



The Role of Social-Commerce, Influencers, and Diderot Effect on Consumers' Impulsive Buying: A Systematic Review

Iwan Sukmana*^{ID}, Ibnu Aditya Karana, Wilfried Agusman, Intan Wahyuningtias,
Lela Nurlaela Wati^{ID}
Universitas Teknologi Muhammadiyah Jakarta, Indonesia

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Abstract

The increasingly intensive integration of social media and digital commerce has transformed impulsive buying from an individual behavior into a phenomenon structurally embedded within the digital consumption ecosystem. This systematic literature review aims to synthesize theoretical and empirical evidence on the roles of social commerce, influencer-driven persuasion, and the Diderot Effect in shaping impulsive buying in contemporary digital markets. The study applies the PRISMA method by examining 26 reputable Scopus-indexed journal articles published between 2021 and 2026. Articles were selected through a multi-stage screening process based on inclusion criteria, methodological quality, thematic relevance, and subsequently analyzed using a thematic synthesis approach. The review findings indicate that impulsive buying is a socio-technical outcome simultaneously produced by algorithmic design, social interaction, and post-purchase consumption dynamics. Social commerce features such as live streaming, short-form videos, social proof cues, and in-app purchasing mechanisms function as primary stimuli that intensify emotional arousal, hedonic pleasure, and fear of missing out. Influencers further amplify these effects through perceived credibility, parasocial relationships, and identity-based narratives. Moreover, the Diderot Effect is identified as a key explanatory mechanism linking initial impulsive purchases to sequential and excessive consumption. This review identifies theoretical gaps, methodological limitations, and ethical concerns, and proposes a future research agenda that emphasizes integrative models, longitudinal designs, and responsible social commerce governance.

Keywords: *Social Commerce, Impulsive Buying, Influencer, Diderot Effect, Digital Consumers*

INTRODUCTION

The digital transformation of commerce, accelerated by the widespread adoption of social media, mobile technologies, and data-driven personalization, has fundamentally reshaped the ways consumers interact with markets. Digital platforms that integrate social, entertainment, and transactional functions have accelerated consumption, making it more immersive and adaptable to environmental changes (Hajli, 2015; K. Zhang et al., 2018). In this context, impulsive buying, defined as unplanned purchases driven by emotional impulses, has evolved from an incidental phenomenon to a core component of everyday digital consumption patterns (Akram et al., 2018; Chan et al., 2017).

Impulsive online buying occurs when our internal psychological states collide with the cues and triggers built into digital shopping platforms. Emotions and arousal tend to spike when we see things like flash sales, eye-catching product images, or just how easy it is to check out. That is when people are most likely to buy on impulse (Iyer et al., 2020; Li et al., 2023; Phan et al., 2020). Digital platforms push this even further. They put products right in front of us and smooth out the decision-making process, making it even easier to make quick, unplanned purchases (Chan et al., 2017).

Social commerce does not just make it easy to buy on a whim. It actually ramps up those impulses. When people interact, leave comments, or watch live streams, the whole experience feels

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Corresponding author's email: iwan.sukmana@kemendikdasmen.go.id

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livelier and more personal. That emotional buzz and sense of social presence push people toward unplanned purchases (Andika et al., 2023; Y. Chen & Hassan, 2025; Tertieny et al., 2024). Influencers play an even bigger role. They build trust, make their followers feel seen, and create an emotional bond. Especially for Generation Z, this connection lowers their guard, making them more likely to buy without much thought (Rahmadani & Septrizola, 2025; Aditi, 2024).

Currently, as social commerce and influencer marketing boom, digital consumption continues to evolve. People are not just making one-off purchases; they are falling into patterns of chain-buying and buying more than they planned. This follows the Diderot Effect: one purchase often leads to a string of follow-up buys, all in the name of keeping their identity or lifestyle feeling complete (Arslan & Bakır, 2023; Doğan, 2025). However, when people talk about it, both in practice and in public debates, they often point to individual self-control, overlooking the broader structural forces driving these cycles of consumption.

From an academic perspective, the impulsive buying literature remains dominated by individual-level approaches, focusing on traits such as impulsivity and materialism, with limited attention to the socio-technical systems that shape such behavior. Moreover, prior studies tend to be fragmented, separating analyses of platforms, influencers, and the Diderot Effect, and are predominantly cross-sectional in design with inconsistent measurement approaches (Chan et al., 2017; Husnain et al., 2025).

The absence of an integrative framework has resulted in a partial understanding of impulsive buying dynamics in contemporary digital contexts. Addressing these gaps, this systematic review proposes a reconceptualization of impulsive buying as a socio-technical outcome shaped by the interaction among social commerce platform affordances, influencer effects, and chained consumption mechanisms, as explained by the Diderot Effect. The novelty of this study lies in integrating these three elements into a single comprehensive conceptual framework.

Accordingly, this review addresses the following central research question: How do digital platforms, social media influencers, and the Diderot Effect collectively shape impulsive buying behavior among digital consumers? To unpack this overarching question, the review is further guided by the following sub-research questions:

- RQ1: How do digital platform features, particularly in social commerce, stimulate impulsive buying behavior among digital consumers?
- RQ2: How do social media influencers shape impulsive buying behavior through credibility, social proof, and parasocial interaction in digital commerce environments?
- RQ3: How does the Diderot Effect shape consumption chain dynamics and post-purchase escalation in digital commerce?
- RQ4: What moderators, outcomes, and ethical implications emerge from influencer-driven impulsive buying in digital commerce?

This study aims to review and synthesize existing literature to understand better how digital platform features, social media influencers, and the Diderot Effect jointly shape impulsive buying behavior in digital commerce. Specifically, this review examines how social commerce features encourage impulsive purchases, how influencers affect impulsive buying through credibility, social proof, and parasocial interaction, and how the Diderot Effect contributes to sequential consumption and post-purchase escalation.

In addition, the study seeks to identify key moderating factors, consumer outcomes, and ethical issues related to influencer-driven impulsive buying, to provide a clearer and more integrated understanding of impulsive buying in digital commerce contexts.

LITERATURE REVIEW

Social Commerce and Digital Impulsive Buying

The convergence of social media functionalities and e-commerce infrastructures has given rise to social commerce as a dominant digital consumption environment, fundamentally reshaping the conditions under which impulsive buying occurs (Chan et al., 2017; Hajli, 2015). Social commerce is commonly defined as a form of online commerce that integrates commercial activities with social media technologies, enabling consumers to actively participate in content creation, information sharing, social interaction, and purchasing within the same digital platform (Hajli, 2015; Liang & Turban, 2011).

Unlike traditional online retail, which primarily emphasizes transactional efficiency, social commerce embeds purchasing activities within socially interactive, entertainment-oriented, and algorithmically curated environments, thereby intensifying consumers' exposure to persuasive stimuli (Li et al., 2023).

Within these environments, impulsive buying is increasingly facilitated by platform affordances that promote immediacy, visibility, and emotional engagement, such as live streaming, short-form video content, social proof cues, and seamless in-app purchasing mechanisms (Andika et al., 2023; Tertiény et al., 2024). These affordances reduce the psychological and temporal distance between product exposure and purchase, encouraging consumers to respond to momentary desires rather than deliberate intentions.

