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Consumer Reviews and Impulsive Buying: The Role of Emotional Arousal in Social Commerce

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ABSTRACT

Impulsive buying has become increasingly prevalent in social commerce platforms where consumers encounter emotional and visual content. This study examines how emotional online reviews supplemented with photos or videos trigger emotional arousal that drives impulsive purchasing decisions. A qualitative literature review method was employed following systematic procedures for article identification and thematic synthesis. The analysis reveals that emotional reviews activate contagion mechanisms where consumers experience similar feelings to reviewers, increasing their readiness to purchase spontaneously. Visual content strengthens this effect by providing concrete evidence and enabling consumers to imagine themselves using the product. Social commerce platforms create optimal conditions for impulsive buying through integrated social interaction and commercial features. Product type moderates this relationship, with hedonic products being more susceptible to emotional and visual influence. Consumer characteristics including age, shopping experience, and impulse tendency also moderate the effect. Authentic visual reviews enhance credibility and reduce perceived risk that typically inhibits impulsive purchases. Post-purchase cognitive dissonance often leads consumers to rationalize their decisions through positive reinforcement. These findings have implications for marketing strategies and consumer protection policies in the digital marketplace. Future research should employ experimental designs to establish causality and examine long-term effects on consumer satisfaction.

INTRODUCTION

Impulsive buying behavior has become an increasingly common phenomenon in the era of online shopping, especially with the emergence of social commerce platforms that integrate social content and commercial transactions. Consumers often make unplanned purchases when exposed to attractive marketing stimuli in a digital environment (Phan et al., 2020). Rook (1987) defines impulsive buying as a consumer's tendency to make purchases spontaneously, non-reflectively, and without careful consideration of the consequences. Darmawan and Gatheru (2021) assert that impulsive buying in a marketplace environment is closely related to the lack of consumer planning before conducting transactions. The online shopping environment creates ideal conditions for the emergence of impulsive behavior due to ease of access, attractive interfaces, and exposure to various product information (Filho & Oliveira, 2022). The ease of use of a platform also shapes consumer behavioral intentions in conducting digital transactions (Kemarauwana & Darmawan, 2020). Platforms such as TikTok Shop and Instagram have changed the way consumers interact with products through visual content and dynamic reviews. Psychological factors such as emotional arousal and lack of self-control are the main drivers of these spontaneous purchasing decisions. Understanding the mechanisms underlying impulsive buying is increasingly important for business practitioners and policymakers.

Consumer reviews on online platforms have evolved from mere text into multimedia content rich in emotional and visual information. Emotional reviews often feature expressive language and describe personal product usage experiences (Lelieveld & Hendriks, 2021). This emotional content has the ability to evoke similar feelings in potential buyers through mechanisms of empathy and identification. Consumer reviews have a significant

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influence on purchasing decisions because they are considered more credible than marketing communications from sellers (Sankhla et al., 2024). Fared et al. (2021) show that electronic service quality also shapes customer satisfaction, which ultimately drives repurchase intentions. Good service quality is essentially an important determinant of customer satisfaction (Darmawan et al., 2022). The presence of photos and videos in reviews further strengthens this effect by providing visual evidence of product quality and usage. Visual reviews allow consumers to view products from various angles and in real contexts of use. The combination of emotional and visual aspects in reviews creates a powerful stimulus that can trigger the urge to buy impulsively. Consumer trust in reviews from other buyers becomes the foundation of this influence.

Social commerce platforms such as TikTok Shop and Instagram have transformed the online shopping landscape by combining entertainment and transactions into a single ecosystem. Social media essentially plays a major role as a means of online business promotion (Infante & Mardikaningsih, 2022). Short video content that displays products dynamically and interactively creates an immersive shopping experience. Ngo et al. (2024) found that the factors influencing online impulsive buying on the Shopee platform include video quality, interactivity, and content credibility. Consumers who are exposed to attractive visual content and emotional reviews tend to experience an increase in emotional arousal that drives spontaneous purchasing decisions. Features such as live comments and interaction with sellers or other buyers strengthen engagement and reduce barriers to making purchases. This environment full of sensory stimuli reduces the consumer's capacity to perform rational cognitive evaluations. Social commerce platforms create conditions where purchasing decisions are often based on emotional urges rather than rational considerations.

