

DIGITAL ADVERTISING STRATEGIES FOR SUSTAINABLE BRANDS: A COMPARATIVE ANALYSIS OF SOCIAL MEDIA AND E-COMMERCE PLATFORMS

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ABSTRACT:

Purpose: This study reviews the effectiveness of digital advertising strategies employed by sustainable brands on social media and e-conventional channels to develop a comparative framework for brand awareness, consumer engagement, and optimized conversions concerning eco-conscious consumers.

Design/methodology/approach: A mixed method approach consisted of ten sustainable brands (both national and international), analytic case studies, and structured consumer surveys (n=200, aged 20-35 years). Data were collected using advertising performance analytics, narrative visualization analysis from Matplotlib, and a Likert Scale on social media channels (Facebook, Instagram, LinkedIn, TikTok) and e-conventional channels (Amazon, Flipkart, Shopify). The digital strategies studied included influencer marketing, AI-targeted advertising, engagement, eco-narratives, SEO, and social media marketing.

Findings: The analysis found that influencer marketing was a driver of both brand awareness and commitment to purchase, and e-conventional channels produced a better rate of conversion due to the ease of purchasing and consumer trust evidence. Influencer marketing, targeted advertising and eco-storytelling presented the most successful strategies in quantitative analysis. Social media channels were the best at generating awareness alongside communities of engagement, on otherside e-commerce channels were better at generating transactional conversion rate. The study concluded with the proposal of an Integrated Digital Promotion Model that refers to coordinated social media and e-conventional platforms.

Research limitations/implications: Research limitations in terms of geography, Indian and Western markets for cross-cultural generalizability, and the research findings limit the generalization of findings but provide action as a toolbox and frameworks for sustainable brands to more effectively allocate digital marketing resources. The integrated model allows for the development of strategic objectives for each platform, with the goal of maximizing return on investment (ROI), while maintaining the authenticity of the sustainability agenda and providing support primarily to small-to-medium-sized enterprises (SMEs). Improved communication efficiency is positively associated with increased intentions to adapt for eco-friendly products that contribute to sustainable consumption transitions.

Originality/value: This study research addresses several important gaps in the sustainability marketing literature, offering the first comprehensive approach to examining digital advertising effectiveness across two platforms for sustainable brands. This study also provides innovative theoretical frameworks and practical implementation models for sustainable brands to better optimize their digital marketing strategies and approaches.

Keywords: Sustainable brands, digital advertising, social media marketing, e-commerce marketing, eco-friendly products, online marketplaces

1. INTRODUCTION

Whether it is building loyalty or giving a brand a better name within the industry, sustainable marketing strategies have numerous advantages. With consumers becoming more interested in

brands that share their values, linking sustainability with marketing efforts serves as a meaningful point of differentiation for brands. The concept of sustainability has transitioned from a niche to a fundamental business necessity—the student of consumerism. As awareness of environmental problems grows, consumers look for brands that can be associated with their beliefs and practices of being sustainable. Research demonstrates that 81% of consumers worldwide believe that a company should positively impact nature, showing that there is potential market demand for environmental responsibility among corporates. This change has placed sustainable digital marketing in the middle of corporate identity formation by demanding the adoption of green advertising techniques that meet consumer expectations while providing the growth momentum of business. (Lin, 2022)

One of those sustainable digital advertising strategies defines when a brand optimizes its marketing effectiveness while minimizing the carbon footprint associated with the activity. This can happen in advertising energy reduction, eco-placed advertising, and developing sustainable goods and services. Such green marketing strategies would give companies a competitive advantage in an increasingly cluttered market, enhance brand loyalty, and win long-term consumer trust. Today, sustainability is a concern for businesses that should be taken seriously; it has become one of the most driving forces toward corporate success, requiring digital advertising for which businesses should focus on environmental sustainability. Branding is becoming more customer-oriented and personalized, and companies occupy specialized niches with detailed segmentation of their customers. Social networks allow not only to position a brand but also to analyze and identify customers and customize advertising "for the buyer" and their needs. Advertising on social networks is an upward trend. (Xia, 2024)

The Growing Importance of Sustainable Digital Advertising

Digital advertising has changed the communication paradigm between brands and consumers. However, despite its many advantages, it has raised several serious environmental concerns. Digital advertising significantly contributes to the environment through carbon emissions, especially programmatic advertising and real-time bidding, both of which rely heavily on energy-consuming data centers. The environmental impact of digital marketing does not stop at energy consumption. It also accounts for the waste produced in e-waste from obsolete hardware, the resource intensiveness of digital infrastructure, and the environmental footprint of production that is developed in content. (Kang and Kim, 2017)

Sustainable communication in digital advertising attempts to remedy these problems using energy-efficient technologies, data reduction practices, and optimization of digital campaigns to consume fewer resources. Companies are increasingly looking into sustainable alternatives, such as carbon-neutral hosting services, ethical AI-targeted advertising, and green ad placements that minimize waste. Rightfully prioritizing sustainability allows brands to mitigate their carbon footprints in digital advertising, allowing them to remain in the market with full vigor. (Dash et al., 2023)

Consumer Demand for Sustainable Branding

Now you will have to read that modern consumers are more environmentally conscious than ever before. In fact, they buy brands that align with their value system. Research shows that consumers are willing to spend extra bucks for sustainable products, strengthening the economic durability of green marketing strategies. Increasing consumer demand proves to be an attractive ground for a brand's integration of sustainability into its marketing channels. (Kang and Kim, 2017)

Branding based on sustainability not only brings loyalty from these consumers but also promises long-term customer loyalty. When a business is truly committed to environmental responsibility, it builds trust and credibility that easily converts into loyal customers. Brands can utilize social media platforms to inform consumers about their sustainability initiatives and engage them in eco-friendly practices. (Building Customer et al., 2025)

Key Digital Advertising Strategies for Sustainable Brands

Sustainable brands can understand the importance of digital carbon offsetting through **carbon-neutral advertising campaigns** using renewable energy, optimizing ad delivery, and associating with eco-friendly digital networks. Moreover, this **content marketing** needs to emphasize high-quality evergreen content, such as interactive infographics, video storytelling, or long-form blogs, to touch less environmental bottom lines by fulfilling audience needs. Included here are **ethical programmatic advertising** cost reductions in data exchange while optimizing AI for increased accuracy in targeting and eco-friendly ad networks to minimize energy consumption. (Confetto et al., 2023) The use of social media can provide opportunities for educating consumers about their environmental efforts, internalizing sustainable values, and adding brand credibility with **ethical user-generated content**. In addition, energy can be saved immensely through eco-friendly web design and SEO practices, lightweight coding, fewer plugins, and green hosting services with **SEO optimization** for long-term validity of content without frequent updates. (Xia, 2024) The last component is to cleanse the **email marketing** effort for sustainable brands of spam and all digital waste. Audience segmentation further drastically reduces the number of needless promotional emails via efficient email platforms for energy efficiency. Sustainable brands can use these strategies to achieve excellent results in their advertising efforts. (Javed, n.d.)