As a result, impulsive buying in social commerce contexts extends beyond isolated, spontaneous reactions and becomes structurally embedded in the architecture of digital shopping experiences. Existing literature therefore conceptualizes digital impulsive buying as a socio-technical phenomenon shaped by the interaction between platform design, social interaction, and consumers' affective and cognitive states (Akram et al., 2018; Lăzăroiu et al., 2020). This subsection synthesizes prior empirical and theoretical studies to explain how social commerce environments systematically activate impulsive buying tendencies and normalize unplanned purchasing behavior.

Psychological Stimuli from Social Commerce Affordances

Live streaming represents one of the most influential affordances in social commerce, combining real-time interaction, entertainment, and instant purchasing opportunities. Its dynamic nature creates urgency and excitement, often reinforced by limited-time offers, interactive chats, and influencer-hosted promotions (M. Hu & Chaudhry, 2020; Lou et al., 2022).

These features function as powerful psychological stimuli that heighten emotional arousal and trigger fear of missing out (FOMO), thereby increasing impulsive buying likelihood (Chan et al., 2017). Empirical research confirms that the immersive and socially charged nature of live streaming significantly elevates impulsive buying, as consumers respond to synchronized visual, emotional, and social cues (Tang et al., 2022).

In-app purchasing reduces friction in the buying process by enabling consumers to complete transactions without leaving the platform. This immediacy and convenience serve as strong psychological triggers for impulsive buying, as spontaneous desires can be translated into action with minimal cognitive effort (Hongsuchon et al., 2025; X. Zhu & Vijayan, 2025). From an SOR perspective, ease of purchase serves as a stimulus that heightens emotional arousal within the organism, leading to rapid purchase responses.

In addition, social proof cues such as ratings, reviews, and visible peer purchases play a central role in shaping impulsive buying behavior in social commerce. These cues validate purchase decisions, enhance trust, and reduce uncertainty, particularly in socially embedded shopping environments (L. Zhu et al., 2020).

[Laato et al. \(2020\)](#) demonstrate that positive social proof significantly increases impulsive buying by reassuring consumers through others' experiences. In SOR terms, social proof operates as a stimulus that elevates perceived credibility and confidence, thereby facilitating impulsive responses.

Influencer Attributes and Persuasion Processes: Mediating and Moderating Mechanisms in Influencer Marketing

Influencer authenticity, defined by perceived genuineness, credibility, and relatability, plays a critical mediating role in impulsive purchase intentions. When influencers are perceived as authentic, consumers develop emotional connections and trust, increasing their likelihood of making unplanned purchases ([T. Y. Chen et al., 2021](#); [Iyer et al., 2020](#)). Empirical findings suggest that impulsive buying is more likely when consumers believe influencers genuinely endorse products rather than promoting them solely for monetary gain ([S. Chen et al., 2021](#)).

Influencer expertise functions as a key moderator of persuasive effectiveness. Influencers who demonstrate domain-specific knowledge enhance consumers' confidence in product recommendations, increasing perceived value and urgency in decision-making ([S. Chen et al., 2021](#); [X. Ma et al., 2024](#)). Research shows that expertise strengthens trust and accelerates impulsive purchase intentions by reducing perceived risk and increasing reliance on influencer judgment ([B. Chen et al., 2022](#)).

Parasocial relationships: one-sided emotional bonds formed between consumers and influencers represent a powerful psychological mechanism driving impulsive buying. As consumers develop perceived intimacy with influencers, they become more receptive to recommendations and more prone to impulsive purchasing ([S. Chen et al., 2021](#); [J. Ma & Li, 2023](#); [X. Ma et al., 2024](#)). [Djafarova and Bowes \(2021\)](#) demonstrate that Generation Z consumers are particularly susceptible to parasocial influence, often treating influencers as trusted peers whose endorsements directly shape impulsive buying behavior.

The Elaboration Likelihood Model (ELM) as a Framework for Explaining Persuasive Pathways

The Elaboration Likelihood Model explains persuasion through central and peripheral routes. In influencer marketing, impulsive buying frequently occurs via the peripheral route, where decisions are driven by superficial cues such as attractiveness, popularity, or aesthetic appeal rather than detailed information processing ([Chung et al., 2017](#); [L. Zhu et al., 2020](#)). This model clarifies why visually engaging influencer content is particularly effective in triggering impulsive purchases.

Signaling theory emphasizes how observable cues communicate credibility and quality under conditions of uncertainty. Influencers act as signals of trustworthiness and product value, especially when they possess established reputations within specific niches. Attributes such as authenticity and expertise serve as positive signals that reduce uncertainty and facilitate rapid purchasing decisions ([Shao et al., 2024](#); [Wu et al., 2022](#)).

Another theory closely associated with influencer effects is Social Proof Theory, which posits that individuals tend to conform to the observed behaviors of others, particularly in situations characterized by uncertainty or ambiguity. Influencer endorsements function as strong social proof by demonstrating popularity and acceptance of products, thereby encouraging consumers to replicate purchasing behavior ([X. Ma et al., 2024](#); [Redine et al., 2023](#)). This mechanism is particularly potent in social commerce environments where engagement metrics visibly reinforce influencer credibility.

Understanding Digital Consumption Chain Dynamics: The Diderot Effect in Online Shopping

The Diderot Effect has been operationalized in digital consumption research using surveys, scales, and experimental designs to capture sequential purchasing tendencies. Structured surveys commonly employ Likert-scale items to measure consumers' propensity to purchase complementary products following an initial acquisition, linking impulsive buying tendencies to consumption-chain behavior (Iyer et al., 2020).

Experimental studies further operationalize the Diderot Effect by manipulating exposure sequences and promotional cues to assess causal links between initial purchases and subsequent buying intentions. For example, participants may be prompted to consider complementary items after acquiring a focal product, allowing researchers to evaluate escalation effects in controlled settings (Lin et al., 2023).

Psychological and Algorithmic Mechanisms

The interaction of psychological and algorithmic mechanisms in digital commerce environments drives the Diderot Effect. Psychologically, cognitive dissonance may arise following an initial purchase, motivating consumers to seek complementary items that justify or complete the acquisition (Alalwan et al., 2017).

Emotional arousal associated with purchase satisfaction can further amplify impulsiveness, encouraging repeated buying to replicate positive affective states (Kapoor et al., 2018). Social influence and identity construction also play critical roles, as consumers align purchases with self-image and socially endorsed consumption norms (Chan et al., 2017).

Algorithmically, personalized recommendation systems intensify Diderot-type consumption by prominently displaying complementary products aligned with prior purchases (Alalwan et al., 2017). Real-time engagement mechanisms, such as live influencer promotions, further accelerate sequential buying by creating immediacy and social validation (X. Ma et al., 2024). Additionally, time-limited promotions and scarcity cues amplify fear of missing out, increasing the likelihood of impulsive add-on purchases and consumption escalation (Zafar et al., 2021).

RESEARCH METHOD

This study adopts a Systematic Literature Review (SLR) approach to synthesize and critically evaluate existing research on impulsive buying behavior in digital and social commerce contexts, with particular attention to influencer marketing and the Diderot Effect. The review process was designed to ensure transparency, rigor, and reproducibility, drawing on established systematic review practices and adapting PRISMA-based guidelines to accommodate the interdisciplinary nature of consumer behavior, digital marketing, and psychology research.

