

Green Marketing, Online Customer Reviews, and Impulse Buying: The Mediating Role of Perceived Seller Digital Competence

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ABSTRACT

Purpose –The rapid development of marketplace platforms has increased consumers' exposure to environmental marketing claims and customer-generated product information, both of which may trigger unplanned purchasing decisions. This study examines the effects of green marketing and online customer reviews on impulse buying, with perceived seller digital competence as a mediating variable among marketplace consumers.

Methodology - This study employed a quantitative cross-sectional survey involving 200 Indonesian marketplace consumers who had made at least one unplanned purchase, encountered green marketing content, and read online customer reviews before purchasing. Respondents were selected using purposive sampling. Data were collected through a five-point Likert-scale questionnaire and analyzed using Partial Least Squares Structural Equation Modeling.

Finding - Green marketing and online customer reviews have positive and significant effects on impulse buying. Perceived seller digital competence also positively affects impulse buying and mediates the effects of green marketing and online customer reviews. These findings indicate that consumers are more likely to make spontaneous purchases when sellers are perceived as capable of communicating product information clearly, managing customer reviews professionally, and using marketplace features effectively.

Originality - This study extends the Stimulus–Organism–Response framework by conceptualizing perceived seller digital competence as a consumer-level cognitive appraisal that links digital marketing stimuli with impulse buying. Unlike actual employee competence, this construct represents consumers' evaluations of sellers' digital communication and service capabilities.

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1. Introduction

The rapid growth of social media platforms has significantly transformed consumer behavior and purchasing patterns in the digital economy. Marketplace, as an ecommerce feature integrated with short video content, encourage an increase in impulse buying **Error! Reference source not found..** Impulse buying occurs when consumers buy products spontaneously without planning. Social media has become an effective promotional channel that enables businesses to market products and services while engaging consumers through interactive content. In addition, the green marketing trend that emphasizes the values of sustainability and environmental friendliness is increasingly attracting the attention of the younger generation (Nguyen, T., Pham, Q. & Le, A. (2022)). Customer reviews or online customer reviews also play an important role in influencing trust and purchasing decisions (Chen, H. & Lin, Z. (2021)). This phenomenon occurs because marketplace has an algorithm that specifically presents content according to the interests of each user, so that product promotion becomes more personal and easier. Marketplace platforms provide businesses with effective opportunities to reach younger consumer segments, particularly Generation Z and Millennials (Statista, 2023). Content created in such a way will build emotional connections and strengthen the product image in the minds of users. When the content is relevant and interesting, the audience tends to be interested in finding out more until finally making a purchase (Pulizzi, J. (2019)). marketplace as a social commerce platform is growing very rapidly in Indonesia and is an important channel for MSMEs and large brands.

Green marketing has become increasingly relevant as businesses communicate environmentally oriented product attributes, such as recyclable packaging, reduced environmental impact, sustainable materials, and responsible production practices. Such messages may generate positive product evaluations and moral or emotional responses among environmentally conscious consumers. Online customer reviews also provide product-related information and social evidence that can reduce uncertainty, increase confidence, and facilitate purchasing decisions. Although both green marketing and online reviews have been examined in relation to purchase intention and purchase decisions, their combined effects on impulse buying in marketplace environments remain insufficiently explained, (Dubey, S. (2025) Sankar, S., Keerthana, S., & Salini, S. (2025))

Previous studies on digital impulse buying have predominantly examined mediating mechanisms such as trust, perceived value, review usefulness, hedonic motivation, emotional arousal, browsing behavior, and perceived risk (Kumari, M. (2025)). However, limited attention has been paid to how consumers infer a seller's digital competence from environmental marketing messages, review management, responsiveness, and digital communication quality Thakur, R. (2018). This omission is important because identical marketing messages or customer reviews may produce different purchasing responses depending on whether consumers perceive the seller as digitally capable, responsive, and professionally managed (Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021); Suriono, H. (2025)). To address this gap, the present study introduces perceived seller digital competence as a consumer-level cognitive appraisal. The construct does not measure employees' actual technical capabilities. Instead, it reflects consumers' evaluations of how effectively sellers present product information, communicate environmental claims, respond to inquiries, manage online reviews, and utilize marketplace features. Within the Stimulus–Organism–Response framework, green