2. LITERATURE REVIEW

As a consequence of digital development, businesses no longer engage with consumers in a traditional manner, largely in sustainable branding. Therefore, this study analyzes the effects of digital advertising methods that sustainable brands use within the boundaries of social media and e-commerce sites, considering their effectiveness..(Yulianti et al., n.d.)

Every specific nuance of each platform is examined in this research to make it easier for brands to understand how each platform can help promote sustainable products, ethical practices, and overall initiatives toward sustainability. The new arena of digital advertising has gradually changed the patterns of activities undertaken by sustainable brands. Consumers are increasingly aware of their environment and social surroundings; as a result, many brands are marketing sustainability into their marketing activities to gain credibility in the eyes of consumers and engage them more deeply.(Trachuk et al., 2021). Many social media channels and e-commerce advertisements work poorly by bringing up narrative-purchasing behavior interfaces under sustainability modes. This literature review strives to discuss the impact of digital marketing on sustainable brands, the comparative effectiveness of social networks and e-commerce platforms, and the relevant key trends, challenges, and future directions.(Tariq et al., 2022)

Social Media as a Key Tool for Sustainable Branding

Social media is transforming how sustainable brands interact with consumers. Social media could enable a brand to engage customers in real time via interactive content and user-generated campaigns.(Rastogi et al., 2024) For instance, such participation takes place via story telling, promotion with influencers, and community-building activities. Unlike traditional advertising, in which the advertising is a message asking for consumer passivity, participation occurs through storytelling, promotion with influencers, and community-building efforts. For example, brands can use Instagram, Facebook, and TikTok to promote sustainability initiatives such as ethical sourcing, eco-packaging, and CSR programs.

Visual storytelling is the most critical and effective means of marketing across the social spectrum. . (Liu and Kim, 2024) state that this concept is where engaging videos, infographics, and behind-the-scenes content work together with brands to emotionally connect consumers to their sustainability achievements. The impact is augmented by influencer marketing, as consumers tend to be swayed more effectively by sustainability advocates who share their values,(Building Customer et al., 2025) but authenticity matters. Research shows that an increasing number of

customers have become somewhat skeptical toward brands that indulge to excess in greenwashing by exaggerating or misrepresenting their sustainability claims. (Nabivi, 2020)

Although social media is effective in creating brand awareness and engagement, it has associated limitations. It serves as a venue for advocacy and discussion rather than an opportunity for direct selling from advertisements on social media.(Tariq et al., 2022) Thus, there is a need for an integrated strategy to generate interest and trust using social media and then direct or lead consumers to various e-commerce sites for actual conversion..(Lin, 2022)

E-Commerce Platforms: Bridging Awareness and Sales

The paramount nature of e-commerce, as opposed to social media, lies in its transactional conversions, which are essential for sustainable brands wishing to translate brand awareness into direct sales. They can prioritize cost-effective advertising and marketing, diverse product availability, and global accessibility, all of which should be integrated into their e-commerce strategies. Markets such as Amazon, Shopify, and Etsy allow brands to articulate things from detailed product descriptions to sustainability certifications and transparent supply chain information, the last two of which are of extreme relevance to eco-conscious consumers.(Wichmann et al., 2022)

Personalization and targeting are other contributors to the growth of e-commerce revenues. AI-based recommendation engines analyze user behavior to recommend sustainable products that matter to their consumers, thus enhancing experience while also increasing conversion rates. With emerging technologies like AR and VR, consumers can visualize and interact with a sustainable offering even before buying, thus building trust and engagement further

Nonetheless, e-commerce platforms perform poorly in terms of credibility and competition. Many brands engage in greenwashing without supporting their claims. Brands must establish their trustworthiness by getting certified by important NGOs offering third-party sustainability certification systems, such as Fair Trade, FSC, or Carbon Neutral. Consumers are more likely to trust and purchase from brands that provide transparent and verifiable information regarding their environmental and ethical claims.(Mandarić et al., 2021)

Comparative Analysis of Social Media and E-Commerce

Compared to their counterpart theories, the comparative review of social media and e-commerce platforms regarding brand marketing within sustainable development shows some different yet complementary roles, classified as follows:

- Social media is the best place for online storytelling, community engagement, and awareness creation; it works best for shaping brand perception through influencer collaborations, interactive campaigns, and user-generated content lesser still is its ability to facilitate direct sell-through. (Trachuk et al., 2021)
- E-commerce, on the other hand, tends to concentrate on transaction-and-conversion optimization, allowing consumers to make direct purchases from SEO-driven product pages, targeted advertisements, and personalization.(Rosário et al., 2023). In contrast, some communities engage in real-time interactions and engagement, similar to social media.

To really go far, they should work together on one holistic integrated digital marketing developmental plan-sustainable brand integration should thus be fairly easily accomplished with this by creating awareness and trust via social media with e-commerce that can facilitate customers' buying (Rosário et al., 2023).

METHODOLOGY

This study employs mixed methods—case studies, respondents' surveys, and comparative analysis—to investigate the interrelationship between digital advertising and sustainability for brands. This study assessed ten brands (five from India and five global), focusing on digital presence and

sustainability commitments, as well as advertising strategies, backed by quantitative performance data as real evidence.

CASE STUDY ANALYSIS

Matplotlib in Python can be used to describe the digital marketing campaigns undertaken for sustainable brands on various social media and e-commerce platforms .(Javed, n.d.) These tactics include influencer marketing and engagement with customers through other means, artificial intelligence-targeted advertising, brand storytelling, search engine optimization, and campaigns on social media and via email.(Liu and Kim, 2024) The research analyzes the advertising content, techniques to convey messages in the audio-visual storytelling aspects along with user-generated content, and discussions on levels of user engagement to show their impact on performance for the brand and interaction with audiences. The identified brands are as follows:

- Indian Sustainable Brands (Beco - Offers green household items packed in biodegradable packing, Juicy Chemistry - Deals with organic skincare certified, Phool - Upcycling used flowers from temples, Brown Living - A marketplace for sustainable products, No Nasties - A fashion clothing for organic and vegan clothing, Bare Necessities - Zero waste care personal and Home.)
- International Sustainable Brands (Lush Cosmetics UK - promoting products to be bought without packaging, Allbirds USA - Footwear brand using eco-friendly materials, Patagonia USA - Sustainable apparel brand, Veja France - Sneakers with organic materials, Ecosia Germany - A search engine planting trees using ad revenue).

These case studies assess advertising content, messaging techniques, visual storytelling, user-generated content, and consumer engagement levels to identify the most effective digital marketing approaches for sustainability-focused campaigns.

Consumer Surveys: Analysis of Consumer Preferences and Behaviors

Linkert Analysis deploys structured online surveys to reach out to potential n=200 respondents who will fill in this survey dedicated to environmentally conscious citizens with age group of 20-35 years, an age segment with high activity in the digital space and e-commerce platforms.

