Mantik Journal, 9 (1) (2025), ISSN 2685-4236 (Online)

Published by:Institute of Computer Science (IOCS)

Jurnal Mantik

Journal homepage: www.iocscience.org/ejournal/index.php/mantik

The role of green and digital marketing in driving impulsive buying

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A R T I C L E I N F O

Article history:

Received Mar 04, 2025
Revised Mar 07, 2025
Accepted Mar 12, 2025

Keywords:

Customer Behavior;
Digital Marketing;
Green Marketing;
Impulsive Buying;
Sustainability.

ABSTRACT

Consumer awareness of environmental issues has driven businesses to adopt green and digital marketing strategies to influence purchasing behavior. This study examined the impact of green marketing and digital marketing on impulsive buying, focusing on environmentally friendly product attributes, sustainability-focused promotions, social media engagement, and influencer endorsements. Using a quantitative approach, data were collected from 210 respondents through purposive sampling and analyzed using multiple regression analysis. The results showed that green marketing had a significant positive effect on impulsive buying ($\beta = 0.742$, $p = 0.000$), while digital marketing also significantly influenced impulsive buying ($\beta = 0.342$, $p = 0.005$). Moreover, the combined effect of green and digital marketing was statistically significant ($F = 92.71$, $p = 0.000$), with an R^2 value of 0.645, indicating that 64.5% of the variance in impulsive buying was explained by both variables. These findings suggest that integrating sustainability initiatives with digital engagement enhances impulsive purchasing tendencies. However, this study is limited by its sample characteristics and the exclusion of moderating factors such as financial constraints and brand loyalty. Future research should explore these aspects and assess the long-term impact of green and digital marketing on impulsive buying.

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1. INTRODUCTION

Environmental concerns have emerged as a pressing global issue, with plastic waste being one of the most significant contributors to pollution. Indonesia, as the second-largest contributor to marine plastic waste globally (Jambeck et al., 2015), faces substantial environmental challenges due to inadequate waste management. The Central Bureau of Statistics (BPS) in 2022 reported that 65.54% of 75,000 households still burn their waste, releasing toxic pollutants into the air (Santika, 2023). Furthermore, data from the National Waste Management Information System (SIPSN) of the Ministry of Environment and Forestry (KLHK) in 2022 indicated that Indonesia generated 35.93 million tons of waste, marking a 22.04% increase from the previous year (Kementerian

Lingkungan Hidup dan Kehutanan, 2023). Alarmingly, 37.51% of this waste remains unmanaged, exacerbating environmental degradation. Additionally, Indonesia remains one of the world's largest plastic waste importers, with 138,000 tons of plastic waste imported in 2020 (Statista, 2023c). These alarming statistics highlight the urgent need for sustainable waste management solutions and consumer behavioral shifts toward environmentally responsible consumption.

Despite growing awareness of environmental issues, consumer behavior toward sustainable purchasing remains paradoxical. Many consumers express concern over environmental sustainability but fail to translate these concerns into actual purchasing decisions for eco-friendly products (Gleim et al., 2013). This phenomenon, commonly referred to as the attitude-behavior gap, is particularly evident in Indonesia, where a Statista (2023b) report revealed that while 63% of Indonesian consumers claim to prefer sustainable products, only 26% actively purchase them. This gap raises critical questions about the effectiveness of marketing strategies in influencing consumer purchasing behavior, particularly in impulse-driven scenarios.

Impulsive buying is often driven by emotional and situational factors rather than rational decision-making, making it a key area of interest in consumer behavior research. The rapid expansion of digital platforms has positioned digital marketing as a crucial tool in shaping consumer decisions, particularly in stimulating impulsive buying (Yao, 2024). Digital marketing, which encompasses content marketing, social media marketing, influencer marketing, and online advertising, has transformed consumer purchasing habits. However, its effectiveness in promoting sustainable consumption remains underexplored, particularly considering the role of consumer digital literacy in moderating its influence. The extent to which consumers understand and critically engage with digital marketing strategies may determine whether such campaigns encourage genuine eco-conscious purchasing or merely trigger impulsive decisions driven by promotional tactics.

Green marketing has gained prominence as businesses strive to align with global sustainability goals. Companies adopting green marketing strategies emphasize eco-friendly packaging, sustainable production processes, and responsible consumption (Kotler & Keller, 2020). However, research on the effectiveness of green marketing in stimulating impulsive buying remains limited, particularly in the digital marketing context. Given that the global digital marketing industry is projected to reach USD 1.5 trillion by 2030, with Indonesia experiencing an annual growth rate of 20% (Statista, 2023a), there is an opportunity to integrate green marketing strategies with digital marketing tools to drive impulsive purchases, particularly for products marketed as environmentally responsible despite using plastic packaging.

