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## The Role of Immersive Technology and Platform Trust in Shaping Consumer Purchase Intention: A Systematic Literature Review in Digital Shopping Environments

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**Abstract:** The rapid advancement of digital experience technologies and the widespread adoption of online shopping platforms have fundamentally transformed how consumers evaluate, perceive, and make purchasing decisions. Consequently, research on digital consumer behavior has become increasingly critical. This study aims to identify and synthesize key factors influencing online consumer behavior by examining the roles of immersive digital technologies, social influences, individual psychological factors, and mediating variables such as trust, perceived risk, and platform quality. This study employs a Systematic Literature Review (SLR) based on the PRISMA framework, analyzing 37 peer-reviewed articles published between 2015 and 2025 from various countries. The findings reveal that immersive technologies such as Augmented Reality (AR), visual dynamism, interactivity, and recommender systems significantly shape consumers' cognitive and emotional responses, thereby enhancing purchase intention and impulsive buying behavior. Social factors including social media marketing, electronic word-of-mouth (e-WOM), influencer credibility, and social presence strengthen perceived value and consumer trust. Furthermore, psychological factors such as hedonic motivation, attitude, personal norms, emotional intelligence, and self-control play a crucial role in moderating consumer responses to digital stimuli. Overall, online consumer behavior is a multidimensional phenomenon shaped by the simultaneous interaction of technological, social, psychological, and trust-related factors. This study contributes a comprehensive conceptual synthesis that advances theoretical understanding and offers practical implications for digital platform developers, marketers, and policymakers.

**Keyword:** Online Consumer Behavior, Immersive Technology, Psychological Motivation, Social Media, Trust; Perceived Risk; Systematic Literature Review.

### INTRODUCTION

The rapid advancement of digital experience technologies and the widespread adoption of online shopping platforms have fundamentally transformed the ways consumers evaluate, perceive, and make purchasing decisions. As a result, research on digital consumer behavior has become increasingly critical. Numerous studies indicate that technological features such as

augmented reality (AR), virtual presence, interactivity, vividness, and visual dynamism significantly influence consumers' cognitive, affective, and behavioral responses (Guo & Zhang, 2024). These developments demonstrate that online shopping is no longer merely a transactional activity but rather a multisensory experience that shapes perceived value and consumer confidence in products. Concurrently, social media has emerged as a dominant space for preference formation through mechanisms such as social proof, engagement, influencer marketing, and electronic word-of-mouth (e-WOM), which collectively enhance purchase intention, particularly among younger consumers (Ismael et al., 2025). Moreover, internal psychological factors—including hedonic motivation, impulsive buying tendency, personal values, emotional intelligence, self-control, and perceived control—have been shown to either strengthen or weaken the influence of digital stimuli on purchasing decisions (Lestari et al., 2022). This complexity indicates that online consumer behavior is shaped by the simultaneous interaction of digital technology, psychological factors, and social influences.

The urgency of this research is further reinforced by evidence demonstrating that trust, perceived risk, and platform quality serve as critical determinants that mediate the effects of technology and psychological factors on consumer purchasing decisions. Both classical and contemporary literature emphasizes that trust is the cornerstone of online transactions and can be developed through structural assurance, seller reputation, service quality, and credible website design. Perceived risk—particularly related to data security, privacy, and platform reliability—significantly influences consumers' confidence in engaging in digital transactions, as highlighted by Qalati et al. (2021). Furthermore, given that impulsive buying behavior may negatively affect consumer well-being, studies by Olsen et al. (2022) and Ma et al. (2020) underscore the importance of ethical platform design mechanisms to protect consumers. Accordingly, this research is important not only from an academic perspective but also for providing practical guidance to platform developers, digital marketers, and regulators in understanding consumer responses within increasingly complex digital environments.

