

## The Emotional Dimensions of Impulsive Buying in Digital Marketing: Insights from a Bibliometric Perspective

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### ABSTRACT

This study aims to analyze the emotional dimension of impulsive buying behavior in the context of digital marketing through a bibliometric approach. The data in this study was obtained from the Scopus database using the keywords "Emotion" AND "Impulsive Buying", and produced 86 relevant publications in the period 2002-2025. This study uses descriptive bibliometric methods and VOSviewer software to map the co-occurrence of keywords, thematic clusters, publication trends, and authors' contributions in the institution. The results show a significant increase in publication volume since 2019 with a peak in 2023, signaling a great deal of academic attention to the role of emotions in impulsive shopping behavior in the digital environment. Thematic mapping yielded three cluster names, namely: emotions as triggers for spontaneous purchasing decisions; emotional stimulation through digital environments such as social commerce, attractive visuals, limited-time promotions, and gamification, as well as; Consumers' cognitive responses are associated with decreased self-control and the likelihood of regret after purchase.

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## **INTRODUCTION**

Rapid developments in digital marketing and e-commerce have brought many fundamental changes in people's consumption behavior. Consumers' decision-making processes are no longer completely rational, but are increasingly influenced by emotional and impulsive impulses. According to the advancement of digital technology can trigger the transformation of consumer behavior to be more reactive to emotional stimuli, purchase decisions often appear spontaneously as a form of instant emotional gratification. Today's consumption patterns are dominated more by affective experiences than rational considerations, indicating that emotions no longer play a complementary role, but rather as the primary driver in impulsive purchasing behavior in the digital realm. (Lily Purwianti et al., 2024)

This phenomenon is evidenced by the Tiktok Shop platform, which combines entertainment and promotion in one digital system. The results of the study show that the phenomenon of impulsive buying on TikTok Shop is influenced by various emotional factors such as motivation, price perception, promotions, discounts, and positive emotions that encourage spontaneous purchases. When users watch short videos, reviews, or product promotional content, they will experience emotional arousal that triggers an unplanned buying action. Data from Populix (2022) cited in the study also shows that 45% of social media users in Indonesia use TikTok Shop as the main platform for online shopping, most of which are spontaneous due to momentary emotional impulses. Based on the study, it is emphasized that impulsive buying behavior in the digital era cannot be separated from the role of strong emotions in the consumer decision-making process (Munajat et al., 2023)

Research on impulsive buying and emotion in digital marketing has urgency from an academic and practical perspective. Academically, this topic can reflect the shift in the paradigm of consumer behavior that was originally rational-based towards an affective and spontaneous orientation. The results of the study show that digital consumers are increasingly influenced by emotional stimuli such as excitement and curiosity that prompt momentarily as the main factor in impulse purchases. Meanwhile, studies show that positive emotions arising from exposure to promotional content and social interaction on TikTok Shop contribute greatly to spontaneous purchase behavior. These two findings confirm the importance of understanding the emotional and behavioral dimensions in depth to explain the dynamics of impulsive buying in the digital marketing era. (Lily Purwianti et al., 2024) (Munajat et al., 2023)

Although various studies have highlighted the link between emotions and impulsive behavior, previous findings still have a number of weaknesses and limitations that need to be further examined. The study focuses on the utilitarian aspect and acceptance of technology through the TAM model, but has not yet elaborated on the emotional dimension as the main trigger for impulsive buying. Meanwhile, it revealed that positive emotions play an important role in triggering impulse purchases on TikTok Shop, but the research is still descriptive and limited without comparative analysis across social media. On the other hand, it shows that gamification, limited-time offers, and social proof can trigger

impulsive behavior, but has not yet conceptually described how the interaction between emotional stimuli and consumer behavior is formed in the broader digital ecosystem. The three studies are generally empirical and contextual, so there is no bibliometric synthesis that is able to map the scientific structure, the relationship of themes, and the direction of research development regarding the emotional and behavioral dimensions of impulsive purchase. The bibliometric approach allows the identification of thematic clusters, the evolution of concepts, the collaboration of researchers, and the direction of research development that has never been systematically presented on this topic. (Lily Purwianti et al., 2024) (Munajat et al., 2023) (Nawari, 2025)

In addressing these gaps, the study will conduct a bibliometric analysis of articles indexed on Scopus and published between 2002 and 2025 to explore trends, dominant themes, and theoretical contributions in customer experience research with a particular focus on e-commerce platforms and marketers. Using tools such as VOSviewer, the study maps the linkages of keywords, identifies emerging clusters, and highlights underresearched areas, especially in developing countries. (van Eck & Waltman, 2010)

This research aims to map, analyze, and understand scientific developments regarding customer review research in the digital era, with a focus on shifting the study from just an assessment to an understanding of consumer preferences. This research can identify dominant themes and theoretical contributions that have emerged globally. By examining the structure and development of the existing literature, this research is expected to be able to provide a comprehensive overview of the direction, trends, and research focus related to customer reviews in the digital era.

