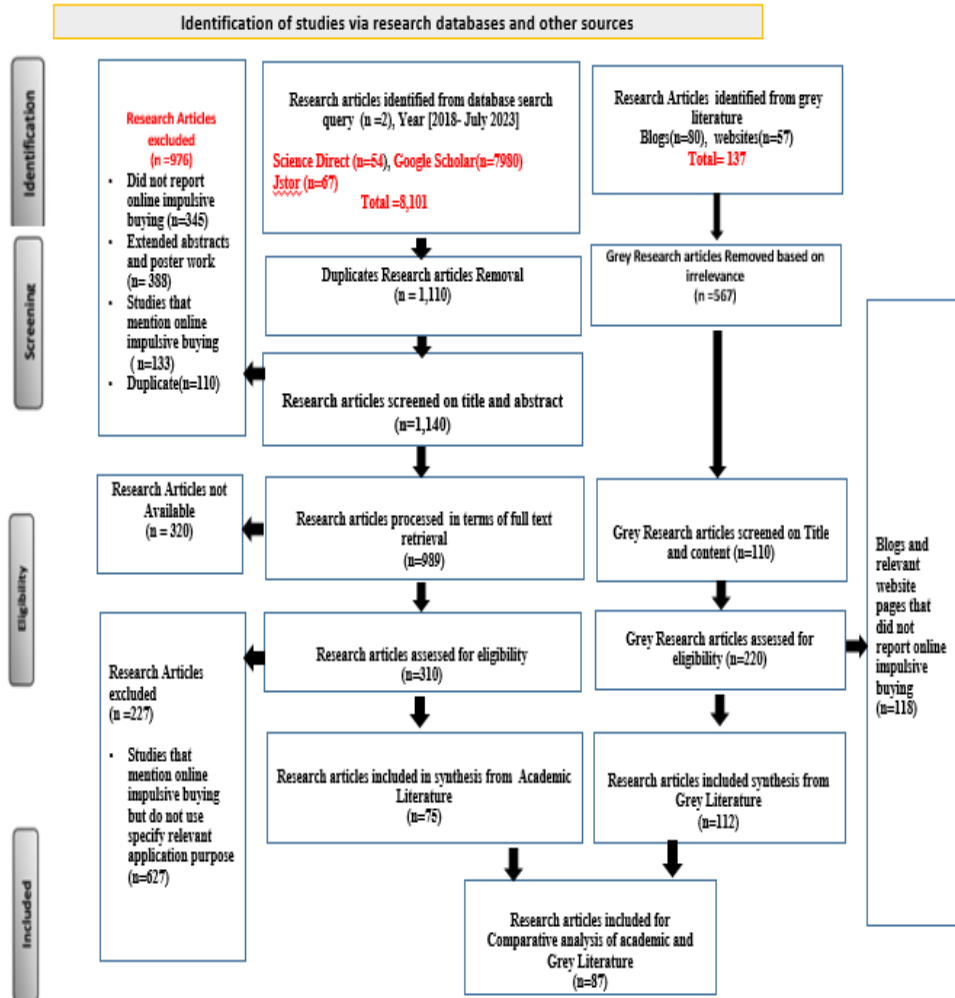
Applications	cues in online impulse-buying behavior. Electronic commerce research and applications		buying behavior			
Journal of Retailing	Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y., & Freling, T. (2014). How online product reviews affect retail sales: A meta-analysis. Journal of retailing	Kristopher Floyd, Ryan Freling, Saad Alhoqail, Hyun Young Cho, Traci Freling	How Online Product Reviews Affect Retail Sales: A Meta-analysis	11.19	A*	✓
Journal of Business Research	Mosteller, J., Donthu, N., & Eroglu, S. (2014). The fluent online shopping experience. Journal of Business Research	Jill Mosteller, Naveen Donthu, Sevgin Eroglu	The fluent online shopping experience	10.969	C	✓
Journal of Electronic Commerce Research	Liao, C., To, P. L., Wong, Y. C., Palvia, P., & Kakhki, M. D. (2016). The impact of presentation mode and product type on online impulse buying decisions. Journal of Electronic Commerce Research	Chechen Liao, Pui-Lai To, Yun-Chi Wong, Yun-Chi Wong, Prashant Palvia, Mohammad Daneshvar Kakhki	The Impact Of Presentation Mode and Productive Type on Online impulse buying decision	4.0	B	✓
Journal of Consumer Research	Rook, D. W. (1987). The buying impulse. Journal of consumer research	Dennis W Rook	The Buying Impulse	8.612	A*	✓
Journal of the Association for	Wells, J. D., Parboteeah, V., & Valacich, J. S. (2011). Online impulse buying:	John D. Wells, Veena Parboteeah, Joseph S. Valacich	Online Impulse Buying: Understanding the	5.346	A*	✓

