



The Influence of Psychological Factors and Social Interaction on Impulse Buying in Social E-Commerce: A Systematic Literature Review

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Abstract: This study aims to analyze psychological and social factors, as well as the role of information quality and platform features, in triggering impulsive buying behavior in social e-commerce. The method employed is a systematic literature review, which identifies and analyzes findings from various relevant research articles. The main results indicate that psychological factors such as emotions, a sense of urgency, and low self-control have a significant influence on impulse buying. In addition, social influence arising from interactions with influencers or celebrities has been shown to increase consumers' impulsive purchase decisions. Clear and comprehensive information quality, along with platform features such as product recommendations and rating systems, play an important role in stimulating impulse buying. This study concludes that impulse buying in social e-commerce is influenced by the interaction of psychological factors, social factors, and platform features. These findings contribute to a deeper understanding of consumer behavior in social e-commerce and can be used to design more effective marketing strategies.

Keyword: Impulse Buying, Social E-commerce, Psychological Factors, Social Influence, Information Quality, Platform Features.

INTRODUCTION

The rapid development of technology and digitalization has transformed the landscape of consumer behavior, particularly in e-commerce transactions. Social e-commerce, which utilizes social media platforms to facilitate purchasing activities, has become increasingly popular in recent years. These platforms not only provide convenience in shopping but also create more personalized experiences through social interactions, both among users and with influencers or celebrities (Huang & Benyoucef, 2013). Consumer behavior in social e-commerce is strongly influenced by psychological factors that trigger impulse buying, defined as sudden and unplanned purchasing decisions (Rook, 1987). The phenomenon of impulse buying in social e-commerce has become an important issue to study, given its significant impact on marketing strategies and overall consumer behavior (Verhagen et al., 2017).

This research is important because impulse buying has become one of the key indicators of consumer decision-making on social e-commerce platforms, which are shaped by

psychological and social factors. These factors—such as the tendency to purchase without planning, peer influence on social media, and interactions with influencers—play a crucial role in stimulating impulse buying. Furthermore, the quality of information presented and platform features such as product recommendations and visual displays can increase consumers' tendency to make impulsive purchases (Lee et al., 2011). Although studies on consumer behavior in e-commerce exist, research that comprehensively integrates psychological factors, social influence, and platform features within the context of social e-commerce remains limited (Li et al., 2020).

The objective of this study is to explore the psychological factors that drive impulse buying in social e-commerce and to examine the social influence arising from interactions with influencers or celebrities on consumer decisions. In addition, this study aims to assess how information quality and platform features in social e-commerce contribute to the creation of impulse buying behavior. Specifically, this study addresses three main research questions: (1) what psychological factors influence impulsive behavior in social e-commerce; (2) how social influence, particularly interactions with influencers or celebrities, affects consumers' impulsive decisions; and (3) what roles information quality and platform features play in triggering impulse buying in social e-commerce.

In relation to existing literature, this study seeks to expand the understanding of consumer behavior in social e-commerce, which has increasingly attracted scholarly attention. Previous studies have shown that social influence and psychological factors significantly contribute to impulsive behavior in e-commerce (Haghirian et al., 2005). This study adopts a broader perspective by incorporating social factors, influencer interactions, and platform features that have been relatively underexplored. While impulse buying has been widely studied, few studies integrate these three elements simultaneously, particularly within the rapidly growing context of social e-commerce. Therefore, this study is expected to make a significant contribution to understanding the dynamics of impulse buying in social e-commerce and its implications for digital marketing.

METHOD

This study adopts a qualitative approach using a systematic literature review (SLR) research design to identify and analyze the influence of psychological factors, social factors, information quality, and platform features on impulse buying in social e-commerce, particularly TikTok Shop. The objective is to collect, evaluate, and synthesize findings from relevant previous studies to provide deeper insights into factors driving consumers' impulsive purchasing decisions in this context.