Based on the identified problems and research urgency, this study aims to conduct a systematic literature review that maps and synthesizes empirical evidence regarding the factors influencing consumer behavior in online shopping contexts. First, this study seeks to examine how digital experience technologies—such as AR, interactivity, vividness, visual dynamism, and interface features—shape consumers' cognitive, affective, and behavioral responses based on prior empirical findings (Guo & Zhang, 2024). Second, the study aims to identify the influence of social factors, including social media marketing, e-WOM, influencer credibility, and brand engagement, as well as psychological factors such as hedonic motivation, impulsiveness, self-control, and emotional intelligence, on consumers' purchase intention and purchasing behavior in digital environments (Ismael et al., 2025). Third, this research aims to synthesize the roles of trust, perceived risk, and platform quality as mediators or moderators in the relationships between technological, psychological, and social factors within online consumer behavior models (Qalati et al., 2021). These objectives are expected to generate a more comprehensive conceptual framework to support theory development and future quantitative research.

This study is grounded in a robust theoretical foundation derived from a broad and diverse body of literature on digital consumer behavior. Prior research has demonstrated that digital experience technologies enhance perceived usefulness, perceived ease of use, enjoyment, exploratory behavior, and purchase intention; however, some findings indicate that emotional factors are not always the primary determinants of buying intention (Guo & Zhang, 2024). Additionally, studies on social media influence reveal that digital content, interaction, engagement, influencer credibility, and brand awareness significantly affect consumers' purchase intention through social and psychological mechanisms (Ismael et al., 2025). The psychological literature further emphasizes that hedonic motivation, personal values, impulsivity, emotional intelligence, and exploratory tendencies play crucial roles in both

impulsive and rational purchasing decisions (Coelho et al., 2023; Gupta et al., 2024; Kidwell et al., 2008). At the same time, security and trust have become central concerns in technology adoption research, as consumers must assess transaction risks, privacy issues, and platform reliability. By integrating these diverse strands of literature, this study serves as a conceptual bridge that consolidates fragmented empirical findings into a more holistic understanding of digital consumer behavior.

Based on the research background, urgency, objectives, and theoretical grounding, this study addresses the following research questions: (1) How do digital experience technologies—such as augmented reality, interactivity, vividness, and visual dynamism—affect consumers’ cognitive, emotional, and behavioral responses in online shopping environments. (2) How do social factors—including social media marketing, e-WOM, and influencers—along with psychological factors such as hedonic motivation, impulsive tendencies, emotional intelligence, self-control, and perceived control influence consumers’ purchase intention and purchasing behavior in online contexts. (3) To what extent do trust, perceived risk, and platform quality function as mediators or moderators in the relationships between digital technologies, social factors, and psychological factors in shaping online consumer behavior.

## **METHOD**

This study employs a Systematic Literature Review (SLR) design following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which consist of the stages of identification, screening, and selection to ensure a transparent and replicable review process. The SLR approach was selected to comprehensively map and synthesize empirical findings related to digital experience technologies, psychological factors, social factors, trust, perceived risk, platform quality, and online consumer behavior. By adopting this structured review methodology, the study aims to provide a rigorous and systematic understanding of the relationships among these constructs based on existing scholarly evidence.

The data sources were obtained from the Scopus database, which was selected due to its high academic quality, extensive coverage, and strong reputation in international research. The literature search was conducted using a combination of relevant keywords, including “hedonic motivation fashion consumption,” “impulsive buying online shopping,” “consumer behavior Indonesia fashion,” and “digital impulsive purchase,” along with other related terms. The initial search yielded 102 articles, which served as the basis for the subsequent screening process.

Following the initial identification stage, 76 articles remained after preliminary screening. The inclusion criteria comprised publications within the 2015 – 2025 time frame, relevance to digital consumer behavior, and publication in journals classified as Q1–Q4. During the selection stage, one article was removed due to duplication, seventeen articles were excluded because they did not meet the specified publication period, and eight articles were excluded due to insufficient journal quality. No articles were excluded due to the absence of abstracts. As a result, a total of 76 articles were retained for further in-depth screening and analysis.

