

# 冲动型购买文献研究分析

——以2016至2021年国际期刊为例

江紫璇, 李荣杰

北京师范大学珠海分校国际商学部, 广东 珠海  
Email: 2216522731@qq.com, jcleee@bnuz.edu.cn

收稿日期: 2021年6月2日; 录用日期: 2021年7月1日; 发布日期: 2021年7月8日

## 摘要

随着移动设备融入人们的购物行为中, 购买行为不再受制于地点和时间的限制, 冲动型购买越来越普遍, 因此受到越来越多的学者关注。然而, 近年来没有任何文献系统性地评估冲动购买的研究现状与趋势。因此, 本文分析了2016年至2021年5月期间发表的冲动型购买国际期刊, 利用了因果框架链接模型, 进一步整理与分类出影响消费者冲动型购买的相关变量。最后, 本文指出了现有文献的局限性并为后续研究提出几点建议, 以帮助后续研究者更好地理解冲动型购买。

## 关键词

冲动购买, 文献分析, 国际期刊, 因果链接框架

# The Analysis of the Impulsive Buying Behavior Studies

—Taking International Journals from 2016 to 2021 as Example

Zixuan Jiang, Jungchieh Lee

International Business Faculty, Beijing Normal University at Zhuhai, Zhuhai Guangdong  
Email: 2216522731@qq.com, jcleee@bnuz.edu.cn

Received: Jun. 2<sup>nd</sup>, 2021; accepted: Jul. 1<sup>st</sup>, 2021; published: Jul. 8<sup>th</sup>, 2021

## Abstract

With the integration of mobile devices into people's shopping behaviors, purchasing behaviors are no longer restricted by place and time. Impulsive purchases are becoming more and more com-

mon, and more and more scholars pay attention to this research topic. However, no previous studies have been conducted to systematically review and evaluate the research status and trends of impulse buying. Therefore, this article reviews the impulse buying research published from 2016 to May 2021 and analyzes it using the causal-chain framework to further classify the relevant variables that affect consumers' impulsive buying. Finally, this article points out the limitations of the existing literature and provides some suggestions for follow-up research to help us better understand impulse buying.

## Keywords

Impulse Buying Behavior, Literature Review, International Journals, Causal-Chain Framework

Copyright © 2021 by author(s) and Hans Publishers Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

## 1. 引言

当消费者遇到一个他想要的产品或服务时,他们可能会经历激动的心情或者有一种不可抵抗的催促感让他们立刻购买[1]。当消费者接受了这种诱惑的时候,这就是冲动型购买(impulse buying behavior) [2] [3]。冲动购买对于现代营销管理来说十分重要。根据不同的产品类别,冲动购买的产品占消费者的40%到80% [4]。在过去,冲动购买被定义成立刻购买一种产品或服务。同时也被定义成在某一个场景的决定,而这种决定是被商店的空间和消费者的感觉所影响的。Rook (1987)则认为冲动购买是一种被定义成没有购买计划的决定,通常伴随着消费者对外界刺激的积极情绪和反映[1]。消费者冲动购买和消费者日常购买决策是不同的,冲动购买是令我们感受到刺激的,是一个很意外的举动,而上述中的常规购买通常是沉思的、习惯性的[5]。在中国,随着社会经济的发展,消费者的冲动型购买变得十分普遍,因此引起了国内众多学者的关注[6] [7] [8]。根据唐国韩调查研究,消费者的冲动性购买某些产品的数量在总销售中占比80% [9]。此外,Liu等学者在中国所做的研究,他们发现高达40%的线上消费者是冲动购买者[10]。据估计,每年在冲动型方式的购物中大约有40亿美元的花费[11]。Merzer (2014)的一项调查发现在1000个美国人中,有75%的调查者曾经线上冲动购买[12]。由于网上购物的普及和便利性,在中国线上冲动购买更加明显[13]。2017年1月,Princeton调查研究协会表明31%的调查者有着线上冲动购买的经历[14]。根据credit card网站的调查,44%的调查者做过冲动购买的决定,其中年轻人群体超过了80% [8]。由此可见,冲动购买在国内外的行为十分普遍,并且对经济也有着一定的影响。因此,冲动购买是消费者的购买行为中重要的行为。

在现有和关冲动购买相关的文献当中,学者从多个视角帮助我们更全面地认识冲动购买[5] [15]。然而目前的冲动购买的文献中仍然缺乏系统性的整理和研究。本文针对近5年(2016年至2021年5月)以来与冲动购买的相关文章来进行文献分析,来帮助我们更好地了解冲动型购买的现状与趋势。这篇文章的研究意义有两个方面,第一是对影响冲动购买的因素进行分类和整合,以了解不同类型的因素如何对冲动型购买产生影响。第二是透过本文了解现有文献的不足,并且对冲动型购买研究提出未来方向。本文分为四个部分,首先近6年来冲动购买文献的采用概况,然后对冲动购买的研究领域进行分析和介绍,并且将影响冲动购买的前因、中介、调节变量进行整理和分类,最后并且讨论了现有冲动购买领域的局限性和未来研究方向。

## 2. 研究概述

### 2.1. 文献筛选流程

为了更好地分析冲动购买目前的研究情况, 本篇文章在 Web of Science 和 Science Direct 数据库中对 Impulsive buying behavior 做了一个关键词的文献检索。在筛选条件当中条件中, 本文依据现有综述类型文献的建议[16] [17], 把搜索时间范围跨度设为 5 年, 即 2016 年至 2021 年 5 月份。本文选取了 article 类别, 在文章的来源方面, 本文主要以国际期刊论文为主并且以英文撰写, 会议、无模型论文、非英文论文以及教科书等排除在外, 最后筛选出 84 篇文章。图 1 按年份汇总了这些文献, 在纳入分析的 84 篇文献当中, 2020 年发表的论文占比最大, 达到 33.3%, 中国学者发表的文献占整体的 41.7%。