In order to achieve the research objectives and address the conceptual gaps that have been identified, this study is directed by three main Research Questions (PQs) formulated to bridge the results of bibliometric analysis with theoretical and practical implications. The question is designed to examine the evolution, intellectual structure and thematic relationships that develop in the literature on emotion and impulsive buying in the digital marketing era.

PQ1. What is the relationship between the emotional dimension in shaping impulsive buying behavior and what are the trends in research developments related to emotion and impulsive buying in the context of digital marketing in the last two decades?

PQ2. What are the main intellectual structures and thematic clusters formed in the literature on emotions and impulsive purchases in the digital marketing era?.

## **THEORETICAL REVIEW**

### ***Emotions as the Main Psychological Mechanism***

Emotions are complex psychological mechanisms that play an important role in aspects of life. Research by shows that emotions play an important role in marketing strategies. Emotions are not just simple responses but psychological systems that can deeply affect human behavior. There are emotional control mechanisms, namely diversion, cognitive adjustment, and self-talk techniques.

Emotion-based digital advertising has proven to be more effective than a rational approach, by building an emotional connection with customer loyalty. (Son, 2025) (Amanullah, 2022) (Ohara et al., 2025)

### ***Dual-System Perspective: An Explanation of Affective Cognitive Processes***

A dual systems perspective reveals that impulsive buying arises from the complex interaction between reflective (cognitive) and impulsive (affective) mechanisms in decision-making. argues that human behavior is the result of a combined reflexive and impulsive mechanism with different operational principles. Furthermore, the research conducted by specifically highlights the dangers of impulsive buying which are not the result of spontaneous impulses without consideration, but reflect the dynamic interaction between affective and cognitive processes in consumers. In fact, the study revealed the dominance of affective aspects by 54% compared to 46% of cognitive aspects in millennial consumers, which indicates that although some individuals still make rational judgments, the final decision in purchases is often influenced by strong emotional impulses. Based on theoretical reviews, it is shown that digital marketing specifically strengthens the interaction between cognitive-affective processes, thereby creating complex decision-making dynamics that can trigger impulsive purchasing behavior. (Mandolfo et al., 2022) (Widyaningrum, 2022)

### ***Behavioral Dimensions: Characteristics and Impacts of Impulsive Buying***

Impulsive buying behavior is a fairly classic topic in the study of consumer behavior, but currently in the era of digital marketing it is becoming an increasingly relevant topic. Currently, impulse buying is not considered a deviant behavior, but rather a natural response to an intense and dynamic digital stimulus. Based on a behavioral perspective, impulsive buying has several characteristics, namely unplanned decisions, hedonic orientation, and the possibility of regret or cognitive dissonance after purchase. Recent research has also shown that compulsive buying tendencies triggered by repetitive digital stimuli require practical and ethical attention. (Lily Purwianti et al., 2024) (Munajat et al., 2023) (Nawari, 2025)

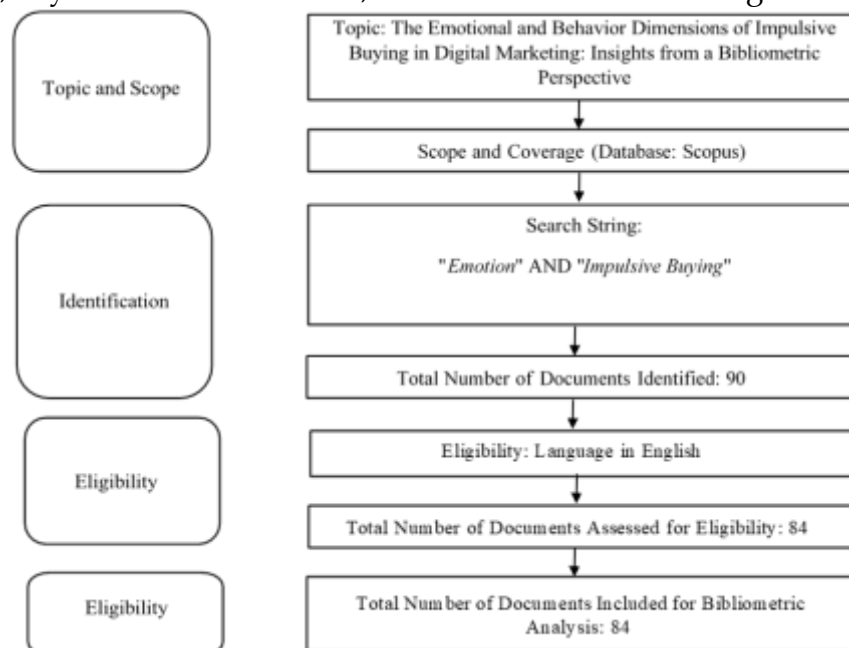
### ***The Role of Social Influence and Emotional Contagion***

