

Triggers of Consumer Impulse Buying Behavior on E-Commerce Platforms: A Systematic Literature Review

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ABSTRACT

The development of digital technology has brought about significant changes in consumer shopping habits, particularly with the increasing use of e-commerce platforms. One interesting phenomenon that has emerged is impulsive buying behavior, namely the decision to purchase a product suddenly without planning. This study aims to identify factors that influence this behavior using the Systematic Literature Review (SLR) method. A total of seven relevant scientific journals were reviewed in depth to understand consistent patterns and findings across various studies. The analysis results show that impulsive buying is influenced by a combination of various factors such as the attractive visual appearance of the platform, ease of use of the technology, social influence from others, and positive emotions experienced by consumers while shopping. This study also uses several major theoretical approaches, such as Stimulus-Organism-Response (SOR), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), and Expectation Confirmation Theory (ECT). These findings indicate that consumer behavior in e-commerce is not only determined by rational needs, but also by emotional and social experiences shaped by digital technology. Therefore, businesses need to create an attractive, convenient, and personalized shopping experience to encourage purchasing decisions.

INTRODUCTION

The rapid development of digital technology over the past two decades has brought about fundamental changes in the global trade landscape, including consumer behavior patterns. The emergence of e-commerce platforms and online shopping ecosystems has shifted consumer preferences from physical interactions to digital-based shopping experiences, characterized by high accessibility, personalization, and ease of product comparison. This phenomenon is exacerbated by the increasing use of mobile devices, the influence of social media, and the presence of features such as customer reviews, algorithmic recommendations, and digital promotions. In this era, consumer purchasing decisions are no longer solely determined by product price or quality, but also by the extent to which digital platforms can create a safe, convenient, and personally relevant shopping experience.

In the academic context, numerous studies have examined various aspects of consumer behavior in e-commerce, but these findings are scattered and demonstrate diverse approaches. Therefore, a systematic synthesis effort is needed to identify patterns, trends, and remaining research gaps. This study uses a Systematic Literature Review (SLR) approach as a method to examine and analyze previous literature in a structured and methodological manner. By collecting and evaluating relevant scientific articles from various reputable journals, this study aims to formulate a more comprehensive understanding of the factors influencing consumer purchasing behavior on digital shopping platforms. Furthermore, this SLR is also expected to serve as a theoretical and practical foundation for further research and the development of more effective digital marketing strategies.

LITERATURE REVIEW

In today's digital era, consumer behavior has undergone significant changes, particularly since the advent of e-commerce platforms that make it easier for anyone to shop anytime, anywhere. Consumer interaction with technology is no longer optional; it has become a part of everyday life. One of the most frequently used theories to explain how consumers accept and use technology in this context is the Technology Acceptance Model (TAM) introduced by Davis (1989). This theory states that individuals are more likely to accept a technology if they perceive it to be useful (perceived usefulness) and easy to use (perceived ease of use). In the context of e-commerce, if consumers perceive an online shopping platform to help them shop more efficiently and that its interface is easy to understand and use, they are more likely to be encouraged to use it regularly.

However, consumer purchasing decisions are not solely influenced by perceptions of technology. Social and psychological aspects also play a significant role. This is where Ajzen's (1991) Theory of Planned Behavior (TPB) becomes particularly relevant. This theory states that the intention to perform an action including online purchasing is influenced by three main factors: attitude toward the behavior, social norms (what others think of the behavior), and perceived behavioral control. In practice, for example, a person might intend to purchase a product online because they feel comfortable with the method

(attitude), receive encouragement from friends or influencers (subjective norms), and feel confident in their ability to access and complete the transaction independently (perceived behavioral control).

Consumer behavior isn't just about purchasing decisions; it's also closely related to their post-purchase experiences. To understand how satisfaction develops after consumers receive a product or service from a digital platform, we can refer to the Expectation-Confirmation Theory (ECT) developed by Oliver (1980). According to this theory, satisfaction occurs when consumers' actual experiences meet or even exceed their initial expectations. Conversely, if the experience falls short of expectations, disappointment sets in, reducing the likelihood of repeat purchases. In e-commerce, this confirmation can take various forms: whether the product arrived as described, whether delivery was on time, and whether customer service was able to assist with any issues.