Information Systems	understanding the interplay between consumer impulsiveness and website quality. Journal of the Association for Information Systems		Interplay Between Consumer Impulsiveness and Website Quality			
Journal of Hospitality and Tourism Technology	Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online impulse buying of tourism products: The role of website personality, utilitarian and hedonic web browsing. Journal of Hospitality and Tourism Technology	Sajad Rezaei, Faizan Ali, Muslim Amin, Sreenivasan Jayashree	Online impulse buying of tourism products The role of website personality, utilitarian and hedonic web browsing	5.576	B	✓
European Journal of Personality	Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. European Journal of personality	Bas Verplanken, Astrid Herabadi	Individual Differences in Impulse Buying Tendency: Feeling and No Thinking	7.0	A	✓
International Journal of Retail & Distribution Management	Wu, W. Y., Lee, C. L., Fu, C. S., & Wang, H. C. (2013). How can online store layout design and atmosphere influence consumer shopping intention on a website?. International journal of retail & distribution management	Wann-Yih Wu, Chia-Ling Lee, Chen-Su Fu and Hong-Chun Wang	How can the online store layout design and atmosphere influence consumer shopping intention on a website?	4.743	A	✓

International Journal of Management	Xiao, S. H., & Nicholson, M. (2013). A multidisciplinary cognitive behavioural framework of impulse buying: A systematic review of the literature. International Journal of Management Reviews	Sarah Hong Xiao and Michael Nicholson	A Multidisciplinary Cognitive Behavioural Framework of Impulse Buying: A Systematic Review of the Literature	4.43	C	✓
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Figure 1.

PRISMA Flowchart of Research Methodology



Based on information obtained from Google Trends (Google Trends, 2023), figures 2, 3, 4, 5,6, and 7 illustrate a distinct increase in popularity of online impulse buying over the past year. With a scale from 0 (min) to 100 (max), Figure 2 depicts an impulsive purchase line graph of the worldwide popularity score over time. The x-axis displays the timestamp data, and the y-axis shows the matching score. (Google Trends, 2023).

