


Chapter 5

Navigating Environmental Regulations in Digital Marketing: Ensuring Compliance While Promoting Green Claims

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ABSTRACT

This study explores the challenges and opportunities businesses face in aligning digital marketing practices with stringent environmental regulations while promoting sustainability and maintaining credibility. Through a mixed-methods approach, the research examines compliance variability across industries, the correlation between regulatory adherence and consumer trust, and the role of emerging technologies in addressing these challenges. Findings reveal that industries with higher investments in compliance achieve greater consumer trust, while resource constraints hinder smaller enterprises. The analysis highlights the need for standardized global guidelines, transparent communication strategies, and tailored support mechanisms for SMEs. Emerging technologies such as AI and blockchain are identified as enablers of transparency and regulatory adherence. The study concludes with actionable recommendations for policymakers and businesses to harmonize sustainability goals with marketing strategies, emphasizing collaboration, innovation, and consumer

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engagement.

1. INTRODUCTION

The increasing urgency of environmental sustainability has led to significant transformations in corporate practices, with digital marketing playing a pivotal role in communicating green initiatives to consumers. As businesses shift toward sustainable branding, the accuracy and authenticity of environmental claims have become critical concerns. Digital platforms, including social media, search engines, and e-commerce websites, serve as powerful tools for promoting eco-friendly products and corporate sustainability efforts (Jones et al., 2022). However, misleading green claims, often categorized as greenwashing, have triggered regulatory scrutiny and consumer skepticism, necessitating greater compliance with environmental laws (Chen & Liu, 2023). This chapter examines the evolving landscape of green digital marketing, highlighting the intersection of regulatory requirements, corporate responsibility, and technological innovation in promoting sustainability.

1.1 The Rise of Green Marketing in the Digital Age

Green marketing, which refers to the promotion of products and services based on their environmental benefits, has evolved from a niche practice to a mainstream strategy (Smith & Brown, 2021). With increasing consumer awareness about climate change, resource depletion, and pollution, businesses recognize the strategic advantage of aligning with sustainability principles (Garcia & Lee, 2021). Studies show that 64% of global consumers consider a company's social and environmental responsibility when making purchasing decisions (Green & Parker, 2021).

Digital platforms have revolutionized green marketing strategies, allowing brands to communicate their sustainability commitments more effectively. Social media platforms such as Instagram, TikTok, and YouTube enable businesses to showcase eco-friendly practices, educate consumers, and foster eco-conscious communities (Wang & Li, 2020). For example, brands promoting carbon-neutral supply chains, renewable energy usage, and biodegradable packaging leverage these platforms to engage sustainability-conscious consumers (Jones et al., 2022). Additionally, AI-powered digital marketing tools now enable companies to analyze consumer sentiment and market trends, ensuring that green marketing efforts remain data-driven and impactful (Lopez & Carter, 2021).

However, the rapid expansion of green marketing has also given rise to misleading environmental claims. The practice of greenwashing, in which companies exaggerate or fabricate their sustainability efforts, has eroded trust and undermined

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