

Exploring Impulsive Buying and Sustainability in Live Commerce: A Conceptual Study on Men's Cosmetics.

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Abstract

This conceptual work explores the dynamics of impulsive purchase behavior under the context of live commerce and takes special focus on men's cosmeceutical products. The novelty of the research clings to the examination of the impulsive purchase orientations of millennial male shoppers, till today overlooked both by marketing and sustainability studies. In the urban city of Bekasi, the analysis intends to identify the drivers for live-stream impulsive purchase and their sustainable marketing-related consequences. Placing the discussion under sustainability, the paper thus highlights the way through which commercial moves can be compromised with responsible consumption interaction where consumption consciousness can be advocated and the rising utilization of the channels of live commerce can be utilized. As being a conceptual analysis, the paper avoids empirical support and instead converges available theories and models for the sake of proposing a conceptual framework where sustainable marketing strategies can be integrated with impulsive purchase behavior under the men's cosmeceutical category. In its outcomes, the analysis intends to lay the cornerstone for future empirical studies and practical uses for organizations for the establishment of both economic and ecological sustainability.

Keywords

Consumer Behavior, Digital Marketing, Sustainable Marketing, Live Stream Impulsive Buying, Anchor Live Stream

Introduction

Live commerce has expanded at incredibly rapid rates during the past years to become an efficient real time marketing vehicle that integrates aspects of entertainment, social communication, and real-time buying opportunities. The live commerce market size was computed to be more than USD 128.42 billion in 2024 by Grand View Research (2024) and is likely to grow to USD 2,469.06 billion by 2033, displaying a high compound annual growth rate (CAGR).

Submission: 15 October 2025; **Acceptance:** 6 March 2026 **Available online:** March 2026



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Reports by industry from Grand View Research (2023) also reveal that platforms of live commerce are growing rapidly, with market sizes of platforms likely to grow at CAGRs of 21% and above in the near term. Such growth is motivated by consumers demanding more immersive, fun shopping experiences in which viewers can participate, ask questions, see product demos in real-time, and make purchases immediately.

In tandem with the e-commerce boom, interest from consumers in men's cosmetics has witnessed a marked increase, particularly at the younger generation. Men's skin care is projected by Global Market Insights to touch near USD 19.6 billion during 2024, with outlook envisaging continued expansion through 2034 (CAGR ~4.9%), hinting at increased consciousness of grooming at the younger male consumer segment. Global Market Insights Inc. (2025). Additionally, Mintel research (2024) finds that in the US, more than half (52%) of men now use products for skin care for their face, double the figure of two years ago (31%). However, concern is mounting at the global stage to stimulate responsible, sustainable consumption consumers are becoming increasingly diligent in evaluating beauty as well as personal care products for environment friendly sustainability, ethical sources, and clean beauty claims. For instance, clean beauty research for Millennials and Gen Z finds sustainability, safety, and ethicality to be significant attributes influencing selection of cosmetic products. (Shim et al., 2024).

Live streaming has been one influential impulse purchase trigger, through real time interactivity, fun streamers, and high social presence. However, there's little understanding of how these mental hooks operate uniquely for men as consumers. The large number of studies in live-streaming ecommerce have been focused on mixed-gender audiences, showing high quality information and social presence can cause flow and evoke impulse purchases (Chung et al., 2025; Feng et al., 2024; S. Li et al., 2025). However, men can operate otherwise less to emotional or fun features and more to utilitarian elements like product utility, believability, or social influence from others. Despite growing male participation in segments like electronics, skincare, and clothing, few have focused on male buyers solely or tested gender-specific behaviors comparatively. As such, we still do not understand what works precisely to cause men to impulse purchase in live-commerce contexts.

At the same time, the environmental impact of impulse buys during live commerce also gets overlooked specifically in terms of men as consumers. The impulse purchases most often culminate in buyer's regret, returns, overconsumption, and more wastage, and these all act to do harm to the environment (Çubukcu, 2025; Kumar & Taneja, 2024). As live commerce grows, it would be beneficial to explore how emotional arousal, social pressure, or shortage communication, for instance, might, through psychological hooks, inadvertently promote unsustainable behaviors in male consumers. In associating behavioural psychology and sustainability, brands and platforms can, in return, begin live commerce experiences not only to increase sales, but also to promote responsible consumption.

The overall research mission in this study is to create a conceptual framework correlating two central types of cues anchor related and product related with impulse purchase behavior under live commerce situations. Previous studies have shown that anchor attributes such as professionalism, interactivity, and credibility can act as an outside stimulus to affect perceived value and, in turn, cause impulse purchases in live-streaming e-commerce (Hao, 2024; Maojie,

2023; Xin et al., 2025). Accordingly, product attributes particularly those related to sensory and emotional attributes such as entertainment and expertise have been established to raise emotional arousal and provide flow state, which has a tendency to mediate in the interaction of these stimuli and impulse purchase (Xia et al., 2024; Xin et al., 2025). The framework developed in this study attempts to depict how these anchor and product stimuli collaborate perhaps through individual consumers' attributes to induce impulsive decisions.

