

## Influencers and Impulsive Purchase Behavior: Insights from Recent Literature

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### ABSTRACT

**Purpose:** The rapid rise of social media and the growing commercial power of influencers have positioned impulsive purchase behavior as a prominent domain within digital consumer research. The purpose of this research is to critically analyze the underlying mechanisms, behavioral patterns, and existing gaps in influencer-driven impulsive purchasing.

**Design/Methodology/Approach:** This study employed secondary data to examine existing literature in context of the role of influencers on impulsive buying behavior. The data were sourced from the Scopus database, a widely recognized repository renowned for its extensive and credible collection of peer-reviewed academic publications across diverse disciplines.

**Findings:** This review reveals that emotional and relational considerations such as trust, authenticity, parasocial relationships, and emotional attachment have a central place in influencer-induced impulsive purchase behaviour. Live-streaming environments, with interactivity, vividness, and real-time interaction, enhance consumers' impulsiveness. Influencers' attractiveness, credibility, and communication styles have strong effects on consumers' psychological states and impulsive behaviours. The SOR model was the most frequently applied theoretical framework, but complementary theories added depth to understanding this behaviour.

**Originality/Value:** The study findings significantly enhance the existing body of knowledge pertaining to impulsive purchases driven by influencers by integrating research from diverse theoretical frameworks and digital platforms. The review establishes the authenticity and academic credibility of its findings through the use of credible, peer-reviewed sources. Also outlines the distinct pathways for future studies..

**Paper Type:** Review of Literature

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## Introduction

Over the past few years, social media has transformed the way in which humans interact, share experiences and connect with the brands. By 2024, the global social media users base had surpassed five billion and projection indicates that it will surpass six billion by 2028 (Statista, 2024). With its widespread presence in everyday life, social media now is a strong force for shaping public opinion, consumer beliefs and decision-making (Shuqair et al., 2024). Recognizing this influence, Social media has evolved from a promotional tool to a strategic mechanism for shaping consumer attitudes and influencing behavior (Audrezet et al., 2020; Freberg et al., 2011).

Among the most influential figures on these platforms are social media influencers who have built large and loyal audiences. These SMIs possess persuasive power to influence followers via their content, stories, and product suggestions. Social media platforms like Instagram, YouTube, TikTok, and Twitch have allowed these influencers to combine entertainment with marketing, making their endorsements more authentic and believable than advertising (Schouten et al., 2020; ; Gong et al., 2020).

These influencers often encourage impulsive buying, which refers to spontaneous, emotion-driven purchase decision made with little prior planning or conscious deliberation (Rook, 1987). Impulse purchases constitute a significant portion of consumer expenditure, accounting for approximately 40% to 80% of total sales across various product groups (Aragoncillo & Orús, 2018). Influencers make use of tactics like emotional storytelling, urgency cues (e.g., time limits), and perceived authenticity to prompt emotional reactions and inhibit consumer hesitation and encourage impulsive buying (Chen et al., 2021). The effect

of these tactics is particularly strong in live-streaming contexts, where real time interaction, immersive content, and enhanced social presence stimulate emotional involvement (Zhang et al., 2023).

Although influencer marketing has drawn substantial research and commercial attention, majority of existing research has focused on its effects on brand recognition, trust, and buying intentions, not on the complex psychological and affective processes behind impulse buying (Trivedi, 2021; Zafar et al., 2021; Zhu et al., 2020). Specifically, live streamers who provide interactive, real time content that differs from traditional influencers, are underrepresented in academic discourse, despite their growing commercial relevance.

Furthermore, several critical variables influencing impulsive buying, such as emotional contagion, peer influence, social comparison, parasocial interaction, and self-disclosure, have received limited exploration (Surya & Ronald, 2025; Zafar et al., 2023). With more and more brands integrating influencers into their marketing strategies, it is critical to understand these mechanisms both theoretically and practically.

This review aims to thoroughly analyse and integrate the existing academic literature that investigates the psychological, emotional, and contextual factors influencing impulsive buying behaviours caused by social media influencers. The review further examines the theoretical frameworks employed in previous studies, offering a deeper understanding of the conceptual foundations that support this area of study. It also provides valuable insights for those engaged in analysis, marketing strategies, and understanding consumer behaviour, while identifying potential avenues for future exploration in this rapidly evolving domain.

