

Chapter 20

Why Do We Need Sustainable Digital Marketing?

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ABSTRACT

The conventional approach to business is not eco-friendly, and as the issue of climate change intensifies, consumers are becoming increasingly aware of the environmental impact of their preferred companies. Therefore, businesses need to evaluate their impact on the environment. Consumers are becoming more informed about how their purchases affect the environment and more selective about which companies they buy from. According to a survey by IBM, 57% of respondents are willing to alter their buying habits to decrease environmental impact. People want to contribute to ecological preservation, and one way to do so is by using their purchasing power. As a company, it is crucial to provide customers with the opportunity to support environmental sustainability by purchasing your products. This is where sustainable marketing can be beneficial.

INTRODUCTION

In order to communicate with customers and demonstrate environmentally friendly production, companies must use a sustainable digital marketing plan. Which means, on the one hand, offering sustainable marketing and satisfying customers and businesses in ways that protect the environment, and on the other hand, using digital marketing, digital tactics, and channels to connect with customers, since customers spend the most time in the digital world.

Sustainable marketing is a component of sustainable development, which is confirmed by the World Commission's Brundtland Report as development that meets the needs of the present in order to meet the needs of future generations. The goal of sustainable marketing is to maintain productivity and efficiency by substituting resources with more valuable alternatives to avoid harming ecosystems or impacting natural resources (Kortam & Mahrous, 2020).

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Sustainable marketing is seen as a component of the broader field of sustainable development because of its impact on promoting sustainability (Essam & Mahrous, 2019).

The Earth is facing various environmental and social problems such as ecosystem degradation, endangered species, global warming, and resource depletion. Today's development is not sustainable, humanity must adopt a new paradigm of sustainable development that integrates economic, social, and environmental dimensions and meets the needs of present and future generations. A green economy that focuses on sustainable production and consumption patterns can address these challenges by incorporating social and environmental considerations into everyday economic activity. Such an approach can improve overall welfare and equity (Danciu & Marketing, 2013).

Marketing has been a part of the problem of creating unsustainable habits but can also be a part of the solution by making sustainable alternatives desirable. Sustainable marketing can foster more sustainable levels and patterns of consumption by creating sustainable value for consumers while respecting social and environmental limits. The current development pattern based on excessive production and consumption has negative consequences on the economy, society, and environment, necessitating a shift towards sustainable development (Danciu & Marketing, 2013).

The evolution of marketing and sustainability over several decades, with the term "sustainable marketing" being introduced only recently. Marketing has evolved from a product-driven approach to a consumer-centric focus, and now we are witnessing the emergence of a value-driven era, Marketing 3.0. The current socio-economic landscape is shaped by technology and globalization, and consumers expect organizations to provide solutions that make the world a better place to live. Despite contributing to economic growth, marketing has also attracted considerable criticism (Seretny & Seretny, 2012).

The fundamental principle of sustainable marketing is to minimize the harmful impact on the environment while creating lasting value for consumers and society by promoting socially and environmentally responsible products, services, and practices. In today's world, consumers are increasingly concerned about environmental and social issues and are looking for products and services that align with their values. Sustainable marketing offers companies a way to satisfy their needs, as well as promote the brand and build a positive reputation (Rotschedl & Čermáková, 2014).

One of the main principles of sustainable marketing is an emphasis on transparency and honesty. Companies that implement sustainable marketing should be open and transparent, including in terms of environmental impact and social responsibility. Another important aspect of sustainable marketing is the use or production of environmentally friendly products and services. Companies can develop products that are made from sustainable materials, such as recycled or biodegradable materials. They can also offer services that promote sustainability, such as energy-efficient appliances or green transportation (Pogrebova, Konnikov, & Yuldasheva, 2017).

In addition to environmentally friendly products and services, sustainable marketing also includes the use of green advertising. This may include promoting the environmental benefits of a product or service, using sustainable messaging and imagery in advertisements, or highlighting a company's commitment to sustainability (Katrandjiev, n.d.).

Sustainable marketing focuses on long-term impact. Companies that implement sustainable marketing practices must ensure that throughout the life cycle of their products or services, from production to disposal, the impact on the environment and society is not negative. to consider their activities in terms of sustainability (Pogrebova et al., 2017).

The usage of sustainable packaging is one illustration of sustainable marketing. To lessen their influence on the environment, several businesses employ packing materials that decompose or can be

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