Reviews equipped with photos and videos have the ability to trigger stronger emotional arousal compared to text-based reviews alone. Visual content displays products in real situations that allow consumers to imagine themselves using those products (Kübler et al., 2023). This imagination process evokes positive feelings that drive the desire to immediately own the product. Authentic visual reviews build trust that the product will meet expectations, thereby reducing the perception of risk that usually hinders impulsive buying. The ease of transactions through electronic money further reduces the barriers that usually accompany the purchasing process (Sinambela & Darmawan, 2022). Sun et al. (2024) examined the factors influencing users' impulsive buying in online group purchases, including online reviews, countdown timers, and self-control. The emotional arousal triggered by visual reviews can weaken the self-control mechanisms that typically prevent unplanned purchases. Consumers experiencing high emotional arousal tend to ignore rational considerations regarding needs and budgets (Zheng et al., 2024).

The main problem in understanding the influence of reviews on impulsive buying is the complexity of interactions between various types of information contained in reviews. Reviews can contain emotional, rational, visual, and social elements, each of which has a different effect on purchasing decisions (Guo et al., 2020). The competitive advantage of a product is also determined by the service marketing mix applied by the company (Darmawan & Grenier, 2021). Service quality, product variety, store atmosphere, and price perception are also recorded as important determinants in consumer purchasing decisions (Essardi et al., 2022). Gardi and Darmawan (2022) studied shopping lifestyles, sales promotions, and impulsive buying behavior, which show that various factors can interact in complex ways. Differences in methodology and research focus produce sometimes inconsistent findings regarding the exact mechanism of how reviews affect impulsive buying. The lack of understanding regarding the specific role of emotional and visual content in reviews hinders the development of effective marketing strategies. The effectiveness of marketing strategies also depends on the creativity and innovation managed by the company (Darmawan, 2023a). Companies often do not know which type of review is most effective in driving impulsive buying without causing high purchase regret.

Another equally significant problem is the variation of review effects across various consumer segments and product categories. Different generations show different responses to emotional and visual content, with the younger generation tending to be more influenced by dynamic visual reviews. Generational differences in adapting to digital technology are also seen in older worker groups (Darmawan, 2023). High-involvement products such as electronics may be more influenced by rational reviews, while low-involvement products such as fashion are more influenced by emotional and visual reviews. Consumer segmentation based on demographic and psychographic factors is important to understand the variation of this effect (Vana & Lambrecht, 2020). The digital access and skill gap also affects how consumers from various backgrounds respond to digital services (Ramle & Mardikaningsih, 2022). Ignoring this variation can lead to overgeneralization of research findings.

Bashori et al. (2024) discuss big data analysis and analytics in preventing discrimination and protecting insurance customers, which demonstrates the importance of understanding the use of consumer data. Negara et al. (2021) examine the consumer review approach to product competitiveness and management strategy. Without adequate understanding of how reviews influence consumer behavior, companies may invest resources into ineffective review strategies. Consumers also risk making detrimental purchasing decisions due to being influenced by review content designed to trigger impulsive buying (Priyanka, 2024). Ethical and legal aspects in the dissemination of information through digital media also need to be a concern so that consumers are not harmed (Muhammad et al., 2023). Regulators and policymakers require knowledge of these mechanisms to develop appropriate consumer protection. Healthy business competition and adequate supervision are also needed to create a digital economic ecosystem that is fair to consumers (Wibowo et al., 2023). Systematic reviews become important to synthesize scattered findings and identify existing knowledge gaps.

The objective of this research is to construct a conceptual framework explaining the mechanism of the influence of emotional and visual reviews on impulsive buying through emotional arousal as a mediator. This research provides a theoretical contribution in the form of extending the stimulus-organism-response model into the context of reviews in social commerce. Its practical contribution is a guide for marketers to design effective review strategies in driving impulsive buying. E-commerce platforms can use this framework to develop features that optimize the impact of positive reviews.

RESEARCH METHOD

This research employs a qualitative literature study approach with a systematic procedure to identify, evaluate, and synthesize findings from various written sources. This approach is appropriate for the topic of the influence of reviews on impulsive buying because it involves complex and contextual psychological constructs. According to Petticrew and Roberts (2006), systematically designed literature studies can identify patterns invisible in individual studies due to sample and methodological limitations. The research process begins with the formulation of clear questions regarding the relationship between emotional and visual reviews and impulsive buying. Literature searches are conducted through international academic databases such as Scopus, Web of Science, and Google Scholar using keyword combinations such as impulse buying, online review, emotional content, visual content, and social commerce. Inclusion criteria are applied to ensure that only studies employing empirical methods with adequate samples are included in the synthesis. Bibliographies of identified articles are also examined to uncover additional relevant studies through the snowball method.