marketing and online customer reviews represent external stimuli, perceived seller digital competence represents consumers' cognitive evaluation of the seller, and impulse buying represents the behavioral response. Signaling Theory further explains how digital communication and review-management practices function as signals from which consumers infer seller competence (Thakur, R. (2018).; Choi, H. B. S. (2025). Perceived Seller Digital Competence may also function as an important mediating variable because the effectiveness of green marketing and online review management depends on the ability of employees or business managers to translate digital information into persuasive content, responsive communication, and improved consumer experience (Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Without the support of digitally competent human resources, the implementation of green marketing and online customer review management may not be optimal in influencing impulse buying behavior in marketplace environments.

Impulse buying is highly relevant in marketplace due to user consumption characteristics: fast-paced video content, algorithmic recommendations, and social interaction. In marketplace, reviews can take the form of comments, reaction videos, or testimonials, all of which can provide a realistic picture of the product's quality and benefits. Consumers tend to trust the experiences of fellow users more because they are perceived as more honest and uncontrived (Chan (2001) . Modern marketing strategies in social e-commerce include the use of online customer reviews

Modern marketing strategies in social e-commerce include the use of online customer reviews (Andika, J., & Nuvriasari, A. (2024);Dewi, C. F., & Sari, D. (2025). Previous studies show that environmental awareness and green innovation can influence consumers' intention to purchase environmentally friendly products, while green packaging and green branding contribute to strengthening green purchase intention through green brand image (Andika, J., & Nuvriasari, A. (2024);Dewi, C. F., & Sari, D. (2025).

The development of digital technology and the growth of social commerce have also changed consumer behavior in purchasing goods and services, particularly because features such as shop buttons, interactive content, and platform-based engagement make the buying process faster and more spontaneous (Moghddam, H. A., Carlson, J., & Wyllie, J. (2024). One phenomenon that has gained increasing attention is impulse buying, namely unplanned purchasing behavior that occurs suddenly due to emotional, social, and situational stimulation in digital shopping environments (Zhang et al., 2018; Moghddam, H. A., Carlson, J., & Wyllie, J. (2024)

This phenomenon is increasingly common on e-commerce and marketplace platforms because consumers are exposed to attractive content displays, easy access to products, promotional stimuli, and online customer reviews that shape product perceptions during the browsing process (Zhang, K.Z.K., & Xu, H. (2018); Astuti, R. D., & Nindyaswari, S. A. (2022). Previous research has shown that online reviews can increase browsing and impulse buying tendencies through utilitarian and hedonic values perceived by consumers from the reviews they read (Zhang, K.Z.K., & Xu, H. (2018); Astuti, R. D., &

Nindyaswari, S. A. (2022).. However, studies that simultaneously combine green marketing, online customer reviews, and their impact on impulse buying in marketplace contexts remain limited; therefore, this study examines the relationship between these variables and impulse buying in marketplace platforms.

Based on the description above, this study aims to analyze the influence of green marketing and online customer reviews on impulse buying through digital competence of human resources (HR) in marketplace application users. This study is expected to contribute to the development of digital marketing strategies that integrate sustainability factors, consumer review communication, and Human Resource competence in the context of impulse buying behavior.

2. Literature Review & Hypothesis Development

2.1 Green Marketing

Green marketing refers to the development and communication of products, services, and business practices that emphasize reduced environmental impact and responsible consumption. Its implementation may include environmentally oriented products, packaging, pricing, distribution, and promotional communication. From the consumer perspective, green marketing serves as an external stimulus that communicates environmental value and may generate positive evaluations of both the product and the seller. In marketplace settings, attractive and credible environmental claims may create an immediate favorable response and increase the likelihood of an unplanned purchase. Accordingly, this study proposes that green marketing positively affects impulse buyings. (Groening, C., Sarkis, J., & Zhu, Q. (2018) Summarized consumer-level theories underlying green marketing and showed that variables such as green trust, green image, and environmental awareness often act as mediators/moderators in the green marketing → purchasing behavior relationship.

