

Exploring the Intersection of Social Media Marketing and Environmental Sustainability: A Systematic Literature Review

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Abstract

Digital marketing, social media, and sustainable practices have become crucial components for businesses seeking to thrive in the modern market. This study explores the intersection of these elements, focusing on how businesses leverage digital platforms and green marketing strategies to address global sustainability challenges while enhancing profitability. Research highlights the role of social media marketing in promoting eco-friendly business models, by fostering sustainability awareness and enabling engagement with environmentally conscious consumers. Additionally, the integration of green marketing techniques, such as sustainable product positioning and eco-friendly branding, has been shown to improve business performance and consumer loyalty. However, challenges such as resource limitations, high implementation costs, and the need for institutional support persist, particularly for small and medium-sized enterprises (SMEs). The studies suggest that overcoming these barriers requires innovation, government backing, and a deeper understanding of how digital marketing strategies can align with sustainability goals to drive long-term business success.

Keywords: Digital Marketing, Social Media Marketing, Sustainable Practices, Green Marketing, Corporate Sustainability, Eco-Friendly Business Models, Systematic Literature Review (SLR)

Introduction

In the modern digital era, social media has evolved into one of the most influential platforms for marketing and communication, transforming how businesses engage with consumers (Mukherjee & Onel, 2013). As the world faces pressing environmental challenges, companies are increasingly recognizing importance of adopting sustainable practices across various sectors, including marketing (Iannuzzi, 2024; Peattie, 2021). Social media marketing (SMM) has emerged as a powerful tool to promote not only products and services but also to foster environmentally sustainable practices. The convergence of these two domains—social media marketing and environmental sustainability—has sparked growing interest in how social media can be leveraged to influence consumer behavior toward more eco-friendly choices, raise awareness about sustainability issues, and promote green business practices (Adwan & Altrjman, 2024; Mukherjee & Onel, 2013).

As the effects of climate change, resource loss, and pollution continue to risk the future of the world, environmental sustainability has become a global concern. In response, businesses are exploring new ways to integrate sustainability into their operations, products, and marketing strategies (Abbass et al., 2022; Day, 2023). The role of social media in this transition cannot be understated. Social media platforms, with their vast user bases and global reach, present unique opportunities to communicate sustainability initiatives, engage consumers in environmental advocacy, and create sustainable brand identities. For businesses, it is not just about advertising products anymore; it is about aligning with consumer values, particularly regarding environmental responsibility (Dash et al., 2023; Dwivedi et al., 2021).

Social media marketing is characterized by its interactive and dynamic nature, enabling brands to build relationships with customers in ways traditional marketing could not. This interaction allows businesses to engage their audience in real-time, address consumer concerns, and create campaigns that resonate with consumers' values (Mukherjee & Onel, 2013). As sustainability becomes a core concern for many, companies are using social media to engage in dialogue about the environment, showcase their green initiatives, and even educate consumers about sustainable practices (Confetto et al.,

2023). Whether through posts on recycling, energy efficiency, or reducing carbon footprints, social media channels offer an ideal space for companies to showcase their commitment to environmental sustainability (Bryła et al., 2022a).

However, while the potential for social media marketing to drive sustainability is clear, there is a need to critically examine the current landscape of research on this intersection (Bryła et al., 2022b; Bulmer et al., 2024; K. Kumar, 2024). What impact does social media marketing have on consumer perceptions of sustainability? How effective are social media campaigns in driving actual behavior change toward sustainable choices? What are the challenges that businesses face when trying to communicate their sustainability efforts through these platforms? A systematic literature review (SLR) offers a comprehensive way to address these questions by synthesizing existing research, identifying key trends, and highlighting gaps in the literature.