To illustrate how the interaction between the digital environment and consumers' emotions can influence their decisions, the Stimulus-Organism-Response (SOR) Model has become a widely used approach. This theory was first introduced by Mehrabian and Russell (1974), and explains that there are three main components in this process. The stimulus consists of the visual and functional elements of a website for example, design, color, layout, and promotions offered. The second component, organism, refers to the user's internal reactions, both cognitive and emotional. Then, the third component, response, refers to the consumer's decision to purchase or not, to remain loyal or switch to another platform. Through this approach, we can understand that not only logic, but also the consumer's feelings and overall experience play a crucial role in e-commerce.

From the various approaches above, it can be concluded that consumer behavior on online shopping platforms is influenced by a combination of technological perceptions, social norms, personal expectations, and emotional stimuli created by the platform itself. By integrating theories such as TAM, TPB, ECT, and SOR, this study seeks to provide a more comprehensive understanding of the factors shaping consumer purchasing behavior in the digital era. This approach will be further analyzed using the Systematic Literature Review (SLR) method to develop a conceptual map and identify research gaps that still need to be explored.

METHODOLOGY

The approach used in this study is qualitative research, employing the Systematic Literature Review (SLR) method. This method was chosen because it allows for systematic and structured compilation and analysis of various scientific findings based on a specific, predetermined topic. Data sources for this study were obtained from various reputable scientific journal portals, both national and international, to ensure the information reviewed has a high level of credibility and validity.

The SLR implementation process in this study followed the stages established in the general guidelines for systematic reviews. In general, there are three main stages in this process:

1. Planning stage - the initial stage which includes determining the topic, problem formulation, and inclusion/exclusion criteria for articles to be reviewed.
2. Conducting and reviewing stage - the stage where researchers search, identify, and select relevant articles, then carry out a critical review process on the contents of each article.
3. Reporting stage - the final stage where researchers systematically compile and present the results of the literature review, both in the form of analytical narratives and supporting data representations.

Through these stages, this research is expected to be able to provide a comprehensive literature mapping and present findings that can be used as a basis for further research in the same field.

