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## **Vibrant Scenarios: Economic and Marketing Outlook**



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## Antecedents of Online Impulsive Buying Among Social Media Users: A Bibliometric Analysis

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### Abstract

This research paper aims to conduct a bibliometric analysis of the antecedents of online impulsive buying among social media users. The study investigates the occurrence of keywords related to impulsive buying behavior in academic databases and identifies the most frequently occurring keywords to gain insights into the research trends in this area. The results indicate that the most common keywords related to impulsive buying behavior are "impulsive buying," "consumer behavior," "electronic commerce," and "compulsive buying." The study also finds that researchers are interested in understanding the psychological mechanisms that drive impulsive buying behavior, as evidenced by the frequency of keywords such as "behavioral research" and "psychology." The analysis includes a co-occurrence analysis of keywords and a cluster analysis of authors, institutions, and countries. The study also identifies several emerging trends in the literature, including the impact of social media influencers, the role of mobile devices, and the influence of cultural factors. The findings of this study provide valuable insights into the antecedents of online impulsive buying behavior and can inform future research in this area. Overall, the study provides a valuable overview of the research trends and antecedents related to online impulsive buying behavior among social media users. The findings can help researchers and practitioners to better understand this phenomenon and develop strategies to mitigate its negative consequences.

**Keywords:**[Impulsive Buying, Impulses, Social Media, Sustainability, Bibliometric Analysis]

### Introduction

The rise of communication technology has significantly altered daily life, bringing with it several contemporary innovations including social networking websites (Khokhar et al., 2019). People are increasingly inclined to migrate their social engagements to online spaces like Facebook, Instagram, LinkedIn, and Twitter, considering social media apps to be an essential part of their daily lives (Alalwan et al., 2017). In addition to being places for socializing, they provide a forum for people to share and express their opinions and experiences concerning a certain commodity or service. This trend has been correctly identified by smart entrepreneurs and businessmen who have incorporated social media as their efficient marketing tool. There is no wonder in the fact that there exist several vibrant businesses only through social media platforms and running them successfully.

Entrepreneurs are putting a wide range of products and services in front of people via social media. Customers are drawn to advertisements, messages, reviews, or photographs regarding a certain product as they scroll through the pages, triggering desires in their minds that prompt and encourage them to make purchases. Many purchases made by consumers are spontaneous, unplanned, made on the spur of the moment, and motivated by strong desires, pleasant sentiments, and enthu-

siasm.(Khokhar et al., 2019). These types of purchases without thoughtful consideration of the need and necessity of the product are termed Impulsive Buying. Thus impulsive buying is the result of unplanned stimuli (H. Stern,1962), Unintended( S. Mittal et., al 2016), On spot hedonic, thoughtless, and unreflective.

The influence of social media marketing on impulsive buying is significant. Social media marketing has led to a rise in unplanned purchases, resulting in an increase of up to 40 percent in extra expenses attributed to social media factors (Bansal & Kumar, 2018). Several factors have contributed to social media becoming a haven for impulsive purchasing. The constant barrage of advertisements, promotions, and time-limited deals on social media can incite a sense of urgency and scarcity, which can result in impulsive purchases. Second, the existence of influencers on social media who promote goods and services may lead some consumers to make hasty purchases in response to their suggestions. Thirdly, impulsive purchasing might result from the social impact that comes from other people's favorable experiences with a good or service, known as social proof. Furthermore, social media platforms have increased accessibility, convenience, and speed of buying like never before. E-commerce has been seamlessly incorporated into social media platforms, allowing users to make purchases without leaving the platform and without visiting other