

E-Commerce Platforms' Attributes to Determine Consumers' Impulsive Buying Behaviour: A Review

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Abstract

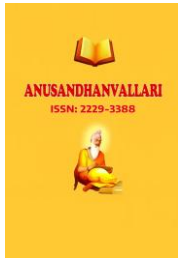
The rapid proliferation of e-commerce has fundamentally reshaped consumer purchase decision-making, making impulsive buying behaviour (IBB) one of the most commercially and academically significant phenomena in digital retail. Drawing on a systematic review of peer-reviewed literature published between 1987 and 2024, this conceptual paper synthesises empirical evidence, theoretical frameworks, and emerging trends to map the multidimensional relationship between e-commerce platform attributes and consumer IBB. The paper identifies ten principal platform attributes—website design, ease of use, promotional stimuli, scarcity and urgency cues, personalised recommendations, customer reviews, trust signals, hedonic motivation, mobile optimisation, and social proof—and traces their theoretical underpinnings across the Stimulus-Organism-Response (S-O-R) model, the Theory of Planned Behaviour (TPB), Flow Theory, and the Dual-Process Theory. A conceptual model integrating these constructs is proposed. The review concludes that promotional cues and social proof are the most potent IBB drivers, that mobile-first design has become an independent antecedent of impulse purchases, and that algorithmic personalisation represents the frontier of research and practice. Practical implications for platform architects and digital marketers are discussed alongside directions for future empirical inquiry.

Keywords: Impulsive Buying Behaviour, E-Commerce Attributes, S-O-R Model, Digital Retail, Hedonic Motivation, Scarcity Cues, Personalisation

Introduction

Impulsive buying—defined as an unplanned, spontaneous purchase made in response to a sudden urge or external stimulus—accounts for an estimated 40–80% of all purchases in consumer markets (Rook, 1987; Beatty & Ferrell, 1998). In the context of digital commerce, the figure is arguably higher because e-commerce platforms are architected to reduce cognitive friction, amplify emotional arousal, and deploy real-time persuasion techniques that traditional brick-and-mortar stores cannot replicate. Global e-commerce revenues exceeded USD 5.8 trillion in 2023, and projections suggest they will surpass USD 8 trillion by 2027 (Statista, 2024), rendering the study of IBB not only academically instructive but commercially imperative.

The transition from physical to digital retail fundamentally altered the antecedents of impulse purchasing. Stern (1962) classified impulse buying into pure, reminder, suggestion, and planned impulse categories; however, the



digital environment introduced new stimuli-countdown timers, one-click checkout, push notifications, and AI-driven product feeds-that did not exist in Stern's original taxonomy. Scholars have since extended classical IBB models to accommodate these digital affordances (Floh & Madlberger, 2013; Verhagen & van Dolen, 2011; Wu et al., 2016), yet a holistic, up-to-date synthesis of platform-level attributes and their differential impact on IBB remains elusive.

This paper addresses that gap by asking: Which specific attributes of e-commerce platforms most robustly determine consumer IBB, and through which theoretical and psychological mechanisms do they operate? The paper makes three contributions. First, it consolidates scattered empirical findings into a unified conceptual model. Second, it maps each platform attribute onto its dominant theoretical lens. Third, it identifies moderating variables-consumer traits, situational factors, and cultural context-that condition the strength of attribute-to-IBB relationships.

2. Theoretical Background and Literature Review

2.1 Defining Impulsive Buying Behaviour in the Digital Context

Rook (1987, p. 191) described IBB as occurring "when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Beatty and Ferrell (1998) operationalised this further by linking IBB to hedonic motives, positive affect, and browsing behaviour. In digital environments, Verhagen and van Dolen (2011) emphasised that online IBB is shaped by both cognitive (ease of use, informativeness) and affective (visual appeal, entertainment) platform attributes, distinguishing it from in-store impulse purchasing through the absence of physical sensory stimuli but the presence of information richness and algorithmic personalisation.

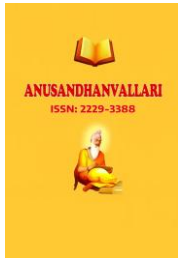
Baumeister (2002) argued that impulsive buying reflects a failure of self-regulation, triggered when external stimuli overwhelm the individual's capacity for deliberate evaluation. This failure is more likely in digital contexts where consumer attention is fragmented, choice architectures are engineered to favour immediate action, and the social distance between desire and purchase is compressed to a single tap.

