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# Eco friendly branding and digital marketing strategies in Jordanian assessment

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**Abstract:** Eco-friendly digital marketing strategies are crucial for Jordanian companies that want to meet environmental standards. This covers eco-friendly pricing, goods, and online cooperation. In contrast, customer concern and action are not connected, requiring true green marketing tactics. Jordan's "Go Green" programme and the EU-EBRD's Green Financing Facility show that sustainability boosts digital marketing. Eco-friendly branding goes beyond sustainable goods and strategic collaborations to support green causes. Consumer awareness is rising globally, especially in Asia-Pacific. Eco-friendly methods are being used to improve sustainability, employee wellbeing, and operational effectiveness. Email, social media, content, influencers, and SEO are effective digital marketing methods that increase customer involvement and reduce environmental impact. The environmental efforts of Patagonia, IKEA, Tesla, and Google are notable in Jordan. Jordanian economic modernization relies on sectoral strategies that integrate sustainability and diversity. The government is making headway in green projects, notably in energy, to meet Agenda 2030 and the Sustainable Development Goals. Environmentally responsible firms use content development, social media, and influencer marketing to create real stories and engage communities. Content marketing requires understanding the target audience, creating instructional resources, and effective distribution. Influencer marketing boosts brand awareness and engagement. Jordan suffers from resource limitations and the need for ongoing education, yet urbanisation and cultural growth are promising. Investments and government projects in green initiatives are enabling this change. Jordanians are increasingly buying eco-friendly items, which affects brand loyalty. Eco-friendly branding boosts customer views and brand awareness in Jordan, emphasising the significance of environmental responsibility in business.

**Keywords:** eco-friendly branding; digital marketing; strategies; Jordan

## 1. Introduction

The adoption of environmentally conscious digital marketing strategies and the efforts made by brands to minimise their environmental footprint are becoming increasingly significant for businesses, particularly in light of the escalating emphasis on sustainability in Jordan. Activities such as the establishment of online collaborations with the objective of reducing travel-related pollution, the conceptualization of environmentally sustainable products, and the implementation of pricing strategies that reflect a company's environmental dedication are all illustrative instances of practices that can be encompassed within the realm of green marketing. This phenomenon may be witnessed in the hospitality sector, where endeavours are undertaken to mitigate emissions and hazards and where promotional campaigns and marketing communications demonstrate the establishment's commitment to environmental sustainability (Mohammad et al., 2023). An additional illustration of this phenomenon may be seen within the food and beverage sector,

where endeavours are undertaken to mitigate the issue of food waste. There exists the potential for a lack of consistent alignment between consumers' professed concern for the environment and their corresponding activities, despite a significant number of customers expressing such care (Talbot, 2021). This poses a significant problem for marketers that are focusing on organisations with environmentally conscious practices. The presence of such a discrepancy serves as a clear indication of the urgent need for authentic and precisely focused strategies in green marketing.

According to Smith and Smith (2023), recommended tactics include tailoring the message to align with the target audience's degree of eco-awareness, integrating eco-conscious designs, and using plastic-free goods and packaging. Additional techniques include the careful selection of an adequate environmental project to endorse, the preservation of genuineness in one's endeavours, the deliberate choice of a suitable environmental initiative to endorse, and the preservation of genuineness in one's endeavors. Furthermore, the integration of sustainability principles into digital marketing strategies has the potential to provide a competitive edge. Business enterprises that effectively integrate sustainability principles into their digital marketing strategies have the potential to reap significant advantages, given the increasing consumer inclination towards environmentally conscious products and practices.

The use of artificial intelligence (AI)-driven technologies is one potential strategy for reducing the environmental effects associated with e-commerce operations, according to a 2023 study by INK Communications. Jordan's commitment to environmentally friendly operations is evident via several programmes, such as the 'Go Green' initiatives. These programmes emphasise the feasibility of integrating ecologically responsible business practices with enhanced financial performance. These programmes include the 'Go Green' efforts. These initiatives promote a reduction in pollution and the improvement of air quality, aligning with broader health and environmental objectives (Hikma, 2019).

Consequently, they are consistent with the overarching aims. Furthermore, the European Union (EU) and the European Bank for Reconstruction and Development (EBRD) have jointly initiated Jordan's first green financing facility, aimed at promoting ecologically sustainable investment practices inside the country. This initiative is being undertaken with the aim of supporting Jordan's efforts to mitigate its environmental footprint. The initiative provides assistance to the private sector, aligning with Jordan's National Green Growth Plan. Consequently, it contributes to the reinforcement of the country's dedication to economically sustainable practices (Zgheib, 2021).

