

A Bibliometric Analysis of Impulsive Buying Research in Business and Management: Trends, Collaboration, and Future Research Directions (2020–2026)

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Impulsive buying is the most topic in consumer behaviour and marketing study due to digital commerce, social media, and mobile technologies development. Unfortunately, a comprehensive overview of collaboration patterns, intellectual structure, and emerging research themes are still limited. This study aims to map the development of impulsive buying research within the Business, Management and Accounting discipline using a bibliometric approach. The data is retrieved from the Scopus database using query TITLE-ABS-KEY("impulsive buying") with additional filters restricting documents to journal articles, English language, final publication stage, and the Business subject area published between 2020 and 2026. This study employs VOSviewer to analyse 250 articles that meet selection criteria examining keyword co-authorship, co-occurrence, countries, and organizations, overlay, network, and density visualizations. The publications increase after 2022 reflecting increasing academic interest in impulsive buying. Research themes evolve from traditional consumer behaviour toward livestream shopping, Generation Z, social commerce, trust, materialism, scarcity, and technology-enabled purchasing behaviour. Collaboration analysis indicates China, Indonesia, India, Malaysia, and the United Kingdom as the most influential contributors. These findings provide a comprehensive understanding of impulsive buying research current intellectual landscape and identify promising directions for future studies.

Keywords: Impulsive buying; Bibliometric analysis; VOSviewer; Social commerce; Consumer behaviour.

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1. Introduction

Impulsive buying is the most dynamic research topics in marketing because digital technologies influence decision of consumer purchasing as well as livestream commerce, social media, and mobile commerce. Recent studies analyse impulsive buying in various contexts, including digital payment systems, social commerce, tourism, live-streaming platforms, hospitality, and retailing, indicating that impulsive buying is no longer limited to conventional retail environments but also an essential aspect of digital consumer experience [1][2][3].

The rapid growth of social commerce and electronic commerce change how consumers interact with products and sellers. Social interaction, platform characteristics, emotional stimulation, celebrity endorsement, scarcity cues, and consumer engagement appear as important impulsive buying behaviour determinants [4][5][6]. Recent studies expand the discussion by incorporating new concepts such as fear of missing out (FOMO), artificial intelligence, livestream commerce, materialism, Generation Z, and digital influencers into impulsive buying research [3][7][8].

The literatures of impulsive buying are fragmented because researchers analyse from different methodological approaches, theoretical perspectives, industries, and geographical contexts. Consequently,

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it is difficult to identify the dominant research themes, influential contributors, collaboration patterns, and emerging research directions solely through traditional literature reviews.

Bibliometric analysis reveals a systematic approach to evaluate scientific field development through publication metadata quantitative analysis. Bibliometric analysis reveals the intellectual structure of a research domain and identifies future research opportunities by mapping relationships among authors, countries, institutions, and keywords. This study aims to provide a comprehensive bibliometric analysis of impulsive buying research published in the Business, Management and Accounting subject area between 2020 and 2026 by retrieving the data from Scopus and visualized through VOSviewer.

2. Literature Review and Problem Statement

Impulsive buying refers to spontaneous purchasing behaviour characterized by immediate purchase decisions with little prior planning. Within the dataset analysed in this study, impulsive buying has been examined from diverse perspectives, including personality traits, emotional responses, social influence, digital platforms, livestream commerce, social commerce, mobile commerce, tourism, hospitality, and sustainable consumption. Recent studies also demonstrate that digital technologies have shifted the antecedents of impulsive buying from in-store environmental stimuli toward online social interaction, customer engagement, digital trust, influencer marketing, scarcity, and platform characteristics [4][1][9].

Literature evolution shows the increasing attention to emerging topics such as FOMO, Generation Z, blockchain, livestream shopping, virtual influencers, artificial intelligence, parasocial interaction, and social media addiction. It reveals that research of impulsive buying expands beyond traditional consumer behaviour toward digital purchasing environments. The intellectual structure of this research is not synthesized comprehensively. Therefore, research question of this study is how has impulsive buying research in the Business, Management and Accounting discipline evolved between 2020 and 2026 in terms of publication trends, collaboration networks, and thematic development?

This study is intended to:

1. analyse trends of publication in impulsive buying
2. identify collaboration of networks among countries, institutions, authors
3. map search themes domination
4. identify emerging topics and directions of future research through overlay and density visualization.

3. Method

Bibliometric analysis is applied to analyse impulsive buying research development. The dataset is selected in subject area of Business, Management and Accounting publications. Bibliometric analysis provides quantitative analysis of collaboration patterns, thematic structures, and publication trends based on bibliographic metadata. VOSviewer is applied to visualize relationships among countries, research keywords, authors, and organizations.