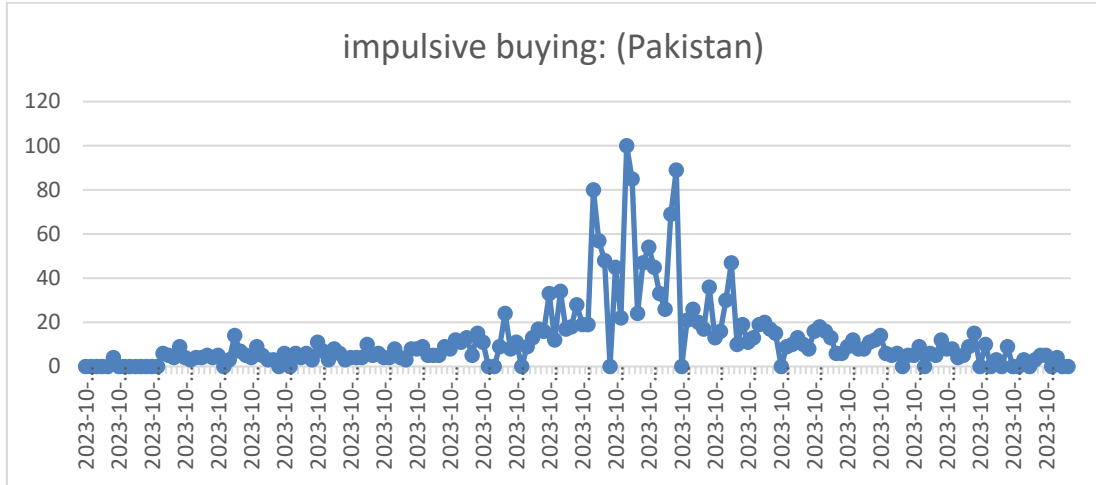


Figure 2 Figure 3 depicts the online impulsive buying line graph global popularity score through time, with a range of 0 (min) to 120 (max), on which the timestamp is displayed on the x-axis, and the y-axis shows the matching score (Google Trends, 2023).

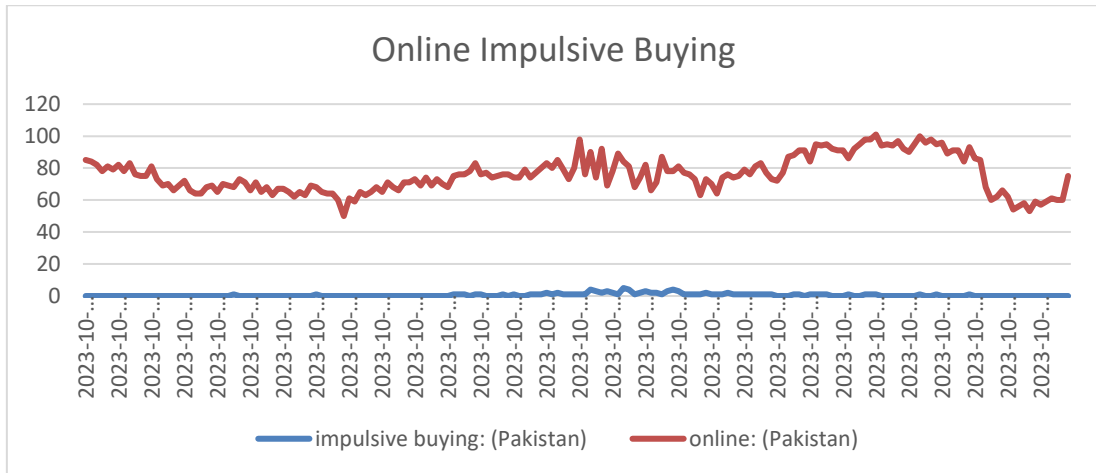


Figure 3 Figure 4 shows an online impulsive buying line graph comparing psychologically with the global popularity score. The y-axis displays the matching score, and the x-axis displays timestamp data ranging from 0 (min) to 120 (max) (Google Trends, 2023).