**Result from Keyword Search**



**Figure 1. Temporal Distribution of Articles Identified Through Systematic Keyword Search (2002–2025)**

In figure 1, illustrates the annual distribution of research publications identified through the keyword search from 2002 to 2025. The results show a relatively low and sporadic number of publications prior to 2015, indicating limited academic attention during the early period. A noticeable upward trend begins after 2017, followed by a significant increase in the number of publications from 2018 onward. This growth becomes more pronounced between 2022 and 2025, with the highest number of publications recorded in 2025. Overall, the trend reflects a rapidly increasing scholarly interest in the topic, particularly in recent years, suggesting that the research area has gained substantial relevance and momentum in the digital and academic landscape.

During the screening stage, the titles and abstracts of all 76 articles were reviewed to ensure their relevance to the research focus. All articles were accessible and met the initial screening criteria; therefore, they proceeded to the full-text retrieval stage without further exclusion at this phase. At the eligibility stage, each article was examined in full to confirm its alignment with the core research themes, including digital experience technologies, hedonic motivation, impulsive buying, emotional intelligence, social media marketing, electronic word-of-mouth (e-WOM), trust, perceived risk, and platform quality. The primary instruments employed in this process were a data extraction sheet and the PRISMA protocol, which were used to systematically identify key variables, research methods, sample characteristics, research contexts, and principal findings. In addition, a manual coding guideline was utilized as a supporting instrument to ensure consistent classification and interpretation of the extracted data.

Data analysis was conducted using a thematic synthesis technique through a structured manual coding process to identify recurring patterns and relationships among the main variables. The findings were subsequently organized into thematic clusters, including digital experience technologies, digital social factors, psychological aspects, and mediating or moderating variables. All analytical stages were carried out in a systematic, transparent, and sequential manner to ensure the reliability of the synthesis and to allow accurate replication of the study by future researchers.

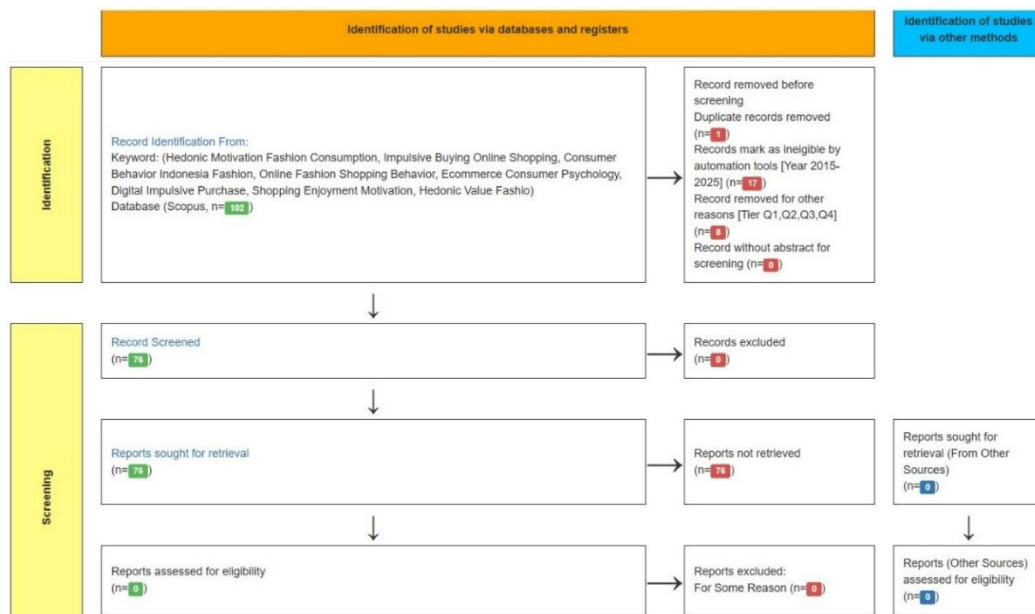


Figure 2. PRISMA Flowchart Illustrating the Identification, Screening, and Selection of Studies

In figure 2, presents a PRISMA flow diagram illustrating the systematic literature review process used in this study. The identification stage shows that records were retrieved from the Scopus database using predefined keywords related to digital consumer behavior, online shopping, and hedonic motivation. After removing duplicate records and excluding studies that did not meet the publication year criteria (2015–2025) or journal quality requirements, the remaining articles were screened based on their titles and abstracts. All eligible records were then assessed through full-text evaluation to ensure their relevance to the research objectives. This rigorous screening and selection process resulted in a final set of studies included in the review, ensuring transparency, methodological rigor, and the reliability of the synthesized findings.