This paper aims to explore the intersection of social media marketing and environmental sustainability through a systematic literature review. The review will examine how social media marketing is being used to promote environmental sustainability, the strategies employed by businesses, and the outcomes of these marketing efforts. The review will also evaluate the effectiveness of various social media platforms in promoting sustainability messages and how these campaigns influence consumer behavior. Ultimately, the goal is to provide insights into how businesses can better utilize social media marketing to advance environmental sustainability, while also identifying areas where further research is needed to optimize these strategies. As businesses and consumers alike become more aware of the need for environmental responsibility (Edith Ebele Agu et al., 2024), understanding the role of social media marketing in this context is crucial (Sano et al., 2024). This paper will contribute to the growing body of knowledge on the role of digital marketing in fostering a more sustainable future.

Methodology

Search strategy

The systematic review was conducted in November 2024, and aimed to explore the variety in this body of literature. A search string was developed and used was ("Social media marketing" OR "social media advertising" OR "social media promotion" OR "digital marketing" OR "online marketing" AND "sustainability" OR "environmental sustainability" OR "sustainable marketing" OR "green marketing" OR "eco-friendly marketing" AND "sustainable business practices"). The search was restricted to articles and only open access peer-reviewed articles written in English, published in any disciplinary field from 2016 to 2024 were included. Because of its extensive coverage of fields, Scopus was selected as the main database for article retrieval (Gerasimov et al., 2024).

Eligibility criteria

The string includes terms that align with the study's focus on sustainability and social media-related marketing practices, helping to filter articles that discuss the application of sustainability principles in digital or social media marketing contexts. To identify potentially relevant articles, a simple inclusion criterion was used: the item must illustrate an application of social media marketing or sustainability. The exclusion criteria included material other than articles, articles in languages other than English, closed-access, and unpublished articles. This systematic approach ensured the selection of high-quality, relevant studies for analysis.