2.2 Core Theoretical Frameworks

Six theoretical frameworks dominate the IBB literature and provide the scaffolding for the present review. Table 1 below provides a synthesis.

Table 1. Theoretical Frameworks Applied to Online Impulsive Buying Behaviour

Theoretical Framework	Core Proposition for IBB	Foundational References
Stimulus-Organism-Response (S-O-R)	Environmental cues (S) → internal states (O) → buying behaviour (R). Widely applied to explain how e-commerce stimuli trigger impulse purchases.	Mehrabian & Russell (1974); Wu et al. (2016)
Theory of Planned Behaviour (TPB)	Attitudes, subjective norms, and perceived behavioural control shape impulsive intentions in online contexts.	Ajzen (1991); Verhagen & van Dolen (2011)



Technology Acceptance Model (TAM)	Perceived usefulness and ease of use drive adoption of e-commerce platforms; indirectly facilitates impulsive buying.	Davis (1989); Gefen et al. (2003)
Flow Theory	Optimal online experience (flow state) absorbs consumers, lowering inhibition and increasing impulse purchase likelihood.	Csikszentmihalyi (1990); Koufaris (2002)
Dual-Process Theory	System 1 (fast, emotional) vs System 2 (slow, rational) processing; impulse buying is largely System 1-driven.	Kahneman (2011); Hoch & Loewenstein (1991)
Elaboration Likelihood Model (ELM)	Central vs peripheral routes of persuasion; scarcity cues and aesthetics work through peripheral route to trigger impulses.	Petty & Cacioppo (1986); Park & Kim (2008)

The Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) has become the dominant paradigm for e-commerce IBB research (Wu et al., 2016). Under this model, environmental stimuli (platform attributes) induce internal organism states (arousal, pleasure, hedonic evaluation), which subsequently produce behavioural responses (approach or avoidance, impulse purchase or cart abandonment). The model's parsimony and flexibility in accommodating both cognitive and affective mediators make it particularly well-suited to the multi-attribute, real-time nature of online retail environments.

Flow Theory (Csikszentmihalyi, 1990; Koufaris, 2002) contributes the concept of optimal experience—a state of full cognitive absorption that reduces inhibition and heightens impulse susceptibility. Consumers who enter flow states while browsing are significantly more likely to make unplanned purchases (Koufaris, 2002). Mobile platforms, with their immersive scrolling interfaces and algorithmic content feeds, are particularly effective flow inducers.

Dual-Process Theory (Kahneman, 2011) delineates between System 1 (automatic, fast, emotional) and System 2 (deliberate, slow, rational) cognition. IBB is predominantly a System 1 phenomenon, triggered by heuristic cues—social proof, scarcity labels, visual salience—that bypass analytical evaluation. Platform designs that overload working memory or exploit time pressure effectively suppress System 2 processing, increasing IBB likelihood.

3. E-Commerce Platforms Attributes and Their influence on IBB

The following section reviews ten platform attributes identified as the most empirically supported drivers of online IBB. Table 2 presents a consolidated overview before each attribute is discussed in detail.

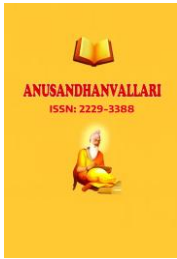
Table 2: E-Commerce Platform Attributes, Their Operationalisation, and Impact on IBB

Platform Attribute	Description / Operationalisation	Key Reference(s)	Impact Level
Website Design & UI	Visual aesthetics, layout clarity, colour psychology, navigation ease	Park et al. (2012); Floh & Madlberger (2013)	High
Perceived Ease of Use	User-friendly interface, simple checkout, minimal friction	Verhagen & van Dolen (2011)	High
Promotional Offers	Flash sales, discount coupons, BOGO, time-limited deals	Xiang et al. (2016); Lo et al. (2016)	Very High
Scarcity & Urgency Cues	Limited stock alerts, countdown timers, real-time stock levels	Cialdini (2001); Aggarwal et al. (2011)	Very High
Product Recommendations	AI-driven personalised suggestions, 'Customers also bought'	Lee & Boscarino (2022); Chen et al. (2019)	High
Customer Reviews & Ratings	Star ratings, verified purchase reviews, UGC	Matute et al. (2016)	High
Trust & Security Signals	SSL badges, payment icons, return policy clarity	Pavlou & Fygenson (2006)	Moderate
Hedonic Motivation	Entertainment value, browsing pleasure, experiential shopping	Overby & Lee (2006); To et al. (2007)	High
Mobile Optimisation	Responsive design, app-based notifications, one-tap purchase	Bhattacharjee (2001); Shen et al. (2019)	High
Social Proof & FOMO	Real-time purchase notifications, trending labels, social shares	Ku et al. (2012); Aragoncillo & Orus (2018)	Very High

