

Effects of Customer Review, Price Cuts, Quality of Service and Shopping Lifestyle on Impulse Buying

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Abstract. The research aimed to examine the effects of customer reviews, price cuts, service quality, and shopping lifestyle on impulse buying behavior in e-commerce environments. A Systematic Literature Review (SLR) was employed, using databases like Scopus, Web of Science, and Google Scholar to identify relevant studies. The methodology involved refining search strategies, applying inclusion and exclusion criteria, and screening studies using a PRISMA flowchart, which reduced 2471 initial records to 13 final studies for analysis. The results revealed that positive customer reviews act as social proof, enhancing trust and triggering impulsive purchases. Price cuts create urgency, which, when combined with positive reviews, further enhances perceived product value and impulsive buying. High-quality service contributes to consumer satisfaction, reducing perceived risks and encouraging spontaneous purchases. Shopping lifestyle, particularly among hedonic consumers, amplifies these effects, with digital natives being especially prone to impulsive behavior due to their convenience-driven and tech-savvy tendencies. The study concluded that customer reviews, price cuts, service quality, and shopping lifestyle interact synergistically, shaping consumer impulse buying behavior, with implications for e-commerce strategies aimed at increasing sales through these factors.

Keywords: Customer Review; Price Cuts; Role Quality of Service; Shopping Lifestyle

I. INTRODUCTION

The rise of e-commerce has dramatically transformed consumer behavior, particularly in the domain of impulse buying, by offering consumers instant access to a vast array of products and services with minimal effort. E-commerce platforms provide an environment that fosters impulsive purchases through features such as personalized recommendations, time-limited discounts, and ease of transaction, often triggering emotional and unplanned buying decisions (Chen et al., 2023). The convenience of online shopping, combined with targeted marketing strategies, amplifies the impulse to buy by reducing barriers like physical distance and time constraints (Liu et al., 2022). Studies suggest that online reviews, price promotions, and enhanced user experiences further contribute to this

phenomenon, as consumers are increasingly influenced by digital cues such as social proof and limited-time offers (Grewal et al., 2020). Furthermore, the growth of mobile shopping and seamless payment methods has made impulse buying even more prevalent, as consumers can make purchases at any time and from anywhere, reinforcing a lifestyle of instant gratification (Park & Lee, 2019). Thus, the convergence of technological advancements and consumer psychology has resulted in a significant shift in buying behaviors, with impulse purchasing becoming a dominant characteristic in e-commerce (Chen et al., 2020).

Customer reviews, price cuts, quality of service, and shopping lifestyle are pivotal factors influencing impulse buying behavior, each contributing uniquely to unplanned purchasing decisions. Customer

reviews act as a form of social proof, guiding consumers in their decision-making and often triggering impulse purchases when positive feedback creates a sense of trust and urgency (Filieri et al., 2021). Price cuts, such as discounts or promotions, are strong motivators for impulse buying, as they create a sense of scarcity and urgency, making consumers feel like they are seizing a limited-time opportunity (Chen et al., 2020). Quality of service, both in terms of product delivery and customer support, enhances the overall shopping experience, increasing customer satisfaction and reducing perceived risks, which can lead to spontaneous purchasing (Parasuraman et al., 1988; Zeithaml et al., 2020). Finally, shopping lifestyle, reflecting consumers' habits, preferences, and psychological tendencies, plays a crucial role, as individuals with more hedonic or recreational shopping orientations are more likely to engage in impulse buying (Arnold & Reynolds, 2003; Ahmed & Ali, 2021). Together, these variables form a comprehensive framework that influences modern consumers' impulsive buying behaviors in various retail environments.

The impulse buying phenomenon has significantly evolved with the rise of digitalization, as technological advancements have transformed how consumers make unplanned purchases. Online platforms, fueled by algorithms, personalize shopping experiences by offering targeted recommendations and time-limited promotions, thereby creating an environment conducive to impulse buying (Chan et al., 2021). The availability of online reviews also plays a crucial role, as consumers increasingly rely on peer feedback to make quick purchasing decisions, often leading to impulsive actions when reviews signal product popularity or quality (Filieri et al., 2021).

Furthermore, digitalization has reshaped consumer lifestyles, with a shift toward convenience and instant gratification in online shopping. The rise of mobile commerce, the 24/7 availability of online stores, and seamless checkout processes have made it easier for consumers to engage in impulse purchases, as they can shop anytime, anywhere, without the traditional constraints of physical retail (Liu et al., 2022). These changes reflect a broader trend in consumer behavior, where digital platforms have amplified the frequency and intensity of impulse buying in both e-commerce and social commerce environments.