### 2.2. 论文研究分布概况

#### 2.2.1. 论文出版年份分布情况

2016 年至 2021 年 5 月的文章分布情况如图 1 所示。从这些数据我们可以看出, 在这段时间内, 有关冲动购买的相关文献数量总体呈上升趋势。从这一趋势来看, 人们对冲动购买的关注度随着时间的推移正在逐渐增加。

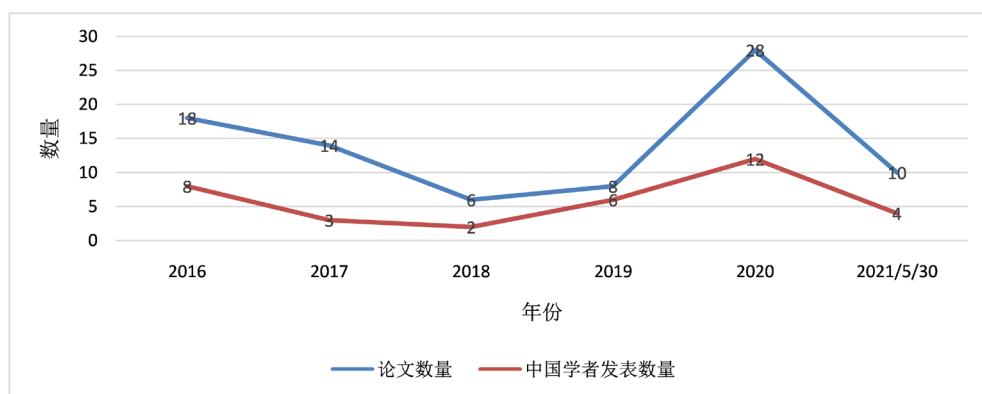


Figure 1. The distribution of publication year of study literature

图 1. 2016 至 2021 年 3 月冲动购买论文出版年份分布图

本文对以上筛选后文献所发表的期刊进行了统计, 如表 1 所示。在所分析的文献中, 来源最多的期刊是 International Journal of Information Management (5 篇)与 Journal of Retailer and Consumer Services (5 篇), 其次是 Journal of Asian Finance Economics and Business (4 篇)、Journal of Consumer Behavior (3 篇)、International Journal of Retail & Distribution Management (3 篇)、Computers Inhuman Behavior (3 篇)、Journal of Indian Business Research (3 篇)、Asia Pacific Journal of Marketing and Logistic (2 篇)、Heliyon (2 篇)、Marketing Letters (2 篇)、Journal of International Consumer Marketing (2 篇)、Casopis Za Ekonomiju I Trzisne Komunikacije (2 篇)、Journal of Electronic Commerce in Organizations (2 篇)、Industrial Management Data Systems (2 篇)、Journal of International Consumer Marketing (2 篇)、Journal of Internet Commerce (2 篇)及 Marketing Intelligence Planning (2 篇)。

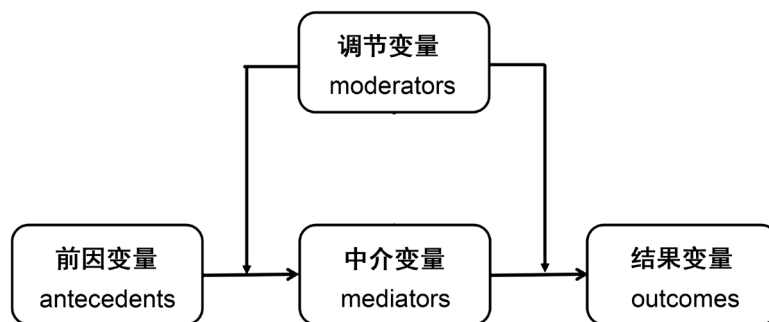
### 3. 影响冲动购买的因素

在这 84 篇文献中, 我们为了对影响冲动购买的变量进行更深的研究, 通过采用 Abdelsalam 等人研究出的因果链接框架: 前因变量 - 中介变量 - 调节变量 - 结果变量(Antecedents-Mediators-Moderators-Out

comes) [18], 筛选出符合该模型的 61 篇文献, 并将这些文献影响冲动购买的因素放入相应的框架。该框架如图 2 所示, 并将这些因素进行解释说明。在不同的文献, 同一因素可能会在不同的位置, 比如, Qiu 等人将 impulse buying tendency 作为中介变量[19], 而 Liu 与 Zhang 的文献中把 impulse buying tendency 作为结果[10]。

**Table 1.** The amounts of publications related to the impulsive buying behavior in each journal from 2016 to 2021  
**表 1.** 2016 年至 2021 年 5 月各期刊发表冲动购买相关文献数量(两篇及以上)

期刊名称	发表数量
<i>International Journal of Information management</i>	5
<i>Journal of Retailer and Consumer Services</i>	5
<i>Journal of Asian Finance Economics and business</i>	4
<i>Journal of Consumer Behavior</i>	3
<i>International Journal of Retail &amp; Distribution Management</i>	3
<i>Computers Inhuman Behavior</i>	3
<i>Journal of Indian business research</i>	3
<i>Asia Pacific Journal of Marketing and Logistic</i>	2
<i>Heliyon</i>	2
<i>Journal of Electronic Commerce In Organizations</i>	2
<i>Marketing Letters</i>	2
<i>Journal of international consumer marketing</i>	2
<i>Casopis Za Ekonomiju I'Trzisne Komunikacije</i>	2
<i>Industrial Management Data Systems</i>	2
<i>Journal of International Consumer Marketing</i>	2
<i>Journal of Internet Commerce</i>	2
<i>Marketing Intelligence Planning</i>	2



**Figure 2.** Antecedents-mediators-moderators-outcomes model  
**图 2.** 前因变量 - 中介变量 - 调节变量 - 结果变量

### 3.1. 前因因素

前因因素指的是在行为之前的一种刺激或者是提示, 形成了这个因果链接的框架的输入[18]。Abdelsalam 等人认为, 在电子商务的背景下, 影响消费者冲动购买的前因可以分成四类, 分别为社会相

