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From Promotional Appeal to Post-Purchase Regret: A Systematic Literature Review of Live Streaming Retail Consumers

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Abstract

Live streaming retail integrates product information, seller communication, viewer interactions, and time-limited promotional offers within a single shopping session, making purchasing decisions closely associated with the live broadcast experience. Promotional strategies, including price discounts and scarcity appeals, may stimulate fear of missing out (FOMO) and impulsive purchasing behavior; however, their post-purchase consequences remain insufficiently understood. This systematic literature review aimed to synthesize empirical evidence linking promotional stimuli to post-purchase regret in live streaming retail. A hybrid approach combining a structured literature review with a limited bibliometric analysis was employed, following the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) framework, with study selection procedures adapted from the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines. Five search rounds identified 189 record occurrences, from which 18 reports, comprising 17 survey-based studies and one report containing two scenario-based experiments, were included following screening and eligibility assessment. Methodological quality was appraised using the Joanna Briggs Institute (JBI) critical appraisal checklists. The findings indicated that price promotions and scarcity appeals were associated with impulsive purchasing through multiple pathways, including direct associations and indirect mechanisms involving FOMO, emotional arousal, and perceived value. However, these relationships were inconsistent across studies, with several reporting statistically nonsignificant associations. Evidence concerning post-purchase outcomes remained limited: only two reports examined experienced regret, one investigated return intention, and none assessed actual product returns or order cancellations. The synthesis highlighted important conceptual distinctions between communicated scarcity and perceived scarcity, purchase urges and completed transactions, anticipated and experienced regret, and return intentions and actual return behavior. Future research should employ longitudinal panel designs and objective transaction records, distinguish among discount-based, time-limited, and quantity-limited promotional strategies, and evaluate promotional effectiveness using fulfilled and retained transactions rather than checkout volumes alone.

INTRODUCTION

Live streaming commerce has transformed the environment in which consumers evaluate promotional offers and make purchasing decisions. Unlike conventional e-commerce product pages, where consumers can postpone evaluations, compare alternatives, and revisit offers, live streaming retail presents product information alongside real-time seller communication, viewer comments, fluctuating stock availability, and time-limited promotional offers. Consequently, purchasing decisions are closely intertwined with the dynamic and interactive nature of live broadcasts. This environment raises important questions about how consumers evaluate purchase opportunities when their attention is simultaneously influenced by product attributes, seller communication, and social interactions during live streaming sessions.

Promotional appeals in live streaming retail encompass distinct mechanisms that require careful conceptual differentiation. Price discounts influence consumers' perceptions of monetary sacrifice and economic value, whereas scarcity messages emphasize the potential loss of access to limited products or promotional opportunities. Although these strategies frequently occur simultaneously, they may influence purchasing decisions through different psychological pathways. Consumers may purchase products because of favorable perceived value, concerns about missing limited opportunities, or perceived social endorsement from other viewers. Fear of missing out (FOMO) must also be distinguished from the promotional stimuli that may trigger it. Scarcity messages represent external marketing stimuli, whereas FOMO reflects an internal psychological response characterized by concern about missing a potentially valuable opportunity. Accordingly, when FOMO is conceptualized as an independent predictor in some studies and as a mediating variable in others, differences in its operationalization and measurement must be carefully considered before synthesizing the findings.

Previous systematic reviews have extensively examined impulse buying behavior in digital commerce environments. Li et al., (2025) mapped the development of impulse buying research in live streaming e-commerce, while (Lee et al., 2025) investigated its theoretical foundations, underlying mechanisms, and research trends. Similarly, (Ronda et al., 2026) adopted a recursive temporal perspective to examine impulse buying in social media environments. Research on post-purchase consequences has also established an important foundation for understanding consumer responses following purchasing decisions. (Beikverdi et al., 2024) synthesized evidence concerning the post-purchase consequences of impulse buying, whereas (Furquim et al., 2023) organized consumer behavior across the pre-purchase, purchase, and post-purchase stages. Although these reviews provide valuable conceptual and methodological insights, their primary objectives differ from examining how promotional appeals in live streaming retail are associated with subsequent purchasing behavior and post-purchase regret. Therefore, the present review adopted a stage-based analytical structure to integrate existing evidence without claiming novelty in the temporal conceptualization of consumer decision-making.

A significant research gap emerges when findings concerning pre-purchase psychological responses are used to explain post-purchase outcomes without sufficient empirical verification. Increased purchase urges do not necessarily result in completed transactions, while completed orders may subsequently be canceled, returned, or retained despite dissatisfaction. Similarly,

post-purchase regret does not inevitably lead to product returns or other forms of transaction reversal. Treating purchase impulses, completed transactions, experienced regret, and actual returns as interchangeable outcomes may therefore produce misleading conclusions regarding promotional effectiveness and consumer welfare. Furthermore, research specifically examining live streaming retail must be distinguished from studies conducted in general e-commerce environments. The availability of live streaming features on a digital platform does not necessarily indicate that the purchasing behavior examined occurred during a live broadcast. This distinction is essential for ensuring that the synthesized evidence accurately reflects the interactive, time-sensitive, and socially embedded characteristics of live streaming retail.

Despite growing scholarly attention to promotional strategies, impulse buying, and post-purchase consumer behavior, the relationships connecting these stages remain insufficiently integrated within the live streaming retail literature. Existing studies frequently emphasize immediate psychological responses and purchase intentions, while providing comparatively limited evidence concerning completed transactions, experienced regret, and subsequent consumer actions. Moreover, inconsistencies in construct definitions, measurement approaches, and research designs complicate comparisons across studies. In particular, the distinction between communicated scarcity and perceived scarcity, anticipated regret and experienced regret, and purchase intention and actual purchasing behavior has not always been consistently maintained. These limitations highlight the need for a systematic synthesis that critically examines the available evidence across successive stages of consumer decision-making while acknowledging methodological differences and statistically nonsignificant findings.