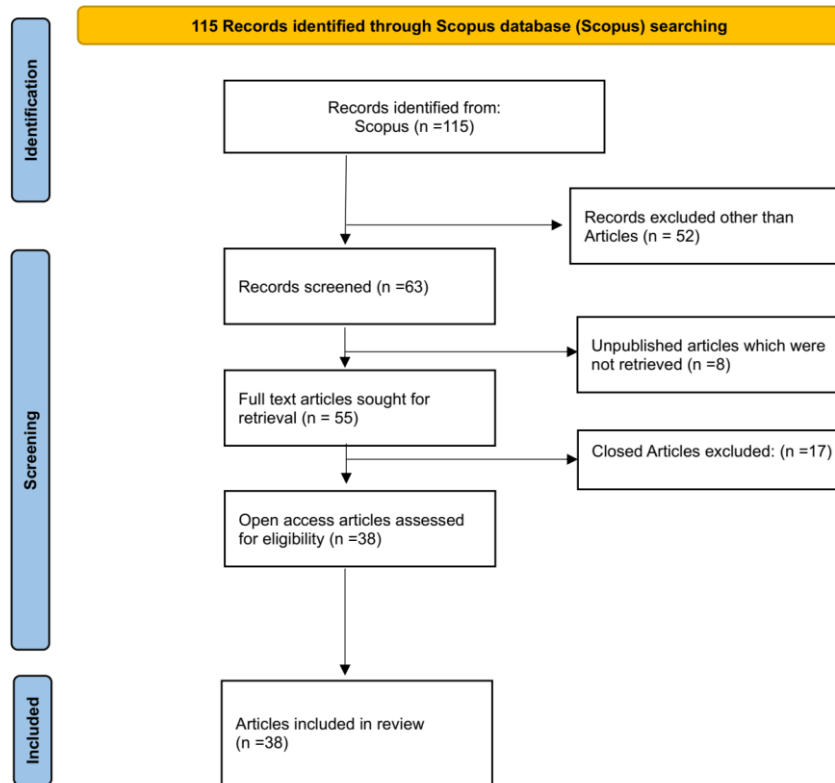


Figure 1 Flowchart of the selection process

Results and Discussions

Table 1 Studies on Social Media Marketing and Environmental Sustainability

Year and Author(s)	Title	Variables	Problem	Findings
(Junaidi et al., 2024)	“Charting Sustainable Routes: Navigating Uncertainty in the Supply Chain for Lasting Loyalty”	Literacy, Trust, Awareness, Loyalty, Corporate Sustainability	The relationship between literacy, trust, awareness, loyalty, and business sustainability among Indonesia's BPJS of Employment	Corporate sustainability and loyalty are impacted by literacy. Loyalty is unaffected by trust, but corporate sustainability is impacted by awareness
(Otto et al., 2024)	“A Framework for Total Productivity Management (TPMan) in a Resort Environment”	Total Productivity Management (TPMan), Continuous Improvement (CI), Resort Environment	Lack of practical quality improvement tools for continuous	Introduces a novel CI framework for resorts, built on three dimensions and tested in manufacturing, providing eight pillars for CI

			improvement in resorts	
(Plečko & Bradač Hojnik, 2024)	“Sustainable Business Practices and the Role of Digital Technologies: A Cross-Regional Analysis”	Digital Transformation, Sustainable Practices, Demographic Variables (gender, age, education), National Income Levels, Geographic Regions	Relationship between digital transformation and sustainable practices within enterprises, considering demographic variables, national income levels, and geographic regions	Strategic use of digital technologies in sales increases the likelihood of integrating social and environmental goals, particularly in specific regions and income levels
(Astuty et al., 2024)	“Sustainable Resilience Strategy: Unleashing the Micro-Businesses' Potential in the Digitalization and Sustainability Era”	Sustainable Business Models, Digitalization, Sustainability, Micro-Businesses, Resilience Strategy (SRS), Sustainable Development Goals (SDGs)	Challenges and opportunities for micro-businesses in Indonesia to adopt sustainable business models during the digitalization and sustainability era	Aligning internal resources with responsive strategies forms SRS. Micro-businesses must focus on SDGs first, which are mediated by SRS for long-term success
(Dwikat et al., 2023)	“Effect of Competent Human Capital, Strategic Flexibility, and Turbulent Environment on Sustainable Performance of SMEs in Manufacturing Industries in Palestine”	Competent Human Capital (CHC), Strategic Flexibility (SF), Turbulent Environment (TE), Sustainable Performance (SP)	Impact of CHC, SF, and TE on the sustainable performance of SMEs in Palestine under economic and political instability	Examines how CHC, SF, and TE affect SMEs' sustainable performance. Uses TBL, CT, NRBV theories and empirical data from 380 SMEs
(Gaffar et al., 2022)	“Unfolding the Impacts of a Prolonged COVID-19 Pandemic on the Sustainability of Culinary Tourism: Some Insights from Micro and Small Street Food Vendors”	COVID-19 Restrictions, Culinary Tourism, Micro and Small Street Food Vendors, Sustainability	Impact of COVID-19-related restrictions on street food vendors in culinary tourism	Reveals how street food vendors adapted to pandemic restrictions, focusing on resilience and sustainability. Data from interviews with 20 vendors analyzed through thematic analysis

