

# COGNITIVE AND EMOTIONAL DRIVERS OF ONLINE PURCHASE DECISIONS IN LIVE-STREAMING SOCIAL COMMERCE

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## ABSTRACT

**Purpose:** This study examines how various internal and external factors influence consumer behavior in the purchase decision-making process by synthesizing findings from previous empirical and theoretical studies.

**Design/methodology/approach:** This study adopts a literature review approach by systematically collecting and analyzing peer-reviewed journal articles and relevant academic sources related to consumer behavior and purchase decision-making. The selected studies were categorized and interpreted based on key determinants such as psychological, social, cultural, and technological factors.

**Findings:** The findings indicate that purchase decisions are shaped by the interaction of cognitive factors (such as perception, motivation, and attitudes) and external influences (such as social environment, marketing stimuli, and digital platforms). Recent literature also highlights the growing importance of online information, social media, and electronic word-of-mouth in accelerating and modifying consumer decision processes.

**Research limitations/implications:** This study is limited to secondary data obtained from published literature, which may restrict the depth of contextual analysis and empirical validation. In addition, variations in research settings and methodologies across reviewed studies may affect the comparability of findings.

**Practical implications:** The results suggest that firms should design marketing strategies that integrate both rational appeals (product information and value propositions) and emotional engagement (brand image and social influence) to effectively influence consumer purchase decisions.

**Originality/value:** This study provides a comprehensive synthesis of cognitive, emotional, and social perspectives on consumer purchase decision-making, offering an integrative framework that can serve as a foundation for future empirical research.

**Paper type:** Literature review

**Keyword:** Cognitive drivers; Consumer behavior; Emotional drivers; Live-streaming social commerce; Online purchase decisions.

## A. INTRODUCTION

Consumer behavior has long been recognized as a central concept in economic and marketing research, as it explains how individuals select, purchase, use, and evaluate goods and services to satisfy their needs and wants. Understanding consumer behavior is crucial for firms in designing effective marketing strategies and for policymakers in formulating regulations that protect and empower consumers. Over the past decades, scholars have developed numerous theoretical models to explain purchase decision-making, including rational choice theory, behavioral economics, and psychological models emphasizing motivation, perception, and attitudes.

Traditional studies on consumer behavior primarily focused on rational and cognitive aspects of decision-making, assuming that consumers evaluate available alternatives based on price, quality, and utility maximization. However, subsequent research has shown that purchase decisions are not purely rational but are also shaped by emotional responses, social influence, cultural norms, and situational factors. This shift has led to the integration of psychological and sociological perspectives

into economic analysis, highlighting the multidimensional nature of consumer decision-making. In recent years, rapid technological development and digitalization have significantly transformed the consumption environment. Online shopping platforms, social media, and digital advertising have created new forms of interaction between consumers and sellers. Consumers are increasingly exposed to real-time information, peer reviews, and persuasive marketing content, which accelerates decision-making processes and reshapes traditional purchasing patterns. As a result, contemporary research has expanded to include digital contexts such as e-commerce, mobile commerce, and social commerce, emphasizing the role of electronic word-of-mouth, influencer marketing, and platform design in shaping consumer choices.

Despite the growing body of literature on consumer behavior and purchase decision-making, existing studies remain fragmented across different theoretical traditions and research contexts. Some studies emphasize cognitive determinants such as information processing, perceived value, and attitudes, while others focus on emotional and social factors such as trust, fear of missing out (FOMO), social identity, and peer influence. Moreover, empirical findings often vary depending on product categories, cultural settings, and research methods, making it difficult to derive a unified understanding of how these factors jointly influence purchase decisions. Although extensive research has been conducted on consumer behavior and purchase decision-making, several gaps can be identified in the current literature. First, many studies examine cognitive and emotional factors in isolation, rather than analyzing their combined and interactive effects on purchase decisions. This separation limits the ability to fully capture the complexity of real-world consumer behavior, where rational evaluations and emotional responses often occur simultaneously.