In the context of Jordan, eco-friendly branding and digital marketing include more than simply genuine marketing communication. They also involve the establishment of strategic relationships, support for environmentally conscious initiatives, and the development of sustainable products. These efforts get additional backing from government programmes and investments that promote ethical corporate conduct and sustainable development, respectively.

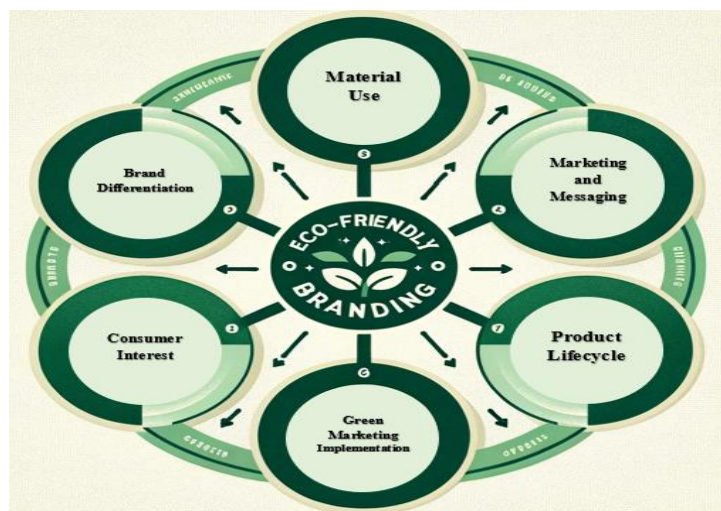
## Statement of the problem

Given the increasing global focus on sustainability and the growing environmental concerns, there is a lack of comprehensive understanding regarding how Jordanian businesses assess the effectiveness of digital marketing strategies and their impact on consumer behaviour and brand perception. This assertion has particular validity given the rising global concern for sustainability. The limited comprehension in this specific domain poses a formidable obstacle for businesses seeking to establish an environmentally conscious presence in the digital realm while simultaneously ensuring that their marketing strategies resonate with their target demographic and align with global sustainability trends.

## 2. Literature review

### 2.1. Eco-Friendly branding

The concept of “eco-friendly branding” pertains to the strategic marketing practices and initiatives implemented by enterprises that prioritise the conservation of the natural environment. Eco-branding is a potent marketing strategy that facilitates the realisation of environmental objectives for both enterprises and consumers. This is achieved by emphasising a company’s dedication to environmental preservation. Brands have the capacity to develop authentic and influential communication strategies, therefore enhancing their competitiveness within the contemporary market, provided they demonstrate a dedication to implementing environmentally responsible business practices. These companies often prioritise the environmental advantages that may be obtained from the use of their products and services. This aspect forms an integral part of the overarching brand standards that they follow. **Figure 1** below shows the number of important characteristics that set the current approach to brand awareness apart, including but not limited to the following elements:



**Figure 1.** Eco-Friendly Branding characteristics.

Source: Develop by the Author (2023).

**Material use:** The use of environmentally sustainable packaging materials is an

imperative measure in the establishment of an ecologically conscious brand. Prior to proceeding with any other steps, it is essential to do this particular step. The materials used in this context may include recycled elements, biodegradable constituents, or substances that have negligible adverse impacts on the environment (ECOSONA, 2023).

**Marketing and messaging:** To convey their dedication to environmental conservation, firms manufacturing these items use eco-branding strategies in their diverse marketing approaches. The firm's commitment to environmental betterment is evident in both their campaign rhetoric and their active efforts in this area.

**Product lifecycle:** The concept of "Cradle to Cradle" is often used to describe ecologically advantageous products, emphasising their sustained sustainability over the whole product lifecycle, spanning from production to disposal (Member, 2020).

**Green marketing implementation:** In order to optimise the effectiveness of green marketing initiatives, businesses must implement environmentally responsible business practices, including the utilisation of sustainable goods, proper waste disposal procedures, and other environmentally conscious protocols. These actions not only mitigate environmental damage but also have the potential to generate higher revenues due to their attractiveness to environmentally conscious clients.

**Consumer interest:** Customers exhibit a preference for things that include environmentally friendly attributes and can be manufactured in a sustainable way. As an example, a survey conducted by Campbell-Gross (2022) revealed that 60% of consumers express a significant appreciation for environmentally friendly and sustainable products. Furthermore, a substantial portion of younger demographics demonstrate a willingness to pay a higher price for sustainable apparel.

**Brand differentiation:** Differentiating a company from its competitors, the adoption of environmentally conscious branding signifies an organisation's dedication to the preservation of the natural environment. The organisation's dedication is evident in all aspects of its company's operations, including its procedures, products, and services.