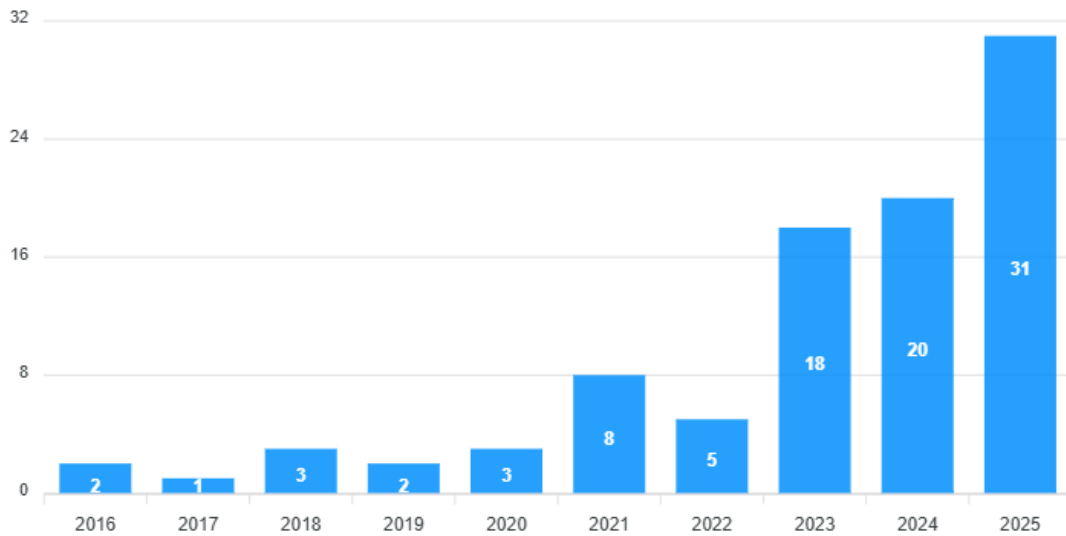
The data collection process began with searching relevant articles through academic databases such as Scopus, Google Scholar, and JSTOR using keywords related to impulse buying, content marketing, live streaming, and price discounts in social e-commerce, especially those associated with TikTok. Selected articles were required to meet strict inclusion criteria, including relevance to impulsive behavior in social e-commerce and publication within the last five years (2021–2025). Priority was given to studies using primary or secondary data related to TikTok Shop and social commerce marketing influences.

The research subjects consisted of scholarly articles discussing impulse buying in social e-commerce, with emphasis on psychological and social influences arising from interactions with influencers and the role of platform features. The research instrument was a data extraction form containing key information from each selected article, such as research objectives, methodologies, main findings, and conclusions. Data collection procedures followed systematic inclusion and exclusion criteria.