Data is retrieved from Scopus database in August 2026 because Scopus provides comprehensive journal coverage and standardized bibliographic information for bibliometric studies.

The search was performed using the following query: (TITLE-ABS-KEY("impulsive buying") AND (LIMIT-TO (SUBJAREA,"BUSI")) AND (LIMIT-TO (DOCTYPE,"ar")) AND (LIMIT-TO (LANGUAGE,"English")) AND (LIMIT-TO (SRCTYPE,"j")) AND (LIMIT-TO (PUBSTAGE,"final")) AND PUBYEAR > 2019 AND PUBYEAR < 2027)

Document selection process follows PRISMA 2020 framework to enhance the transparency of search procedure. All inclusion criteria are applied in Scopus search query to provide document retrieved meets the eligibility requirements.

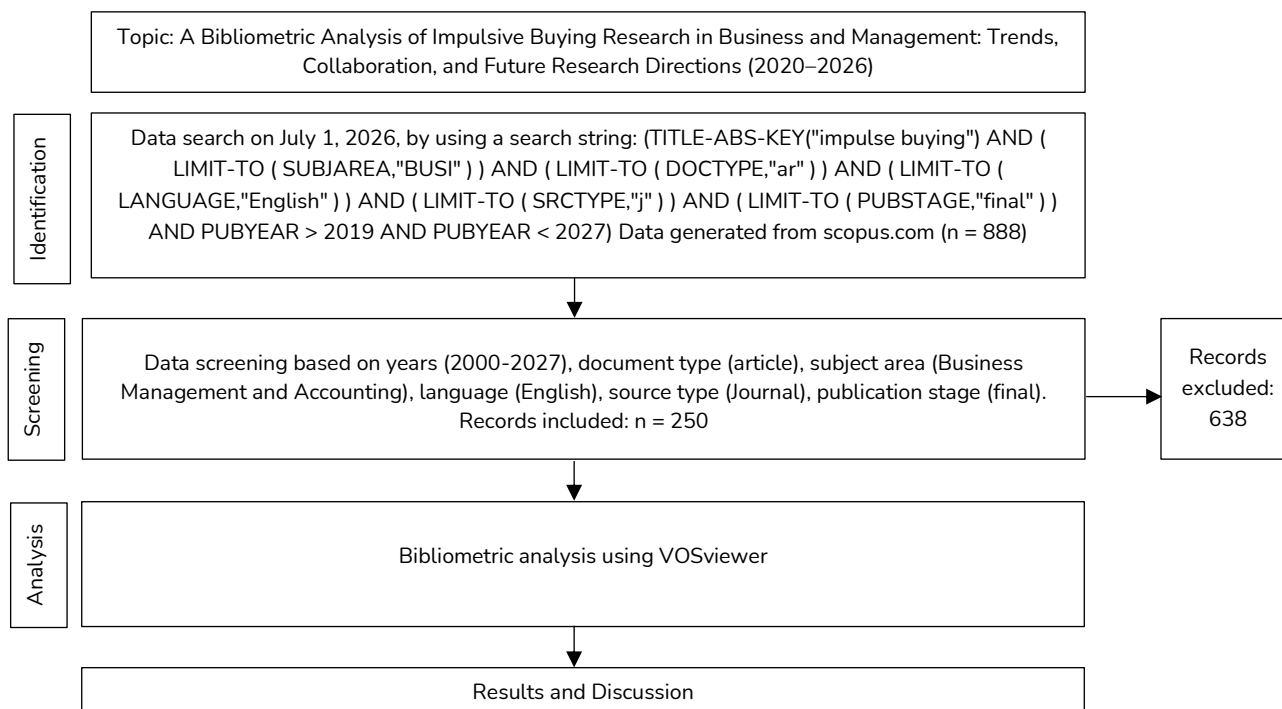


Fig. 1. PRISMA Flow Diagram
Source: Author's conception

Bibliographic dataset consists of 250 journal articles published between 2020 and 2026 and exported in RIS and CSV formats. VOSviewer use CSV file is bibliometric analysis and RIS file is for reference management.

The analyses consist of four stages:

1. export bibliographic records from Scopus;
2. import dataset into VOSviewer;
3. generate bibliometric maps
4. interpret visualization results.

VOSviewer generate bibliometric maps based on visualization principles standard such as node size indicate occurrence or collaboration frequency, links indicate relationships among nodes, links thickness indicate the strength of the relationship, different colours indicate clusters automatically.