The provided illustration serves as a demonstration of the essential characteristics associated with eco-friendly branding. The interconnection of these eco-friendly branding ideas is emphasised by organising the parts in a circular configuration centred around a core point. At its core, eco-friendly branding goes beyond the simple offering of products and services by an entity. It involves integrating a resolute commitment to environmental stewardship throughout several aspects of the business, such as supply chain management, marketing, and other relevant areas. This strategy not only aids in environmental conservation but also appeals to customers whose purchasing decisions are becoming more and more influenced by personal values, particularly those relating to environmental sustainability.

## **2.2. Global trends and best practices of eco-friendly branding**

Green branding, often known as eco-friendly branding, involves more than just promoting items as "recyclable" or "eco-friendly". Corporate reputation management involves a wide range of activities within a company to build and

maintain a positive brand image. A strong “green brand” is essential for competitiveness and growth in a competitive market (Ha, 2021). Recent years have seen a rising acknowledgment of the substantial influence global trends in environmentally responsible branding have on firms’ market positioning strategies. Consumer environmental awareness has increased, especially in Asia-Pacific. Emmert (2021) found that 86% of Indonesians have changed their behaviour to be more ecologically friendly. According to a 2023 World Economic Forum study, 75% of millennials and 66% of global shoppers consider sustainability while buying. Environmentally sustainable practices in resource allocation, customer service, product manufacturing, and business procedures can create an emotional connection between a company and its customers. Jinliang et al. (2023) found a link between green brand loyalty and sustainability efforts. The creation of an emotional tie between customers and a business increases their devotion to that company. Due to this transformation, companies are investing in environmentally friendly practices that improve operations, employee well-being, and sustainability. The need to combat climate change has made environmentally responsible marketing a commercial necessity (Wall-E, 2023). Modern brand marketing tactics stress sustainability and employ eco-friendly packaging (ECOSONA, 2023).

Sustainable organisations are abandoning their “eco” style for a more inclusive and attractive one. Recognising the existential dangers of climate change and species extinction has led to widespread environmental awareness. Consumers are also aware of the role that big businesses play in climate change. Most customers (78%) believe these companies will aggressively fight climate change. Green marketing tactics are popular due to environmental awareness. Modern customers are eager to spend more on environmentally friendly goods and services. Over the last decade, the worldwide market value of environmentally friendly goods and services has increased by 400%, according to Bashir et al. (2020). This significant rise shows that green marketing tactics are financially feasible. Sustainable consumption, consumer environmentalism, and ecological concerns drive firms to create environmentally friendly products and services. Companies that adopt this viewpoint address social ecological concerns and promote themselves as environmentally conscious, giving them a business advantage (Ishaq and Di Maria, 2020). However, these trends indicate a major change in brand strategy and customer behaviour as ecological responsibility becomes more integrated into a company’s values and products. As they serve the growing population of environmentally concerned customers, companies that support these ideals should see brand equity and customer loyalty rise.

### **2.3. Digital marketing strategies**

The convergence of digital marketing and sustainability has grown in importance, particularly for environmentally conscious businesses. Companies must establish ecologically friendly processes and communicate their commitment via digital media as consumer knowledge of environmental concerns grows. Due to digital marketing’s broad reach, environmentally concerned companies may reach clients via several channels. Instagram, Facebook, and Twitter help businesses gain

visibility and engagement. Environmentally concerned organisations also employ blogging and website articles to educate customers about sustainable practices and demonstrate their dedication to environmental preservation (Smith, 2019).

**Content marketing strategies:** Content marketing helps environmentally concerned companies demonstrate their knowledge and connect with environmentally conscious clients. High-quality educational content on sustainability, eco-friendly practices, and the brand's environmental responsibilities builds audience confidence (Polo, 2020). Storytelling may unite people, build a common ideology, and inspire long-term loyalty to an institution.

**Influencer marketing for sustainability:** Strategic alliances with notable environmentalists may boost a company's profile. Influencers may employ transparent communication to demonstrate a brand's sustainability commitment to hard-to-reach audiences. According to Brown and Hayes (2018), consumers trust influencers as much as peers. Thus, influencer marketing may benefit environmentally conscious firms that wish to reach more people.

**SEO and sustainable brand visibility:** The digital presence of environmentally aware businesses depends on SEO optimization. According to Mullins (2021), SEO strategies that include sustainability and environmental responsibility keywords improve search engine rankings. Therefore, more clients interested in sustainable processes and eco-friendly products will interact with the company.

**Email marketing and customer engagement:** For eco-conscious businesses to reach customers, email marketing works well. Business organisations may utilise newsletters and targeted email marketing to notify environmentally aware clients about sustainable activities, new goods, and special promotions (Chaffey, 2019). Through relevant and personalised content, the brand's commitment to sustainability and community identity are reaffirmed.