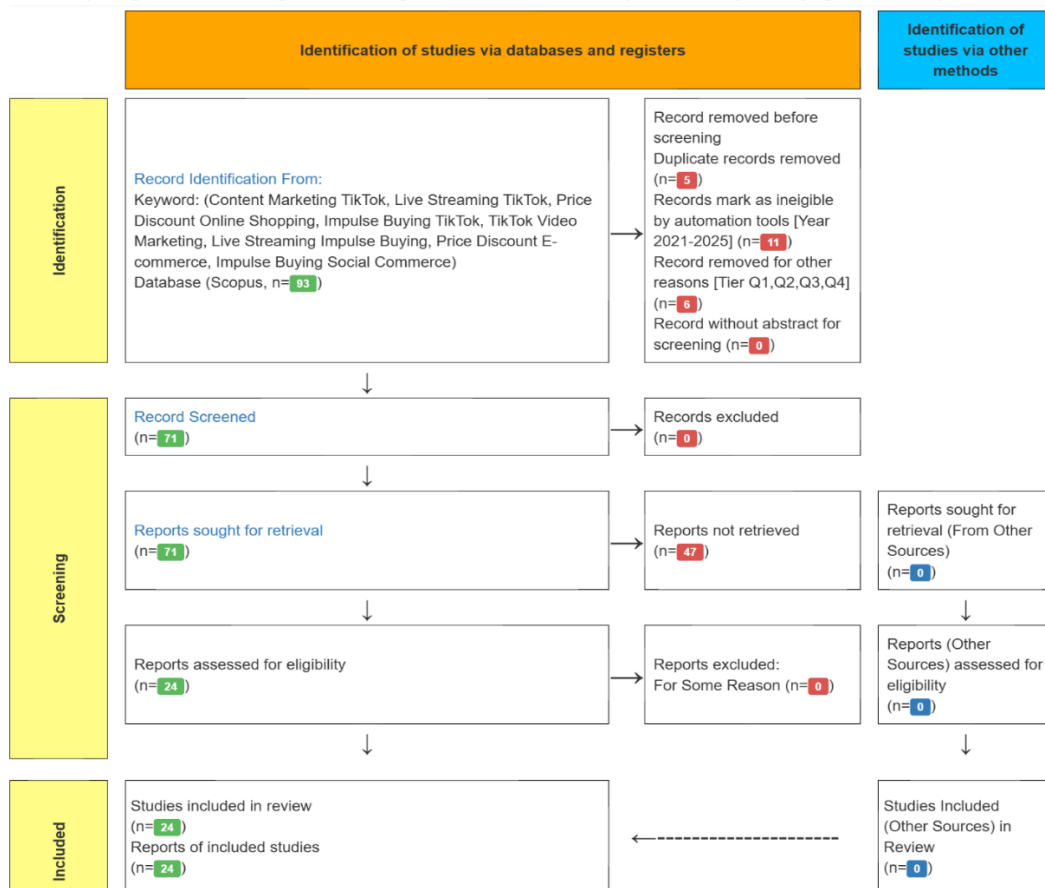
The data analysis method employed was thematic analysis. Data from selected articles were categorized into major themes, including psychological factors (emotions, urgency, self-control), social influence (interactions with influencers or celebrities), and the role of

information quality and platform features in impulse buying. This analysis aimed to construct a comprehensive understanding of how these factors influence impulsive consumer decisions in social e-commerce platforms. The synthesized findings provide clear answers to the research questions and contribute to the development of consumer behavior theory in social e-commerce.

Result from Keyword Search



Prisma Reporting: Content Marketing, Live Streaming, Dan Price Discount Terhadap Intensitas Impulse Buying Di Tiktok Shop



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The next stage was the screening process, in which 71 articles that met the initial criteria were reviewed in full to assess their relevance to the research focus, particularly on content marketing, live streaming, and price discounts on TikTok Shop. Of the 71 screened articles, 47 could not be accessed in full and were therefore excluded, while the remaining 24 articles met the eligibility criteria for further analysis. All eligible articles were then coded using content analysis techniques, focusing on key variables, research methodologies, and findings relevant to the intensity of impulse buying on TikTok Shop.

The collected data were extracted into an SLR Table worksheet covering conceptual aspects (such as content marketing theory, the influence of live streaming, and price discounts), methodological aspects (quantitative, qualitative, or mixed methods), and empirical findings related to impulse buying intensity in social commerce. The analysis process was conducted through thematic synthesis to identify and categorize major themes emerging from the literature, followed by narrative analysis to develop an integrative conceptual model illustrating the influence of various factors on consumers' impulsive behavior.

RESULTS AND DISCUSSION

Psychological Factors Influencing Impulse Buying in Social E-Commerce

Based on the literature review, the psychological factors most frequently associated with impulsive behavior in social e-commerce are emotions, a sense of urgency, and social pressure. Emotions play a critical role in driving unplanned purchasing decisions. Numerous studies indicate that when consumers are emotionally stimulated—either through attractive product visuals or limited discounts—they are more susceptible to impulse buying (Huang & Benyoucef, 2013).

Additionally, urgency created by limited-time offers or low stock indicators significantly encourages impulsive purchases. Social pressure, such as peer recommendations or user reviews, further increases consumers' impulse buying tendencies (Verhagen et al., 2017). Low self-control has also been identified as a key determinant of impulse buying (Li et al., 2020). These psychological factors interact to create an environment conducive to impulsive purchasing behavior.