The interpretation focused on:

- publication trends;
- collaboration among authors;
- collaboration among countries;
- collaboration among organizations;
- dominant research themes; and
- emerging topics in impulsive buying research.

4. Results And Discussion

Publication Trend

The search strategy identifies 250 journal articles about impulsive buying published in 2020 to 2026 in subject area of Business, Management and Accounting. Trend of publication indicates a continuous increase in scholarly attention toward impulsive buying during the observation period. The number of publications increase after 2022 reveals that topic has gained momentum alongside the rapid development of digital commerce, social commerce, livestream shopping, and social media platforms.

Based on the Scopus dataset (Fig. 2.), the highest number of publications is in 2025, followed by 2026, indicating that impulsive buying remains an active and expanding research area. The increasing publication trend reflects growing interest in understanding consumer purchasing behaviour in digital environments, particularly in relation to emerging technologies, online shopping platforms, and changing consumer lifestyles.

Impulsive buying in recent studies covers research in digital shopping environments such as social digital payment systems, commerce, livestream commerce, and Generation Z consumers [2][3][7][8].

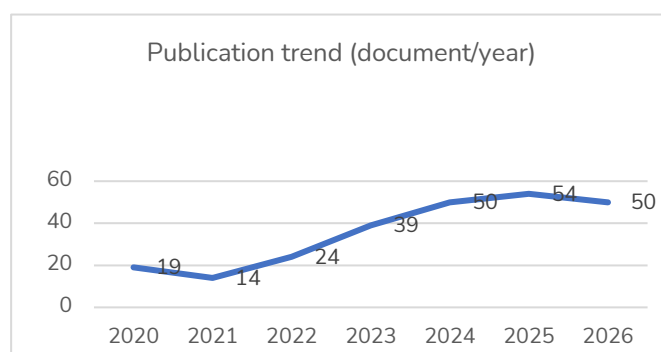


Fig. 2. Publication trend
Source: scopus.com

Co-authorship Analysis of Authors

The author co-authorship analysis illustrates collaborative relationships among researchers in impulsive buying study (Fig. 3.). VOSviewer provide network consisting of three connected authors: Cheah, J.-H., Lim, X.-J., and Luo, X., and form a single collaboration cluster. It indicates that these three researchers have direct collaborative relationships and form a compact research group. Lim, X.-J. is at intermediary position within the network and maintain collaboration with Cheah and Luo, reveals an important role in research collaboration sustain. Cheah, J.-H. and Luo, X. are the most productive authors that each provide five publications and Lim, X.-J. has four publications in impulsive buying research.

The collaboration network still limited. Most authors in dataset do not meet the minimum collaboration threshold. It indicates that impulsive buying research is dominated by independent research teams rather than an interconnected international author network. Interdisciplinary collaborations and strong collaboration cross-country may facilitate broader knowledge exchange and contribute to this research field advancement.



Fig. 3. Co-authorship Network of Authors
Source: VOSviewer

Co-authorship Analysis of Countries

The country collaboration network increase but concentrate in several regional groups (Fig. 4.). There are four collaboration clusters that represent different international research communities.

Malaysia is one of the principal collaboration hubs that maintain research partnerships with Indonesia, Taiwan, Australia, China, and the United Kingdom. India maintains collaborations with Pakistan, Saudi Arabia, the United Arab Emirates, China, and the United Kingdom. China collaborates with Malaysia, India, France, and Macao.

Vietnam, the United States, Pakistan, South Korea, and the Czech Republic are in another cluster reflects collaborations in Asia and North America. The rapid growth of digital commerce, live-streaming commerce, mobile payment systems, and social media marketing in Asian reflects in the dominance of collaboration network among Asian countries.

The visualization suggests that research in impulsive buying evolve into a global connected but remains cantered on several countries rather than distributed across all nations.