Second, prior research is heavily dominated by quantitative approaches using survey-based methods and structural models. While these approaches provide valuable statistical insights, they may overlook the dynamic and contextual nature of decision-making processes, particularly in digital and interactive consumption environments. Qualitative and interpretive syntheses remain relatively limited in comparison, especially in the context of emerging consumption patterns. Third, most literature reviews on consumer behavior focus on either traditional offline purchasing or general e-commerce contexts, with limited attention to newer forms of consumption mediated by interactive technologies and social platforms. This creates a need for a more integrative review that bridges classical theories of consumer behavior with contemporary findings from digital and social commerce research. Based on these gaps, this study seeks to provide a comprehensive literature review on consumer behavior in purchase decision-making by synthesizing theoretical and empirical findings across cognitive, emotional, and social perspectives. By integrating diverse streams of research, this study aims to develop a holistic understanding of how consumers make purchase decisions and to identify directions for future research in both traditional and digital consumption contexts.

### **Consumer Behavior and Purchase Decision-Making**

Consumer behavior refers to the study of how individuals or groups select, purchase, use, and dispose of products and services to satisfy their needs and desires (Kotler & Keller, 2016). From an economic perspective, consumer decision-making was initially explained through rational choice theory, which assumes that consumers aim to maximize utility based on price, income, and preferences (Samuelson & Nordhaus, 2010). However, this purely rational view has been criticized for oversimplifying real consumer behavior. Subsequent research emphasizes that purchase decisions involve a structured process consisting of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel, Blackwell, & Miniard, 1995; Schiffman & Wisenblit, 2019). This process reflects both deliberate reasoning and subjective judgment, suggesting that consumers do not always act in a fully rational manner.

### **Cognitive Factors in Purchase Decisions**

Cognitive factors play a central role in shaping consumer purchase decisions. These include perception, learning, beliefs, and attitudes (Solomon, 2018). Perception influences how consumers interpret marketing stimuli such as price, brand image, and product quality, while attitudes determine their predisposition toward specific products or brands (Ajzen, 1991). Information processing theory suggests that consumers evaluate product attributes based on available information and prior

knowledge (Bettman, Luce, & Payne, 1998). In this context, perceived value and perceived risk are key determinants of purchase decisions (Zeithaml, 1988; Bauer, 1960). Consumers are more likely to purchase products when they perceive higher value relative to cost and lower uncertainty regarding product performance. In digital environments, cognitive evaluations are strongly influenced by online reviews, ratings, and product descriptions. Electronic word-of-mouth (e-WOM) has been found to significantly affect consumer trust and purchase intention (Cheung & Thadani, 2012; Filieri & McLeay, 2014). This indicates that cognitive assessment increasingly depends on socially generated information rather than solely on firm-generated content.

### **Emotional Factors and Affective Responses**

Beyond cognitive reasoning, emotions are critical drivers of consumer behavior. Emotional responses such as excitement, pleasure, fear, and anxiety can directly influence purchasing decisions (Bagozzi, Gopinath, & Nyer, 1999). According to the affect heuristic, consumers often rely on emotional cues when making complex or time-constrained decisions (Slovic et al., 2007). Impulse buying behavior provides strong evidence of the role of emotions in consumption. Research shows that positive emotions increase the likelihood of unplanned purchases, particularly in hedonic product categories (Rook & Fisher, 1995; Beatty & Ferrell, 1998). Moreover, emotional attachment to brands enhances loyalty and repurchase intentions (Thomson, MacInnis, & Park, 2005). In online and social commerce contexts, emotions are amplified by interactive features such as live video, real-time communication, and visual presentation. Feelings of enjoyment and excitement generated by digital content have been shown to significantly affect purchase intentions (Huang & Benyoucef, 2013; Lu, Fan, & Zhou, 2016).