Despite the increasing prevalence of online shopping, there is limited research that integrates how customer reviews, price cuts, quality of service, and shopping lifestyle jointly influence impulse buying behavior. Existing studies tend to isolate these factors, such as exploring the effects of discounts or service quality individually, without addressing their combined impact on consumer decision-making (Zhang et al., 2022; Ali & Batra, 2021). This gap in integrated research restricts a comprehensive understanding of how these variables interact to drive impulsive purchases, especially as digital environments become more complex. The need for a holistic view of these factors is crucial for developing effective strategies in modern retail (Hassan et al., 2023). Previous studies have often examined individual factors such as price promotions or customer reviews in isolation, without fully considering how these variables interact with others like quality of service and shopping lifestyle in contemporary retail settings (Park & Choi, 2020; Lee & Chen, 2021). This lack of holistic research limits our understanding of how these elements collectively influence impulse buying, particularly

in digital shopping environments where multiple factors converge (Wong et al., 2022).

Customer reviews, price cuts, quality of service, and shopping lifestyle each play crucial roles in driving impulse buying behavior. Positive customer reviews build trust and trigger emotional responses, leading to spontaneous purchases (Babić Rosario et al., 2020). Price cuts create a sense of urgency and opportunity, prompting immediate buying decisions (Zhao et al., 2021). High-quality service enhances satisfaction and reduces perceived risk, making consumers more likely to engage in impulse buying (Jiang & Benbasat, 2022). Additionally, shopping lifestyle, particularly among recreational shoppers, increases the likelihood of impulse buying, as these consumers seek enjoyment and novelty (Kim et al., 2020). Customer reviews, discounts, service quality, and shopping lifestyle interact dynamically to shape impulse buying behavior. Positive customer reviews enhance trust and social proof, magnifying the impact of discounts by creating urgency and perceived value (Filiari & McLeay, 2021). High service quality increases satisfaction and reduces perceived risk, which reinforces impulsive decisions triggered by discounts and reviews (Chen & Lamberti, 2022). Consumers with a hedonic shopping lifestyle are especially prone to impulsive purchases, as they are driven by enjoyment and novelty, making them more responsive to these combined triggers (Lo et al., 2021).

While numerous studies have examined variables such as customer reviews, discounts, service quality, and shopping lifestyle independently, limited research integrates these factors into a comprehensive model to explain their collective impact on impulse buying behavior. Most research

isolates these elements, focusing on their individual effects rather than exploring their interactions (Jung & Lee, 2021; Zhang et al., 2022). This fragmented approach leaves a gap in understanding how these variables work together in shaping consumer decisions, particularly in the context of e-commerce (Chen et al., 2021). Many studies on shopping lifestyle are outdated, failing to reflect the significant changes in consumer behavior following the COVID-19 pandemic. The shift toward digital platforms, increased online shopping, and new preferences for convenience and safety have altered shopping habits, yet these trends are underexplored in existing models (KPMG, 2021; Hassen & Bilgihan, 2022). Current research needs to address these evolving behaviors to provide a more accurate understanding of shopping lifestyles.

This study aims to systematically review and synthesize existing literature on customer reviews, price cuts, quality of service, and shopping lifestyle, exploring their individual and combined impacts on impulse buying behavior. By analyzing the relationships and interactions between these factors, the study seeks to develop a comprehensive framework that reflects modern consumer behavior in e-commerce. Given the fragmented research on these variables, this holistic approach will fill significant gaps in the literature, offering new insights into how these elements collectively influence impulse buying (Smith et al., 2020; Ali et al., 2021).

Impulse buying refers to spontaneous, unplanned purchases driven by immediate desires rather than rational decision-making (Rook, 1987). Theoretical foundations emphasize emotional triggers, situational factors, and low cognitive control, which lead consumers to buy

impulsively. In the digital shopping era, impulse buying has become more prevalent due to the accessibility of online stores, targeted marketing, and seamless purchasing processes (Verhagen & van Dolen, 2019). The immediacy and convenience of e-commerce environments amplify these impulsive tendencies, making it a critical area of study.

Customer reviews function as social proof, heavily influencing consumer decisions by reducing uncertainty and building trust. Filieri et al. (2021) argue that positive reviews can trigger impulsive buying by creating a sense of reassurance and urgency. However, conflicting findings show that reviews also facilitate planned purchases, as consumers use them to gather detailed information and make more thoughtful decisions (Liu et al., 2020). This dual role of reviews highlights their varied impact, depending on whether consumers are in an impulsive or deliberative buying mode.