Green marketing refers to a marketing strategy that emphasizes the ecological value of a product (Peattie, K. & Crane, A. (2020) . Consumers who care about the environment tend to respond positively to products that are considered environmentally friendly. Green marketing is a marketing approach that emphasizes a company's efforts to minimize environmental impact through product, price, distribution, and promotion aspects. (Peattie, K. & Crane, A. (2020) . American Marketing Association (2014); Gilang Ramadhan, O., Fadhilah, M., & Hatmanti Hutami, LT (2025) defines green marketing as the marketing of environmentally friendly products through improvements in production processes, packaging, and marketing communications. The dimensions of green marketing include green products, green prices, green promotions, green distribution, and green packaging (Chen, H. & Lin, Z. (2021) . The implementation of green marketing has been shown to influence impulse buying behavior, as consumers tend to respond positively to products perceived as sustainable (Biswas & Roy (2015).

2.2 Online Customer Reviews

Online customer reviews are consumer evaluations of products and services posted online.

Reviews influence perceived quality and purchasing decisions (Zhu, F. & Zhang, X. (2021) . Online customer reviews are reviews given by consumers about a product or service and published online. These reviews can be in the form of text, images, or videos and are usually found on e-commerce platforms, social media, or product review sites. Online customer reviews play a very important role in shaping consumer perceptions

and purchasing decisions, because these reviews are considered a more credible source of information than advertising or direct promotions from brands. According to Moghddam, H. A., Carlson, J., & Wyllie, J. (2024). Scroll, stop, shop: Decoding impulsive buying in social commerce. *Journal of Business Research*. 10.1016/j.jbusres.2024.114776

Murawski, M., & Bick, M. (2017) .

Online reviews influence consumers' utilitarian (product information) and hedonic (experience narrative) perceptions; both encourage browsing and increase urgency or the urge to purchase. Zhang, K.Z.K., & Xu, H. (2018) found that reading reviews increases perceived utilitarian/hedonic value and browsing, which in turn increases impulse buying—these effects vary according to consumers' level of impulsivity. Therefore, online reviews operate through the pathway of perceived value and browsing behavior. On platforms like marketplacehop, review formats are often integrated with other content formats (comments, short video reviews, “duets”), so their impact on purchase urgency can be stronger than traditional textual review formats. Studies related to live-streaming confirm the influence of dynamic and social content on impulse buying.

Customer Review consists of four parts, namely:

- a. The number of words in the review. Longer reviews tend to be considered more useful because they provide more complete information.
- b. The star rating assigned to a review. Reviews with a medium star rating (e.g., 3 out of 5) are often considered more helpful because they are perceived as more objective and balanced.
- c. Information about the reviewer, such as their “verified purchase” status or the number of previous reviews. Authors who are perceived as credible have a greater impact on consumers' perceptions of the review' s usefulness.
- d. Clarity, relevance, and detail of information in reviews. Reviews with strong and clear arguments are more likely to be perceived as helpful by consumers.

2.3 Impulse Buying (Stimulus-Organism-Response, SOR)

The Stimulus–Organism–Response framework explains how environmental stimuli influence an individual's internal evaluation and subsequently generate a behavioral response. In this study, green marketing and online customer reviews serve as stimuli because they represent external information encountered by consumers during marketplace browsing. Perceived seller digital competence functions as the organism component because it captures consumers' cognitive appraisal of how professionally and effectively the seller operates in the digital environment. Impulse buying represents the response, namely an immediate and unplanned purchasing decision (Falajunah, C. T., & Dewi, C. (2025). The influence of low self-control, fear of missing out online reviews, hedonic motivations, materialism, and price value on impulsive buying through impulsiveness of social networks and positive attitude toward targeted advertising among young Shopee consumers in Indonesia. *Edelweiss Applied Science and Technology*, 9(7), 1390–1400. <https://doi.org/10.55214/25768484.v9i7.8923>