Social Influence on Impulse Buying in Social E-Commerce

One major finding is that interactions with influencers or celebrities have a significant impact on consumers' impulsive purchasing decisions. Many studies reveal that influencer endorsements on social media platforms encourage spontaneous purchases (Lee et al., 2011).

Consumers often feel emotionally connected to influencers they follow, making recommendations more persuasive and generating urgency. Influencer-endorsed content, combined with testimonials from other users, increases trust and accelerates impulsive buying decisions (Haghirian et al., 2005). However, the magnitude of social influence varies depending on individual consumer characteristics and their level of engagement with social media platforms.

The Role of Information Quality in Triggering Impulse Buying

Information quality provided by social e-commerce platforms plays a substantial role in stimulating impulse buying. Clear, complete, and transparent product information increases consumers' likelihood of making impulsive purchases.

Informative product displays, detailed descriptions, and high-quality images enhance consumer confidence and reduce uncertainty (Huang & Benyoucef, 2013). Conversely, insufficient or unclear information diminishes impulsive purchase intentions. Studies also indicate that transparent and comprehensive information fosters trust, encouraging faster purchasing decisions (Li et al., 2020).

The Role of Social E-Commerce Platform Features in Encouraging Impulse Buying

Platform features such as product recommendations, rating systems, and user-friendly interfaces significantly influence impulsive buying behavior. Algorithm-based product recommendations accelerate decision-making by presenting relevant products aligned with consumer preferences (Verhagen et al., 2017).

Notifications about limited offers and interactive features such as likes and shares increase consumer engagement and impulsive tendencies. Visual appeal and intuitive design further facilitate quick and impulsive purchasing decisions.

Interaction of Psychological, Social, and Platform Factors

The synthesis of findings indicates that impulse buying in social e-commerce results from complex interactions among psychological factors, social influence, and platform features. Emotional stimulation and urgency combine with influencer recommendations and algorithmic features such as countdown timers and personalized suggestions to create a highly supportive environment for impulse buying.

Summary of the Synthesis of Research Findings (Thematic Table)

Theme	Factors Influencing Impulse Buying	Key Findings
Psychological Factors	Emotions, sense of urgency, social pressure, low self-control	<ul style="list-style-type: none"> Emotions and urgency increase the tendency toward impulse buying. Social pressure (such as friends' recommendations and reviews) influences impulsive purchasing decisions.
Social Influence	Interaction with influencers and celebrities	<ul style="list-style-type: none"> Social influence from influencers encourages impulse buying. Consumers feel connected to influencers and tend to follow their recommendations.
Information Quality	Product descriptions, images, reviews, and information transparency	<ul style="list-style-type: none"> High-quality and complete information increases consumer trust and encourages impulse buying. Unboxing videos and product reviews strengthen impulsive purchasing decisions.
Platform Features	Product recommendations, rating systems, notifications, user-friendly interfaces	<ul style="list-style-type: none"> Product recommendation features and rating systems increase the likelihood of impulse buying. Limited-offer notifications also accelerate purchase decisions.
Interaction Among Factors	Combination of psychological factors, social influence, and platform features	<ul style="list-style-type: none"> The interaction among psychological, social, and platform factors creates an environment that strongly supports impulse buying.

Summary of Relationship Patterns Among Concepts in the Literature

Based on the synthesis of research findings, it can be concluded that there are interrelated patterns among psychological factors, social influence, information quality, and platform features that affect impulsive behavior in social e-commerce. These patterns of relationships among concepts can be explained as follows:

Psychological Factors → Impulse Buying:

Psychological factors, such as emotions, a sense of urgency, and low self-control, have a direct influence on impulsive purchasing decisions. Consumers who are emotionally stimulated or feel pressure to make immediate purchases tend to engage in impulse buying without prior planning. For example, limited-time offers or seemingly urgent discounts can trigger impulse buying behavior.

