

The State of Flow on Social Commerce: A Comprehensive Literature Review

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Abstract

The flow experience, a concept deeply rooted in positive psychology and extensively studied across multiple domains, is attracting significant attention in the domain of social commerce. Given the emerging and fragmented state of research on this topic, an exhaustive review encompassing findings from 28 academic articles exploring the intricate relationship between flow and social commerce was undertaken, thus providing a nuanced understanding of how this phenomenon influences consumer behaviour within social networking sites. This article provides insights into the broader implications of the state of flow in the dynamic digital market of social commerce.

Subject Areas: *Consumer Behavior; Digital & Mobile Marketing; Electronic Commerce and Internet Marketing; Social Media*