

A STUDY ON DIGITAL MARKETING STRATEGIES FOR PROMOTING SUSTAINABLE INDUSTRIAL PRACTICES

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ABSTRACT

This study examines how digital marketing and sustainability interact, with a particular emphasis on tactics that advance environmentally friendly business practices.

It looks at how sectors might use digital tools and platforms to raise awareness, stimulate participation, and promote the adoption of environmentally friendly practices.

A review of recent trends, case studies, and an examination of efficient digital marketing strategies are all included in the research. Research Methodology used is descriptive research, sample collected from 50 respondents. Data analysis tools used is percentage analysis, weighted average, ANOVA and rank correlation.

KEYWORDS- Digital marketing, Tools and techniques, sustainability, Digital marketing campaigns, SDG, Industrial Practices, Strategies.

1. INTRODUCTION

In recent years, sustainability has emerged as a pivotal concern for industries across the globe. As environmental and social issues take centre stage, businesses are increasingly recognizing the need to integrate sustainable practices into their operations. However, the successful implementation of these practices requires effective communication and engagement with stakeholders. Digital marketing offers a powerful platform for businesses to showcase their commitment to sustainability. Through various online channels, companies can reach a wider audience, share their sustainability stories, and build a positive brand image. This study aims to explore the digital marketing strategies that can effectively promote sustainable industrial practices, thereby contributing to the overall sustainability goals of businesses.

The research focuses on identifying the most effective digital marketing techniques, analysing innovative approaches, and evaluating the impact of these strategies on consumer behaviour and business outcomes. By doing so, the study seeks to provide valuable insights and recommendations for companies looking to enhance their digital marketing efforts in promoting sustainability.

The influence of digital marketing on consumer behaviour and the promotion of environmentally friendly industrial practices becomes increasingly apparent. The effectiveness of digital marketing techniques in advancing sustainability in industrial sectors is examined in this study. Using a mixed-methods approach, which combines quantitative consumer perception analysis with qualitative case study analysis, the research explores the wide range of digital marketing tools that industries use to promote their sustainable projects.

The study reveals the complex relationship that exists between the development of sustainable manufacturing practices and digital marketing methods. The study clarifies the critical role that narrative, social media engagement, and targeted content dissemination play in raising consumer awareness and promoting a sustainable culture through an examination of effective campaigns and best practices.

2. NEED OF THE STUDY

- The propose of this study focuses on the effectiveness of digital marketing strategies on sustainable development
- Identifies prevalent practices and their impact on sustainability targets.
- Recognizing the role of digital marketing in promoting sustainable practices
- Highlighting the lack of research on effective digital marketing strategies for sustainability.
- Emphasizing the need for empirical evidence and case studies.
- Acknowledging the dynamic nature of digital marketing.
- Contributing to knowledge on digital marketing strategies for sustainability

3. OBJECTIVE OF THE STUDY

Primary objective

- Assessing effectiveness of digital marketing strategies.

Secondary objectives

- To Identifying current digital marketing practices for sustainability.
- To analyse innovative digital marketing tactics and technologies
- To Identify gaps and opportunities in existing digital marketing efforts.
- To determine emerging trends and innovations in digital marketing for sustainability.
- Measuring influence on consumer behaviour towards sustainable products/services.
- To evaluate the ROI (Return on Investment) of digital marketing campaigns focused on sustainability initiatives in the industrial sector.

LIMITATIONS OF THE STUDY

- Due to time constraints the sample collected is only 50
- Since the company has less no. of employees it is difficult to collect the sample
- The data maybe be biased as it was collected from different age group of people.
- Proper data was not provided from company side as it is confidential
- The findings and suggestions are given only to the research knowledge of the researcher.

4. RESEARCH METHODOLOGY

RESEARCH DESIGN

- Descriptive Research

SOURCES OF DATA:

1.Primary data

2.Secondary data

SAMPLING SIZE:

The total sample size for the study was 50, collected from the executives, staffs and clients.

SAMPLING TECHNIQUES:

- Convenience Sampling

DATA ANALYSIS TOOLS

1. Percentage analysis:

Percentage analysis is applied to create a contingency table from frequency distribution and represent the collected data for better understanding.

$$\text{Percentage} = \frac{\text{No. Of Respondent}}{\text{Total No. Of Respondent}} \times 100$$

2. Rank correlation (R)

Rank correlation is a method of finding the degree of association between two variables. The calculation for the rank correlation coefficient the same as that for the Pearson correlation coefficient, but is calculated using the ranks of the observations and not their numerical values.