Feng, Z., Al Mamun, A., Masukujjaman, M., Wu, M., & Yang, Q. (2024) . In online and e-commerce research, impulse buying is often explained using the SOR model:

Stimulus (S): marketing elements such as green marketing cues, online reviews, promotions, social presence;

Organism (O): the consumer's internal state (utilitarian/hedonic perception, emotions, urgency);

Response (R): impulse buying action.

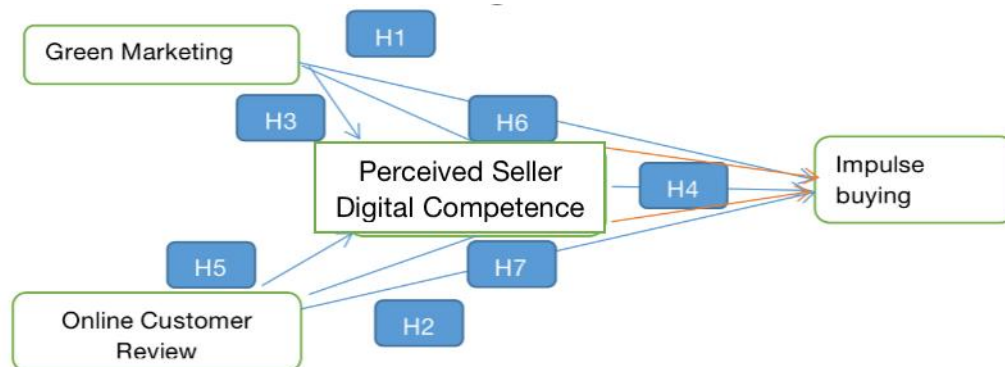
2.4. Perceived Seller Digital Competence (as a Mediating Variable)

Perceived seller digital competence refers to consumers' evaluations of a seller's ability to use digital technologies and marketplace features to communicate product information, respond to customers, manage online reviews, and deliver a professional digital shopping experience. This construct differs from actual Perceived Seller Digital Competence, which is normally assessed through employees' technical knowledge, skills, or self-reported capabilities.

In marketplace interactions, consumers generally cannot directly observe a seller's actual competence. Instead, they infer competence from observable digital signals, such as clear product descriptions, consistent sustainability claims, professional visual content, prompt responses, and appropriate handling of customer reviews. Green marketing that is communicated transparently and consistently may therefore strengthen perceptions of seller digital competence. Similarly, informative reviews and professional seller responses may signal that the seller is capable of managing digital interactions effectively.

Higher perceived seller digital competence may reduce uncertainty and make consumers feel more confident about completing a transaction. This confidence can shorten deliberation and increase the likelihood of impulse buying. Perceived seller digital competence is therefore proposed as a mediating cognitive mechanism linking green marketing and online customer reviews with impulse buying (Kumari, M. (2025); Kumari, M. (2025)). Based on the background, the research framework can be described as follows:

Figure 1. Research framework



H1: Green marketing has a positive effect on impulse buying.

H2: Online customer reviews have a positive effect on impulse buying.

H3: Green marketing has a positive effect on Perceived Seller Digital Competence (in the context of digital communication effectiveness).

H4: Perceived seller digital competence has a positive effect on impulse buying.

H5: Online customer reviews have a positive effect on Perceived Seller Digital Competence.

H6: Perceived seller digital competence mediates the effect of green marketing on impulse buying.

H7: Perceived seller digital competence mediates the influence of online customer reviews on impulse buying.