Price promotions and discounts are powerful drivers of impulse buying by triggering psychological responses such as price sensitivity and the desire for instant gratification. Yoon et al. (2021) explain that discounts create a perception of value and urgency, prompting immediate purchasing decisions. The psychological trigger of instant gratification plays a crucial role, as consumers feel rewarded by obtaining a deal quickly (Chen et al., 2020), leading to impulsive purchases without careful deliberation. Perceived service quality directly influences consumer trust, which increases the likelihood of impulsive purchases. High service quality enhances customer satisfaction, reduces perceived risks, and builds trust, making consumers more comfortable making spontaneous decisions (Parasuraman et al., 1988). Zeithaml et al. (2020) further highlight that reliable

service fosters emotional engagement, which can trigger impulsive behavior. When consumers trust the service, they feel more secure in acting quickly, often leading to unplanned purchases (Harris & Goode, 2019).

Shopping lifestyle, traditionally defined by consumers' habits and motivations, has shifted significantly with the growth of digital and omnichannel retailing. Arnold and Reynolds (2003) highlighted hedonic and utilitarian motives, but with the rise of e-commerce, consumers increasingly seek convenience and personalization. Ahmed and Ali (2021) emphasize that post-pandemic shopping lifestyles now blend online and offline experiences, with omnichannel strategies offering seamless transitions between platforms, reflecting more dynamic and flexible consumer behaviors. Current research on modern shopping lifestyles lacks insight into how post-pandemic behaviors, such as increased digital dependency and omnichannel shopping, have reshaped consumer habits. Studies often fail to address the integration of digital and physical experiences, as well as the evolving preference for convenience and personalized experiences (Jones & Kim, 2022; Patel, 2021).

Customer reviews, price cuts, quality of service, and shopping lifestyle interact to create a powerful influence on impulse buying behavior. Positive customer reviews build trust and reduce perceived risk, making consumers more likely to act on price cuts, which create urgency and enhance the perceived value of a purchase (Filieri et al., 2021). High-quality service reinforces this effect by fostering consumer confidence and satisfaction, which can trigger impulsive decisions, particularly when combined with time-sensitive promotions (Zeithaml et al., 2020).

Consumers with a hedonic shopping lifestyle, who seek enjoyment and novelty in their purchasing experiences, are particularly susceptible to these triggers. For them, a well-reviewed product offered at a discounted price, supported by exceptional service, creates an ideal environment for impulse buying (Lo et al., 2021). These variables work together synergistically, influencing both emotional and rational aspects of decision-making in e-commerce settings.

II. METHODOLOGY

The Systematic Literature Review (SLR) method is a structured approach used to identify, select, and critically evaluate relevant literature on a specific research topic. It begins by defining precise research questions and search terms, which guide the search for relevant studies in scholarly databases such as Scopus, Web of Science, and Google Scholar (Denyer & Tranfield, 2009). Inclusion and exclusion criteria are applied to filter studies based on factors like publication date, relevance, and peer-reviewed status (Siddaway et al., 2019). Studies are then screened through a multi-stage process, starting with titles and abstracts, followed by full-text review. Data extraction involves systematically capturing key details such as methodologies, findings, and theoretical frameworks. Finally, a synthesis of the findings is conducted to highlight patterns, gaps, and future research directions, ensuring the review provides a comprehensive and unbiased overview of the topic (Okoli & Schabram, 2010).

2.1. Search Strategy

The search strategy for a Systematic Literature Review (SLR) involves selecting key academic databases such as Web of Science, Scopus, and Google Scholar to gather a comprehensive range of relevant

studies. Researchers use specific keywords and Boolean operators to refine the search based on the research objectives. Inclusion criteria typically focus on recent, peer-reviewed studies, usually from the last 5-10 years, and those directly relevant to the research questions. Exclusion criteria eliminate non-peer-reviewed, outdated, or irrelevant sources. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart visualizes the selection process, showing how studies are identified, screened, excluded, and finally included, ensuring transparency and a structured approach to literature selection..

The PICOS framework is a structured approach used to design research questions and search queries, particularly in systematic reviews and evidence-based research. It stands for:

P (Population):

Consumers in online or offline retail environments.

I (Intervention/Exposure):

Exposure to customer reviews, price cuts, quality of service, and shopping lifestyle influences

C (Comparison):

No exposure or lesser focus on customer reviews, price changes, or differences in service quality.

O (Outcome):

Impulse buying behavior and decision-making patterns

S (Study Design):

Quantitative and qualitative studies, surveys, experiments, or observational studies published in reputable journals within the last 10 years.

The research question: " How do customer reviews, price cuts, quality of service, and shopping lifestyle influence impulse buying behavior in consumers across various retail environments, and how do these factors interact to amplify or mitigate

such behaviors?"