### **Social and Cultural Influences**

Consumer decisions are also shaped by social and cultural factors. Social influence theory posits that individuals adjust their attitudes and behaviors based on the opinions and actions of others (Cialdini & Goldstein, 2004). Reference groups, family, and peers play an important role in shaping preferences and brand choices (Bearden & Etzel, 1982). Cultural values further condition how consumers perceive products and evaluate alternatives (Hofstede, 2001). For example, collectivist cultures tend to emphasize social approval and conformity, whereas individualist cultures prioritize personal preferences and self-expression (Triandis, 1995). These cultural differences explain variations in purchasing patterns across countries and regions. With the rise of social media, social influence has become more visible and measurable through likes, shares, and comments. Studies show that social endorsement and influencer credibility significantly affect consumer trust and purchase intentions (De Veirman, Cauberghe, & Hudders, 2017; Lou & Yuan, 2019).

### **Integration of Cognitive and Emotional Perspectives**

Recent literature increasingly recognizes that cognitive and emotional processes interact simultaneously in shaping purchase decisions. Dual-process theories propose that decision-making involves both analytical (systematic) and affective (heuristic) processing (Kahneman, 2011; Evans & Stanovich, 2013). Consumers may evaluate product attributes rationally while also responding emotionally to marketing messages and social cues. Empirical studies suggest that trust and perceived value act as cognitive mediators between emotional responses and behavioral outcomes (Gefen, Karahanna, & Straub, 2003; Kim, Ferrin, & Rao, 2008). For instance, emotional engagement with a brand may enhance trust, which in turn increases purchase intention. In digital consumption contexts, this integration becomes even more salient. Platform design, interactivity, and visual presentation simultaneously stimulate cognitive evaluation and emotional arousal (Childers et al., 2001; McLean & Wilson, 2019). Therefore, understanding purchase decision-making requires an integrated framework that considers both rational and emotional dimensions.

## **B. METHODOLOGY**

### **Research Design**

This study adopts a literature review approach to synthesize existing theoretical and empirical studies on consumer behavior in purchase decision-making. A narrative review design is employed to provide a comprehensive and interpretive understanding of how cognitive, emotional, and social factors influence consumer decisions. This approach allows

for flexibility in integrating diverse theoretical perspectives and research findings across different contexts and disciplines. In addition, the review process follows the general principles of systematic literature reviews to enhance transparency and rigor, particularly in terms of search strategy, selection criteria, and data synthesis procedures.

### **Inclusion and Exclusion Criteria**

To ensure the relevance and quality of the reviewed studies, several inclusion and exclusion criteria were applied.

#### **Inclusion criteria:**

1. Peer-reviewed journal articles focusing on consumer behavior or purchase decision-making.
2. Studies examining cognitive, emotional, or social determinants of purchasing behavior.
3. Empirical or theoretical studies published in reputable national or international journals.
4. Articles written in English and accessible in full text.

#### **Exclusion criteria:**

1. Studies not directly related to consumer purchase decisions (e.g., purely technical or operational studies).
2. Non-academic sources such as blogs, magazines, and opinion pieces.
3. Duplicate records across databases.
4. Articles with insufficient methodological clarity.

### **Study Selection Process (PRISMA Framework)**

The study selection process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. Initially, all identified records from the selected databases were compiled, and duplicate articles were removed. Titles and abstracts were then screened to assess their relevance to the research topic. Subsequently, full-text articles were evaluated based on the predefined inclusion and exclusion criteria. Only studies that explicitly addressed consumer behavior and purchase decision-making were retained for final analysis. The final set of selected articles constituted the primary data source for synthesis and interpretation.

### **Data Analysis and Synthesis**

The selected articles were analyzed using a qualitative content analysis approach. Key themes and concepts were identified and categorized into major dimensions, including cognitive factors (e.g., perception, attitudes, and perceived value), emotional factors (e.g., affect, enjoyment, and anxiety), and social influences (e.g., peer pressure, culture, and social media). The findings from individual studies were then compared and integrated to identify common patterns, theoretical convergence, and contradictory results. This thematic synthesis enabled the development of a comprehensive framework explaining how different factors interact in shaping consumer purchase decisions.