(Margariti, 2021)	“White Space and Organic Claims on Food Packaging: Communicating Sustainability Values and Affecting Young Adults' Attitudes and Purchase Intentions”	White Space, Organic Claims, Sustainability, Brand Perception, Attitudes, Purchase Intentions	The effect of white space on organic food packaging on consumers' brand perceptions and purchase intentions	White space positively influences consumers' attitudes towards the brand and their purchase intentions. Based on content analysis of packaging designs and an experiment with 305 young adults
(Vidmar et al., 2021)	“Information Technology for Business Sustainability: A Literature Review with Automated Content Analysis”	Information Technology (IT), Business Sustainability, Sustainable Business Models, Automated Content Analysis	Investigates how IT contributes to business sustainability in a digitalized environment	IT has positive economic, social, and environmental implications for sustainability. The study suggests IT's role in sustainable business models is already impactful, with vast potential for future contributions
(El Zein et al., 2020)	“The Role of Sustainability in Brand Equity Value in the Financial Sector”	Sustainability, Brand Equity, Ethical Investments, Governance, Social and Environmental Impact	Examines the relationship between sustainability measures and brand equity in the financial sector	Positive relationship between environmental and social governance scores and brand equity value. Highlights the need for a sustainability-oriented brand value model in the financial sector
(Hanaysha & Al-Shaikh, 2024)	“Impact of Entrepreneurial Orientation, Marketing Capability, and Market Orientation on Business Sustainability and Corporate Reputation”	Business sustainability, market orientation, marketing proficiency, entrepreneurial orientation, and corporate reputation	The effect of market orientation, marketing aptitude, and entrepreneurial orientation on the long-term viability and corporate image of SMEs in the United Arab Emirates	The longevity of a firm and its reputation are greatly impacted by entrepreneurial and market orientation. company sustainability mediates the link between marketing capacity and company sustainability
(Wang et al., 2024)	“Strengthening SMEs Competitiveness and Performance via Industrial Internet: Technological, Organizational, and Environmental Pathways”	Industrial Internet Adoption, Technology, Organization, Environment (TOE), Performance, Competitiveness	Investigates how SMEs leverage the industrial internet to enhance performance and competitiveness	Industrial internet adoption positively impacts performance and competitive advantage through technology, organization, and environment. The study develops a framework based on data from 314 Chinese SMEs

(Bachtiar et al., 2023)	“Business Resilience and Growth Strategy Transformation Post-Crisis”	Business Resilience, Growth Strategy, Crisis Response, Digital Transformation, Sustainability	Examines how businesses adjust resilience and growth strategies in response to crises, focusing on post-COVID-19 impacts	Resilience is a continuous process, not just a crisis outcome. Growth strategies differ between normal times and crises, with digital transformation playing a critical role. Conceptual model for sustainability developed with resilience and growth as pillars
(Samanta ray et al., 2024)	“Impact of e-NAM on Organic Agriculture Farmers’ Economic Growth: A SmartPLS Approach”	e-NAM, Organic Agriculture, Market Efficiency, Price Realization, Economic Growth	Investigates how e-NAM affects the economic growth of organic farmers by improving market efficiency and price realization	e-NAM reduces intermediation costs, increases price realization, and boosts marketing efficiency. Farmers face difficulties in marketing through e-NAM despite its benefits
(Ye et al., 2022)	“How to Achieve Swift Resilience: The Role of Digital Innovation-Enabled Mindfulness”	Digital Innovation, Mindfulness, Organizational Resilience, Data-Driven Stretching, Collective Sharing, Rapid Pivoting	Investigates how new ventures use digital innovation and mindfulness to achieve resilience quickly during crises like COVID-19	Introduces the concept of swift resilience, identifying three mechanisms: data-driven stretching, collective sharing, and rapid pivoting. Provides insights for managers on achieving resilience through digital innovation
(Di Vaio et al., 2022)	“Responsible Innovation and Ethical Corporate Behavior in the Asian Fashion Industry: A Systematic Literature Review and Avenues Ahead”	Responsible Innovation, Ethical Corporate Behavior (ECB), Sustainability, Fashion Industry, Circularity, Transparency	Examines the role of responsible innovation and ethical behavior in achieving sustainable business models in the fashion industry	Responsible innovation and ECB can improve transparency and sustainability in the fashion industry. However, the linkages between innovation, ECB, and sustainability are still unclear, especially in the context of Asian supply chains
(Canta Honores & Barcellos -Paula, 2024)	“Mediation of Brand Reputation and Image in the Relationship Between Perceived Corporate Social Responsibility and Brand Equity and Loyalty of Technology Companies Among Generation Z: The Moderating Role of Gender”	Perceived Corporate Social Responsibility (PCSR), Brand Equity, Brand Loyalty, Brand Image, Brand Reputation, Gender	Examines how PCSR affects brand equity and loyalty, mediated by brand image and reputation, with gender as a moderating factor	Positive effects of PCSR on brand equity and loyalty. Brand image and reputation mediate this relationship. Gender moderates the link between PCSR and brand loyalty, with stronger effects for women

