

# Factors that influence Impulse Buying: a literature review

Nida Hanifah\*, Susilaningih, & Muhammad Sabandi

Universitas Sebelas Maret, Surakarta, Indonesia

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## Abstract

An individual's personality, way of thinking, social interactions, and response to situations play an important role in impulse buying behavior. This phenomenon is now common among consumers, who often initially have the goal of buying one item but are tempted to buy additional items that attract attention while at the market. This article reviews the impulse buying literature, the focus is on understanding the phenomenon and the factors that influence it in the purchasing context. The method used is Systematic Literature Reviews (SLR). The research results show several factors that influence consumer impulse buying behavior. Positive emotions, store atmosphere, and financial knowledge interact to influence impulse buying tendencies.

*Keywords: impulse buying, store atmosphere, positive emotion.*

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## 1. Introduction

Much research has been conducted on impulse buying, the literature covering this topic is still fragmented (Kimiagari and Asadi Malafe 2021; Li et al. 2021). Specifically, academics from various research fields, including marketing, have investigated impulse buying (Ampadu et al. 2022), information systems (Li et al. 2021; Zafar et al. 2021), business and management (Ahmed et al. 2020) and tourism (Li et al. 2021). However, the results of these studies are often inconsistent and fragmented, hindering a comprehensive understanding of the factors that influence impulse buying behavior. Impulse buying behavior is strongly influenced by an individual's personality, including how they think, interact with family and peers, and how they respond to different situations. Nowadays, impulse buying has become a common phenomenon among consumers. Often, consumers go to the market with the intention of buying one particular item, but end up buying additional items because they are tempted by other products that attract attention (Quang Vo et al. 2023). Various factors, such as store atmosphere (Hashmi, Shu, and Haider 2020; Katakam et al. 2021) and online peer influence (Xu, Zhang, and Zhao 2020; Zafar et al. 2021). The link between these predictive factors and impulse buying behavior may be mediated by emotional responses, such as affect (Bandyopadhyay et al. 2021), arousal (Chen et al. 2022; Wu et al. 2021) enjoyment (Xu et al. 2020; Zhang et al. 2021), and enjoyment (Hashmi et al. 2020). Factors that influence previous purchasing decisions, such as a sudden desire to shop (Yi and Jai 2020; Zafar et al. 2021). There is a higher chance for consumers who have a low level of self-control to make impulse purchases when shopping (Sun et al. 2021; Xu et al. 2020). In addition, factors such as product appearance and packaging, time spent in the store, promotions, product value, product size, as well as features that attract consumers' attention, can all trigger impulse purchases (Inman and Winer 2011). The comfort zone of the store environment and interaction with staff can also increase impulse buying, by eliminating consumer annoyance and frustration and providing needed assistance (Crawford and Melewar 2003).

Consumers who are interested in product variety tend to be more prone to impulse buying when they encounter unique and diverse products (Sharma, Sivakumaran, and Marshall 2010). An interesting concept in consumer behavior is how this behavior is not only influenced by internal psychological factors such as desires, needs, and motivation, but also by external stimuli related to the market (Iyer et al. 2020). Previous research, particularly in developed countries, has looked at factors that influence impulse buying behavior. However, this research is now starting to be aimed at developing countries, such as Pakistan, to understand the factors that influence consumer impulse buying behavior in these regions which was carried out in Hyderabad (Shah et al. 2021). This research aims to provide valuable insights for marketers and retailers in understanding consumer behavior and increasing company productivity (Shah et al. 2021).

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\* Corresponding author.

E-mail address: hanifahnida012@gmail.com

Every decision taken by a person has financial consequences. But what if each of these consequences gives rise to a wasteful attitude, it can be concluded that there is a problem in the decision-making process. Amidst the challenges of today's complex financial environment, people are often faced with difficult financial decisions that influence consumption behavior. Individual emotions can influence the way they consume goods and services irrationally, especially with the ease of access provided by offline online shopping centers that are spread everywhere. Research explained (Rani and Catherine 2023) shows that the tendency to buy online increases mood and the urge to make impulsive purchases. Strengthened by the statement (Tanveer, Kazmi, and Rahman 2022) that a person's situation can influence impulse buying, for example time, money and fear of missing out can all trigger impulsive buying. In addition, store atmosphere and promotional activities are mediated by payment facilities for impulse buying behavior as explained in research (Shah et al. 2021). It was also found that there was a reciprocal relationship and link between positive emotions and shop atmosphere according to (Murnawati and Khairani 2018) in their research stating that shop atmosphere had a positive and significant effect on consumers' positive emotions, positive consumer emotions had a positive and significant effect on impulse buying. This phenomenon particularly affects the younger generation and teenagers, who are prone to impulsive buying behavior. Lack of adequate financial knowledge often makes it difficult for individuals to make wise decisions about managing their finances. This often results in consumers being tempted to make impulse purchases without considering their overall financial condition. The ability to manage money is an important indicator of a person's level of financial literacy.