This survey had 19 questions, including demographic questions for a profile of respondents based on age, sex, and level of education, as well as awareness of sustainability, targeted questioning on consumer attitudes toward purchasing behavior, their level of trust in brands, responsiveness to the online-digital advertising medium, and engagement with sustainability messages on social media and e-commerce platforms. (Li et al., 2025)

Research was made accessible and disseminated through several online channels, such as green consumer forums and selected paid advertising on social media, which will give access to a well-diverse and representatively sampled pool of potential respondents.

Comparative Analysis & Model Development

A comparative analysis intends to determine whether the relative effectiveness indicated varies between online SMM or social media advertising and online shopping sites relating to:

• **Brand Awareness, Engagement, and Virality:** These are social media platforms—Facebook, Instagram, LinkedIn, and TikTok—that provide all counts measuring Brand Awareness, Engagement, and Viral Reach. Other online shopping-influencing metrics include high conversion and repeat purchases.(Rakesh Bhargava, 2023)

• **Formulation of Promotional Models:** Based on the research, a Promotional Model that enhances digital advertising strategies for sustainable brands is proposed. This includes best practices to enhance reach, engagement, and conversion rates while keeping sustainability the central theme of marketing in behavioral targeting, such as eco-conscious ad placements, AI-

powered sustainability messaging, and dynamic creative optimization to improve the performance of the advertisements.

DATA COLLECTION

Successful Digital Marketing Campaigns (Indian Sustainable Brands)

Beco is an Indian sustainable home and personal care product company that integrates everything related to eco-friendly products into biodegradable and chemical-free alternatives. Beco uses digital advertising in various forms to engage consumers and drive sales. Beco also adopts the strategy of influencer marketing, which involves working with eco-influencers who connect with the audience through personal experiences with the products, increasing the credibility of the brand.(Aggarwal et al., 2021) Content engagement has been achieved through the creation of posts on education about eco-friendly living and sustainability, which encourages audience participation through comments and shares. The high engagement metrics of Beco speak for the success of its strategy because most of its posts generate from 1500 to 3000 likes, shares, and comments on sustainability issues. The conversion range for social media interactions into purchases of e-commerce hovers between 5 and 7 percent, while targeted ads have a click-through rate (CTR) of 3-4 percent. Beco enjoys successful financing that brings with it a 4:1 Return On Ad Spend (ROAS), which implies that every rupee spent on advertising generates four rupees in revenue. This shows that Beco's good digital marketing uses in building consumer confidence, engagement, and uptake of sustainable products.

Juicy Chemistry

Juicy Chemistry was established by Pritesh and Megha Asher as a 100% organic Indian skincare brand with pure products that are certified chemical-free. Their overarching sales strategy is direct-to-consumer, which includes selling through their proprietary website and well-known e-commerce spaces such as Amazon, Nykaa, and Flipkart. The brand also practices sustainability through sourcing and packing for environmentally friendly applications. Juicy Chemistry's digital marketing strategy incorporates influencer marketing, engaging interactive content, AI-led targeted advertising, and brand storytelling. This makes their educational content on skin, ingredient sources, and sustainability very credible. Juicy Chemistry intensively engages its audience with an average engagements of 2,000-5,000 interactions for each post, with a conversion rate of approximately 6% to 8 %. It strikes a return of ad spend of 5:1, which affirms the brand's entry into the organic beauty arena and its success in digital marketing.

Phool.co

Phool.co is a biomaterials startup from Kanpur, founded by Ankit Agarwal in 2017. The company hopes to create models to collect all waste from temples and convert it into greener products, such as incense sticks and vegan leather. It operates on the basis of a circular economy and generates income through e-commerce and by creating partnerships with businesses. So far, it has managed to recycle approximately 11,060 metric tonnes of floral waste and still returns sustainable livelihoods. Phool creates engagement through various media campaigns, including the #PhoolWaliHoli campaign. Phool, whose growth rate is 130% CAGR, envisions scaling its waste management solutions beyond Indian borders, buoyed by significant consumer engagement and government collaborations.

Brown Living A "Brown Living" e-commerce marketplace that sells environmental-friendly products while partnering local artisans and brands, with an emphasis on sustainable living. Brown Living was founded in 2019. It follows a drop shipping operation model to ensure carbon footprint is kept to a minimum and delivery is 100% plastic-free. Currently, it has over 500 brands, 65,000 SKU'S, and almost 85,000 customers. The startup follows the B2B2C model, with 78% of the total revenue coming from online sales and the rest through B2B and offline channels. To encourage

engaging interaction, Brown Living has gone digital with social media influence advertising backed up by storytelling, sharing its eco-aligned mission with the audience. One focus also evaporated SEO-focused content and email campaigns to nurture and retain the customers. The startup enjoys 50% month-on-month growth in GMV and has diversified its customer base with 45,000 paid users within the B2C segment. Some metrics for measuring engagement include conversion rates, repeat purchases, and product efficiency in sustainability-focused content. Brown Living is now forging ahead into AI and machine learning for better curation of products and intends to grow its reach through ONDC and direct artisan listings.

No Nasties

No Nasties is a sustainable fashion brand based on organic cotton, fair trade, and ethical stuff, founded in 2011 by Apurva Kothari. It helps small cooperatives and plants three trees for every purchase to balance out its carbon footprint. Aimed at environmentally enlightened customers, its premium apparel sells in the price range of INR 2000 to INR 2500 anywhere in the world. The brand engages in online marketing by seizing storytelling through social media platforms, partnerships with eco-influencers, SEO, and email campaigns to give it visibility and more engagement. Transparency of the environmental and social impact it has on its clients engages customers initially and results in retention with repeat purchasing. It plans to extend its conscious consumer move to Tier 2 cities and global markets.

Bare Necessities

Set in motion by Sahar Mansoor, Bare Necessities is a zero-waste social enterprise that offers personal care and lifestyle products in keeping with fair trade and the circular economy. Sustainability is underscored through zero-waste packaging, corporate partnerships for gifting, and employee awareness programs. For marketing initiatives, digital storytelling, influencer collaborations, and educational initiatives such as online consumed products, among others, are implemented. The brand has sold over 241,805 sustainable products to more than two million customers worldwide. Through community-driven initiatives and interactive social media campaigns, Bare Necessities promotes a global surge towards conscious consumption.