(Gelashvili et al., 2021)	“Using Partial Least Squares Structural Equation Modeling to Measure the Moderating Effect of Gender: An Empirical Study”	Environmental Sustainability, Social Sustainability, Economic Sustainability, Gender, PLS-SEM	Investigates the relationship between sustainability dimensions and how gender moderates this relationship	Positive relationship between environmental, social, and economic sustainability dimensions. Gender moderates the relationship between sustainability dimensions
(Saseanu et al., 2020)	“Aspects of Digitalization and Related Impact on Green Tourism in European Countries”	Digitalization, Green Tourism, Tourists' Preferences, Accommodation, Economic Well-Being, Sustainability	Investigates the impact of digitalization on tourists' preferences for green tourism in Europe	Tourists' preferences for green destinations and ecological accommodation, along with Internet use for travel planning, significantly influence the sustainability of tourism
(Nopianti et al., 2024)	“A Conceptual Framework for Sustainable Business Growth in Small and Medium Enterprises”	Sustainable Business Growth, SME Performance, Uncertainty Management, Sustainability	Aims to enhance a conceptual framework to assist SMEs in achieving sustainable business growth	Introduces a framework for sustainable growth in SMEs, helping them mitigate the impact of uncertainties and shocks. Systematic analysis of 105 papers to identify key themes and categories
(Adwan & Altrjman, 2024)	“The Role of Social Media Marketing and Marketing Management in Promoting and Developing Brand Sustainability Strategy”	Social Media Marketing, Marketing Management, Brand Sustainability, Sustainability Strategies	Investigates how social media and marketing management contribute to brand sustainability strategies	Social media plays a growing role in promoting sustainability by facilitating information sharing and stakeholder engagement. Market managers are critical in ensuring business sustainability through these channels
(Griggio & Oxenswärdh, 2021)	“Human Capital and Sustainability Challenges for Airbnb Bed and Breakfast Lifestyle Entrepreneurs”	Human Capital, Cultural Capital, Social Capital, Sustainability, B&B Entrepreneurs, Airbnb	Investigates how human capital influences sustainability practices in Airbnb B&B lifestyle entrepreneurs	High cultural capital, with a strong focus on acquiring sustainable knowledge. Social capital remains underdeveloped. The study uses Human Capital Theory and Bourdieu's sociological perspective
(Maziriri, 2020)	“Green Packaging and Green Advertising as Precursors of Competitive Advantage and Business Performance Among Manufacturing Small and Medium	Green Packaging, Green Advertising, Competitive Advantage, Business Performance, Manufacturing SMEs	Investigates the impact of green packaging and green advertising on the competitive advantage and business performance of manufacturing SMEs in South Africa	Both green packaging and green advertising positively influence competitive advantage and business performance. Structural equation modeling shows strong relationships between these factors