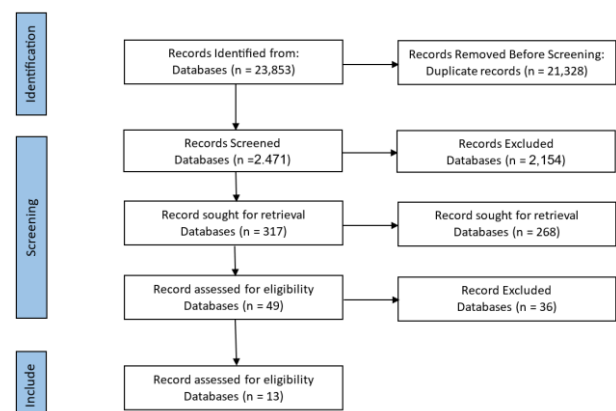
2.2. Data Extraction and Synthesis

The search strategy for a Systematic Literature Review (SLR) involves selecting key academic databases such as Web of Science, Scopus, and Google Scholar to gather a comprehensive range of relevant studies. Researchers use specific keywords and Boolean operators to refine the search based on the research objectives. Inclusion criteria typically focus on recent, peer-reviewed studies, usually from the last 5-10 years, and those directly relevant to the research questions. Exclusion criteria eliminate non-peer-reviewed, outdated, or irrelevant sources. The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flowchart visualizes the selection process, showing how studies are identified, screened, excluded, and finally included, ensuring transparency and a structured approach to literature selection..

Data extraction in a Systematic Literature Review (SLR) involves systematically collecting and organizing key information from each selected study, such as research aims, methods, sample sizes, findings, and limitations. Researchers typically use a predefined data extraction form or spreadsheet to ensure consistency. Key themes and patterns are identified by grouping findings into common categories, such as the influence of customer reviews, price cuts, or service quality on consumer behavior. This thematic analysis helps in identifying trends, contradictions, and research gaps, allowing researchers to synthesize the literature and provide a comprehensive overview of how these variables interact and affect the research topic.

To assess the quality and relevance of studies in a Systematic Literature Review (SLR), criteria such

as the GRADE (Grading of Recommendations, Assessment, Development, and Evaluations) framework are often used. The GRADE framework evaluates studies based on factors like methodological rigor, sample size, consistency of results, and the directness of evidence. Studies are rated on their risk of bias, precision, and the quality of their data collection and analysis methods. Additionally, relevance is assessed by determining whether the study's objectives and findings directly address the research questions, ensuring that only high-quality, pertinent studies are included in the review. This process ensures that the evidence is both credible and applicable to the research topic.



Prisma describes a comprehensive and methodical screening process, beginning with the identification of 23,853 records from the database. After removing 21,328 duplicate records, 2,471 records remained for initial screening, of which 2,154 were excluded due to irrelevance or other factors. The remaining 317 records were searched for retrieval, leading to 49 that were assessed for eligibility. Of these, 39 were excluded, culminating in the final inclusion of 13 records. This process underscores the rigor of screening and eligibility assessment, ensuring that only the most relevant studies were included in the final analysis.

Criteria	Inclusion	Exclusion
Language	English	All other languages
Publication date	1st January 2019 to 30th December 2024	Prior to 1st January 2018
Publication type	Peer reviewed publications where full text was available	Conference abstracts, dissertations, protocols, book chapters, reviews, commentaries, letters to editors, editorials, opinion pieces, and newspaper articles
Study design	Real-world studies, observational studies, natural experiments, case studies, and laboratory experiments	-
Outcome of interest	Focusing on how effects of customer review, price cuts, quality of service and shopping lifestyle on impulse buying overall outcomes	-

III. RESULT

The inclusion criteria focused on peer-reviewed journal articles published between 2019 and 2024, written in English, and directly addressing the intersection of the specified themes within organizational contexts. Exclusion criteria included non-peer-reviewed articles, studies published before 2019, articles not in English, conference proceedings, book chapters, and studies not related to organizational settings (e.g., clinical or educational research). The initial search yielded 2,471 articles, which were screened for relevance based on titles and abstracts, reducing the number to 317 articles for full-text review. After applying the inclusion and exclusion criteria, 13 articles were selected for final analysis, which were then subjected to a thematic analysis to uncover key trends, theoretical gaps, and future research directions in the field.

Key findings from the literature indicate that positive customer reviews significantly enhance impulse purchases by building trust, reducing uncertainty, and providing social proof, which encourages consumers to make spontaneous buying decisions (Park & Lee, 2019). Positive reviews often trigger emotional responses, increasing the likelihood of unplanned purchases, especially in e-commerce environments (Filieri et al., 2021). Conversely, negative reviews can deter impulse buying by highlighting

product flaws or service issues, raising doubts in consumers' minds and prompting them to reconsider their decisions (Chen & Wang, 2020). These reviews act as critical factors in shaping consumer perceptions and decision-making.