This research aims to examine the influence of green marketing and digital marketing on impulsive buying while considering the role of consumer digital literacy. The study seeks to address the following research questions: (1) How does green marketing influence impulsive buying?; (2) How does digital marketing affect impulsive buying?; (3) How do green and digital marketing interact in shaping impulsive buying tendencies?; and How does consumer digital literacy moderate the effectiveness of digital marketing in driving impulsive purchases?.

By integrating insights from prior studies on consumer behavior, sustainability, and digital marketing, this study proposes a conceptual framework to analyze the psychological and contextual factors influencing impulsive purchases. The novelty of this research lies in its exploration of the combined effect of green and digital marketing in shaping consumer decisions while incorporating consumer digital literacy as a moderating factor. The study offers valuable insights for businesses seeking to balance sustainability with commercial success, ensuring that green marketing efforts are not only persuasive but also lead to meaningful consumer action.

Addressing the environmental challenges posed by plastic waste requires a multi-faceted approach. Understanding how digital and green marketing impact consumer behavior can provide innovative solutions for promoting sustainable consumption while acknowledging the realities of modern purchasing habits. This study contributes to the academic discourse on green consumerism and digital marketing while offering practical implications for businesses and policymakers seeking to foster a more sustainable market landscape.

2. RESEARCH METHOD

This study adopts a structured explanatory quantitative-causal approach to examine the influence of green marketing and digital marketing on impulsive buying (Cahaya et al., 2024). The research begins with data collection through a structured questionnaire distributed to 210 respondents. The sample size follows Hair et al. (2018) which suggests a minimum of 10 times the number of indicators (21), resulting in 210 respondents. A purposive sampling technique is applied to ensure that participants have prior exposure to green and digital marketing campaigns, allowing for more relevant insights (Sekaran & Bougie, 2016). The selection criteria for respondents include: (1) active users of digital platforms (e.g., social media and e-commerce) who have been exposed to digital marketing promotions, (2) consumers who have previously purchased eco-friendly products, and (3) individuals aged 18-45, representing the segment most engaged with digital and green marketing initiatives. These criteria aim to minimize sample bias and ensure that respondents are relevant to the study's context.

The variables in this study are operationalized as follows:

Table 1. Variable operationalization

Variable	Dimension	Indicator
Green Marketing (X_1) (Kotler & Keller, 2020)	Green Product	The use of environmentally friendly raw materials
		The presence of eco-label certification
	Green Price	Higher pricing for eco-friendly products
		Consumer willingness to pay a premium price
	Green Promotion	Marketing communication emphasizing sustainability
	Green Place	Availability and accessibility of eco-friendly products in various retail channels (e.g., supermarkets, online platforms, specialty stores)
Digital Marketing (X_2) (Chaffey & Ellis-Chadwick, 2019)	Content Marketing	Educational and engaging content related to sustainability
		Brand storytelling with a green focus
	Social Media Marketing	Promotions on social media platforms
		Consumer interaction and engagement on social media
	Influencer Marketing	Influencer endorsements of eco-friendly products
		Trust in influencers' sustainability-related recommendations
	Online Advertising	Targeted digital ads promoting green products
Impulsive Buying (Y) (Obukhovich et al., 2024)	Spontaneity	Making unplanned purchases of eco-friendly products
		Immediate decision-making without much consideration
	Urgency	Feeling the need to purchase green products quickly
		Fear of missing out (FOMO) on eco-friendly product deals
	Excitement	Emotional satisfaction from purchasing green products
		Enjoyment from spontaneous eco-friendly shopping
	Lack of Planning	Buying green products without prior intention
		Purchasing based on impulse rather than necessity

Prior to hypothesis testing, potential biases in online surveys are controlled by: (1) using screening questions to verify respondents' exposure to digital and green marketing before they proceed with the survey, (2) ensuring sample diversity in terms of age, gender, and occupation to reduce selection bias, (3) providing clear survey instructions and avoiding leading questions to minimize response bias, and (4) using randomized question ordering to prevent pattern-based answering. Validity testing is conducted using Pearson correlation to ensure each item accurately measures its intended construct, while reliability testing is performed using Cronbach's Alpha to assess internal consistency (Wiharso et al., 2022). Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, are applied to verify that the regression model meets statistical assumptions (Wiharso et al., 2022)..