A lack of financial knowledge, along with a weakness in self-control, can lead to detrimental impulse buying behavior. Financial literacy, as defined by OECD INFE, is the collection of skills, information, awareness, attitudes and behavior necessary to make good financial decisions and achieve personal financial well-being. Financial literacy allows a person to understand important financial concepts and manage money wisely, both for short-term and long-term financial planning, while still accommodating the dynamics of life and changing economic situations. With a better understanding of financial literacy, it is hoped that individuals can make smarter financial decisions and reduce the tendency to make impulse purchases. Financial knowledge provides a solid foundation for wise financial planning, which can help individuals avoid impulse buying behavior. It is explained in research (Anisa et al. 2020) that the higher a student's ability to understand finances, the lower the tendency to buy impulsively. Conversely, if students' ability in financial literacy is low, students' tendency to make impulsive purchases will increase. However, research (Jabar and Delayco 2021) found that it is likely that impulsive buying behavior will decrease if individuals consistently implement or monitor the use of financial records. the use of financial records and financial recording can predict impulsive purchases (Mirandha and Madjid 2017). With a better understanding of financial concepts such as budgeting, savings, investments, and debt, individuals can gain greater control over finances and reduce the tendency to make impulse purchases. Impulse purchases often occur due to a lack of planning and careful consideration. Therefore, financial literacy can be an effective tool in overcoming this behavior. By having sufficient knowledge about financial management, a person can make more rational and measured purchasing decisions, and pay more attention to long-term financial needs and goals (Jabar and Delayco 2021). This research aims to systematically review the literature on impulse buying focusing on financial knowledge, positive emotions and store atmosphere and identify where there are gaps, opportunities and future research directions.

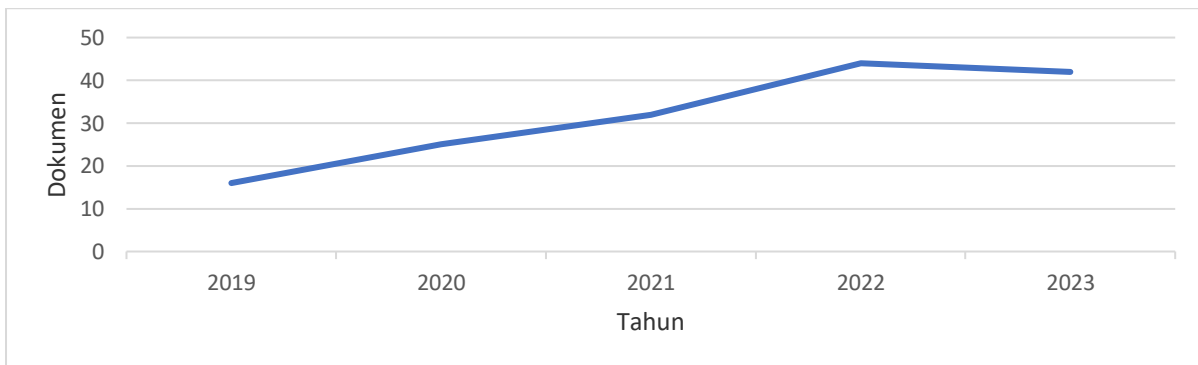
## **2. Literature Review**

Unplanned purchases can have a more detrimental impact on finances than one might expect. According to data from the Bureau of Labor Statistics, the prices of impulse-purchased items such as clothing and shoes have increased by 5.1% and 6.2% over the past year. Stress can also be a trigger factor for impulsive shopping behavior. When someone feels mentally overwhelmed, the individual's tendency is to rely more on instinct than rational considerations in making purchasing decisions, as expressed by Michael Liersch, who serves as head of advice and planning at Wells Fargo Wealth and Investment Management. The majority of Ipsos survey respondents stated that the main reason someone makes an impulse purchase is because they feel the price of the item being offered is too profitable to pass up.