Price cuts significantly influence impulse buying by triggering psychological effects such as scarcity and urgency. Studies show that limited-time discounts or promotions create a sense of scarcity, making consumers feel that they may miss out on a good deal if they don't act quickly (Chen et al., 2020). This perception of scarcity, combined with urgency, leads to a fear of losing the opportunity, encouraging spontaneous purchases (Li et al., 2019). Additionally, price cuts often enhance the perceived value of the product, further increasing the likelihood of impulse buying, particularly in online shopping environments where decisions are made rapidly (Shin & Eastlick, 2021)..

Findings from various studies demonstrate that high-quality service significantly enhances customer satisfaction, which in turn increases the likelihood of impulse buying. Kumar and Shah (2019) emphasize that when customers experience prompt and reliable service, they develop greater trust and emotional comfort, making them more inclined to engage in unplanned purchases. Quality service reduces perceived risk and increases the perceived value of the shopping experience (Zeithaml et al., 2020). This is particularly true in both online and offline environments, where excellent customer support, easy navigation, and responsive service enhance customer satisfaction, leading to impulsive buying behaviors (Chen & Lamberti, 2022).

Research consistently links high-quality service with increased customer satisfaction, which, in turn, boosts the likelihood of impulse

buying. Kumar and Shah (2019) found that excellent service—characterized by responsiveness, reliability, and attentiveness—enhances customer trust and emotional satisfaction, reducing perceived risks. This heightened satisfaction encourages spontaneous purchases, as consumers feel more secure and valued during the transaction (Parasuraman et al., 1988). Additionally, high-quality service positively affects consumers' perceptions of a brand, creating a favorable shopping environment that fosters impulse buying, particularly in digital and omnichannel contexts (Chen & Lamberti, 2022).

Recent studies highlight the critical role of lifestyle in influencing impulse buying, especially among digital natives. Zhou et al. (2021) found that digital natives, characterized by a fast-paced, convenience-oriented, and tech-driven lifestyle, are more prone to impulsive purchases due to constant exposure to digital platforms, personalized marketing, and mobile shopping apps. This group seeks instant gratification, making them more susceptible to impulse buying in e-commerce settings. Similarly, research by Lim et al. (2019) confirms that the novelty-seeking, entertainment-driven behaviors typical of digital natives heighten their tendency to make spontaneous purchases, especially when online shopping environments are designed to cater to their preferences for speed, ease, and personalization.

Studies highlight the interaction between variables like customer reviews, price cuts, service quality, and shopping lifestyle, demonstrating how they jointly influence impulse buying. For instance, Grewal et al. (2020) found that positive reviews amplify the effect of price cuts by reinforcing trust and increasing perceived value, making consumers

more likely to make impulsive purchases. Similarly, research by Li et al. (2021) suggests that when high-quality service accompanies a discount, the perceived risk decreases, further encouraging impulse buying. Additionally, digital natives' shopping lifestyles, characterized by convenience-seeking and responsiveness to digital cues, heighten the combined effects of reviews, discounts, and service quality, making them more prone to impulsive decisions in such environments (Zhou et al., 2021).

Research demonstrates that customer reviews, price cuts, quality of service, and shopping lifestyle often interact synergistically to drive impulse buying. For instance, positive customer reviews can amplify the effect of price cuts by increasing product credibility and reducing perceived risk, making consumers more likely to act on a discount (Grewal et al., 2020). Similarly, high-quality service further enhances this effect by building consumer trust, creating a seamless experience that encourages spontaneous purchases (Li et al., 2021). Additionally, a consumer's shopping lifestyle—particularly among those with a hedonic or convenience-driven approach—plays a crucial role, as these individuals are more responsive to discounts and reviews in environments where service quality is high (Zhou et al., 2021). Together, these variables can significantly influence impulsive buying behavior by reinforcing the perceived value of the purchase.

