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## Mapping the Intellectual Structure of Consumer Experience and Impulse Buying in a Digital Context: A Bibliometric Study

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## Abstract

The rapid expansion of digital technologies has fundamentally transformed consumer behavior, creating new forms of consumer experience while increasing the tendency toward spontaneous and impulse buying. The present study utilizes a bibliometric approach to explore the intellectual structure, evolution trends, and research orientations for consumer experience and impulse buying in the digital context. The data were obtained from the Scopus database. A total of 203 documents were obtained in the 1997-2026 period. The documents were analyzed by the PRISMA method and visualized using VOSviewer with co-occurrence and bibliographic coupling techniques. The study results show a significant growth phase with a substantial increase in the number of publications. The intellectual framework is divided into three main clusters: consumer behavior, digital technology and consumer experience. Latest research trends (emerging trends) were also found, such as live streaming, social influence and flow experience. This study contributes to the mapping of conceptual relationships in a more extensive manner and provides more integrative direction for the development of future research.

## Keywords

Bibliometric, Consumer Experience, Digital Context, Impulse Buying, Intellectual Structure.

## 1. Introduction

The rapid development of today's digital technology has been accompanied by quite a significant increase in impulsive buying behavior in the last few years. The development of more interactive, immersive and personal consumer experiences through digital environments such as social commerce, e-commerce and live commerce may lead to consumers making purchases spontaneously and unplanned. Features such as algorithm-based personalization, time-limited promotions, and psychological pressure such as Fear of Missing Out (FOMO) help to enhance consumers' emotional feelings when they make a buying decision. This phenomenon indicates that consumer experience is a key factor affecting impulsive shopping behavior in the digital era, as shown in research from Kaur and Sharma (2024).

In this sense, consumer experience encompasses functional, emotional, cognitive, sensory, and social dimensions across the customer journey. Rich and enjoyable experiences can strengthen emotional attachment and encourage impulse buying, particularly through flow experience, interactivity, and social presence that promote more emotional than rational decision-making (Huo et al., 2023). Thus, the relationship between consumer experience and impulse buying reflects a complex interplay of psychological dimensions in the digital era. This relationship can be explained theoretically by the Stimulus-Organism-Response (SOR) framework. The consumer experience is a stimulus and affects the internal conditions of an individual, including emotions and perceptions and then elicits a response in the form of impulse buying. Moreover, according to the hedonic consumption theory, pleasant experiences will increase the tendency of spontaneous consumption behavior (Putri & Andani, 2023). Recent studies further confirm that in the digital environment, elements such as flow experience, interactivity, and social presence further enhance this tendency (Huang, 2021). However, although the theoretical framework has been set, the existing empirical research still tends to be partial. It has not been able to explain the intellectual structure connecting the two concepts comprehensively.

Furthermore, the literature of consumer experience and impulse buying is very fragmented in terms of research context, methodological approach and conceptual focus. Most studies still focus on testing the relationships between variables individually, thus failing to capture broader conceptual linkages in this research area. This condition points to the fact that even though the volume of publications has gone up, the understanding of intellectual structure and the development of knowledge in this field is still restricted (Donthu et al., 2021).

Indeed, previous bibliometric studies have mapped developments in marketing and consumer behavior, with methodological guidance provided by Donthu et al. (2021) and the growth of digital marketing and AI research highlighted by Khandelwal et al. (2024). However, these studies largely emphasize descriptive indicators and provide limited insight into the intellectual structure and conceptual relationships within the field. Similarly, research on impulse buying has identified themes such as online shopping and hedonic motivation but has not sufficiently integrated consumer experience as a key driver of impulsive behavior (Gong et al., 2024). Thus, the literature remains fragmented, highlighting the need for a systematic bibliometric mapping of the interrelationship between consumer experience and impulse buying.

The evolution of digital technology during 1997–2026 has created a more complex research environment through phenomena such as live commerce, AI-driven personalization, and real-time interactivity. However, bibliometric studies systematically mapping emerging trends in consumer experience and impulse buying remain limited, revealing a gap between rapidly evolving digital practices and academic development. Although previous studies have examined the relationship between consumer experience and impulse buying, they have largely

relied on conventional quantitative methods and systematic reviews, which provide limited insight into the broader conceptual and intellectual structure of the field. Therefore, a bibliometric approach is needed to quantitatively and visually map conceptual relationships, research clusters, and the evolution of knowledge in this emerging domain.