Data analysis in this literature study applies the thematic synthesis method outlined by Thomas and Harden (2008). The first stage of analysis is open coding, where each statement in the articles concerning the relationship between reviews and impulsive buying is assigned a descriptive label. The resulting codes are subsequently grouped into broader categories such as review characteristics, emotional arousal, impulsive buying, and moderating factors. The second stage is the development of analytical themes, wherein the researcher moves beyond the content of individual studies to generate new propositions regarding the relationship mechanisms. The validity of findings is maintained through cross-checking by two independent researchers who extract data from the same sample of articles. Differences in interpretation are resolved through discussions referring to pre-established operational definitions. This study does not aim to test hypotheses statistically, but rather to develop a conceptual framework that can be tested in subsequent quantitative research. This approach enables the identification of recurring themes and existing knowledge gaps in the literature concerning impulsive buying in social commerce.

RESULT AND DISCUSSION

Reviews with emotional content have the ability to evoke strong feelings in potential buyers through emotional contagion mechanisms (Herrando et al., 2022). Hong et al. (2023) found that online reviews have a significant effect on online impulsive buying behavior, where reviews containing emotional language are more effective than neutral or factual reviews. When consumers read reviews depicting intense excitement or satisfaction from product users, they tend to feel similar emotions through the identification process. The affective experience induced by emotional reviews increases the consumer's readiness to act spontaneously. Essa and Mardikaningsih (2022) show that the measurement of service quality and customer satisfaction improvement strategies must consider emotional aspects. Consumers experiencing high emotional arousal have a reduced capacity to perform rational cognitive evaluations of purchasing decisions (Coker, 2020). This creates conditions where purchasing decisions are based more on feelings than rational considerations. Marketers can leverage these findings by encouraging customers to share their emotional experiences through reviews. The application of social responsibility principles in marketing strategies needs to be maintained so that such emotional approaches do not lead to consumer exploitation (Arifin & Darmawan, 2021).

Visual content in reviews such as photos and videos reinforces the emotional effect by providing concrete evidence that can be visualized by potential buyers (Wu et al., 2021). Darmawan and Gatheru (2021) explain that understanding impulsive buying behavior in marketplaces requires attention to visual aspects that influence consumer perceptions. The utilization of consumer behavior data also supports the personalization of marketing content, including the presentation of visual reviews that better match the preferences of potential buyers (Fared & Darmawan, 2021). Reviews equipped with product photos used in real situations allow consumers to imagine themselves using the product. This imagination process evokes positive feelings that further strengthen the desire to buy immediately. Videos displaying products dynamically provide a more immersive experience than static photos (Cheng et al., 2022). Movement, sound, and usage context in videos create a simulation of a nearly real experience. Consumers who watch review videos tend to experience higher emotional arousal than those who only read text reviews. The authenticity of the person delivering the review also shapes an emotional bond resembling a parasocial relationship between the consumer and the information source (Mardikaningsih & Essa, 2025). Video content also reduces uncertainty about product quality which often hinders impulsive buying.

Social commerce platforms create an optimal environment for impulsive buying to occur through the integration of social content and commercial transactions (Abdelsalam et al., 2020). Social media essentially has great potential as a means of online business promotion (Infante & Mardikaningsih, 2022). Ngo et al. (2024) identified that video platforms such as Shopee have unique characteristics that influence impulsive buying behavior. Features such as live comments, real-time notifications, and social interaction create a high sense of urgency and engagement. Consumers who interact with review content on social commerce tend to experience stronger emotional arousal due to the accompanying social elements (Lelieveld & Hendriks, 2021). Various digital marketing communication channels, including email, retain relevance even as social commerce platforms increasingly dominate (Sinambela & Darmawan, 2021). Comments from other users and interactions with sellers reinforce the validity of reviews and increase consumer trust in the information presented. The development of automated systems across various lines also changes how individuals interact with digital technology, including in the context of shopping (Darmawan, 2022). The social commerce environment reduces the psychological barriers that usually prevent impulsive buying by creating a sense of togetherness and social validation.