关因素、网站相关因素、消费者特征和营销相关因素[18]。此篇文章在这个分类基础、上将前因进行分类。在这四类因素中, 消费者个人因素被使用的次数最多。其中, 在之前的文献中已经研究了 103 个消费者特征相关因素, 如表 4 所示。Hedonic and Utilitarian Motivation 是被发现影响冲动购买的最重要的消费者个人相关因素。

### 3.1.1. 社会相关因素

在之前的研究中, 有 19 篇文章的前因涉及到社会相关因素, 如下述表 2 所示。在社会相关因素中 Observational Learning 的使用频次最高, 现有文献将基于行为的社会互动定义为观察性学习(OL) [75]。Zafar 和 Xu 等学者认为消费者通过观察其他的消费者的行为传达出来的信号能够影响自身的冲动购买[21] [22], 他们认为人们往往对高销量和收藏度高的产品有更强的好感, 因此社交媒体上的相关信息线索会影响消费者的冲动购买。

**Table 2.** Social related antecedents that influence impulse buying

**表 2.** 影响冲动购买的社会相关前因因素

前因因素	参考文献	使用频数
社会相关因素		
Closeness	[20]	1
Familiarity	[20]	1
Social Environment	[10]	1
Observational Learning	[21] [22] [23]	3
Source Credibility	[22]	1
Review Quality	[22]	1
Opinion Leaders	[24]	1
Similarity	[25] [26]	2
Festival Season	[27]	1
Limited Supply of Essential Goods	[28]	1
Consumption Situation	[29]	1
Option Framing	[30]	1
Vendor Enthusiasm	[31]	1
Popularity	[32]	1
Retail Store Environment	[33]	1
Salespersons' Retail Service Quality	[34]	1

### 3.1.2. 消费者相关因素

消费者相关因素在冲动购买的前因占了很大一部分。其中, 感知有用性是被定义为顾客在使用后的感受, 并且可以影响顾客的满意度[36] [40] [41]。举例来说, Do 等人将 SOR 模型和 TAM 结合起来, 采取了感知有用性对冲动购买进行分析[40]。享乐型和功利型动机以及信任也被认为是消费者相关因素[20] [36] [37] [38]。除了这些以外, 还有许多被认为带有消费者个人主观色彩的因素也包括在内, 比如感知风险, 感知利益, 价格敏感度等等因素, 如表 3 所示。

**Table 3.** Consumer related antecedents that influence impulse buying  
**表 3.** 影响冲动购买的消费者相关前因因素

消费者相关因素	参考文献	使用频数
Trustworthiness	[20] [35]	2
Hedonic and Utilitarian Motivation	[20] [36] [37] [38]	4
Urgency	[20]	1
Limiting Factor (Time/Money)	[10]	1
Consumers' Desires	[39]	1
Comments' Sentiment Polarity	[21]	1
Perceived Usefulness	[36] [40] [41]	3
Perceived Risk	[29]	1
Task Skill	[29] [35]	2
Task Challenge	[29] [35]	2
Perceived Ease of Use	[28]	1
Perceived Interactivity	[28]	1
Limited-Time Scarcity	[42]	1
Limited-Quantity Scarcity	[30]	1
Perceived Transaction Value	[19]	1
Perceived Acquisition Value	[19]	1
Attitude	[43]	1
Subjective Norms	[31]	1
Self-Efficacy	[31]	1
Compatibility	[31] [44]	2
Personal Innovation In IT	[31]	1
Perceived Behavioral Control	[31]	1
Fear of Complete Lockdown	[26]	1
Peers Buying	[26]	1
Scarcity of Food & Essential Items	[26]	1
Panic Buying	[26]	1
Boredom Proneness	[45]	1
Personalized Recommendation	[46]	1
Emotional Brand Attachment	[47]	1
Upward Social Comparison	[48]	1
Price Sensitivity	[49]	1
Perceived Benefit	[36]	1
Convenience	[36]	1
Excitement	[50]	1
Stress	[37]	1
Sociability/Social Bridging and Bonding	[51] [52]	2
Expertise	[26]	1
Information Fit-to-Task	[26]	1

## Continued

Choice Overload	[53]	1
Personality (Big-five)	[54] [55]	2
Impulsivity Traits	[30]	1
Self-esteem	[56] [57]	2
Shyness	[52]	1
Customer Information	[31]	1
Insight Ability	[31]	1
Arousal	[44]	1
Value Shopping	[58]	1
Idea Shopping	[58]	1
Body Image Dissatisfaction	[57]	1
Consumer Self-control	[59]	1
Emotions	[60]	1
Transformation Expectations	[61]	1
Task-relevant Cues	[62]	1
Mood-relevant Cues	[62]	1
Impulse Buying Tendency	[33] [63]	2
Urge to Buy	[33]	1
Media Multitasking	[64]	1
Shopping Enjoyment Tendency	[63]	1
Pre-shopping Preparation Tendency	[63]	1

## 3.1.3. 网站相关因素

在网站相关因素上, visual appeal 作为使用频次最高的网站相关因素。之前的学者认为网站的设计和网站的视觉上吸引可以作为影响消费者冲动购买的前因[26] [37] [67]。表 4 显示了影响冲动购买其他的网站相关因素的前因。

**Table 4.** Website related antecedents that influence impulse buying  
**表 4.** 影响冲动购买的网站相关前因因素

网站相关因素	参考文献	使用频数
Website Characteristics/ Personality	[10] [65]	2
System Usability	[33]	1
Top Reviews Information	[19]	1
Exterior Design	[42] [66]	2
Visual Appeal	[26] [37] [67]	3
Product Description	[68]	1
Product Display	[40]	1
Product Content	[40]	1
Para-Social Interaction	[69]	1
E-Store Content	[70]	1

## Continued

E-Store Navigation	[42]	1
E-Store Design	[35] [42]	2
Subject Involvement	[51]	1
Vividness	[51] [71]	2
Textual Information Quality	[32]	1
Likeability	[26]	1
Website Quality	[37]	1
Interactivity	[71]	1