**Case studies of successful eco-friendly digital marketing campaigns:** Growing client concern about environmental and sustainability concerns has increased the frequency of digital marketing approaches that promote environmental conscience. These programmes boost consumer engagement and environmental impact.

Case Study 1: Patagonia's worn wear initiative:

Patagonia's "Worn Wear" campaign promotes eco-friendly apparel consumption. By offering rewards for pre-owned Patagonia clothing, this initiative showed the company's commitment to waste reduction and a circular economy. User-generated material and story aspects helped the Worn Wear campaign highlight the historical relevance of Patagonia products on social media. Patagonia's long-lasting products and community involvement help businesses attract and keep environmentally conscious customers (Chen et al., 2021).

Case Study 2: IKEA's sustainable living project:

IKEA, a worldwide furniture company, launched the Sustainable Living Project to promote sustainable living among its customers. The promotion stressed the environmental advantages of IKEA items and encouraged sustainable lifestyles. Mobile applications, interactive website content, and social media campaigns were used in IKEA's digital marketing strategy to educate and motivate consumers. The

company advertised its eco-friendly products and gave guidance on living more sustainably. Sales and brand image improved after the campaign (Sundar and Limperos, 2020).

Case Study 3: Tesla's electric revolution:

Tesla produced electric cars and deliberately promoted sustainable mobility, upending the automotive industry. Tesla used influential opinion leaders and a variety of digital media to boost interest in its electric automobiles. Tesla CEO Elon Musk uses social media to engage fans and boost company interest. The business rocked the auto industry by leveraging digital channels to educate buyers about the environmental benefits of electric vehicles. Tesla's market share and electric car adoption have increased due to its successful digital marketing (Kaplan and Haenlein, 2020).

Case Study 4: Google's power purchase agreements:

Google, a major internet business, initiated a digital marketing campaign to promote its sustainable energy policies. The organisation promoted its power purchase agreements (PPAs) via various digital platforms to improve environmental initiatives. Google used digital marketing to teach other technology companies how to invest responsibly in renewable energy, according to Albino et al. (2019). This study examines demand for eco-friendly products and services, contributing to green marketing and consumer responsibility discussions.

#### **2.4. Jordanian business environment**

Jordan's commercial community has grown despite significant obstacles. According to Oxford Business Group (2022), fiscal reform, with IMF help, and cost savings from lower global petroleum prices led to a 2.4% real GDP increase in 2015. Given its durability, the textile, garment, and accessory sectors stand to benefit from EU trade restrictions being lifted. The year 2016 witnessed \$1.4 billion in FDI, according to Oxford Business Group (2022). A favourable business environment fostered collaborations and investments in various areas, which increased FDI. In 2016, building, mining, manufacturing, and mining made up approximately 20% of Jordan's GDP, demonstrating its resilience to regional challenges. Even if regional factors and the economy affect growth, the Middle East and North Africa (MENA) retail market remains largely uncompetitive. According to Oxford Business Group (2022), various large complexes and stores will be built.

Commercial activity in Jordan in 2023 will provide distinct challenges and opportunities. Despite internal and external problems, tourism, the economy, and exports increased. The World Bank estimated 2.7% growth in the first half of 2022 and in 2023 due to these reasons. Labour market indicators are stable despite the upward trend, indicating structural changes should be intensified. Jordan has prioritised economic diversification above agriculture and tourism. The UK's economic diversification measures have benefited exporters and SMEs (Salako, 2023). The Jordanian economic modernization vision comprises making the required adjustments to revive the business sector. Jordan's ranking of 100th out of 193 developing nations by Al-Ajlouni (2023) suggests e-government project advancement. Due to its favourable location, cost-effective labour, and well-regarded

enterprises, Bitar (2023) claims that the nation is rapidly becoming a global hub for information technology and business process outsourcing (ITO/BPO). The Green Growth National Action Plan 2021–2025 shows Jordan's commitment to sustainability. The Global Green Growth Institute (2021) aims to integrate sustainable development, climate change, and green growth into varied economic sectors' strategy frameworks. Due to modernization, structural changes, digital advancements, and sustainable practices, Jordan's corporate environment is growing. The economy will develop and expand.