To analyze the relationship between green marketing, digital marketing, and impulsive buying, the study employs multiple linear regression using SPSS. Hypothesis testing is carried out through t-tests and F-tests to determine the significance of independent variables (Ghozali, 2018). Additionally, the coefficient of determination (R^2) is examined to assess the explanatory power of the model in predicting impulsive buying. Data acquisition is conducted through an online survey, ensuring accessibility and broad participation while maintaining ethical considerations such as informed consent and respondent confidentiality (Abid & Purbawati, 2020). By integrating established quantitative research frameworks, this study provides empirical evidence on how green and digital marketing strategies drive impulsive buying, contributing to both theoretical and managerial implications.

3. RESULTS AND DISCUSSIONS

3.1. Results

The validity test results show that all indicators for green marketing, digital marketing, and impulsive buying have r-values ranging from 0.611 to 0.917, exceeding the r-table value of 0.138 for a sample of 210 respondents. This confirms that all indicators are valid. Furthermore, the reliability test results demonstrate that all variables meet the reliability criteria, with Cronbach's Alpha values of 0.885 for green marketing, 0.943 for digital marketing, and 0.918 for impulsive buying, all surpassing the 0.6 threshold. These results indicate that the research instrument is both valid and reliable for assessing the relationships among the studied variables (Sugiyono, 2019).

Table 2. Instrument Test Results

Variable	Indicator Code	r-value	Cronbach's Alpha
Green Marketing (X_1)	G.M.1 – G.M.6	0.778 - 0.825	0.885
Digital Marketing (X_2)	D.M.1 – D.M.7	0.793 - 0.917	0.943
Impulsive Buying (Y)	I.B.1 – I.B.8	0.611 - 0.868	0.918

The normality test using the One-Sample Kolmogorov-Smirnov test shows a significance value of 0.200, which is greater than 0.05, indicating that the residuals are normally distributed (Sekaran & Bougie, 2016).

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		105
Normal Parameters[a,b]	Mean	0.00
	Std. Deviation	4.35
Most Extreme	Absolute	0.065

Differences	Positive	0.041
	Negative	-0.065
Test Statistic		0.065
Asymp. Sig. (2-tailed)		.200[c,d]

The multicollinearity test results show that both independent variables have tolerance values of 0.348 and VIF values of 2.872, which are below the critical threshold of 10, confirming the absence of multicollinearity (Ghozali, 2018).

Table 4. Multicolinearity Test Results

Variables	Collinearity Statistics	
	Tolerance	VIF
Green Marketing (X1)	0.348	2.872
Digital Marketing (X2)	0.348	2.872

Additionally, the heteroscedasticity test indicates no clear pattern in the scatterplot, suggesting that heteroscedasticity is not present in the model (Ghozali, 2018). These results confirm that the regression model meets the classical assumption tests, ensuring the validity of further analysis.

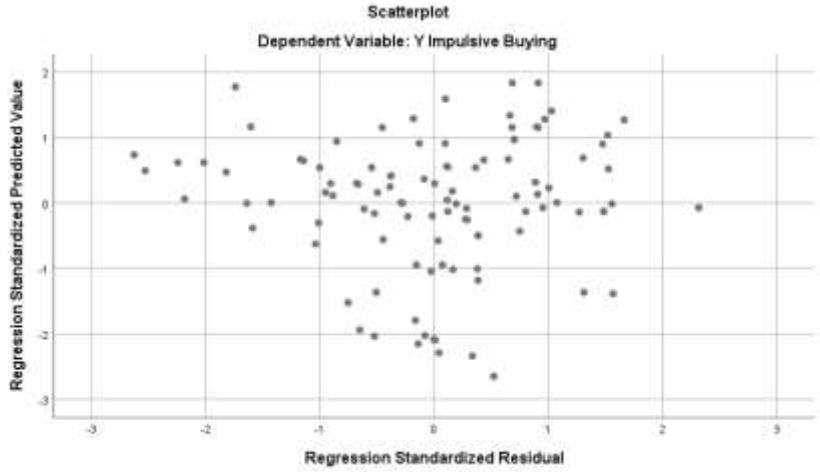

Figure 1. Heteroscedasticity Test Results

The regression analysis results indicate that both green marketing (X_1) and digital marketing (X_2) significantly influence impulsive buying. The unstandardized coefficient for green marketing is 0.742 (p = 0.000), while digital marketing has a coefficient of 0.342 (p = 0.005), demonstrating their positive impact (Sekaran & Bougie, 2016). The model's R-value is 0.803, with an R-Square of 0.645, meaning that 64.5% of the variation in impulsive buying can be explained by these two variables, indicating a moderate explanatory power. The F-statistic of 92.71 (p = 0.000) confirms the overall significance of the regression model. These findings suggest that effective green and digital marketing strategies play a crucial role in stimulating impulsive buying behavior.