### **Validity and Reliability**

To enhance the validity of the review, multiple databases were used to reduce selection bias and increase coverage of relevant studies. Clear inclusion and exclusion criteria were applied consistently throughout the selection process. In addition, the thematic categorization was conducted systematically to ensure that interpretations were grounded in the reviewed literature rather than subjective judgment.

## **RESULTS AND DISCUSSION**

### **Results**

## Overview of the Selected Studies

The reviewed literature consists of theoretical and empirical studies that examine consumer behavior and purchase decision-making from various disciplinary perspectives, including economics, marketing, and psychology. Most of the selected studies employ quantitative methods such as surveys and structural equation modeling, while a smaller proportion use qualitative or mixed-method approaches. The research contexts range from traditional retail settings to digital platforms such as e-commerce and social commerce. Across these studies, purchase decision-making is conceptualized as a multidimensional process influenced by cognitive, emotional, and social factors. Although different terminologies and models are used, a common pattern emerges: consumer decisions are rarely driven by a single determinant but rather by the interaction of multiple internal and external drivers.

### Cognitive Determinants of Purchase Decisions

The synthesis of prior studies indicates that cognitive factors play a fundamental role in shaping purchase decisions. Perceived value, perceived quality, and perceived risk are consistently identified as significant predictors of purchase intention and actual buying behavior (Zeithaml, 1988; Bauer, 1960). Consumers tend to evaluate products by comparing expected benefits with monetary and non-monetary costs, supporting the relevance of rational choice assumptions in modern consumer research. In digital contexts, information quality and transparency emerge as particularly influential. Studies show that detailed product descriptions, price comparisons, and credible seller information enhance consumers' confidence and reduce uncertainty (Cheung & Thadani, 2012; Filieri & McLeay, 2014). Trust is repeatedly highlighted as a key cognitive construct mediating the relationship between information cues and purchase behavior (Gefen et al., 2003; Kim et al., 2008). These findings suggest that cognitive evaluations remain essential even in emotionally charged or socially influenced environments. However, the literature also reveals that cognitive processing is often bounded by limited attention and time constraints, especially in online and mobile shopping scenarios.

### Emotional and Affective Influences

Emotional responses are found to significantly affect purchase decisions, particularly in hedonic consumption and impulsive buying contexts. Positive emotions such as enjoyment and excitement increase consumers' willingness to purchase, while negative emotions such as fear and anxiety may either inhibit or accelerate decisions depending on situational factors (Bagozzi et al., 1999; Rook & Fisher, 1995). Several studies highlight the role of emotional attachment and brand affect in strengthening consumer loyalty and repurchase intention (Thomson et al., 2005). Emotional engagement generated through advertising, storytelling, and visual presentation is shown to create symbolic meaning beyond functional product attributes. In digital environments, emotional influences are intensified by interactive features, including real-time communication, visual stimuli, and personalized recommendations. Research on online shopping and social commerce indicates that emotions triggered by website design and social interaction can directly shape purchasing outcomes (Huang & Benyoucef, 2013; Lu et al., 2016).

### Social and Cultural Factors

The literature consistently emphasizes the importance of social influence in consumer decision-making. Reference groups, family members, and peers provide normative and informational cues that guide consumer choices (Bearden & Etzel, 1982; Cialdini & Goldstein, 2004). In collectivist cultural contexts, social approval and conformity are found. With the expansion of social media, social influence has become increasingly mediated by digital interactions. Studies show that online reviews, influencer endorsements, and user-generated content significantly affect consumer trust and purchase intention (De Veirman et

al., 2017; Lou & Yuan, 2019). The visibility of others' consumption behavior through social platforms further amplifies social comparison and imitation processes. These findings suggest that social influence operates not only through direct interpersonal relationships but also through mediated and algorithmically curated environments, reshaping traditional models of consumer behavior.