To maximize retrieval precision and breadth, a structured keyword strategy was applied. Core search terms included combinations of "impulse buying," "influence," "Diderot Effect," "Social Proof," and "Social commerce." Boolean operators (AND, OR, NOT) were systematically employed to refine searches and establish conceptual intersections. Where applicable, hashtag-based searches (e.g., #impulsebuying, #influence, #SocialProof, #DiderotEffect) were used in Scopus to identify emerging discussions and recently published studies.

The screening process followed a multi-stage procedure, beginning with title and abstract screening, followed by full-text review to confirm eligibility. Duplicate records were removed prior to screening. Relevant information from each included study was systematically extracted using a standardized template capturing publication details, research context, theoretical framework, methodology, key constructs, and principal findings related to impulsive buying and consumption escalation.

Data synthesis was conducted using a combination of descriptive and thematic approaches.

Descriptive synthesis was used to map publication trends, dominant methodologies, and research contexts. In contrast, thematic synthesis facilitated the identification of recurring mechanisms, moderators, and outcomes related to influencer-driven impulsive buying and the Diderot Effect.

The review protocol was guided by PRISMA principles, with adaptations reflecting the interdisciplinary scope of the topic. Consistent with prior consumer behavior reviews, diverse data sources across psychology, marketing, and social sciences were included to capture a holistic perspective (Atulkar & Kesari, 2018). Inclusion criteria were broadened to accommodate qualitative and conceptual studies that provide valuable insights into emerging social commerce phenomena (Chan et al., 2017).

Visual tools such as flow diagrams and thematic mappings were emphasized to enhance transparency and comprehension (Bao & Yang, 2022). Finally, reporting extended beyond statistical significance to include theoretical interpretation and contextual relevance, acknowledging the socio-cultural dimensions of impulsive buying in digital environments (Lee & Chen, 2021).

To ensure methodological rigor, this review employed a structured quality appraisal and risk-of-bias assessment. The application of a structured quality appraisal and risk-of-bias assessment enhances the credibility of the findings by ensuring that only studies with acceptable methodological standards meaningfully inform the synthesis.

Given the heterogeneity of constructs and methods, effect measures, primarily behavioral and psychological outcomes related to impulsive buying and post-purchase escalation, were synthesized using a narrative thematic approach, thus strengthening credibility in the methodological approach of this review, while recognizing that some limitations are discussed in the Discussion section.

This systematic literature review was conducted and reported in accordance with the PRISMA guidelines to ensure transparency, reproducibility, and methodological integrity (Haddaway et al., 2022; Page et al., 2021). The PRISMA flow diagram (Figure 2) transparently documents the identification, screening, eligibility assessment, and final inclusion of studies. Additional methodological details, including the risk-of-bias assessment, synthesis strategy, and certainty evaluation, are explicitly described in Section 2 to ensure full compliance with PRISMA reporting standards.

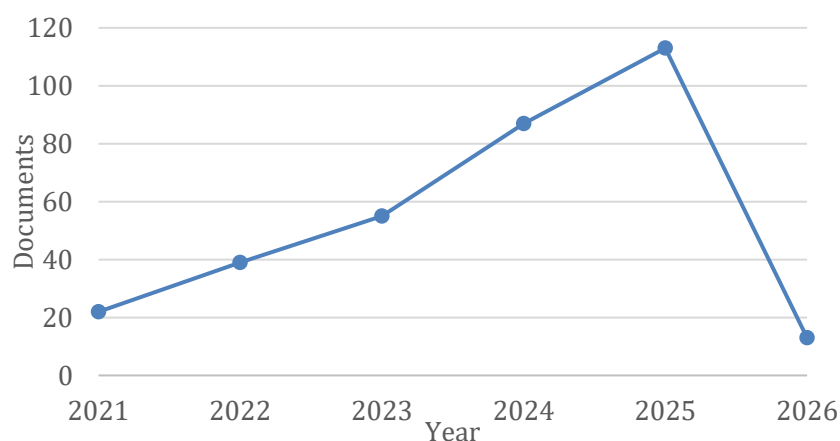


Figure 1. Illustrates the year-wise growth trajectory of scholarly publications from 2021 to 2026.

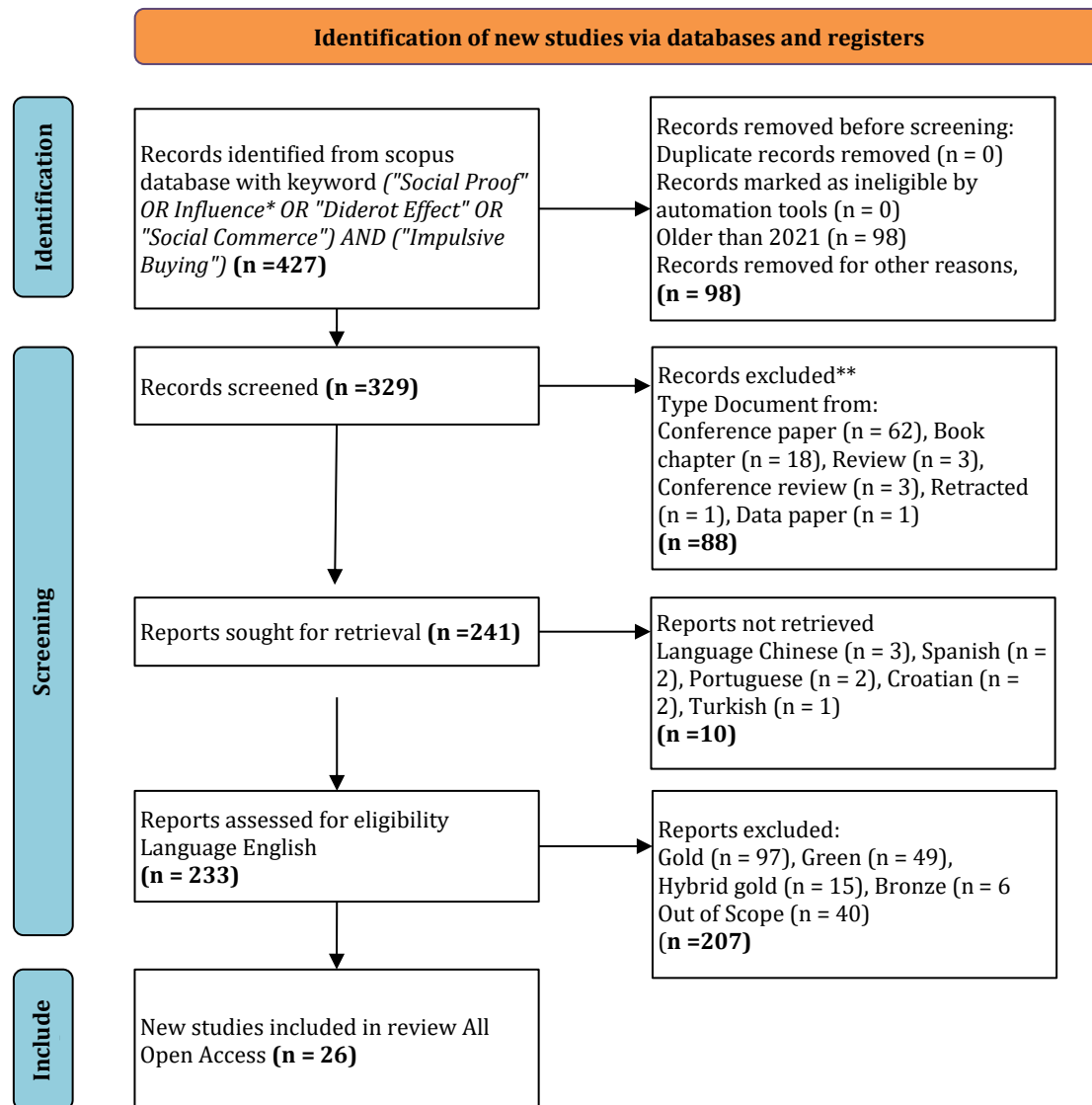


Figure 2 presents the PRISMA flow diagram, adapted from (Haddaway et al., 2022; Page et al., 2021), detailing the identification, screening, eligibility, and final inclusion of studies reviewed in this systematic literature review.