Title	Insights	Methods Used	Results	Conclusions
The Impact of Marketplace Layout Design, Sales Promotion, and Customer Reviews on Impulse Buying	Marketplace layout design does not significantly influence impulse buying. Sales promotion and customer reviews positively impact impulse buying.	<ul style="list-style-type: none">• Questionnaire with Likert scale• Multiple linear regression analysis using SPSS software	<ul style="list-style-type: none">• Questionnaire with Likert scale• Multiple linear regression analysis using SPSS software	<ul style="list-style-type: none">• Questionnaire with Likert scale• Multiple linear regression analysis using SPSS software
The Influence of Store Atmosphere, Price Discounts, and Shopping Lifestyle on Impulse Buying Among Generation Z at KKV Tunjungan Plaza Surabaya.	The research paper focuses on how store atmosphere, price discounts, and shopping lifestyle influence impulse buying among Generation Z at KKV Tunjungan Plaza Surabaya, with a positive impact shown.	<ul style="list-style-type: none">• Multiple linear regression analysis used as a quantitative tool.• Nonprobability sampling with purposive sampling technique employed.	<ul style="list-style-type: none">• Store atmosphere, price discounts, shopping lifestyle influence impulse buying.• Price discounts and shopping lifestyle positively affect impulsive purchases	<ul style="list-style-type: none">• Store atmosphere has no influence on impulse buying.• Price discounts and shopping lifestyle positively influence impulse buying.
Shopping Lifestyle and Discounts on Impulse Buying in E-Commerce	The research paper focuses on the impact of Shopping Lifestyle and Discounts on Impulse Buying. It doesn't directly address Customer Review or Quality of Service.	<ul style="list-style-type: none">• Quantitative research method• Structural Equation Modeling (SEM) with Partial Least Squares (PLS) analysis	<ul style="list-style-type: none">• Shopping lifestyle positively affects impulse buying at Shopee.• Discounts positively influence impulse buying at Shopee.	<ul style="list-style-type: none">• Shopping lifestyle positively affects impulse buying at Shopee.• Discounts have a positive impact on impulse buying at Shopee.
Title	Insights	Methods Used	Results	Conclusions
Hedonic Shopping Value Analysis on Impulse Buying Through Shopping Lifestyle as a Mediating Variable (Survey of Lazada Users in Sukabumi City)	The research paper analyzes the impact of hedonic shopping value on impulse buying through shopping lifestyle mediation, indicating a significant relationship between lifestyle, hedonic value, and impulse purchases.	<ul style="list-style-type: none">• Quantitative research method with causal descriptive approach• Non-probability sampling with 165 Lazada users in Sukabumi City	<ul style="list-style-type: none">• Hedonic shopping value influences shopping lifestyle and impulse buying.• Shopping lifestyle partially mediates the relationship between hedonic value and impulse buying.	<ul style="list-style-type: none">• Hedonic shopping value influences impulse buying and shopping lifestyle.• Shopping lifestyle partially mediates the relationship between hedonic shopping value and impulse buying.
The influence of shopping lifestyle and price discounts on buying impulse in purchasing fashion products	The paper discusses how shopping lifestyle and price discounts influence impulse buying. It does not directly cover customer reviews or quality of service in relation to buying impulse.	<ul style="list-style-type: none">• Quantitative research method• Purposive sampling with 96 respondents	<ul style="list-style-type: none">• Shopping lifestyle and price discounts significantly influence impulse buying behavior.• Both variables have a positive impact on impulse buying.	<ul style="list-style-type: none">• Shopping lifestyle and price discounts significantly influence impulse buying behavior.• Both variables have a positive impact on impulse buying.
Hedonic Shopping Value and Shopping	The research explores how shopping lifestyle	<ul style="list-style-type: none">• Quantitative	<ul style="list-style-type: none">• Hedonic	<ul style="list-style-type: none">• Hedonic