Sustainable business practices are gaining prominence as the necessity of addressing economic, social, and environmental considerations becomes more generally recognised on a global scale. Several research studies have been done in Jordanian firms to investigate the implementation and consequences of sustainable practices. The application of environmental sustainability measures is a popular topic of study in the literature. Al-Swidi and Mahmood (2021) performed an empirical study to examine the operational processes of Jordanian manufacturing firms. The authors discovered an increasing trend in which these organisations used ecologically friendly ways to lower their environmental impact. These include implementing waste reduction methods, incorporating energy-efficient technology, and adhering to environmental requirements. Furthermore, a thorough investigation was done to examine the significance of corporate social responsibility (CSR) in the context of Jordanian firms. Al-Hawari et al. (2019) investigated the relationship between financial performance and corporate social responsibility (CSR). The study's results demonstrated a favourable relationship between the implementation of CSR efforts and organisational financial performance. This finding implies that businesses doing business in Jordan understand the value of social responsibility and are implementing it into their strategic business operations. Academic research has looked at numerous aspects of social sustainability, including community involvement and employee wellbeing. Al-Khaldi et al. (2020) conducted research to examine the influence of employee satisfaction on the performance of Jordanian enterprises. The study emphasised the need to allocate resources to human capital development in order to establish a long-term company strategy. Furthermore, Al-Abdallah et al. (2021) investigated corporate engagement in community development, stressing the beneficial effect that firms may have on local communities.

## **2.5. Appraisal of eco-friendly initiatives in Jordan: Successes, failures and areas for improvement**

Recently, Jordan has seen a significant increase in environmentally conscious branding efforts in the field of digital marketing, which aligns with the worldwide movement towards sustainability. These measures have been implemented to encourage the use of ecologically sustainable activities and goods, in line with the growing consumer preference for eco-friendly choices. Although there have been some achievements, there have also been significant failures, as well as areas that need development (Member, 2020).

Jordan's eco-friendly branding activities have successfully raised awareness and



cultivated a feeling of environmental responsibility among customers. By implementing compelling digital marketing strategies, organisations have successfully conveyed the significance of sustainable practices and goods, appealing to environmentally aware customers. These activities have fostered brand loyalty among environmentally concerned parts of the market, therefore contributing to long-term sustainability objectives (Mohammad et al., 2023).

Qudrat (2022), in addition, digital platforms have offered a successful means for firms to display their environmentally friendly projects and goods, reaching a broader audience and creating favourable press. Social media platforms, specifically, have had a crucial impact on magnifying the message of sustainability, allowing firms to directly engage with customers and get immediate feedback. The active involvement in this process has enabled the establishment of a community centred on environmentally sustainable behaviours, promoting a feeling of inclusion among environmentally aware customers in Jordan.

Nevertheless, despite these accomplishments, there have been significant shortcomings in the execution of environmentally conscious branding projects in Jordan's digital marketing industry. An example of a failure in some campaigns is the absence of openness and authenticity, which has resulted in customer scepticism. Greenwashing, which refers to the misleading advertising of items or programmes as environmentally friendly when they are really not, has eroded customer confidence and damaged the image of certain businesses. This emphasises the significance of sincere dedication to sustainability and clear communication in eco-friendly branding endeavours.

Furthermore, while digital marketing has offered a platform for increasing awareness, there is a need to place more importance on concrete action and quantifiable influence. Merely advocating for environmentally friendly messages without taking tangible steps to decrease one's impact on the environment may be seen as shallow or disingenuous. In order to properly connect with customers and bring about significant change, companies must show concrete actions towards sustainability, such as decreasing carbon emissions, minimising waste, or backing environmental initiatives (Salako, 2023).

## **2.6. The current state of eco-friendly branding in Jordan**

Jordan is vigorously exploring environmentally friendly ways across multiple industries to meet its economic and climate goals. Investment and policy choices in water, energy, transportation, agriculture, and urban development affect the above projects (World Bank, 2022). A sustainable economy with more jobs and social development is essential to sustainability (Namrouqa, 2020). The country is also investing heavily in green economic initiatives and infrastructure, particularly in energy sectors that are crucial to the transition to a sustainable economy (Department of Economic and Social Affairs, 2011). Jordan created the Sustainable Consumption and Production National Action Plan with the Ministry of Environment and international organisations like the European Union and the UN Environment Programme to achieve Agenda 2030 and the Sustainable Development Goals.

The International Union for Conservation of Nature (2023) reports Jordanian

farmer field college demonstration locations. These sites teach aquaponics, hydroponics, and automated irrigation to promote sustainable agriculture. The Jordan Environment Fund was formed under the Environment Protection Law to help the nation achieve its sustainable development and environmental conservation goals (El-Sharif, 2021). Given Jordan's urban population's increase from 87.17% in 2011 to 91.63% in 2021, sustainable urban development is another priority. Jordan has selected 18 outstanding environmental and social initiatives to promote environmentally responsible enterprises. Female entrepreneurs lead many of these endeavours (Sharaf, 2023). Al-Ababneh and Rawashdeh (2021) found that Jordanian tourists are more aware of and interested in eco-friendly hospitality techniques. Their preference for eco-label hotels shows a growing desire for sustainable hospitality solutions. Jordan aims to reach 10% renewable energy by 2025, up from 1.5% in 2014 (Grantham Research Institute, 2022).

