

Chapter 15

The Role of Digital Marketing in Sustainable Marketing: Using Digital Channels to Raise Awareness and Promote Sustainable Products and Services

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ABSTRACT

This chapter explored the role of digital marketing in sustainable marketing and examined how companies can use digital channels to reach consumers and promote sustainable products and services. Sustainability has become an increasing area of contention for academics and businesses. Digital marketing has emerged as a powerful tool for reaching consumers and raising awareness of sustainability issues. The chapter outlines a range of digital marketing techniques that businesses can use to raise awareness of sustainable products and services. The chapter also highlighted factors driving the adoption of digital marketing channels as important tools for creating awareness and promoting the adoption of sustainable products and services. Factors driving the adoption of sustainable marketing have also been discussed in the chapter. A systematic literature review was done to analyse contributions by different scholars on the subject under discussion. The findings show that digital marketing plays a critical role in enhancing awareness of sustainable products and promoting their consumption.

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1. INTRODUCTION

Sustainable marketing as an emerging field has gained momentum among academics and business communities at large. In order to effectively adopt and implement it, digital marketing plays a critical role. Organisations can effectively use digital marketing techniques to raise awareness and promote the consumption of sustainable products. This chapter will focus on how companies can use digital marketing channels to enhance awareness and promote the consumption of sustainable products among consumers.

1.1 Background to the Study

The World Commission of Environment and Development (1987) defines sustainability as a practice to meet the needs of the present without compromising the ability of future generations to meet their own needs. Likewise, the Organisation for Economic Cooperation and Development (OECD) (2002) asserts that sustainability is the consumption of goods and services that meet basic needs and quality of life without jeopardising the needs of future generations. To date, it is not in dispute that sustainability has filtered or pervaded many disciplines and marketing is no exception thus, sustainable marketing has gained some traction not only in the developed countries but also in the emerging markets. Sustainable marketing involves the process of planning, implementing and controlling the development, pricing, promotion and distribution of products to ensure that customer needs are met; organisational goals are attained; and the process is compatible with eco-systems (Fuller, 2002).

As the world becomes more aware of consumerism on the environment, organisations are increasingly focusing on sustainability. Due to developments in information communication technology, digital marketing plays a critical role in sustainable marketing. According to Smith and Chaffey (2002), digital marketing can be defined as the use of digital technology to carry out marketing activities. A range of digital marketing techniques that businesses can use to raise awareness of sustainable products and services include search engine optimization (SEO), social media marketing, content marketing and influencer marketing among others. Digital marketing channels have made it possible for organisations to treat the world as one global market. This has benefited organisations in both developed and developing countries since they now have a large geographic market and also can enjoy consumption of environmentally friendly products. Digital marketing channels offer a powerful way for organisations to raise awareness of their sustainable offerings and promote them to a wider audience. Through using digital platforms organisations can connect with customers and educate them about the environmental benefits of their products and services.

Digital marketing can be used to provide transparent information about an organisation's sustainability practices which can help build trust with consumers. Organisations can enjoy the potential benefits of digital marketing for sustainable marketing including, increased brand awareness, improved customer engagement and the ability to reach a wider audience. The authors have realized the need to critically analyse how digital marketing channels can be harnessed to promote and enhance awareness of sustainable products.

1.2 Objectives

The objectives for the chapter are:

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