In this sense, this study addresses the existing gap by systematically mapping the intellectual structure of consumer experience and impulse buying in a digital context. Unlike previous bibliometric studies that tend to be descriptive, this study examines publication trends, key conceptual relationships, thematic clusters, emerging topics, and underexplored research areas. Accordingly, the study aims to (1) examine the development trends of scientific publications on consumer experience and impulse buying in the digital context during 1997–2026; and (2) map the intellectual structure and thematic evolution of the literature through co-occurrence analysis, while identifying emerging research trends and underexplored areas in the relationship between consumer experience and impulse buying in the digital era. The findings are expected to enrich the literature and provide comprehensive directions for future research.

## **2. Literature Review**

### ***2.1. Consumer Experience in the Digital Context***

Consumer experience has become increasingly multidimensional as digital technologies have transformed how consumers interact with brands across multiple touchpoints. Rather than being limited to functional evaluations, contemporary consumer experience encompasses emotional, cognitive, sensory, social, and interactive dimensions that develop throughout the customer journey. Holmlund et al. (2020) and Alexander and Kent (2022) argue that big data analytics enables firms to understand customer experiences more comprehensively and develop increasingly personalized interactions. Similarly, Tueanrat et al. (2021) emphasize that customer experience is constructed dynamically across multiple stages and touchpoints, making the customer journey an important perspective for understanding digital consumption. In omnichannel environments, the consistency and integration of experiences across channels also influence consumers' evaluations and subsequent behavioral responses (Gao et al., 2021). The increasing integration of digital and physical environments further demonstrates that technology can create more immersive and interactive consumer experiences (Hoyer et al., 2020).

The development of artificial intelligence and other emerging technologies has subsequently expanded the scope of consumer experience research. Puntoni et al. (2021) explain that AI is reshaping consumer experiences by altering interactions, decision processes, and the nature of consumer–technology relationships. Meanwhile, Flavián et al. (2019) demonstrate that immersive technologies such as virtual and augmented reality can strengthen consumer engagement by creating richer experiential environments. These developments indicate that digital consumer experience is increasingly characterized by personalization, immersion, interactivity, and social connectivity. Consequently, understanding consumer experience in digital environments requires consideration not only of technological functionality but also of the psychological and experiential responses generated during consumer–platform interactions.

### ***2.2. Impulse Buying in Digital and Interactive Commerce***

Impulse buying represents an immediate and relatively unplanned purchasing response that situational, emotional, and environmental stimuli can strongly influence. The rapid expansion of digital commerce has substantially transformed the context in which impulse buying occurs by providing consumers with continuous exposure to personalized content, promotional stimuli, interactive platforms, and

immediate purchasing opportunities. Redine et al. (2023) demonstrate that online impulse buying has developed into an increasingly diverse research domain encompassing e-commerce, social commerce, and mobile commerce. Their review further indicates that digital environments introduce distinctive psychological and situational mechanisms that differentiate online impulse buying from traditional retail behavior. Similarly, Ming et al. (2021) show that telepresence and website-related experiences can stimulate consumers' impulse-buying intentions by increasing psychological involvement with digital shopping environments.

Mobile platforms also intensify the situational nature of impulse buying because consumers encounter different combinations of website, marketing, and contextual stimuli during digital shopping episodes (Zhang et al., 2022). Online impulsive buying is also associated with digital shopping stimuli such as sales promotions and website-related factors (Meirida & Nuvriasari, 2024). This indicates that impulse buying cannot be explained solely by stable consumer characteristics but should also consider the immediate environment in which purchasing decisions occur. The emergence of live-streaming commerce has further strengthened this experiential dimension. Ming et al. (2021) found that social presence and telepresence can increase trust and flow, subsequently encouraging impulsive buying behavior. Likewise, Li et al. (2022) demonstrated that social presence in live-streaming environments can stimulate impulse buying through emotional states such as pleasure and arousal. Zhang et al. (2023) further showed that affective intensity plays a more prominent role than perceived risk in generating consumers' urge to buy impulsively during live-streaming commerce. Thus, digital impulse buying is increasingly associated with interactive, emotional, and immersive consumption experiences.