The study's secondary research aim is to examine how these results can be used to develop more sustainable marketing strategies. Live commerce streams have often been short-term sales-focused, but long term outcomes overconsumption, excessive returns, and ecological discards are being taken into account in marketing and consumption studies in growing numbers (Y. Li et al., 2025; White et al., 2025; Xia et al., 2024). Building on ideas in sustainable marketing such as virtue ethics, value action correspondence, and eco sensitive atmospheric signals this research tries to identify actionable live commerce platforms, brand, and streamer strategies to reach equilibrium: establishing purchase urgency and still motivating conscious consumption, marketing products having ecological consciousness, and being transparent. Ideally, this study hopes to offer valuable theory contributions expanding conceptualizations such as S-O-R and flow theory to have sustainability included alongside practice direction, clear guidance for live commerce experiences both persuasive and ethically and ecologically responsible.

Methodology

Impulse purchasing in live commerce is described as unplanned purchasing behavior that is triggered by real-time interactions and is characterized by urgency, emotional excitement, and minimal preplanning. (X. Li et al., 2024) finds that streamer qualities like charisma, professionalism, interactivity, and entertainment significantly influence impulse purchasing through trust and flow experience as mediators. Impulse buying is especially sensitive to visual, emotional, and socially interpersonally-oriented stimuli in the cosmetics sector and gender-specific marketing conditions. Thus, for instance, Aditya et al., (2023) revealed that social presence and emotional excitement had larger effects on women consumers' impulse buying for skin care products especially when live interactions increased perceived pleasure. Return (R. Li et al., 2025; Qu et al., 2023) to Huang et al., (2024) records that gender defines the live commerce reaction to hedonic value: women respond to aesthetic and pleasure characteristics and exhibit higher impulse buying under hedonic stimuli, whereas males' impulse buying is less responsive to pleasure signs.

Hidayat et al. (2020) illustrated the manner in which cosmetics ad promotions employ text, image, and tone of voice in portraying influential realities and sympathetically affecting consumer interpretation. Such persuasive strategies align with the broader understanding of the manner through which physical and communicative attractiveness of anchors serves to enhance perceived credibility and, subsequent, persuasive capability in live streaming situations. It is particularly the case in product types of cosmetics, in which interpersonal and visual cues most significantly influence evaluative and emotive response. Product attractiveness in live commerce is a aesthetic attractiveness, perceived innovation, and sensory cues has also been found to significantly influence consumer's purchase intention. For example, Shi et al.,(2024) through eye tracking and survey results report that aesthetic attractiveness of a live streamer significantly draws visual

attention that, in turn, boosts purchase intention for search-based and experience-based products; emotional experience partially mediates the role. Additionally, through the consumer behavior analysis of live selling from the Philippines, Ong et al. (2024) report that design innovation of product and visual imagery of beauty product during live streaming significantly boost perceived value and higher conversion, evidencing the role of attractiveness and innovation.

Product perceived trust credibility of product claims, especially during product demonstration in real time has also a role to play. Niu & Ratasuk (2024) discover about product quality, authenticity, advertising, and interactivity all significantly and positively contribute to consumers' trust in beauty products; trust has a mediator role for these cues and purchasing intention. Moreover, Puspitarini (2024) analyzed cosmetics during Shopee live streams and demonstrated that if product claims are harmonious, salient, and accompanied by demonstration (e.g., demonstrating textures, application), product perceived trust is intensified and allows for declining consumers' willingness to purchase.

The revolutionary paradigm of digital marketing sustainability represents a significant intersection of ecological awareness and digital creativity. Research works by Boozary et al. (2025) recognize machine learning's central role in cracking eco consumer behavior codes. When product features and demographic characteristics come into view, customized marketing communications can touch eco consumers in an influential and engaging manner. Nadeem et al. (2025) also break new ground in conceptualizing SMART (Sustainability Marketing through Augmented Reality). It can be inferred from their research findings that augmented reality can serve not only as an experiment but also as an innovatory tool in considerably increasing climate-positive actions. Digital technologies must communicate sustainable actions efficiently as well as cultivate brand strength and customer trust, particularly in instances of transparent and authenticable assertions of sustainability.