## Review of Literature

Table 1: Review of Literature

Authors	Objectives	Contribution
LI et al. (2024)	This study explores impulsive purchase behavior in live streaming commerce using the Stimulus-Organism-Response (SOR) framework. It specifically examines how streamer characteristics such as personal charisma and professionalism, along with performance traits like interactivity and entertainment, influence impulsive buying through the mediators of trust and flow experience.	This study provides empirical evidence that streamer characteristics significantly impact consumers' psychological states, thus encouraging impulsive buying. This study also provides practical implications for marketers and streamers who want to optimize live commerce outcomes.
Karahan (2025)	This study investigates how social media influencers (SMIs) drive online impulsive buying behavior (OIBB) through parasocial interaction (PSI) within a modified Stimulus-Organism-Response (S-O-R) framework.	This study is based on S-O-R framework with PSI as the organism. This research establishes that SMIs social attraction and likeability strongly influence PSI, which mediates their effect on OIBB. Expertise has no significant impact. Contextually grounded in Turkish social media marketing, this study emphasizes emotional over cognitive drivers of impulse purchases, offering strategic insights for influencer-based campaigns.

Mundel et al. (2023)	By using social comparison theory, this current study examines how comparison with social media influencers leads to impulsive buying. It specially examines the mediating roles of social anxiety and social media addiction in the relationship between comparison and consumer behavior.	The current study reveals that negative comparison increases anxiety and media addiction, drive impulse buying. These findings broaden psychological understanding of influencer impacts, with implications for ethical marketing and consumer well-being in digital spaces.
Liu (2022)	The research investigates the impact of influencer marketing initiatives on impulse buying in the fast fashion industry, with a focus on celebrity traits like trustworthiness, attractiveness, and credibility. Purchase intention is used as a mediating variable.	This study demonstrate that celebrity endorsement traits positively impact impulse buying via purchase intention. Contributing to branding literature and offering actionable insights for sustainable marketing in fast fashion influenced by digital celebrities.
Ate et al. (2024)	This study explores how emotional attachment influences Generation Z's trust in digital influencers and its subsequent impact on unplanned purchase behavior.	Though not explicitly grounded in a named theory, the study implicitly aligns with affective trust and relational marketing perspectives. It focuses on Generation Z's interaction with digital influencers, primarily across global social media platforms like Instagram and TikTok. Findings reveal emotional attachment as a critical antecedent to trust, which amplifies spontaneous buying behaviors. The relatively weak direct link between trust and unplanned purchases suggests emotional connection serves as a key catalyst. This study provides practical implications for digital marketers targeting Gen Z through emotionally engaging influencer collaborations.
Shamim & Azam (2024)	This study investigates how communication factors in influencer marketing impact trust in influencers' branded posts and the urge to buy impulsively (UBI), by integrating signaling theory and the S-O-R framework.	Using signaling theory and the S-O-R model, this study shows that credible communication by influencers fosters trust, which increases UBI. Product affection mediates, and persuasion knowledge moderates this relationship. Even though the platform is not explicitly named, the study draws on users of social media platforms, like Instagram or YouTube. This research bridge gap in knowledge on how trust forms and leads to impulse buying, offering insights for marketers on enhancing message credibility and aligning influencer strategies to consumer psychology.
Yan et al. (2023)	This study explores the effect of Influencer live-streaming ads' on consumer impulse buying.	This study explores how influencer live-streaming ads on e-commerce platforms drive impulse buying through perceived usefulness, trust, entertainment, and credibility. Based on survey of 236 participants, the study reveals that all identified constructs influence attitudes toward influencer ads, which in turn affect urge to buy impulsively. Trust enhances attitude through perceived usefulness, while influencers credibility is mediated by celebrity effect. Entertainment directly supports positive attitude formation. The study provides a model for understanding mechanisms of influencer ads, offering implications for ad design and marketing.