3. Methodology

This study uses a quantitative approach with an explanatory research method, which aims to explain the causal relationship between green marketing variables, online customer reviews, Perceived Seller Digital Competence, and impulse buying. The quantitative survey approach with PLS-SEM analysis (Hair et al., 2019). This approach was chosen because it is able to test hypotheses and direct and indirect relationships between variables empirically. The population in this study is all Marketplace users in Indonesia who have made impulsive purchases. The sampling technique used purposive sampling with the following criteria: Having made a purchase at Marketplace at least once Having been exposed to green marketing content Reading or paying attention to online customer reviews before purchasing. Purposive sampling was employed because respondents were required to have prior experience sell products via marketplace platforms and to have been exposed to green marketing content. The respondents ranged in age from 18 to over 45 years old. The sample size was set at 200 respondents, meeting the minimum requirement for Partial Least Squares (PLS)-based SEM analysis. Following the recommendation of Hair et al. (2019), a sample size of 200 respondents is considered adequate for PLS-SEM analysis.

Data were collected using an online questionnaire with a Likert scale of 1-5 (strongly disagree-strongly agree). The questionnaire was distributed online through social media and marketplace user communities. The data analysis technique used Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with data processing carried out using SmartPLS software.

4. Results and Discussion

4.1. Result

4.1.1 Respondent Characteristics

The respondents in this study consisted of 200 marketplace users. The majority were aged 36-45 (26%) and female (56%). The products most frequently sold were in the fashion and beauty categories. Among the various marketplace platforms, Shopee was the most frequently used (42.0%). These characteristics indicate that the respondents are active social commerce sellers, which aligns with the study's objectives.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Age	18–25 years	48	24
	26–35 years	82	41
	36–45 years	52	26
	>45 years	18	9
Gender	Female	112	56
	Male	88	44
Education Level	Senior High School	42	21
	Diploma	36	18
	Bachelor's Degree	98	49
	Postgraduate	24	12

Marketplace Used	Shopee	84	42
	Tokopedia	48	24
	TikTok Shop	34	17
	Lazada	22	11
	Other	12	6
Products Sold	Fashion	56	28
	Beauty Products	46	23
	Household	38	19
	Food & Beverages	34	17
	Electronics	26	13
Total Respondents	Rata-rata	200	100

4.1.2 Evaluation of the Measurement Model (Outer Model)

Convergent Validity Test

The test results show that all indicators in the variables green marketing, online customer reviews, digital Human Resource competence, and impulse buying have outer loading values > 0.70. The Average Variance Extracted (AVE) value for all constructs is also above 0.50, so it can be concluded that the indicators are able to represent their constructs well.

Table 2. Convergent Validity

Variables	Outer Loading	Information
Green Marketing	0.821	Valid
	0.845	Valid
	0.881	Valid
	0.837	Valid
Online Customer Review	0.846	Valid
	0.893	Valid
	0.864	Valid
	0.825	Valid
Perceived Seller Digital Competence	0.875	Valid
	0.912	Valid
	0.867	Valid
	0.851	Valid
Impulse Buying	0.833	Valid
	0.884	Valid
	0.852	Valid
	0.861	Valid

4.1.3 Discriminant Validity Test

Discriminant validity was tested using the criteria Fornell-Larcker, which shows that the square root of the AVE of each construct is greater than the correlation between the other constructs. Thus, each latent variable is stated to be conceptually distinct.

Table 3. Fornell-Larcker Criterion

Variables	GM	OCR	HRDC	IB
Green Marketing	0.854			
Online Customer Review	0.623	0.869		
Perceived Seller Digital Competence	0.671	0.704	0.880	
Impulse Buying	0.548	0.641	0.719	0.860
Green Marketing	0.854			

4.1.4 Reliability Test

Mark Cronbach's Alpha and Composite Reliability for all variables were above 0.70, indicating that the research instrument has a good level of internal consistency and reliability.