### ***2.3. Interrelationship Between Consumer Experience and Impulse Buying***

The relationship between consumer experience and impulse buying has become increasingly important as digital commerce creates more immersive and interactive purchasing environments. Rather than viewing impulse buying solely as an individual psychological response, recent studies indicate that digital experiences can shape consumers' emotional states and purchasing intentions. Dong et al. (2023), for example, demonstrate that flow experience plays a mediating role in livestreaming e-commerce, suggesting that consumers who become deeply absorbed in an interactive shopping environment are more likely to develop spontaneous consumption intentions. Similarly, Egi and Aprillia (2025) highlight the combined roles of social presence, consumer trust, and flow experience in stimulating impulsive buying, indicating that consumers' perceptions of interaction and psychological involvement can strengthen their tendency to purchase spontaneously. These findings suggest that product characteristics or promotional stimuli do not simply trigger impulse buying but can emerge from the overall quality of the digital shopping experience.

Recent research further demonstrates that the relationship is shaped by multiple environmental and social stimuli. Shi et al. (2025) show that atmospheric cues and social presence significantly influence impulse buying behavior in e-commerce livestreaming, emphasizing the importance of the digital environment in shaping consumers' responses. Sawarsa et al. (2023) similarly identify social presence as an important catalyst for impulsive purchases in live-streaming environments, while Fara and Hartono (2024) demonstrate its relevance among TikTok users. Tedry and Tulipa (2025) further show that social presence and scarcity can influence impulse buying through emotional responses. These studies show that consumer experience and impulse buying are interconnected through psychological and environmental factors such as flow, social presence, trust, emotion, and scarcity. However, the literature remains fragmented across platforms and individual mechanisms,

highlighting the need for bibliometric analysis to integrate these perspectives and identify emerging research directions.

### **3. Methods**

This research takes a quantitative approach via bibliometric analysis to map the development of the literature on live commerce and impulse buying. This was done because it offers a systematic, objective, and scientifically data-based approach to identifying research trends, the intellectual structure of knowledge, and the relationships between concepts. This research was carried out in 3 main stages consisting of selection of literature using the PRISMA method, data collection using the Scopus database, and analysis and visualization using VOSviewer (Van Eck & Waltman, 2023). The first phase was performed using the PRISMA method, which includes identification, screening, eligibility, and inclusion stages, to ensure a transparent and systematic process of literature selection (Page et al., 2021).

The search of the Scopus database using the keywords “Experience” AND “impulsive buying” initially identified 221 documents. The documents were subsequently screened based on predefined inclusion and exclusion criteria. The inclusion criteria comprised publications written in English and classified as journal articles or conference papers, as these document types provide relevant empirical and scholarly contributions to the research topic. Publications were excluded if they were written in languages other than English, belonged to document types outside the predefined categories, were duplicates, or were not sufficiently relevant to the relationship between experience and impulsive buying. Following the screening and eligibility assessment, 203 documents met the criteria and were retained for the bibliometric analysis.

Next, data downloaded in CSV or RIS format were collected and analyzed, including information on titles, authors, year of publication, keywords, abstracts, and number of citations. The analysis was carried out using VOSviewer to visualize the relationships between publications and the structure of the research (Van Eck & Waltman, 2010). The analysis process consisted of data cleaning, choosing types of bibliometric analysis (co-authorship, co-occurrence, and bibliographic coupling), and setting thresholds to ensure that only significant elements were analyzed. These techniques were used to identify patterns of collaboration, conceptual relationships and intellectual structures in the literature (Donthu et al., 2021). The analysis results were visualized as a network visualization, overlay visualization, and density visualization to systematically identify thematic clusters, relationships between concepts, and research development trends.

This study, with a bibliometric approach, is expected to be able to present a comprehensive and systematic overview of the intellectual structure, development dynamics and direction of evolution of literature related to experience and impulsive buying (Zupic & Čater, 2015). This approach allows for the identification of key themes, conceptual relations between variables, and the development of research trends more objectively than traditional narrative reviews through data-based mapping of citation patterns, keyword linkages, and research networks (Donthu et al., 2021).