Zhou et al. (2023)	This study examines the differential impact of owned vs. earned social media on consumers impulse buying in the context of celebrity owned restaurants	This paper analyzes how owned and earned social media affect impulse buying in internet celebrity restaurants using the Elaboration Likelihood Model. Across three experimental scenarios, results show earned media has stronger influence on impulse buying intentions than owned media. Awakening of interest and brand trust mediate this effect. High brand familiarity weakens the impact of earned media on impulse behavior and brand perceptions. This study helps in understanding differential effects of media types on consumer behavior. Offers practical recommendations for social media strategies in the restaurant industry, especially using earned media for impulse-driven conversions and emotional engagement.
C. P. Chen (2024)	This study explores YouTube influencer marketing through the lens of parasocial interaction	This study explores YouTube influencer marketing through the lens of parasocial interaction (PSI) using the SOR framework and source credibility theory. Targeting Korean beauty products, the study finds influencer marketing fosters PSI, which shapes desire to imitate and impulsive buying. PSI includes parasocial trust and relationship development, affecting buying behavior. The research introduces a dyadic SOR model emphasizing ongoing engagement between influencer and follower. Provides theoretical expansion of PSI into digital marketing literature. Provides insight of how source credibility and viewer identification drive behavioral intentions. Useful for marketers that are using long-term influencer–audience relationships.
Shamim & Azam (2025)	This paper examines how influencer content triggers impulse buying through trust, with persuasion knowledge as a moderator.	This study reveals that informational value and vicarious expressions in influencer content increase trust and impulse buying. Trust mediates this relationship, while persuasion knowledge has no moderating effect. Provides practical insights for marketers to enhance influencer campaigns.
Pacheco et al. (2023)	Examines the influence of personality traits, subjective well-being, and parasocial relationships on online impulse buying tendency.	Although not explicitly anchored to a formal theory, the study implicitly make use of personality psychology and parasocial interaction concepts to explain impulse buying behavior. It identifies how traits like openness and extraversion positively affect impulse buying, while conscientiousness, neuroticism, agreeableness, and subjective well-being have negative effects. Practical recommendations guide marketers to leverage these insights by enhancing consumer engagement and emotional connection with digital influencers.
Xia et al. (2024)	Investigates how social cues (streamer and peer interaction) and media cues (vividness, realness) influence impulse buying in live streaming through the Stimulus-Organism-Response (SOR) model.	The study reveals that streamer interaction and realness reduce perceived uncertainty and enhance pleasure, while vividness and peer interaction increase arousal, all mediating impulse buying urges. Emotional factors have stronger effects than cognitive ones. However, the study lacks specific details on geographic location and platform, limiting contextual clarity. The research advances understanding of emotional and environmental mechanisms in live-streaming impulse buying and offers practical guidance for platforms and streamers to optimize engagement and commercial value.