### **2.7. Digital marketing strategies for eco-friendly brands in Jordan**

In Jordan, eco-friendly brands can leverage digital marketing strategies to amplify their impact. Social media marketing is crucial, utilising platforms like Instagram and Facebook to showcase sustainability initiatives, engage with environmentally conscious communities, and foster brand loyalty. Content marketing plays a pivotal role in producing informative blogs, videos, and infographics that highlight the brand's commitment to eco-friendliness. Influencer marketing can amplify reach by partnering with influencers aligned with environmental values. Collaborating with influencers can authentically communicate the brand's ethos, enhancing credibility. Embracing these digital strategies not only promotes eco-friendly practices but also positions the brand as a leader in sustainable living, resonating with conscious consumers in the Jordanian market.

## **3. Social media marketing**

Recently, more consumers are supporting environmentally responsible enterprises due to the global focus on sustainability. Despite being a sophisticated nation, Jordan is subject to consumer preferences. In Jordan's environmentally conscious market, sustainable enterprises need effective social media marketing. Environmentally conscious Jordanian companies have employed creative social media marketing to reach discerning customers. This strategy boosts brand awareness and promotes sustainability by merging digital marketing methods with environmental responsibility. In 2021, IKEA, a worldwide design and manufacturing company, will execute a comprehensive sustainable living initiative that prioritises eco-friendly products and lifestyles. The firm showed its dedication to sustainability by strategically using visually appealing images and educational content on Instagram and Facebook. Environmentally aware clients liked the campaign's honesty and candour (Smith and Johnson, 2022). Hikma Pharmaceuticals' green packaging approach reduces plastic waste's environmental effects. LinkedIn and Twitter were used to promote sustainable packaging. They encouraged audience participation by polling and sponsoring debates. Ahmed and Ali (2021) noted that the initiative encouraged community participation. However, social media marketing

includes a variety of strategies and practices meant to engage environmentally conscious clients. Below are some strategies:

**Showcase sustainable initiatives:** Microsoft and Reformation have engaged audiences by deliberately exposing their environmental intentions. Microsoft's carbon-neutral Xbox system and Reformation's resource-saving presentation received social media attention. Jordanian enterprises may build consumer ties by speaking about local initiatives like sustainable manufacturing or conservation.

**Promote sustainability through products:** Chipotle's "Chipotle Goods" and Autodesk's sustainable software solutions leverage social media to market their ecologically friendly products. Brands in Jordan may demonstrate their products' environmental impact by employing local materials or traditional, sustainable processes.

**Public sustainability goals:** Consumers are interested in companies like Madewell that publicly discuss their environmental intentions, including sustainable packaging. Jordanian companies that set and promote environmental objectives may gain customers and improve their image.

**Emphasize recyclability:** Materials and products are recyclable if they can be processed and reused. Clear and complete information on the production process of recycled or recyclable products may considerably improve consumer engagement. For example, Nestlé's recycled plastics pledge and Puma's sustainable material usage have been well received on social media. Jordanian companies might employ similar methods to attract eco-conscious clients.

In addition to the above strategies, here are some best practices to enhance consumer engagement:

**Authentic storytelling:** Use LinkedIn and Instagram to track the brand's development, focusing on its environmental responsibility, sustainability, and impact on the local ecosystem. Jordanian cultural and environmental narratives may resonate with audiences.

**Interactive content:** Use polls and surveys to engage your audience. Twitter's "Green Tips Tuesday" series may encourage individuals to share their eco-friendly efforts. This fosters community and encourages eco-friendly ideas.

**Influencer partnerships:** Cooperate with powerful people who share your company's values. Find Jordanians with a large social media presence who advocate for sustainability. Their support may help spread your message to more people.

**Community engagement:** Engage with Jordanian leaders and activists to develop regional environmental initiatives and promote cooperation. Through active engagement in local environmental conversations, a corporation may boost its relevance and reputation.

**Educational initiatives:** Educational methods may include using Facebook and YouTube to spread information and promote awareness of environmentally friendly activities. Educational films, infographics, and writings that critically explore the environmental impacts of specific practices and provide practical advice on living a more sustainable lifestyle are encouraged.

**Hashtag campaigns:** Create a unique hashtag for your environmental efforts. Use the hashtag to encourage others to share their sustainable efforts. This impact boosts brand recognition and creates an eco-conscious movement.