Accordingly, the present systematic literature review was guided by four research questions. First, how were price promotions and scarcity appeals associated with FOMO and impulsive purchasing behavior in live streaming retail? Second, how were impulsive purchasing decisions related to post-purchase regret and transaction reversal responses? Third, which contextual characteristics and methodological conditions influenced the interpretation of these relationships? Fourth, which conceptual distinctions and future research priorities were necessary to develop a more empirically testable explanation of consumer behavior across purchasing stages? These questions provided a structured basis for synthesizing evidence concerning promotional stimuli, psychological responses, purchasing decisions, and post-purchase outcomes.

The primary contribution of this review lies in its critical integration of fragmented evidence across the promotional, purchasing, and post-purchase stages of live streaming retail. Rather than assuming a continuous causal relationship between promotional exposure, impulsive purchasing, regret, and transaction reversal, the review distinguished the characteristics of promotional stimuli, the timing and measurement of psychological responses, the level of purchasing outcomes, and the forms of post-purchase behavioral adjustment. Particular attention was given to statistically nonsignificant relationships, inconsistencies in construct operationalization, and discrepancies between tabulated findings and narrative interpretations. This approach aimed to identify both supported and insufficiently established relationships, thereby providing a more rigorous foundation for future longitudinal and transaction-based research. The findings are expected to inform researchers seeking to develop

more precise models of consumer decision-making and assist retailers and digital commerce platforms in evaluating promotional effectiveness beyond immediate purchase intentions or checkout activity, with greater consideration of customer satisfaction, post-purchase regret, and transaction retention.

METHOD

Assembling the Literature

This review employed a hybrid design combining a structured literature review to examine conceptual relationships with a limited bibliometric analysis to characterize the included studies. The review process followed the Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR) framework, encompassing the assembling, arranging, and assessing stages (Paul et al., 2021). Study selection procedures were adapted from the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 guidelines (Page et al., 2021). These frameworks were used to ensure methodological transparency and systematic reporting without assuming that the search strategy provided exhaustive coverage of the literature.

The literature search was conducted on October 17, 2026, using scholarly web search services, publisher websites, and accessible academic repositories. Scopus and Web of Science were not searched directly, while Crossref and OpenAlex were used exclusively for DOI metadata verification and enrichment rather than primary literature retrieval. Five search rounds were conducted to identify relevant studies, examine underrepresented conceptual relationships, and capture recent publications, as summarized in Table 1. The searches yielded 189 record occurrences across the five rounds, representing retrieved records rather than the total number of potentially relevant publications. No restrictions were imposed on publication year, and studies published in English or Indonesian were eligible. Inclusion was restricted to empirical journal articles that examined relationships between at least two focal constructs or investigated associations between impulsive purchasing and post-transaction evaluations or behaviors. Eligible studies were required to explicitly address live streaming retail through their study population, measurement instruments, experimental scenarios, or units of analysis. Open-access status was not used as an eligibility criterion; however, no additional full-text access was obtained through author correspondence or subscription-based services.

Table 1. Search Rounds, Functions, and Queries

Round	Function	Queries	Occurrences
1	Map previous reviews and position of the questions	"live streaming commerce" "impulse buying" "systematic literature review"; "live streaming commerce" regret return intention systematic review	29
2	Search links between promotional stimuli and impulsivity	"live streaming" scarcity FOMO impulse buying; "live streaming" price promotion impulse buying discount	49

3	Focus on regret, return intention, and order cancellation	"live streaming commerce" "post-purchase regret" "return intention"; "live streaming" "order cancellation" flash sales	28
4	Use specific titles and follow-up keywords	"Revisiting a Popular Retailing Strategy"; "live streaming" "return intention" "regret" flow; "live streaming" "scarcity persuasion" "price perception" impulse	40
5	Check under-represented combinations and recent candidates	"live streaming" "regret" "return intention" 2026; "live streaming" "fear of missing out" "post-purchase"; "live streaming" "scarcity" "impulse buying" discount journal	43
Total			**189**

Source: coding and calculation from the corpus of this study

Arranging the Literature

Records were normalized by URL host and path, which removed 33 repeated occurrences and produced 156 unique URLs. A second check merged 44 versions or pages referring to the same article based on title, DOI, and publisher or repository identity, leaving 112 records for screening. Title and abstract screening excluded 65 records that did not meet the context, document type, or relationship focus; reviews were excluded from the empirical corpus but partly used in the introduction, and proceedings, theses, editorials, and non-journal sources did not meet the publication type. Of 47 reports sought, 21 could not be obtained with sufficient completeness. Of the 26 reports assessed in full, 10 were excluded with documented reasons, mainly the inability to separate live experiences from general platform purchases, conceptual reviews without primary data, and a mismatch between methods and title in one file. Sixteen reports met the criteria, and two additional fully available reports from the initial search produced a corpus of 18 reports (Figure 1).

