

**Deconstructing Literature on Impulse Buying Behaviour**

Shraddha Agarwal

*Department of management and commerce ,Research Scholar , Manav Rachna University
Haryana, India**Du.shraddha@gmail.com*

The author is an Assistant professor in of commerce, university of delhi known for her academia and a Research Scholar at the Manav Rachna University,Haryana

Dr.Gurpreet Kaur

*Department of management and commerce, Associate Professor , Manav Rachna
University,Haryana , India**gurpreetkaur@mru.edadu.in***Introduction**

Impulse buying is an intriguing and extensive phenomenon that appeals to researchers of multiple disciplines including psychologists, marketers, business administration, and e-commerce experts (Iyer, Blut, Xiao, & Grewal, 2019; Mandolfo & Lamberti, 2021). An impulse buying behaviour can be characterised as an act to buy a commodity that was not planned, owing to psychological and emotional influences (Xiaobo Fang, Fangxin Zhang, Kun Liao, & Mino Ghoreighi, 2022). In contrast to other purchases that involve rational planning, uncontrolled or impulse buying is usually subject to the play of emotions and stimuli making it a critical area of interest for marketers and various enterprises seeking to understand and influence consumer decision-making processes (Silvera, Lavack, & Kropp, 2008; Verplanken & Sato, 2011).

Over the years, impulse buying has developed in tandem with the evolving retail landscape. The change is significantly influenced by the advancement of technology and the introduction of AI (Bansal & Kumar, 2018; Iqbal, Siddiqui, & Khan, 2023). With the advent of e-commerce and mobile shopping applications, an easy-to-shop system has been created leading to a rise in buying behaviours. In addition, digital channels coupled with aggressive marketing strategies such as personalised advertisement, instant discounts, and flash sales have amplified the frequency of impulse buying (Liu, Li, & Hu, 2013; Luo et al., 2021). The changes have prompted several researchers to explore the psychological, social, and environmental factors that aid impulse buying behaviour, both online and offline.



The behavioural phenomenon of impulse buying has drawn interest from several fields, including consumer psychology, marketing, and behavioural economics, as well as in the study of consumer behaviour (Iyer et al., 2019; Naeem, 2021; Zafar et al., 2021). It is regarded as an integral part of any consumer behaviour theory due to its contribution to increased revenues in both online and offline businesses (Marjerison, Hu, & Wang, 2022; Singh, Sharma, Arora, & Bhatt, 2023). Since Impulse buying is characterised by spontaneity largely fuelled by emotions rather than logical reasoning, it is a powerful consumer behaviour which is highly unpredictable (Amos, Holmes, & Keneson, 2014). Given the significance of impulse buying, it is crucial to understand the determinants of this behaviour due to its relevance in several settings – management in retail, enhancement of customer experience, designing e-commerce ecosystems, or even regulatory measures concerning consumers.

The existing literature on impulse buying behaviour has situated itself on key constructs that depend on the relevant stimulus expected to drive that behaviour, such as emotional states, store atmosphere, product features, and social environment (Atulkar & Kesari, 2018; Chauhan, Banerjee, & Dagar, 2023). The most popular theoretical foundation in the literature has been provided by the Stimulus-Organism-Response (S-O-R) model and self-regulation theory which explains how environmental stimuli trigger internally with emotional components resulting in unplanned purchases (Chopdar, Paul, Korfiatis, & Lytras, 2022; Zafar et al., 2021). With steady growth in behavioural economics and consumer psychology literature, researchers are inclined more towards exploring the effects of cognitive biases, emotional regulation, and personality traits on impulse buying tendencies. However, despite the advanced literature on impulse buying, limited knowledge does not provide an organised, comprehensive review to advance the understanding of new developments (G Muruganatham & Ravi Shankar Bhakat, 2013). The existing information is highly disjointed and is scattered in several disciplines. Bibliometric analysis can help provide a holistic view of the current field research, help identify major contributing authors, institutions, and countries, and highlight dominant themes and knowledge gaps (Merigó, Gil-Lafuente, & Yager, 2015). Such a study will also indicate the cross-disciplinary nature of impulse buying research, which combines concepts and theories from other areas, namely psychology, marketing, and technology in researching this complex phenomenon.



This paper seeks to critically evaluate bibliometrics of impulse buying behaviour literature to achieve the following objectives:

Research Landscape Mapping: To study the evolution of research on impulse buying behaviour, including the growth of publication volume and popular names of authors, as well as institutions which conduct this type of research.

Research Trend and Topic Identification: Aimed at uncovering the most prominent research questions and topics on impulse buying behaviour and how these questions are addressed from various perspectives including the digital context, social factors, and emotional aspect.

Research Context of Impulse Buying: To justify the existence of Brygida's impulse buying using many scientific disciplines, including psychology, marketing, and business management as well as e-commerce.

Evaluating Existing Research and Proposing New Directions: For instance, the authors would like to emphasise the areas of the deficit concerning the relevant impulse buying literature and propose in what way technology; social media and new retailing habits are influencing consumer impulse buying behaviour.

Social factors play a vital role in impulse buying that leads to an increase in sales and effectively shifts the patterns of consumer spending (Ahmad, Zakaria, & Husin, 2023; Husnain, Rehman, Syed, & Akhtar, 2019). This is important to both retailers and consumers. For marketers, the knowledge of what causes impulse buying behaviour enables them to come up with effective marketing campaigns, store placement, and e-commerce platforms that promote these behaviors (Iyer et al., 2019; Xiao, Nicholson, & Iyer, 2017). However, from the perspective of consumer protection, impulse buying also possesses a danger, it leads to such effects as overspending, the feeling of disappointment after making a purchase, and the lower satisfaction of consumers with such shopping. This bipartite nature, on the one hand, positions it as a subject of marketing



persuasions while on the other, it warrants an aspect of social economics and therefore deserves more research than it has received.