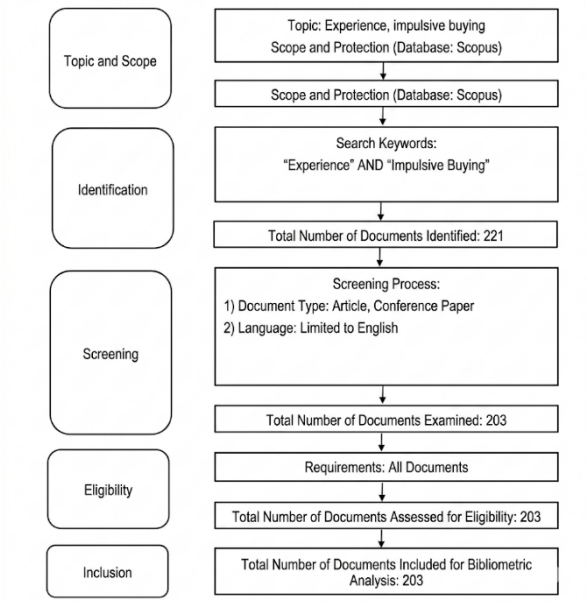


Figure 1. Data Collection Process

Figure 1 illustrates the systematic literature selection process based on the PRISMA framework. The Scopus search using the keywords “Experience” AND “impulsive buying” identified 221 documents. After screening by document type and English-language criteria, 203 documents remained and were assessed for eligibility. All 203 documents met the requirements and were ultimately included in the bibliometric analysis, ensuring a focused and systematic dataset.

4. Results

4.1. Publication Development and Research Trends

The Scopus database search identified a total of 221 relevant articles using the keyword combination “Experience” AND “Impulsive Buying,” published between 1997 and 2026.

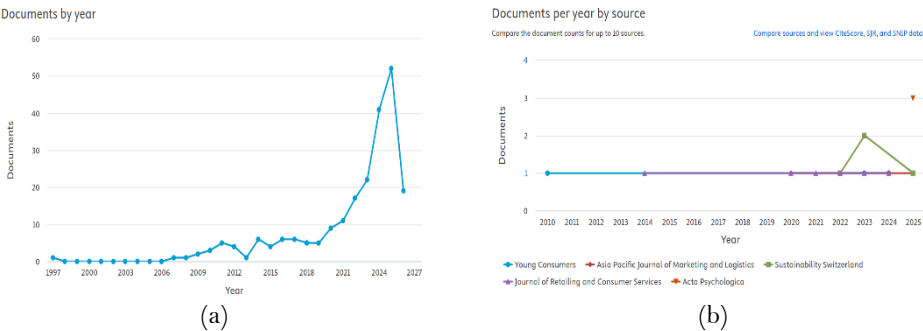


Figure 2. (a) Publication Trends, (b) Journal Source Trends

Figure 2(a) shows a gradual development of publications on the research topic between 1997 and 2018. The field remained relatively limited during the early period (1997–2010), followed by a moderate increase from 2010 to 2018, indicating growing academic interest but limited mainstream attention. This pattern reflects the exploratory stage commonly observed in the development of an emerging research field (Donthu et al., 2021). From 2019 onward, publications increased sharply and reached their highest level in 2024, indicating a period of rapid research expansion. This growth corresponds with the increasing relevance of digital technologies and

phenomena such as e-commerce, social commerce, and live commerce. The decline in the final year may reflect indexing delays or incomplete database coverage, while the overall trajectory indicates substantial research opportunities for further investigation and intellectual mapping.

Figure 2(b) shows that publications remain widely distributed across journals, with most sources contributing only a small number of documents and no single journal demonstrating clear dominance. However, several journals, including *Journal of Retailing and Consumer Services*, *Young Consumers*, *Sustainability*, and *Acta Psychologica*, show relatively stronger or more recent contributions. This distribution indicates that the topic remains fragmented but is increasingly attracting interdisciplinary attention across marketing, psychology, and sustainability (Donthu et al., 2021).