## 3.1.4. 营销相关因素

现有的文献对营销相关因素作为前因的研究大部分涉及到了促销[10] [25] [34] [73]。营销相关因素相比较其他类别的因素的使用频次较少, 研究人员对这一部分的关注度并不算高。其他因素如表 5 所示。

Table 5. Marketing related antecedents that influence impulse buying

表 5. 影响冲动购买的营销相关前因因素

营销相关因素	参考文献	使用频数
Rewards Giving	[72]	1
Badges Upgrading	[43]	1
Sales Promotion	[10] [25] [34] [73]	4
Advertisements	[23]	1
Promotional Campaigns	[44]	1
Celebrity Endorser	[4]	1
Aesthetic Appeal	[22]	1
Vicarious Expression	[15]	1
Immediate Promotion	[74]	1
Delayed Promotion	[74]	1

## 3.2. 中介变量

中介变量是指在因果关系中的位于前因与结果之间的变量[77], 如表 6。在本文统计结果中, 应用次数最高的“positive affect”与“Impulsive buying tendency”总共有 6 次。接着是“Perceived Enjoyment”为 5 次。其中, 有一篇探讨新冠疫情的情境, Ahmed 将 social media fake news (社交媒体报道的虚假新闻)作为中介变量, 探讨了人们对封闭生活的恐惧下, 生活必需品和食物的缺少等因素会增加社交媒体上虚假新闻的传播, 进而影响人们在疫情期间的冲动购买的影响因素[26]。其他的因素见表 6。

Table 6. Mediators that influence impulse buying

表 6. 影响冲动购买的中介因素

中介变量	参考文献	使用频数
Social Interaction	[43]	1
Social Media Fake News	[26]	1
Impulsive Buying Tendency	[26] [44] [53] [54] [56] [77]	6



## Continued

Normative Evaluation	[41] [44]	2
Positive Affect	[22] [34] [41] [44] [63] [74]	6
Browsing (Hedonic and Utilitarian)	[39] [65]	2
Negative Affect	[35] [54]	2
Affective Trust	[24]	1
Product Affection	[24]	1
Urge-to-Buy	[20] [51] [55] [63]	4
Urgency	[55]	1
Perceived Usefulness	[22] [26] [35] [62]	4
Satisfaction	[28] [29] [37]	3
Flow State	[29]	1
Pleasure	[48]	1
Arousal	[48]	1
Self-Esteem	[57] [78]	2
Perceived Enjoyment	[26] [28] [33] [43] [62]	5
Perceived Ease of Use	[36] [62]	2
Perceived Arousal	[28]	1
Impulse Buying Behavior	[24] [32]	2
Impulse Buying Intention	[30]	1
Online Purchase Intention	[31]	1
Impulsiveness	[56] [79]	2
Motivations	[50]	1
Fear Appeal	[26]	1
Smartphone Addiction	[32]	1
Self-Efficacy	[10]	1
Psychological Ownership	[10]	1
Curiosity	[40]	1
Concentration	[40]	1
Autotelic Experience	[40]	1
Positive Emotions	[23]	1
Peer Communication	[51]	1
Browsing Activities	[51]	1
Parasocial Interaction	[26]	1
Flow Experience	[35]	1
Experiential Marketing	[29]	1
Susceptibility	[56]	1
Attitude Towards Impulse Buying	[31]	1
Value Shopping	[74]	1
Urge to Buy Impulsively	[74]	1
Hedonic Shopping	[37]	1

## Continued

Self-acceptance	[57]	1
Retailer's Trust	[59]	1
Retailer's Affective Attachment	[59]	1
Purchase Decision Involvement	[32]	1
Social Presence	[64]	1
Information Utility	[64]	1
Mood	[34]	1
Product Affect	[71]	1
Local Presence	[71]	1

## 3.3. 调节因素

调节因素是指某个可以加强或削弱自变量和因变量之间的关系的因素。根据表 7 所示, 在分析的文献中, 使用频数最高的是“gender”性别因素, 一共出现了 4 次。在做决策的情景下, 性别是最重要的调节因素[43]。举例来说, Zhang 等人将性别作为调节, 他们发现当女性在线上购买产品时, 她们往往对经济利益的敏感度比男人更高。而男性比较容易将购买当作一项任务, 他们将浏览购物网站视为完成这项任务的必要过程[43]。

**Table 7.** Moderators that influence impulse buying  
**表 7.** 影响冲动购买的调节因素

调节变量	参考文献	使用频数
Gender	[34] [36] [43] [57]	4
Age	[34] [52]	2
Rumination	[35]	1
Self-Control	[22]	1
Product Category/Type	[30] [42]	2
Personal Impulsiveness	[30]	1
Risk	[50]	1
COVID-19	[26]	1
Impulse Buying Tendency	[21] [64] [74]	3
Celebrities' Authenticity	[21]	1
Consumers' Impulsiveness	[32]	1
Cash Refund Promotion	[30]	1
Deal Proneness	[74]	1
Scarcity	[58]	1
Serendipity Information	[58]	1
Time Pressure	[60]	1
Shopping Involvement	[60]	1
Perceived Usefulness	[36]	1
Money Availability	[38]	1
Time Availability	[38]	1
Task Definition	[38]	1

### 3.4. 结果变量

在结果变量中, 本文将现有冲动购买文献进行统计分析, 如表 8 所示。根据本文的结果, Impulse buying/Impulse purchase 为现有文献讨论最多的, 有 43 篇。接着, 有 7 篇为 Urge to buy impulsively。我们可以看出目前文献在结果变量的研究上, 还是比较单一。

**Table 8.** Outcomes about impulse buying  
**表 8.** 影响冲动购买的结果因素

结果变量	参考文献	使用频数
Impulse Buying/Impulse Purchase	[4] [10] [13] [20] [21] [23] [24] [25] [27] [28] [29] [32] [33] [34] [35] [36] [37] [39] [40] [41] [42] [43] [45] [48] [49] [50] [51] [55] [56] [57] [58] [59] [60] [61] [63] [64] [65] [66] [67] [68] [70] [74] [80]	43
Impulsive Buying Tendency	[31] [36] [46] [49] [52]	5
Urge to Buy Impulsively	[19] [22] [26] [36] [44] [69] [71]	7
Post-Purchase Cognitive Behavior	[47]	1
Purchase Completion Intention	[50]	1
E-store Patronage Intentions	[53]	1
Variety Seeking Tendency	[54]	1
Continuous Impulse Buying Intention	[30]	1
Impulse Buying Intention	[38] [62]	2