FINDINGS AND DISCUSSION

In this section, the main findings from the preceding sections are integrated by connecting the review's core analytical dimensions with key constructs, empirical patterns, and theoretical insights. Table 1 lays out the evidence on four fronts: first, how social commerce features spark impulsive buying; second, the ways influencers shape social influence and persuasion; third, how the Diderot Effect drives chains of purchases after the initial buy; and fourth, the psychological impacts, moderating factors, and ethical questions tied to digital impulsive buying.

Each analytical dimension aligns with its theoretical contribution and key references, so the table presents a clear, integrated picture. What starts as scattered empirical evidence comes together here, showing how these pieces build a solid socio-technical account of impulsive buying in today's digital marketplace.

Table 1. Integrated Synthesis of Social Commerce, Influencer Dynamics, the Diderot Effect, and Impulsive Buying

Analytical Dimension	Key Constructs/ Mechanisms	Core Empirical Insights	Theoretical Implications	References
Social Commerce Affordances and Impulsive Buying	Live streaming, short-form video, social proof cues, in-app purchasing, algorithmic recommendations	Social commerce affordances consistently intensify emotional arousal, hedonic enjoyment, and fear of missing out while reducing cognitive deliberation. As a result, impulsive buying becomes structurally embedded in digitally mediated shopping environments rather than occurring as an isolated reaction.	Reinforces the Stimulus Organism Response (SOR) framework and Flow Theory by conceptualizing platform features as engineered stimuli that systematically shape consumer responses.	(Alnoor et al., 2024; Amblee & Bui, 2011; Duong et al., 2025; Huang et al., 2025; Kaur et al., 2026; Kim et al., 2025; Lin et al., 2023; Nanda & Singh, 2025; Nyazabe et al., 2025)
Influencer Characteristics, Content Strategies, and Impulsive Buying	Influencer credibility, authenticity, expertise, parasocial interaction, experiential narratives, social proof	Influencers operate as relational intermediaries who translate commercial messages into emotional and identity-relevant signals. Parasocial closeness and perceived authenticity significantly accelerate impulsive purchasing through heuristic rather than deliberative processing.	Extends the Elaboration Likelihood Model, Signaling Theory, and Social Presence Theory by embedding persuasion within relational and identity-based social contexts.	(Ateş et al., 2024; C.-W. Chen et al., 2025; Hongsuchon et al., 2025; Q. Hu et al., 2023; Karahan, 2025; X. Liu & Jin, 2025; X. Ma et al., 2024; Mundel et al., 2024; Shamim et al., 2024; Shamim & Islam, 2022; Soomro et al., 2025; Vazquez et al., 2020; Yu et al., 2025)
The Diderot Effect and Consumption Chain Dynamics in Digital Commerce	Diderot Effect, identity coherence, completion motives, complementary purchasing, materialism, prestige sensitivity	Initial impulsive purchases frequently trigger sequential and complementary acquisitions. Algorithmic recommendations and identity-coherence motives	Repositions impulsive buying as a dynamic and post-purchase process, integrating the Diderot Effect into digital consumer behavior and	(Arslan & Bakır, 2023; Cakir & Eser, 2023; Doğan, 2025; Santos et al., 2025)

		reinforce post-purchase escalation, transforming impulsive buying into cumulative consumption chains.	overconsumption theory.
Moderators, Outcomes, and Ethical Implications of Influencer-Driven Impulsive Buying	Emotional arousal, flow, FOMO, regret, compulsive buying, sustainability concerns, transparency	Impulsive buying is associated with regret, financial strain, and unsustainable consumption patterns, particularly among younger consumers. Psychological vulnerability and situational pressure moderate escalation, while transparency and value congruence can mitigate negative outcomes.	Extends impulsive buying theory into domains of consumer well-being, ethics, and socio-technical governance, supporting responsible social commerce perspectives. (Arslan & Bakır, 2023; Doğan, 2025; Truong, 2025; Karahan, 2025; Lin et al., 2023; Mundel et al., 2024; Nyazabe et al., 2025; Santos et al., 2025; Shamim & Islam, 2022; Soomro et al., 2025)

Social Commerce Affordances as Triggers of Impulsive Buying

Of the 26 articles reviewed, 9 studies (34.6%) examined social commerce affordances as triggers of impulsive buying. Impulsive buying in social commerce is not merely a matter of personal tendencies but is deeply shaped by the way digital platforms are designed. The research here makes that clear: platform-level features act like strong external nudges, pushing people toward impulsive purchases in digital spaces. Using the SOR (Stimulus Organism Response) framework, these studies trace a direct line from interface design, interactivity, social visibility, and transaction ease to the emotional and cognitive states that tip people into buying on impulse. Impulsive buying, then, is not just an individual quirk. It is a response, often engineered by the very architecture of social commerce.

Kaur et al. (2026) show that visually rich displays, such as mannequins, combined with influencer cues and reward systems (discounts, points, coupons), increase e-impulsive buying, especially among Gen Z. Even standard online shops can trigger impulsive actions by layering social and sensory cues that enhance immediacy and appeal.

Short-form video commerce pushes these effects even further. Commercial messages are woven into entertaining, emotionally charged content streams. Kim et al. (2025) found that in-feed product placements in short videos drive impulsive buys because viewers genuinely enjoy the experience, especially when the product fits the influencer and the emotional tone hits the mark. This indicates that when someone is already prone to snap up deals, these features make that tendency even stronger. Huang et al. (2025) add another layer: the more social proof, likes, comments, and real-time chat a short-form video ad gets, the more it fuels impulsive buying, particularly for fun and hedonic products. In other words, fast, socially validated content triggers gut-level decisions.

Live-streaming commerce has become a major focus for exactly this reason. It is highly interactive and immersive. [Lin et al. \(2023\)](#) point out that live streams, packed with demand cues, convenience, interactivity, and playfulness, boost enjoyment, which in turn drives impulse buying. [Truong \(2025\)](#) digs into TikTok Shop and finds features like flash sales, real-time viewer counts, and visible peer activity crank up FOMO, a huge driver of impulsive purchases. [Alnoor et al. \(2024\)](#) show that influencer interaction, self-disclosure, and trust signals in live streams combine in different ways to trigger high levels of impulsive buying, suggesting it is the interplay, not any one single feature, that really matters.