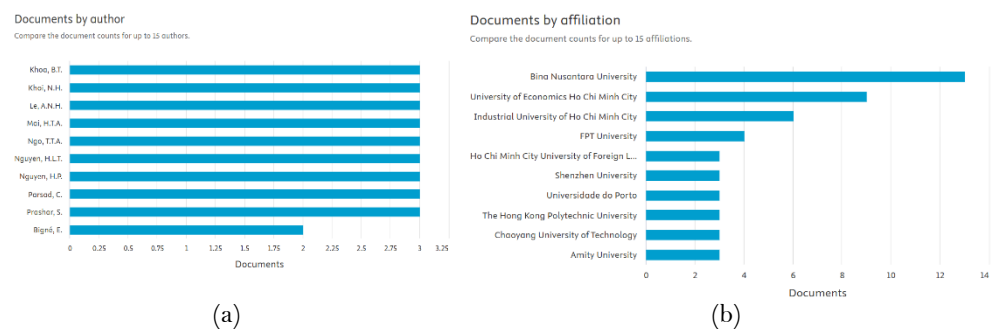


**Figure 3.** (a) Documents by Author, (b) Top Publication-Contributing Institutions

Figure 3(a) indicates that publication output is relatively evenly distributed across authors, with most contributing around three documents and no clear dominance by a small group of researchers. This pattern suggests that the field remains developing, with an open intellectual structure and no established core authors. Although minor differences in productivity exist, such as for Bigné, E., the overall distribution remains relatively balanced, highlighting broad topic exploration and the need for further collaboration and citation-network analysis to identify influential contributors (Donthu et al., 2021).

Figure 3(b) shows that publication output is concentrated among several leading institutions, with Bina Nusantara University contributing the most documents, followed by the University of Economics Ho Chi Minh City and Industrial University of Ho Chi Minh City. This concentration indicates the emergence of active research hubs, particularly in Southeast Asia, in the study of digital consumer behavior. Other institutions, including Shenzhen University, Universidade do Porto, and The Hong Kong Polytechnic University, contribute fewer but geographically diverse publications. The distribution therefore reflects a growing international research base, although institutional collaboration remains relatively dispersed. The pattern suggests an emerging institutional structure with opportunities for stronger cross-institutional collaboration.

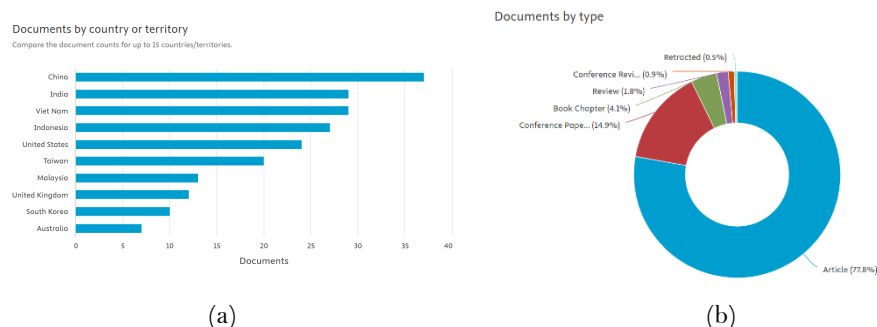


**Figure 4.** (a) Distribution of Publications by Country, (b) Distribution of Document Types in Publications

Figure 4(a) shows that publication output is dominated by Asian countries, with China leading, followed by India, Vietnam, and Indonesia. This concentration reflects the rapid expansion of digital economies and technologies such as e-commerce and social commerce in the region, which has intensified research interest in digital consumer behavior and impulse buying. From a bibliometric perspective, the concentration of publications also indicates the emergence of regional knowledge-production hubs that shape the intellectual development of the field (Donthu et al., 2021). Meanwhile, the United States, United Kingdom, and Australia demonstrate meaningful but comparatively lower contributions, confirming that research remains geographically diverse. The distribution highlights the growing prominence of developing Asian economies in this research domain and reflects an increasingly global and multidimensional research landscape.

Figure 4(b) shows that journal articles dominate the publication landscape, accounting for 77.8% of documents, followed by conference papers (14.9%), book chapters (4.1%), and reviews (1.8%). This dominance indicates that the field has developed primarily through peer-reviewed scientific publications, reflecting an increasingly established research base (Donthu et al., 2021). Nevertheless, the presence of conference papers suggests continued theoretical and empirical development, while the limited share of reviews and book chapters highlights the need for more integrative research. The distribution reflects a field that combines research maturity with ongoing development, reinforcing the value of bibliometric analysis for mapping its intellectual structure and emerging trends.