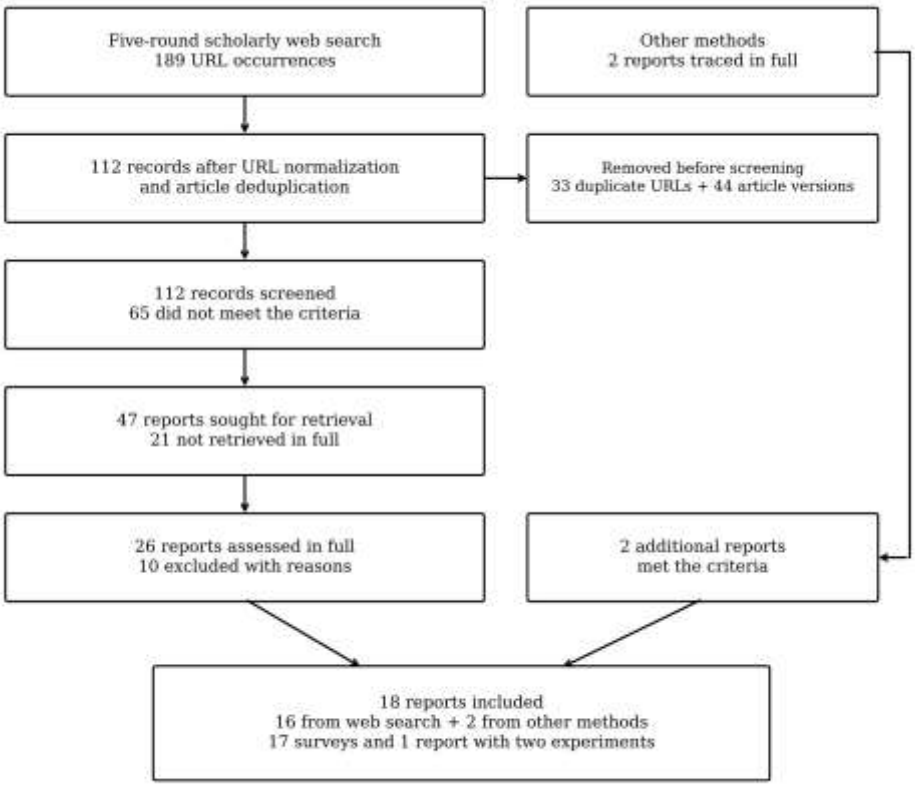


Figure 1. Selection Flow Adapted from PRISMA 2020 for Web-Based Searching
Note: 189 − 33 − 44 = 112; 112 − 65 = 47; 47 − 21 = 26; 26 − 10 + 2 = 18. Source: project ledger of this study

The selection diagram explicitly uses records and reports as units, so URL occurrences are not equated with unique articles and articles are not equated with independent datasets; sample sizes were therefore not summed as unique consumers. Protocol version two was an amendment after initial mapping, not a public prospective registration, which added the hybrid structure, bibliometric metadata fields, the separation of anticipated regret, and outcome coding rules. Changes in the direction or significance of results were not used to include or exclude studies. Selection, extraction, and re-checking were performed by a single AI assistant; no second human reviewer, inter-rater agreement statistic, or adjudication was involved, which limits reliability claims.

Assessing and Analyzing the Literature

Extraction recorded author, issue year, title, journal, DOI or URL, sample location, platform, product category, sample size, design, collection method, analysis method, theory, constructs, tested relationships, and findings. Regret was coded by timing, as anticipated before the decision or experienced after it; impulsivity was divided into tendency, urge, intention, and reported behavior; and reversal outcomes were separated into cancellation before fulfilment, return intention, return requests, and actual action. Surveys were appraised with eight domains of the JBI checklist for analytical cross-sectional studies (Joanna Briggs Institute, 2017): sample eligibility, context, exposure measurement, condition criteria, confounders, confounder

handling, outcome measurement, and analysis, with the clinical condition domain marked not applicable. The scenario experiment was audited separately, and no total score was created.

Content synthesis combined initial categories with an examination of mechanisms in the sources. Theory frequencies counted uses identified in the framework or argumentation, not mentions in reference lists. Bibliometric analysis was limited to elements that could be counted from the corpus: the year profile used the journal issue year, journals and methods were counted at the report level, and sample location was distinguished from author affiliation. Global citations, journal quartiles, h-index, and annual citation ratios were not presented because complete and comparable data were unavailable. Term analysis used source abstracts after lowercasing and removing function words and dominant context terms, and stage typologies were manual thematic coding rather than descending hierarchical classification. Bibliographic coupling used shared DOIs in reference lists, combining DOIs extracted from the texts with Crossref references where available; pair strength was calculated as the number of shared DOIs divided by the square root of the product of the DOI counts of both lists. No meta-analysis was conducted because models, scales, construct roles, and outcomes differed and some reports contained statistical inconsistencies.

RESULTS AND DISCUSSIONS

Publication Profile and Corpus Coverage

The characteristics of the 18 included reports are presented in Table 2. The reports were spread across 18 different journals, so no single outlet produced more than one included report.