Social interaction and social proof are important factors that strengthen emotional effects. The mechanism of emotional contagion through live streaming, comments, and influencer endorsements adds a social dimension to the user's affective experience, so that spontaneous purchase decisions get social justification that accelerates action. Thus, the social aspect in digital marketing not only influences consumer knowledge or preferences, but also forms a collective emotional drive that can encourage spontaneous purchases without planning. The higher the intensity of social engagement and the perception of conformity towards the group, the more likely an individual is to experience impulsive buying in the digital era. (Munajat et al., 2023)

## METHODOLOGY

This study uses a descriptive bibliometric approach that aims to map trends, developments, and key themes in the scientific literature related to the emotional dimension and impulse buying behavior in digital marketing. Choose the bibliometric method because it can provide a systematic and comprehensive overview of the production of scientific knowledge over time. The bibliometric method can reveal the intellectual structure and discourse that develops within a research domain. (Donthu et al., 2021)

In this study, a rigorous data collection process is ensured by the adoption of a four-step procedure as proposed by , the steps include identification, screening, feasibility, and inclusion. The identification begins with the stage of entering the relevant keywords into the Scopus database using the search strings: "Emotion" AND "Impulsive Buying". The search process resulted in 90 publications. After further identification, the author carried out a feasibility stage focused on language improvement, by only maintaining the article in English to maintain the consistency of the analysis. There were 4 documents eliminated, thus retaining 86 publications. The results of the adoption process are included in the VOSviewer analysis, which allows for visual mapping of co-author networks, keyword co-occurrences, and thematic clusters. Page et al., (2021)



**Figure 1. Data Collection Process**

Through this methodological design, this study focuses on two main themes, namely emotion and impulsive buying, in addition to this design to reveal several things related to publication patterns, thematic evolution, and collaborative trends in research related to emotion and impulsive buying in digital marketing. Methodological design provides a conceptual foundation that can support the strategic development of digital business centered on emotion and impulsive buying. (Donthu et al., 2021)

## RESULTS AND DISCUSSION

### Analyze Results

Based on data taken from the Scopus database using a combination of two keywords, namely "Emotion" AND "Impulsive Buying", it was found that as many as 84 relevant articles were found after the process of screening the feasibility of the artifacts was published between 2002 and 2025.

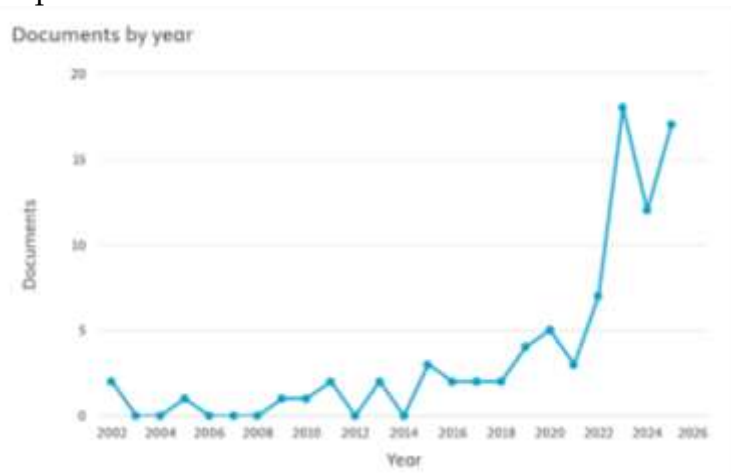


Figure 2. Plublication Trends

Figure 2 plublication trends shows that there has been an increase in scientific publications related to emotion and impulsive buying in the context of digital marketing over the past two decades. From 2002 to around 2018 the number of research was still very low and fluctuating, indicating that this top has not received a large amount of attention in the academic circle. Starting in 2019 there was a significant increase that reached its peak in 2023 with a total of 18 documents. In 2024 and 2025 it will be followed by relatively stable numbers. The surge reflects the increasing interest of researchers in the emotional aspects and impulsive consumer behavior in the digital era, especially in the development of e-commerce and social media that are able to induce instant emotional responses. This pattern confirms that the emotional dimension in impulse buying behavior is now an important area of study to understand the dynamics of modern consumer behavior that is increasingly influenced by digital experiences and emotion-based marketing strategies.