[Nyazabe et al. \(2025\)](#) find that promotional messages delivered via WhatsApp, particularly those received from trusted contacts, are more likely to be perceived as credible and to prompt behavioral responses. The rapid and informal nature of messaging aligns closely with impulsive buying behavior, thereby broadening the conceptualization of what constitutes a social commerce affordance. These dynamics extend beyond visually appealing content, highlighting the significant role of peer-driven and trust-based communication in shaping consumer decisions.

Overall, the evidence clearly shows that impulsive buying is built into the design of social commerce platforms. Visual appeal, live social interaction, visible signs of others' activity, algorithmic promotion of peer behavior, and smooth purchasing processes all work together to trigger quick buying decisions. These features heighten emotions such as excitement, enjoyment, trust, and fear of missing out, which in turn connect platform features with consumers' actual behavior. This means that impulsive online buying is not simply a personal failing but a result of how technical systems and social interactions interact.

Influencer Characteristics, Content Strategies, and Impulsive Buying

Among the 26 articles included in this review, 13 studies (50.00%) focused on influencer characteristics, content strategies, and impulsive buying. Research on influencer characteristics and content strategies consistently indicates that social media influencers play a central role in shaping impulsive buying in social commerce. Across platforms, product categories, and cultural contexts, studies converge in showing that impulsive purchasing is driven by who influencers are, how they design their content, and the relational bonds they establish with followers.

These interconnected elements weaken consumers' rational control and intensify emotional responses. Importantly, the literature suggests that influencer effects extend beyond surface-level persuasion, operating through deeper psychological mechanisms such as trust, parasocial interaction, emotional arousal, and social proof.

A lot of evidence highlights the importance of influencer content quality and the value of the experiences they provide. [Hongsuchon et al. \(2025\)](#) show that when influencers produce content that is informative, entertaining, credible, and persuasive, people feel more positive emotions, get into a state of flow, and develop emotional attachments. These feelings drive users to make spontaneous purchases on social commerce sites.

[Shamim and Islam \(2022\)](#) back this up; they find that credible messages and media boost trust in influencers, which in turn fuels urges to buy on impulse. Overall, these studies show that clear and engaging influencer communication strengthens consumers' emotional reactions, which fits well with the SOR framework.

Influencer credibility consistently stands out across studies and contexts. [Shamim et al. \(2024\)](#) found that perceived expertise, credibility, attractiveness, and product fit strengthen trust and increase the likelihood of impulsive purchases. [Ateş et al. \(2024\)](#) echo this with Generation Z: when digital influencers come across as experts, authentic, and trustworthy, Gen Z is especially likely to make unplanned online purchases. These patterns hold up the signaling perspective discussed earlier, showing how influencer traits reduce uncertainty and speed up snap decisions.

Live-streaming commerce takes it even further. [X. Ma et al. \(2024\)](#) show that the combination of a streamer's charisma, real-time interaction, entertainment, and even scarcity cues creates perfect conditions for impulsive buying during live sessions. [Liu and Jin \(2025\)](#) add that interactions with influencers and conversations among viewers encourage herd behavior and social proof, which are key drivers of impulse buying in these dynamic environments. These findings show that impulsive buying in live commerce is shaped not only by influencers but also by active audience participation.

Parasocial relationships, one-sided emotional connections that consumers form with influencers, repeatedly appear as an important driver of impulsive buying. [Karahana \(2025\)](#) shows that when followers perceive influencers as similar, likable, socially attractive, or knowledgeable, parasocial interaction increases, and this connection fully mediates the effect on impulsive purchases.

[Yu et al. \(2025\)](#) find a similar pattern with virtual influencers: stronger parasocial relationships boost satisfaction and keep people watching, which in turn nudges them to buy on impulse. [Q. Hu et al. \(2023\)](#) show that impulsive buying is triggered by both similarity-based and aspirational relationships with influencers, operating through identification and upward social comparison.

Content strategy and emotional framing also matter. [C.-W. Chen et al. \(2025\)](#) find that food micro-influencers who use emotional and sensory content drive impulsive buying by heightening arousal and experiential value. Rational content works through perceived value instead, but the influencer's authenticity amplifies both effects.

[Vazquez et al. \(2020\)](#) broaden this to second-screen commerce, showing that getting wrapped up in influencer narratives and parasocial interaction with both real and fictional personalities increases engagement and impulse buying for media-linked products. [Mundel et al. \(2024\)](#) show that when influencers present themselves as idealized, it encourages upward social comparison, social anxiety, and even social media addiction, all of which mediate the link between influencer exposure and impulsive buying.

Influencer-driven impulsive buying is not always a bad thing. Sometimes, it even aligns with value-driven choices. [Soomro et al. \(2025\)](#) show that when influencers are credible and share their followers' values, people are more likely to make impulse purchases of eco-friendly clothing.

Trust and a sense of environmental value encourage this type of purchasing, suggesting that impulse buying can support sustainable behavior when the right conditions are in place. However, most studies show that impulsive buying increases when influencers appeal to emotions, provide social proof, and build close relationships with their audiences.

The studies show that influencer-driven impulsive buying is a complex process. Influencers do more than recommend products; they build trust, share narratives, and foster a sense of community. These relationships shape both the motivations behind impulsive purchases and the ways they occur.

In this context, influencers function not merely as promoters but as social anchors who influence identity formation, trigger social comparison, and encourage audience participation. Overall, the evidence supports the view that impulsive buying in social commerce emerges from the interaction of social and technical systems, rather than from individual impulses alone.

The Diderot Effect and Consumption Chain Dynamics in Digital Commerce

Within the reviewed corpus, 4 studies (15.4%) addressed the Diderot Effect and consumption chain dynamics in digital commerce. The studies reviewed under this theme collectively demonstrate that impulsive buying in digital commerce frequently extends beyond isolated, spontaneous acts and evolves into sequential consumption patterns driven by the Diderot

Effect.

Rather than conceptualizing impulsive buying as a single-event response to stimuli, this stream of literature positions it as a cumulative process in which an initial purchase generates psychological pressure, identity-alignment motives, and contextual cues that encourage additional, often unplanned, purchases. Consistent with the theoretical foundations, the Diderot Effect operates as a post-purchase mechanism that transforms impulse buying into sustained consumption chains.

Survey-based evidence strongly supports the central role of the Diderot Effect in digital impulse buying. [Doğan \(2025\)](#) empirically demonstrates that materialism significantly increases consumers' susceptibility to the Diderot Effect in online environments and that this effect, in turn, strongly predicts impulsive buying behavior.

Importantly, the Diderot Effect partially mediates the relationship between materialism and impulsive buying, indicating that a substantial proportion of impulsive purchases are driven not directly by values alone but by subsequent completion-oriented buying triggered after an initial acquisition. The study further highlights how digital affordances such as recommendation systems, ease of payment, and social proof reinforce Diderot-driven consumption escalation by lowering barriers to complementary purchasing.

Complementing self-reported evidence, transaction-level analyses provide behavioral validation of Diderot-type consumption chains. [Santos et al. \(2025\)](#) use sequential pattern mining and machine learning techniques on online retail purchase logs to identify unforeseen complementary purchases following the acquisition of focal products, such as laptops.

Their findings show that once consumers enter a "spending mindset," they become significantly more prone to acquiring accessories and related products, even when these were not part of the original purchase intention. This behavioral manifestation confirms that the Diderot Effect is not merely attitudinal but can be systematically detected in real-world digital purchasing data, particularly when algorithmic recommendation systems foreground complementary items.