Engaging in bibliometric analysis helps varying disciplines and different periods (Ruhanen, Weiler, & Moyle, 2015). This study will employ bibliometric analysis to ease the challenge of research fragmentation by providing an integrated picture of how impulse buying has been researched in spanning methods to examine the research landscape of existing studies concerning trend analysis, citation analysis, keywords and their significance, and what areas are still under-explored and hold new information. This is important for appreciating the multidisciplinary character of impulse buying research and why the various disciplines contribute to the understanding of this anthropological behaviour.

Further, bibliometric analysis highlights the consumers' cross-disciplinary nature (Alves, Fernandes, & Raposo, 2016). Impulse buying behaviour is impossible to reconceptualise from a single disciplinary framework. The emergence and execution of the intention to buy a product are usually elicited by various stimuli that invoke cognitive and affective involvement from the consumer and such processes could be better comprehended if different branches of study were employed.

In summary, through mapping the research landscape, identifying interdisciplinary connections, and highlighting knowledge gaps, the study aims to provide a valuable resource for researchers, practitioners, and policymakers interested in the dynamics of consumer behaviour in both offline and digital retail environments. The findings of this paper are not just beneficial for the understanding of the concept of impulse buying but also contribute to advancing future research in related fields like of digital marketing, consumer psychology, and behavioural economics.

Methodology

The research has adopted bibliometric analysis with the help of the software named VOSviewer to examine the intellectual domain of available literature on impulse buying behaviour. The VOSviewer is more appropriate for this analysis since it facilitates the visualisation of bibliometric maps in an easy and interpretable way which is extremely useful in establishing links between the



In addition, the software assists in understanding the academic landscape by supporting the comprehension of complex data sets and detailed network maps simultaneously (Adrian & Muntazimah, 2023).

The method of bibliometric analysis is an essential and instrumental technique for understanding research trends, identifying the most influential studies, and mapping the evolution of knowledge within a particular domain (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). It allows researchers to comprehensively assess academic outputs in a structured way, which identifies crucial research issues, notable authors, and principal fields (Zupic & Čater, 2015). This method also allows for the identification of gaps in literature and emerging trends which are critical for developing new and innovative studies (Aria & Cuccurullo, 2017). In addition, bibliometric techniques help expositive patterns of integration of several fields in a research area encouraging interdisciplinary cooperation (Chen & Song, 2019).

The Scopus database, a reputable and robust source of peer-reviewed literature, was chosen for this study (Woods, Paulus, Atkins, & Macklin, 2016). Scopus offers extensive coverage across various disciplines which is crucial for interdisciplinary topics like impulse buying. Moreover, Scopus makes it easier to access relevant documents through advanced searches that is important in completing a bibliometric analysis effectively (Mongeon & Paul-Hus, 2016).

The authors conducted a search in Scopus database for documents that included the term "impulse buying" in any of its forms. In our preliminary search we used the keyword "impulse buying behaviour" OR "Impulsive buying", and we secured 1070 papers. The English language was however the only language in which research articles and book chapters were accepted in order to ensure the retention of good quality peer reviewed articles. The selection was also made restrictive for the subject areas in business, computing, social sciences, economics, psychology as well as arts that are relevant to the study of impulse buying. This filtering process ensured that only relevant literature from several related fields supported the bibliometric analysis and further made cross-disciplinary investigation possible. This gave us 791 documents in total.

**Results**

The bibliometric analysis identifies the existing gap in research on impulse buying behaviour, highlights the flagship authors and their focus in the discipline, and examines the dynamics of research partnerships and ontology. By employing various bibliometric methods, this section specifically covers the citation analysis, co-citation, bibliographic coupling and trends in the co-authorship that underpin this particular field of study.

Emergence of Impulse Buying Behaviour as a Concept

Interest in impulse buying behaviour research has been significantly growing, especially within the last twenty years. The temporal analysis traces a dramatic upturn in the number of works published after 2005 which can be linked to the popularity of the Internet, online stores, and social media marketing (Parboteeah, Valacich, & Wells, 2009; Verhagen & van Dolen, 2011). The topic has evolved from one concerning purchasing behaviour in a physical store to a multifaceted activity influenced by online commerce, targeted marketing, and e-business (Floh & Madlberger, 2013; Vohs & Faber, 2007). Attention to research in this area is still increasing as businesses seek to better understand and take advantage of the impulsive responses of consumers, while academics study the opportunities and the upcoming evolution of this practice in both theories and applications (Zheng, Men, Yang, & Gong, 2019).

Citation Evaluation of the Documents

The citation analysis of the documents, where the threshold was set at a minimum of 50 citations, identified Rook's (1987) "The Buying Impulse" to be a seminal work. It is one of the foundational research in the field with over 900 citations. This work provides a groundwork as it explores the psychological triggers for impulse buying behaviour, like emotional and cognitive factors. Similarly, another prominent research by Beatty & Elizabeth Ferrell (1998) studies the emotional reactions and their consequences for impulse purchases. It is a highly cited paper for its exploration of situational and emotional factors manoeuvring impulsive behaviour. Table 1 provides a brief on the top ten most cited documents in impulse buying research. The table highlights the diverse methodologies, including surveys, experimental designs, and mixed methods. These influential studies are a testament of the dynamic development of the field which addresses both online and offline triggers of impulse buying along with cultural, psychological, and sensory antecedent.