Table 4. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	AVE	Information
Green Marketing	0.876	0.915	0.730	Reliable
Online Customer Review	0.891	0.925	0.756	Reliable
Perceived Seller Digital Competence	0.903	0.932	0.775	Reliable
Impulse Buying	0.882	0.919	0.740	Reliable

4.1.5 Structural Model Evaluation (Inner Model)

Coefficient of Determination (R^2)

The R^2 value for the Perceived Seller Digital Competence variable is 0.58, which means that green marketing and online customer reviews are able to explain 58% of the variation in Perceived Seller Digital Competence. Meanwhile, the R^2 value for the impulse buying variable is 0.68, which indicates that the model has strong predictive ability in explaining the impulsive buying behavior of marketplace users.

Table 5. Determination

Endogenous Variables	R	Model Strength Category
Perceived Seller Digital Competence	0.583	Moderate
Impulse Buying	0.684	Strong

4.1.6 Direct and Indirect Hypothesis Testing

Hypothesis testing, both directly and indirectly, for each variable can be seen in Table 6.

Table 6. Hypothesis Testing

Relationship Between Variables	Direct Path Coefficient	Indirect	t-statistic	p-value
green marketing → Impulse Buying	0.321	-	4.587	<0.001
online customer reviews → Impulse Buying	0.482	-	7.341	<0.001
Green Marketing → Perceived Seller Digital Competence	0.214	-	3.128	0.002

online customer review → Perceived Seller Digital Competence	0.337	-	5.442	<0.001
Perceived Seller Digital Competence → Impulse Buying	0.395	-	6.184	<0.001
Green Marketing → Perceived Seller Digital Competence → Impulse Buying	-	0.127	3.746	<0.001
Online Customer Review → Perceived Seller Digital Competence → Impulse Buying	-	0.190	5.382	<0.001

These results indicate that green marketing and online customer reviews have a positive and significant effect on impulse buying, both directly and through Perceived Seller Digital Competence. The bootstrapping test results show that Perceived Seller Digital Competence partially mediates the effect of green marketing on impulse buying. Perceived Seller Digital Competence partially mediates the effect of online customer reviews on impulse buying. This indicates that the higher Perceived Seller Digital Competence in managing green marketing content and customer reviews, the stronger the impulse buying tendency of consumers in the marketplace. Green marketing is able to trigger impulsive buying through emotional value and sustainability image. Online customer reviews are the most dominant factor in driving impulse buying. Perceived Seller Digital Competence plays a strategic role in strengthening the influence of these two marketing variables. The research model has strong explanatory power and is relevant to the context of *social commerce*.

4.2 Discussion

When sellers present information professionally, respond to inquiries promptly, and manage digital communication consistently, they can reduce uncertainty and accelerate the decision-making process, thereby increasing the likelihood of impulse buying. The results of the research show that the hypothesis testing of the Green Marketing variables, Online Customer Review variables, Human Resource competencies and Impulse Buying It can be explained as follows:

4.2.1 The Influence of Green Marketing on Impulse Buying

The test results show that green marketing has a positive and significant effect on impulse buying with a path coefficient of 0.32, a t-statistic of 4.57, and a p-value of <0.001. This finding indicates that the better the implementation of green marketing strategies by businesses in the marketplace, the higher the tendency of consumers to make impulsive purchases. Green marketing strategies that emphasize environmental friendliness, sustainability, and social responsibility can create positive perceptions and emotional feelings in consumers. This condition encourages spontaneous purchasing decisions without careful planning, especially for consumers who are concerned about environmental issues. These results are in line with consumer behavior theory which states that emotional stimuli and the symbolic value of products can trigger impulse buying.

The results of the study show that green marketing has a positive and significant effect on impulse buying. This finding indicates that marketplace consumers tend to make impulsive purchases when the product is perceived as having environmentally friendly values. Sustainability claims can trigger positive emotions such as pride and moral responsibility, which in turn encourage spontaneous purchases. This finding is in line with Verhoef, P.

C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>
White, K., Habib, R., & Hardisty, DJ (2019).who stated that sustainability messages can trigger consumer affective responses.