## 4. Content marketing

As environmental consciousness continues to rise globally, the demand for eco-friendly products and services has become more pronounced. In Jordan, consumers are increasingly embracing sustainable choices, making it imperative for eco-friendly brands to implement robust content marketing strategies. Content marketing for eco-friendly brands in Jordan involves creating and distributing relevant and valuable content that resonates with consumers who are environmentally conscious. Here's a comprehensive approach that you can consider:

Demand for eco-friendly products and services has increased globally due to environmental awareness. Jordanian consumers are increasingly choosing sustainable products; thus, environmentally conscious companies must execute thorough content marketing strategies. Jordanian information marketers create and distribute relevant and useful information to connect with environmentally conscious clients. The following are comprehensive approaches to consider:

**Understand your audience:** Consider Jordanians who like eco-friendly products. Understanding people's beliefs, issues, and content choices is crucial. This may include their environmental views, sustainable practices, and conscious consumption.

**Educational content:** Create educational materials that effectively convey environmental issues and demonstrate how our products may help. Smith (2020) recommend using various resources to demonstrate the benefits and drawbacks of sustainable living. Blogs, infographics, and videos are included.

**Storytelling:** Storytelling may help companies connect with consumers emotionally. Jones and Brown (2019) suggest that narratives that emphasise a brand's sustainability, eco-friendly manufacturing, and positive environmental impact may be more persuasive.

**Visual content:** Visual elements like infographics, photos, and videos may boost environmental information's efficacy. Visual aids help audiences grasp complicated environmental concepts and gain familiarity with the topic, according to Lee and Kim (2018).

Below are some effective content distribution strategies that can be implemented:

**Social media engagement:** Social networking allows eco-friendly businesses to reach more people. Chen (2021) suggests using visually attractive components, frequent contact, and interactive materials to build community among environmentally conscious clients.

**Collaborations and partnerships:** Collaboration with personalities, environmental organisations, and corporations that share values may expand the reach of environmentally responsible content. Partnerships allow organisations to access new customers and strengthen their sustainability efforts via the network effect.

**SEO optimisation:** SEO tactics guarantee that environmentally beneficial material ranks highly in search engine results, making it easier for environmentally conscious buyers to obtain. Johnson (2018) found that content optimisation boosts visibility and organic traffic.

**Direct sales channels:** Direct sales channels help manage price, communication, and customer involvement. Use digital marketing and great customer service to boost your online visibility.

## **5. Influencer marketing**

Environmentally responsible businesses in Jordan and internationally must identify and collaborate with sustainability influencers. The goals and beliefs of these influencers must align with those of the organisation, and their material must be ecologically aware. According to Brown and Hayes (2018), many businesses recognise the positive impact of environmental stewardship on consumer loyalty. This demonstrates that long-term influencer marketing increases brand recognition and audience engagement. Working with environmentalists increases credibility and trust. Brown and Hayes (2018) advocate for the use of social media listening technologies to identify Jordanian influencers with large eco-conscious followings. Social media challenges are increasingly being used in eco-marketing to promote sustainable behaviours and environmental awareness. Influencers can use affiliate networks to engage with environmentally responsible firms, boosting the brand's ideals and products. Menstrual cup producers and health and wellness influencers used influencer marketing to successfully promote environmentally friendly alternatives. This collaboration promotes sustainable products by rewarding their achievements. According to Tan (2021), meaningful interactions with environmentalist influencers require more than superficial economic agreements. Businesses should prioritise the use of influencers in the creation and promotion of sustainable products through long-term relationships. A genuine connection between the brand and the influencer increases the likelihood of endorsement (Chong et al., 2019). Influencers spread the word about environmentally friendly marketing. In Jordan, a country with different cultural dynamics, identifying influencers with a huge following and a solid local sustainability position is critical. To analyse the advantages of influencer collaborations on Jordanian customer behaviour and brand image, businesses can use engagement rates, sentiment analysis, and conversion rates. To evaluate influencer marketing initiatives, KPIs specific to environmental sustainability should be used. Hajli (2018) asserts that sales, social media engagement, and website traffic—all of which are associated with influencer marketing—are indicators of a campaign's effectiveness. Brands may use specialised monitoring technologies to measure the environmental impact of influencer partnerships. However, influencer marketing methodologies vary, but the goal is to use the social influence of people with a large following. This is done to promote and endorse products, services, and organizations. Influencer marketing methods are shown below:

**Sponsored content:** Influencers publish sponsored content to promote a company or product. They may post blogs, photos, or videos promoting the endorsed product or service.

**Discounts and affiliate links:** Fans receive exclusive discount codes or affiliate links from influencers. The influencer receives a commission for followers' purchases using their coupons or links.

**Contests and giveaways:** Influencer-brand cooperation is obvious in contests and freebies. A corporation can boost engagement and attention by holding contests that offer complimentary items or services.