S. No.	Article	Author(s)	Citations	Methodology
1	Impulse buying: Modeling its precursors	Beatty, S.E., & Ferrell, M.E.	930	Modeling precursors using consumer survey data.
2	The influence of website characteristics on a consumer's urge to buy impulsively	Parboteeah, D.V., Valacich, J.S., & Wells, J.D.	623	Experimental design evaluating website features.
3	Spent resources: Self-regulatory resource availability affects impulse buying	Vohs, K.D., & Faber, R.J.	643	Experimental design on resource depletion and impulsivity.
4	Congruency of scent and music as a driver of in-store evaluations and behavior	Mattila, A.S., & Wirtz, J.	737	Experimental study on sensory congruence in stores.
5	A multi-method investigation of consumer motivations in impulse buying behavior	Hausman, A.	420	Mixed methods combining qualitative and quantitative approaches.
6	The influence of online store beliefs on consumer online impulse buying	Verhagen, T., & van Dolen, W.	472	Survey-based analysis of online store perceptions.
7	The influence of culture on consumer impulsive buying behavior	Kacen, J.J., & Lee, J.A.	277	Cross-cultural comparative study using surveys.
8	The impact of impulse buy on consumer behavior	Weun, S., Jones, M.A., & Beatty, S.E.	115	Survey-based study on impulse buying triggers.
9	Gender identity and material symbols: Objects and decision considerations in impulse purchases	Dittmar, H., Beattie, J., & Friese, S.	225	Survey-based analysis of gender differences in material consumption.
10	Impulse buying: The role of affect, social influence, and subjective wellbeing	Silvera, D.H., Lavack, A.M., & Kropp, F.	187	Survey-based study exploring affective influences and wellbeing.

Table 1: Most cited documents



Among the most widely cited works in the literature are Hausman (2000) which extensively reviews the affective states in the context of a consumer decision-making process. Also, the research by Verplanken & Herabadi (2001) where personality characteristics were considered to be predictably impulsive buying behaviour and self-control were studied. Recent works of Badgaiyan & Verma (2015) have gained considerable attention for their focus on the strength of digital environments which facilitate impulsive shopping through personalised recommendations and targeted advertisements.

Citation Analysis of Authors

The citation analysis of authors, where the threshold was set at 30 placed the total document count to 288 from noteworthy scholars. Naturally, authors who have been frequently quoted include S. E. Beatty, M. E. Ferrell, and D. W. Rook. Rook's early discussions of the psychological elements linked with the initiation of impulse buying remain a critical reference within contemporary research. Kacen & Lee (2002) also worked on related issues, whose cross-cultural studies compare the impulse buying patterns in Western and Eastern cultures, proving that cultures impact the impulse consumption of consumers. Table 2 showcases valuable insights in the varying fields of expertise of the authors and their contribution to the research.

S.No	Author(s)	Citations	Field of Study	Key Contribution
1	Sharon E. Beatty	930	Consumer Behavior	Modelled antecedents of impulse buying behaviour in retail settings.
2	Mark E. Ferrell	930	Consumer Behavior	Explored psychological triggers and environmental factors affecting impulse buying.
3	Dennis W. Rook	721	Psychology	Introduced the concept of buying impulses with a focus on psychological elements.
4	Judy J. Kacen	277	Cross-Cultural Consumer Behavior	Examined cultural influences on impulse buying in Western vs. Eastern contexts.



5	Julie A. Lee	277	Cross-Cultural Consumer Behavior	Studied the role of cultural differences in shaping impulsive consumer behavior.
6	Bas Verplanken	340	Psychology	Developed scales to measure impulse buying tendency, emphasizing emotional drivers.
7	Kathleen D. Vohs	643	Psychology	Investigated self-regulation's role in impulse buying, focusing on resource depletion.
8	Ronald J. Faber	643	Psychology	Explored how resource availability affects impulsive decision-making.
9	Anna S. Mattila	737	Retail and Consumer Behavior	Studied sensory factors, like scent and music, in shaping in-store impulse buying.
10	Jochen Wirtz	737	Retail and Consumer Behavior	Analyzed sensory congruence and its impact on consumer evaluations and behavior.

Table 2: citation analysis of authors

Trends have changed more recently with writers such as Badgaiyan A. J. and Verma A. addressing the interface between psychological approaches and the cyberspace of e-commerce in search for factors that trigger website-induced impulse buying. Additionally, Sharma, Sivakumaran, & Marshall (2010) have developed the concept of emotions such as guilt and gratification as determinants of the impulse buying phenomenon.

Co-Citation Analysis

The co-citation analysis, with a threshold of 50 cited references, uncovered 69 highly co-cited papers. The works of Rook (1987) and of Beatty and Ferrell (1998) are strong representers of a co-citation network as they are quoted together by studies dealing with both emotional and cognitive aspects of impulse buying behaviour. Verplanken and Herabadi (2001) are also frequently co-cited with these foundational researches on how personality traits of individuals influence impulse behaviour.

