

The Influence of Emotional and Situational Factors on Impulsive Purchasing in M-Commerce

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Abstract: The exponential rise of M-commerce platforms has changed consumer buying behavior around the world. Impulsive buying is a behavior based on a spur-of-the-moment and unplanned decision to purchase. It is far higher in digital settings than in real life due to real-time accessibility of goods and services, interface designs focusing on persuasion, and social influence mechanisms. This study attempts to make assessment of the psychological factors that cause an individual to purchase impulsively online and also looks into the subsequent aftermath of buying. Following a mixed-method approach, this research combines statistical survey data with interview findings to reveal the primary psychological constructs comprising hedonic motivations, fear of missing out, emotional triggers, and cognitive overload. These factors correlate highly with the predominance of impulsive buying tendencies and post-purchase recollections, including regret, satisfaction, and dissonance. The study provides vital information for marketers, psychologists, and strategists of digital commerce while also contributing to theory in consumer behavior within the digital commerce arena.

Keywords: Impulsive Buying, Mobile Commerce, Psychological Drivers, Post-Purchase Behavior, FOMO, Hedonic Motivation, Cognitive Overload.

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I. INTRODUCTION

Rapid proliferation of m-commerce platforms changed consumer shopping behavior—whether instant access to products or services—as individuals are mere clicks away with their digitized interfaces. This witnessed tech transformation in impulsive buying—flash buying—with an instantaneous, unreflective action that might be triggered by an emotional, or contextual stimulus. While impulse purchases were known to be researched in physical stores, in the digital setup, an interplay of personalized recommendations, flash sales, and an instant transaction process seem to build up consumers' psychological vulnerability. Current research appears to suggest that m-commerce environments provide a setting most favourable for impulsive behaviors by virtue of being ubiquitous, interactive, and the essence—of-temporal-immediacy. As Sharma et al. (2023) report, emotional arousal, social influence, and digital stimuli from notifications and visual selling play a significant role in enhancing the propensity to make impulsive purchases. Hence, the psychological cues, which include hedonic motives for shopping, mood definitions, and the need to derive pleasure, including hedonic shopping motivations, mood states, and perceived

enjoyment—are amplified in mobile contexts, where constant connectivity blurs the boundaries between necessity and desire. Equally critical is the examination of post-purchase consequences, a domain that remains relatively underexplored in the m-commerce literature. Impulse buying often elicits cognitive dissonance, post-purchase regret, and destroys satisfaction, which influence more consumer-brand relationships.

II. REVIEW OF LITERATURE

Impulse buying, traditionally understood as a spontaneous, unreflective, and immediate purchase decision, has evolved in the digital commerce era. Scholars note that m-commerce platforms—with their mobility, convenience, and persistent presence via apps—amplify such behaviors through personalized notifications, time-limited offers, and AI recommendations.

Nablsi (2024) explored how AI-driven product recommendations enhance impulsive buying and evoke specific post-purchase emotions such as regret or satisfaction (Nablsi, 2024).

Hedonic Motivation consistently emerges as a primary driver, where consumers seek pleasure and escape via online shopping. Gokul (2024) confirmed that hedonic browsing significantly influences impulse buying urges and subsequent satisfaction in m-commerce environments (Gokul, 2024).

Fear of Missing Out social influence also shape impulsive behaviors. Ying (2017) examined these dimensions in f-commerce, illustrating how social cues and peer interactions trigger online impulse buys, a finding equally pertinent to m-commerce (Ying, 2017).

Osmani (2022) proposed a repurchase intention model in m-commerce integrating system factors and psychological constructs like perceived enjoyment and ease of use, providing a validated foundation for impulse buying research (Osmani, 2022).

Meanwhile, Mian (2023) presented a orderly review on impulse buying across e-commerce forms, identifying gaps in empirical studies connecting psychological drivers with post-purchase consequences in mobile settings (Mian, 2023).

Impulse buys in m-commerce frequently result in cognitive dissonance, buyer's remorse, and product returns. Sanchez (2024) observed that while impulsive acts generate immediate gratification, they often produce ambivalent or negative post-purchase emotions, prompting returns and affecting long-term loyalty (Sanchez, 2024).