## RESULTS AND DISCUSSION

### Influence of Digital Experience Technologies

Digital experience technologies such as augmented reality (AR), visual dynamism, interactivity, vividness, media richness, and recommender systems consistently enhance purchase intention through their cognitive, affective, and perceptual effects on users. AR improves perceived usefulness, although enjoyment does not always function as a mediating variable, while visual dynamism has been shown to reduce cognitive conflict and strengthen purchase intention. Interactivity and social presence within digital platforms also stimulate impulsive buying behavior. These findings indicate that digital technological elements enrich consumers’ sensory and cognitive experiences, thereby reinforcing purchasing decisions across various product categories.

### Influence of Social Factors and Social Media

Social factors, including social media marketing, influencer marketing, creative content, engagement, electronic word-of-mouth (e-WOM), and social presence, exert a strong influence on purchase intention. Information credibility, content quality, and digital social interactions enhance perceived product value and consumer trust. Recommender systems also affect purchase intention through mechanisms of social proof and risk reduction, depending on consumers’ level of involvement. Overall, social factors shape perceptions of value and trust through continuous interaction within digital communities.

### **Influence of Psychological and Emotional Consumer Factors**

Psychological factors such as hedonic value, utilitarian value, attitude, personal norms, emotional intelligence, and self-control play a crucial role in shaping impulsive buying and purchase intention. Hedonic motivation consistently increases impulsive purchasing behavior, whereas emotional intelligence enhances perceived value and consumer satisfaction. In contrast, self-control functions as an inhibiting mechanism against impulsive buying. These findings demonstrate that emotional responses, internal motivations, and self-regulation are key determinants of consumer decision-making in digital environments.

### **Trust, Perceived Risk, and Platform Quality**

Trust, perceived risk, seller reputation, platform security, and website quality represent the most stable determinants of purchase intention. Trust serves as a critical mediating variable, while perceived risk weakens the relationship between platform quality and purchase intention. Social presence and seller reputation contribute to trust formation, and transaction security is directly associated with consumers' willingness to buy. Overall, these variables constitute the fundamental foundation of online purchasing decisions.

### **Hedonic and Utilitarian Motives and Consumer Preferences**

Hedonic and utilitarian motives have been consistently shown to influence purchase intention across fashion, textile, and other product categories. Consumers are driven by enjoyment, convenience, and functional value, with variations observed across cultures and product types. In certain contexts, utilitarian products tend to dominate purchasing decisions, particularly during major online shopping events. Collectively, these motives represent core drivers of consumer preferences in digital purchasing environments.

### **Impulsive Buying and User Experience**

Impulsive buying behavior is influenced by website interactivity, platform aesthetics, multimedia richness, online promotions, shopping events, and overall digital user experience. Functional and emotionally engaging shopping experiences increase impulsive buying through enhanced attitudinal loyalty, whereas self-control acts as a mitigating factor. Digital payment systems further stimulate impulsive purchasing through the perception of reduced spending salience, often referred to as "spendception." These findings highlight the critical role of platform design and user experience in shaping impulsive consumer behavior.

### **Post-Purchase Process**

Post-purchase experience, personalization, accessibility, and corporate image significantly influence consumer satisfaction and repurchase intention. Group-buying incentives and perceived value enhance satisfaction, while environmental stimuli—such as music and digital atmospherics—affect consumer behavior after the purchase has been made. Overall, the post-purchase phase plays a decisive role in determining consumer loyalty and repeat purchasing behavior.