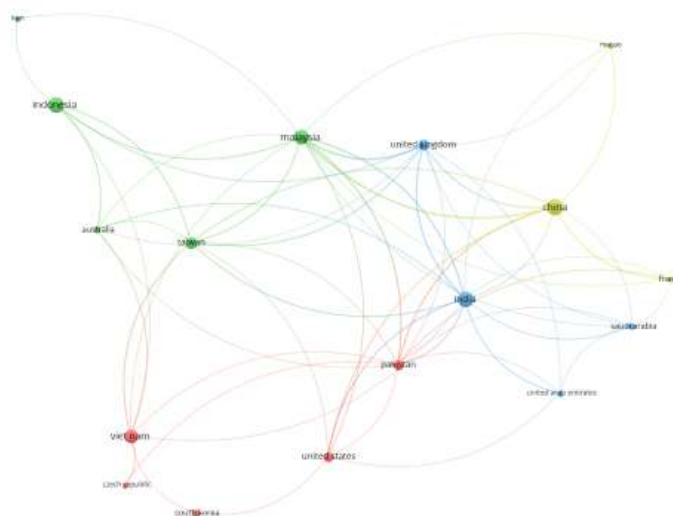


Fig. 4. International Collaboration Network
Source: VOSviewer

Co-authorship Analysis of Organizations

Institutional collaboration is also limited. Three institutions satisfy the minimum inclusion threshold: UCSI Graduate Business School (Malaysia), FORE School of Management (India), and Norwich Business School, University of East Anglia (United Kingdom) (Fig. 5.).

Among these institutions, UCSI Graduate Business School serves as the central connecting institution, collaborating with both FORE School of Management and Norwich Business School. This pattern indicates that institutional partnerships remain concentrated among a relatively small number of universities.

The light network suggests broader international partnership among universities through interdisciplinary collaborations, international grants, and joint research projects to accelerate theoretical development and improve research quality.



Fig. 5. Institutional Collaboration Network
Source: VOSviewer

Keyword Co-occurrence Analysis

The analyse of keyword co-occurrence provides conceptual structure overview. There are five thematic clusters. It indicates the evolution into a multidisciplinary area such as consumer psychology, electronic commerce, digital marketing, and social commerce (Fig. 6.).

The largest cluster is on impulsive buying with strong relationships in consumer behaviour, consumer psychology, live streaming, and consumer behaviour. It indicates consumer decision-making is still the literature focus.

A cluster focuses digital commerce consists of keywords such as electronic commerce, social commerce, online shopping, TikTok, social media, and social presence. The third thematic group focus on psychological determinants, such as compulsive buying, utilitarian value, hedonic value, materialism, self-control, and Generation Z. It indicates individual characteristics interest in shaping impulsive purchasing decisions. The emerge of PLS-SEM, SEM, and mediating indicates this tool is a dominant analytical approach in empirical impulsive buying research.

These findings relate with the publication dataset profile. The Journal of Retailing and Consumer Services, Journal of Theoretical and Applied Electronic Commerce Research, and Asia Pacific Journal of Marketing and Logistics are the leading publication outlets. It indicates the integration of consumer psychology, retailing, and digital commerce in this field.

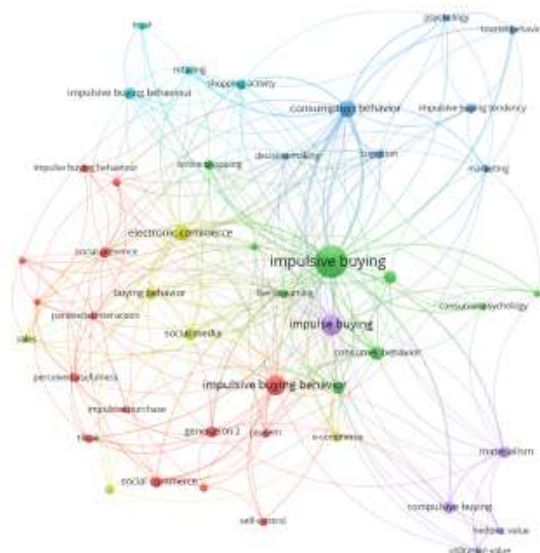


Fig. 6. Network Visualization of Author Keywords
Source: VOSviewer

Density Visualization

The visualization of density identifies the research attention concentration in impulsive buying literature. The areas in yellow indicate higher occurrence frequencies keywords, blue and green and blue areas indicate less scholarly attention topics.

Fig. 7 shows highest-density region is in commerce. It indicates that digital commerce and commercial are the focus of impulsive buying research. The second consists of tendency, literature, purchase intention, originality value, trust, user, and social medium. It indicates the analysis from digital commerce, consumer interaction, and online purchasing behaviour perspectives.

Some methodological terms such as PLS-SEM and mediating role indicate these methodologies are the frequently employed to examine complex relationships among psychological, behavioural constructs, and technological.

Lower-density area in gender, driver, FOMO, fear, interactivity, online impulsive buying behaviour, future research, ease, and visual appeal. It indicates limited scholarly attention and open opportunities for future investigations.

The density visualization shows current literature focus on digital commerce and consumer purchasing behaviour, and platform characteristics, emerging psychological constructs, technology-driven consumer experiences are underexplored.