Emotional arousal triggered by reviews serves as a mediator between review exposure and impulsive buying decisions. Consumers exposed to emotional and visual reviews experience increased heart rate, excitement, and intense positive feelings (Guo et al., 2020). This high arousal condition activates the reward system in the brain which encourages approach behavior and reduces self-control. Sun, Li, and Sun (2024) examined that self-control moderates the relationship between online reviews and impulsive buying, where individuals with low self-control are more vulnerable to review effects. Kaur and Sharma (2024) conducted a systematic exploration of impulsive buying in the digital era and found that emotional arousal is a central mechanism. Beikverdi et al. (2024) examined the post-purchase effects of impulsive buying and found that emotional arousal during purchasing affects post-purchase evaluation. Consumers who buy under high arousal conditions tend to experience greater post-purchase regret (Grigsby et al., 2021). Nevertheless, positive emotional experiences during purchasing can also increase satisfaction if the product meets the expectations aroused by reviews.

Product type moderates the effect of reviews on impulsive buying, with products possessing hedonic value being more vulnerable to emotional and visual influences (Yao et al., 2022). Nguyen et al. (2024) studied Vietnamese Gen Z consumers and found that fashion and beauty products are more influenced by emotional and visual reviews compared to functional products. Gardi and Darmawan (2022) observed that shopping lifestyles and sales promotions have different effects across various product categories. The values embraced by consumers, including concern for environmental aspects, also shape preferences toward specific product categories (Mardikaningsih, Nuraini, & Halizah, 2022). Hedonic products such as clothing, accessories, and cosmetics are more frequently purchased impulsively because purchasing decisions are based more on emotions and aesthetic desires. Functional products such as electronics or household appliances tend to require more rational evaluation and are less influenced by emotional reviews (Staszak, 2022). Marketers need to adjust their review strategies based on product categories to maximize effectiveness. Rich visual reviews are more effective for hedonic products, while informative and factual reviews are more suitable for functional products.

Consumer characteristics such as age, online shopping experience, and impulsive tendencies moderate the effect of reviews on impulsive buying. The younger generation growing up with social media tends to be more responsive to visual and emotional content compared to older generations (Motyka et al., 2018). The younger generation familiar with social media also exhibits distinct digital literacy patterns in consuming online content (Kurniawan, Darmawan, & Khayru, 2021). Hardyansah et al. (2022) discuss that a minimalist lifestyle can reduce the tendency of impulsive buying in certain consumer segments. Consumers with extensive online shopping experience may be more skeptical of overly emotional reviews and require stronger evidence. Digital access gaps between age groups also affect how online economic opportunities are utilized by each consumer segment (Sinambela et al., 2022). Bashori et al. (2024) show that the use of data and analytics can help in understanding consumer preferences more accurately. Optimal big data management also supports strategic decision-making in understanding consumer behavior more precisely (Ali & Darmawan, 2023). The trend of impulsive buying can also be influenced by cultural factors and values embraced by society. The concerns of some consumers regarding technology-based changes also affect their readiness to adapt to new digital systems (Mardikaningsih, Darmawan, & Halizah, 2023). Negara et al. (2021) examine the consumer review approach to product competitiveness, showing cross-market variations. Consumer segmentation based on psychographic characteristics becomes important for designing effective review strategies. Marketers who understand their target consumer profile can tailor the types of reviews promoted to maximize impact.

Social factors such as peer influence and social validation strengthen the effect of reviews on impulsive buying on social commerce platforms. Reviews viewed together with comments and reactions from other users create social proof that convinces consumers that the product is worth buying (Sanapang & Ardyan, 2024). Ali et al. (2024) discuss consumer protection in online transactions, demonstrating the importance of social trust. Rofiqi et al. (2025) examine digital product liability and consumer losses arising from mobile applications. Consumers who see that many other people provide positive and interactive reviews will be more confident in making a purchase. This phenomenon is known as the bandwagon effect, where individuals tend to follow the behavior of the crowd. The role of the media in shaping public opinion shows a similar pattern, where collective perception can shift individual attitudes and decisions (Khayru, Rojak, & Fajar, 2024). Social commerce leverages this effect by displaying likes, comments, and interactions in real-time (Bhattacharyya & Bose, 2020). Consumers who feel social pressure to buy trending products are more vulnerable to impulsive buying. Marketers can amplify this effect by encouraging customers to share their purchase experiences on social media platforms. Positive social interaction creates a cycle that strengthens the influence of reviews on impulsive buying.