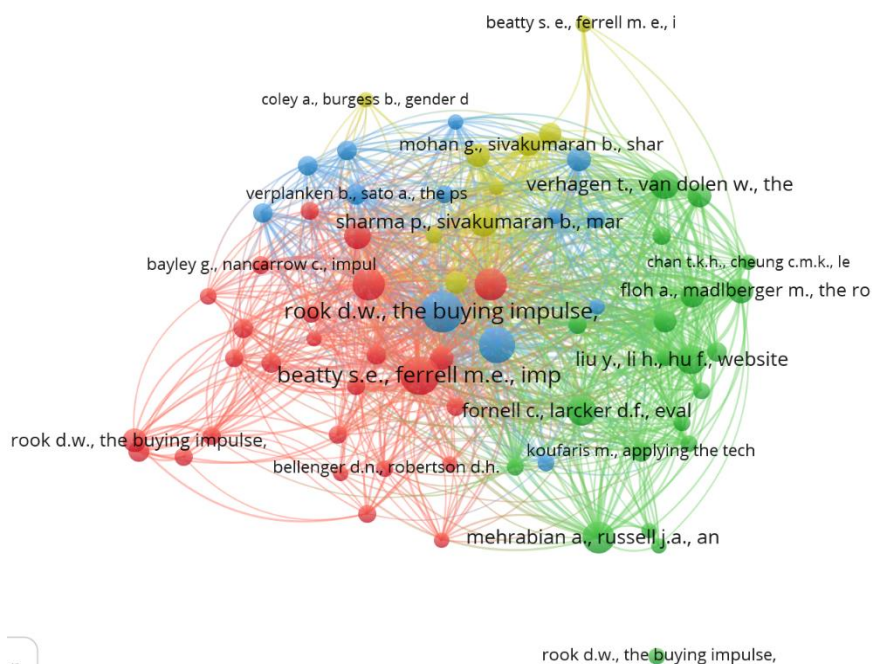


Figure 1: Co-citation analysis of references

Woods (1998) and Dittmar, Beattie, & Friese (1995) also feature highly in the co-citation analysis and are frequently cited together. These papers target the variables of materialistic orientation and self-identification in the cause of identity-induced involuntary purchasing, implying that consumer self-perception and social influences are vital in a comprehensive understanding of impulse buying tendencies. This interlinked network of citations shows that impulse buying is a broad research area which is global and inter-disciplinary and quite extensively researched in terms of theoretical foundations in consumer psychology coupled with emotional regulation.

Bibliographic Coupling of Documents

Using a threshold citation number of 10, documents that possessed three or more common references were linked together resulting in 381 documents being coupled. This analysis revealed distinct clusters of research that explore impulse buying through different lenses. For example, a prominent cluster exists that emphasises the emotional and psychological aspects of impulse



buying behaviour. Works spearheaded by Rook 1987 and Beatty and Ferrell (1998) form the core of the cluster. This cluster examines the various emotional drivers implicated in impulse purchase decisions, such as immediate gratification, lingering pleasures guilt, buyer's regret, and other emotional responses to marketing stimuli.



Another equally important cluster is that on impulse purchases through digital and other e-commerce platforms whereby recent studies by Badgaiyan and Verma (2015) are cited quite prominently. These papers focus on how online shopping platforms, social media, and targeted advertisements contribute to impulsive purchases. The coupling of these documents highlights the evolving nature of impulse buying, with more recent research incorporating technological advancements and digital marketing strategies. The documents' coupling exemplifies the evolving nature of studies in impulse buying, with a greater focus on social media, technology, and targeted marketing.



Figure: Trends

1990s and Earlier: Psychological and Emotional Foundation of Impulse Buying Behaviour

The research on impulse buying behaviour around 1990 and earlier was primarily focused on its psychological and emotional underpinnings (Beatty & Elizabeth Ferrell, 1998; Rook & Fisher, 1995). The main focus of investigation was largely driven by consumer psychology theories which emphasised emotional aspects to be the main source of triggers, such as gratification and guilt (Weun, Jones, & Beatty, 1998). The foundational theories by authors like theories Rook's (1987) conceptualisation of impulse buying contributed to the understanding of how unplanned purchases occurred. These initial works believed that internal factors like impulsivity, self-control, and emotional states drive unplanned purchases in traditional retail settings.

The stimulus-organism-response (S-O-R) model was also widely discussed regarding understanding how purchase decisions were made in response to store atmospherics which were regarded as external stimuli. Also, there is a clear emphasis on understanding the role of point-of-sale marketing strategies and store environment stimulus during this phase. Overall, this period sets the stage to comprehend the psychological mechanisms of consumers behind impulsive buying behaviour.



Impulse buying research in the 2000s as well as in the 2010s had a significant change because of the digital transformation of businesses along with the introduction of several e-commerce sites (Adelaar, Chang, Lancendorfer, Lee, & Morimoto, 2003). During the first decade of the 21st century, the scholars examined the impact of online and mobile shopping on impulsive purchases. Integration of concepts like personalised marketing, social media, and targeted advertising in the digital environment became the major area of concern (Chan, Cheung, & Lee, 2017). Studies were also done on the factors that influenced online impulse buying such as the design of the websites, the interface and the advertisements (Mattila & Wirtz, 2001; Wells, Parboteeah, & Valacich, 2011). Further, emphasis was on exploring the influence of the new triggers like limited-time offers and instant discounts

Meanwhile, it is in 2000s that cross-cultural studies gained momentum. Several authors like Kacen and Lee 2002 investigated how cultural variables influenced impulse buying in the Western and Asian markets. These themes started to gain more attention in 2010 with digital contexts relevant to social media and mobile apps being the most explored. This period also saw a growing interest in understanding the cognitive biases, emotional control and even personality features that affect digital impulse buying behaviour which aligned with behavioural economics (Šeinauskienė, Maščinskienė, & Jucaitytė, 2015; Verhagen & van Dolen, 2011).