4.2.2 The Influence of Online Customer Reviews on Impulse Buying

The results of the study indicate that online customer reviews have a positive and significant effect on impulse buying, with a path coefficient of 0.48, a t-statistic of 7.34, and a p-value of <0.001. The relatively larger coefficient value compared to green marketing indicates that customer reviews have a strong influence in driving impulsive buying behavior. Customer reviews function as a source of social information that increases trust and reduces consumer uncertainty when shopping in the marketplace. When consumers find positive reviews, high ratings, and satisfying experiences of other users, the urge to immediately purchase a product increases without going through a long consideration process. These findings strengthen the role of electronic word of mouth (e-WOM) in shaping purchasing decisions in the digital era. Online customer reviews have been shown to have a positive effect on impulse buying. Positive and credible reviews increase consumer trust and reduce perceived risk, thus encouraging unplanned purchasing decisions. These results support the findings of Zhang, K.Z.K., & Xu, H. (2018)who stated that online reviews increase consumer browsing and impulsive impulses.

4.2.3 The Influence of Green Marketing on Perceived Seller Digital Competenceital Competence

The analysis results show that green marketing has a positive and significant effect on Perceived Seller Digital Competenceital competence, with a path coefficient of 0.21, a t-statistic value of 3.12, and a p-value of 0.002. These findings indicate that the implementation of green marketing requires Human Resource who have digital capabilities in managing educational, informative, and persuasive marketing Green marketing communication requires the dissemination of sustainability-related information that is transparent, accurate, and consistent. When sellers successfully communicate environmental values through digital platforms. Green marketing on digital platforms is not only related to environmentally friendly claims, but also how the message is packaged through social media, marketplace, and attractive visual content. Therefore, the more intense business actors implement green marketing, the higher the demand for Perceived Seller Digital Competenceital competence in managing marketing communications effectively (Groening, C., Sarkis, J., & Zhu, Q. (2018) .

4.2.4 The Influence of Online Customer Reviews on Perceived Seller Digital Competenceital Competence

The results of the study indicate that online customer reviews have a positive and significant effect on Perceived Seller Digital Competenceital competence, with a path coefficient of 0.33, a t-statistic value of 5.44, and a p-value of <0.001. This influence is the strongest in explaining variations in Perceived Seller Digital Competenceital competence. This indicates that managing customer reviews requires Human Resource to have good digital skills, such as responding to comments, managing online reputation, and analyzing customer feedback strategically. Online customer reviews serve as social information reflecting the prior experiences of customers with a seller. Positive online customer reviews are expected to enhance perceptions regarding the digital competence of human resources. An active

marketplace with a high volume of reviews encourages Human Resource to be more adaptive and professional in digital communication (Andika, J., & Nuvriasari, A. (2024). The effect of green marketing mix, environmental awareness and green innovation on green purchase intention. Research Horizon.

Astuti, R. D., & Nindyaswari, S. A. (2022). The role of browsing in the relationship between online reviews to impulse buying. ASEAN Marketing Journal, 14(1).

Audina, N., Ardhanari, M., & Agung, DA (2023) .

4.2.5 The Influence of Perceived Seller Digital Competence on Impulse Buying

The test results show that Perceived Seller Digital Competence has a positive and significant effect on impulse buying, with a path coefficient of 0.39, a t-statistic of 6.18, and a p-value of <0.001. These findings indicate that Perceived Seller Digital Competence is an important factor in creating a shopping experience that encourages impulse buying. Digitally competent Human Resource is able to present attractive product content, respond to consumer questions, and manage promotions and reviews effectively. A seller's digital competence reduces uncertainty and increases the likelihood of impulsive buying behavior. This creates a strong stimulus for consumers to make spontaneous purchases in the marketplace (Khomsin, M.A., Edris, M., & Utomo, J. (2023) .