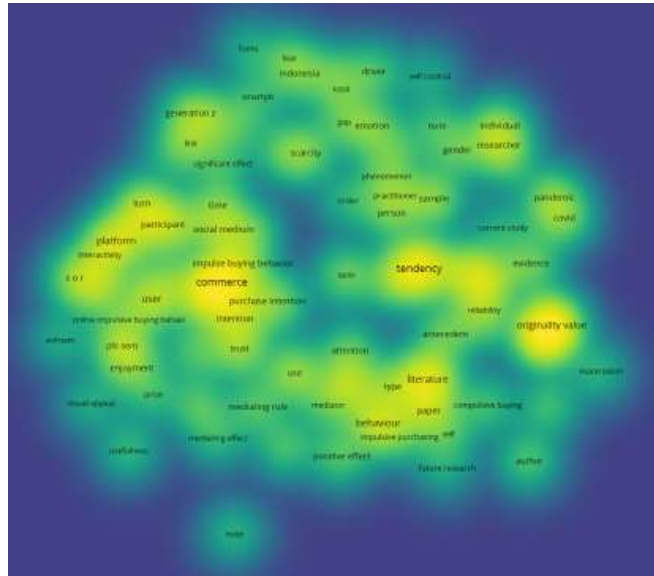


Fig. 7. Density Visualization
Source: VOSviewer

Overlay Visualization

The overlay visualization illustrates the temporal evolution of research topics by assigning colours according to the average publication year of each keyword. Keywords shown in blue represent earlier research themes, whereas green and yellow indicate more recently emerging topics (Fig. 8.).

Figure 8 reveals that earlier studies primarily emphasized pandemic, COVID, individual, behaviour, emotion, positive effect, and literature. These findings indicate that research conducted during the early years of the study period was strongly influenced by the COVID-19 pandemic, with considerable attention devoted to changes in consumer behaviour under crisis conditions.

The studies shift to technology-oriented and digital commerce themes using keywords such as platform, purchase intention, social medium, commerce, user, trust, SEM, mediating role, and attention. It reflects interest in digital platforms, online shopping environments, and consumer interaction mechanisms. The most recent research topics are in yellow-coloured with keywords Generation Z, participant, researcher, S-O-R, purchase intention, commerce, platform, originality value, and tendency. It indicates recent studies focus on younger consumer segments, consumer responses, and theoretical model development in digital commerce.

FOMO, self-control, scarcity, driver, and gender reveal expand interest in behavioural antecedents psychological. Contemporary studies seek to explain the emotional and cognitive mechanisms to stimulate spontaneous purchase decisions in digital environments.

Overlay visualization shows a clear transition in impulsive buying research from pandemic-related consumer behaviour in early studies to digital commerce, social interaction, platform-based marketing, and emerging psychological determinants.

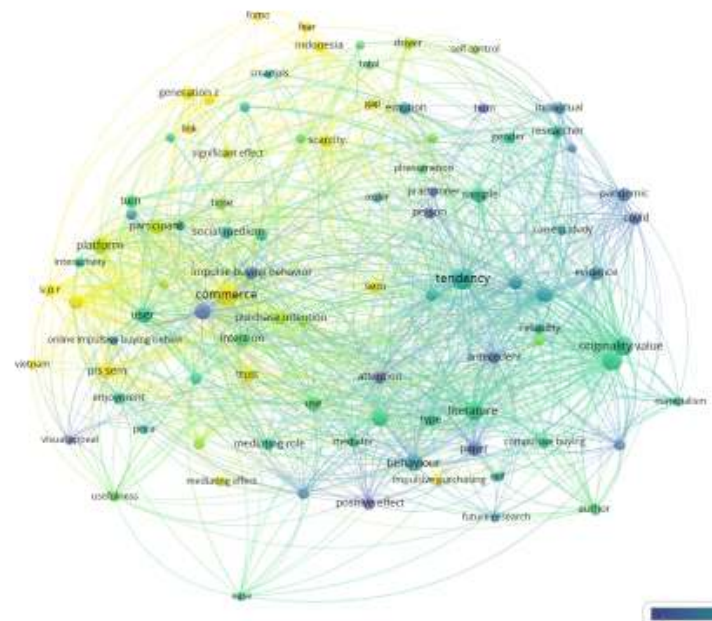


Fig. 8. Overlay Visualization
Source: VOSviewer

Network Visualization

The network visualization shows the intellectual structure of impulsive buying research by mapping the relationships among author keywords. Node size represents the frequency of keyword occurrence, while the links indicate the strength of co-occurrence relationships. Larger nodes denote more frequently studied topics, and thicker links indicate stronger conceptual associations (Fig. 9.).