	Enterprises in South Africa”			
(Gajdzik et al., 2024)	“Impact of Economic Awareness on Sustainable Energy Consumption: Results of Research in a Segment of Polish Households”	Economic Awareness, Energy Awareness, Sustainable Energy Consumption, Household Behaviors	Investigates the relationship between economic awareness and sustainable energy consumption in Polish households	Economic awareness positively influences sustainable consumption behaviors, such as turning off devices when not in use and removing chargers from sockets
(Sari et al., 2023)	“Paid Attention but Needed Support: Environmental Awareness of Indonesian MSMEs During Pandemic”	Environmental Awareness, MSMEs, Business Motivation, Government Regulations, Social Media, Implementation Constraints, Sustainability	Investigates the factors influencing the environmental awareness of Indonesian MSMEs during the COVID-19 pandemic	All five factors—awareness, motivations, regulations, social media, and constraints—contribute to environmentally friendly practices. Government support is crucial to turn awareness into action
(Igwe et al., 2022)	“A Triad of Uppsala Internationalization of Emerging Markets Firms and Challenges: A Systematic Review”	Uppsala Model, Internationalization, Emerging Markets, SMEs, Internationalization Approaches	Examines the internationalization processes and challenges of firms in emerging markets using the Uppsala model.	Identified 183 articles from 2008-2018, highlighting key features of the Integrated Uppsala Model, including assumptions, influential factors, and stages of internationalization.
(Kun, 2024)	“Towards Achieving Sustainable Development in China: What Role Does Digital Technologies and Green Technologies Play?”	Digital Technologies, Green Technologies, Economic Growth, Urbanization, Sustainable Development	Investigates the role of digital and green technologies in promoting sustainable development in China	Positive association between digital and green technologies and sustainable development. Economic growth positively, and urbanization negatively, influence sustainable development
(Alshehadeh et al., 2024)	“The Effect of Digital Zakat and Accounting on Corporate Sustainability Through Financial Transparency”	Digital Zakat, Accounting, Corporate Sustainability, Financial Transparency, Fintech, Religion	Investigates the impact of digital zakat and accounting on corporate sustainability and financial transparency	Digital zakat and accounting significantly influence corporate sustainability and financial transparency. The study uses Smart-PLS 4.0 for analysis
(Mbaidin et al., 2024)	“The Innovation Role of Artificial Intelligence Using Data Analytics to Influence Sustainable	Artificial Intelligence, Data Analytics, Sustainable Business Practices, Profitability,	Investigates the role of AI and data analytics in promoting sustainability and profitability in	AI and data analytics positively influence sustainable practices and profitability in the automotive sector. Technology-organization-environment model

	Business Practices and Firms Profitability in the Cars Industry”	Automotive Industry	the automotive industry	and triple bottom line approach used for analysis
(De Wet & De Kock, 2021)	“Sustainability and the Concept of Shared Value and the 4th Industrial Revolution: A Bibliometric Analysis of Two Scientific Networks”	Sustainability, Shared Value, 4IR, Social Justice, Economic Fairness, Environmental Friendliness	Explores the relationship between sustainability, shared value, and 4IR, focusing on their integration for promoting sustainable practices	Identifies a gap in the integration of shared value and 4IR. Bibliometric analysis reveals key structures and future research areas
(Pikkarainen et al., 2022)	“Resource Integration Capabilities to Enable Platform Complementarity in Healthcare Service Ecosystem Co-Creation”	Resource Integration, Platform Complementarity, Healthcare Service Ecosystems, Data, Knowledge, Technology, Institutions, Co-Creation	Investigates how resource integration enables complementarity in healthcare service ecosystems, focusing on multisided digital platforms	Key resource capabilities for enabling complementarity include motivation, knowledge, skills, data, and complementary design. Based on a qualitative case study on technological surgery innovation in healthcare
(Putra, 2024)	“Learning from the Past Bridging Digital and Physical Markets: An O2O Marketing Strategy”	O2O Marketing, Digital and Physical Markets, Consumer Engagement, E-commerce, Brick-and-Mortar Stores, Marketing Strategy	Investigates the integration of O2O marketing strategies to bridge digital and physical marketplaces	O2O strategies enhance consumer experiences, foster sustainability, and boost sales. E-commerce platforms and brick-and-mortar stores adopt O2O models for seamless shopping
(Sun et al., 2024)	“Unlocking Environmental, Social, and Governance (ESG) performance through energy efficiency and green tax: SEM-ANN approach”	Green tax, Energy efficiency, ESG performance	Investigating the relationship between green tax, energy efficiency, and ESG performance in the manufacturing sector of Bangladesh	Positive association between green tax and ESG performance; energy efficiency positively impacts all dimensions of ESG performance. Green tax mediates the relationship between energy efficiency and ESG outcomes
(Casidy & Lie, 2023)	“The effects of B2B sustainable brand positioning on relationship outcomes”	Sustainable Brand Positioning, Commitment, WTP, Switching Intention	Lack of rigorous empirical evidence on how sustainable brand positioning influences firm performance	Sustainable brand positioning positively affects willingness to pay (WTP) and reduces switching intention, mediated by commitment types