The presence of authentic visual information in reviews increases credibility and reduces the perception of risk that usually hinders impulsive buying. Consumers who see photos or videos from other buyers feel more confident that the product will meet expectations. Darmawan and Gatheru (2021) explain that impulsive buying in marketplaces is influenced by the availability of adequate information. Cahyati and Mardikaningsih (2021) show that brand awareness and positive associations influence purchasing decisions. The authenticity displayed by the review source also forms an emotional bond resembling a parasocial relationship with consumers (Hariani & Mardikaningsih, 2022). Visual reviews showing products in various conditions and angles provide a more complete understanding than text descriptions alone. Consumers who feel they have enough information about a product will be braver in making spontaneous purchasing decisions. Redine et al. (2023) identified that visual information reduces uncertainty, which often hinders impulsive buying. The threat of disinformation in the digital space also deserves attention, given that unauthentic content has the potential to mislead consumers (Sinambela, 2022). The authenticity of visual content is key to its effectiveness, as reviews that look overly professional actually decrease credibility. Marketers need to encourage customers to share realistic and unedited photos and videos. Authentic visual reviews build trust, which serves as the foundation for impulsive buying behavior.

Consumers who buy impulsively due to emotional and visual reviews often experience post-purchase cognitive dissonance. Beikverdi et al. (2024) examine the post-purchase effects of impulsive buying and find that consumers often rationalize their decisions after purchase to reduce psychological discomfort. They seek confirmation that the purchase was a good decision even though it was initially driven by emotion. This rationalization process involves emphasizing the positive aspects of the product and ignoring any shortcomings that may exist. Essa and Mardikaningsih (2022) show that measuring customer satisfaction is important for understanding post-purchase evaluation. The quality of interaction during the transaction process also affects the level of customer satisfaction after the purchase is made (Darmawan, 2022). Consumers who experience post-purchase regret may change their future behavior or leave negative reviews. Alamin et al. (2021) propose that relational value approaches can help reduce post-purchase regret. Marketers need to note that encouraging excessive impulsive buying can damage long-term relationships with consumers. A more sustainable strategy is to balance driving impulsive buying and ensuring consumer satisfaction. Kaur and Sharma (2024) recommend that future research should pay attention to the post-purchase aspects of impulsive behavior.

The role of reviews in driving impulsive buying brings significant strategic implications for business practitioners in the social commerce era. Sun et al. (2024) emphasize that marketers must consider ethical aspects when designing review content to avoid exploiting consumers who are vulnerable to emotional and visual influences. Responsible marketing strategies do not focus solely on increasing short-term sales through impulsive buying, but also pay attention to consumer well-being in the long term. Companies that rely on manipulative tactics through overly emotional reviews or misleading visuals risk damaging consumer trust and brand reputation. Consumer trust is a valuable asset that takes a long time to build but can be destroyed in an instant when consumers realize they have been manipulated. Accountability and business ethics are principles that companies need to maintain in various aspects of their operations, including in designing review strategies (Darmawan, 2022). Marketers need to balance driving impulsive buying with ensuring that consumers have adequate information to make the right decisions. An ethical approach in review strategies not only protects consumers but also builds longer-term relationships that are more profitable for the company. Consumers who feel respected and not exploited will be more likely to become loyal customers.

Social commerce platforms have a responsibility to develop features and policies that help consumers make more informed purchasing decisions (Bugshan & Attar, 2020). Ngo et al. (2024) recommend that platforms need to provide clear information on review credibility, including indicators of whether reviews come from verified buyers. The technical and ethical management of online business visibility is also an aspect that platforms need to pay attention to when displaying reviews to potential buyers (Arifin, Al Hakim, Darmawan, Irfan, & Sigita, 2021). Features such as review ratings based on content quality, filters to distinguish emotional and factual reviews, and fake review detection systems can help consumers evaluate information better. Bias in algorithmic systems that regulate review display also needs to be watched out for so as not to disadvantage consumers unfairly (Mardikaningsih & Oluwatoyin, 2023). Platforms can also develop tools that help consumers compare products based on various criteria objectively, rather than solely on popularity which may be driven by emotional reviews. Organizational readiness to face technology-based changes is also determined by adaptive digital leadership within it (Mardikaningsih & Darmawan, 2023). Consumer protection in online transactions, especially for impulsive purchases that frequently occur in social commerce, requires special attention from platforms as transaction facilitators. Faridi et al. (2023) highlight the importance of consumer protection in online transactions, especially considering consumer vulnerability to unplanned purchasing decisions. The platform's responsibility in ensuring smooth product return processes is also an important part of consumer protection (Anugroh et al., 2023). Clarity of marketplace platform responsibilities as well as assessments of anti-competitive practices are also part of healthy digital business regulation (Jauhari et al., 2024). The protection of intellectual property rights of business actors is also part of efforts to maintain fairness in the digital business ecosystem (Hidayat et al., 2024). Platforms that are proactive in protecting consumers will build greater trust and long-term loyalty.