## 4. 结论与未来展望

冲动购买在现代营销管理中, 引起了学者的广泛关注。本篇文章通过对影响消费者冲动购买的因素进行分析, 帮助我们更好地理解冲动购买。我们首先通过年份和期刊进行分类, 其中 2020 年发表的有关冲动购买的文章是最多的。本文影响消费者冲动购买因素采用因果框架链接模型进一步细分为四大类, 我们得出消费者个人特征相关因素是目前为止使用在冲动购买领域中占比相当大的一个因素。这对于以后研究该领域的学者也有一定帮助。

基于对以上的文章系统地分析, 我们还发现现有的文章仍然存在着一定的局限性, 这些局限性的存在同时为进一步的研究提供了机会。第一, 本文的文献检索是在 web of science 和 science direct 数据库下 impulse buying 进行检索, 对文献搜索不够全面, 因此本文认为在后续的研究当中可以纳入其他的数据库进行检索, 以便我们对冲动购买有更好的了解。

第二, 以上所有文献的研究采用问卷调查法和情景模拟实验法。而这两种调查方法本身也具有一定的局限性。比如, 在模拟情景的情况下, 参与实验人员可能会对他认为的研究人员所期望的趋势来做出反应或者选择。在问卷调查的情况下, 参与问卷调查的人员的选择也可能以自己理想的行为来填问卷, 并不能完全真实反应。因此, 本文认为在后续研究中可以整合多种研究方法, 如定量(如问卷法)及定性(如深度访谈)研究方法, 以得到更稳定的结果。

第三, 目前文献对于冲动购买可以区分为四种类型: 提示性冲动购买, 暗示性冲动购买, 计划冲动购买和纯粹冲动购买[1]。然而现有的文献对于这四种不同类型冲动购买研究鲜少, 且没有对四种冲动购买的差异进行更深入地研究。因此, 未来研究可以探讨这四种冲动型购买的影响因素。

最后, 文化是影响消费者行为的关键变量, 但在现有的冲动型购买文献中却没有讨论该变量。未来的研究可以加入文化因素作为调节变量。以往的研究表明, 文化会影响到消费者的购买[80]。不同宗教或者地区的人们可能购买行为的文化有所差异, 未来研究可以探讨在不同的文化背景下, 如何影响消费者的冲动购买。

## 致 谢

本文来自于北京师范大学珠海分校国际商学部励学计划的支持。

## 参考文献

- [1] Rook, D.W. (1987) The Buying Impulse. *Journal of Consumer Research*, **14**, 189-199. <https://doi.org/10.1086/209105>
- [2] Hoch, S.J. and Loewenstein, G.F. (1991) Time-Inconsistent Preferences and Consumer Self-Control. *Journal of Consumer Research*, **17**, 492-507. <https://doi.org/10.1086/208573>
- [3] Beatty, S.E. and Ferrell, M.E. (1998) Impulse Buying: Modeling Its Precursors. *Journal of Retailing*, **74**, 169-191. [https://doi.org/10.1016/S0022-4359\(99\)80092-X](https://doi.org/10.1016/S0022-4359(99)80092-X)
- [4] Parmar, Y., Mann, B.J.S. and Ghuman, M.K. (2020) Impact of Celebrity Endorser as In-Store Stimuli on Impulse Buying. *The International Review of Retail, Distribution and Consumer Research*, **30**, 576-595. <https://doi.org/10.1080/09593969.2020.1781229>
- [5] Weinberg, P. and Gottwald, W. (1982) Impulsive Consumer Buying as a Result of Emotions. *Journal of Business Research*, **10**, 43-57. [https://doi.org/10.1016/0148-2963\(82\)90016-9](https://doi.org/10.1016/0148-2963(82)90016-9)
- [6] 陈洋, 何有世, 金帅. 社群氛围能促进成员的冲动性购买吗?——不同氛围成分的作用与影响机制研究[J]. 商业经济与管理, 2018, 38(4): 58-69.
- [7] 李亚林, 景奉杰. 基于冲动性购买诱发因素的消费者冲动性购买之购后满意度研究[J]. 管理学报, 2012, 9(3): 437-445.
- [8] 靳菲, 朱华伟. 消费者的权力感与冲动购买[J]. 心理学报, 2016, 48(7): 880-890.
- [9] 唐国伟. 体验营销与冲动性购买行为的关系分析[J]. 中外企业家, 2016(10): 94-95.
- [10] Liu, Q.H. and Zhang, F.G. (2019) Study on the Influencing Factors of Mobile Users' Impulse Purchase Behavior in a Large Online Promotion Activity. *Journal of Electronic Commerce in Organizations*, **17**, 88-101. <https://doi.org/10.4018/JECO.2019040108>
- [11] Liao, J. and Wang, L. (2009) Face as a Mediator of the Relationship between Material Value and Brand Consciousness. *Psychology & Marketing*, **26**, 987-1001. <https://doi.org/10.1002/mar.20309>
- [12] Jai, T.-M., Yi, S. and Jai, T. (2020) Impacts of Consumers' Beliefs, Desires and Emotions on Their Impulse Buying Behavior: Application of an Integrated Model of Belief-desire Theory of Emotion. *Journal of Hospitality Marketing & Management*, **29**, 662-681. <https://doi.org/10.1080/19368623.2020.1692267>
- [13] Liu, P., He, J.L. and Li, A.M. (2019) Upward Social Comparison on Social Network Sites and Impulse Buying: A Moderated Mediation Model of Negative Affect and Rumination. *Computers in Human Behavior*, **96**, 133-140. <https://doi.org/10.1016/j.chb.2019.02.003>
- [14] Kressmann, J. (2017) Impulse Purchases Still Happen Mostly In-Store—For Now. Emarketer, New York. <https://www.emarketer.com/Article/Impulse-Purchases-Still-Happen-Mostly-In-StoreFor-Now/1015229>
- [15] Stern, H. (1962) The Significance of Impulse Buying Today. *The Journal of Marketing*, **26**, 59-62. <https://doi.org/10.2307/1248439>
- [16] 蒋舒, 李荣杰. 虚拟品牌社区研究分析——基于 2015 年至 2019 年国际期刊[J]. 电子商务评论, 2020, 9(1): 18-25.
- [17] 缪春艺, 李荣杰. 移动银行采用意愿之比较型研究分析——基于 2015 年至 2019 年国际期刊[J]. 金融, 2020, 10(1): 1-9.
- [18] Abdelsalam, S., et al. (2020) Understanding Online IBB in S-Commerce: A Systematic Literature Review. *IEEE Access*, **8**, 89041-89058. <https://doi.org/10.1109/ACCESS.2020.2993671>
- [19] Qiu, et al. (2020) Impulse Buying in Social Commerce: Bundle Offer, Top Reviews, and Emotional Intelligence.
- [20] Leong, L.-Y., et al. (2018) What Triggers Impulse Purchase in Facebook Commerce? *International Journal of Mobile Communications*, **16**, 459. <https://doi.org/10.1504/IJMC.2018.092679>
- [21] Zafar, A.U., et al. (2021) The Impact of Social Media Celebrities' Posts and Contextual Interactions on Impulse Buying in Social Commerce. *Computers in Human Behavior*, **115**, Article ID: 106178. <https://doi.org/10.1016/j.chb.2019.106178>
- [22] Xu, H., et al. (2020) A Dual Systems Model of Online Impulse Buying. *Industrial Management & Data Systems*, **120**, 845-861. <https://doi.org/10.1108/IMDS-04-2019-0214>
- [23] Chen, J.V., Su, B.C. and Widjaja, A.E. (2016) Facebook C2C Social Commerce: A Study of Online Impulse Buying. *Decision Support Systems*, **83**, 57-69. <https://doi.org/10.1016/j.dss.2015.12.008>