Table 2. Characteristics and Extracted Findings of the 18 Included Reports

Code and Study	Journal	Context and Method	Extracted Findings
C01 Adyantari et al. (2025)	Review of Management and Entrepreneurship	Indonesia; TikTok Shop; general; n = 295; survey, PLS-SEM	Discounts and scarcity related to FOMO; direct scarcity–impulsivity path not significant
C02 Feng et al. (2024)	Heliyon	China; general live retail; n = 837; survey, PLS-SEM	Price perception and scarcity persuasion moderated the urge–impulsive behavior link
C03 Son & Yoon (2024)	Journal of Distribution Science	South Korea; cross-product; n = 300; survey, PROCESS	Scarcity and unplanned buying related to regret; product involvement as boundary condition
C04 Kumar & Taneja (2024)	Journal of Small Business Strategy	India; social media live; fashion; n = 463; survey, CB-SEM	Flow related to return intention through impulsivity

			and process and outcome regret
C05 Hao & Huang (2025)	Asia Pacific Journal of Marketing and Logistics	China; scenario products; n = 190 and 196; two scenario experiments	Scarcity framing effects depended on time pressure; arousal as mechanism under certain conditions
C06 Cai Shuang & Ambad (2025)	Asean Entrepreneurship Journal	China; Douyin, Kuaishou, Taobao; n = 222; survey, PLS-SEM	Time scarcity related to perceived value and impulsivity; quantity scarcity showed no equivalent pattern
C07 Landria et al. (2026)	Equivalent: Journal of Economic, Accounting and Management	Indonesia; TikTok Live; skincare; n = 170; survey, PLS-SEM	Scarcity related to impulsivity; price perception and arousal mediation not supported
C08 Rahmandani & Rahmidani (2025)	SIBATIK Journal	Indonesia; Shopee Live; n = 130; survey, PLS-SEM	Scarcity related to FOMO, but FOMO did not support direct or mediated paths to impulsivity
C09 Nuraini (2025)	Journal of Innovation Research and Knowledge	Indonesia; Shopee Live; n = 140; survey, regression	Scarcity, discount, and perceived value related to impulsivity
C10 Maula & Putranto (2025)	Jurnal Riset Manajemen	Indonesia; TikTok Shop; n = 250; survey, SEM	Scarcity and arousal related to impulsivity, including indirect relationships
C11 Sari et al. (2026)	International Review of Management and Marketing	Indonesia; marketplace live; n = 272; survey, PLS-SEM	FOMO linked to trust and e-WoM in the mechanism toward impulsivity
C12 Rispawati & Suparlan (2026)	Journal of Innovative and Creativity	Indonesia; TikTok Shop and Shopee Live; n = 100; survey, PLS-SEM	Perceived scarcity mediated live commerce and impulse buying
C13 Mubarak et al. (2026)	Educational Studies and Research Journal	Indonesia; Shopee Live; n = 370; survey, PLS-SEM MGA	Scarcity–FOMO relationships differed between

			Java and outside Java
C14 Mahallani et al. (2026)	Musytari	Indonesia; TikTok Shop; beauty; n = 240; survey, PLS-SEM	Scarcity, flash sales, and FOMO related to impulsivity
C15 Rosiqin & Pambudi (2025)	YUME: Journal of Management	Indonesia; TikTok Live; n = 120; survey, PLS-SEM	Scarcity related to FOMO and impulsivity; urgency–FOMO path not supported
C16 Zhang & Rosli (2025)	Journal of Ecohumanism	China; general live retail; n = 467; survey, PLS-SEM	FOMO and social validation reported as mechanisms toward impulsivity
C17 Ramadhani et al. (2026)	Journal of Strategic Marketing and Innovation	Indonesia; TikTok Shop; n = 182; survey, PLS-SEM	Direction of statistical support cannot be determined because tables and narrative differ
C18 Wang et al. (2025)	Frontiers in Communication	China; Douyin, Kuaishou; n = 503; survey, CB-SEM	Anticipated regret moderated trust and arousal toward impulse buying intention

Source: coding and calculation from the corpus of this study

The publication years and product categories are summarized in Table 3, while the report-level designs and methods are summarized in Table 4.

Table 3. Reports by Journal Issue Year and Stated Product Category

Year	General	Fashion	Cross-product	Scenario product	Skincare	Beauty	Total
2024	1	1	1	–	–	–	3
2025	8	–	–	1	–	–	9
2026	4	–	–	–	1	1	6
Total	**13**	**1**	**1**	**1**	**1**	**1**	**18**

Note: 2026 is limited to the search date; "general" means product details were not separated for coding. Source: coding and calculation from the corpus of this study

Table 4. Descriptive Indicators, Designs, Data Collection, and Main Analysis Techniques of the Corpus

Aspect	Category	Number of Reports
Corpus indicators	Primary reports; different journals	18; 18
	Reports testing post-purchase regret; return intention; actual returns	2; 1; 0

Aspect	Category	Number of Reports
Design	Quantitative survey	17
	Report with two scenario experiments	1
Data collection	Online questionnaire	16
	Online and offline	1
	Scenario experiment	1
Main analysis technique	PLS-SEM	12
	CB-SEM	2
	PROCESS; regression; SEM without estimator details; factorial experiment	1 each

Note: categories are mutually exclusive at the report level; additional techniques are not counted as new reports.
Source: coding and calculation from the corpus of this study

As shown in Table 3, the corpus contained three reports in 2024, nine in 2025, and six in 2026. This describes the distribution of retrieved eligible reports rather than the growth of the field, and the decline from 2025 to 2026 cannot be read as declining academic interest because 2026 ended at the October search date. Most reports did not separate product categories operationally, whereas a few focused on fashion, skincare, or beauty products, which matters because product usefulness, the need to try products, size fit, and return opportunities can change post-transaction evaluation. Sampling contexts were more concentrated than publication outlets: eleven reports collected data in Indonesia, five in China, one in South Korea, and one in India. Table 4 shows that the corpus was dominated by cross-sectional surveys analyzed mostly with PLS-SEM, so many results are associations between perceptions; a larger number of mediation models does not add longitudinal observations when all constructs are measured at the same time.