Regulators play an important role in creating a fair and safe social commerce environment for consumers. Policies regarding review transparency and the prohibition of misleading fake review practices need to be seriously considered to protect consumers from exploitation. Clarity of legal rules and adequate supervision are key in various forms of digital-based business activities, including those involving online marketing schemes (Rizaldi et al., 2024). Effective regulation must include the platform's obligation to disclose whether reviews come from buyers who actually purchased the product or from parties receiving compensation. Fake review practices carried out by sellers or marketing agents to artificially boost product ratings must be subject to strict sanctions. Patterns of legal violations in digital technology, including issues of liability and proof, are relevant concerns for rule enforcement in this realm (Sutanto, Saputra, & Darmawan, 2023). Bashori et al. (2024) discuss the importance of data analysis in preventing practices that harm consumers, which can be applied to detect fake review patterns. Regulators also need to consider regulations on the excessive use of emotional and visual content designed to trigger impulsive buying. Structural changes accompanying the development of the digital economy also bring impacts that need to be anticipated by regulators (Gardi & Darmawan, 2024). A regulatory approach that balances protecting consumers and not hindering innovation is a major challenge for policymakers. The balance between utilizing existing systems and exploring new approaches is relevant in formulating such policies (Irfan & Darmawan, 2024). Collaboration between regulators, platforms, and industry associations is needed to develop widely acceptable ethical standards.

The balance between business interests and consumer protection is a major challenge in the social commerce era that must be addressed through a collaborative and sustainable approach. Gardi and Darmawan (2022) emphasize that understanding impulsive behavior is important for the development of responsible marketing strategies, where marketers do not just pursue short-term profits but also consider long-term impacts on consumers. Negara et al. (2021) show that the consumer review approach to product competitiveness must consider ethical aspects, given that reviews have great power in shaping consumer perceptions and decisions. Companies that implement ethical business practices in managing reviews will build a better reputation and stronger relationships with consumers. Consumers who feel protected and respected will develop greater trust in the platforms and brands they use. This trust becomes the foundation for a sustainable social commerce ecosystem where all parties benefit. A balanced approach between business interests and consumer protection will create sustainable shared value for all stakeholders. The social commerce era requires collective awareness that long-term success can only be achieved through responsible and ethical practices.

CONCLUSION

Emotional reviews equipped with visual content exert a significant influence on impulsive buying through emotional arousal mechanisms. Review content that evokes positive feelings enhances consumers' readiness to make spontaneous purchases by reducing the capacity for rational cognitive evaluation. Social commerce platforms create an optimal environment for impulsive buying to occur through the integration of social content and commercial transactions. Review characteristics, product types, and consumer traits collectively influence the strength of the relationship between reviews and impulsive buying. Authentic visual reviews enhance credibility and reduce the risk perception that typically inhibits impulsive buying. Consumers experiencing post-purchase regret frequently engage in rationalization to reduce arising cognitive dissonance. Implications for marketers include the importance of encouraging authentic visual reviews and considering consumer segmentation in review strategies. Implications for regulators encompass the necessity for regulations regarding review transparency and consumer protection from misleading review practices.

The theoretical implication of this research is the extension of the stimulus-organism-response model by incorporating emotional and visual review characteristics as stimuli influencing arousal as the organism. Its practical implications encompass recommendations for marketers to encourage customers to share their emotional and visual experiences through reviews. Social commerce platforms are advised to develop features that facilitate the creation and consumption of visual reviews. Companies are advised to develop policies that balance encouraging impulsive buying with ensuring long-term consumer satisfaction.

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