

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 is 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)