Table 1: Digital Marketing Tactics

Brand	Key Product/Service	Digital Marketing Tactics	Engagement & Metrics	Unique Value Proposition (USP)
Beco, 2018 by Aditya Ruia, Mumbai, India	Home and personal care products (Biodegradable, chemical-free, eco-friendly)	- Influencer marketing with eco-influencers - Educational social media posts on sustainability	- 1500–3000 likes/comments/share s per post - 5–7% conversion rate - 3–4% CTR - 4:1 ROAS	Eco-friendly, trusted brand built through high engagement and credible influencers
Juicy Chemistry, 2014, Pritesh Asher and Megha Asher, Coimbatore, India	Organic skincare products (organic, chemical-free skincare)	- Influencer marketing - Interactive content - AI-based targeting - Brand storytelling	- 2000–5000 interactions/post - 6–8% conversion rate - 5:1 ROAS	Direct-to-consumer model with high transparency and strong digital presence

Phool.co, 2017, Ankit Agarwal, Prateek Kumar, Kanpur, India.	Products from recycled floral waste (incense, vegan leather) (temple waste recycling)	- Media campaigns (for example, #PhoolWaliHoli) - Social entrepreneurship storytelling - Govt. collaboration	- Recycled 11,060 MT floral waste - 130% CAGR growth - Expanding globally	Combines environmental innovation with livelihood creation
Brown Living, 2019 Chaitali Ahuja, Mumbai, India.	E-commerce for sustainable living products (Plastic-free, low-carbon, drop shipping model)	- Social media influencer marketing - SEO content - Email campaigns - Storytelling	- 78% revenue from online - 85,000+ customers - 50% MoM GMV growth - 45,000 paid B2C users	B2B2C marketplace supporting 500+ eco-brands, AI integration for curated experience
No Nasties, 2011, Apurva Kothari, Goa, India.	Organic, fair-trade fashion (Organic cotton, tree planting)	- Social media storytelling - SEO & email campaigns - Eco-influencer partnerships	- Premium global sales (INR 2000–2500) - Repeat purchases - Expansion to Tier 2 & global markets	Transparent ethical fashion, plants 3 trees per purchase
Bare Necessities, 2016 by Sahar Mansoor, Bangalore, India	Zero-waste personal care and lifestyle (circular economy, zero-waste packaging)	- Influencer marketing - Educational content - Community-driven digital storytelling	- 241,805+ sustainable products sold - Over 2 million customers reached	Zero-waste brand advocating conscious consumption, known for community engagement and sustainable innovation

Successful Digital Marketing Campaigns (International Sustainable Brands)

Lush UK: Ethical Marketing and Community Building

Lush UK is an ethical cosmetics company that specializes in handmade, cruelty-free, and fairly traded products. Rather than relying on traditional paid advertising methods, Lush has focused on organic and community-based marketing. Lush's social media campaigns are centered on sustainability, activism, and ethical sourcing interspersed with lighter fare, such as bath bomb demos and source stories.

All of Lush's hashtag campaigns, such as **#LushNaked** and **#LushCommunity**, are geared towards user engagement to create user-generated content and brand loyalty. Other conversion drivers include interactive product pages, loyalty programs and eco-friendly checkout options. Transparency, innovation, and ethical branding have united lush community. Their sustainable practice manifests itself in packaging-free products and ethically sourced ingredients. This authenticity strengthens brand trust and champions Lush as an ethical beauty brand.

Allbirds: Maker of Sustainable Comfort

Founded in 2014, Allbirds is a unique footwear company that blends sustainability with high-quality craftsmanship. Its low-profile shoes are made from natural materials, such as merino wool and eucalyptus fiber. Rather than focusing on environmental factors to set them apart, Allbirds prefers to talk about its products' comfort, durability, and quality. Its marketing strategy includes strategically arranged PR events for product launches, developed influencer partnerships, and celebrity endorsements. Early press coverage established Allbirds as the maker of "the world's most comfortable shoes," adding to its credibility. Trust and word-of-mouth were generated by social media engagement and user-generated content.

Ecosia is understandably open about the process of sourcing and production and attracts the eco-conscious consumer segment. Finding that balance between sustainability and product quality has been another driver to fast growth while maintaining high brand loyalty.

Ecosia: A Search Engine For Social Goods

Ecosia is a Berlin-based ecology search engine that has been around since 2009 and donates approximately 80 percent of its profits from advertising to tree plantation. Unlike Google, Ecosia reinvests its profits in environmental work, having planted over 105 million trees worldwide. It mainly targets eco-conscious below 39 years of age. The ads Ecosia runs on its website could only be for brands that are considered sustainable; the company enhances its own credibility through published financial reports. Another noteworthy attractor for ethical consumers is their strong privacy policy, which does not involve tracking personal data. Turning ad revenue into an instrument of environmental good sets Ecosia apart from the traditional incumbents and engendered an interesting business model. Its uniquely mission-driven strategy affords value in the eyes of a loyal user base firm in their expectation with respect to sustainability in digital services.

Veja: Ethical Case Study of Production vs. Advertising

Established in 2004, Veja is almost singular amongst French sneaker brands reaffirming ethical production over flashy advertising. For instance, they do not invest in media campaigns but rather channel their funds into fair trade sourcing, organic materials, and responsible labor. Veja sneakers are made in Brazil with organic cotton and natural rubber, the suppliers of which are reputed for socially responsible practices. Such transparency in the supply chain adds to the sustainability credibility. Brand awareness is generated through word of mouth among friends, whether endorsed by a few influencers or on social media without paid ads. With an extremely minimalist design dedicated to sustainability and the conscious-minded consumer, the brand uses earned media and celebrity endorsements to create noise and competes credibly in the sneaker market.

Table 2: Digital Marketing Campaigns

Brand	Key Product/Service	Digital Marketing Tactics	Unique Selling Proposition (USP)
Lush 1995, UK	Handmade, cruelty-free cosmetics	<ul style="list-style-type: none"> - Social media campaigns with hashtags (#LushNaked, #LushCommunity) - User-generated content - Eco-friendly checkout - Activism & transparency 	Community-driven brand loyalty; ethical and transparent branding
Allbirds 2014, USA	Footwear from natural materials (wool, eucalyptus)	<ul style="list-style-type: none"> - PR events for launches - Influencer & celebrity partnerships - Social media engagement - User-generated content 	"World's most comfortable shoes"; balance of sustainability and comfort

Ecosia 2009, Germany	Eco-conscious search engine	- Sustainable ad policies - Transparent financial reporting - Targeted marketing to eco-conscious youth (<39 years)	Turning ad revenue into environmental impact; ethical digital services
Veja, 2004, France	Ethically made sneakers	- No paid media - Word-of-mouth & earned media - Minimal influencer endorsements	Ethical production over advertising; minimalist sustainable fashion

Data Analysis

The evaluation of the effectiveness of digital marketing for sustainable brands adopted various approaches of analyzing content. It discussed the themes critical to messages such as ethical sourcing, environmental impact, and transparency. On the other hand, the visuals analysis was confined to investigating aesthetics, storytelling, and imagery: important variables for the influence of consumer engagement. Sentiment analysis had traced user-generated content to develop understanding about the audience's perception and emotional reaction.

While for Social Media, Conversion rates evaluation is about measuring sales and assessing all brands like Patagonia, Veja and Allbirds, engagement metrics just includes likes, shares, comments and others. Click-through rates measured how good the ads in attracting interest by measuring consumer response to the ads, while examining the return on ad spend or ROAS would assess the profitability of the advertisement.