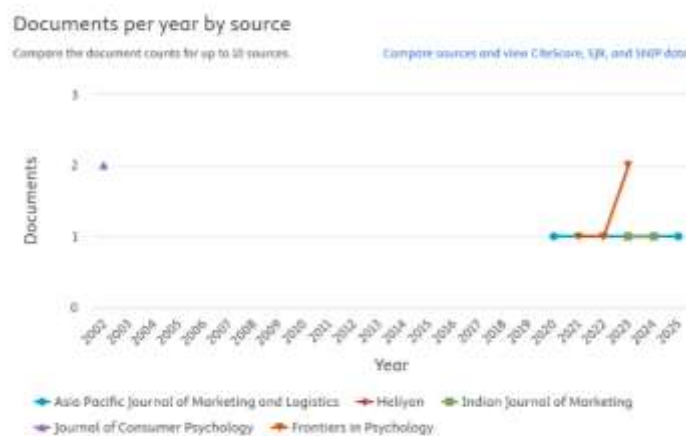
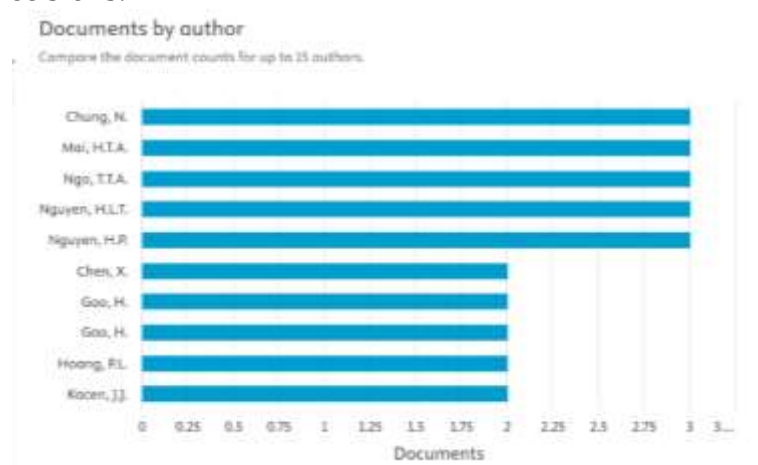


Figure 3. Journal Source Trends

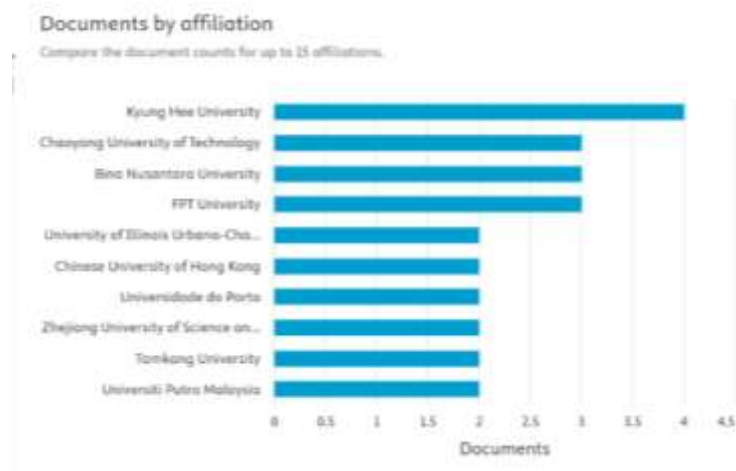
Figure 3 shows that the distribution of publications regarding emotion and impulsive buying is based on journal sources in the Scopus database. It can be seen that *Frontiers in Psychology* dominates with four documents, followed by *Asia Pacific Journal of Marketing and Logistics*, *Heliyon*, *Indian Journal of Marketing*, and *Journal of Consumer Psychology* which each have two documents. This pattern shows that research related to the dimensions of emotion and impulsive buying is not only a focus in the field of marketing, but also attracts attention in the fields of psychology and consumer behavioral science. The increase in publications in psychology journals such as *Frontiers in Psychology* indicates that the emotional aspect is the main key to understanding consumer impulsive behavior in the digital realm. The marketing journal's contribution affirms the relevance of this topic to digital strategy. While contributions from marketing journals affirm the relevance of this topic to digital marketing strategies that are oriented towards emotional triggers, user experience, and spontaneous purchasing decisions.