The network indicates impulsive buying has largest node and primary hub connecting multiple research domains. The keyword is strongly associated with impulse buying, consumer behaviour, consumer psychology, electronic commerce, social media, online shopping, and consumption behaviour, indicating that recent studies increasingly examine impulsive buying within digital retail environments.

The visualization identifies several interconnected thematic areas. The major focuses on consumer psychology and behavioural decision-making using keywords *consumption behaviour*, *consumer psychology*, *psychology*, *shopping activity*, *decision making*, and *cognition*. It reveals that researchers analyse psychological mechanisms in decision of impulsive purchasing.

The second is digital commerce and online platforms with *electronic commerce*, *social media*, *social commerce*, *online shopping*, *TikTok*, *live streaming*, and *social presence* are closely linked to impulsive buying. This pattern reflects the growing importance of digital platforms in shaping consumers' spontaneous purchasing behaviour.

The third focuses on purchasing motivations and consumer characteristics with keywords *materialism*, *hedonic value*, *compulsive buying*, *utilitarian value*, *self-control*, and *Generation Z*. It indicates the interest in analysing how individual values, demographic, and personality traits, characteristics influence impulsive buying.

Methodological keywords such as PLS-SEM connect with the analyses on purchase intention, trust, perceived usefulness, and social commerce. It reveals the importance of SEM in impulsive buying research. Network visualization reveals impulsive buying analysis evolve to a multidisciplinary field integrate consumer psychology, electronic commerce, digital marketing, and social commerce. Contemporary studies increasingly adopt integrated theoretical perspectives in analysing impulsive buying.

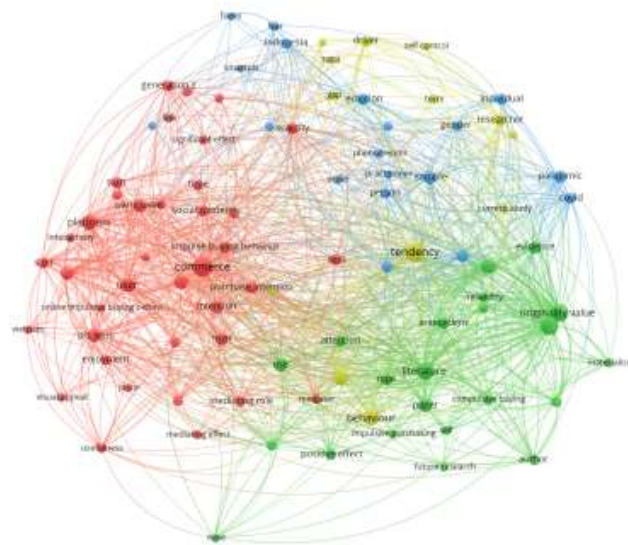


Fig. 9. Network Visualization of Research Themes
Source: VOSviewer

Discussion

The findings reveal impulsive buying studies expand between 2020 and 2026 both in volume of publication and diversity of theme. The keyword network indicates commerce, consumer behaviour, platform, and purchase intention are still the core of literature. It also shows a shift toward technology-enabled purchasing environments. It indicates recent impulsive buying studies analyse digital ecosystems. The studies in digital commerce analyse social commerce, mobile commerce, electronic commerce, and platform-based consumer interactions. Beyond these established themes, recent publications increasingly investigate the role of digital payment technologies, including e-wallets, digital payment methods, and Buy-Now-Pay-Later (BNPL) services. The previous study found that e-wallet usage can stimulate impulsive purchases among Malaysian Generation Y and Generation Z consumers while other found digital payment methods, together with sales promotions and fear of missing out (FOMO), significantly contribute to impulsive buying behaviour [10][3]. Research in algorithmic found it influences BNPL adoption among younger consumers in Southeast Asia. Collectively, these studies indicate that financial technology has become an increasingly important antecedent of impulsive buying [11].

Recent publications analyse TikTok, search platforms, and livestream commerce and identify empathy, perceived usefulness, and perceived enjoyment influence impulsive buying behaviour among TikTok users [12]. A study also finds the influence of search-based digital environments on deal-proneness and impulsive purchasing among Generation Z consumers [13]. Trust, affective commitment, and technical characteristics of livestream commerce significantly encourage impulsive buying in the food and beverage sector [14]. These findings explain the increasing prominence of keywords such as *platform*, *social media*, *live streaming*, and *commerce* within the keyword network.