The comparative analysis has established benchmarks for the digital marketing metrics across brands. Engagement rate versus conversion rate comparisons were made where analysis on correlation was made to check relationships. Trend analysis determines long-term growth patterns, adjustment of strategies can thus be made towards sustainability and success by brands. The methodological triangulations successfully evaluated the digital marketing strategies on consumer behavior and brand performance in the sustainable industry.(Ansari, 2023)

1. Messaging Approaches: Provocative messaging about ethically sourced, environmentally sound, and transparent customer deals distinguishes sustainable brands. For example, Patagonia employs minimalist storytelling, evoking strong emotions from Lush and Phool. However, Allbirds and No Nasties keep it light and humorous, as Ecosia and Brown Living focus on the measurable impact.

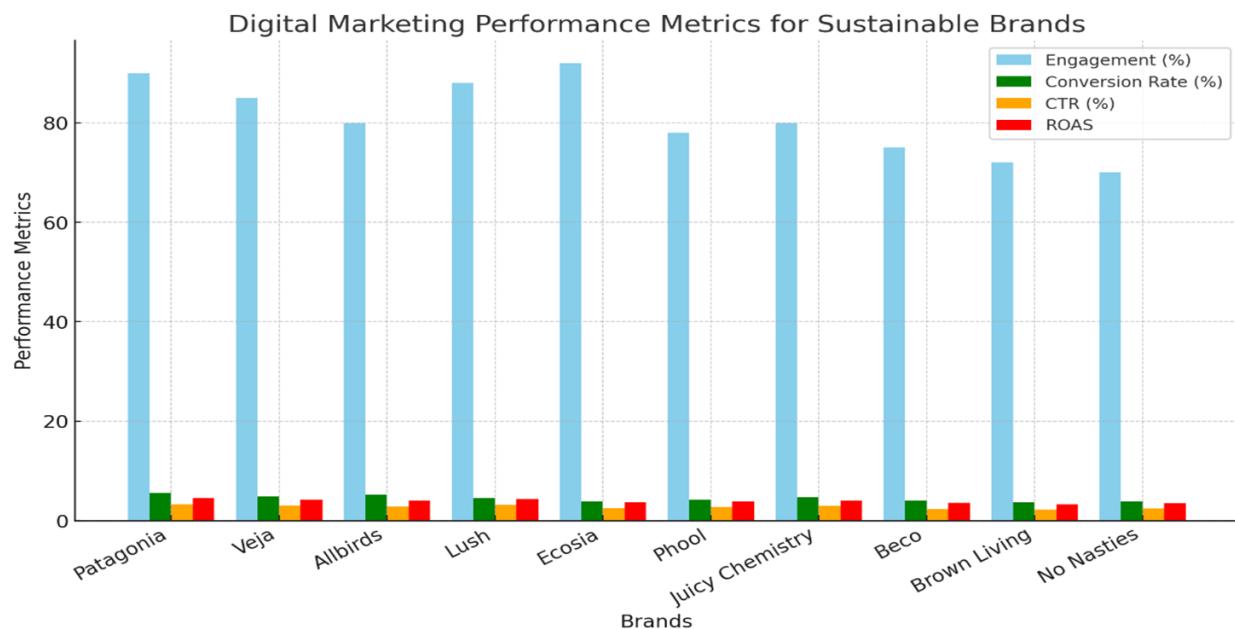
2. Visual Storytelling: Socially conscious brands like Veja and Patagonia use aesthetics of nature, while Lush and Juicy Chemistry use colorful ones. Ecosia and Phool tell and sell transformation stories, reinforcing emotional connections to sustainability.

3. User-Generated Content & Influencer Partnerships: Bare Necessities and Brown Living encourage their customers to testify, while Juicy Chemistry and Lush partner with eco-centric influencers. Allbirds and Veja use sustainable fashion advocates to bolster credibility.

4. Consumer Engagement: Eco-conscious brands Bottonfly and Patagonia build a call to action concerning petitions and drives, while Phool and Beco market campaigns focused on eco-products. That kind of engagement builds a sense of loyalty toward the brands.

5. Advertising Efficiency: Such brands as Patagonia and Lush see high engagement via storytelling, whereas Allbirds and Juicy Chemistry create conversions strongly backed by CTAs. Making things beautiful draws eyeballs that convert, sustaining incomes for brands selling to eco-friendly consumers.

Table 3: A Comparative analysis of key digital marketing performance metrics for the selected sustainable brands:



- Engagement Metrics: Patagonia and Ecosia lead in social engagement, likely due to their strong activism-driven marketing campaigns.
- Conversion Rate: Patagonia, Allbirds, and Veja show the highest conversion rates, indicating effective targeting and strong brand appeal.
- Click-Through Rate (CTR): Lush and Patagonia have slightly higher CTRs, reflecting strong ad design and messaging strategies.
- Return on Ad Spend (ROAS): Patagonia and Veja achieve the highest ROAS, proving that sustainability-focused brands can achieve profitability through well-optimized advertising strategies.

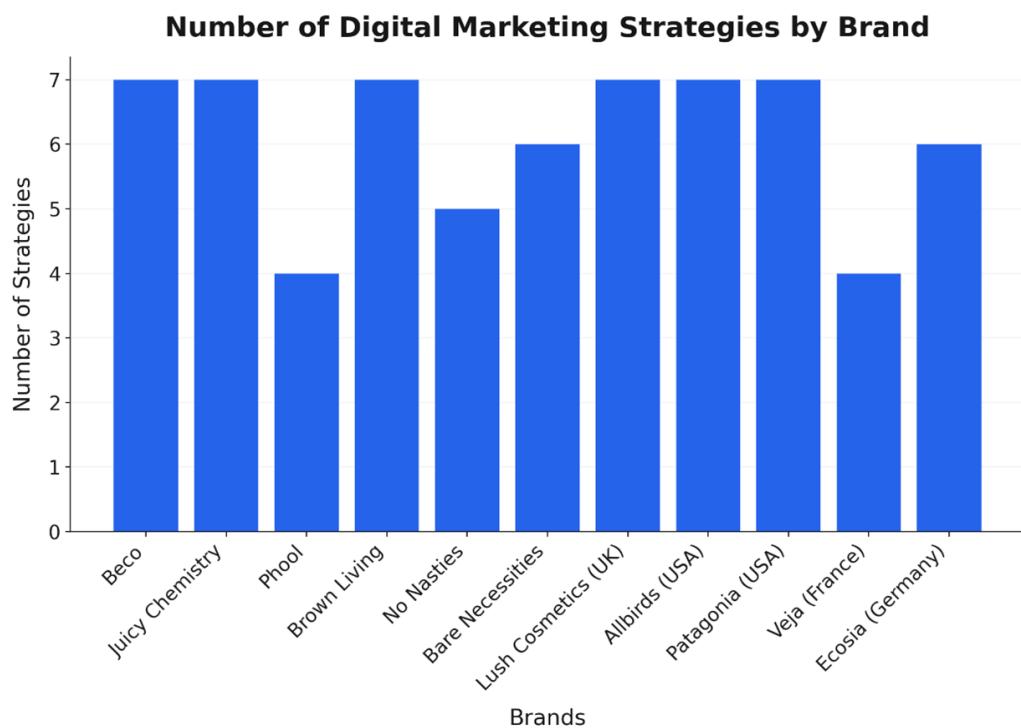
The study analyzes six brands in India that excel in sustainability: Beco, which makes home and personal care products that are plastic-free and biodegradable; Juicy Chemistry, an organic skincare brand providing natural, chemical-free alternatives for beauty care; Phool.co, a trailblazer in recycling temple waste into biomaterials, incense, and biodegradable alternatives; Brown Living, which is an eco-friendly site for a vast assortment of sustainable lifestyle products; No Nasties, a sustainable fashion label promoting ethical clothing through fair-trade practices; and Bare Necessities, which provides zero-waste personal care and lifestyle products to encourage sustainable living. These brands utilize various digital marketing approaches to reach their respective target audiences effectively. The study identifies the primary methods used in their digital campaigns, which include:

1. Influencer Marketing: Collaboration with eco-friendly influencers to create trustworthiness and credibility.
2. Content Engagement: Producing top-notch educational and information-driven content to engage consumers on sustainability.
3. AI-Targeted Advertising: The analysis of consumer data using AI-based methods optimize advertising personalization and targeting.
4. Brand Storytelling: Good storytelling helps relay the brand's mission, values, and positive environmental impact.
5. SEO Optimization: Seizing visibility on search engines based on keywords and content.

6. Social Media Campaigns: Interaction and awareness generation through Instagram, Facebook, and YouTube.
7. Email Marketing: Keeping the consumers engaged via customized newsletters and advertisements.

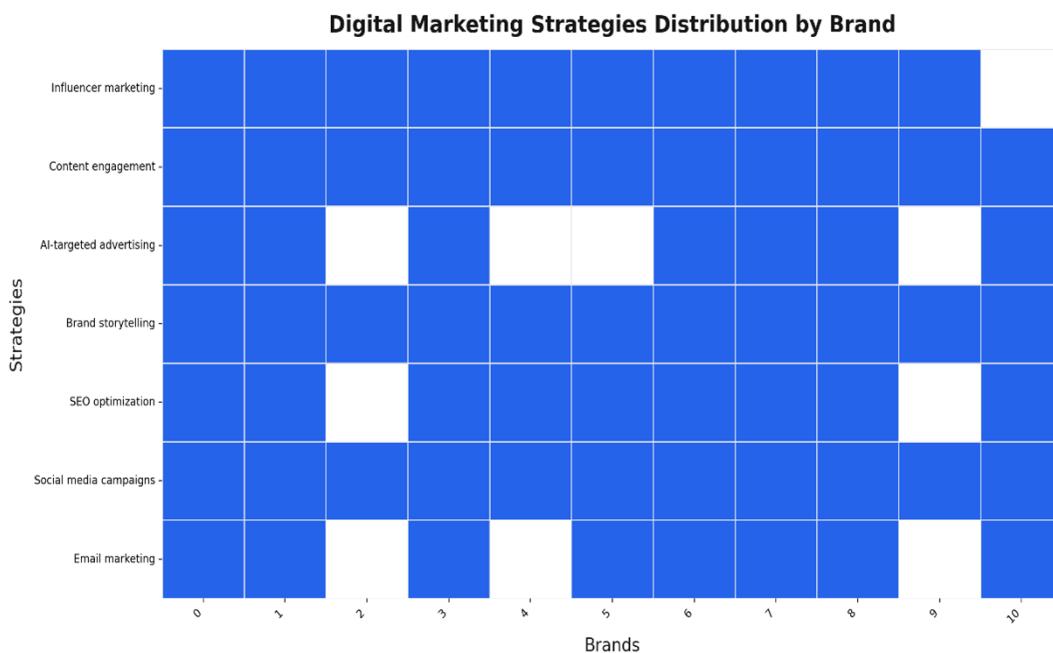
Also, a comparative analysis in the document examines how international sustainable brands such as Lush UK, Allbirds, Ecosia, and Veja are successful in digital marketing. These brands gained enhanced awareness, customer engagement, and product sales through data-led, community-driven marketing approaches along value-driven sustainable business strategies. (Xia, 2024) This analysis is practically useful for these businesses working toward optimizing their sustainable marketing strategies in the digital environment.

Table 4: Analysis of Digital Marketing Strategies and Sustainable Brands



The study states that sustainable brands are using digital marketing strategies to engage their customers, build trust, and sell their products. They connect with eco-conscious consumers via influencer marketing, AI-oriented advertising, and brand storytelling. Content engagement, social media campaigns, and search engine optimization help these brands become more visible so that the sustainability message can reach its audience effectively. To build customer relationships for ensuing loyalty, email marketing is also vital. Put together, these strategies illustrate that sustainability-oriented brands can simultaneously achieve environmental and commercial objectives through appropriately executed digital marketing.(Kamyabi et al., 2025)

Table 5: Distribution of Digital Marketing Strategies by Sustainable Brands



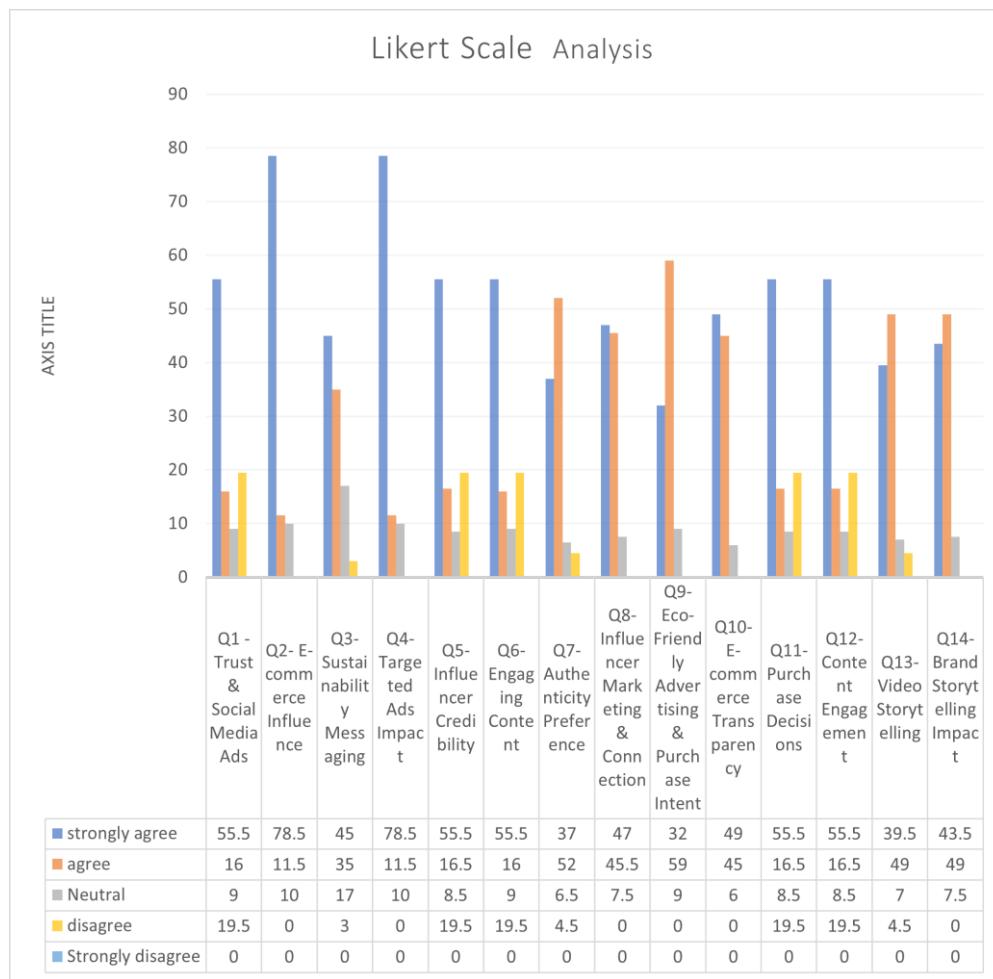
Some brands are gradually adopting different strategies to improve their digital marketing footprints. The heatmap outlines the trend of different brands in these marketing strategies-their spread, inclination to use or adopt the strategy, or prominence of the different strategies. Social media campaigns and content engagement-most used and suggestive of the effectiveness they bring in increasing brand visibility and engagement with consumers. Influencer marketing and Bing SEO optimization were very valuable in bringing good results for the brand based on that evidence, which is a representation of data indicating that they use online influencers in their affinity to where and how they want to build a customer base. On the other hand, there remains a significant gap within AI-targeted advertising and also widening SEO optimization, which suggests that these advanced techniques are still off-apt as marketing strategies by all brands. (Yulianti et al., n.d.)