**Figure 4. Document by Author**

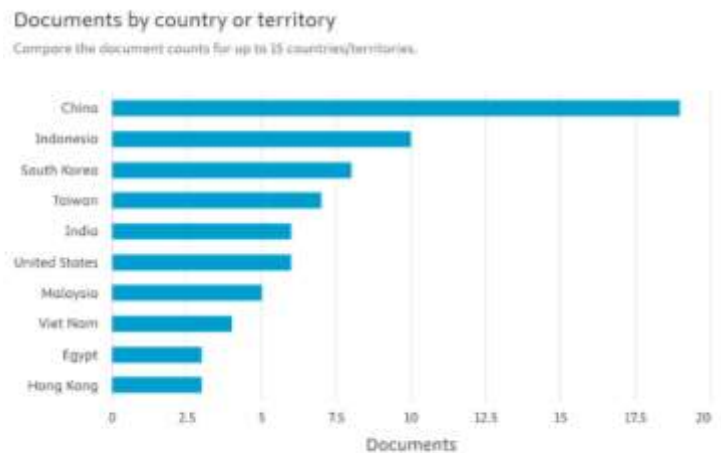
The image above shows the distribution of the most prolific authors in research on emotion and impulsive buying in the context of digital marketing. It can be seen that several authors such as Chung, N., Mai, H.T.A., Ngo, T.T.A., Nguyen, H.L.T., and Nguyen, H.P., who have three publications each, have made significant contributions to the development of knowledge in this field. The results of the bibliometric analysis show that the contribution of research on emotion and impulsive buying in the context of digital marketing is dominated by countries in the East and Southeast Asian regions, such as Vietnam, South Korea, and China. Academic institutions from the region, such as Vietnam National University, Korea University, and Tsinghua University, emerged as the highest centers of scientific productivity in the theme. The dominance of the Asian region reflects the rapid development of the e-commerce sector and digital economy in the region, which prompted researchers to explore the emotional aspects and impulsive behavior of consumers towards digital stimuli such as social media, gamification, and emotion-psychology-based promotion. In contrast, contributions from Western countries are still relatively less and tend to focus on general psychological approaches without a strong digital context. These findings confirm

that Asia is now a new epicenter in digital consumer behavior research, where the interaction between emotional factors and impulse purchases is seen as an important strategy in understanding the dynamics of the modern online market.



**Figure 5. Institutions with the Highest Contribution in Publications**

The image above shows the distribution of publications by institutional affiliation that are most actively researching the topic of emotion and impulsive buying in the context of digital marketing. Kyung Hee University from South Korea took the top position with four publications, followed by Chaoyang University of Technology (Taiwan), Bina Nusantara University (Indonesia), and FPT University (Vietnam) which produced three publications each. The dominance of institutions from East and Southeast Asia shows that the region is a major center for research development related to digital consumer behavior and emotional factors that influence impulse purchases. In addition, the involvement of international universities such as the University of Illinois Urbana-Champaign (USA), the Chinese University of Hong Kong, and the Universidade do Porto (Portugal) signals the existence of cross-border collaborations that enrich the global perspective on this phenomenon. This pattern indicates that the study of emotions and impulse purchases is now seen as important not only in the context of local marketing, but also as part of the global dynamics of consumer behavior in the digital age.



### Figure 6. Publication Distribution by Country

Based on the figure, China's national distribution is in the top position with a total of 19 publications, followed by Indonesia with 10 publications, South Korea with 8 publications, Taiwan with 7 publications, and the lowest are India and America with 6 publications. With this, Asia has become the main center of research on the emotional dimension and impulsive buying in digital marketing. In countries that have a lot of publications on this subject, there is likely to be a rapid growth in e-commerce in the region, which is encouraging research into how emotions influence online purchasing decisions. While the United States and Western countries show a global interest in this topic, albeit with a more focused research focus on the analysis of consumer behavior and psychology.

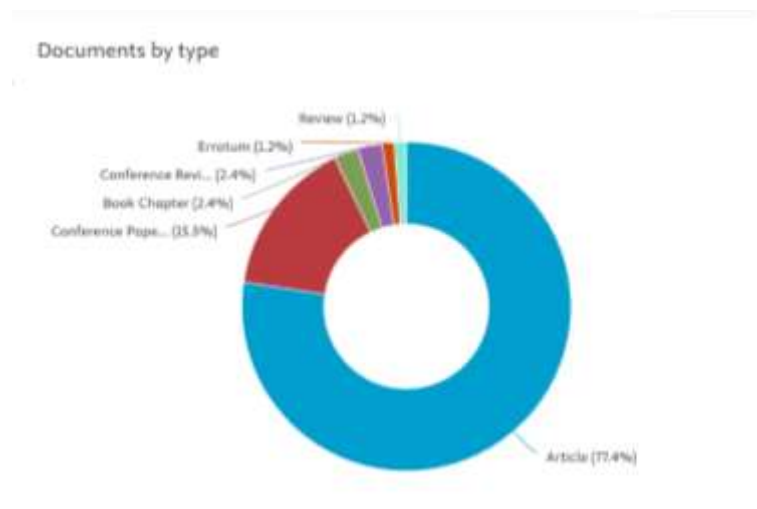
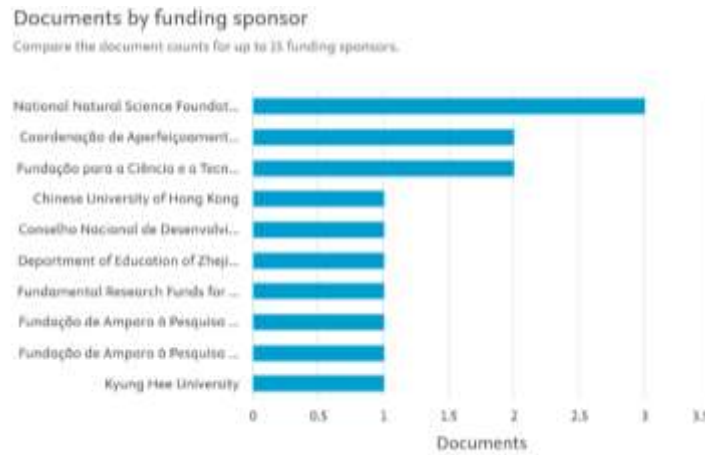