The Stimulus–Organism–Response (S-O-R) model provides a proven theoretical framework to investigate how external stimuli act upon internal psychological processes and eventually influence behavioral outcomes such as impulse purchasing. Under live commerce conditions, stimuli such as anchor attributes (e.g., appearance, credibility, communication) and product attributes (e.g., appeal, sensory attributes, perceived innovation) represent significant stimulators that drive consumer reactions. As discussed by (Y. Li et al., 2025) visual and interactivity stimuli under live platforms affect cognitive trust, emotional excitement, and value judgment—organism variables of particular significance underlying impulse choice. Qu et al. (2023) demonstrated that scarcity signaling and repeated exposure increase urgency and expected emotion, which drive up the organism-level response and stimulate impulse consumption, especially under real-time conditions. Recent empirical work has indicated that perceived trust is of fundamental importance as a mediator of stimulus and impulse behavior. (R. Li et al., 2025) found that professional, eye-catching, and credible anchors increase cognitive trust and inspire impulse purchasing. Zhao & Chung (2025) subsequently went on to emphasize that virtual anchors can be the source of parasocial relationships and perceived genuineness that emotionally engage users in the stream and motivate purchasing intent.

Anchor characteristics such as professionalism, interactivity, expertise, popularity, and brand congruence hold prominent roles as they operate to influence anchor credibility that boosts

perceived trust and thus informs impulse buying. Such characteristics, as discovered by (R. Li et al., 2025) not only can be used to make anchors more appealing but are also important for establishing consumer trust, particularly for live commerce platforms where interaction is concurrently real time and sight centric. In product based dimensions, product attractiveness comprising aesthetic appeal, sense-related appeal, and novelty as well as perceived product trustworthiness, are also forceful antecedents of impulse buying. Qu et al. (2023) emphasize that repeated exposure and shortage-induced urgency can stimulate vigorous emotional reactions, particularly anticipated regret and exultation, serving as affective stimuli for spontaneous purchasing. Luo et al. (2024) add that educational, enjoyable product demonstration during live commerce boosts consumer involvement, necessitating impulsivity through affective involvement and trust. Notably, (Y. Li et al., 2025) posit that trust in the anchor or product not only boosts impulse purchasing likelihood but even facilitates informed purchasing decision-making, curtailing overconsumption and putting digital commerce in sync with sustainability outcomes.

Figure 1. Visual Framework illustrates the conceptual relationships between product-associated and anchor-associated stimuli and their influence upon impulsive buying behavior under live commerce scenarios, in particular men's cosmetics. Developing from the Stimulus–Organism–Response (S-O-R) model, the framework elucidates how product characteristics (e.g., perceived attractiveness and trust) and anchor characteristics (e.g., credibility and attractiveness) dictate consumer trust and emotional outcomes, leading to impulsive buying. It also introduces sustainability dimensions, implying that increased trust can instigate wiser, more responsible consumption patterns, commensurating commercial appeal with environmental awareness.

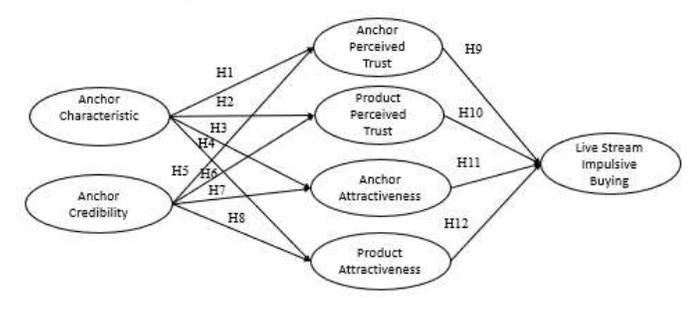


Figure 1. Visual Framework

Results and Discussion

Theoretical Contributions

The integration of the Stimulus Organism Response (S-O-R) framework with sustainable marketing discourse presents a novel theoretical advancement bridging consumer behavior and environmental psychology. Traditionally, the S-O-R model has been employed to explain how external stimuli such as product aesthetics or anchor credibility influence internal states (e.g., trust, emotional arousal, cognitive evaluation), which subsequently drive behavioral outcomes like impulsive buying (R. Li et al., 2025; Qu et al., 2023). This study extends the framework by incorporating sustainability considerations, positing that consumer trust whether directed toward anchors or product claims serves not only as a catalyst for impulse purchasing but also as a

mechanism for promoting more informed and environmentally responsible consumption (Huang & Mohamad, 2025; Zhao & Chung, 2025).

Reconceptualizing impulsive buying as a behavioral touchpoint for sustainable influence contributes to both sustainability scholarship and behavioral intervention theory. Drawing on empirical evidence suggesting that trust mediates impulse buying in live commerce (X. Li et al., 2024; Luo et al., 2025), this study positions trust as a dual-purpose construct facilitating purchase intention while simultaneously enabling the ethical framing of product attributes. Within this extended model, organism level variables such as trust, emotional engagement, and cognitive resonance are proposed as potential levers for sustainability-oriented nudges. This conceptual reframing offers a foundation for future research exploring how digital marketing stimuli may simultaneously satisfy consumer desire and promote environmentally conscious decision-making.