(Chatterjee et al., 2024)	“Developing resilience of MNEs: From global value chain (GVC) capability and performance perspectives”	RMC, MAG, MSI, SCR, GRP, GOP, MPE	The study addresses the need for MNEs to enhance resilience against disruptions	The study suggests that improving GVC capabilities can mitigate risks and enhance performance. The proposed model explains 70% of the variance in the data
(Dwivedi et al., 2022)	“Climate change and COP26: Are digital technologies and information management part of the problem or the solution? An editorial reflection and call to action”	Digital technologies, Information Management, Climate Change	The dual role of digital technologies in contributing to and mitigating climate change	Emphasizes the need for responsible digitalization and the integration of technology in climate solutions
(Cantele et al., 2024)	“How do firm social practices produce social impacts? Investigating the role of social and long-term orientation”	Social practices, social performance, social orientation, long-term orientation	How do social practices impact social performance, and what role do orientations play?	Social practices positively impact social performance, with social orientation and long-term orientation acting as mediators
(Shang et al., 2024)	“What determines the performance of digital transformation in manufacturing enterprises? A study on the linkage effects based on fs/QCA method”	Technology, Organization, Environment	Lack of comprehensive understanding of the factors influencing digital transformation performance in manufacturing	High performance in digital transformation results from multiple interacting factors; various causal configurations lead to successful outcomes
(Stubbs et al., 2023)	“Sustainable business models in ‘lighthouse’ small to medium enterprises”	Sustainable business models (SBMs), SMEs, enabling environment, transformative capabilities	Significant gaps in knowledge about how SMEs can adopt SBMs and their role in sustainable development	Identifies key capabilities (persistence, flexibility, adaptability) and the importance of an enabling environment for successful SBM adoption in SMEs

Discussions

The Role of Digital Marketing, Social Media, and Sustainable Practices in Business

This section integrates the findings from the important studies, linking digital marketing, social media, eco-friendly marketing, sustainable business practices, and sustainability-related variables. By synthesizing these studies, we demonstrate how businesses can leverage digital platforms, including social media marketing, green marketing, and sustainable business strategies, to meet global sustainability challenges while improving profitability and competitive advantage.

Social Media Marketing and its Role in Promoting Sustainable Business Practices

Several studies emphasized the pivotal role of social media marketing in promoting sustainable business practices. (Junaidi et al., 2024) explored how literacy, trust, and awareness influence loyalty and corporate sustainability, particularly in Indonesia's BPJS context. The research underscores the value of social media in communicating sustainability efforts, making it easier for businesses to engage with eco-conscious consumers.

In a similar vein, (Otto et al., 2024) highlighted the importance of digital platforms in promoting eco-friendly business models in tourism and hospitality sectors, showing how social media advertising helps companies communicate sustainability goals to a wide audience.

(Plečko & Bradač Hojnik, 2024; Sari et al., 2023) both show how social media and online platforms foster sustainability awareness among small businesses, enabling them to reach larger audiences without high marketing costs. (Astuty et al., 2024) examined the role of social media promotion in encouraging green practices among micro-businesses in Indonesia, showing that social media serves as a crucial channel for spreading environmental awareness and eco-friendly marketing strategies.

Green Marketing and Sustainable Practices

Many studies confirmed the growing role of green marketing in driving sustainability across various sectors. (Gaffar et al., 2022) found that green technologies coupled with green marketing contribute significantly to corporate sustainability in the automotive and energy sectors. (Margariti, 2021) argued that green marketing is an essential tool for businesses to achieve sustainable business practices, particularly in the European market, aligning with (Vidmar et al., 2021), who emphasized digital marketing's role in reducing carbon footprints and promoting eco-friendly initiatives.