The overlay visualization suggests that research shift from pandemic-related consumer behaviour toward digitally mediated consumer experiences. Earlier studies investigate changes in purchasing behaviour during the COVID-19 pandemic and periods of economic uncertainty [15][16]. The expand research on digital environments encourage the analyses on technological innovation, how online engagement, and interactive platform features stimulate spontaneous purchasing decisions. This transition reflects the rapid digital transformation experienced by consumers during the post-pandemic period.

The keyword network highlights interest in impulsive buying psychological determinants. Traditional variables about consumer behaviour dominate the literature. Recent studies examine emotional and cognitive factors such as materialism, brand passion, FOMO, social anxiety, social comparison, and

impulsive personality traits. Materialism and financial attitudes are the important predictors of impulsive buying whereas obsessive brand passion and fear of missing out contribute to compulsive buying tendencies [17][18]. Social comparison with influencers and social media addiction indirectly increase impulsive buying behaviour through psychological mechanisms [19]. Moreover, brand expertise, impulsiveness, and materialism reinforce unhealthy food purchasing despite pricing interventions [20]. Together, these findings indicate that contemporary impulsive buying research increasingly integrates psychological constructs with digital marketing perspectives.

The findings indicate impulsive buying research is no longer confined to traditional retail contexts. Recent studies investigate impulsive buying in tourism, food and beverage services, air transportation, fashion, and sustainable consumption. Tourists' impulsive purchase intentions through souvenir co-creation and airline ticket blind-box design as a stimulus for impulsive purchasing[21][22].

Price promotion and brand awareness influence purchase intention through impulsive buying traits and lenient return policies mitigate purchase uncertainty and simultaneously encouraging impulsive consumer purchasing in reverse supply chain contexts [23][24]. These studies suggest that marketing strategies integrate behavioural insights to influence spontaneous purchasing decisions.

Unfortunately, the increasing research intention in impulsive buying do not align with collaboration among researchers.

Overall, the bibliometric evidence demonstrates that impulsive buying research has evolved from a relatively narrow focus on consumer behaviour toward a multidisciplinary field encompassing digital marketing, financial technology, tourism, sustainability, platform economics, consumer psychology, and information systems. This thematic diversification reveals future theoretical development should focus on influence of psychological mechanisms, technological innovation, and contextual factors to explain impulsive buying behaviour.

Research Gaps and Future Research Directions

The bibliometric findings reveal several research gaps that important for further analysis. First, the literature mainly focuses on social commerce, digital commerce, and consumer behaviour. The density visualization indicates that topics in *commerce*, *platform*, *purchase intention*, *trust*, and *consumer behaviour* dominate the current research landscape are well-established. Unfortunately, emerging concepts such as fear of missing out (FOMO), interactivity, visual appeal, gender differences, and online impulsive buying behaviour are still low. It suggests that the psychological and technological mechanisms in impulsive buying are insufficiently explored and open the opportunity to explore in future research.

Second, the overlay visualization indicates a clear evolution of research themes from pandemic-related consumer behaviour toward digital platform ecosystems. Recent publications analyse social commerce, live-streaming commerce, platform characteristics, and Generation Z consumers. Some emerging technologies such as artificial intelligence (AI), augmented reality (AR), virtual reality (VR), generative AI, metaverse commerce, and intelligent recommendation systems are still under explore. Therefore, future studies should analyse how immersive shopping experiences and technology-enabled personalization influence impulsive buying behaviour.

Third, the co-authorship analyses indicate collaboration among authors and institutions are still limited and concentrate within a few research groups. It is suggested to expand interdisciplinary international collaboration to facilitate theoretical integration, comparative studies and methodological innovation across different cultural and economic contexts.

Fourth, although the country collaboration network demonstrates increasing international cooperation, most collaborative activities are concentrated in Asian countries, particularly Malaysia, China, India, Indonesia, and Vietnam. This geographical concentration reflects the rapid growth of digital commerce in the region but also highlights the limited representation of other markets. Future research

should therefore conduct comparative studies involving developed and emerging economies to examine whether the determinants of impulsive buying differ across cultural, technological, and socioeconomic environments.

Finally, the keyword network indicates that impulsive buying research continues to rely predominantly on established theoretical perspectives related to consumer behaviour, purchase intention, trust, and consumer psychology. Future studies could broaden the theoretical foundation by integrating perspectives from behavioural economics, neuroscience, human–computer interaction, and digital platform ecosystems. Such interdisciplinary approaches may provide a more comprehensive understanding of how consumers make spontaneous purchasing decisions in increasingly complex digital environments.