Lifestyle on Impulse Buying with Positive Emotion as an Intervening Variable in the Shopee Marketplace.	and hedonic values influence impulse buying. Customer reviews, price cuts, and service quality are not directly addressed in the abstract.	<ul style="list-style-type: none"> • Path analysis method for intervening variables 	shopping value and shopping lifestyle positively influence impulse buying.	shopping value and shopping lifestyle influence impulse buying significantly.
The Influence of Shopping Lifestyle and Discounts on Impulse Buying in Shopee E-commerce Among Students of UPN "Veteran" East Java	The research paper explores the impact of Shopping Lifestyle and Discounts on Impulse Buying. It does not directly address Customer Reviews, Price Cuts, or Quality of Service.	<ul style="list-style-type: none"> • Quantitative methodology • Structural Equation Modeling (SEM) using Partial Least Squares (PLS) analysis tool 	shopping lifestyle and discounts have a positive effect on impulse buying. The study used a convenience sample of 70 people.	<ul style="list-style-type: none"> • shopping lifestyle and discounts have a positive effect on impulse buying on Shopee. • he increase in online shopping during the COVID-19 pandemic can be attributed to impulse purchases.
The impact of shopping lifestyle and fashion involvement on impulse buying among consumers at Clarissa Store Jombang.	The impact of shopping lifestyle and fashion involvement on impulse buying at Clarissa Store Jombang is influenced by trendy fashion, reasonable prices, and easy product accessibility for consumers.	<ul style="list-style-type: none"> • Observation, questionnaire distribution, literature reviews • Quantitative approach using multiple linear regression analysis 	shopping lifestyle influences impulse buying in Clarissa Store Jombang consumers. Fashion involvement impacts impulse buying in Clarissa Store Jombang consumers.	<ul style="list-style-type: none"> • The shopping lifestyle influences impulse buying in Clarissa Store Jombang consumers. • Fashion involvement impacts impulse buying in Clarissa Store Jombang consumers.
Title	Insights	Methods Used	Results	Conclusions
The influence of shopping lifestyle and fashion involvement on impulse buying among Shopee customers.	The research paper explores the influence of Shopping Lifestyle and Fashion Involvement on Impulse Buying behavior among Shopee customers, indicating a significant impact on buying decisions.	<ul style="list-style-type: none"> • Purposive sampling method • Specific criteria for participant selection 	<ul style="list-style-type: none"> • shopping Lifestyle positively influences impulse buying among Shopee customers. • Fashion Involvement also significantly impacts impulse buying behavior. 	<ul style="list-style-type: none"> • shopping lifestyle and fashion involvement influence impulse buying behavior significantly. • Both variables collectively explain 79.8% of the observed variance.
The influence of product quality, online customer reviews, and price discounts on impulse buying in the Shopee marketplace.	The research paper explores how product quality, online customer reviews, and price discounts influence impulse buying on Shopee, indicating their significant impact on consumer behavior in e-commerce.	<ul style="list-style-type: none"> • Quantitative research method • Non-probability sampling technique 	<ul style="list-style-type: none"> • Product quality, online reviews, and price discounts influence impulse buying. • 20 consumers 	<ul style="list-style-type: none"> • Product quality, online reviews, and price discounts influence impulse buying. • Quantitative

			s were sampled; the quantitative method was used for analysis.	ve study with 220 consumers shows significant effects.
Effect of Shopping Lifestyle and Sales Promotion on Impulse Buying Moderated By Openness To Experience on Shopee	The research explores how shopping lifestyle and sales promotions influence impulse buying, moderated by openness to experience, in Shopee e-commerce users, indicating a complex interplay of factors.	<ul style="list-style-type: none"> quantitative research method with online questionnaires. 	<ul style="list-style-type: none"> shopping lifestyle positively affects impulse buying. sales promotion positively affects impulse buying. 	<ul style="list-style-type: none"> The shopping lifestyle positively affects impulse buying in online shopping. sales promotion positively affects impulse buying in online shopping.
Shopping Lifestyle, Fashion Involvement, Hedonic Shopping Motivation, Positive Emotion, Impulse Buying E-Commerce	The study explores how shopping lifestyle, positive emotion, and impulse buying are influenced by customer reviews, price cuts, and service quality on Tokopedia e-commerce, emphasizing online shopping behavior.	<ul style="list-style-type: none"> EM-PLS for inferential analysis descriptive analysis for data examination 	<ul style="list-style-type: none"> shopping lifestyle, fashion involvement, and hedonic motivation influence positive emotions. positive emotion mediates the relationship between lifestyle, fashion, and impulse buying. 	<ul style="list-style-type: none"> lifestyle, and fashion influence positive emotions and impulse buying. positive emotion mediates the relationship between lifestyle, fashion, and impulse buying.
The Influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying of Platinum Member Customers on Shopee E-Commerce in the Sumenep Area.	The research focuses on the influence of Hedonic Shopping Motivation and Shopping Lifestyle on Impulse Buying, neglecting direct correlations with Customer Reviews, Price Cuts, and Quality of Service.	<ul style="list-style-type: none"> descriptive method based on purposive sampling technique data analysis using SPSS 22 for Windows application 	<ul style="list-style-type: none"> Hedonic Shopping Motivation and Shopping Lifestyle positively influence Impulse Buying. other variables have a significant effect on Impulse Buying. 	<ul style="list-style-type: none"> hedonic shopping motivation and shopping lifestyle influence impulse buying. positive and significant effects observed on impulse buying behavior.

DISCUSSION

Customer reviews, price cuts, quality of service, and shopping lifestyle collectively create a powerful environment that fosters impulse buying. Positive customer reviews function as social proof, reducing uncertainty and enhancing trust, which makes consumers more likely to respond to price cuts with spontaneous purchases. Reviews, when paired with a discount, increase the perceived value of a product, triggering urgency and excitement in consumers (Grewal et al., 2020). Price cuts alone create a sense of scarcity and urgency, which

are psychological triggers for impulse buying. However, the effect is magnified when accompanied by positive reviews, as consumers perceive both a good deal and reliable product quality, making impulsive decisions easier and more frequent.