Managerial and Marketing Implications

Integrating the S-O-R (Stimulus Organism Response) framework with sustainability principles brings forward several actionable insights for live commerce platforms targeting the men's cosmetics market.

First, building product trust should go beyond simply driving conversion it should also support responsible consumer behavior. Brands can do this by making live product demonstrations more transparent and authentic, clearly highlighting eco-friendly aspects like clean formulations or recyclable packaging (Niu & Ratasuk, 2024; Shim et al., 2024). Trust plays a dual role, it can trigger impulsive purchases and help consumers make more informed choices, which in turn reduces product returns and post-purchase regret (R. Li et al., 2025). Sustainable trust-building can involve showcasing third-party certifications, explaining long term benefits, and ensuring that anchors' claims are aligned with actual product performance.

Second, live stream anchors need targeted training to effectively communicate sustainability messages without sacrificing viewer engagement or entertainment. As Zhao and Chung (2025) point out, anchors foster parasocial relationships that make them emotionally influential. When they skillfully incorporate sustainability themes through personal stories, product impact testimonials, or interactive segments like eco-themed quizzes they can make ethical consumption feel both relatable and aspirational.

Lastly, marketers should move beyond framing products purely in terms of utility or pleasure. Instead, they should emphasize how products contribute to both personal well-being and environmental health. Positioning strategies can focus on qualities such as product longevity, multifunctionality, and ethically sourced ingredients (Agarwal et al., 2025; Huang & Mohamad, 2025), encouraging impulse purchases that are also aligned with sustainable values.

This approach not only supports immediate engagement but also lays the groundwork for a more ethically driven and ecologically aware live commerce ecosystem.

Implications for Sustainability

Live commerce presents significant, yet underexplored, potential as a medium for advancing sustainability education, particularly within emotionally charged sectors such as cosmetics.

Anchored in the Stimulus Organism Response (S-O-R) framework, stimuli like anchor credibility and product demonstrations can be strategically utilized not only to trigger impulse purchases but also to promote environmentally conscious decision-making. As noted by Y. Li et al., (2025) and Zhao and Chung (2025) the same psychological mechanisms parasocial interactions, emotional engagement, and cognitive trust that drive consumer behavior can be reoriented to communicate ethical product narratives. When anchors highlight both product efficacy and sustainability attributes such as cruelty free testing or biodegradable packaging they help transition consumer focus from hedonic gratification to informed, values driven consumption (Shim et al., 2024). This educational storytelling fosters a hybrid environment in which entertainment and ecological awareness coexist, thereby cultivating mindful consumption without diminishing viewer engagement.

Nonetheless, realizing this potential requires structural industry support. Currently, the live commerce ecosystem lacks standardized guidelines that align commercial imperatives with ethical responsibilities. In the absence of such frameworks, sustainability messaging may risk becoming superficial or performative. As emphasized by White et al. (2025), credible sustainable marketing must be grounded in transparent practices, long term value communication, and a strong alignment between consumer values and brand actions. Establishing industry-wide protocol such as mandatory disclosure of sustainability claims, content oversight to prevent greenwashing, and sustainability training for live stream anchors could bridge the gap between commercial efficacy and ecological accountability. Such integration is particularly relevant in male targeted cosmetic segments, where clean and ethical beauty trends are gaining momentum (Rizkita et al., 2025; Shim et al., 2024). In doing so, live commerce can evolve into a persuasive platform for not only driving sales but also shaping sustainable consumer mindsets.

Conclusion

This conceptual study offers a novel exploration of impulsive buying behavior within the emerging context of live commerce, with a specific focus on the underexamined domain of men's cosmetics. While impulsivity in consumer decision making has been widely studied, its intersection with live-streaming dynamics, male grooming consumption, and sustainability imperatives remains insufficiently addressed. By filling this gap, the study contributes new theoretical insights into how marketing stimuli particularly anchor-related and product related cues activate emotional and cognitive responses that shape purchasing behavior among male consumers.

In addition, the study advances the discourse on sustainable digital marketing by repositioning impulse buying as more than a reactive, short-term behavior. Instead, it is presented as a strategic touchpoint for encouraging mindful consumption. Through mechanisms such as trust-building, emotional resonance, and parasocial interaction, live commerce can be designed to not only drive sales but also embed ecological awareness into the consumer journey. The proposed conceptual framework anchored in the S-O-R model and informed by sustainability principles provides a foundation for future empirical research and offers a roadmap for developing live commerce strategies that are both commercially effective and environmentally responsible.

Acknowledgements

There is no grant or funding bodies to be acknowledged for preparing this paper. The authors would like to thank Universitas Negeri Jakarta for the institutional support provided

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