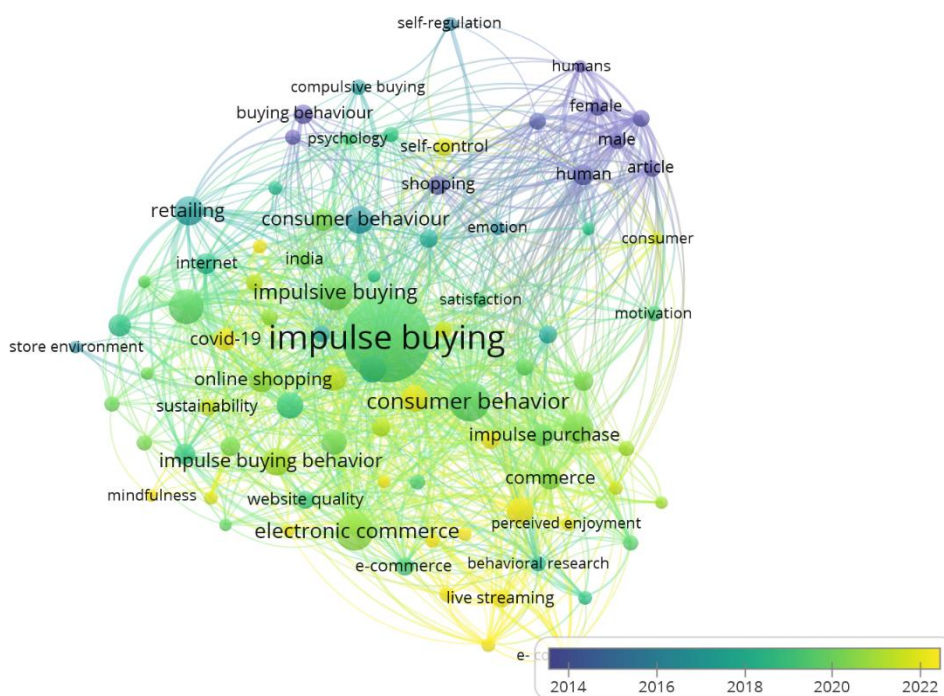
2020s and Beyond: Ethical Implications, Advanced Technologies, and Sustainability

The 2020s have served to expand the scope of impulse buying research along new lines as new trends and developments emerged on a global scale. The COVID-19 pandemic for instance, caused a shift in the general population's shopping psychology, whereby being under lockdown increased the number of distressed purchases, online and panic buying (Naeem, 2021; Wang, Liu, Du, & Wang, 2021). Studies are currently focusing on the pandemic's impact on the acceleration of trends in impulse purchases digitally through live stream marketing, subscription buying, and other time-sensitive promotions.



Ethical concerns also become more pronounced, with growing deliberations around sustainable consumption and mindful shopping (Marjerison et al., 2022). The focus of the investigation is also anticipated to incline more towards new-age technologies such as AI driven personalisation, virtual reality (VR) shopping, and augmented reality (AR) ecosystems (Nguyen, Tran, Do, & Tran, 2024; Sait, Ali, Almunawar, & Haji Masri, 2024). Such cutting-edge technologies seek to enrich the consumer experience and inevitably increase the potential for an impulse purchase (Chatterjee, Hameed, & Cham, 2024). Moreover, the use of predictive analytics and machine learning is likely to enable precise marketing campaigns thereby creating pertinent ethical dilemmas regarding the consumer's freedom and moral principles. The bibliometric analysis also revealed that a key area of focus will be integrating findings from consumer psychology, marketing, and technology to promote more ethical and sustainable forms of impulse consumption.

Co-occurrence of Keyword analysis



The co-occurrence analysis of keywords in VOSviewer, which sets a minimum occurrence of 11 times, reveals 54 significant keywords out of 2754, depicting purchasing behaviour research in



great detail. Impulse buying is among the key analysis topics based on its frequency where it occurs 325 times and is the most frequently used keyword phrase, possessing the highest number of associations. It extends to core areas in the field that include “consumer behaviour” with 70 occurrences and “electronic commerce” with 59 occurrences emphasising the relationship between impulsive buying, consumer behaviour and e-business. The prominence of the online environment is particularly evident through keywords like “impulse buying,” “online shopping,” and “live streaming.” It focuses on how digital platforms, social media, and user experience drive impulsive purchases. Further, it can also be noted that these keywords emphasise the significance of e-commerce in the modern retail landscape.

Other trends in the thematic analysis revolve around psychological aspects and behavioural triggers as represented by keywords like “self-control”, “impulsiveness”, and the “urge to buy impulsively” among others. This has a focus on the internal psychological approaches, which are responsible for instituting these constructs and falls in line with the models such as Stimulus Organism Response (S-O-R). Apart from these words, other terms like “hedonic shopping value”, and “compulsive buying”, show that a strong emotional need with the desire to satisfy instant needs leads to taking impulsive action. The COVID-19 pandemic is yet another theme that emerged, with the mention of ‘COVID-19’ among the top key words that demonstrate how the global crisis accelerated online impulse buying through the use of social media and social commerce. This transition or shift towards employing digital marketing strategies and selling through the online retail space indicates a change in the impulse buying pattern as a result of the pandemic.

Also, the analysis goes further and observes such broader research themes as traditional retailing elements and terms such as “sales promotion”, “purchase intention”, “structural equations modeling” which are common in examining the decision making process. Newer subject areas like “sustainability”, as well demographic centric terms like “female”, and “male”, demonstrate further interest in questions of responsible consumption and gender difference in impulse buying variations. To sum up, the co-occurrence analysis does not only trace the prominence of certain keywords. It also provides an insight into the changeable, multifarious character of impulse buying researches which is now enhanced by the growth in e-commerce, and psychological aspects encompassing new dimensions of social responsibility, and ethics.

**Conclusion**

The bibliometric analysis extends the boundaries of the field of impulse buying behavior offering useful insights into the development of the field. The citation and co-citation analyses reveal that Edwin Rook, Jeffrey Beatty and Ferrell constituted a large persistent core but more recent energetic contributors to the area are those seeking to understand the role of the internet and the sociocultural context. The results of both analysis of bibliographic coupling and co-authorship indicate that areas of digital commerce and consumer psychology are particularly well developed in terms of collaboration. With the further development of e-commerce and further digitalisation of the workplace and society, new technologies and systems will likely deepen the variables explaining the urge, for impulse buying behaviour.