The relationship between the Diderot Effect and problematic consumption outcomes is further evidenced in studies linking it to compulsive buying tendencies. [Arslan and Bakır \(2023\)](#) find a positive relationship between Diderot Effect levels and online compulsive buying in fashion consumption.

Although the relationship is modest in strength, the findings reveal that consumers with higher tendencies toward harmony and coherence among possessions are more likely to engage in repetitive and uncontrolled purchasing. Demographic analyses indicate that younger consumers and those with lower income or education levels are especially vulnerable, suggesting that Diderot-driven consumption chains may exacerbate financial and psychological risks in digitally mediated markets.

Expanding beyond compulsive buying, [Cakır and Eser \(2023\)](#) situate the Diderot Effect within a broader psychological framework that encompasses prestige sensitivity and self-actualization. Their findings show that prestige sensitivity significantly increases Diderot tendencies, which in turn elevate purchase intention.

By framing the Diderot Effect as a mediator between status-related motivations and consumption outcomes, this study underscores the symbolic and identity-driven nature of sequential purchasing. Consumers are not merely buying additional products for functional completeness but to maintain aesthetic, symbolic, or status consistency across their possessions. This effect is readily amplified in digital environments where curated product constellations are prominently displayed.

Taken together, the studies in this theme converge on the conclusion that the Diderot Effect serves as a critical bridge between impulsive buying and longer-term overconsumption in digital

commerce. Psychological drivers such as materialism, prestige sensitivity, and identity coherence interact with algorithmic mechanisms, most notably personalized recommendations and cross-selling systems, to convert single impulse purchases into cascading consumption sequences.

These findings reinforce the argument that impulsive buying in social and digital commerce cannot be fully understood without accounting for post-purchase dynamics and consumption-chain effects, positioning the Diderot Effect as a central explanatory construct in contemporary digital consumer behavior.

Moderators, Outcomes, and Ethical Implications of Influencer-Driven Impulsive Buying

A substantial proportion of the reviewed studies, 10 articles (38.5%), focused on moderators, outcomes, and ethical implications of influencer-driven impulsive buying. The studies synthesized under this theme extend the understanding of impulsive buying beyond its immediate antecedents by systematically examining boundary conditions, downstream outcomes, and broader ethical implications in social commerce environments.

Collectively, this body of literature demonstrates that impulsive buying is neither uniform nor universally experienced; rather, it is shaped by psychological traits, situational cues, social structures, and value orientations that condition both the intensity of impulsive responses and their consequences for consumer well-being and sustainability. These findings align with earlier theoretical discussions, highlighting that impulsive buying is embedded in socio-technical systems that can generate both beneficial and harmful outcomes.

Psychological moderators such as fear of missing out (FOMO), impulsivity, materialism, and social comparison consistently intensify impulsive buying tendencies. [Truong \(2025\)](#) shows that scarcity cues and visible social activity indicators on TikTok Shop significantly heighten FOMO, which in turn strongly predicts impulsive buying, particularly among sale-prone and heavy users.

Similarly, [Karahana \(2025\)](#) finds that parasocial interaction fully mediates the relationships between influencer similarity, likeability, and expertise and online impulsive buying, with effects amplified among highly impulsive consumers and intensive social media users. [Mundel et al. \(2024\)](#) further demonstrate that upward social comparison with idealized lifestyle and beauty influencers triggers social anxiety and social media addiction, which subsequently increase impulsive buying tendencies, revealing a psychologically costly pathway from exposure to consumption.

Situational and contextual moderators related to platform design and social structure also play a decisive role. [Lin et al. \(2023\)](#) show that time pressure and product type strengthen the enjoyment-impulse-buying relationship in live-streaming commerce, with hedonic products being particularly susceptible to impulse buying under high-pressure conditions.

[Nyazabe et al. \(2025\)](#) extend this insight to messaging-based social commerce, revealing that promotional messages from strong or tastemaker social ties on WhatsApp are perceived as more credible and lead to stronger purchase intentions than those from weak ties. This relational pressure suggests that impulsive buying may be driven not only by platform cues but also by social obligations embedded within peer networks.

Several studies explicitly link impulsive buying and Diderot-driven consumption to negative consumer well-being outcomes. [Arslan and Bakır \(2023\)](#) report that higher Diderot Effect levels predict stronger online compulsive buying, with younger and lower-income consumers exhibiting greater vulnerability.

[Doğan \(2025\)](#) similarly shows that materialistic consumers experience stronger Diderot-driven impulsive buying cascades, increasing the risk of overconsumption, clutter, and financial stress. [Santos et al. \(2025\)](#) complement these findings with transaction-level evidence showing that consumers in an activated spending mindset are prone to unforeseen add-on purchases, often leading to budget overruns and post-purchase regret.

Importantly, impulsive buying does not uniformly result in negative consequences. [Soomro et al. \(2025\)](#) show that when influencer credibility aligns with consumers' environmental values, impulsive buying can be redirected toward eco-conscious apparel, suggesting that impulsivity may support more sustainable consumption under conditions of value congruence.

However, most studies indicate that influencer-driven impulsive buying frequently undermines consumer self-regulation and well-being, particularly when driven by scarcity, comparison, and relational pressure.

Ethical and regulatory concerns emerge as a unifying theme across the reviewed studies. Multiple authors call for greater transparency in influencer marketing and platform design to mitigate manipulative practices. [Truong \(2025\)](#) and [Lin et al. \(2023\)](#) recommend limiting extreme scarcity tactics and artificially induced time pressure, while [Nyazabe et al. \(2025\)](#) highlight the need for clearer labeling of commercial messages within private messaging platforms.

Studies focusing on parasocial interaction and social comparison stress the importance of sponsorship disclosure, balanced self-presentation by influencers, and mental-health-informed guidelines for influencer marketing ([Karahana, 2025](#); [Mundel et al., 2024](#)). From a sustainability perspective, [Doğan \(2025\)](#) and [Soomro et al. \(2025\)](#) emphasize the need for ethical recommendation systems and honest environmental claims to prevent exploitation of vulnerable consumers and greenwashing.

Overall, the findings indicate that impulsive buying in social commerce should be examined not only by looking at what causes it, but also by considering how it is shaped by different conditions, its long-term effects, and its ethical implications. Influencer-driven impulsive buying occurs where psychological vulnerability, social pressure, and platform algorithms interact, highlighting the need for integrated research models and responsible regulation that protect consumer well-being while still allowing businesses to operate effectively.

The following figure presents an overview of impulsive buying in digital contexts as a cumulative, engineered, and socially embedded process.