Author affiliations were distinguished from sample locations. Indonesia appeared in 11 reports, China in four, Malaysia in three, and India and South Korea in one each, and the only collaboration link was between China and Malaysia in two reports. A report with a Chinese sample but Malaysian affiliation did not create a China–Malaysia link merely because its participants were in China. The thin network does not prove a general lack of international cooperation; it shows the limited range of institutional perspectives within this corpus. The corpus also revealed an imbalance between research on triggers and research on consequences: most reports focused on the stage before or around the purchase decision, two linked purchases to regret experienced after the decision, one of which also tested return intention, and one measured anticipated regret in a purchase intention model.

Theoretical Foundations and Their Explanatory Functions

The theoretical foundations identified in the frameworks or argumentation of the reports are summarized in Table 5.

Table 5. Theoretical Foundations Identified in the Frameworks or Argumentation

Foundation	Reports	Study Codes	Function in the Synthesis
S-O-R	11	C01, C02, C06, C07, C10, C11, C12, C13, C14, C16, C17	Organizes stimulus, internal process, and response
Regret theory	2	C03, C18	Distinguishes imagined from experienced decision evaluations

Foundation	Reports	Study Codes	Function in the Synthesis
Cognitive dissonance	1	C03	Explains misalignment of evaluation after the decision
Reactance	1	C03	Addresses responses to restricted freedom of choice
Flow	1	C04	Explains deep involvement in the broadcast experience
E-commerce system success	1	C04	Organizes system quality and user experience
Competitive arousal	1	C05	Distinguishes competition from opportunity pressure
Signaling	1	C06	Interprets information and offer cues
Consumer value	1	C09	Explains assessment of benefits and sacrifices
Social proof	1	C11	Places social information in judgment
Cognitive-affective system	1	C18	Connects cognitive and emotional processes

Source: coding and calculation from the corpus of this study

Table 5 shows that S-O-R was the most common framework, used in 11 reports, but its presence served different functions. In some reports it organized offers or live characteristics as stimuli, psychological states as the organism, and impulsivity as the response; in others the name was used mainly in argumentation. A model that labels S, O, and R does not necessarily test the assumptions that distinguish it from alternative explanations. Moreover, a discount can be coded as a stimulus when it refers to an external offer, whereas the perception that a price is attractive is an internal evaluation; similarly, scarcity can be a seller's message or a consumer's perception, and placing both in the same position mixes objective exposure with the subjective assessment the model seeks to explain.

Signaling theory helps explain how consumers interpret information that cannot be fully verified, as limited-stock messages may signal popularity, exclusivity, or uncertain access. Competitive arousal highlights situations in which consumers see an opportunity as contested, distinguishing time pressure from competition with other buyers. Regret theory raises two different questions, namely whether consumers fear regretting not buying and whether they later regret having bought; the two are not mechanical opposites because their comparison objects differ. Cognitive dissonance is close to post-decision evaluation but not identical to regret, and returns are a possible response rather than a definitional consequence of either state. Flow explains deep engagement in the broadcast, yet enjoying the broadcast does not necessarily explain evaluation of the goods once received. The use of several theories is meaningful only when it explains mechanisms that one lens cannot capture, yields different predictions, or specifies when a relationship strengthens or weakens.

Main Findings Before the Purchase

The thematic typology of the stage before the purchase is presented in Table 6.

Table 6. Thematic Typology of the Pre-Purchase Stage

Group	Coding Focus	Illustrative Evidence	Interpretation Limits
Economic incentives	Discounts, price perception, and value are distinguished; they are not automatically the same promotional measure	C01, C06, C07, C09, C14	Perceived price is not an objective discount measure; studies of price do not automatically isolate the effect of price reductions
Opportunity scarcity	Time limits, quantity limits, and supply and demand framing	C05, C06, C17	Results are not generalized across scarcity types; C17 is not used to determine statistical support because of inconsistent reporting
FOMO and social judgment	Fear of missing opportunities, trust, e-WoM, and social validation	C01, C08, C11, C15, C16	General tendencies are distinguished from momentary states; null and supportive results are retained; article frequency is not effect size
Contextual conditions	Sample region, product category, live experience, and scenario clarity	C05, C07, C13	Group differences do not by themselves show geographic or cultural causes; participant composition may play a role

Source: coding and calculation from the corpus of this study

As shown in Table 6, not all forms of scarcity had the same outcomes, so differences between time limits, quantity limits, and supply-demand framing must be maintained (Hao & Huang, 2025; Cai Shuang & Ambad, 2025). The direct scarcity–impulsivity relationship also differed from the relationship through FOMO: (Adyantari et al., 2025) supported the FOMO mechanism but not the direct scarcity path, whereas (Rahmandani & Rahmidani, 2025) supported neither the FOMO–impulsivity path nor the related mediation. Non-significant results were not converted into negative effects, and support for mediation in one context was not treated as proof that the same mediator always operates. Price promotion requires similar care, because actual discounts, perceived low prices, price appeal, and value judgments are not interchangeable indicators; low prices may be seen as savings, but consumers may also question quality. Landria et al. (2026) reported a pattern that supported neither the direct path of price perception nor arousal mediation, limiting overly general emotional interpretations, while Nuraini (2025) and (Mahallani et al., 2026) reported that scarcity, discounts, perceived value, flash sales, and FOMO were related to impulsivity.