Moslehpour et al. (2024)	This study explores how internet celebrity endorsements impact consumers' purchase intentions and impulse buying, particularly in the skincare sector. It examines the mediating role of electronic word of mouth (e-WOM) and includes constructs such as purchase behavior and endorsement credibility. The theoretical frameworks used include Theory of Planned Behavior, Social Identity Theory, and Response Theory.	The study confirms that internet celebrity endorsements significantly influence impulse buying behavior. e-WOM serves as a partial mediator. Data themes include endorsement trust, social identity, and intention-behavior links. Findings guide marketers in leveraging celebrity figures and highlight the psychological mechanisms that drive impulsive consumer actions in digital contexts.
J. Chen et al. (2024)	This conceptual paper investigates the interplay between brand awareness, social media influencers, and impulse buying using the Stimulus-Organism-Response (SOR) framework. It seeks to conceptually integrate fragmented research and explore influencers as mediators between brand awareness and impulse purchases.	The study aims to clarify how brand awareness and influencers jointly influence impulsive buying behavior, highlighting the mediating role of influencers within the SOR model. It addresses a research gap by linking impulse buying to sustainable consumption and millennials' financial behavior, especially in Malaysia. This work promises theoretical enrichment and practical frameworks to better understand and manage impulse buying in influencer-driven markets.
Zafar et al. (2023)	Examines macro-influencers' post characteristics and their effects on followers' impulsive buying, applying Self-Determination Theory and SOR framework. Key themes include authenticity, visual appeal, perceived informativeness, flow state, and perceived risk as a moderator of impulsive urges.	This study reveals that authenticity and visual appeal enhance informativeness and flow, which stimulate impulsive urges. Identifies perceived risk as a negative moderator. Offers novel insights for marketers aiming to optimize macro-influencer content for impulsive buying stimulation.
T. Y. Chen et al. (2021)	Investigates the impact of Internet celebrity traits (self-disclosure, expertise) on followers' impulse purchase behavior on YouTube, mediated by attachment and parasocial interaction.	This research bridges attachment theory and parasocial interaction theory to explain how Internet celebrity characteristics drive followers' impulse buying. It differentiates the effects of self-disclosure and expertise-based celebrities, showing both increase attachment which in turn leads to impulse purchases. The study provides strategic insights for marketers to select suitable endorsers matching the product image, thereby enhancing marketing effectiveness.
Koay et al. (2021)	Studies the effect of Instagram influencers' social media marketing activities on online impulse buying, mediated by source credibility (attractiveness, expertise, trustworthiness).	Applying the Stimulus-Organism-Response (S-O-R) framework, this study demonstrates that Instagram influencers' marketing activities enhance perceptions of their attractiveness, expertise, and trustworthiness. Importantly, attractiveness and trustworthiness mediate the effect on online impulse buying. This research fills a gap in understanding how influencer credibility affects impulsive purchases and offers marketers evidence-based guidance to optimize influencer campaigns.
Zafar et al. (2020)	Investigates the impact of parasocial relationships and social climate created by digital celebrities on impulse buying in Facebook commerce, incorporating urge to buy and uses and gratifications theory.	This study highlights the significant role of parasocial relationships and social climate in driving impulse buying in social commerce, mediated by the urge to buy. It uniquely integrates gratification-seeking behaviors, such as passing time, enjoyment, and information seeking, as key antecedents of parasocial relationships.
Trivedi (2021)	Examines the impact of influencer marketing, comparing attractive celebrity influencers versus expert influencers on online consumer-brand engagement and impulse purchase, including the moderating role of impulse buying tendency.	This study applies the S-O-R framework to reveal that attractive celebrity influencers significantly boost online consumer-brand engagement, which mediates impulse purchase behavior. It highlights the moderating role of consumers' impulse buying tendency, showing that personal traits can strengthen the engagement-purchase link.



M. Chen et al. (2021)	Investigates how internet celebrity endorsements affect impulse buying in luxury fashion through trust, identification, adoration, social distance, and perceived fit.	This research develops a comprehensive model illustrating that trust is a crucial mediator between internet celebrity endorsement and luxury fashion impulse buying. It identifies key factors such as popularity, identification, and brand fit that enhance trust and impulse purchases, while social distance weakens this relationship. The study extends persuasion theory by integrating consumer perspectives and social factors, advancing understanding of how celebrity endorsements influence impulse buying.
Szymkowiak et al. (2021)	Explores how social media influencers' content, specifically arousal and thematic compatibility, affects impulsive buying intention in the hospitality industry.	This study highlights the role of emotional arousal and content relevance in influencer marketing for hotels, demonstrating that highly arousing and thematically compatible influencer posts increase consumers' impulsive purchase intentions. The use of neurophysiological data adds objective insight into consumers' emotional responses.
Shamim & Islam (2022)	Investigates how message credibility and media credibility impact trust and impulsive buying through digital influencer marketing on social networking sites (SNSs).	This research uncovers that both message credibility (informational value, vicarious expression) and media credibility (interactivity, transparency) are crucial signals that build trust in digital influencers, which in turn stimulates the urge to buy impulsively. The study extends impulse buying literature by emphasizing the importance of trust within social commerce contexts and clarifies that s-commerce experience does not moderate the urge-to-buy and impulsive buying relationship.
Zhu et al. (2020)	Investigates the effects of celebrity endorsement attributes on brand attitude, product attractiveness, and impulsive buying in social commerce on Instagram.	This study applies the source credibility model to demonstrate that celebrity endorsers' attractiveness and trustworthiness positively influence brand attitudes, while expertise and trustworthiness enhance product attractiveness. Both brand attitude and product attractiveness significantly contribute to impulsive buying intentions.

## Conclusion

This literature review integrates recent academic studies on the psychological, emotional, and environmental factors that drive influencers induced impulsive buying behavior. This analysis highlights that influencer induced impulse buying is a complex phenomenon that is shaped by various factors such as source credibility, informational value, enjoyment, vicarious experience, parasocial interaction, emotional attachment, social comparison, and live streaming attributes. These serve as both direct and mediated pathways to impulsive purchase. The Stimulus-Organism-Response (SOR) model has emerged as the most widely used conceptual model supplemented by associated theories including source credibility theory, social comparison theory, and parasocial interaction theory.