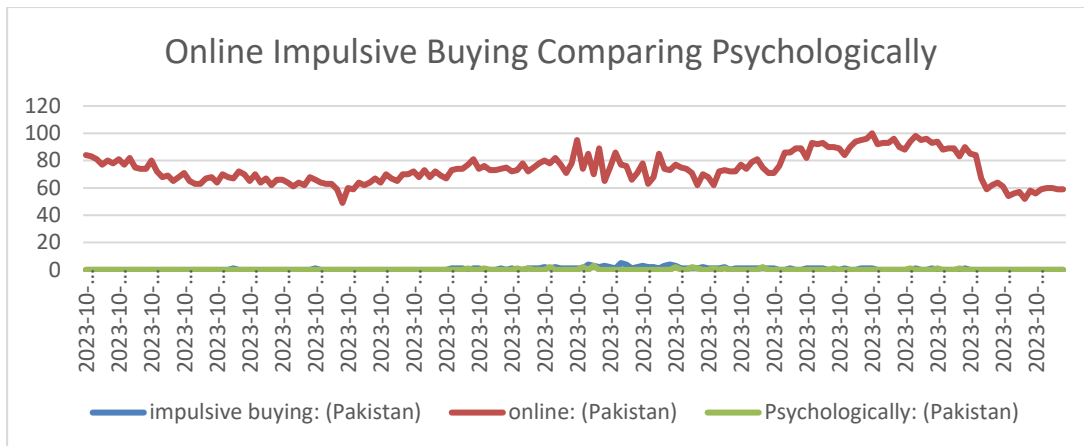


Figure 4 Figure 5 shows an online impulsive buying line graph comparing physical retail stores with worldwide popularity scores over time. The graph is shown on a 0 (min) to 120 (max) scale, with the matching score displayed on the y-axis and timestamp information displayed on the x-axis field (Google Trends, 2023).

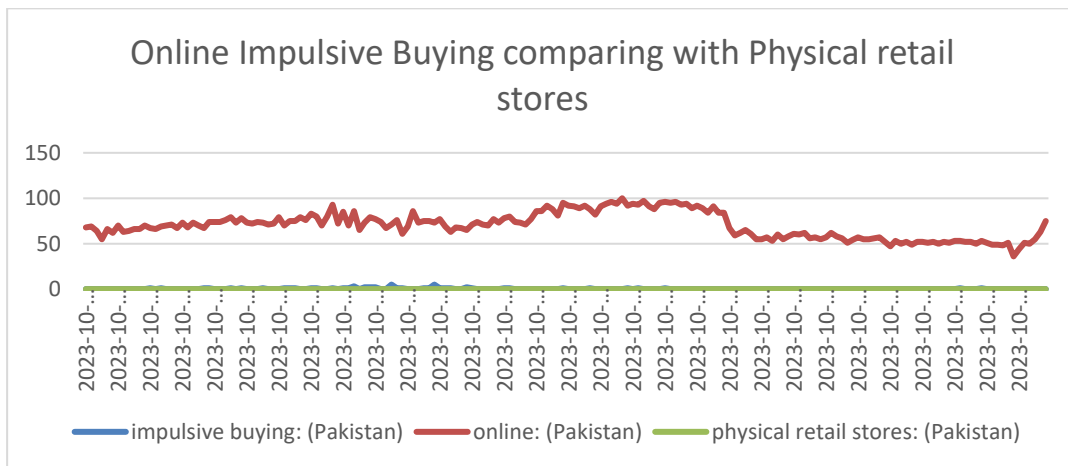


Figure 5 Figure 6 shows an online impulsive buying line graph comparing advertisements exhibiting worldwide popularity scores over time on a scale from 0 (min) to 120 (max). The y-axis displays the matching score, and the x-axis shows timestamp data (Google Trends, 2023).