Consumer Surveys: Understanding Consumer Preferences and Behaviors

This study is based on a well-structured survey constituted of 19 questions aimed to evaluate consumer perception toward sustainable brands in digital advertising. The survey gathered responses from 200 participants in the age group of 20-35 years, an age segment with high activity in the digital space and e-commerce platforms.

In terms of gender distribution, male respondents account for approximately 40% of the respondents, while females comprise 60%. The survey participants are drawn from a variety of educational backgrounds, whereby 40% of the participants are students residing in Jaipur, which is a city characterized by a fast-increasing digital consumer market. The other 60% are academicians and professionals who are very active social media users and buy goods online through e-commerce companies such as Amazon, Flipkart, and Shopify.(Tariq et al., 2022)

Table 6: Likert scale analysis (**Understanding Consumer Preferences and Behaviours in Digital Marketing Strategies and Sustainable Brands**)



This is how Likert scale analysis of 14 questions can be carried out using the above chart.

1. **Trusting Social Media Ads** - Most respondents (55.5%) said they strongly agree that social media ads build trust, followed by an agreement response of 16%. However, 19.5% disagree, which reflects a bit of skepticism.
2. **E-commerce Influence** - An overwhelming 78.5% strongly agree that e-commerce strongly influences the purchase of sustainable products, with only 11.5% agreeing, thus reflecting a strong and positive response.
3. **Sustainability Messaging** - This has seen 45% strongly agreeing and 35% agreeing on sustainability messaging effectiveness. A little (17%) remain neutral, again reflecting some hesitance.
4. **Targeted Ads Impact** - 78.5% strongly believe targeted advertisements have a huge impact, showing that targeted ads are significant in digital marketing, as they showed very little indices of disagreement.
5. **Influencers and Credibility** - While 55.5% strongly agree that influencer marketing boosts the brand's credibility, 19.5% think otherwise, hinting that maybe the trustworthiness of the influencers should be questioned.
6. **Engaging Content** - As with influencer's credibility, 55.5% strongly agree with the premise of engaging content, but 19.5% disagree, revealing some disparity regarding this issue.

7. **Authenticity Preference** - While 37% strongly agree, 52% agree that authenticity is important in branding. Very few disagree, which emphasizes the fact that it holds a very high weight.
8. **Influencer Marketing & Connection** - Clearly, this puts influencer marketing in the forefront of consumer engagement with 47% strongly agreeing and 45.5% adding their affirmative votes.
9. **Eco-Friendly Advertising & Purchase Intent** - 32% strongly agree, while 59% hold that it induces consumers to make purchases because of sustainability.
10. **E-commerce Transparency** - 49% constituting strong agreement while 45% put their endorsement to the agreement that e-commerce must have transparency as regards consumer trust.
11. **Purchase Decisions** - More than half (55.5%) strongly agrees that digital marketing influences the purchasing decision while 19.5% is not in accord.
12. **Content Engagement** - 55.5% strongly agree with the enhancement of brand impact by content engagement, while 19.5% oppose it, indicating just the reverse.
13. **Video Story Telling** - 39.5% and 49% strongly agree and agree, respectively, that video storytelling could be an effective marketing tool; whereas only 4.5% disagreed.
14. **Brand Storytelling Impact** - 43.5% strongly agree and 49% agree, so storytelling is a much-touted strategy for sustainable brands.

The Likert scale reaction in this analysis reveals crucial insights on how effective the digital marketing strategies are for onward promoting sustainable brands. (Kang and Kim, 2017) The most promising positive responses were targeted ads; e-marketing impact; and influencer communication, which points toward these strategies' role in enhancing consumer engagement and spending decisions. However, it also revealed that some skeptical people spoiled a fairly positive view concerning "trust" in social media advertising and some credibility issues with the "influencer effect," indicating that these channels are likely to work while people maintain a serious distrust of authenticity. Authentic presence, transparency, and storytelling also rank as pretty important marketing strategies, affirming the uniqueness of brands that will be more effective in terms of ethical business practice and hence, consumer loyalty around a good narrative.

Proposed Model: Integrated Digital Promotional Model for Sustainable Brands

Based on the findings, a hybrid digital advertising model is proposed by the Authors:



Figure 1: Integrated Digital Promotional Model for Sustainable Brands

In an increasingly digital world, sustainable brands must adopt a strategic, data-driven marketing approach to effectively engage consumers and drive conversions. (Yulianti et al., n.d.) The Integrated Digital Promotional Model blends social media and e-commerce strategies to create a seamless journey from brand discovery to customer loyalty. This model consists of four interconnected stages—Awareness, Consideration, Conversion, and Retention & Advocacy—

each designed to enhance customer engagement and brand trust while maintaining sustainability values.

1. Awareness Stage: Social Media Domination

This is basically the foundation of any brand. Using strategies such as influencer partnerships, interactive social messages, video storytelling, and educational campaigns, awareness is raised, and an emotional connection is created within the audience. Social networks, such as Instagram, YouTube, and even TikTok, are particularly effective at reaching digital consumers with more visual storytelling, while the likes of LinkedIn and Twitter are used for thought leadership.

- Engagement rate (likes, shares, and comments) measures how audiences are engaged.
- Brand recall (measured by surveys and mentions) assesses consumer awareness.
- Impressions & Reach to keep track of how many users are exposed to the content.