- [24] Djafarova, E. and Bowes, T. (2021) "Instagram Made Me Buy It": Generation Z Impulse Purchases in Fashion Industry. *Journal of Retailing and Consumer Services*, **59**, Article ID: 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- [25] Chen, Y., Lu, Y., Wang, B. and Pan, Z. (2019) How Do Product Recommendations Affect Impulse Buying? An Empirical Study on WeChat Social Commerce. *Information & Management*, **56**, 236-248. <https://doi.org/10.1016/j.im.2018.09.002>
- [26] Xiang, L., Zheng, X., Lee, M. and Zhao, D. (2016) Exploring Consumers' Impulse Buying Behavior on Social Commerce Platform: The Role of Parasocial Interaction. *International Journal of Information Management*, **36**, 333-347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>
- [27] Tran, T.-T. (2019) Factors Affecting the Impulse Shopping Intention of Vietnamese People: An Application Case in Ho Chi Minh City. *International Journal of Advanced and Applied Sciences*, **6**, 65-74. <https://doi.org/10.21833/ijaas.2019.02.010>
- [28] Ahmed, R.R., Streimikiene, D., Rolle, J.-A. and Duc, P.A. (2020) The COVID-19 Pandemic and the Antecedents for the Impulse Buying Behavior of US Citizens. *Journal of Competitiveness*, **12**, 5-27. <https://doi.org/10.7441/joc.2020.03.01>
- [29] Wu, P.T. and Lee, C.J. (2016) Impulse Buying Behaviour in Cosmetics Marketing Activities. *Total Quality Management & Business Excellence*, **27**, 1091-1111. <https://doi.org/10.1080/14783363.2015.1060851>
- [30] Chen, Y.F. and Wang, R.Y. (2016) Are Humans Rational? Exploring Factors Influencing Impulse Buying Intention and Continuous Impulse Buying Intention. *Journal of Consumer Behaviour*, **15**, 186-197. <https://doi.org/10.1002/cb.1563>
- [31] Liang, C.C., Yu, A.P.I. and Le, T.H. (2021) Customers Focus and Impulse Buying at Night Markets. *Journal of Retailing and Consumer Services*, **60**, Article ID: 102434. <https://doi.org/10.1016/j.jretconser.2020.102434>
- [32] Cengiz, H. (2017) Effect of the Need for Popularity on Purchase Decision Involvement and Impulse-Buying Behavior Concerning Fashion Clothing. *Journal of Global Fashion Marketing*, **8**, 113-124. <https://doi.org/10.1080/20932685.2016.1257358>
- [33] Parsad, C., Prashar, S. and Tata, V.S. (2017) Understanding Nature of Store Ambiance and Individual Impulse Buying Tendency on Impulsive Purchasing Behaviour: An Emerging Market Perspective. *Decision*, **44**, 297-311. <https://doi.org/10.1007/s40622-017-0168-2>
- [34] Pornpitakpan, C., Yuan, Y. and Han, J.H. (2017) The Effect of Salespersons' Retail Service Quality and Consumers' Mood on Impulse Buying. *Australasian Marketing Journal*, **25**, 2-11. <https://doi.org/10.1016/j.ausmj.2016.12.003>
- [35] Wu, L., Chen, K.W. and Chiu, M.L. (2016) Defining Key Drivers of Online Impulse Purchasing: A Perspective of Both Impulse Shoppers and System Users. *International Journal of Information Management*, **36**, 284-296. <https://doi.org/10.1016/j.ijinfomgt.2015.11.015>
- [36] Akram, U., Hui, P., Khan, M.K., Saduzai, S.K., Akram, Z. and Bhati, M.H. (2017) The Plight of Humanity: Online Impulse Shopping in China. *Human Systems Management*, **36**, 73-90. <https://doi.org/10.3233/HSM-171768>
- [37] Widagdo, B. and Roz, K. (2021) Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *The Journal of Asian Finance, Economics, and Business*, **8**, 395-405.
- [38] Dey, D.K. and Srivastava, A. (2017) Impulse Buying Intentions of Young Consumers from a Hedonic Shopping Perspective. *Journal of Indian Business Research*, **9**, 266-282. <https://doi.org/10.1108/JIBR-02-2017-0018>
- [39] Yi, S. and Jai, T. (2020) Impacts of Consumers' Beliefs, Desires and Emotions on Their Impulse Buying Behavior: Application of an Integrated Model of Belief-Desire Theory of Emotion. *Journal of Hospitality Marketing & Management*, **29**, 662-681. <https://doi.org/10.1080/19368623.2020.1692267>
- [40] Do, H.-N., et al. (2020) Effects of Mobile Augmented Reality Apps on Impulse Buying Behavior: An Investigation in the Tourism Field. *Heliyon*, **6**, e04667. <https://doi.org/10.1016/j.heliyon.2020.e04667>
- [41] Wu, I.-L., et al. (2020) Defining the Determinants of Online Impulse Buying through a Shopping Process of Integrating Perceived Risk, Expectation-Confirmation Model, and Flow Theory Issues. *International Journal of Information Management*, **52**, Article ID: 102099. <https://doi.org/10.1016/j.ijinfomgt.2020.102099>
- [42] Wu, Y., et al. (2021) How Does Scarcity Promotion Lead to Impulse Purchase in the Online Market? A Field Experiment. *Information & Management*, **58**, Article ID: 103283. <https://doi.org/10.1016/j.im.2020.103283>
- [43] Pe-na-García, N., et al. (2020) Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach. *Heliyon*, **6**, e04284. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- [44] Szymkowiak, A., Gaczek, P. and Padma, P. (2021) Impulse Buying in Hospitality: The Role of Content Posted by Social Media Influencers. *Journal of Vacation Marketing*. <https://doi.org/10.1177/13567667211003216>
- [45] Bozaci, I. (2020) The Effect of Boredom Proneness on Smartphone Addiction and Impulse Purchasing: A Field Study