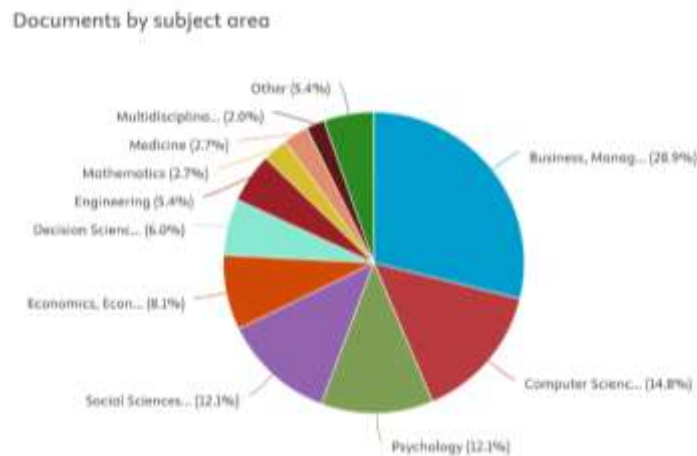
Figure 7. Distribution of Document Types in Publications

Figure 7 shows that journal articles dominate 77.4%, which is as many as 65 documents. This was followed by a conference paper with a score of 15.5%, as well as a small number of books, conference reviews, and reviews. The dominant journal articles illustrate that research on emotion and impulsive buying in the context of digital marketing has become a field of scientific study that is widely published in reputable journals. The contribution of the conference paper indicates that this topic is also an important topic of discussion in international academic forums that are exploratory and collaborative. It can be seen that this trend as a whole shows how continuous efforts to expand conceptual and empirical understanding related to emotion-based impulse buying behavior in the digital era.



**Figure 8. Top Funding Institutions in Research**

In terms of funding sources, the National Natural Science Foundation of China is listed as the largest supporting institution with 3 studies, followed by the Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (Brazil) and the Fundação para a Ciência e a Tecnologia (Portugal) which each funded two publications. In addition, several universities such as the Chinese University of Hong Kong and Kyung Hee University also contribute to supporting research in this field. Research on impulsive behavior and the emotional dimension of purchases in the digital world has received considerable attention. Support is not only from academic institutions, but also from government and international research institutions. With this funding, the global relevance of the topic can be reflected to the development of the digital economy and modern consumer behavior.

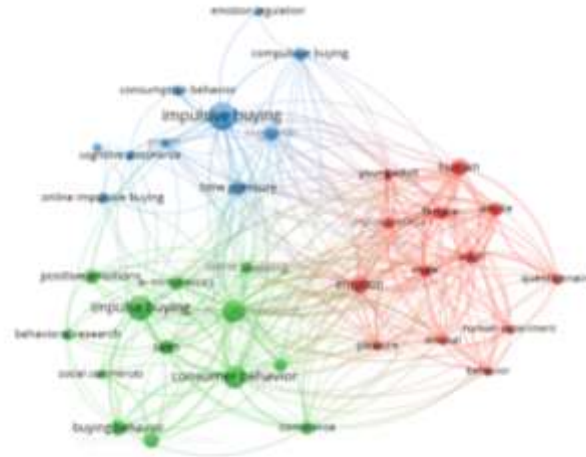


**Figure 9. Distribution of Publications by Field of Study**

The results of the analysis based on the field of science in the image above show that research on the topic of emotion and impulsive buying appears in the areas of business, management, and accounting with a total of 28.9%. It is followed by Computer Science with 14.8%, Psychology 12.1%, and Social Sciences with 12.1%. This combination can reinforce the view that impulsive buying in the digital world is not only influenced by promotional strategies, but also by psychological

factors and technological stimuli that shape consumers' emotional experiences in real time.