### **Integration of Cognitive, Emotional, and Social Dimensions**

A key result of the literature synthesis is the recognition that cognitive, emotional, and social factors operate simultaneously rather than independently. Dual-process theories support this integration by proposing that consumers rely on both systematic reasoning and heuristic or affective processing (Kahneman, 2011; Evans & Stanovich, 2013). Empirical evidence indicates that emotional responses often shape cognitive judgments such as trust and perceived value, which subsequently influence purchase intention (Gefen et al., 2003; Kim et al., 2008). Similarly, social cues can trigger emotional reactions (e.g., excitement or fear of missing out) that interact with rational evaluations of product attributes. This integrative perspective suggests that purchase decisions are best understood as outcomes of dynamic interactions among multiple drivers. Consequently, models that isolate single determinants may underestimate the complexity of real-world consumer behavior.

### **Discussion**

The findings of this literature review reinforce the view that consumer purchase decision-making is a multifaceted and context-dependent process. While early economic models emphasized rational evaluation, contemporary research demonstrates that emotions and social influences play equally important roles. This shift reflects broader developments in behavioral economics and marketing, which challenge the assumption of fully rational consumers. From a theoretical standpoint, the synthesis highlights the need for integrative frameworks that combine cognitive, emotional, and social dimensions. Such frameworks can bridge classical utility-based models with psychological and sociological theories, offering a more realistic representation of consumer behavior. From a practical perspective, the results imply that firms should design marketing strategies that address both rational and emotional aspects of consumer decision-making. Providing accurate and transparent information is essential for building trust, while emotional engagement and social interaction can enhance consumer involvement and loyalty. In digital contexts, platform design and social features should be carefully managed to balance informational clarity with experiential appeal.

## **C. CONCLUSION**

This study provides a comprehensive synthesis of the literature on consumer behavior in purchase decision-making by integrating cognitive, emotional, and social perspectives. The review demonstrates that consumer decisions are not solely driven by rational evaluations of price and quality, as assumed in traditional economic models, but are also shaped by affective responses and social influences. Cognitive factors such as perceived value, perceived risk, and trust remain fundamental determinants of purchasing behavior. However, emotional elements, including enjoyment, excitement, and attachment, significantly influence how consumers interpret information and form preferences. Furthermore, the literature highlights the increasing relevance of social and cultural contexts in shaping consumer behavior, particularly in digital environments. The rise of social media and online platforms has amplified the role of peer influence, electronic word-of-mouth, and influencer credibility in guiding consumer choices. Overall, the findings suggest that purchase decision-making should be understood as a dynamic and multidimensional process in which cognitive evaluations, emotional reactions, and social cues interact simultaneously. From a theoretical

perspective, this study contributes to the existing body of knowledge by offering an integrative framework that bridges classical economic assumptions with contemporary behavioral and marketing theories. From a practical standpoint, the results imply that firms and policymakers should recognize the complexity of consumer behavior when designing marketing strategies and consumer protection policies. Effective marketing efforts should balance rational information provision with emotional engagement and social interaction to enhance consumer trust and satisfaction.

### Future Research

Despite the contributions of this literature review, several avenues for future research can be identified. First, future studies should further explore the interactive effects of cognitive and emotional factors on purchase decisions rather than examining them in isolation. Empirical research employing integrative models could provide deeper insights into how rational evaluations and affective responses jointly shape consumer behavior. Second, future research should extend beyond traditional retail and general e-commerce settings to focus on emerging consumption environments, such as social commerce, live-streaming commerce, and virtual or immersive shopping experiences. These contexts offer rich opportunities to investigate real-time decision-making processes and the role of interactivity in shaping consumer behavior. Third, there is a need for more qualitative and mixed-method studies that capture the subjective and contextual dimensions of consumer decision-making. While quantitative approaches dominate the existing literature, qualitative research can provide nuanced explanations of how consumers perceive, interpret, and respond to marketing stimuli in everyday situations. Finally, future studies should pay greater attention to cross-cultural differences in consumer behavior. Cultural values, social norms, and institutional settings may moderate the effects of cognitive and emotional drivers on purchase decisions. Comparative studies across countries and regions would enhance the generalizability of existing theories and contribute to a more global understanding of consumer behavior.

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