Table 5. Statistical Results

Variables	Unstandardized Coefficient	Std. Error	Standardized Coefficients	t	Sig.	F	Sig.	R^2 Test
(Constant)	1.777	1.816		0.978	0.330			
Green Marketing (X_1)	0.742	0.134	0.554	5.542	0.000			
Digital Marketing (X_2)	0.342	0.119	0.286	2.864	0.005			
ANOVA						92.71	.000[b]	

Variables	Unstandardized Coefficient	Std. Error	Standardized Coefficients	t	Sig.	F	Sig.	R^2 Test
R-Square								0.645
Adjusted R-Square								0.638
Standard Error of the Estimate								4.396

3.2. Discussion

The significant impact of green marketing on impulsive buying highlights the evolving consumer mindset, where environmental concerns influence spontaneous purchasing decisions. As businesses increasingly integrate sustainability into their marketing strategies, green marketing elements such as eco-labeling, environmentally friendly packaging, and ethical sourcing serve as psychological triggers that drive impulsive buying (Mahmoud, 2018). This finding suggests that businesses should not only emphasize sustainability in their branding but also strategically position green attributes as part of their promotional narratives to maximize impulse-driven purchases. The emotional appeal of sustainability fosters a sense of urgency among consumers, making them more likely to make unplanned purchases when confronted with persuasive green marketing messages. This phenomenon aligns with the growing trend of ethical consumerism, where individuals seek to align their purchases with their values, even in impulse-driven scenarios (Bhattarai, 2024).

Moreover, the sensory and affective dimensions of green marketing play a crucial role in stimulating impulsive buying. Visual cues, such as nature-inspired packaging and sustainability certifications, enhance product desirability, leading to spontaneous purchases (Duffett et al., 2018). In addition, the role of consumer digital literacy must be considered, as varying levels of awareness about green marketing claims could influence the extent to which consumers respond impulsively to sustainability messaging. The credibility of green claims further amplifies this effect, as consumers exhibit a higher tendency to trust and act upon brands that emphasize corporate social responsibility (Park et al., 2023). Additionally, the combination of green marketing with promotional incentives such as limited-time discounts on eco-friendly products can further intensify impulsive buying tendencies (Wu & Chen, 2014). However, future research should examine whether the effectiveness of such incentives varies across different consumer demographics or product categories. These findings underscore the importance of strategic green marketing in shaping consumer behavior, offering businesses a competitive advantage while promoting sustainable consumption patterns (Paramitra, 2019).

The significant impact of digital marketing on impulsive buying can be attributed to its ability to create personalized and highly engaging shopping experiences. Social media marketing, influencer endorsements, and targeted online advertising leverage real-time interactions and persuasive content to stimulate spontaneous purchases (Lawal & Binuyo, 2022). The immediacy of digital platforms, coupled with algorithm-driven recommendations, fosters a sense of urgency that encourages consumers to act on impulse. For instance, e-commerce platforms utilize personalized recommendations and time-limited promotions to trigger impulse purchases, a tactic that could be further examined in the context of sustainable product marketing. Furthermore, the seamless integration of digital payment options and one-click purchasing features enhances convenience, reducing the hesitation that often precedes buying decisions (Ahmed et al., 2019). These findings align with previous research, which highlights the role of digital marketing in reducing perceived risk and increasing the perceived value of products, thereby driving unplanned purchases (Purnamasari et al., 2024).

Additionally, the interactive nature of digital marketing strengthens emotional and cognitive triggers that lead to impulsive buying. Visual appeal, limited-time promotions,

and social proof from influencers create a compelling narrative that influences purchasing behavior (Uddin et al., 2024). Studies indicate that consumers tend to rely on heuristics such as brand familiarity and peer recommendations when exposed to persuasive digital marketing messages, accelerating decision-making processes (Yadav et al., 2024). However, it is crucial to acknowledge the potential moderating effect of consumer digital literacy in this process, as individuals with higher digital proficiency may exhibit more critical evaluation of marketing messages, thus reducing impulsivity in purchasing decisions. Moreover, brands that employ immersive digital marketing strategies, such as live streaming and interactive content, can further amplify consumer engagement and drive immediate purchases (Sharma, 2024). Given these insights, businesses must continuously refine their digital marketing approaches to align with evolving consumer preferences, ensuring that their strategies effectively capitalize on impulsive buying tendencies in an increasingly digital marketplace.