### **Theoretical Models and Conceptual Framework**

Online consumer behavior is explained through the integration of technological theories (Technology Acceptance Model), psychological theories (Theory of Planned Behavior and Hedonic Motivation), social theories (Social Presence Theory and the Stimulus–Organism–Response framework), as well as trust- and risk-based perspectives (Trust Theory and Perceived Risk Theory). Dual Process Theory further explains the role of social proof and risk reduction in recommender systems. Collectively, these theoretical perspectives emphasize that online consumer behavior is simultaneously influenced by technological, psychological, social, trust-related, and risk-related factors.

**Table.1 Summary of Key Findings from the Systematic Literature Review**

| <b>Key Theme</b>   | <b>Main Findings (Concise)</b>  | <b>Authors</b>   |
|--|---|--|
| <b>Digital Experience Technologies</b>                   | Augmented reality (AR), interactivity, vividness, media richness, and visual dynamism consistently enhance purchase intention through perceived usefulness, emotional responses, and social presence. Recommender systems influence purchase intention through mechanisms of social proof and risk avoidance. | Wijaya et al. (2024); Guo & Zhang (2024); Beck & Crié (2018); Zhang & Shi (2022); Wang et al. (2022); Xu et al. (2023)               |
| <b>Social Factors and Digital Marketing</b>              | Social media marketing and electronic word-of-mouth (e-WOM) significantly increase purchase intention through persuasion, information credibility, and perceived value formation.   | Ismael et al. (2025); Yu et al. (2022); Wijaya et al. (2021); Aggad & Ahmad (2021); Aji et al. (2020); Erkan (2016)                  |
| <b>Consumer Psychological Factors</b>                    | Hedonic and utilitarian values, personal norms, emotional intelligence, impulsive buying tendency, and self-control influence consumer responses to digital stimuli. Hedonic motivation encourages impulsive behavior, whereas self-control inhibits impulsive purchasing.                                    | Coelho et al. (2023); Gupta et al. (2024); Davydenko & Peetz (2024); Kong et al. (2025); Lim & Kim (2020); Janse van Rensburg (2019) |
| <b>Trust, Perceived Risk, and Platform Quality</b>       | Platform quality—encompassing website design, service quality, security, and reputation—enhances consumer trust, which in turn increases purchase intention. Perceived risk weakens the relationship between platform quality and purchase intention.   | Qalati et al. (2021); Bélanger & Crossler (2011); Alrawad et al. (2023); Li et al. (2023)  |
| <b>Impulsive Buying and Consumer Experience</b>          | Impulsive buying behavior is triggered by interactivity, platform aesthetics, online promotions, and digital payment systems. Online consumer shopping experience (OCSE) promotes impulsive buying through attitudinal loyalty, with self-control acting as a negative moderating factor.                     | Gulfraz et al. (2022); Juani et al. (2023); Madhu et al. (2023); Akram et al. (2017)   |
| <b>Post-Purchase Experience and Repurchase Intention</b> | Positive post-purchase experiences significantly increase consumer satisfaction and repurchase intention in online shopping contexts.   | Ma et al. (2020)   |

**Summary of Interrelationships Among Key Concepts in the Literature**

Digital experience technologies—such as augmented reality (AR), interactivity, vividness, media richness, and visual dynamism—enhance perceived usefulness, positive emotions, and social presence, which in turn drive purchase intention and impulsive buying behavior. Recommender systems further influence consumer decision-making through mechanisms of social proof and risk reduction.

Social factors, including social media marketing, influencers, engagement, and electronic word-of-mouth (e-WOM), strengthen purchase intention by increasing information credibility, brand awareness, and perceived value. Psychological factors such as hedonic motivation, personal norms, attitude, emotional intelligence, and self-control shape consumers’ emotional responses, whereby hedonic motivation stimulates impulsivity while self-control restrains it.