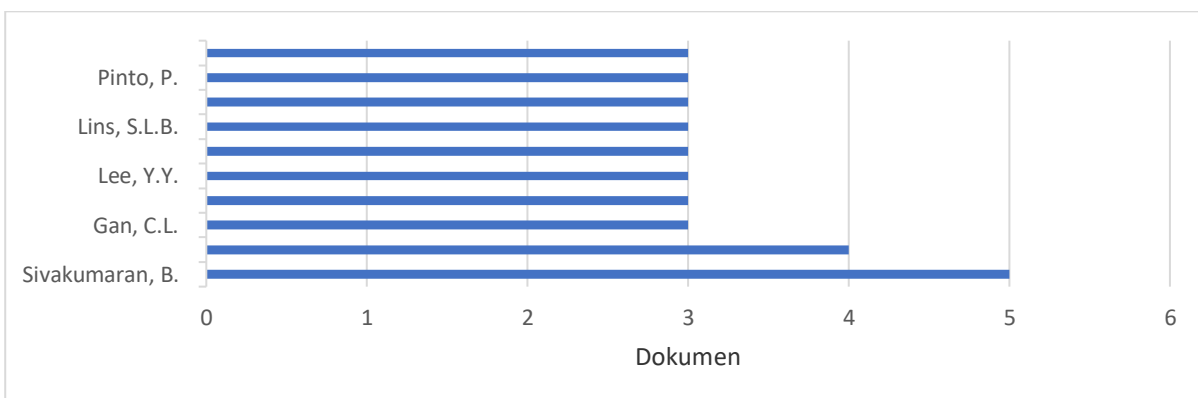
## **3. Research Method and Materials**

The method used in this study is a Literature Review (SLR) (Singh, 2017). This process involves a series of sequential steps as explained below: 1. Formulate research questions; 2. Gathering materials: identifying relevant sources and analysis; 3. Descriptive analysis: Evaluation of the data that has been collected. 4. Selecting categories: identifying categories and research scope; 5. Material assessment: evaluation of the categories that have been determined to obtain research results, Dan 6. Findings Report. Material collection was carried out from the Scopus database. Scopus was

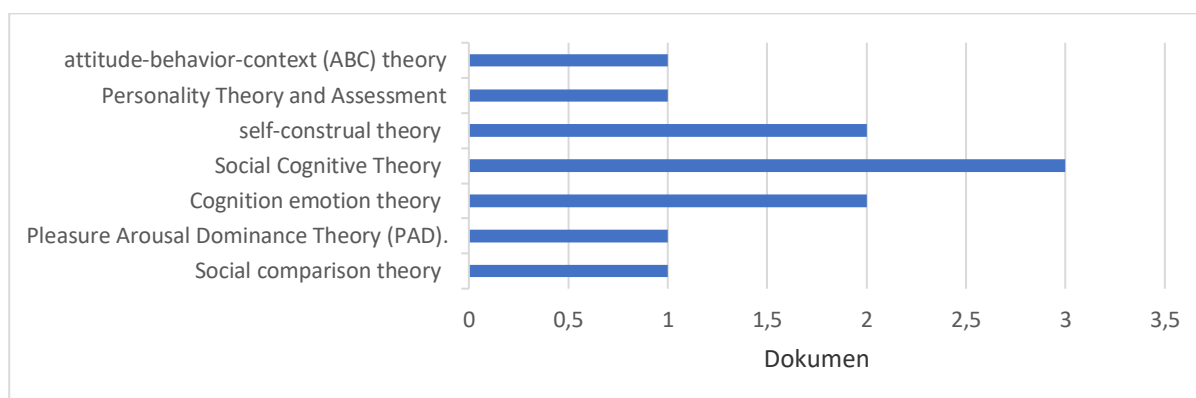
chosen because it is one of the largest publication indexers in the world, the Scopus indexing engine was chosen. The database it owns also covers almost all articles that have been published in international journals in the world (Busro, Mailana, and Sarifudin 2021). In Scopus research was conducted for "Title, keywords and abstract" with a date range of "published from 2010 to 2024". The search was carried out on April 28, 2024. The keywords considered were "impulse" "buying\*" "emotion positive", The selected source was a journal, with the selected document being an article. During the data filtering process in the Scopus database, a total of 676 articles were found by selecting the categories "Business, Management and Accounting", "Economics, Econometrics and Finance", "Social Sciences". Based on consideration of the relevance of keywords to the author's topic, the author limited the keywords "impulse buying", "financial literacy", "positive emotion", "store atmosphere", "financial knowledge", "impulse buying behavior", there were 55 articles that passed the selection. A more in-depth search was then carried out on the title and abstract of each article to find those that were truly relevant to the research topic. Thus, only 12 articles were found for further analysis. The template is used to format your manuscript. Please do not alter prescribed margins, column widths, line spaces, and text fonts. Provided specifications anticipate your manuscript as part of the proceedings rather than a stand-alone document. Please do not modify any of the designations provided. Sub sub-titles should be avoided unless absolutely necessary. Write and save your paper keeping text and graphic files separate until after the text is formatted. Do not use hard tabs, limit use of hard returns to only one at the end of each paragraph and do not add pagination anywhere in the paper. Proceed to formatting once you are done with completing the content and organizational editing. This should include the various sections and subsections of the paper. Figures and Tables should be included as part of the manuscript and not at the end.