Discussion

Insight gained from this bibliometric analysis, resonates well with the existing literature on impulse buying behaviour, where one of the major streams deals with its evolution from physical retailing to online shopping and its emerging patterns such as the role of social media and cross-border buying. While it became obvious more than a decade ago that initial inquiries were largely concerned with emotional and psychological aspects of impulse buying behavior, today's topics do put more stress on the role of online shopping, e-commerce and tailored marketing strategies employed as part of a new customer journey. This evolution brings forth quite fundamental transformations in the way and the processes within the consumer impulse development and moderation, in this case, the focus is on digital strategies which are built to grab the consumer's attention with speed, customization and easy accessibility. Furthermore, the processes of self-regulation, purchasing persistence, and hedonic value of shopping, among others point out to the emotional and cognitive aspects of interest to many researchers today, which also have a shift towards exploring these processes in the digital world.

evidenced when discussing topics such as sustainable marketing, responsible consumption, or the personalization of marketing communications through AI systems. By all accounts, the future of research on impulsive behavior will be influenced by technologies like virtual reality and augmented reality where the environments will be digital and potentially immersive. In particular,

International Journal of Interdisciplinary Cultural Studies

ISSN: 2327-008X (Print), ISSN: 2327-2554 (Online)

Volume 19, Issue 2, 2024

<https://cgscopus.com/index.php/journals>



Journal of Business Research and Journal of Consumer Psychology are very active in these markets integrating research practices with theory and benefiting from them in practice. The focus of this bibliometric study is somewhat different. This research focuses more on current trends than on future trends. It also has the advantage of widening the scope of the research problem when it comes to excess consumption in the circumstances of a rapid development of the information environment.

Theoretical Implications

Important theoretical implications emerge from the bibliometric analysis of impulse buying behaviour. Core psychological and emotional determinants such as gratification and guilt, along with self control, have been identified since the pioneering work done by Rook in 1987 and Beatty and Ferrell in 1998, as essential for the comprehension of this unique targeted behaviour referred to as impulse buying. These studies paved the way for further investigations such as one focusing on the foci of unplanned purchases. Badgaiyan and Verma (2015) took it further, as these theories were adopted into the online context, focused on the impact of e-commerce and targeted marketing on customer behavior. The concept of impulse buying has now been contextualised and applied to the digital world. In the same vein, Kacen and Lee (2002) also conducted a cross-cultural study, which makes an important theoretical contribution and explains several distinctive features of this elusive construct, in this case of a generalist nature, where impulse buying is constructed by culture, value and social factors. Such studies illustrate that such cultural diversity must be considered in the study of consumer behaviour, thereby enhancing the theoretical understanding of less or more universal impulse buying tendencies in different territorial settings.

Practical Implications

The analysis is useful for marketers and practitioners who would want to explore dimensions of impulsive buying in both the offline and online marketplaces. And it's mainly through the very emotion and cognition triggers provided in theoretical texts that business would come up with surefire ways of inciting unplanned purchases through advertisements and customized marketing. This is especially the case in digital cases where ecommerce companies are able to engineer the whole purchase process to elicit unplanned buying. Furthermore, the analysis also points out the



ethical responsibility associated with the attempt to alter the choices made by consumers and encourages the need for ethical marketing by the businesses. Lastly, the cross national and cross cultural aspects of the research results indicate that marketing strategies adopted by organizations do not have universal application. If Western approaches are to be applied in Asian marketing, a great deal of sensitivity needs to be observed.

Limitations

The primary limitations of this bibliometric analysis stem from its reliance on specific databases, which may not capture all relevant studies, particularly those published in non-indexed journals or grey literature, leading to potential gaps in the dataset. The analysis also focuses predominantly on English-language publications, potentially underrepresenting significant research from non-English-speaking regions, especially in cross-cultural contexts. Additionally, using citation counts as a measure of influence favors older, more established works, potentially overlooking recent, innovative studies. Furthermore, the quantitative nature of the bibliometric approach lacks qualitative insights into the content and theoretical contributions of the papers analysed. Lastly, given the rapidly evolving nature of digital commerce, the analysis may not fully reflect the most recent technological advancements or predict future research trends in impulse buying.

References

- Adelaar, T., Chang, S., Lancendorfer, K. M., Lee, B., & Morimoto, M. (2003). Effects of Media Formats on Emotions and Impulse Buying Intent. *Journal of Information Technology*, 18(4), 247–266. <https://doi.org/10.1080/0268396032000150799>
- Adrian, M., & Muntazimah, M. (2023). Bibliometric Analysis with the Vosviewer-Based Keyword “Mathematical Abilities.” *Proceedings Series on Social Sciences & Humanities*, 13, 74–80. <https://doi.org/10.30595/pssh.v13i.885>
- Ahmad, S. S., Zakaria, A., & Husin, T. (2023). Impulse Buying Behavior in Higher Education: Unraveling the Influence of Situational Factors. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 5(17), 61–70.