Trust and perceived risk function as the final determinants of purchasing decisions, with website quality, service quality, and seller reputation contributing to trust formation, while perceived risk weakens the effect of platform quality on purchase intention. Moreover, consumer experience during and after the purchasing process influences loyalty and repeat behavior through attitudinal loyalty and satisfaction, which subsequently enhance repurchase intention.

Overall, online consumer behavior is shaped by the dynamic interaction among technological features, social factors, psychological characteristics, and trust–risk

considerations, while consumer experience plays a critical role in determining loyalty and repeat purchasing decisions.

### **Discussion of Research Findings**

This discussion section integrates the findings of the systematic literature review (SLR) derived from 37 selected articles with the theoretical frameworks employed to explain online consumer behavior. The discussion is structured around the three main research questions, focusing on the roles of digital experience technologies, social and psychological factors, as well as the mediating or moderating effects of trust, perceived risk, and platform quality. The analysis is conducted critically by synthesizing empirical evidence from the reviewed literature to provide a comprehensive understanding of how these variables interact in shaping consumers' purchase intention and purchasing behavior in online shopping contexts.

Furthermore, this section elaborates on the theoretical and practical contributions of the study, highlighting the relevance of the findings to the advancement of digital consumer behavior research. It also discusses the implications of the results for digital platform developers, marketers, and policymakers, while acknowledging the limitations of the study and proposing directions for future research to further extend and refine the understanding of online consumer behavior.

#### **RQ1 - Influence of Digital Experience Technologies**

The findings of the systematic literature review indicate that digital experience technologies such as augmented reality (AR), interactivity, vividness, media richness, image dynamism, and recommender systems exert a strong influence on consumers' cognitive, affective, and behavioral responses. AR has been shown to enhance perceived usefulness and perceived ease of use, which have a stronger effect on purchase intention than enjoyment alone (Wijaya et al., 2024; Guo & Zhang, 2024).

Interactive and visually rich technologies stimulate positive emotions and increase impulsive buying behavior (Zhang & Shi, 2022; Wang et al., 2022). In addition, recommender systems influence consumer behavior through mechanisms of social proof and risk avoidance (Xu et al., 2023). Overall, digital experience technologies affect consumers multidimensionally—cognitively through perceived usefulness and perceived ease of use, affectively through enjoyment, and behaviorally through purchase intention—thereby positioning digital technology as a key psychological driver of online purchasing decisions.

#### **RQ2 - Influence of Social Factors and Individual Psychological Factors**

Social factors such as social media marketing, electronic word-of-mouth (e-WOM), influencers, and social presence have been consistently found to enhance purchase intention through social persuasion, information credibility, and emotional attachment (Ismael et al., 2025; Yu et al., 2022; Wijaya et al., 2021; Erkan, 2016). In parallel, psychological factors—including hedonic motivation, utilitarian value, emotional intelligence, attitude, self-control, and impulsive buying tendency—play a significant role in shaping online shopping decisions.

Hedonic motivation has been identified as a mediator of impulsive buying behavior (Coelho et al., 2023), while mobile applications increase both pure and suggestive impulsive buying tendencies (Gupta et al., 2024). Emotional and self-regulatory factors, such as emotional intelligence and self-control, are critical in managing consumers' responses to digital stimuli (Lim & Kim, 2020; Davydenko & Peetz, 2024). In general, social factors operate through external influences, whereas psychological factors function through internal mechanisms that process digital stimuli and guide consumer decision-making.

### **RQ3 - The Role of Trust, Perceived Risk, and Platform Quality**

Trust, perceived risk, and platform quality emerge as the most consistent variables mediating and moderating online consumer behavior. Website quality, service quality, and seller reputation enhance purchase intention through the formation of trust (Qalati et al., 2021; Tran & Nguyen, 2022). Social presence also strengthens trust within social commerce environments (Fu, 2020), while post-purchase experience contributes to satisfaction and repurchase intention (Ma et al., 2020). Conversely, perceived risk reduces purchase intention and weakens the relationship between platform quality and purchasing decisions.