Overall, the findings suggest that future research should move beyond conventional e-commerce settings by incorporating emerging digital technologies, cross-cultural perspectives, and interdisciplinary theoretical frameworks. Addressing these research gaps would contribute to a more comprehensive understanding of impulsive buying and support the continued development of marketing theory and consumer behaviour research.

5. Conclusion

The research explains the relationship between findings and existing literature and theory, including the similarities or differences with previous studies and its reasons. The conclusion includes a general interpretation of the findings, explaining the scientific or practical significance of the patterns and trends that emerged during the analysis. The conclusion covers the implications of the research, such as contributions to methods development, scientific understanding, and practical benefits. This study provides a comprehensive impulsive buying research bibliometric overview in the Business, Management and Accounting. 250 journal articles Scopus index publish in 2020 and 2026. The findings indicate increasing interest in impulsive buying. It reflects the importance in understanding consumer decision-making in digital marketplaces.

The bibliometric analysis reveals that impulsive buying research evolves from a traditional consumer behaviour perspective toward a multidisciplinary field and integrate digital marketing, social commerce, financial technology, consumer psychology, and information systems. Keyword co-occurrence analysis identifies consumer behaviour, commerce, platform, purchase intention, and trust as the dominant research themes, while overlay visualization indicates a gradual transition toward emerging topics such as Generation Z, social commerce, live-streaming commerce, FOMO, and digital platform ecosystems. The density visualization indicates that digital commerce is the main research focus but still underexplored. Collaboration analyses indicate that international collaboration is mostly among Asian countries, especially China, India, Indonesia, Malaysia, and Vietnam. It indicates the urgency to disseminate interdisciplinary knowledge, strengthen theoretical development, and collaborate cross-national. This study reveals that impulsive buying is a dynamic research area shaped by consumer lifestyles and technology innovation. The study provides a systematic understanding of intellectual structure, collaboration patterns, and thematic evolution and identify future research direction.

This study contributes to the literature by providing impulsive buying research comprehensive bibliometric mapping, offering updated intellectual development overview, and identify collaboration networks, publication trends, and thematic structures. The study indicates impulsive buying research evolution from conventional consumer behaviour toward digitally mediated purchasing environments such as social commerce, live-streaming commerce, platform-based marketing, and digital payment technologies. This finding highlights the integration of marketing, psychology, and information systems in research of impulsive buying. This study establishes a comprehensive knowledge base by identifying dominant research themes, influential collaboration networks, emerging research topics. It assists future researchers to develop new research agendas and identify theoretical gaps. The bibliometric maps provide

valuable guidance for scholars seeking potential collaborators, promising research directions, and influential publication outlets.

The findings also provide practical implications for practitioners, businesses, and policymakers. For marketing practitioners, the results reveal that digital platforms, social commerce, and interactive online environments have become major drivers of impulsive buying. Businesses must develop marketing strategies that integrate interactive content, personalized recommendations, live-streaming activities, and social engagement to enhance consumer purchasing experiences and maintain ethical marketing practices. For e-commerce platforms and digital retailers, the emergence of themes such as trust, purchase intention, digital payment, and platform characteristics indicates the importance of designing user-friendly, trustworthy, and engaging shopping environments. Improving website usability, transaction security, and personalized customer experiences may encourage positive purchasing behavior while strengthening long-term customer relationships.

For policymakers and consumer protection agencies, the increasing role of financial technologies, digital payment systems, and social media platforms suggests the need to promote responsible digital marketing practices and consumer financial literacy. As digital commerce continues to expand, appropriate regulations may help balance commercial innovation with consumer protection, particularly for younger and more vulnerable consumer groups.

This study has several limitations. First, the bibliometric analysis relies on the Scopus database. Although Scopus is one of the most comprehensive bibliographic databases, relevant studies indexed in Web of Science, Dimensions, Crossref, or Google Scholar are not included. Future bibliometric studies may integrate multiple databases to provide broader coverage of the literature.

Second, the search strategy is restricted to publications in the Business, Management and Accounting subject area and to English-language journal articles published between 2020 and 2026. Consequently, relevant studies published in other disciplines, languages, or publication formats are not captured. Third, this study focusses on bibliometric mapping which do not evaluate the methodological quality or theoretical contributions of individual studies. Future research may combine bibliometric analysis with content analyses to provide deeper theoretical insights. Moreover, future studies may analyse the influence of generative AI, immersive commerce, artificial intelligence, virtual reality, augmented reality, algorithmic recommendation systems, and cross-cultural consumer behaviour on impulsive buying. The international collaboration and interdisciplinary research may encourage impulsive buying comprehensive understanding in complex digital marketplaces.

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