**Figure 1.** Number of articles published from 2019 to 2023



**Figure 2.** Publications by author



**Figure 3.** Theories used in research

**Table 1.** Article Findings

No	Writer/Year	Title	Types of research	Results
1	(Rani and Catherine 2023)	A Study On Impulsive Buying Behaviour In Online Shopping	Quantitative	The research results show that discounts and offers are the most influential factors in driving impulse purchases online. In addition, there is a tendency for consumers to buy online with the aim of improving their mood and feel encouraged to make impulse purchases.
2	(Tanveer et al. 2022)	Determinants of Impulsive Buying Behavior: An Empirical Analysis of Consumers' Purchase Intentions for Offline Beauty Products	Quantitative	A person's situation can influence impulse buying, for example time, money, and the fear of missing out can all trigger impulse buying. Product promotions, such as offers of free coupons, discounts, and free shipping, have a significant impact in encouraging spontaneous purchases, with the goal of enticing customers to make a purchase on a whim.
3	(Shah et al. 2021)	The Reinvesting Impact of Promotional Activity and Store Atmosphere on Impulse Buying Behavior: The Mediating Role of Payment Facility	Quantitative	Payment facilities mediate the influence of store atmosphere and promotional activities on impulse buying behavior.
4	(Lee, Gan, and Liew 2023)	Rationality and impulse buying: Is your emotion a part of the equation?	Quantitative	The positive emotional state felt by consumers plays an important role as a mediator in the relationship between normative judgments and the desire to make impulse purchases.
5	(Kholis, Saifuddin, and Arif 2023)	The role of positive emotional response in the relationship between store atmosphere, sales promotion, hedonic shopping motivation, and impulsive buying in Indonesia's largest department store	Quantitative	sales promotions and hedonic shopping motivation directly influence positive emotional reactions. These positive emotional reactions then have a direct impact on impulse buying, and act as a significant link between sales promotions, hedonic shopping motivation, and impulse buying.

No	Writer/Year	Title	Types of research	Results
				However, store atmosphere has no influence on consumers' positive emotional reactions and impulsive buying behavior.
6	(Phung 2023)	Impulsive buying in Vietnamese mobile commerce: From the perspective of the S-O-R model	Quantitative	The positive effects of these stimuli on customers' thinking and emotional responses, including perceived benefits and positive emotions, play an important role in shaping consumers' mental states which then trigger the urge to make impulse purchases.
7	(Murnawati and Khairani 2018)	Store Environmental Atmosphere on Giant Hypermarket Pekanbaru: Do Effect on Consumers Positive Emotion and Impulse?	Quantitative	The atmosphere in the store has a significant and positive impact on the positive emotions felt by consumers. Consumers' positive emotions positively and significantly influence impulse buying behavior. In addition, positive emotions have a role as a significant link between the atmosphere in the store and impulse purchases at Giant Hypermarket.
8	(Jabar and Delayco 2021)	Impulse Buying and Financial Literacy Among Public Elementary and High School Teachers in the Philippines	Quantitative	These findings emphasize the need for financial literacy education, which emphasizes the importance of using and maintaining financial records to influence individuals to critically consider purchasing decisions.
9	(Ayuningtyas and Irawan 2021)	The Influence Of Financial Literacy On Bandung Generation Z Consumers Impulsive Buying Behavior With Self-Control As Mediating Variable	Quantitative	Financial literacy has a negative but significant impact on consumer impulse buying behavior.
10	(Li, Chen, and Zhu 2024)	How do e-commerce anchors' characteristics influence consumers' impulse buying? An emotional contagion perspective	Quantitative	The emotion of pleasure is the main factor that triggers consumers' impulse buying behavior, which is facilitated by elements such as similarity, attractiveness, professionalism and stable interactivity.
11	(Aragoncillo and Orús 2018)	Impulse buying behaviour: an online-offline comparative and the impact of social media	Quantitative	Results show that offline channels encourage impulse purchases slightly more than online channels; factors that encourage online impulse buying explain this behavior better than factors that discourage it
12	(Arianty et al. 2024)	buying behavior: The mediating role of positive emotions of minimarket retail consumers in Indonesia	Quantitative	Price discounts and store atmosphere significantly influence positive emotions and impulse purchases. Positive emotions significantly influence impulse buying. In addition, price discounts and store atmosphere influence impulse buying through positive emotions.

