

Decoding Impulse Buying: A Systematic Analysis of Buying Determinants

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Abstract: *Impulse buying, characterised by sudden, powerful, and persistent urges to purchase immediately, has evolved from a simple retail phenomenon into a cornerstone of global consumer economics. This article provides a systematic analysis of the dynamics and determinants governing unplanned purchasing behaviour in both physical and digital landscapes. Through a comprehensive literature review spanning 1950 to 2025, the study identifies the shift from traditional checkout aisle triggers to sophisticated, algorithm-driven digital prompts. Key findings suggest that impulse buying accounts for a significant portion of all e-commerce spending in 2026, driven by a complex interplay of personality traits, situational stimuli, and platform-specific design. By synthesising modern definitions and categorizing major determinants—including psychological, external, internal and contextual antecedents—this research offers a theoretical framework for understanding the impulsive urge in a hyper-connected marketplace. The article concludes with implications for marketers, consumers, and policy makers navigating the psychology of instant gratification.*

Keywords: Impulse buying; Consumer Behaviour; Systematic Literature Review; Impulse Buying Antecedents