- with Young Consumers in Turkey. *Journal of Asian Finance, Economics and Business*, **7**, 509-517. <https://doi.org/10.13106/jafeb.2020.vol7.no7.509>
- [46] Zhang, W., et al. (2020) Research on Mobile Impulse Purchase Intention in the Perspective of System Users during COVID-19. *Personal and Ubiquitous Computing*. <https://doi.org/10.1007/s00779-020-01460-w>
- [47] Akbar, M.I.U.D., et al. (2020) Linking Emotional Brand Attachment and Sales Promotion to Post-Purchase Cognitive Dissonance: The Mediating Role of Impulse Buying Behavior. *Journal of Asian Finance, Economics and Business*, **7**, 367-379. <https://doi.org/10.13106/jafeb.2020.vol7.no11.367>
- [48] Liu, P., et al. (2019) Upward Social Comparison on Social Network Sites and Impulse Buying: A Moderated Mediation Model of Negative Affect and Rumination. *Computers in Human Behavior*, **96**, 133-140. <https://doi.org/10.1016/j.chb.2019.02.003>
- [49] Stefańska, M. and Śmigielska, G. (2020) Impulse Purchase in Virtual Environment and Price Sensitivity of Young Consumers: Results of Empirical Research.
- [50] Tran (2020) Assessing the Relationship between Perceived Crowding, Excitement, Stress, Satisfaction, and Impulse Purchase at the Retails in Vietnam. *Cogent Business & Management*, **7**, Article ID: 1858525. <https://doi.org/10.1080/23311975.2020.1858525>
- [51] Huang, L.T. (2016) Flow and Social Capital Theory in Online Impulse Buying. *Journal of Business Research*, **69**, 2277-2283. <https://doi.org/10.1016/j.jbusres.2015.12.042>
- [52] Dhaundiyal, M. and Coughlan, J. (2016) Investigating the Effects of Shyness and Sociability on Customer Impulse Buying Tendencies. *International Journal of Retail & Distribution Management*, **44**, 923-939. <https://doi.org/10.1108/IJRDM-12-2014-0166>
- [53] Nagar, K. (2016) Drivers of E-Store Patronage Intentions: Choice Overload, Internet Shopping Anxiety, and Impulse Purchase Tendency. *Journal of Internet Commerce*, **15**, 97-124. <https://doi.org/10.1080/15332861.2016.1148971>
- [54] Olsen, S.O., Tudoran, A.A., Honkanen, P. and Verplanken, B. (2016) Differences and Similarities between Impulse Buying and Variety Seeking: A Personality-Based Perspective. *Psychology & Marketing*, **33**, 36-47. <https://doi.org/10.1002/mar.20853>
- [55] Leong, L.Y., Jaafar, N.I. and Sulaiman, A. (2017) Understanding Impulse Purchase in Facebook Commerce: Does Big Five Matter? *Internet Research*, **27**, 786-818. <https://doi.org/10.1108/IntR-04-2016-0107>
- [56] Bandyopadhyay, N. (2016) The Role of Self-Esteem, Negative Affect and Normative Influence in Impulse Buying: A Study from India. *Marketing Intelligence & Planning*, **34**, 523-539. <https://doi.org/10.1108/MIP-02-2015-0037>
- [57] Cai, Z., Gui, Y., Wang, D., Yang, H., Mao, P. and Wang, Z. (2021) Body Image Dissatisfaction and Impulse Buying: A Moderated Mediation Model. *Frontiers in Psychology*, **12**, Article ID: 653559. <https://doi.org/10.3389/fpsyg.2021.653559>
- [58] Prawira, N.A. and Sihombing, S.O. (2021) Antecedents of Online Impulse Buying Behavior: An Empirical Study in Indonesia. *The Journal of Asian Finance, Economics, and Business*, **8**, 533-543.
- [59] Ramadan, Z., Farah, M.F. and Bou Saada, R. (2021) Fooled in the Relationship: How Amazon Prime Members' Sense of Self-Control Counter-Intuitively Reinforces Impulsive Buying Behavior. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.1960>
- [60] Sohn, H.K. and Lee, T.J. (2017) Tourists' Impulse Buying Behavior at Duty-Free Shops: The Moderating Effects of Time Pressure and Shopping Involvement. *Journal of Travel & Tourism Marketing*, **34**, 341-356. <https://doi.org/10.1080/10548408.2016.1170650>
- [61] Boonchoo, P. and Thoumrungroje, A. (2017) A Cross-Cultural Examination of the Impact of Transformation Expectations on Impulse Buying and Conspicuous Consumption. *Journal of International Consumer Marketing*, **29**, 194-205. <https://doi.org/10.1080/08961530.2017.1289357>
- [62] Chen, T.Y., Yeh, T.L. and Lo, W.C. (2017) Impacts on Online Impulse Purchase through Perceived Cognition. *Journal of International Consumer Marketing*, **29**, 319-330. <https://doi.org/10.1080/08961530.2017.1367208>
- [63] Bellini, S., Cardinali, M.G. and Grandi, B. (2017) A Structural Equation Model of Impulse Buying Behaviour in Grocery Retailing. *Journal of Retailing and Consumer Services*, **36**, 164-171. <https://doi.org/10.1016/j.jretconser.2017.02.001>
- [64] Chang, Y. (2017) The Influence of Media Multitasking on the Impulse to Buy: A Moderated Mediation Model. *Computers in Human Behavior*, **70**, 60-66. <https://doi.org/10.1016/j.chb.2016.12.071>
- [65] Rezaei, S., Ali, F., Amin, M. and Jayashree, S. (2016) Online Impulse Buying of Tourism Products: The Role of Website Personality, Utilitarian and Hedonic Web Browsing. *Journal of Hospitality & Tourism Technology*, **7**, 60-83. <https://doi.org/10.1108/JHTT-03-2015-0018>
- [66] Gong, X., et al. (2020) The Effects of Live Platform Exterior Design on Sustainable Impulse Buying: Exploring the