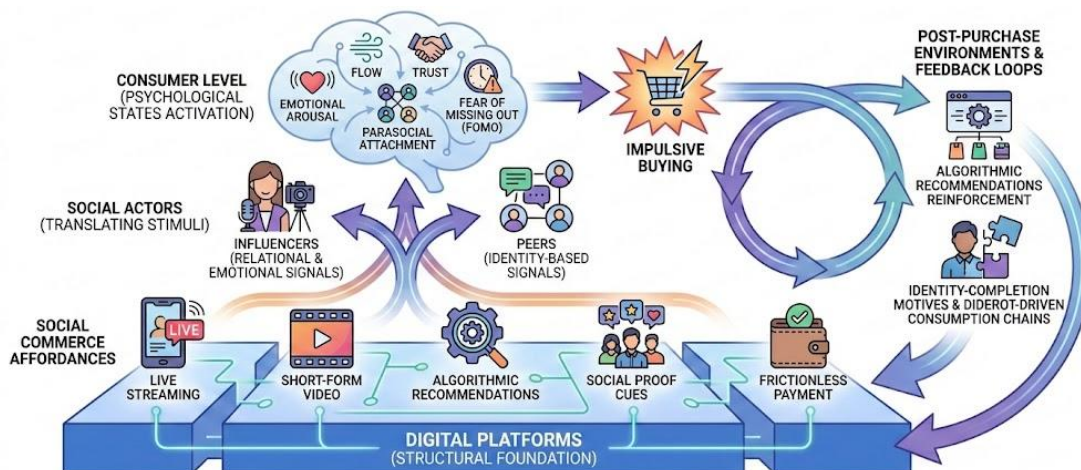


Figure 3. System-Level Impulsive Buying in Digital Contexts: A Cumulative, Engineered & Socially Embedded Process

Figure 3 illustrates how impulsive buying emerges not as an isolated consumer reaction but as a dynamic system shaped by the interaction of technological design, social influence, and psychological mechanisms. It conceptualizes impulsive buying as a cumulative process in which repeated exposures to algorithmic recommendations, influencer cues, and social proof gradually intensify purchase impulses.

At the same time, the process is engineered through platform architectures that strategically employ emotional arousal, flow, trust, Fear of Missing Out (FOMO), and parasocial attachment, while remaining socially embedded in networks of peers, creators, and digital communities. This system-level perspective provides a holistic framework for understanding impulsive buying in digital commerce as an outcome of interconnected forces rather than a single momentary decision.

Discussion

This systematic literature review advances the understanding of impulsive buying in digital environments by reconceptualizing it as a socio-technical outcome rather than a purely individual or dispositional behavior. Synthesizing evidence from Table 1, the findings demonstrate that impulsive buying emerges from the dynamic interplay between platform affordances, influencer-mediated social influence, and post-purchase consumption-chain effects, most notably the Diderot Effect. This perspective challenges earlier trait-centric views that framed impulsive buying primarily as a function of inherent consumer impulsivity or materialism (Chung et al., 2017; Iyer et al., 2020), and instead situates impulsive consumption within digitally engineered environments that systematically stimulate, normalize, and sustain unplanned purchasing.

Consistent with socio-technical interpretations of consumer behavior, social commerce platforms function as integrated ecosystems where technological features and social interactions jointly shape impulsive buying outcomes (Aragoncillo & Orús, 2018; K. Zhang et al., 2018). Evidence from the studies illustrates how real-time interactivity, social proof visualization, algorithmic content prioritization, and frictionless purchasing mechanisms heighten emotional arousal, enjoyment, and fear of missing out, thereby accelerating impulsive decision-making.

Influencers intensify these dynamics by embedding commercial cues within relational and identity-based narratives. As demonstrated in Table 1, influencer authenticity, credibility, expertise, and parasocial engagement act as powerful mediators that lower consumers' resistance to persuasion and establish social norms around frequent consumption (Jabutay & Limpachote, 2024; Zhao et al., 2022).

A critical contribution of this review lies in foregrounding consumption-chain effects as a missing link in impulsive buying research. Findings from the studies show that impulsive buying often initiates a cascade of subsequent purchases driven by the Diderot Effect, whereby consumers seek coherence, completion, or status consistency following an initial acquisition. Algorithmic recommendation systems and cross-selling mechanisms amplify these chains by continuously suggesting complementary products aligned with prior purchases, transforming isolated impulses into sustained consumption patterns (Akram et al., 2018; Husnain et al., 2025). This insight reframes impulsive buying as a cumulative and evolving process embedded in post-purchase dynamics rather than a single momentary lapse in self-control.

Despite the growing body of research, several theoretical gaps and inconsistencies remain evident. First, there is a persistent overemphasis on individual traits, such as impulsivity or materialism, at the expense of broader socio-technical influences. While individual differences matter, findings from Table 1 clearly demonstrate that platform design, influencer strategies, and algorithmic nudging play equally if not more salient roles in shaping impulsive buying behavior (T. Y. Chen et al., 2021; Zafar et al., 2021).

Second, the literature suffers from inconsistent operationalization of impulsive buying, with heavy reliance on self-reported measures and cross-sectional designs that limit comparability and causal inference (Chan et al., 2017; Husnain et al., 2025). Third, existing studies often apply theoretical frameworks such as the Elaboration Likelihood Model, Social Proof Theory, or SOR in isolation, underscoring the need for integrated models that simultaneously account for psychological, social, and technical dimensions of digital consumption (Husnain et al., 2025; Redine

et al., 2023).

The review also highlights substantial heterogeneity across platforms and influencer types. Evidence indicates that impulsive buying outcomes vary depending on platform affordances and influencer characteristics. Micro-influencers, for instance, often generate stronger impulsive responses through perceived authenticity and higher engagement, whereas macro-influencers may be more effective in driving awareness and initial interest that can later translate into impulsive purchases (Doğan, 2025; X. Liu et al., 2025).

Similarly, visually immersive platforms such as Instagram and TikTok foster higher impulsivity due to their emphasis on emotional content and seamless shopping integration, compared with more utilitarian platforms (Parimaladevi & Manjula, 2025; L. Zhang & Wu, 2025). These findings underscore the importance of cross-platform and cross-influencer comparisons in advancing a more nuanced understanding of impulsive buying dynamics.

Integrating the Diderot Effect into multi-level models represents a promising avenue for future research. At the individual level, researchers should examine how identity construction and self-perception shape consumers' susceptibility to sequential purchasing. At the social level, peer influence, social proof, and influencer-led norms warrant deeper qualitative exploration.

At the contextual level, algorithmic design choices such as recommendation logic, urgency cues, and personalization intensity should be systematically incorporated into analytical models to capture the technical drivers of consumption chains (Doğan, 2025; Parimaladevi & Manjula, 2025). Embedding the Diderot Effect within integrative frameworks such as SOR and ELM can provide a more holistic explanation of how stimuli propagate through psychological and social pathways to produce cumulative impulsive consumption (K. Liu, 2017).

The findings also raise critical ethical and regulatory concerns. Influencer-driven impulsive buying is frequently associated with limited disclosure of sponsored content, heightened materialism, and normalization of overconsumption, particularly among younger and more vulnerable consumers (Tazeen & Mullick, 2023; Xia et al., 2024).

The amplification of Diderot-driven consumption chains further intensifies sustainability challenges by promoting excessive and often unnecessary purchases (Ahmed et al., 2025; Doğan, 2025). These concerns point to the need for stricter disclosure regulations, updated consumer protection policies targeting high-pressure digital selling tactics, and sustainability-oriented guidelines for influencer marketing (Kajaria, 2024; Rizomyliotis et al., 2024; Trianasari et al., 2023).

Finally, emerging technologies are poised to reshape impulsive buying dynamics in profound ways. AI-generated influencers, immersive VR/AR shopping environments, and increasingly sophisticated algorithmic nudging systems may further blur the line between persuasion and manipulation by embedding consumption cues seamlessly into personalized digital experiences (Antczak, 2024; Song, 2023; Sunariani & Ardianti, 2023).