Similarly, Srivastava et al. (2024) highlighted how post-purchase evaluations influence continued app usage and purchase frequency, positioning post-purchase emotions as crucial moderating variables in m-commerce impulse buying models (Srivastava et al., 2024).

Anoop and Rahman (2024) conducted a meta-analytic structural equation modelling study covering impulse buying across digital commerce types, confirming that hedonic motivation, personalization, and mobile convenience collectively drive online impulse buys. They further emphasized the moderating role of demographic and situational factors (Anoop & Rahman, 2024).

➤ *Conceptual Model of the Study:*

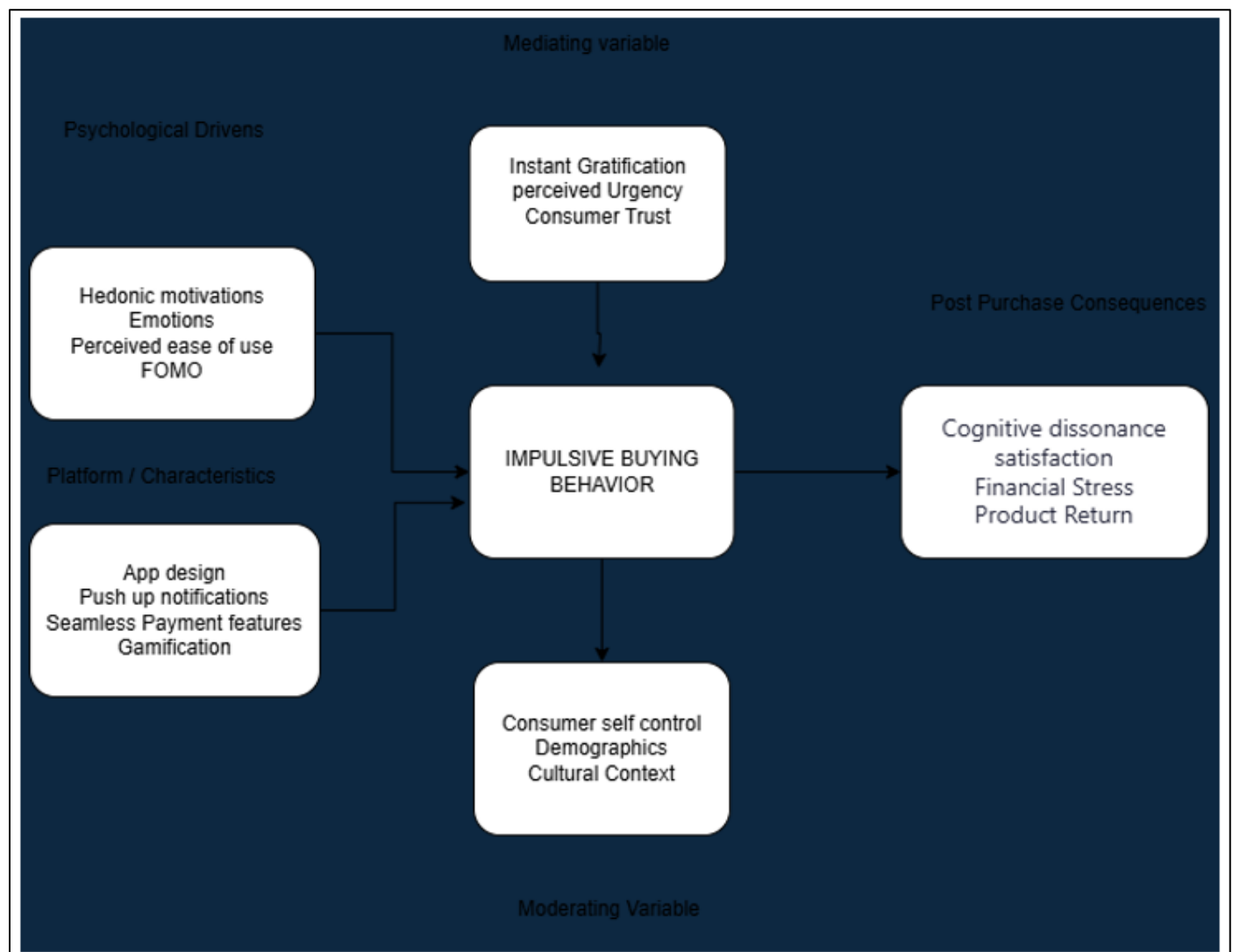


Fig 1 Conceptual Model of the Study

➤ *Variables:*• *Independent Variables (Psychological Factors)*

- ✓ Hedonic Motivation
- ✓ Fear of Missing Out
- ✓ Emotional States
- ✓ Seeking pleasure, enjoyment, and escapism
- ✓ Perceived Enjoyment