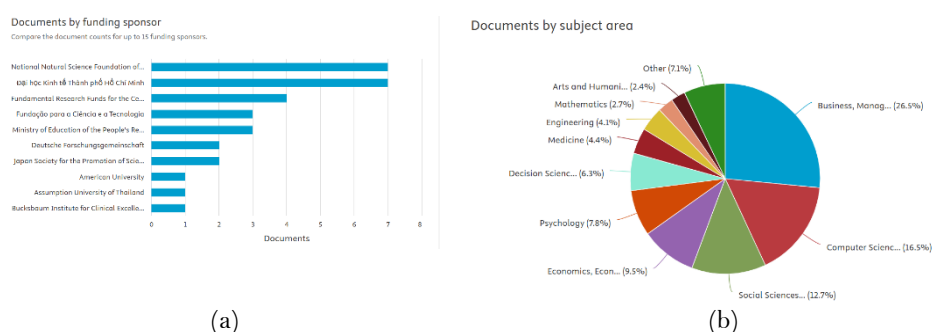


**Figure 5.** (a) Top Funding Sponsors in Research, (b) Distribution of Publications by Field of Study

Figure 5(a) shows that research funding is concentrated among several major sponsors, particularly the National Natural Science Foundation of China and Đại học Kinh tế Thành phố Hồ Chí Minh. This pattern highlights the growing institutional support for research on digital consumer behavior, especially across Asian countries experiencing rapid digital-economy development. Meanwhile, contributions from sponsors in Germany and Japan demonstrate the field's international reach and

diverse research support. The uneven yet geographically diverse funding landscape suggests both strong regional research hubs and opportunities for broader international collaboration, reinforcing the value of bibliometric analysis in understanding research development and future directions (Donthu et al., 2021).

Figure 5(b) shows that research on consumer experience and impulse buying is primarily concentrated in Business, Management and Accounting (26.5%), followed by Computer Science (16.5%) and Social Sciences (12.7%). This distribution highlights the strong foundation of marketing and management, while the substantial contribution of computer science reflects the growing role of digital technologies in shaping consumer behavior. Contributions from economics, psychology, and decision sciences further demonstrate the multidisciplinary nature of the field, integrating behavioral, technological, and economic perspectives (Donthu et al., 2021). The broad subject-area distribution indicates considerable potential for cross-disciplinary research and supports the use of bibliometric analysis to map the evolving intellectual structure of the field.

#### 4.2. Intellectual Structure and Thematic Clusters of the Literature

Analysis of the co-occurrence network map using VOSviewer shows that the literature on consumer experience and impulse buying has formed an intellectual structure that is organized into several major clusters. Each node is a keyword, and the lines connecting them indicate relationships between concepts. The density and size of the nodes represent the frequency of occurrence and level of connectedness in the literature. The network shows strong interconnections between concepts, indicating that this research area has developed with relatively complex and cohesive conceptual ties. This interconnected network pattern underscores the effectiveness of the bibliometric approach, especially co-occurrence analysis, in detecting the core themes and associations among concepts within a research domain (Donthu et al., 2021).

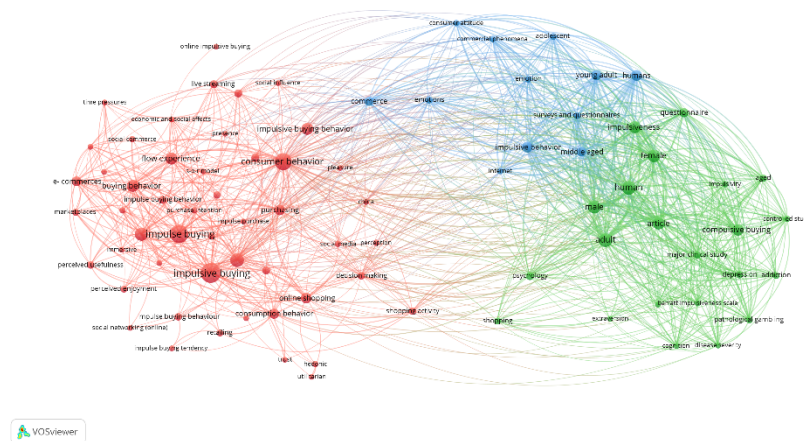


Figure 6. Network Visualization

Figure 6 illustrates three interconnected thematic clusters shaping the research landscape. Cluster 1 focuses on consumer behavior and impulse buying, emphasizing psychological processes such as purchase intention, emotions, and spontaneous decision-making (Donthu et al., 2021). Cluster 2 centers on digital technology and e-commerce, highlighting how digital platforms facilitate convenient and persuasive shopping experiences that can trigger impulse buying (Khandelwal et al., 2024). Meanwhile, Cluster 3 addresses consumer experience and individual factors, showing how immersive experiences and psychological or demographic differences influence responses to digital stimuli and impulse purchases (Gong et al., 2024).