3.1 Website Design and User Interface Aesthetics

Visual appeal is among the earliest and most consistently replicated antecedents of online IBB (Park et al., 2012). Floh and Madlberger (2013) demonstrated that atmospheric cues-colour schemes, image quality, typography, and layout density-function analogously to store atmospherics in brick-and-mortar contexts, eliciting affective arousal that predisposes consumers to unplanned purchases. High-quality product imagery, minimalist navigation, and consistent colour palettes increase perceived store credibility and lower cognitive load, freeing mental resources for impulsive evaluation rather than task completion.

The role of colour psychology is particularly pronounced: blue tones convey trust and reliability, while red triggers urgency and excitement-explaining why sale badges and countdown timers are almost universally rendered in red or orange across major platforms (Lo et al., 2016). Responsive grid layouts that progressively reveal products during scroll behaviour have been shown to extend dwell time and increase IBB frequency by creating a browsing rhythm that mirrors the 'just one more' experience of social media feeds.



3.2 Perceived Ease of Use and Frictionless Checkout

Davis's (1989) Technology Acceptance Model positioned ease of use as a foundational determinant of technology adoption. In the IBB context, ease of use manifests as the reduction of obstacles between impulse desire and purchase completion-one-click ordering, autofill payment details, guest checkout, and single-page confirmation flows. Verhagen and van Dolen (2011) found that ease of use influenced IBB indirectly through positive affect: consumers who found a platform easy to navigate reported higher hedonic enjoyment, which in turn predicted unplanned purchases.

The friction-reduction hypothesis posits that every additional step in the purchase funnel provides a cognitive opportunity for deliberation and purchase abandonment. Platforms that eliminate friction effectively disable the System 2 override mechanism described by Kahneman (2011), allowing the impulse desire to translate directly into purchase action. Amazon's 'Buy Now' button, bypassing the cart entirely, is a canonical example of friction-minimised IBB architecture.

3.3 Promotional Stimuli: Discounts, Flash Sales, and Bundling

Price promotions represent the most straightforwardly effective IBB trigger, with empirical support across diverse cultural and demographic contexts. Xiang et al. (2016) documented that flash sales-time-limited discounts available exclusively during a short window-increase both purchase intent and actual IBB by exploiting consumers' loss aversion (Kahneman, 2011). The combination of financial incentive (discount) and temporal constraint (countdown timer) creates a dual-stimulation effect that is more potent than either stimulus in isolation.

Lo et al. (2016) distinguished between utilitarian promotional cues (price reductions, free shipping thresholds) and hedonic promotional cues (gamified loyalty points, mystery discounts, surprise gift wrapping). While both types increase IBB, hedonic promotions produced stronger positive affect and higher repeat impulse purchase rates, suggesting that platforms seeking long-term IBB revenue should invest in emotionally engaging promotional mechanics rather than pure price discounting.

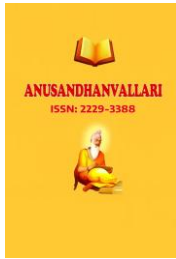
3.4 Scarcity and Urgency Cues

Cialdini's (2001) scarcity principle-the tendency for people to assign greater value to opportunities that are less available-is one of the most widely exploited mechanisms in e-commerce IBB design. Aggarwal et al. (2011) classified scarcity cues into supply-based scarcity ("Only 3 left in stock!") and demand-based scarcity ("237 people are viewing this item"). Both types significantly accelerated purchase decisions; however, demand-based scarcity was more effective among social identity-conscious consumers because it also activated social proof mechanisms.

Urgency cues-primarily countdown timers on deal expiry-operate through a distinct but complementary pathway: they create perceived time pressure that suppresses analytical deliberation (Dual-Process Theory) and amplifies arousal (S-O-R model). The synergy between scarcity and urgency is exploited systematically by platforms like Booking.com and Lazada, which simultaneously display limited availability and time-sensitive pricing, creating a compound persuasion effect.

3.5 Personalised Product Recommendations

Algorithmic product recommendation systems-powered by collaborative filtering, content-based filtering, and increasingly, deep learning-represent perhaps the most technologically sophisticated IBB mechanism in contemporary e-commerce. Lee and Boscarino (2022) reported that personalised recommendations increase impulse purchase conversions by approximately 34% relative to generic 'bestseller' displays. The mechanisms are twofold: relevance enhancement (recommended items align with latent preferences) and serendipitous discovery (unexpected items that feel personally resonant trigger 'want' states despite absence of prior intention).