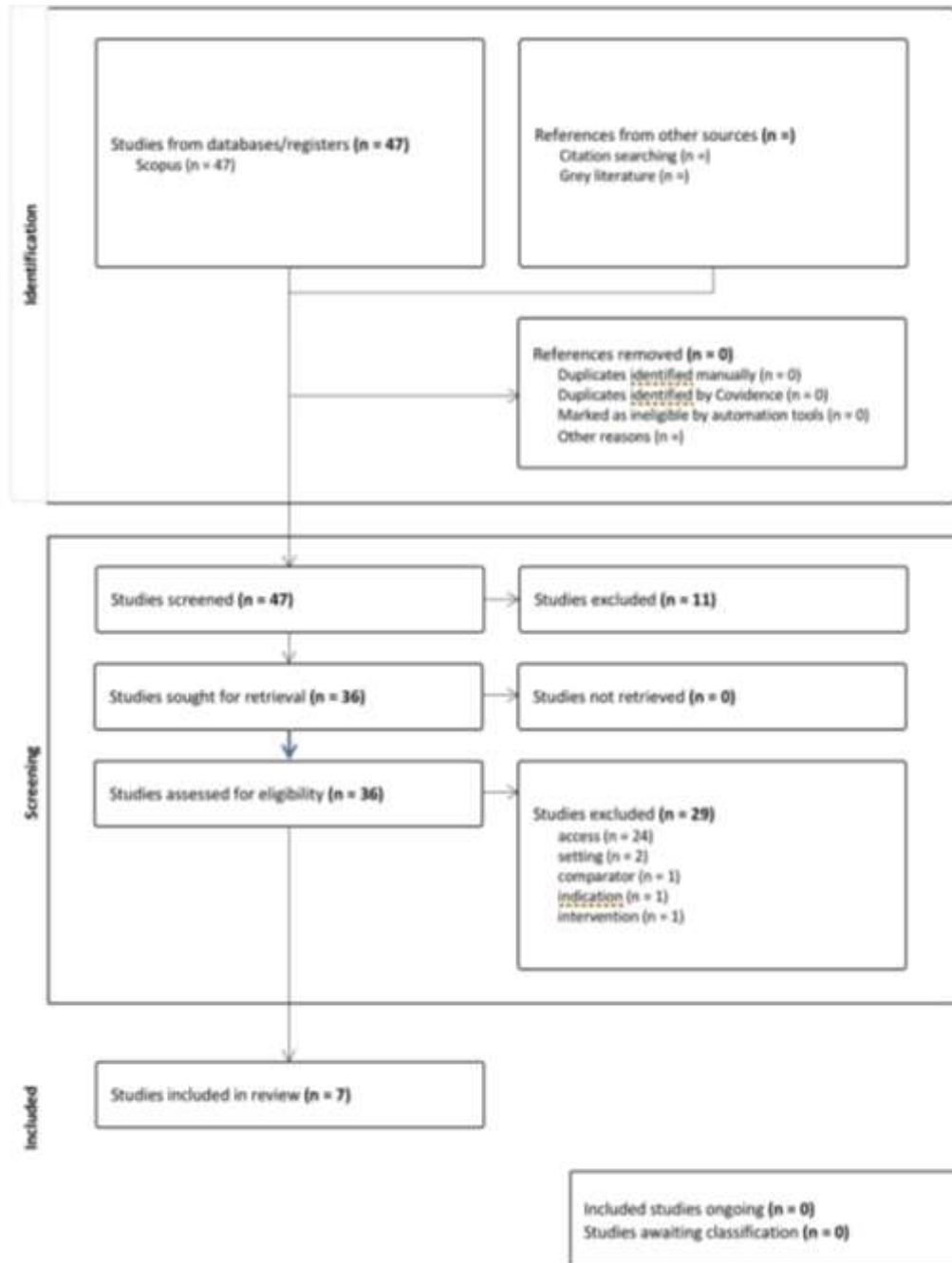


Figure. 1. Prisma Convidence Systematics Literature Review

RESEARCH RESULT AND DISCUSSION

This research was conducted by searching and summarizing various scientific articles discussing spontaneous or spur-of-the-moment online shopping habits. The approach used was a Systematic Literature Review (SLR), which essentially collects and evaluates relevant articles. After a multi-step screening, seven key journals were selected as most relevant to this topic. Each journal has a distinct perspective and utilizes specific theories, such as SOR, TPB, TAM, and ECT.

In general, all these journals agree that many factors can trigger a sudden urge to purchase an item while browsing an e-commerce site. These include a cool or attractive website appearance, user-friendly features, the influence of friends or influencers, and even the feeling of excitement that arises when viewing items on the screen. In fact, several studies have shown that engaging hosts during live shopping or eye-catching advertisements can immediately tempt people to buy, even if they didn't intend to initially. From all these findings, this study tries to see the patterns that emerge and how these theories can help explain why impulsive shopping behavior occurs.

Table 1. SLR Journal Screening Results

Journal	Research Focus	Key Findings	Related Theories
Nguyet et al. (2024) Leveraging Hedonic Triggers for Digital Impulse Purchases	Examining how hedonic factors drive impulsive behavior in online shopping	This study revealed that emotional experiences such as pleasure and satisfaction are the primary triggers for digital impulse purchases. The entertainment and personal satisfaction elements of interacting with online shopping platforms significantly influence unplanned purchasing decisions. Factors such as ease of use and attractive visual displays also enhance consumer impulsivity.	SOR, TAM
Abdelsalam et al. (2020) Understanding Online Impulse Buying in Social Commerce	SLR on impulse buying behavior in social commerce during 2005-2019	This study maps research trends related to impulse buying and finds that interactivity, social relationships, and user engagement are the dominant drivers of impulsive buying behavior. Previous research has	SOR, TPB