The studies by (El Zein et al., 2020; Hanaysha & Al-Shaikh, 2024) further affirmed that eco-friendly marketing and sustainable product positioning are essential for improving business performance, demonstrating that sustainability-oriented branding increases consumer engagement and loyalty, especially when paired with social media strategies.

Economic and Social Impact of Sustainability-Driven Marketing Strategies

(Bachtiar et al., 2023; Wang et al., 2024) explored how businesses that engage in sustainability-driven marketing create social value by aligning their marketing strategies with environmental concerns. Both studies indicate that green advertising and social media marketing positively influence consumer behavior towards eco-friendly products, creating competitive advantages for businesses committed to sustainable development.

(Samantaray et al., 2024; Ye et al., 2022) demonstrated the impact of green taxes and energy efficiency on sustainable development, focusing on how these fiscal policies encourage sustainable marketing practices. (Nopianti et al., 2024) further emphasized the need for support systems from governments and corporations to boost environmental awareness through digital platforms.

Challenges and Barriers in Adopting Digital Sustainability Marketing

Despite the potential benefits, several studies identified the barriers to adopting sustainable marketing practices. (Adwan & Altrjman, 2024) pointed out the resource limitations and high costs that prevent SMEs from fully adopting green marketing strategies. (Griggio & Oxenswärdh, 2021) similarly noted that small businesses face organizational constraints in integrating sustainability into their marketing efforts, particularly when digital marketing solutions are not tailored to their needs.

(Maziriri, 2020) highlighted those digital platforms, despite their potential, often fail to reach underrepresented markets without government or institutional support. These challenges are echoed by (Gajdzik et al., 2024), who noted that digital technologies must be used responsibly to ensure they contribute positively to environmental sustainability, as poor implementation may inadvertently contribute to carbon emissions.

Integration of Digital Technologies in Corporate Social Responsibility (CSR)

(Igwe et al., 2022; Kun, 2024) explored how digital technologies, such as AI and data analytics, are being used to promote CSR and sustainable business practices. These studies emphasized the role of data transparency and financial reporting in improving corporate accountability and trust with stakeholders. (Alshehadeh et al., 2024) demonstrated that integrating digital technologies with CSR activities enhances both sustainability outcomes and corporate reputation.

In the context of multinational enterprises (MNEs), (De Wet & De Kock, 2021; Mbaidin et al., 2024) examined how global value chains (GVCs) and supply chain management can be optimized through digital tools to ensure resilient and sustainable business practices. These studies revealed that digital marketing and technology adoption are key enablers of sustainability and social impact in global supply chains.

Future Directions and Research Gaps

The studies reviewed indicate several future research directions. (Pikkarainen et al., 2022; Putra, 2024) called for deeper exploration into how digital transformation and green marketing can be integrated in small and medium-sized enterprises (SMEs) to enhance sustainability. Furthermore, (Casidy & Lie, 2023; Sun et al., 2024) suggest that value congruence between buyers and sellers significantly moderates the impact of sustainable branding on customer loyalty, urging further investigation into how shared values enhance the effectiveness of sustainable marketing strategies.

(Shang et al., 2024; Stubbs et al., 2023) highlighted the need for holistic approaches in evaluating the performance of digital transformation within manufacturing sectors, suggesting that sustainable marketing strategies should be designed to align with both digital innovation and green practices. The studies also pointed to the need for longitudinal research to track the long-term effects of digital sustainability initiatives on business performance.

Conclusion

The reviewed studies collectively demonstrate the critical role that digital marketing, social media, and green marketing play in promoting sustainable business practices. As digital technologies continue to evolve, they offer significant opportunities for businesses to foster sustainability, engage consumers, and enhance profitability. However, challenges such as resource constraints, high implementation costs, and lack of support must be addressed to fully capitalize on these opportunities. Future research should focus on overcoming these barriers, expanding the scope of sustainable digital marketing strategies, and understanding their long-term impact on business sustainability.

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