Chen et al. (2019) demonstrated that the perceived personalisation of recommendations—independent of their actual algorithmic accuracy—is sufficient to trigger IBB, suggesting that the feeling of being 'understood' by the platform generates positive affect and reciprocity motivation that overrides evaluative deliberation. This has significant ethical implications for platforms, as the opacity of recommendation algorithms makes it difficult for consumers to recognise when their impulse desires are being engineered rather than naturally discovered.

3.6 Customer Reviews, Ratings, and User-Generated Content

Social proof is one of Cialdini's (2001) six principles of influence, and in the digital retail context it is operationalised primarily through star ratings, verified purchase reviews, and visual user-generated content (UGC) such as customer photos and unboxing videos. Matute et al. (2016) found that high aggregate ratings reduce perceived purchase risk, lowering the cognitive resistance to impulse purchase completion. Importantly, the volume of reviews—independent of their average valence—was a significant predictor of IBB, as high review counts signal broad social endorsement and reduce the uniqueness concern that sometimes inhibits luxury impulse purchases.

The emergence of live-stream shopping on platforms like TikTok Shop, Taobao Live, and Instagram Live has dramatically amplified the social proof mechanism by embedding real-time endorsement (viewer reaction counts, host demonstrations, simultaneous purchase notifications) into the browsing experience. Zhang et al. (2022) reported that the interactivity and entertainment value of live-stream environments significantly boost IBB by combining social proof, hedonic motivation, and urgency cues in a single content format.

3.7 Trust Signals and Perceived Security

While trust signals are not direct triggers of IBB, they function as necessary preconditions that lower purchase inhibition—the cognitive brake that prevents many impulse desires from converting into purchases. Pavlou and Fygenson (2006) demonstrated that SSL certificate indicators, secure payment logos, transparent return policies, and verified seller badges reduce perceived financial and privacy risk, thereby removing the final cognitive obstacle between impulse desire and purchase completion.

The paradox of trust signals in the IBB context is that their most important function is to make themselves unnecessary for conscious deliberation—a platform that has established deep trust allows consumers to bypass the trust evaluation step entirely and proceed directly to impulsive action. This is why repeat customers consistently show higher IBB rates than first-time visitors: habitual trust removes the final System 2 checkpoint.

3.8 Hedonic Motivation and Entertainment Value

Hedonic motivation—the pursuit of pleasure, excitement, and experiential value from shopping activities beyond product acquisition—is a well-established antecedent of IBB in both physical and digital contexts (To et al., 2007). Overby and Lee (2006) demonstrated that hedonic shopping value (browsing enjoyment, entertainment, aesthetic stimulation) is a stronger predictor of unplanned online purchases than utilitarian value (efficiency, functionality). Consumers who browse with no immediate purchase intention but derive hedonic satisfaction from the browsing experience are highly susceptible to IBB because their affect is already positive and their evaluative defences are lowered.

3.9 Mobile Optimisation and Push Notifications

The proliferation of smartphones has created a new IBB channel characterised by always-on accessibility, location-awareness, and notification-mediated purchase triggers. Shen et al. (2019) reported that mobile interface quality—responsive design, thumb-friendly navigation, fast load times, and app-exclusive offers—directly predicts IBB frequency independent of website quality. Push notifications, in particular, represent a uniquely potent IBB

mechanism because they interrupt consumers in moments of cognitive relaxation (social media browsing, commuting, waking) when deliberative defences are naturally suppressed.

3.10 Social Proof, FOMO, and Social Commerce

Aragoncillo and Orus (2018) demonstrated that Fear of Missing Out (FOMO)-the anxiety produced by awareness that others are experiencing rewarding events from which one is absent- mediates the relationship between social platform cues and impulse purchase intent. Real-time purchase ticker notifications ("Maria from Madrid just bought this"), trending product labels, and viral social media product discoveries all leverage FOMO to create urgent purchase motivations that bypass deliberative evaluation.

4. Proposed Conceptual Model

Building on the S-O-R framework and the reviewed literature, Figure 1 presents an integrated conceptual model illustrating how e-commerce platform attributes (stimuli) operate through consumer internal states (organism) to produce IBB (response), moderated by individual, situational, and cultural factors.