• *M-Commerce Platform Stimuli*

- ✓ Flash Sales
- ✓ Limited-time Offers

• *Mediating Variables:*

- ✓ Purchase Need
- ✓ Perceived Risk Awareness

• *Moderating Variables:*

- ✓ Demographic Factors
- ✓ Income Level
- ✓ Frequency of M-Commerce Usage
- ✓ Platform Stimuli Factors
- ✓ Push Notifications
- ✓ Limited-Time Offers
- ✓ Personalized Ads

• *Dependent Variable:*

- ✓ Post-Purchase Regret
- ✓ Post-Purchase Satisfaction
- ✓ Cognitive Dissonance
- ✓ Flash Sales

• *Theories Supporting Drivers:*

- ✓ The Theory of Planned Behavior
- ✓ Stimulus-Organism-Response Framework
- ✓ Flow Theory (concentration by users on apps)

➤ *Objectives of the Study:*

This investigation seeks to:

- To identify and analyze the key psychological factors that influence consumers' impulsive buying behavior on M-commerce platforms.
- Basically, analyzing the psychological factors leading to consumers' impulsive buying behavior on M-commerce platforms, (hedonic motivations, FOMO, and emotional triggers with cognitive overload and social influence).
- Analyze whether there could be presence of linkages between certain demographic profiles of consumers (age, gender, income, and frequency of M-commerce usage) and their predisposition toward impulsive buying behavior.

- Push notifications, flash sales, personalized recommendations, which are identified as triggering impulsive purchase tendencies.
- Evaluating the emotional, regret, and dissonance after impulsive buying behavior constitute one study focus.

➤ *Statement of the Problem:*

With a gelid rush, mobile commerce platforms have hastened the changes in consumer buying behavior and hence provide unparalleled retail convenience, personalization, and immediacy. As mobile phones increasingly weave themselves into the very fabric of daily life, consumers find themselves placing more and more unprepared unplanned type of purchases influenced by psychological, social, and technological stimuli. Impulse purchasing, being fast, hedonic, and without reflection, is hence fast claiming prevalence in these mobile environments.

Despite its omnipresence and economic backbone, the psychological drivers toward impulsive buying on m-commerce have been sporadically approached and theoretically never so far. Most research to date focuses on traditional means of e-commerce or brick-and-mortar settings, with slim empirical evidence situated within the m-commerce context, where platform affordances may include personalized push notifications, swipe-based time-limited promotions, AI-powered recommendations, and frictionless payment systems that are setting themselves apart on consumer impulses. The absence of an integrated, empirically validated conceptual framework that encapsulates the dynamic relationship between psychological drivers, platform stimuli, impulse buying behavior, and post-purchase consequences.

Hence, this study seeks to fill these gaps by developing and empirically testing a holistic conceptual framework that identifies and examines the psychological antecedents and post-purchase outcomes of impulsive buying in m-commerce platforms.

III. MATERIAL AND METHODOLOGY

➤ *Research Design*

This study utilizes cross-sectional research with a structural equation modelling technique to examine the effects of psychological factors, m-commerce stimuli, and impulsive buying behavior alongside its post-purchase consequences.