Emotional and relational traits such as trust, genuineness, connection, and perceived similarity were found to be more powerful determinants of impulsive

purchasing than cognitive aspects alone. Influencer attributes such as expertise, attractiveness, charisma, likability, and communicative trustworthiness significantly enhanced consumer's psychological involvement and reduced resistance to impulsive buying behavior. Live-streaming platforms intensified impulsive purchase through real-time interaction, increased social presence, and immersive content. This review highlights the affective and social dynamics which influence impulsive purchase, contrasting with earlier studies that primarily concentrated on consumer attitudes, brand recognition, and purchase intentions. Despite the growing academic interest in this area, certain conceptual and empirical gaps still remain in this area. This includes limited exploration of peer influence, emotional contagion, and the moderating role of cultural contexts. Furthermore, comparative analyses across various platforms and consumer demographics (such as Generation Z and Millennials, as well as macro versus micro influencers) are essential. Future research should employ interdisciplinary approaches and

incorporate advanced technologies such as AI-generated influencers, augmented reality to deepen the understanding of the evolving interactions between influencers and consumers.

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**Annexure 17.1.7**

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A-Satisfactory (0-10%)  
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2	ijip.in		<1	Publication
5	Consumers impulsive buying behavior of restaurant products in social, by Chung, Namho Song,- 2017		<1	Publication

**Reviewers  
Memorandum**

**Reviewer's Comment 1:** The manuscript provides a thorough and well-structured review of literature on influencer-driven impulsive buying behavior. The use of multiple theoretical lenses such as SOR, source credibility, and parasocial interaction makes the paper academically rich. A particular strength is the attention given to live-streaming commerce, which is a timely and underexplored area. To further strengthen the paper, the authors may consider synthesizing the reviewed studies into a conceptual framework or model that visually captures the identified pathways influencing impulsive buying.

**Reviewer's Comment 2:** The paper demonstrates commendable depth by integrating diverse studies across contexts, including fast fashion, hospitality, and live-streaming platforms. It effectively highlights the psychological and emotional dimensions of impulsive buying. However, at times the review becomes more descriptive than critical. Adding a stronger comparative discussion (e.g., how different influencer types—micro vs. macro, or platforms like Instagram vs. TikTok—differ in their impact) would enhance the analytical depth.

**Reviewer's Comment 3:** The study makes a meaningful contribution by mapping out gaps for future research, including cultural context, peer influence, and AI-generated influencers. The clear organization of reviewed literature in tabular form improves readability and academic rigor. One suggestion would be to enrich the implications section with more practitioner-oriented insights, such as how brands can ethically balance persuasive influencer strategies with consumer well-being.



Mahima Yadav and Rajendra Parasad  
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**Conflict of Interest:** Author of a Paper had no conflict neither financially nor academically.

**Editorial  
Excerpt**

The article has 1% of plagiarism which is the accepted percentage as per the norms and standards of the journal for publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Mahima and Rajendra), and accordingly, all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to the theme “Influencers and Impulsive Purchase Behavior: Insights from Recent Literature” both subject-wise and research-wise. This is a well-prepared and timely literature review that consolidates emerging insights on the role of influencers in shaping impulsive buying behavior. Its integration of theoretical perspectives, diverse empirical findings, and practical considerations makes it relevant for both scholars and practitioners. Minor revisions to enhance critical synthesis and expand practitioner implications are recommended. With these refinements, the manuscript will make a strong contribution to the discourse on digital consumer behavior and influencer marketing. After comprehensive reviews and the editorial board's remarks, the manuscript has been categorized and decided to publish under the “Review of literature” category.

**Acknowledgement**

The acknowledgment section is an essential part of all academic research papers. It provides appropriate recognition to all contributors for their hard work and effort taken while writing a paper. The data presented and analyzed in this paper by (Mahima and Rajendra) were collected first handily and wherever it has been taken the proper acknowledgment and endorsement depicts. The authors are highly indebted to others who facilitated accomplishing the research. Last but not least, endorse all reviewers and editors of GJEIS in publishing in the present issue.

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