### *Science Mapping*



**Figure 10. Bibliometric Network Visualization**

Keyword co-occurrence analysis using VOSviewer will reveal a complex but still well-organized thematic structure in the literature on customer experience. The visualization identifies three main clusters, each representing a different but complementary research direction.

#### ***Cluster 1: Emotional Drivers of Impulsive Buying***

The first cluster focused on the emotional and psychological factors that are the main triggers of impulsive buying behavior. The dominant keywords include emotion, pleasure, arousal, human behavior, and impulsiveness. In this cluster, it illustrates how positive emotions such as pleasure and passion act as internal stimuli that accelerate spontaneous purchasing decisions, especially when consumers are exposed to visual stimuli and promotional messages in a digital environment. These findings show that impulsive behavior is not solely the result of external impulses, but rather the result of the activation of internal emotions reinforced by experiential marketing strategies. Therefore, this cluster confirms the importance of the role of emotions as a mediator variable in explaining the relationship between digital exposure and impulse purchase decisions.

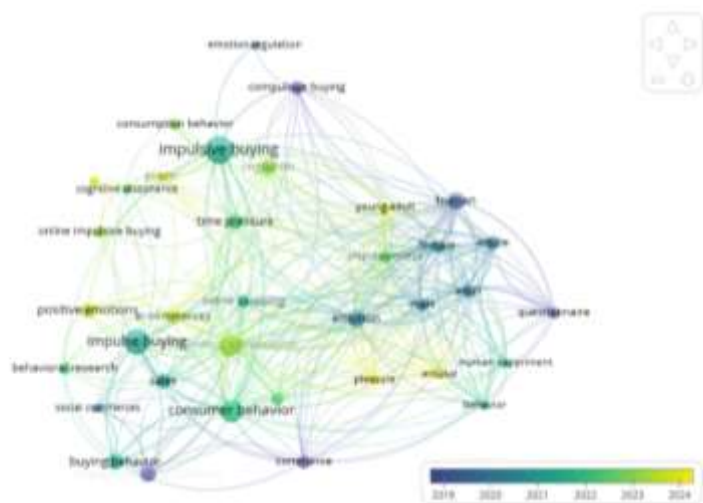
#### ***Cluster 2: Emotional Stimulation in Digital Environments***

The second cluster highlights how the digital environment becomes a space that stimulates emotions and gives rise to impulsive behavior. Keywords such as positive emotions, social commerce, sales, online shopping, and behavioral research dominated this cluster. Research in this cluster shows that digital stimuli such as time-limited promotions, attractive interface displays, or social interactions in digital media play an important role in generating emotional impulses. Thus, impulsive behavior in the digital age is not only rooted in individual character, but also in the design of digital experiences which is able to create an emotional resonance between consumers and brands. This cluster also confirms that modern

research is moving away from traditional affective approaches to digital context-based models that explain how technology shapes consumers' emotional behaviors.

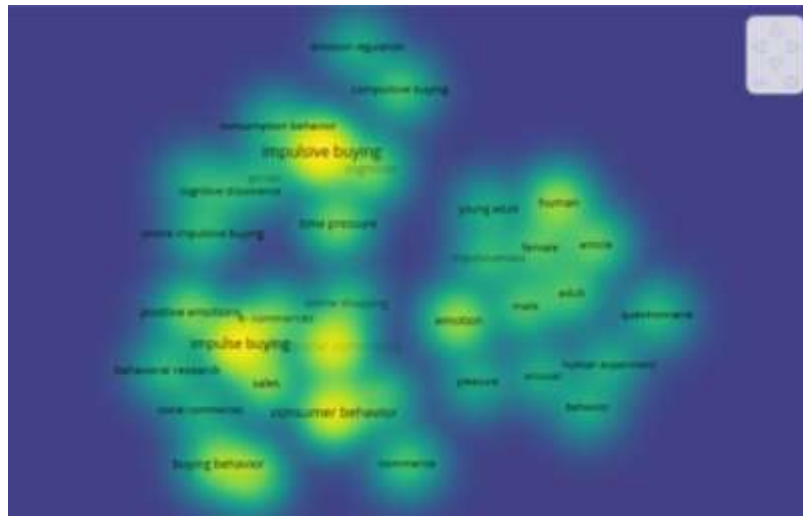
### ***Cluster 3: Consumer Cognitive and Behavioral Responses***

The third cluster examines the cognitive and behavioral mechanisms that arise in response to emotional stimuli in the digital world. Prominent keywords include impulsive buying, consumer behavior, cognitive dissonance, time pressure, and emotion regulation. Research in this cluster shows that consumers often experience conflicts between rational control and emotional impulses, for example when dealing with flash sales or limited-time offers. Mechanisms such as emotion regulation and cognitive dissonance are the determining factors that explain whether consumers will regret or be satisfied with their impulsive decisions. This cluster can reinforce the view that impulsive behavior in the digital age is the result of a dynamic interaction between emotions, time, and self-control. So it will be used as an important topic to understand contemporary consumer behavior holistically.