Social Influence → Impulse Buying:

Social interactions, particularly through influencers or celebrities, strengthen impulsive tendencies by creating a sense of urgency and a desire to follow trends. Consumers who feel connected to influencers or celebrities are more likely to purchase products they recommend without careful consideration.

Information Quality → Impulse Buying:

The quality of information provided by social e-commerce platforms (such as product descriptions, clear images, and user reviews) plays an important role in increasing consumer trust. Complete and transparent information can reduce consumer uncertainty, making it easier for them to make impulsive purchasing decisions.

Platform Features → Impulse Buying:

Features on social e-commerce platforms, such as personalized product recommendations, rating systems, and limited-offer notifications, encourage consumers to purchase products impulsively. Product recommendations and user-friendly interface designs also accelerate the purchasing decision-making process.

Interaction of Psychological, Social, and Platform Factors:

Psychological factors, social influence, and platform features do not operate independently but instead reinforce one another. For instance, when emotional factors (such as a sense of urgency) intersect with social influence (such as influencer recommendations) and platform features (such as product recommendations), they create an environment that strongly supports impulse buying behavior. The combination of these three elements makes consumers more likely to engage in impulsive purchases.

RQ1: Psychological Factors Influencing Impulsive Behavior in Social E-Commerce

The findings of this study indicate that psychological factors such as emotions, a sense of urgency, and low self-control play an important role in influencing consumers' impulsive behavior in social e-commerce, particularly in the context of TikTok Shop. Based on the synthesis of the literature, these psychological factors contribute to creating conditions that encourage impulsive purchasing decisions. Strong emotions, such as excitement or fear of missing out (FOMO), as well as a sense of urgency triggered by limited-time offers or large discounts, have been proven to significantly accelerate consumers' decision-making processes (Huang & Benyoucef, 2013; Verhagen et al., 2017). Feelings of urgency and the inability to delay purchasing decisions, especially in situations that emphasize limited stock or time constraints, encourage consumers to engage in impulse buying.

Furthermore, low levels of consumer self-control increase the tendency to purchase without careful consideration. When consumers are unable to manage their buying impulses, they become more easily influenced by external factors such as attractive promotional offers or emotionally appealing product visualizations. This indicates that low self-control strengthens the impact of other psychological factors, which in turn intensifies impulsive behavior in social e-commerce.

RQ2: Social Influence Through Interactions with Influencers or Celebrities on Consumers' Impulsive Decisions

The findings of this study confirm that social influence through interactions with influencers or celebrities has a significant impact on consumers' impulsive purchasing decisions in social e-commerce. The synthesis of the literature shows that influencers have the ability to shape consumers' perceptions of products and accelerate their decision-making processes, particularly through endorsements that are perceived as trusted recommendations (Lee et al., 2011; Haghirian et al., 2005). Consumers feel more connected to influencers they follow and identify with, which makes them more likely to purchase promoted products, even when there is no immediate necessity.

This social influence is not limited to prominent influencers but also involves interactions within smaller social communities or peer networks on social media. Reviews or recommendations from close acquaintances on social e-commerce platforms further reinforce impulsive decisions by creating a stronger sense of urgency to make immediate purchases.

RQ3: Role of Information Quality and Platform Features in Influencing Impulse Buying in Social E-Commerce

The findings reveal that the quality of information presented by social e-commerce platforms, as well as the features they provide, plays a major role in triggering impulse buying behavior. Clear and transparent information quality—including comprehensive product descriptions, attractive images, and positive user reviews—enhances consumer trust and encourages impulsive purchasing decisions. The literature analysis indicates that consumers are more likely to purchase products when they have confidence in the accuracy and quality of the information provided, particularly when such information is communicated in an easily understandable manner and supported by engaging visual elements (Huang & Benyoucef, 2013; Verhagen et al., 2017).