FOMO can develop through the pressure of losing an opportunity or through social context, and its links with trust, e-WoM, and social validation expand the mechanisms studied (Sari et al., 2026; Zhang & Rosli, 2025). However, these responses are not always reactions to a particular discount, and scales measuring a general tendency to follow others' experiences must be distinguished from momentary states during a session. Consumer experience may also influence the interpretation of scarcity, but habituation was not established as an explanation for null results, because declaring promotional saturation requires measures of repeated exposure, cue credibility, or response change over time. Regional and product variation

provides contextual clues: Mubarak et al. (2026) examined differences between regional groups, and Landria et al. (2026) limited the object to one skincare category and brand, but group-based findings do not isolate location as a cause because income, experience, platform access, and respondent composition may also explain the patterns. Finally, surveys asking participants to recall long experiences capture habits but are vulnerable to memory reconstruction, while scenarios are more controlled but less representative of situations with many messages and real financial consequences.

Main Findings at the Moment of Purchase

The typology of the purchase decision stage is presented in Table 7.

Table 7. Thematic Typology of the Purchase Decision Stage

Group	Distinction Maintained	Illustrative Evidence	Evidence Limits
Urge and execution	Urge, intention, tendency, and reported behavior are kept as different constructs	C02, C18	Intention surveys or self-reports are not equated with observed checkout; decision timing cannot be inferred from variable names
Arousal and internal processes	Direct paths and mediation are examined separately; not all arousal is followed by purchase	C05, C07, C10	Differences are not explained by habituation without measures of repeated exposure; different designs limit comparability
Urgency and scarcity	Pressure to act immediately is distinguished from perceived limited access	C15, C17	Similar marketing terms do not prove construct equivalence; inconsistent source tables are not used as quantitative support
Anticipatory emotions	Regret imagined before choosing is separated from regret after choosing	C18	A purchase intention model is not considered a test of post-purchase regret; comparison direction and timing must be explained

Source: coding and calculation from the corpus of this study

Table 7 indicates that in many models impulse buying is the final outcome, but indicators labeled as behavior may be self-assessments of spontaneous tendencies rather than order records. Feng et al. (2024) tested urge and behavior separately and considered the roles of price perception and scarcity in the relationship between them, avoiding the assumption that every momentary desire ends in purchase. Arousal is a widely used mechanism for explaining quick decisions, yet different results in the skincare study and the TikTok Live study show the need to examine intermediary mechanisms separately (Landria et al., 2026; Maula & Putranto, 2025), so arousal cannot be assumed to be a universal mediator. Urgency and scarcity are also not identical: Rosiqin and Pambudi (2025) reported that the urgency–FOMO path was not supported, while Rispawati and Suparlan (2026) placed perceived scarcity as a mediator between live commerce and impulse buying. Unplanned buying, which may occur when consumers recall a need after seeing a product, was not treated as an estimate for all forms of impulsivity (Son & Yoon, 2024), and the term impulsive was not used as a moral judgment of consumers.

Anticipated regret has a special position. Wang et al. (2025) tested anticipatory emotion as a boundary condition in a purchase intention model, not as a consequence arising after goods are bought, so classifying that report in the post-purchase phase only because it uses the word regret would wrongly inflate the evidence. Inconsistent statistical reporting is an additional limit: in the report by Ramadhani et al. (2026), the narrative about unsupported paths did not fully match several numbers in the tables. The review did not choose the numbers that best fit an argument or recalculate significance without the original data; the report was retained in the corpus description and audit but not used to determine the direction of quantitative support.

Main Findings After the Purchase

Evidence on the post-purchase stage was scarcer, as summarized in Table 8.

Table 8. Thematic Typology of the Post-Decision Stage

Group	Operational Meaning	Corpus Evidence	Generalization Limits
Process regret	Evaluation of how the choice was made or the adequacy of deliberation	C04 (studied together with outcome regret)	Not all negative feelings are treated as regret; samples already experiencing regret do not estimate prevalence among all buyers
Outcome regret	Evaluation of the decision or consequences of the choice after the transaction; timing of evaluation recorded	C03, C04	Unplanned buying is not automatically identical to impulsivity; single-wave surveys do not directly observe causal order
Return intention	Tendency to consider returning a product; separated from action	C04	Not used to calculate actual returns; policy feasibility, return effort, and product reasons may change realization
Cancellation and actual return	Cancellation before fulfilment differs from return after receipt	Not tested in the retrieved corpus	Retained as a testing gap; candidates not retrieved in full are not used to fill the cells with abstract-only findings

Source: coding and calculation from the corpus of this study

As shown in Table 8, two reports tested regret experienced after the decision, and one linked it to return intention (Son & Yoon, 2024; Kumar & Taneja, 2024). This is a characteristic of the retrieved corpus rather than a conclusion that other literature does not exist, because several candidates on cancellation, well-being, and returns were not retrieved in full. Son and Yoon (2024) linked scarcity and unplanned buying to regret while considering product involvement, providing a bridge between pre-purchase motivation and later evaluation, although a single survey does not confirm that causal order was observed. In Kumar and Taneja (2024), return intention was studied through impulsivity and process and outcome regret, but respondents were screened as having experienced regret and initiated or completed a return, so the findings cannot estimate regret levels among all viewers or the return probability of all live orders. Return intention is a tendency rather than a record of physical return: consumers may consider returning but not do so because of effort, cost, or time limits, or may return goods because of delivery errors without regretting the purchase. Cancellation before fulfilment also differs from returns after receipt, and consumer well-being could not be synthesized because

candidates examining regret and well-being were not available in full. Cross-stage models therefore need sequential measurement and explicit units, since emotion episodes, transactions, goods, and individuals are not always equivalent.