The interconnected clusters reveal a multidimensional research structure integrating behavioral, technological, and individual perspectives, while highlighting opportunities for more integrated research.

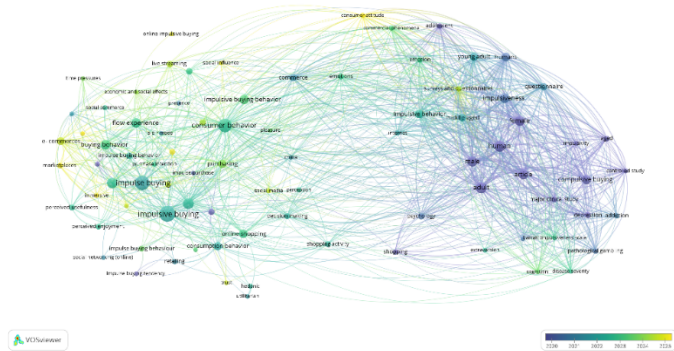


Figure 7. Overlay Visualization

Figure 7 illustrates the temporal evolution of research on consumer experience and impulse buying, with blue nodes representing earlier studies and yellow nodes indicating more recent research. Early studies focused on fundamental concepts such as consumer behavior, human, and adult, before shifting toward digital contexts involving e-commerce, online shopping, and impulse buying. More recently, emerging keywords such as live streaming, social influence, and flow experience appear in brighter colors, highlighting the growing emphasis on interactive and real-time digital experiences (Donthu et al., 2021). The evolution reflects a shift from general consumer behavior toward technology-driven and immersive digital experiences, revealing opportunities for further research into emerging digital consumption phenomena.

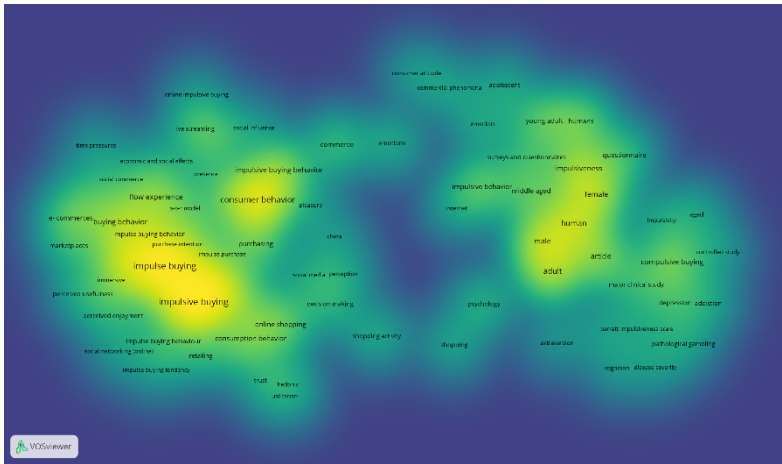


Figure 8. Density Visualization

Figure 8 presents the keyword density of research on consumer experience and impulse buying, where yellow areas indicate the most frequent and strongly connected terms, while green and blue areas represent lower-density topics. The highest-density regions center on impulse buying, consumer behavior, and impulsive buying, confirming their position as the core themes of the research field (Donthu et al., 2021). Meanwhile, lower-density areas involving online shopping, flow experience, social influence, and individual characteristics indicate an expanding

research scope that integrates technological, experiential, and behavioral perspectives. The density map highlights both the maturity of core themes and opportunities to explore less-developed topics, supporting further research into emerging dimensions of digital consumer behavior.