In addition, platform features such as personalized product recommendations and product rating systems further accelerate impulsive decision-making. Recommendations tailored to consumers' preferences increase the relevance of product offerings, thereby strengthening the sense of urgency to purchase, even when the product was not initially planned for purchase. These findings emphasize that platform features that simplify the shopping experience while providing comprehensive information play a crucial role in stimulating impulse buying behavior.

Significance, Contributions, and Research Implications

This study provides significant substantive and methodological contributions to the understanding of consumer behavior in social e-commerce, particularly in the context of TikTok Shop. Substantively, the study demonstrates that impulse buying in social e-commerce is influenced not only by economic or price-related factors but also by psychological and social factors, as well as platform features.

The findings highlight that social e-commerce—especially through influencer interactions and urgency-based promotions supported by high-quality product information—plays a central role in triggering impulsive purchasing decisions. These results indicate that digital platforms such as TikTok function not merely as transactional tools but also as social communication media that connect consumers with brands, influencers, and online communities. Consequently, consumer behavior in social e-commerce is strongly shaped by social interactions, influencer influence, and the quality and completeness of information provided by the platform.

Methodologically, this study reinforces the use of the Systematic Literature Review (SLR) approach in consumer behavior research within social e-commerce. By integrating psychological, social, and technological factors, this study demonstrates that an

interdisciplinary approach is capable of explaining the complexity of consumer behavior associated with impulse buying. This approach is particularly relevant for social e-commerce research, as it provides a systematic framework for identifying consumer behavior patterns emerging from the interaction of multiple elements, such as social influence, information quality, and platform features. As a result, this method offers a more comprehensive and in-depth understanding of impulsive behavior in digital contexts.

From a practical perspective, the findings have important implications for social e-commerce platform managers and digital marketers. First, social e-commerce companies should pay greater attention to psychological and social elements when designing their marketing strategies. The appropriate use of influencers, the provision of complete and transparent product information, and the implementation of features such as product recommendations and limited-offer notifications can increase the likelihood of impulse buying.

Second, social e-commerce platforms should continue to develop features that not only facilitate transactions but also enhance consumer engagement and participation, such as transparent rating and review systems. Third, marketers should create more personalized and emotionally engaging shopping experiences to strengthen consumers' emotional attachment to brands, which can accelerate impulsive purchasing decisions.

However, this study also has several limitations that should be acknowledged. First, as this research is based on secondary literature, its findings depend on the quality and geographical contexts of the reviewed studies. Second, most of the literature analyzed originates from studies conducted in Asian and European countries, which limits the generalizability of the findings to a global context. Third, the SLR approach may not fully capture real-time consumer behavior dynamics; therefore, future research is recommended to employ mixed-method approaches, such as surveys or in-depth interviews, to gain a deeper understanding of consumers' motivations and impulsive decision-making processes in social e-commerce platforms.

CONCLUSION

This study concludes that impulse buying in social e-commerce is strongly influenced by psychological factors such as emotions and self-control, as well as social factors such as influencer influence and product recommendations. The synthesis of the literature indicates that impulse buying is not only triggered by price promotions or discounts but also by a sense of urgency and strong emotional engagement facilitated by social e-commerce platforms. These findings affirm that social e-commerce, such as TikTok Shop, is more than merely a transactional platform; it functions as a social and communication space that encourages consumers to make impulsive purchases through social influence, information quality, and platform features.

Furthermore, the conceptual relationship between psychological and social factors in social e-commerce highlights the importance of a deeper understanding of how these factors shape consumer behavior. In this context, younger generations, as the primary consumers on platforms such as TikTok, play a significant role in creating new dynamics of consumption behavior that are more emotional and impulsive. This indicates that digitalization has opened new spaces for social interaction and its influence on purchasing decisions, where technology serves as a medium for accelerating consumer decision-making.

Theoretically, this study contributes by extending the boundaries of consumer behavior research in the context of social e-commerce, introducing a more holistic perspective that integrates psychology, social influence, and technological features in analyzing impulse buying behavior. The conceptual model developed in this study demonstrates how policies and marketing strategies can be designed by considering these three factors to promote faster and more efficient purchasing decisions.

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