Journal	Research Focus	Key Findings	Related Theories
Shi et al. (2024) The Effects of Live Streamer's Facial Attractiveness and Product Type on Purchase Intention	The influence of streamer facial attractiveness and product type in the context of live commerce	<p>largely utilized the SOR and TPB frameworks to explain the role of psychological and social factors in impulsive decisions. The paper also identifies the need for an integration of digital behavior theory and platform design.</p> <p>This study found that a streamer's attractive face can increase consumers' visual attention (through eye-tracking) and trigger positive emotions, leading to increased purchase intent, particularly for experience-based products. This effect was less pronounced for search-based products. This study demonstrates the importance of the fit between the streamer's face and the product type.</p>	Attention
Chen et al. (2023) The Impact of Advertising Visibility on Consumers' Online Impulse Buying	Examining the influence of advertising visibility on impulsive shopping behavior on digital platforms	<p>Highly visible ads (for example, in prime positions on the page or appearing for extended periods) have been shown to increase brand awareness and stimulate unplanned purchasing decisions. The visibility effect is amplified through social proof and brand trust. This supports the importance of visual marketing strategies in encouraging impulse buying.</p>	SOR, Brand Awareness Theory
Liu et al. (2022) How Has the	Changes in the way people shop	This study shows that the pandemic has caused a	TPB, ECT

Journal	Research Focus	Key Findings	Related Theories
COVID-19 Pandemic Changed Urban Consumers' Ways of Buying Agricultural Products?	for agricultural products in cities during COVID-19	significant shift in consumer behavior toward online shopping and community-based group buying. Consumers are placing greater emphasis on safety, delivery efficiency, and convenience. This shift is driven by risk perception and the need for adaptation, and may persist post-pandemic.	
Li et al. (2022) Understanding Consumer Online Impulse Buying in Live Streaming E-Commerce	Explaining impulse buying in live commerce through social presence	Using the SOR framework, this study shows that the social presence of the host (streamer) generates pleasure and arousal, which ultimately triggers impulse purchases. The social presence of fellow viewers has no significant effect. This means that emotional connection with the streamer is far stronger than community factors in influencing purchasing decisions.	SOR
Ou et al. (2022) Conformity Behaviors, Perceived Risks, and Customer Engagement in Group Buying	Factors influencing purchase intention in community group buying platforms	The results of this study indicate that conformity behavior (following friends/groups) increases customer engagement, which ultimately increases purchase intention. TPB, However, perceived risk can weaken this relationship. This highlights the importance of building a sense of security and social engagement for the success of group buying platforms.	Engagement Theory

CONCLUSION AND RECOMMENDATION

Based on studies from various journals, it can be concluded that impulsive buying behavior on digital platforms is influenced by many interrelated factors. This includes not only price or need, but also how the digital experience is designed. Factors such as attractive appearance, ease of use, a pleasant shopping environment, and the influence of others are key drivers of unplanned purchases.

Theories such as SOR, TAM, TPB, ECT, and theories on brand awareness and social engagement help us understand how purchasing decisions are formed. SOR demonstrates the direct influence of design and digital atmosphere, TAM explains the importance of technological convenience, TPB highlights the role of social and personal attitudes, and ECT explains the importance of post-purchase consumer experiences. The social presence of streamers, community involvement, and the power of advertising are also important in shaping consumer decisions. Therefore, to effectively understand and influence consumer behavior, companies need to simultaneously address technical, emotional, social, and psychological aspects. A digital marketing strategy isn't just about selling products; it must also create a pleasant, safe, and personalized experience for consumers. This way, they won't just make impulse purchases but will likely become loyal customers.

This research provides a comprehensive overview of the complex and multidimensional nature of online shopping behavior. These findings can serve as a basis for further research and provide practical guidance for businesses in designing more effective marketing strategies that align with the habits and expectations of today's digital consumers.

ADVANCED RESEARCH

Through the results of this study, we recognize that there is still ample room for further research in the field of consumer behavior, particularly as it relates to the dynamics of modern marketing in the digital era. Therefore, we recommend that future research focus on more in-depth analysis of specific issues such as consumer behavior, e-commerce or digital platforms, influencers, and purchasing decisions. Each of these topics holds significant relevance in the contemporary marketing context and shows significant potential for further exploration.

Additionally, more varied methodological approaches, such as the extensive use of primary data-based quantitative methods, or even a combination of qualitative and quantitative methods (mixed methods), could be considered to obtain more in-depth results and stronger generalizability. Future research could also involve more heterogeneous populations or focus on specific industry sectors to understand the more specific nuances of consumer behavior.

Furthermore, it is recommended that future studies consider other factors that have not been widely highlighted in previous research but have the potential to have significant influences, such as cultural values, technological trends, social media interactions, and digital personalization. Thus, the research findings are expected to provide a more comprehensive contribution to both theory development and real-world marketing practice.

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