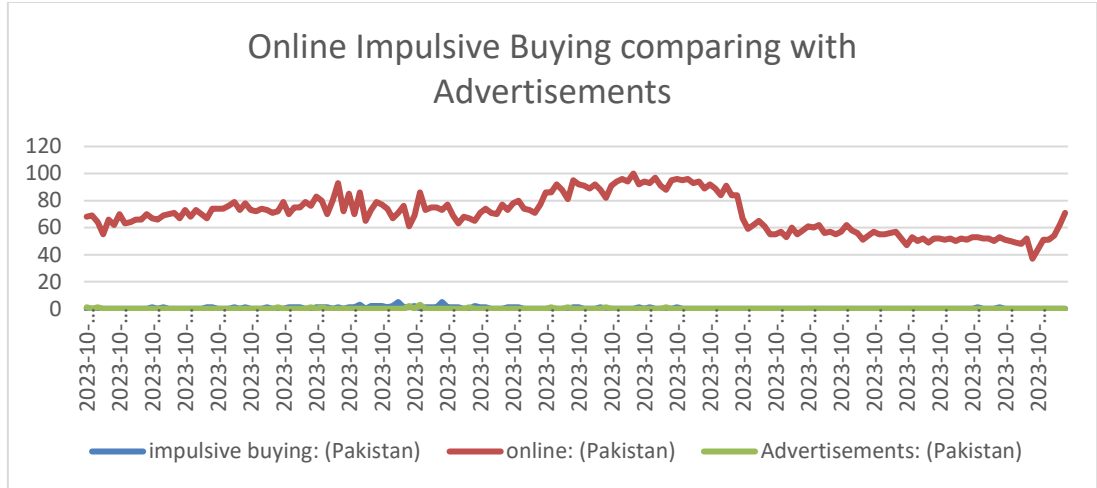


Figure 6 Figure 7 shows an online impulsive buying line graph comparing promotional strategies with a worldwide popularity score over time, represented by a scale from 0 (min) to 120 (max). The matching score is displayed on the y-axis, and timestamp information is displayed on the x-axis (Google Trends, 2023).

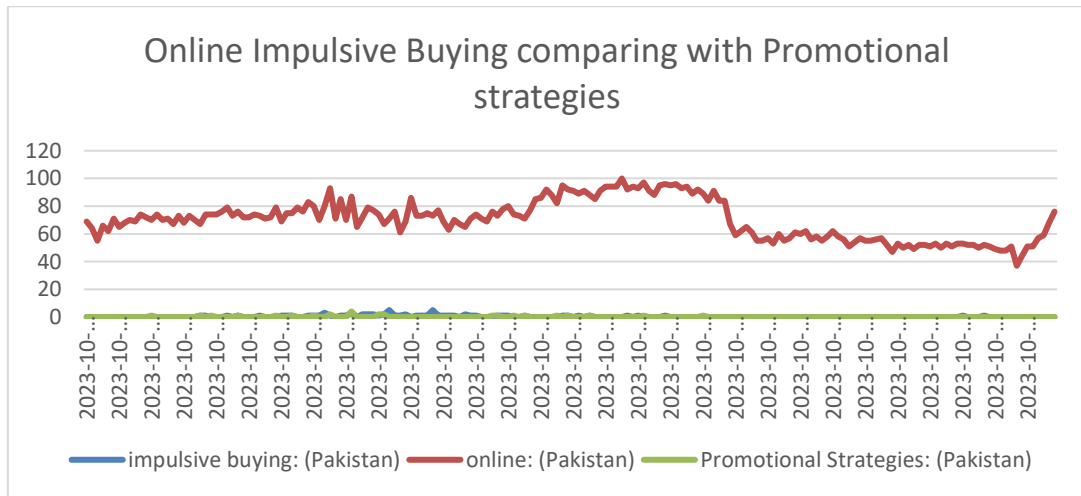


Figure 7

Conclusion

Finally, it should be noted that impulsive internet purchases are becoming more common in the digital era. Given how easy it is to buy online and how many alluring offers and discounts there are, it is understandable why so many people are prone to impulsive purchases. However, this habit may have negative impacts on money and mental health. Impulsive internet shopping might bring about short-term happiness but frequently results in regret and financial hardship for the customer. The simplicity of purchasing with a single click might lead to overspending and needless debt accumulation. In addition, persistent exposure to internet commercials and the temptation to follow the newest trends might lead to discontent with one's belongings.

