

PERILAKU IMPULSIVE BUYING KONSUMEN DALAM PERSPEKTIF PEMASARAN DIGITAL: SYSTEMATIC LITERATURE REVIEW

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Abstract

This study aims to systematically examine and synthesize the factors influencing consumers' impulsive buying behavior in digital marketing. A Systematic Literature Review (SLR) was conducted following the PRISMA guidelines by reviewing academic publications indexed in Google Scholar. The selection process was based on predefined inclusion and exclusion criteria, resulting in 20 relevant articles published between 2021 and 2025. The findings indicate that impulsive buying behavior in digital marketing is influenced by three main clusters: psychological factors, digital promotional strategies, and social media and digital communities. Psychological factors, particularly hedonic shopping motivation and fear of missing out (FoMO), were identified as the most dominant and consistently significant determinants of impulsive buying, while digital promotions and social media activities function as external stimuli that reinforce such behavior. These findings provide direction for future empirical research by positioning impulsive buying as a dependent variable and selecting one or more dominant factors as independent variables, either in direct relationships or within simplified research models. Furthermore, the synthesized factors can serve as a conceptual foundation for developing research models that are aligned with specific digital platforms and respondent characteristics, thereby strengthening the theoretical relevance of subsequent empirical studies.

Keywords: consumer behavior, digital marketing, impulsive buying, social media

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