The integration of green marketing and digital marketing creates a compelling strategy that significantly influences impulsive buying. The synergy between these two marketing approaches enhances consumer engagement by leveraging sustainability as a value-driven motivator while utilizing digital platforms to amplify promotional effectiveness (Kamkankaew et al., 2024). Green marketing initiatives, such as eco-friendly certifications and sustainable product positioning, can generate trust and ethical appeal, while digital marketing tools such as targeted advertisements, influencer collaborations, and interactive social media campaigns serve as catalysts that trigger spontaneous purchase decisions (Shah et al., 2021). This interplay suggests that digital platforms can be leveraged not only as marketing channels but also as educational tools that reinforce consumer awareness of sustainability, thereby strengthening impulse-driven green purchasing decisions. The convergence of these strategies creates an immersive consumer experience, where environmental responsibility meets instant accessibility, ultimately driving higher levels of impulsive buying (Liyanapathirana, 2021).

Moreover, the effectiveness of this integrated approach is reinforced by research on consumer perception and purchase behavior. Studies indicate that when sustainability is embedded within digital marketing campaigns, it fosters both cognitive and emotional triggers that encourage impulsive purchases (Chan et al., 2017). Digital platforms provide real-time engagement opportunities, allowing businesses to communicate green values through interactive content, limited-time offers, and personalized recommendations (Tanveer et al., 2022). Despite these advantages, ethical concerns remain regarding the potential for manipulative digital marketing tactics that exploit consumer impulsivity. Future research should explore how businesses can balance persuasive strategies with ethical responsibility in green digital marketing. The immediacy of digital marketing, combined with the ethical appeal of sustainability, significantly enhances consumers' likelihood of making unplanned purchases, particularly in industries where eco-consciousness is a growing priority (Cayabyab et al., 2023). These findings underscore the strategic importance of integrating green and digital marketing, enabling businesses to capitalize on evolving consumer preferences while reinforcing sustainable consumption patterns.

4. CONCLUSION

The findings of this study underscore the significant influence of green marketing and digital marketing on impulsive buying. The integration of sustainability-oriented marketing strategies with digital engagement mechanisms effectively shapes consumer purchasing behavior by fostering both ethical considerations and spontaneous decision-making. Businesses that strategically implement green marketing through credible sustainability claims, eco-friendly branding, and ethical sourcing can create emotional appeal, while digital marketing enhances this effect by leveraging interactive and

persuasive online platforms. The synergy between these two strategies suggests that modern consumers are highly responsive to marketing efforts that align with their values while offering convenience and immediacy.

Despite these valuable insights, this study has several methodological limitations. One notable limitation is the reliance on online surveys for data collection, which may introduce potential biases such as self-selection bias, where respondents with a higher interest in sustainability or digital marketing are more likely to participate. Additionally, online surveys may not capture impulsive buying behavior in real-time, as responses are based on self-reported perceptions rather than actual purchasing actions. Future research could mitigate these limitations by incorporating observational or experimental methods to validate the findings. Furthermore, employing a mixed-methods approach, such as qualitative interviews, could provide deeper insights into the psychological mechanisms underlying impulsive buying triggered by green and digital marketing.

From a managerial perspective, these findings provide essential implications for businesses aiming to enhance impulsive buying tendencies through marketing strategies. To effectively implement green and digital marketing, businesses should adopt a multi-faceted approach. First, brands should ensure transparency and authenticity in their sustainability claims to strengthen consumer trust and avoid greenwashing perceptions. Second, companies can optimize digital engagement by leveraging artificial intelligence (AI) and data analytics to personalize marketing messages, thereby increasing the relevance of green product promotions. Third, the integration of gamification strategies, such as reward-based eco-friendly shopping challenges or interactive sustainability campaigns, can enhance consumer involvement and encourage impulse-driven purchases. Additionally, businesses should collaborate with credible influencers who advocate for sustainable consumption, as their endorsements can serve as persuasive triggers for spontaneous buying decisions.

For policymakers and industry leaders, fostering transparency in green marketing claims and ensuring ethical digital advertising practices can help maintain consumer trust while encouraging responsible consumption. Future research should explore the long-term effects of green and digital marketing on consumer loyalty and sustainability-driven purchase behaviors, providing a more comprehensive understanding of their impact beyond impulsive buying.

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