$$R = 1 - \frac{6 \sum D^2}{N^3 - N}$$

D- Difference between the two ranks

N- No. of observations

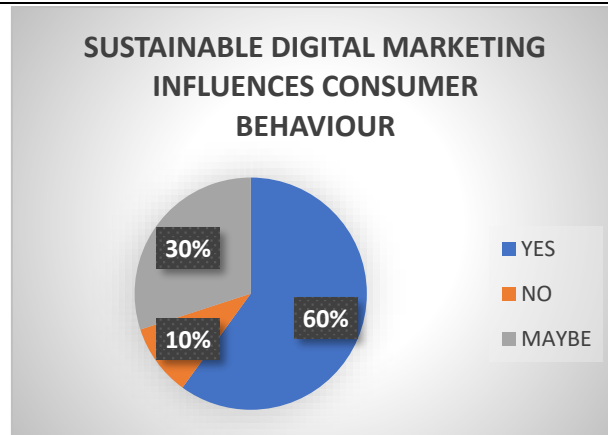
3. Weighted average (WA)

The weighted average method is a way to find the average of a set of numbers, where each number has a different "weight" or importance. In simple terms, it gives more significance to certain numbers over others. To calculate the weighted average, you multiply each number by its weight, add up these products, and then divide by the sum of the weights. This gives you an average that gives more importance to the numbers with higher weights.

$$WA = \frac{\sum XW}{\sum X}$$

X- No. Of Respondents

W- Weight Assigned



5. DATA ANALYSIS AND INTERPRETATION

Sustainable digital marketing influences consumer behaviour

Interpretation

It is inferred that 60% of respondents said that sustainable digital marketing influences consumer behaviour. 30% chooses maybe and minority of 10% said sustainable digital marketing does not influence consumer behaviour

Rank correlation

To purchase through sustainable promotion (x) Vs

Recommending through sustainable digital marketing (y)

X	R1	Y	R2	(R1-R2) ² (D ²)
3	5	5	3	4
8	4	2	5	1
9	3	3	4	1
10	2	8	2	0
20	1	32	1	0
TOTAL				6

$$R = 1 - \frac{6 \sum D^2}{N^3 - N}$$

$$R = 0.7 (\text{approx.})$$

INTERPRETATION

there is a positive relationship between comparing likelihood to purchase through sustainable promotion and recommending through sustainable digital marketing

NOVA

Satisfaction In Promoting Sustainable Digital Marketing And Their Trustworthy Of Digital Marketing

ANOVA: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Promoting sustainable digital marketing	5	50	10	70.5		
Trustworthy in digital marketing	5	50	10	152.5		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	1	0	0	1	5.317655
Within Groups	892	8	111.5			
Total	892	9				

INTERPRETATION

Since P-value (1) >0.05, In this case null hypothesis is accepted. So, there is no significant difference between respondents satisfaction in promoting sustainable digital marketing and their trustworthy of digital marketing.

LEVEL OF AGREE	NO. OF RESPONDENTS (X)	WEIGHT ASSIGNED (W)	WEIGHTED AVERAGE (WX)
Strongly Agree	22	5	110
Agree	9	4	36
Neutral	11	3	33
Disagree	8	2	16
Strongly Disagree	0	1	0
TOTAL	50		195

Weighted Average Of Opportunities For Enhancing Digital Marketing Efforts

$$\text{Weighted Average} = \frac{\sum XW}{\sum X}$$

$$WA = 195/50$$

$$WA = 3.9$$

$$\text{Weight Assigned} = 4$$

INTERPRETATION

The average of respondents agrees that there are opportunities for enhancing digital marketing efforts to promote sustainability

6. FINDINGS

60% of respondents said that sustainable digital marketing influences consumer behaviour.

there is a positive relationship between comparing likelihood to purchase through sustainable promotion and recommending through sustainable digital marketing

there is no significant difference between respondents satisfaction in promoting sustainable digital marketing and their trustworthy of digital marketing.

The average of respondents agrees that there are opportunities for enhancing digital marketing efforts to promote sustainability

7. SUGGESTION

- Invest in search engine optimization (SEO) strategies that prioritize user experience, accessibility, and website performance, which can lead to long-term sustainability benefits.
- To promote sustainability customers can opt for a digital marketing agency that provides efficient services and technology.
- Support campaigns promoting sustainable products and services.
- Customers can Engage with online communities for sustainability discussions.
- Utilize social media platforms to share sustainability-focused content, engage with industrial audiences

8. CONCLUSION

This is to conclude that by effectively promote sustainability in the industrial sector, consider a targeted approach. Create informative multimedia content, such as videos, infographics, and interactive tools, to educate your audience about sustainable practices. Encourage user-generated content to share experiences with sustainable products or practices through social media, testimonials, and reviews. Optimize your digital content for relevant sustainability keywords and phrases to make it easier for potential customers to find you online. Utilize email marketing to keep your audience informed about your sustainability efforts and product offerings. Engage with online communities where discussions about sustainability take place. Use digital analytics tools to monitor the performance of your sustainable marketing campaigns and assess their effectiveness in driving awareness, engagement, and conversions.

9. REFERENCES

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