- Section A: Demographic Profile (Age, Gender, Income, Preferred Platforms)
- Section B: Psychological Drivers (FOMO, Hedonic Motivation, Social Influence, Instant Gratification)
- Section C: M-Commerce Platform Stimuli (Flash Sales, Push Notifications) Section D: Impulsive Buying Behavior

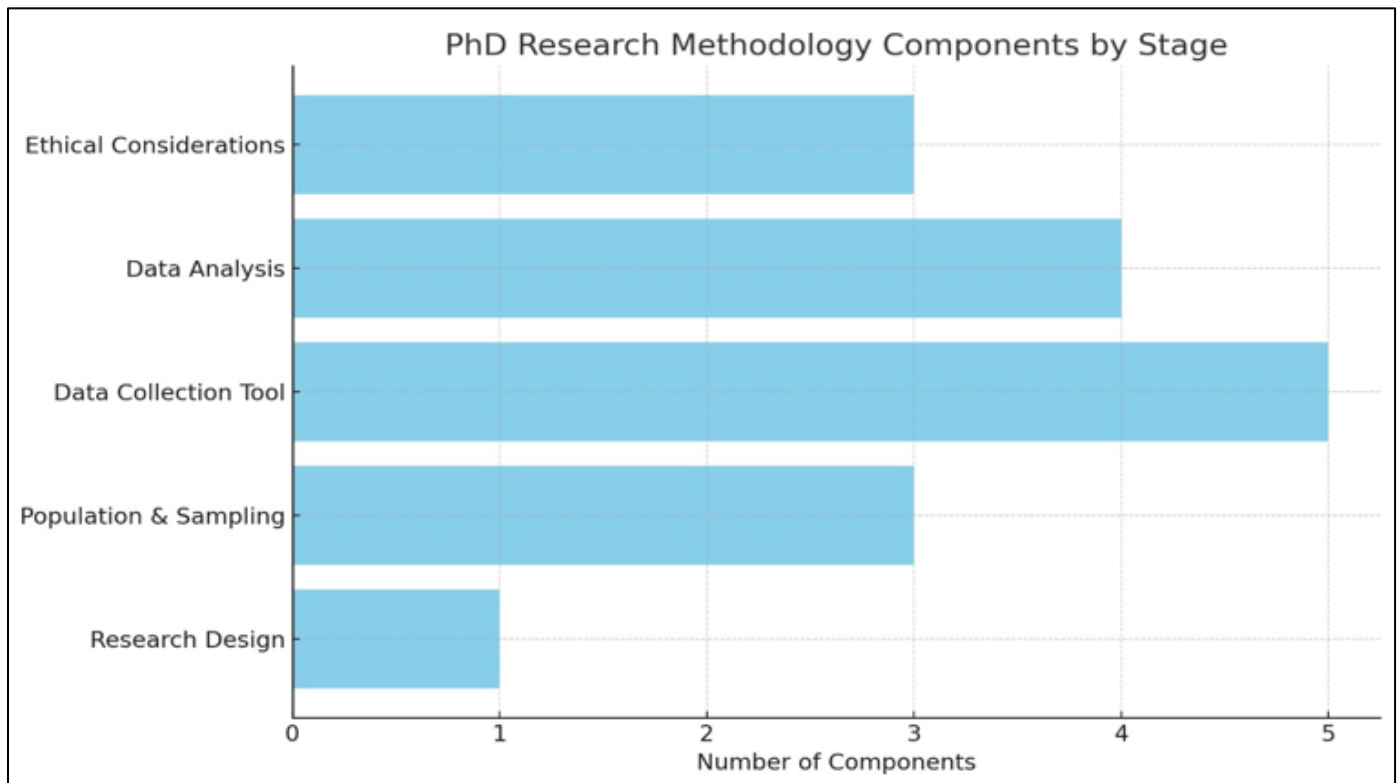


Fig 2 PhD Research Methodology Components by Stage

IV. CONCLUSION

This research thus yields essential insights into how the psychological dynamics underlie consumer impulsiveness on one of the fastest-growing e-commerce domains. By experimenting with Fear of Missing Out, Hedonic Motivation, Open Activation, and Communal Influence, the research pushes further the understanding of how spontaneous consumer purchase tendencies are created and nurtured by the digital environment.

The results confirm and posit FOMO as the single most powerful factor that determines consumers' impulsive buying behavior in online. The short message, the limited-time offers, and the exclusivity deals feed into consumers' anxiety of missing out, often triggering a spur-of-the-moment buy. Further, Hedonic Motivation and Emotional Activation showed strong effects; that is, design, visual aesthetics, and emotional activation of e-platforms serve as catalysts for gratification-seeking behavior. Scarcely, or rather moderately, Social Influence plays a considerable role, with peer recommendations, online reviews, and social proof having a subtle influence on consumer.

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