Electronic word-of-mouth (e-WOM) has been shown to mitigate perceived risk by providing credible information (Yu et al., 2022; Erkan, 2016). Platform quality attributes—such as navigation, aesthetics, and recommendation features—serve to reduce uncertainty and enhance consumer trust. Overall, trust and perceived risk function as core variables that bridge the relationships among technological, social, and psychological factors in shaping digital consumer behavior.

### **Significance, Contributions, and Research Implications**

This study makes a significant theoretical contribution by integrating technological, psychological, social, and trust-related factors into a single, unified conceptual framework, demonstrating that online consumer behavior cannot be adequately explained by a single theory such as the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), or Trust Theory alone.

The findings extend existing knowledge on the effects of augmented reality (AR) experiences and visual technologies on consumers' cognitive and emotional responses, thereby enriching the Stimulus–Organism–Response (S-O-R) framework and Social Presence Theory. Furthermore, this study confirms that trust and perceived risk constitute the foundational mechanisms underlying digital purchasing decisions and may function as both mediating and moderating variables. As such, the proposed model offers a more comprehensive and multidimensional theoretical explanation of digital consumer behavior.

### **Practical Contributions**

From a practical perspective, this study provides valuable insights for the e-commerce industry by highlighting the importance of developing and optimizing features such as AR applications, dynamic visual content, and recommender systems to enhance purchase intention. The findings also emphasize the effectiveness of social media marketing strategies driven by engagement, influencer marketing, and brand awareness, suggesting that firms should prioritize content quality and personalization.

Moreover, the identified roles of hedonic motivation, impulsive buying, and emotional intelligence support the implementation of emotion-based market segmentation strategies. Finally, the significance of trust and perceived risk underscores the necessity for digital platforms to improve transaction security, transparency, and service quality in order to strengthen consumer confidence.

### **Research Limitations and Future Research Directions**

This study is subject to several limitations. First, the reviewed literature reflects diverse national and cultural contexts, which may influence the generalizability of the findings. Second, the predominance of cross-sectional survey designs limits the ability to establish causal relationships among variables.

Third, variations in the operationalization of key constructs—such as trust and perceived risk—may affect the consistency of findings across studies. Future research is encouraged to employ meta-analytic approaches to produce more standardized effect size estimates, as well as experimental designs to causally examine the impact of digital technologies on consumers'

emotional and behavioral responses. Such approaches are expected to yield deeper and more precise insights into digital consumer behavior.

## CONCLUSION

This study confirms that online consumer behavior is shaped by the combined influence of digital technologies, social factors, and psychological characteristics. Technologies such as AR, dynamic visuals, interactivity, and recommender systems affect consumers' perceptions and emotions, thereby driving purchase intention and purchasing behavior. Social factors including social media marketing, electronic word-of-mouth (e-WOM), and influencers strengthen consumer trust, while psychological factors such as hedonic motivation, attitude, and self-control determine how consumers process digital stimuli. Trust, perceived risk, and platform quality emerge as key determinants of online purchasing decisions. Overall, digital consumer behavior represents a multidimensional phenomenon that requires an integrated analytical approach.

In summary, this study demonstrates that digital consumer behavior is simultaneously influenced by technological, social, and psychological factors. Technologies such as AR, interactivity, and recommender systems shape cognitive and affective responses, while social factors build trust and perceived value. Psychological factors—including hedonic motivation, attitude, and self-control—explain variations in consumer responses to digital stimuli. These findings result in a comprehensive framework for understanding consumer behavior within the modern e-commerce ecosystem.

Future studies should adopt longitudinal and experimental research designs to capture behavioral changes over time and to test causal relationships between digital technologies and consumer responses. Cross-cultural studies are also needed to account for differences in values and norms across markets, while product categories may be examined as moderating variables due to their influence on purchase intention and impulsive buying behavior. Such research is expected to further strengthen theoretical understanding and support the development of more effective digital marketing strategies.

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