Abstract Term Analysis and Bibliographic Coupling

The term visualization was created from source abstracts after filtering function words and overly dominant context terms (Figure 2). Font size indicates the occurrence of words in the abstract collection, not the influence of a variable. Scarcity, FOMO, effect, marketing, arousal, and regret were among the most visible terms, but the occurrence of return or regret in an abstract must be confirmed before stage classification, and the absence of a term does not mean the construct was not studied. Because English and Indonesian terms for similar concepts may appear as different tokens, the figure is used descriptively rather than as a complete semantic map.



Figure 2. Term Frequency Visualization of Source Abstracts after Preprocessing

Note: font size reflects token occurrence, not effect size, hypothesis support, or DHC classification. Source: corpus of this study

Bibliographic coupling assessed the closeness of articles based on shared DOI references (Figure 3). The number of captured DOIs varied widely, from 0 in C01 and 1 in C11 to 89 in C02, 80 in C04, and 50 in C16, so the network represents observed references rather than all bibliographic relationships. The strongest pairs were C13 and C07, with six shared DOIs and a value of about 0.222; C17 and C07, with two shared DOIs and about 0.157; and C05 and C03, with five shared DOIs and about 0.120. These values measure reference similarity, not similarity of data, results, or methodological quality. The empty row for C01 does not prove intellectual isolation but reflects an extraction limit, and no algorithmic clusters or network modularity were claimed.

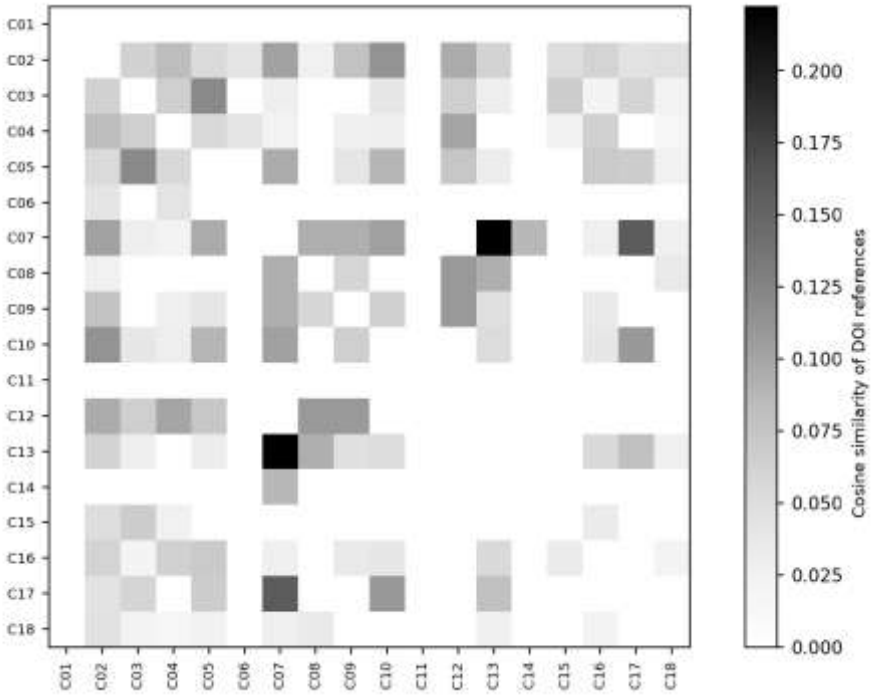


Figure 3. Bibliographic Coupling Matrix Based on Captured DOI References

Note: shading shows cosine normalization across the 18 reports; zero values, especially for C01, do not prove the absence of intellectual links. Source: corpus of this study

From Transaction Incentives to Decision Evaluation

The review shifts the reading of promotion from its ability to attract attention to the consistency of decisions. Initially, offers are judged by the visible opportunity; at the moment of choice, consumers weigh urges and possible actions; and after the decision, the target of evaluation may shift to usefulness, sacrifice, or the quality of the choice process. Price incentives may provide an economic reason to buy, whereas scarcity may change perceptions of available time, so both may produce the same decision through different mechanisms. If consumers buy because product value is judged favorably, later evaluation may center on benefit fulfilment; if the decision is dominated by fear of missing out, evaluation may turn to whether the product was actually needed. This is an integrative proposition from the synthesis, not a serial mediation already tested by the corpus. Separating the timing of regret further clarifies that anticipated regret centers on the risk of not acting, whereas experienced regret centers on the consequences of having acted, and that receiving the product introduces new information on fit, quality, and function.

Strengths and Limits of the Available Explanations

The methodological issues that affect interpretation are summarized in Table 9.

Table 9. Methodological Issues Affecting Interpretation

Domain	Audit Finding	Consequence for the Synthesis
Temporal order	17 reports were surveys; one report contained two scenario experiments; no panel across the whole journey	Statistical mediation is read as design-conditional; no claim that the full sequence from promotion to actual return is proven

Domain	Audit Finding	Consequence for the Synthesis
Participant selection	Some samples were limited to repeat buyers, impulsive buyers, or consumers who had regretted and initiated returns	Prevalence or event probability among all viewers is not calculated; sample sizes are not summed as unique consumers
Construct fit	Behavior labels do not always mean observed transactions; C16 items included intentions held before entering the broadcast	Item content is read together with reliability; C16 is used with caution and not as an objective behavior measure
Reporting consistency	C17 showed mismatches between narrative and table statistics; C01 had consistency issues in reporting indirect effects	No pooled coefficients; C17 is not used to set the direction of support, and C01 mediation sizes are not compared across articles
Metadata completeness	C01 had no captured reference DOIs; some journals had differing author, year, or volume metadata	The network reflects observed reference similarity; metadata deviations are recorded and not replaced with invented DOIs or dates

Source: coding and calculation from the corpus of this study

Table 9 shows that the dominance of surveys makes the corpus stronger for describing relationships between perceptions than for establishing causality, because statistical models do not by themselves remove the influence of product needs, platform experience, financial conditions, or prior impulsive tendencies. The JBI-based appraisal rated sample eligibility, context, and analysis as adequate in most surveys, whereas exposure validity, confounder identification and handling, and outcome validity remained unclear, and the analysis domain of C17 was rated as problematic. For the scenario experiment, manipulations and responses were reported, but randomization was not confirmed in this audit. Good internal consistency can also appear in items that consistently measure a construct different from its label; for example, intentions held before entering a broadcast should not be treated as indicators of spontaneous decisions caused by exposure.