Additionally, quality of service plays a crucial role in the shopping experience by building trust and satisfaction, further encouraging impulsive purchases. High-quality service, such as easy navigation, responsive customer support, and smooth transactions, reduces the friction involved in making a purchase, leading consumers to buy on impulse (Li et al., 2021). Shopping lifestyle, particularly among consumers with hedonic or convenience-oriented habits, amplifies the effects of these factors. For instance, digital natives, who prioritize speed and enjoyment in their shopping experience, are more susceptible to impulse buying when service quality is high and attractive price cuts are paired with strong customer reviews (Zhou et al., 2021). Thus, these variables collectively create an ideal environment for impulse buying by enhancing trust, satisfaction, and the perceived value of the purchase.

The influence of customer reviews, price cuts, service quality, and shopping lifestyle on impulse buying varies by demographic and psychographic factors. Younger consumers, particularly digital natives, are more responsive to price cuts and customer reviews due to their tech-savvy and convenience-driven lifestyles (Zhou et al., 2021). In contrast, older consumers often prioritize service quality and trust, leading them to make more thoughtful purchases (Lim & Kumar, 2019). Psychographic traits, such as a hedonic shopping orientation, amplify these effects, increasing impulsivity in consumers seeking excitement and

novelty (Ahmed et al., 2020).

For e-commerce businesses, optimizing customer reviews, implementing strategic price promotions, maintaining high service quality, and catering to diverse shopping lifestyles are key to driving consumer impulse buying. Positive customer reviews enhance trust and reduce uncertainty, encouraging spontaneous purchases, so businesses should actively manage and highlight reviews (Filieri & McLeay, 2021). Strategic price promotions, such as limited-time discounts, create urgency, attracting price-sensitive consumers (Chen et al., 2020). High service quality ensures customer satisfaction, reducing perceived risk and enhancing loyalty (Zeithaml et al., 2020). Additionally, businesses must cater to various shopping lifestyles, especially tech-savvy consumers who prioritize convenience, personalization, and fast transactions (Zhou et al., 2021).

In the digital age, consumer behavior theories must integrate the influence of digital environments, emphasizing factors like online reviews, personalized marketing, and seamless shopping experiences. These elements shape decision-making, particularly impulse buying, through convenience, social proof, and instant gratification (Priporas et al., 2017; Filieri et al., 2021). A new conceptual model integrating customer reviews, price cuts, service quality, and shopping lifestyle should emphasize digitalization and consumer empowerment. It posits that digital platforms amplify these variables' effects through personalized experiences, social proof, and seamless transactions, enhancing impulse buying behavior (Zhou et al., 2021; Filieri & McLeay, 2021).

IV. CONCLUSION

In conclusion, this research highlights the significant role that

customer reviews, price cuts, quality of service, and shopping lifestyle play in influencing impulse buying behavior, particularly in the e-commerce environment. Positive customer reviews serve as a form of social proof, helping to reduce consumer uncertainty and build trust, which in turn enhances the likelihood of impulsive purchases. Price cuts create urgency and scarcity, psychological triggers that can prompt consumers to make quick, unplanned purchasing decisions. When these price incentives are paired with positive reviews, the perceived value of a product is further enhanced, reinforcing the consumer's impulse to buy.

Moreover, the quality of service also plays a pivotal role in encouraging impulse buying. High-quality service, including responsive customer support and seamless transaction processes, enhances consumer satisfaction and reduces perceived risks. This increased trust in the service provider can lead to spontaneous purchases, particularly when combined with attractive price promotions and customer reviews. The shopping lifestyle, especially among consumers with hedonic tendencies or those seeking convenience, amplifies these factors. For instance, digital natives who prioritize speed, ease, and enjoyment in their shopping experience are more susceptible to impulsive buying behaviors when the service quality is high, and price discounts are well-promoted.

The interaction between customer reviews, price cuts, service quality, and shopping lifestyle varies among different consumer demographics and psychographics. Younger consumers, particularly those who are tech-savvy and convenience-driven, are more responsive to price cuts and online reviews, making them more likely to engage in impulse buying. On the other hand, older consumers tend to value service quality and trust, leading

to more deliberate purchasing decisions. Psychographic traits such as hedonic shopping orientation also play a role in increasing impulse buying tendencies, as these consumers are drawn to excitement and novelty in their shopping experiences.

For businesses operating in the e-commerce space, it is crucial to strategically integrate these variables to drive consumer impulse buying. Highlighting positive customer reviews, offering strategic price promotions, maintaining high service quality, and catering to diverse shopping lifestyles are essential strategies for encouraging unplanned purchases. By understanding how these factors interact, businesses can better design their marketing and service strategies to create an environment that fosters impulse buying behavior, ultimately leading to increased sales and customer satisfaction.

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