While these innovations offer opportunities to guide consumers toward more sustainable choices, they may also reinforce consumption cycles if they are not properly regulated. Collectively, these developments reinforce the urgency of rethinking impulsive buying as a socio-technical phenomenon that demands integrated theoretical, managerial, and policy-oriented responses.

As with any systematic literature review, this study is subject to several inherent risks and methodological limitations, including dependence on the quality of existing studies, variation in research designs and measurement approaches, and potential publication bias within the reviewed literature. Within this context, the predominance of low-to-moderate risk of bias across the reviewed literature suggests that the reported relationships among social commerce features, influencer mechanisms, and impulsive buying outcomes are supported by reasonably sound empirical evidence.

However, the need to rely on a narrative thematic synthesis reflects the substantial

heterogeneity observed in constructs, measurement instruments, and analytical approaches across studies. Rather than constituting a methodological weakness, this heterogeneity highlights the conceptual diversity of impulsive buying research in digital commerce. It justifies the use of qualitative synthesis to capture patterns and mechanisms that may not be evident in statistical aggregation. Overall, the evidence strongly supports the influence of social commerce features and influencers on impulsive buying, while evidence on longer-term consumption escalation linked to the Diderot Effect remains moderate.

CONCLUSIONS

This systematic literature review synthesized how digital platform features, social media influencers, and the Diderot Effect jointly shape impulsive buying behavior in contemporary digital commerce, guided by four interrelated research questions.

In addressing RQ1, the review confirms that digital platform features embedded in social commerce, such as live streaming, short-form video content, algorithmic recommendations, social proof cues, and frictionless in-app purchasing, systematically stimulate impulsive buying behavior. These features operate as deliberately engineered stimuli that heighten emotional arousal, hedonic enjoyment, and fear of missing out while simultaneously reducing cognitive deliberation. Consequently, impulsive buying in digital commerce emerges not as a random or incidental act, but as a structurally embedded outcome of platform design.

With respect to RQ2, the findings demonstrate that social media influencers play a pivotal role in shaping impulsive buying through credibility, social proof, and parasocial interaction. Influencer authenticity, perceived expertise, and relational closeness significantly lower consumers' resistance to persuasion and normalize impulsive consumption practices. Parasocial bonds and identity-based narratives are especially influential, transforming commercial messages into emotionally resonant and socially validated cues that accelerate unplanned purchasing decisions.

In relation to RQ3, this review highlights the Diderot Effect as a critical post-purchase mechanism within digital commerce environments. Initial impulsive purchases frequently trigger consumption chains driven by motives of identity coherence, completion, and status maintenance. These tendencies are further amplified by algorithmic recommendation systems and cross-selling features, which convert single impulse purchases into sequential and escalating consumption patterns.

Finally, addressing RQ4, the review identifies key moderators, outcomes, and ethical implications associated with influencer-driven impulsive buying. Psychological factors such as fear of missing out, materialism, and impulsivity, alongside situational pressures and platform design characteristics, intensify impulsive responses. The resulting outcomes often include post-purchase regret, financial strain, compulsive buying tendencies, and sustainability concerns, raising ethical issues related to transparency, consumer vulnerability, and responsible practices by influencers and platforms.

Overall, this review advances the literature by reconceptualizing impulsive buying as a socio-technical, consumption-chain-driven phenomenon rather than a purely individual-level behavior. It underscores the need for integrative theoretical models, longitudinal research designs, and ethical governance frameworks to balance commercial effectiveness with consumer well-being and sustainable digital consumption.

LIMITATION & FURTHER RESEARCH

Although this systematic literature review provides a comprehensive synthesis of social commerce, influencer marketing, and the Diderot Effect in relation to impulsive buying, several

limitations must be considered when interpreting its findings.

First, the review is restricted to peer-reviewed, open-access English-language journal articles indexed in Scopus and published between 2021 and 2026. While this criterion ensures academic rigor, it may exclude valuable insights from non-English sources, industry publications, books, conference proceedings, and emerging working papers, which often highlight early-stage developments in rapidly changing digital environments. Consequently, the review may underrepresent region-specific or practice-oriented dynamics in social commerce.

Second, much of the included literature is based on cross-sectional, survey-based research that relies on self-reported measures of impulsive buying behavior, emotional arousal, or perceptions of influencers. These methodologies limit causal inference and are susceptible to biases such as common method variance and social desirability. Although a small number of experimental and transaction-level studies were identified, they remain limited, thereby restricting the ability to analyze evolving consumption behaviors and post-purchase escalation processes associated with the Diderot Effect.

Third, inconsistent operationalization of key constructs such as impulsive buying, parasocial interaction, and the Diderot Effect poses a challenge to theoretical accumulation and cross-study comparability. Additionally, many studies focus on specific platforms (e.g., Instagram, TikTok, or live-streaming commerce) and primarily target Generation Z participants. This focus may limit the applicability of findings to other social media platforms, age groups, and cultural contexts.

Lastly, as a qualitative synthesis, this review does not employ meta-analytic techniques to calculate effect sizes or statistically compare relationships across studies. As a result, its conclusions are based on conceptual integration and thematic patterns, rather than on the statistical strength of associations.

Building on the identified limitations, several promising directions for future research can be proposed. First, scholars are encouraged to adopt longitudinal and process-oriented research designs to capture better the temporal evolution of impulsive buying behaviors, particularly how initial impulse purchases may escalate into broader consumption patterns through mechanisms such as the Diderot Effect. Methodologies such as panel studies, experience sampling, and transaction-level analysis (e.g., using clickstream or purchase-log data) would allow for a more nuanced understanding of escalation thresholds, decay patterns, and post-purchase rationalization.

Second, future research should employ integrative, multi-level theoretical frameworks that encompass individual psychological traits, social influences, and platform-specific affordances. Incorporating the Diderot Effect into established models such as the Stimulus Organism Response (SOR) framework or the Elaboration Likelihood Model (ELM) could offer insights into how platform cues and influencer signals interact with cognitive and affective processes to drive cumulative impulsive consumption.

Third, there is a growing need to examine emerging phenomena such as AI-generated influencers, algorithmic transparency, immersive augmented and virtual reality (AR/VR) shopping environments, and increasingly personalized recommendation systems. These technological developments may fundamentally alter persuasive dynamics and raise important ethical questions about the boundaries between influence and manipulation. Comparative studies between human and virtual influencers, alongside experiments manipulating algorithmic disclosure and visibility, would be particularly impactful.

Fourth, future research should move beyond the current focus on specific demographic groups and cultural contexts. Cross-cultural and institutional analyses can illuminate how differences in regulatory structures, social norms, and digital literacy levels shape impulsive buying behaviors and Diderot-driven consumption trajectories.

Lastly, more research is needed that integrates ethical, sustainability, and consumer well-

being perspectives. Scholars should explore strategies to mitigate impulsive buying, redirect it toward prosocial or sustainable outcomes, or govern it responsibly through platform design and policy innovation.

Collectively, these avenues can contribute to a more comprehensive, ethically grounded, and methodologically sophisticated understanding of impulsive buying as a dynamic and socio-technically embedded phenomenon in the context of contemporary digital commerce.

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