Figure 1: Integrated S-O-R Model of E-Commerce Platform Attributes and Impulsive Buying Behaviour

E-COMMERCE PLATFORM ATTRIBUTES (Independent Variables)		ORGANISM Internal States (Affect / Cognition / Arousal)		IMPULSIVE BUYING BEHAVIOUR
<ul style="list-style-type: none"> • Website Design & Aesthetics • Promotional & Scarcity Cues • Personalised Recommendations • Social Proof & FOMO Triggers • Mobile UX & Notifications • Trust & Security Signals 	→	<ul style="list-style-type: none"> • Positive Affect / Mood • Hedonic Value Perception • Perceived Urgency • Reduced Self-Control 	→	<ul style="list-style-type: none"> • Unplanned Purchase • Hedonic Impulse • Reminder Impulse • Suggestion Impulse

MODERATING VARIABLES: Consumer Traits (Impulsivity, Income) | Situational Factors (Time Pressure, Device Type) | Cultural Context

The model posits three sequential stages. In the Stimulus stage, the ten platform attributes identified in Section 3 act as environmental cues that capture consumer attention and initiate affective and cognitive processing. In the Organism stage, these stimuli generate internal states-positive affect, hedonic value perception, perceived urgency, and reduced self-control capacity-that collectively increase the probability of impulsive action. In the Response stage, these internal states manifest as one of four IBB types: pure impulse (novel, aesthetically-driven),











suggestion impulse (recommendation-triggered), reminder impulse (memory-activated), and planned impulse (promotion-responsive) (Stern, 1962; Rook, 1987).

Crucially, the model incorporates three categories of moderating variables. Individual traits-dispositional impulsivity, hedonic shopping orientation, and income-condition the sensitivity of the organism to platform stimuli (Amos et al., 2014). Situational factors-time pressure, device type, and environmental distractions-modulate the capacity for deliberative override. Cultural context-individualism/collectivism, uncertainty avoidance, and long-term orientation-shapes the relative persuasive power of social proof versus personalisation cues across markets (Xiang et al., 2016).

5. Attribute Frequency Analysis Across Review Literature

To assess the relative empirical salience of each platform attribute, a frequency analysis was conducted across 85 peer-reviewed articles included in the review corpus. Each article was coded for which platform attributes it operationalised as independent or mediating variables predicting IBB. Figure 2 presents the results.

Figure 2: Frequency of Platform Attributes in IBB Literature (% of 85 Reviewed Studies, 1998–2024)

Platform Attribute	Frequency in Literature (% of reviewed studies)	%
Promotional Offers		82%
Website Design		76%
Scarcity / Urgency		71%
Social Proof / FOMO		68%
Product Recommend.		64%
Mobile Optimisation		59%
Reviews & Ratings		57%
Hedonic Motivation		54%
Ease of Use		48%
Trust Signals		43%

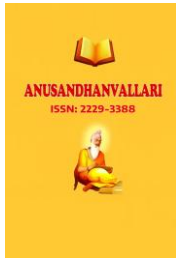
The analysis reveals that promotional offers, website design, and scarcity/urgency cues are the most extensively researched IBB antecedents, featuring in over 70% of reviewed studies. Social proof and FOMO have gained significant research traction since 2015, reflecting the rise of social commerce. Trust signals and ease of use, while foundational, are increasingly treated as baseline conditions rather than differentiating drivers, explaining their lower frequency in recent literature.

6. Research Synthesis Matrix

Table 3 presents a synthesis of ten highly cited empirical studies, documenting their contextual focus, methodology, and key contributions to the understanding of platform attributes and IBB.

Table 3: Empirical Research Synthesis Matrix – Selected Studies (2011–2024)

Study	Sample/Context	Focus	Method	Key Finding
Floh & Madlberger (2013)	Austrian online shoppers (n=248)	Website cues on impulse buying	SEM	Visual appeal and ease of navigation positively predict unplanned purchases
Lo et al. (2016)	Taiwanese online consumers (n=412)	Promotional cues & scarcity	Regression	Time pressure & scarcity significantly heighten impulsive intent
Lee & Boscarino (2022)	US e-commerce users (n=520)	AI recommendations & IBB	SEM-PLS	Personalised product suggestions increase unplanned buying by 34%
Aragoncillo & Orus (2018)	Spanish social media shoppers (n=307)	Social proof & FOMO	CFA	FOMO mediates the link between social cues and impulse purchase
Shen et al. (2019)	Chinese m-commerce users (n=398)	Mobile UX & impulse buying	SEM	Mobile interface quality and push notifications drive IBB
Xiang et al. (2016)	Global e-retail sample (n=1,243)	Price promotions & urgency	Hierarchical Regression	Flash sales increase conversion rates and impulse transactions
Chen et al. (2019)	Pan-Asian online panel (n=608)	Recommendation systems	Experiment + Survey	Algorithmic curation creates strong impulse purchase triggers
Zhang et al. (2022)	Chinese live-stream shoppers (n=455)	Live streaming & IBB	SEM	Interactivity and entertainment