Shopping with awareness can help to lessen the harmful repercussions of impulsive internet purchases. This entails creating a spending plan, differentiating between requirements and wants, and investigating and comparing costs before making a purchase. People should also be

conscious of the persuasive strategies employed by Internet merchants to influence customer behavior and suppress the desire to make impulsive purchases. Retailers and online platforms may also encourage safe online buying. Customers can make better selections if elements like reminders of previously seen products, a cooling-off time before completing a purchase, and explicit and unambiguous information about return policies are included. In conclusion, even if making impulsive purchases online could be convenient and provide rapid satisfaction, it's crucial to use caution and develop appropriate purchasing practices. We may aim for a more sustainable and healthful online shopping experience by being aware of the consequences of impulsive buying and exercising mindfulness when making purchases.

Limitations

In conclusion, there has been a lot of discussion nowadays on the phenomena of impulsive internet shopping. Impulsive purchases have increased due to online shopping platforms' accessibility and convenience. The several elements that impact online impulsive purchases have been examined in this article, including the role of social media, customized ads, and time constraints on decision-making. One of the main conclusions of this study is that those who struggle with self-control are more likely to make impulsive internet purchases. This highlights the need to create plans to assist people in controlling their internet buying habits, such as placing restrictions on how much they may spend or instituting a waiting time before completing a purchase.

This article also emphasizes how emotions play a part in impulsive internet purchases. Feelings like enthusiasm or boredom may lead to hasty purchases. Comprehending these affective stimulants can aid online merchants, and marketers in formulating focused approaches to leverage these feelings and promote spontaneous buying. Despite the insightful information this research offers, several limits exist. First, the study did not examine particular demographics or cultural variations impacting impulsive purchasing behavior; instead, it concentrated on the entire public. Furthermore, the study used self-report measures prone to biases and errors.

Furthermore, this study did not examine the long-term effects of impulsive internet shopping, such as financial pressure or buyer's regret. Future studies should go into these areas to provide a more complete picture of the effects of online impulse purchases. To sum up, impulsive internet shopping is a complicated phenomenon impacted by several variables, including social media, customized ads, and a limited time for decision-making. Marketers and consumers alike may take action to reduce impulsive buying behavior and make better-informed online purchase decisions by being aware of these factors and constraints.

Theoretical Implications

- ✓ This research article contributes to the existing impulse buying literature by focusing on online impulsive buying. It highlights the unique factors influencing impulsive buying behavior online, such as social media influence and personalized advertisements. The findings expand our theoretical understanding of impulse buying by considering the role of emotions and self-control in the online shopping environment.
- ✓ This article explains online impulsive purchases by integrating psychological elements like emotions and self-control into the theory of impulse purchasing. By integrating these psychological aspects, scholars may create a more comprehensive model that

accurately represents the intricacies of consumer behavior within the context of online shopping.

Practical Implications

- ✓ Retailers and marketers may use the research's findings to create focused campaigns that promote impulsive purchasing. For instance, marketers may increase the attraction of items and generate a feeling of urgency by using social media influencers and targeted marketing, which increases the possibility of impulsive purchases. Furthermore, by comprehending the emotional triggers that result in impulsive buying, marketers may create campaigns that successfully appeal to these feelings and influence customers to make impulsive purchases.
- ✓ This study emphasizes how crucial consumer education is for controlling compulsive internet shopping. By increasing people's understanding of the psychological causes of impulsive buying, we may help them improve their self-control and make more thoughtful purchases. Informing customers about the strategies employed by internet merchants, including time-limited deals or flash discounts, might also assist people in avoiding the need to make snap decisions.
- ✓ Online sellers can implement tools and rules that encourage safe online buying. For instance, offering explicit and easy-to-understand return procedures might lessen buyers' regret and lower the chance of impulsive purchases. Putting waiting periods before purchasing or imposing purchase limitations also encourages people to think twice before buying impulsively.

This study has significant theoretical and practical implications for comprehending and controlling compulsive internet purchasing. By incorporating psychological aspects into the theory of impulse buying and applying the findings to marketing tactics, consumer education, and online store rules, we may work toward encouraging responsible online purchasing behavior and improving the entire online shopping experience.

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