**Figure 11. Bibliometric Overlay Visualization**

The results of the Overlay Visualization show the temporal development of the research based on color. On the map, the blue color indicates the initial period, while yellow indicates the latest topic. In the initial phase (2018–2020), the dominance of the research lies in the Emotional Drivers of Impulsive Buying cluster, focusing on the role of basic emotions such as pleasure and arousal in impulsive purchases. The medium period (2021–2022) shows a shift to the Emotional Stimulation in Digital Environments cluster, where themes such as social commerce and positive emotions are increasingly prominent as e-commerce and social media develop. In the latest phase (2023–2025), research shifted towards the Consumer Cognitive and Behavioral Responses cluster, with a focus on emotion regulation and time pressure, marking a more complex and multidisciplinary research trend. This shift reflects the transition of research from understanding emotions towards exploring the relationship between emotions, cognition, and digital contexts.



**Figure 12. Visualization of Bibliometric Density**

The density visualization shows the area with yellow as the center of concentration of the research. The results show that impulsive buying, emotion, and consumer behavior have the highest density, making them a core concept in the entire research network. The Emotional Drivers of Impulsive Buying cluster has a strong density on emotion and pleasure, while Emotional Stimulation in Digital Environments shows a medium intensity around online shopping and social commerce. The green-to-blue areas in the Consumer Cognitive and Behavioral Responses cluster indicate new themes such as time pressure and emotion regulation that are beginning to attract the attention of researchers. This density pattern illustrates that recent research is shifting from simply understanding the influence of emotions on impulsive behavior to a more integrative approach, which combines psychological, behavioral factors, and digital technologies in a single analytical framework.

## CONCLUSIONS AND RECOMMENDATIONS

This study aims to provide a comprehensive bibliometric review related to development, development, intellectual structure, and research direction regarding emotion and impulsive buying in the context of digital marketing. Through an analysis of publications indexed by Scopus in the period 2002-2025, as many as 84 documents were successfully analyzed after the data filtering process. The visual mapping process was carried out using VOSviewer software, by examining the network of keywords, thematic clusters, and temporal evolution of research formed in the domain.

The results show that studies on emotion and impulsive buying have increased significantly in the past decade, especially since 2019 until reaching its peak in 2023. This development is in line with the growth of e-commerce, social media, and digital commerce models such as TikTok Shop, which combines entertainment and transactions in one platform to create instant emotional gratification that encourages spontaneous purchases. The science mapping analysis identified three main clusters that clearly depicted the research focus.

The Emotional Drivers of Impulsive Buying Cluster, which explains that emotions such as pleasure, arousal, and impulsiveness are the main triggers for the decision to buy without planning. Emotional Stimulation in Digital Environments, which shows that digital stimuli such as time-limited promotions, social proof, and visual appealing are able to activate emotional stimuli. The 3rd cluster is Consumer Cognitive and Behavioral Responses, which describes the interaction between emotions, cognitive processes, and the potential for cognitive dissonance after impulse purchases.

Research that initially only saw emotions as a psychological variable has now developed into a multidisciplinary approach, combining marketing perspectives, psychology, customer experience, and digital technology. Emotions are no longer a complementary factor in digital marketing, but are a major driving factor in the formation of impulsive buying, especially in digital environments designed to stimulate emotional responses through visual content, social interactions, and urgency mechanisms.

Based on the results of the research analysis on emotion and impulsive buying, it is necessary to direct an approach that integrates psychological perspectives, digital behavior, and analytical technology. Researchers need to expand the study of the interaction between digital stimuli and consumer affective aspects to understand how emotions work in the context of digital experiences.

## **FURTHER STUDY**

Further studies can develop research with an empirical approach to test the relationship between emotional stimulus, social influence, FoMO, self control, and impulsive buying in the context of e-commerce and social commerce. In the next study, it is also possible to compare platforms such as shopee, Tik Tok Shop, Toko Pedia, Buka Lapak, and Instagram Shopping to understand how different features affect emotional dynamics in impulse purchases.

In the next study, it can expand the analysis on cultural and demographic dimensions, for example, how Gen Z and millennials respond to emotional stimuli compared to other age groups. With this, further studies are expected to bridge the psychological aspects, digital technology, and marketing strategies in creating a more adaptive and sustainable customer experience.

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