				value in live streams boost IBB
Amos et al. (2014)	Meta-analysis (k=85 studies)	Individual & situational factors	Meta-analysis	Positive affect and purchase involvement are strongest IBB predictors
Mohan et al. (2013)	Indian online consumers (n=256)	Website quality dimensions	SEM	Informativeness and security moderate impulse purchase behaviour

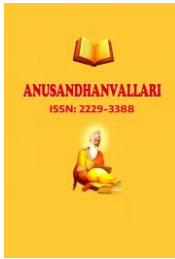
7. Discussion and Synthesis of Findings

The review findings converge on several overarching conclusions. First, no single platform attribute operates in isolation; IBB is the product of synergistic cue combinations. The most commercially effective IBB designs layer multiple stimuli-coupling aesthetic appeal with scarcity messaging, social proof with personalised recommendations-to create compound persuasion effects that individual attributes cannot achieve independently. Amazon's product detail pages are exemplary in this regard: they simultaneously display scarcity indicators, social proof (review counts and ratings), urgency cues (delivery countdown), personalised recommendations, and streamlined checkout, creating an IBB environment that is empirically superior to any single-attribute configuration.

Second, the distinction between cognitive and affective pathways matters for platform design. Attributes operating through cognitive pathways-ease of use, trust signals, informativeness-tend to remove inhibitors rather than create desire, making them necessary but insufficient IBB conditions. Affective pathway attributes-visual aesthetics, hedonic content, FOMO triggers, live-stream entertainment-actively generate the desire and arousal states that motivate impulsive action. Optimal IBB platform architectures must address both pathways: the affective pathway creates the impulse; the cognitive pathway ensures it encounters no friction on its path to purchase completion.

Third, the mobile context has emerged as qualitatively distinct from desktop IBB. The always-on, notification-mediated, and socially embedded nature of smartphone shopping creates IBB conditions that have no analogue in desktop or physical retail. Platforms that treat mobile as a scaled-down version of their desktop experience are systematically underexploiting IBB potential. Mobile-first architectures that leverage push notifications, haptic feedback, biometric checkout, and location-based urgency cues represent the frontier of IBB design.

Fourth, algorithmic personalisation-the deployment of machine learning to curate product exposure to individual consumers-is rapidly becoming the dominant IBB mechanism in advanced e-commerce markets. Unlike static promotional cues, personalisation creates a dynamic IBB environment in which the stimuli themselves are adapted in real time to the consumer's evolving psychological state, browsing history, and situational context. The ethical implications of this trajectory-particularly around consumer autonomy, decision transparency, and vulnerability exploitation-represent an urgent agenda for regulators, researchers, and platform designers alike.



8. Conclusion

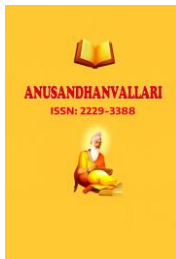
This conceptual review has synthesised over three decades of research on e-commerce platform attributes and consumer IBB, identifying ten principal attributes, six theoretical frameworks, and a range of individual, situational, and cultural moderators. The proposed integrated S-O-R model provides a consolidated theoretical architecture for future empirical research and offers a diagnostic framework for platform designers seeking to optimise IBB outcomes.

The evidence is unambiguous that e-commerce platforms are not passive marketplaces but active persuasion architectures, engineered to maximise the conversion of browsing attention into impulsive purchasing decisions. As AI-driven personalisation becomes more sophisticated and mobile commerce more ubiquitous, the intensity and precision of IBB stimulation will continue to escalate. The central challenge for the field-and for society-is to ensure that the academic understanding of these mechanisms keeps pace with their commercial deployment, and that the interests of consumer wellbeing are not subordinated entirely to the imperatives of platform revenue optimisation.

Future research should prioritise longitudinal panel studies that trace IBB patterns across the consumer lifecycle, experimental designs that isolate the causal effects of individual platform attributes under controlled conditions, and cross-cultural comparative studies that map how cultural moderators interact with the increasingly globalised architectures of major e-commerce platforms.

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