- Alves, H., Fernandes, C., & Raposo, M. (2016). Value co-creation: Concept and contexts of application and study. *Journal of Business Research*, 69(5), 1626–1633.
<https://doi.org/10.1016/j.jbusres.2015.10.029>
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2013.11.004>
- Aria, M., & Cuccurullo, C. (2017). bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975.
<https://doi.org/https://doi.org/10.1016/j.joi.2017.08.007>
- Atsız, O., Öğretmenoğlu, M., & Akova, O. (2022). A bibliometric analysis of length of stay studies in tourism. *European Journal of Tourism Research*, 31(2022), 1–20.
<https://doi.org/10.54055/ejtr.v31i.2305>
- Atulkar, S., & Kesari, B. (2018). Impulse Buying: A Consumer Trait Prospective in Context of Central India. *Global Business Review*, 19(2), 477–493.
<https://doi.org/10.1177/0972150917713546>
- Badgaiyan, A. J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors. *Journal of Retailing and Consumer Services*, 22, 145–157.
<https://doi.org/https://doi.org/10.1016/j.jretconser.2014.10.002>
- Bansal, M., & Kumar, S. (2018). Impact of Social Media Marketing on Online Impulse Buying Behaviour. *Journal of Advances and Scholarly Researches in Allied Education*, 15(5), 136–139. <https://doi.org/10.29070/15/57560>
- Beatty, S. E., & Elizabeth Ferrell, M. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191. [https://doi.org/https://doi.org/10.1016/S0022-4359\(99\)80092-](https://doi.org/https://doi.org/10.1016/S0022-4359(99)80092-)



- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204–217.
<https://doi.org/https://doi.org/10.1016/j.im.2016.06.001>
- Chatterjee, R. S., Hameed, I., & Cham, T.-H. (2024). Cognitive and affective appraisal of online impulse buying: a multi-mediation approach. *Journal of Marketing Analytics*.
<https://doi.org/10.1057/s41270-024-00338-7>
- Chauhan, S., Banerjee, R., & Dagar, V. (2023). Analysis of Impulse Buying Behaviour of Consumer During COVID-19: An Empirical Study. *Millennial Asia*, 14(2), 278–299.
<https://doi.org/10.1177/09763996211041215>
- Chen, C., & Song, M. (2019). Visualizing a field of research: A methodology of systematic scientometric reviews. *PloS One*, 14(10), e0223994.
<https://doi.org/10.1371/journal.pone.0223994>
- Chopdar, P. K., Paul, J., Korfiatis, N., & Lytras, M. D. (2022). Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. *Journal of Business Research*, 140, 657–669. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.11.031>
- Dittmar, H., Beattie, J., & Friese, S. (1995). Gender identity and material symbols: Objects and decision considerations in impulse purchases. *Journal of Economic Psychology*, 16(3), 491–511. [https://doi.org/https://doi.org/10.1016/0167-4870\(95\)00023-H](https://doi.org/https://doi.org/10.1016/0167-4870(95)00023-H)
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296. <https://doi.org/https://doi.org/10.1016/j.jbusres.2021.04.070>
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439.
<https://doi.org/10.1016/j.elerap.2013.06.001>



G Muruganantham, & Ravi Shankar Bhakat. (2013). A Review of Impulse Buying Behavior.

International Journal of Marketing Studies, 5(3). <https://doi.org/10.5539/ijms.v5n3p149>

Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17, 403–426.

<https://doi.org/10.1108/07363760010341045>

Husnain, M., Rehman, B., Syed, F., & Akhtar, M. W. (2019). Personal and In-store Factors Influencing Impulse Buying Behavior among Generation Y Consumers of Small Cities. *Business Perspectives and Research*, 7(1), 92–107.

<https://doi.org/10.1177/2278533718800625>

Iqbal, H., Siddiqui, D. A., & Khan, S. (2023). Relationship of Advertising Appeals and Impulsive Purchasing Inclination: Role of Self-Control and Marital Status as Moderators. *International Journal of Social Science & Entrepreneurship*, 3(4), 284–305.

<https://doi.org/10.58661/ijssse.v3i4.221>

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2019). Impulse buying a meta-analytic review. *Journal of the Academy of Marketing Science*.

Kacen, J., & Lee, J. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology - J CONSUM PSYCHOL*, 12, 163–176.

https://doi.org/10.1207/S15327663JCP1202_08

Liu, Y., Li, H., & Hu, F. (2013). Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. *Decision Support Systems*, 55(3), 829–837. <https://doi.org/10.1016/j.dss.2013.04.001>

Luo, H., Cheng, S., Zhou, W., Song, W., Yu, S., & Lin, X. (2021). Research on the impact of online promotions on consumers' impulsive online shopping intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2386–2404.

<https://doi.org/10.3390/jtaer16060131>



Mandolfo, M., & Lamberti, L. (2021). Past, Present, and Future of Impulse Buying Research

Methods: A Systematic Literature Review. *Frontiers in Psychology*, Vol. 12, p. 687404.

<https://doi.org/10.3389/fpsyg.2021.687404>

Marjerison, R. K., Hu, J., & Wang, H. (2022). The Effect of Time-Limited Promotion on E-

Consumers' Public Self-Consciousness and Purchase Behavior. *Sustainability*

(Switzerland), 14(23). <https://doi.org/10.3390/su142316087>

Mattila, A. S., & Wirtz, J. (2001). Congruency of scent and music as a driver of in-store

evaluations and behavior. *Journal of Retailing*, 77(2), 273–289.

[https://doi.org/10.1016/S0022-4359\(01\)00042-2](https://doi.org/10.1016/S0022-4359(01)00042-2)

Merigó, J. M., Gil-Lafuente, A. M., & Yager, R. R. (2015). An overview of fuzzy research with bibliometric indicators. *Applied Soft Computing*, 27, 420–433.