- Mechanisms of Self-Efficacy and Psychological Ownership. *Sustainability*, **12**, 2406.  
<https://doi.org/10.3390/su12062406>
- [67] Zheng, X., Men, J., Yang, F. and Gong, X. (2018) Understanding Impulse Buying in Mobile Commerce: An Investigation into Hedonic and Utilitarian Browsing. *International Journal of Information Management*, **48**, 151-160.  
<https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- [68] Zhu, W., et al. (2020) Analysing Impulse Purchasing in Cross-Border Electronic Commerce. *Industrial Management & Data Systems*, **120**, 1959-1974. <https://doi.org/10.1108/IMDS-01-2020-0046>
- [69] Lee, Y. and Gan, C. (2020) Applications of SOR and Para-Social Interactions (PSI) towards Impulse Buying: The Malaysian Perspective. *Journal of Marketing Analytics*, **8**, 85-98. <https://doi.org/10.1057/s41270-020-00077-5>
- [70] Sarah, F.H., et al. (2021) Examining the Influence of Atmospheric Cues on Online Impulse Buying Behavior across Product Categories: Insights from an Emerging E-Market. *Journal of Internet Commerce*, **20**, 25-45.  
<https://doi.org/10.1080/15332861.2020.1836593>
- [71] Vonkeman, C., Verhagen, T. and Van Dolen, W. (2017) Role of Local Presence in Online Impulse Buying. *Information & Management*, **54**, 1038-1048. <https://doi.org/10.1016/j.im.2017.02.008>
- [72] Zhang, L., et al. (2020) Gamification and Online Impulse Buying: The Moderating Effect of Gender and Age. *International Journal of Information Management*, Article ID: 102267. <https://doi.org/10.1016/j.ijinfomgt.2020.102267>
- [73] Chen, C.-C. and Yao, J.-Y. (2018) What Drives Impulse Buying Behaviors in a Mobile Auction? The Perspective of the Stimulus-Organism-Response Model. *Telematics and Informatics*, **35**, 1249-1262.  
<https://doi.org/10.1016/j.tele.2018.02.007>
- [74] Bandyopadhyay, N., Sivakumaran, B., Patro, S. and Kumar, R.S. (2021) Immediate or Delayed! Whether Various Types of Consumer Sales Promotions Drive Impulse Buying? An Empirical Investigation. *Journal of Retailing and Consumer Services*, **61**, Article ID: 102532. <https://doi.org/10.1016/j.jretconser.2021.102532>
- [75] Bandura, A. (1977) *Social Learning Theory*. Prentice-Hall, Englewood Cliffs.
- [76] Ngai, E.W.T., Tao, S.S.C. and Moon, K.K.L. (2015) Social Media Research: Theories, Constructs, and Conceptual Frameworks. *International Journal of Information Management*, **35**, 33-44.  
<https://doi.org/10.1016/j.ijinfomgt.2014.09.004>
- [77] Chen, W.-K., et al. (2020) Understanding the Influence of Impulse Buying toward Consumers' Post-Purchase Dissonance and Return Intention: An Empirical Investigation of Apparel Websites. *Journal of Ambient Intelligence and Humanized Computing*. <https://doi.org/10.1007/s12652-020-02333-z>
- [78] Dhandra, T.K. (2020) Does Self-Esteem Matter? A Framework Depicting Role of Self-Esteem between Dispositional Mindfulness and Impulsive Buying. *Journal of Retailing and Consumer Services*, **55**, Article ID: 102135.  
<https://doi.org/10.1016/j.jretconser.2020.102135>
- [79] Rejikumar, G. and Asokan-Ajitha, A. (2020) Role of Impulsiveness in Online Purchase Completion Intentions: An Empirical Study among Indian Customers. *Journal of Indian Business Research*.
- [80] Pookulangara, S. and Koesler, K. (2011) Cultural Influence on Consumers' Usage of Social Networks and Its' Impact on Online Purchase Intentions. *Journal of Retailing and Consumer Services*, **18**, 348-354.  
<https://doi.org/10.1016/j.jretconser.2011.03.003>