Position Relative to Previous Reviews and Practical Implications

The contribution of this review relative to comparable reviews is summarized in Table 10.

Table 10. Position of the Contribution Relative to Comparable Reviews

Review	Scope Examined	Position of This Study
Li et al. (2025)	Live streaming impulsivity with mapping of factors, contexts, and the S-O-R framework	Does not repeat the claim that triggers have not been reviewed; focuses on construct comparability and bridges before and after the decision
Lee et al. (2025)	Review of live commerce impulsivity; metadata and summaries show antecedents, theories, and outcomes; full text not examined	Does not claim that the review ignored the post-purchase stage; detailed comparison is limited by access, so first-novelty claims are avoided
Ronda et al. (2026)	Temporal and recursive perspective on social media impulse buying	Temporal integration is not the sole novelty; the distinction of emotions, decision measurement, and forms of transaction reversal is a more specific focus

Review	Scope Examined	Position of This Study
Beikverdi et al. (2024); Furquim et al. (2023)	Post-purchase effects of impulse buying and organization of the omnichannel journey; broader or different contexts	The format and stage perspective are adapted; numbers, criteria, and results of these references are not transferred to the live retail corpus

Source: coding and calculation from the corpus of this study

As shown in Table 10, the contribution of this study is not a claim to be the first review to go beyond checkout, but an operational mapping of promotional relationships with the timing of emotions and types of outcomes in live retail. Theoretically, it sharpens the use of stimulus–organism–response frameworks by separating responses at one time from evaluations at a later time and external exposure from perceptions of exposure, without replacing S-O-R or declaring earlier theories wrong. Studies supporting scarcity toward FOMO and other studies linking impulsivity to regret do not yet prove a single serial path in the same population, so the integrative framework should be read as a testing agenda built from separate evidence. Practically, evaluations of live retail promotions should specify the performance endpoint: checkout counts are useful for immediate responses but differ from fulfilled orders or products kept by consumers. Practitioners can separate cancellation before fulfilment, returns after receipt, return reasons, and complaints about promotional methods, set comparable observation windows before comparing campaigns, and report consistent units such as orders, items, and buyers. Limited-time and limited-stock information should also represent explainable offer conditions, so that communication success is not inferred solely from increased urges to buy. These recommendations derive from conceptual and process distinctions, not from causal estimates of financial impact in the corpus.

CONCLUSION

This systematic literature review of 18 reports indicated that price promotions and scarcity appeals were associated with impulsive purchasing behavior through multiple context-dependent mechanisms, including direct relationships and indirect pathways involving fear of missing out (FOMO), emotional arousal, and perceived value. However, the findings were inconsistent across studies, and empirical evidence concerning post-purchase consequences remained limited. Only two reports examined experienced post-purchase regret, one investigated return intention, and none assessed actual product returns. Differences in research design, sampling strategies, construct measurement, and study contexts influenced the interpretation and comparability of the findings. The review was further limited by its web-based search strategy, the unavailability of full texts for 21 potentially relevant records, and methodological quality appraisal conducted by a single AI assistant without independent human verification. The synthesis emphasized essential conceptual distinctions between communicated scarcity and perceived scarcity, purchase urges and completed transactions, anticipated and experienced regret, and return intentions and actual return behavior. Future research should clarify the counterfactual comparisons underlying post-purchase regret, distinguish the experiential value of live broadcasts from perceived product value, and investigate whether post-purchase experiences influence consumers' responses to subsequent promotional offers. Longitudinal panel studies should examine consumer responses before live

broadcasts, immediately after purchasing decisions, following product receipt, and after the applicable return period. Integrating survey responses with objective transaction records and employing factorial experimental designs that independently manipulate price discounts, time limits, and quantity restrictions would strengthen causal inference and measurement validity. Methodological quality assessments should also emphasize construct validity and the control of potential confounding variables. Cross-platform investigations should distinguish platform characteristics from consumer attributes while accounting for product categories and return policies. Future studies should additionally include more diverse consumer groups, particularly nonpurchasing viewers, consumers who deliberately postpone purchases, and individuals who reduce their participation following negative shopping experiences. From a managerial perspective, promotional effectiveness should be evaluated using fulfilled and retained transactions over comparable observation periods rather than relying exclusively on immediate checkout activity.

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CONFLICT OF INTEREST

The author emphasizes that there are no personal, commercial, or financial conflicts of interest that have the potential to affect the objectivity of the findings of this study.

AUTHOR CONTRIBUTION

All authors contribute equally at every stage of research, from the idea of ideas and concepts, the collection and analysis of data, to the writing and editing of the final manuscript.

GENERATIVE ARTIFICIAL INTELLIGENCE USAGE STATEMENT

In the preparation of this manuscript, the author makes limited use of Artificial Intelligence (AI), only to check grammar and refine the use of language. AI is not involved in data collection, substantive analysis, or drawing research conclusions.

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