4.2.6 The Influence of Green Marketing on Impulse Buying with Perceived Seller Digital Competence as a Mediator

The bootstrapping test results show that Perceived Seller Digital Competence partially mediates the influence of green marketing on impulse buying, with an indirect effect value of 0.12 and a t-statistic of 3.74 and a p-value of <0.001. This partial mediation is indicated by the continued significant direct influence of green marketing on impulse buying. This finding indicates that green marketing can directly influence impulse buying behavior, but this influence becomes stronger when supported by Perceived Seller Digital Competence in managing and communicating green marketing messages effectively on digital platforms (Van Laar, E., et al. (2020) .

4.2.7 The Influence of Online Customer Reviews on Impulse Buying with Perceived Seller Digital Competence as a Mediator

The results also show that Perceived Seller Digital Competence partially mediates the influence of online customer reviews on impulse buying, with an indirect effect value of 0.19 and a t-statistic of 5.36 and a p-value of <0.001. This indicates that although customer reviews directly influence impulse buying, the role of Human Resource remains crucial in managing these reviews. Good customer review management, such as providing professional responses and utilizing feedback as marketing content, can strengthen the influence of online customer reviews on consumers' impulsive buying decisions.

Perceived Seller Digital Competence has been shown to mediate the influence of green marketing and online customer reviews on impulse buying (Falajunah, C. T., & Dewi, C. (2025). This indicates that the effectiveness of marketing messages and customer reviews is highly dependent on human resource capabilities in managing digital content, responding to consumers, and optimizing platform features. Digitally competent human resources are able to convey the value of green marketing persuasively and manage customer reviews effectively, thereby

strengthening impulse buying. This finding aligns with Moghddam, H. A., Carlson, J., & Wyllie, J. (2024). Scroll, stop, shop: Decoding impulsive buying in social commerce. *Journal of Business Research*. 10.1016/j.jbusres.2024.114776

Murawski, M., & Bick, M. (2017) who emphasized the importance of Perceived Seller Digital Competence in the success of an organization's digital transformation.

5. Conclusion and Suggestion

This study aims to analyze the influence of *green marketing* and *online customer reviews* on *impulse buying* through digital competence of human resources (HR) in marketplace users. Based on the results of the analysis using SEM based on Partial Least Squares (PLS), it can be concluded that *green marketing* has a positive and significant effect on *impulse buying*. This shows that marketing strategies that emphasize the value of sustainability and environmental awareness are able to trigger consumer emotional responses that encourage impulsive purchases. In addition, *online customer reviews* are proven to have a positive and significant effect on *impulse buying*. Credible and informative customer reviews can increase trust and reduce consumer risk perception, thereby strengthening the tendency to buy without planning. The results of the study also show that digital competence of Human Resource has a positive effect on impulse buying.

Human resources digital competence has been shown to mediate the influence of green marketing and online customer reviews on impulse buying. These findings confirm that the effectiveness of digital marketing strategies and customer review management is highly dependent on human resources' ability to manage digital content, communicate persuasively, and optimally utilize social commerce platform features.

6. Limitations and Future Research

In this section, the author(s) needs to explain the limitations of the study and provide directions for future research. The author(s) may highlight limitations related to data, sample, variables, methods, or research scope, and suggest how future studies can address these limitations or extend the current findings.

Theoretical and Practical Implications (Summary)

Theoretically, the results of this study strengthen the digital consumer behavior model by positioning Perceived Seller Digital Competence as a crucial mediating mechanism in the relationship between digital marketing stimuli and impulse buying. Practically, these findings emphasize that marketplace businesses need to focus not only on green marketing strategies and customer review management but also on improving Perceived Seller Digital Competence to maximize the impact of these strategies on impulse buying.

Implications for Digital Business Management

Marketplace businesses need to consistently integrate green marketing into their marketing content to build a positive image and trigger impulse purchases. *Online customer reviews* must be actively managed through quick, professional, and transparent responses. Companies need to improve the digital competence of their human resources through training in creative

content, review management, and digital communication. Digitally competent human resources can be a key factor in converting marketing exposure into impulse purchases.

Academic Implications

This study enriches the digital marketing literature by placing Perceived Seller Digital Competence as a mediating variable, which is still relatively rarely studied in the context of social commerce.

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