## **5. Discussion**

The results of the bibliometric analysis show that research on consumer experience and impulse buying has grown significantly in recent years, especially after 2019. This increase is due to the high relevance of the topic in the context of digital transformation, where the development of e-commerce, social commerce and live commerce has changed the way consumers interact and make purchasing decisions (Lemon & Verhoef, 2016). This result is consistent with the investigation of Donthu et al. (2021), who argue that an increase in the publication volume indicates the development of a research field to a phase of rapid growth. Therefore, it can be concluded that this research has reached a mature stage of development and has become a major concern in the literature of digital marketing.

The results of the study show that the literature is still fragmented in terms of the distribution of sources, authors, institutions and countries. However, there are several dominant research hubs, mainly in the Asian region. Such domination of countries like China, India, and Indonesia indicates a shift of the center of research from developed countries to developing countries. The rapid growth of the digital economy in the region causes this. In addition, the relatively balanced contribution among authors indicates that the dominant core authors in this field have not yet emerged. This condition shows that the scientific structure is still open and evolving, which allows for new researchers to contribute to the development of the literature (Puntoni et al., 2021; Khandelwal et al., 2024).

The co-occurrence network analysis results indicate that the intellectual structure of the research is divided into three main clusters. Consumer behavior, digital technology and consumer experience. The consumer behaviour cluster stresses that the main research focus is still impulse buying, with a psychological and decision-making approach dominating. The technology cluster implies that digital platform development is an enabler in consumer behavior formation, while the consumer experience cluster emphasizes the role of emotional aspects and interaction in impulse buying (Lee et al., 2025). These findings suggest that research in this field is multi-dimensional and requires integration between perspectives to produce a more comprehensive understanding.

In addition, the overlay visualization analysis represents a shift in research focus from traditional approaches to more complex digital contexts. Early topics such as consumer behavior have given rise to new topics such as live streaming, social influence, and flow experience, which reflect emerging trends. This means that research is not only interested in consumer behavior in general, but also in interactive and real-time digital experiences (Huo et al., 2023). This observation stresses that the research progress in this field is mainly driven by the development of digital technology.

Moreover, the results of density visualization also show that the literature is still dominated by keywords such as impulse buying and consumer behavior, and these two concepts form the core of the research structure. However, new emerging keywords with lower density levels show research opportunities that have not been widely explored, especially related to the integration between digital experience, technology and individual factors. Therefore, this study highlights the need to develop a more integrative approach to understand the relationship between consumer experience and impulse buying (Gasparin et al., 2022).

The study is an important contribution to the mapping of the intellectual structure, which was not widely performed in previous studies. Unlike previous

bibliometric studies, which are descriptive, this study is able to systematically identify research clusters, conceptual relationships and development trends. (Zupic & Čater, 2015). Therefore, the results of this study contribute not only to the academic literature but also have practical implications for business actors to design more effective digital marketing strategies based on consumer experience.

## 6. Conclusion

This study provides a comprehensive bibliometric mapping of the intellectual structure and development of research on consumer experience and impulse buying in the digital context. The findings reveal a substantial increase in publications, particularly after 2019, reflecting the growing influence of digital technologies, including e-commerce, social commerce, and live commerce, on consumer behavior. The intellectual structure is organized around three interconnected themes: consumer behavior, digital technology, and consumer experience, demonstrating that behavioral, technological, and experiential dimensions shape impulse buying in digital environments. The temporal analysis further identifies live streaming, social influence, and flow experience as emerging themes, indicating a shift toward more interactive, immersive, and socially driven digital consumption experiences.

These findings contribute theoretically by consolidating the fragmented literature and clarifying the evolving conceptual relationships within the field. Practically, the findings provide insights for digital marketers to design more engaging and personalized consumer experiences that may influence impulse buying behavior. Nevertheless, this study has several limitations. The analysis relies exclusively on the Scopus database, which may exclude relevant publications indexed in other databases, and the bibliometric approach primarily captures publication patterns and conceptual relationships rather than deeper behavioral mechanisms. Future research should therefore integrate multiple databases, such as Web of Science and Google Scholar, to achieve broader literature coverage. Further studies should also investigate emerging themes such as live-streaming commerce, AI-driven personalization, virtual reality shopping, social influence, and flow experience. Combining bibliometric analysis with systematic reviews, qualitative approaches, and empirical research, particularly across cultures and generations, could provide deeper insights into the emotional, technological, and psychological mechanisms underlying impulse buying in digital environments.

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