<https://doi.org/https://doi.org/10.1016/j.asoc.2014.10.035>

Mongeon, P., & Paul-Hus, A. (2016). The journal coverage of Web of Science and Scopus: a comparative analysis. *Scientometrics*, 106(1), 213–228. <https://doi.org/10.1007/s11192-015-1765-5>

Naeem, M. (2021). Understanding the customer psychology of impulse buying during COVID-

19 pandemic: implications for retailers. *International Journal of Retail & Distribution*

Management, 49(3), 377–393. <https://doi.org/10.1108/IJRDM-08-2020-0317>

Nguyen, T. H. N., Tran, N. K. H., Do, K., & Tran, V. D. (2024). The Role of Product Visual

Appeal and Sale Promotion Program on Consumer Impulsive Buying Behavior. *Emerging*

Science Journal, 8(1), 297–309. <https://doi.org/10.28991/ESJ-2024-08-01-021>

Parboteeah, D. V., Valacich, J. S., & Wells, J. D. (2009). The Influence of Website

Characteristics on a Consumer's Urge to Buy Impulsively. *Information Systems Research*,

20, 60–78. Retrieved from <https://api.semanticscholar.org/CorpusID:33816595>

Prashar, A., & Sunder M, V. (2020). A bibliometric and content analysis of sustainable



development in small and medium-sized enterprises. *Journal of Cleaner Production*, 245, 118665. <https://doi.org/10.1016/j.jclepro.2019.118665>

Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199.

Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, 22(3), 305. <https://doi.org/10.1086/209452>

Ruhanen, L., Weiler, B., & Moyle, B. D. (2015). Trends and patterns in sustainable tourism research: a 25-year bibliometric analysis. *Journal of Sustainable Tourism*, 23(4), 517–535.

Sait, M. A., Ali, M. A., Almunawar, M. N., & Haji Masri, H. M. (2024). Understanding factors to digital wallet discontinuance intention among past users: an exploratory study. *Journal of Science and Technology Policy Management, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/JSTPM-01-2024-0005>

Šeinauskienė, B., Maščinskienė, J., & Jucaitytė, I. (2015). The Relationship of Happiness, Impulse Buying and Brand Loyalty. *Procedia - Social and Behavioral Sciences*, 213, 687–693. <https://doi.org/10.1016/j.sbspro.2015.11.487>

Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking: A trait-correlates perspective. *Journal of Business Research*, 63(3), 276–283. <https://doi.org/https://doi.org/10.1016/j.jbusres.2009.03.013>

Silvera, D. H., Lavack, A. M., & Kropp, F. (2008). Impulse buying: The role of affect, social influence, and subjective wellbeing. *Journal of Consumer Marketing*, 25(1), 23–33. <https://doi.org/10.1108/07363760810845381>

Singh, P., Sharma, B. K., Arora, L., & Bhatt, V. (2023). Measuring social media impact on Impulse Buying Behavior. *Cogent Business and Management*, 10(3). <https://doi.org/10.1080/23311975.2023.2262371>

Verhagen, T., & van Dolen, W. M. (2011). The influence of online store beliefs on consumer



online impulse buying: A model and empirical application. *Information & Management*, 48, 320–327. Retrieved from <https://api.semanticscholar.org/CorpusID:29015875>

Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*, 15(1 SUPPL.), 71–83. <https://doi.org/10.1002/per.423>

Verplanken, B., & Sato, A. (2011). The Psychology of Impulse Buying: An Integrative Self-Regulation Approach. *Journal of Consumer Policy*, 34(2), 197–210. <https://doi.org/10.1007/s10603-011-9158-5>

Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of Consumer Research*, 33(4), 537–547. <https://doi.org/10.1086/510228>

Wang, S., Liu, Y., Du, Y., & Wang, X. (2021). Effect of the covid-19 pandemic on consumers' impulse buying: The moderating role of moderate thinking. *International Journal of Environmental Research and Public Health*, 18(21). <https://doi.org/10.3390/ijerph182111116>

Wells, J. D., Parboteeah, D. V., & Valacich, J. S. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 32–56. <https://doi.org/10.17705/1jais.00254>

Weun, S., Jones, M. A., & Beatty, S. E. (1998). Development and Validation of the Impulse Buying Tendency Scale. *Psychological Reports*, 82(3_suppl), 1123–1133. <https://doi.org/10.2466/pr0.1998.82.3c.1123>

Woods, M., Paulus, T., Atkins, D. P., & Macklin, R. (2016). Advancing Qualitative Research Using Qualitative Data Analysis Software (QDAS)? Reviewing Potential Versus Practice in Published Studies using ATLAS.ti and NVivo, 1994–2013. *Social Science Computer Review*, 34(5), 597–617. <https://doi.org/10.1177/0894439315596311>



Xiao, S. H., Nicholson, M., & Iyer, G. R. (2017). The Varied Impact of Impulsivity and Situation Factors on Impulse Buying in Emerging Markets: An Extended Abstract. In P. Rossi (Ed.), *Marketing at the Confluence between Entertainment and Analytics* (pp. 1083–1087). Cham: Springer International Publishing.

Xiaobo Fang, Fangxin Zhang, Kun Liao, & Mino Ghoreighi. (2022). Emotional Regulation Factors of Impulse Buying and Conformity Psychology. *International Journal of Neuropsychopharmacology*, 25(Supplement_1), A43–A43.
<https://doi.org/10.1093/ijnp/pyac032.059>

Zafar, A. U., Qiu, J., Shahzad, M., Shen, J., Bhutto, T. A., & Irfan, M. (2021). Impulse buying in social commerce: bundle offer, top reviews, and emotional intelligence. *Asia Pacific Journal of Marketing and Logistics*, 33(4), 945–973. <https://doi.org/10.1108/APJML-08-2019-0495>

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*, 48(October 2018), 151–160.
<https://doi.org/10.1016/j.ijinfomgt.2019.02.010>

Zupic, I., & Čater, T. (2015). Bibliometric Methods in Management and Organization. *Organizational Research Methods*, 18(3), 429–472.
<https://doi.org/10.1177/1094428114562629>