#### 4. Results and Discussion

Which is a factor in impulsive buying, but in this study the researcher wants to emphasize the relationship between financial knowledge, positive emotions, and store atmosphere in influencing impulsive buying behavior. The results of the research (Lee et al. 2023) explain that the positive emotional state felt by consumers play an important role as mediators in the relationship between normative judgments and the desire to make impulse purchases. When someone is in a good mood, feels comfortable and then is interested in the item they see, it will encourage the individual to make a purchase where there is no prior intention or plan, so it is called an impulsive purchase. The positive effects of these stimuli on customers' thinking and emotional responses, including perceived benefits and positive emotions, play an important role in shaping consumers' mental states which then trigger the urge to make impulse purchases (Phung 2023). Another factor is also explained by (Tanveer et al. 2022), it is explained that a person's situation can influence impulse buying, for example time, money and fear of missing out can all trigger impulsive buying. Product promotions, such as offers of free coupons, discounts, and free shipping, have a significant impact in encouraging spontaneous purchases, with the goal of enticing customers to make a purchase on a whim. Strengthened by research (Rani and Catherine 2023) Research results show that discounts and offers are the most influential factors in encouraging impulse purchases online. In addition, there is a tendency for consumers to buy online with the aim of improving their mood and feeling encouraged to make impulse purchases. (Murnawati and Khairani 2018) The atmosphere in the shop has a significant and positive impact on the positive emotions felt by consumers.

Consumers' positive emotions positively and significantly influence impulse buying behavior. In addition, positive emotions have a role as a significant link between the atmosphere in the store and impulse purchases at Giant Hypermarket. Impulse buying is good for increasing company sales, but it is less profitable for consumers if it happens continuously and without good financial or management knowledge. Price discounts and store atmosphere significantly influence positive emotions and impulse purchases. Positive emotions significantly influence impulse buying. In addition, price discounts and store atmosphere influence impulse purchases through positive emotions (Arianty et al. 2024). Financial literacy has a negative but significant impact on consumer impulse buying behavior (Ayuningtyas and Irawan 2021), supported by research (Jabar and Delayco 2021). This finding emphasizes the need for financial literacy education, which emphasizes the importance of using and maintaining financial records to influence individuals to critically consider purchasing decisions. Overall, the results of this study show that positive emotions and store atmosphere are interrelated with impulse buying, and it would be better if done with knowledge, understanding and good financial management. The emotion of enjoyment is the main factor that triggers consumers' impulse buying behavior, which is facilitated by elements such as similarity, attractiveness, professionalism, and stable interactivity (Li et al. 2024).

#### 5. Conclusion

From the research mentioned, it can be concluded that there are several factors that influence consumer impulse buying behavior. Positive emotions, store atmosphere, and financial knowledge interact to influence impulse buying tendencies. Positive emotions felt by consumers can be a mediator between normative judgments and the desire to make impulse purchases. This is reinforced by the finding that a good mood can encourage individuals to make purchases without prior intention or planning. Other factors that influence impulse buying include individual circumstances such as time, money, and fear of missing out. Product promotions such as discounts and coupon offers also have a significant impact in encouraging impulse purchases, especially in the context of online purchasing. In addition, the atmosphere in the store also has a significant impact on consumers' positive emotions, which then influence impulse buying behavior. Financial literacy also plays an important role in reducing impulse buying behavior, with financial literacy education emphasizing the importance of using and maintaining financial records. Overall, knowledge, understanding and good financial management are essential in managing impulse buying behavior. Positive emotions, store atmosphere, and financial literacy are all interrelated and can influence consumers' purchasing decisions.

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