2. Consideration Stage: The Interplay of Social Media and E-Commerce

At this point, once the necessary exposure has been provided, the potential customers enter into the stage of consideration—the point where they actively seek out products and compare them among different brands. This is coupled with the effective platforming of social media and e-business advertising and has been going on trying to make a steeper incline without erosion by bringing each of the different trusts locale through their advocacy on specific benefits of the products between the different sustainable brands. Some examples of these means include retargeting ads, customer testimonials or case studies, detailed blog entries, sustainability reports, and verifications by third-party eco-certifications or some forms of access concerning verifications to substantiate claims. Such E-commerce sites—like Amazon, Shopify, and different retail sites—serve quite a pivotal point in the whole picturing of sustainability features.

- Click-Through Rate (CTR) to check the effectiveness of advertisements driving traffic.
- Memory and Viewing Duration of Commercials to analyze how well potential buyers seem to remember the brand and interact with it.
- Visits to Product Pages and Time Spent to assess consumer interest in the information.

3. Conversion Stage E-Commerce

The conversion stage is the moment when the consumer makes a decision about buying. Sustainable brands present their e-commerce sites with product pages, customer reviews, high-resolution images, eco-certification badges, and customer-friendly checkout processes. Beyond these, promotions can include limited-time personalized discounts as well as free shipping offers to entice customers to buy. The opportunity for user-generated content in the form of testimonials and social proof from real customers builds trust and confidence in the brand.

- Conversion Rate (percent of visitors who buy).
- ROAS: Return on Ad Spend for paid campaign profitability.
- Cart Abandonment Rate to identify potential areas of drop-off and fine-tune the checkout process.

4. Retention & Advocacy Stage: Social Media & E-Commerce Synergy

After a sale, brands should turn their attention to retaining customers and advocating at long-term loyalty toward the brand. Some of these strategies might include referral

programs, loyalty programs, personalized post-purchase emails, and measures that suggest ways to care for sustainable products. All these encourage customers to repurchase and enhance their lifetime customer value. Social media also encompasses ways of engaging customers through UGC campaigns, community-building efforts, and social responsibility initiatives. It could be considered as yet another way of driving advocacy: through word-of-mouth marketing, satisfied customers generally become brand ambassadors.

- Customer Retention Rate: This is a direct measure of repeat purchases.
- Net Promoter Score (NPS): It is a way to assess customer satisfaction and advocacy through a single number.
- Repeat Purchase Rate & Subscriptions Sign-Ups: They can evaluate long-term engagement.

This **Integrated Marketing Communication Model** combines social media with e-commerce to positively publicize the brands, create awareness, and attract engagement. Brand storytelling, influencer marketing, and interactive content maximize consumer interest, while targeted advertising and user-generated content increase conversion rates.

Gaining customer retention involves loyalty programs, referral marketing, and follow-up personalized reminders in order to cultivate long-term brand advocacy. The data-based advertising approach increases marketing ROI and ROAS, along with emphasizing sustainability values that ensure consumer trust and long-standing loyalty toward fulfilling ethical commitments with positive environmental impacts.

Findings

The research examines an array of digital marketing methods that create visibility, buyer engagement, and conversion for sustainable brands. By using the case studies of ten environmentally friendly brands - both local and some on a global stage - the research pinpoints key national strategies for sustainable brands: influencer marketing, AI-targeted advertising, content engagement, SEO, and social ads.(Rakesh Bhargava, 2023)

The propagation of Market Strategy effectiveness on mass-market dynamics through analysis of Advertising Effectiveness data with the Likert-scale evaluation scheme and graphical insights agrees on varying levels of strategy effectiveness. Targeted advertising had high effectiveness and e-commerce impact and influencer marketing were favourably rated, while trust varied with social media advertising. The Analysis of Engagement Vs. Conversion indicates that social media ads mainly create the awareness pathway, while real conversion proceeds through their e-commerce platforms. Brands with impactful storytelling supported by AI personalization experience higher click-through rates and lower customer acquisition costs. This means that the Consumer Purchase Decision Trend favours sustainability messages, eco-certifications, and ethical branding as significant drivers.(Kamyabi et al., 2025)

The findings then offer a route forward with an Integrated Digital Promotion Model designed to maximize the interplay of social media engagement and e-commerce. It identified AI personalization, ethical branding, and location-based digital marketing as methodologies for developing consumer trust and engagement longevity. It also highlighted geographical differences in marketing success which warrant region-based strategies.(Amritha and Suresh, 2020)

Conclusion

This investigation was oriented in determining the possible ways in which digital marketing would assist the sustainable brands towards increasing their visibility, consumer engagement, and sales conversion. Comparative intensive studies had been executed to identify ten sustainable brands-national, international, all highly significant in influencer marketing, AI-targeted advertising,

brand storytelling, and social media campaigning-in order to interrogate into the findings. Results indicate that influencer marketing not only creates brand awareness but also leads to an actual purchase commitment on an e-commerce platform where purchasing ease and trustworthiness of online shopping play integrative roles. Marketing communication becomes critically important regarding consumer trust and purchase decisions when-the issue is- transparency and authenticity. Based on Matplotlib high visualization and the Likert Scale Analysis of measures of digital marketing believed as most effective probably targeted ads, influencers, and eco-green storytelling were identified as top-most major methods.

The Integrated Digital Promotion Model mentioned here contends that social media activities of sustainable brands must be coordinated and tightly integrated with their e-commerce appointment promotions to better such marketing for sustainable brands. The critical assumptions state that AI-driven personalization, ethical branding, and content engagement all relate to consumer loyalty that is likely to be sustainable in the long term. However, it is really diverse efficacies of digital marketing in regional terms requiring campaign strategies pertinent to the national and cultural levels. (Dash et al., 2023)

Recommendations

The transparency in communicating their ethical sourcing, eco-friendly procedures, and sustainability credence-building consumer trust is the hallmark for sustainability brands in this regard that enhances the efficiency of digital marketing. This trust and involvement will come by collaborating with micro-influencers who have the same sustainability values. AI is to be welcomed in targeting ads more effectively so that user engagement and conversions can be maximized. Great stories emphasizing environmental and social bottom line interests will serve to further deepen the emotional connection with consumers. On the other hand, improving organic visibility through traditional SEO strategies would enable these brands to be found more easily by conscientious consumers. There are relevant patterns coming in: video storytelling, interactive content, and live sessions on Instagram, YouTube, and TikTok-in which these brands ought to invest. E-commerce user experience can be improved, thereby enhancing effortless navigation and provision of product information for sustainable packaging, and increasing conversion rates.(Khanom, 2023) A data-driven approach towards engagement rate tracking and conversion metrics and consumer sentiment evaluation through the tool called Matplotlib would help brands in fine-tuning their marketing strategies. All these strategies can help sustainable brands form a robust digital marketing image, nurture solid trust with consumers, and gain significant long-term growth in a competitive marketplace while making sustainability its hallmark.

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