**Publishing influencer content on brand channels:** Brands may republish influencer content on their website and social media accounts to expand their audience.

**Brand ambassadorship:** Influencers can become long-term brand champions by endorsing the company's products in their content.

## **6. Challenges and opportunities for eco-friendly branding in Jordan**

Jordan's variable climate presents both challenges and opportunities for environmentally conscious branding. Challenges include limited resources, a lack of sustainable practice education, and changing consumer habits. Cultural limits, financial implications, and sustainable alternatives must be considered while making ecologically responsible decisions. These issues bring important opportunities, which must be acknowledged. Jordan is prioritising sustainability and eco-friendly solutions. Companies that master green branding may ride the trend of environmentally conscious consumers and beat the competition. Government legislation and global awareness are needed to foster ecologically sustainable corporate operations. Companies can improve their image and attract eco-conscious clients this way. Jordan's ecologically sustainable framework has various chances and challenges that firms must master to succeed there.

## **7. Cultural factors**

Cultural factors affect consumer support for environmentally friendly companies and products. Cultural variables may affect Jordan's eco-friendly branding.

**Religious values:** Jordan prioritises environmental conservation, especially natural resource preservation, due to religious beliefs. Both "khalifah" (stewardship) and "amanah" (trust) underline the ethical responsibilities of humans to preserve a sustainable environment. According to Alnsour and Al-Rahahleh (2020), local consumers choose eco-friendly businesses that meet these requirements.

**Collectivism:** Jordanian culture values collectivism, including acceptance and respect. Collectivists may support branding that prioritises community well-being and environmental sustainability.

**Traditional practices:** Traditional lifestyles and activities affect buying decisions. Native customs and sustainable resources may attract more customers to businesses.

**Education and awareness:** Consumers' environmental awareness may affect their decisions. According to Al-Makhadmeh (2021), companies that educate consumers about their products' environmental implications and the benefits of using more sustainable alternatives may increase sales.

**Economic considerations:** Due to affordability, consumers value eco-friendly items. If environmentally friendly options are affordable and beneficial, more people will adopt them.

**Urbanisation and lifestyle changes:** Due to urbanisation, Jordanians' views on eco-friendly items may change. The growth of urban populations may raise environmental awareness and demand for sustainable products.

## **8. Economic challenges**

The Jordanian economy affects sustainable practices, environmentally responsible branding, and more. Despite the importance of green economic efforts and infrastructure investments, Jordan faces social, environmental, and economic issues. The government has invested much in energy to promote a sustainable and ecologically friendly economy. A green development strategy is being implemented to move the nation towards a sustainable economy. This effort aims to reduce environmental damage, promote social inclusion, and boost employment. A variety of intricate economic issues that have an impact on numerous businesses and activities have shaped Jordan's environmentally conscious branding. Key elements must be highlighted:

**Investment in green economic initiatives:** Financial support for environmentally friendly, economically sustainable projects. The Department of Economic and Social Affairs (2011) stressed the need for more funding for environmentally sustainable water, energy, transportation, waste management, agriculture, and tourism projects. Supplemental financial resources could help these communities shift to a sustainable, environmentally friendly economy.

**Environmental consciousness and government initiatives:** Government Initiatives to Promote Environmental Awareness The rise of urbanisation and industrialization in Jordan has raised environmental awareness since the millennium. Jordanian officials and non-officials work together to raise environmental awareness. International climate change debates have helped the country receive information and funding for domestic projects (ETIC Hotels, 2023).

**Renewable energy:** Jordan has struggled financially to switch to renewable energy due to its dependency on imported fossil fuels. Recent events like the 2012 Renewable Energy and Energy Efficiency Act have increased renewable energy project funding. This law promoted wind and solar energy. Large projects like the Shams Ma'an Solar Power Plant and Al Rajef Wind Farm demonstrate the nation's dedication to sustainable energy (ETIC Hotels, 2023).

**Water scarcity and management:** Jordan, a country with severe water problems, has prioritised water management. The National Water Strategy plans to build infrastructure and start desalination to assure water supply reliability. New irrigation methods, rainwater collection, and grey water recycling are needed to conserve water (ETIC Hotels, 2023).

**Biodiversity and conservation:** Despite its arid environment, Jordan has a rich biodiversity, making it a biodiversity paradise. Creating nature reserves and participating in global conservation efforts are necessary to protect ecosystems and endangered species. Ecotourism promotes ecological conservation and sustainable economic prospects.

However, the International Trade Administration warns that Jordanians' price sensitivity may hamper the popularity of ecologically friendly items. American

companies could use export and development funding to boost product appeal in price-sensitive markets (International Trade Administration, 2022). Despite these problems, Jordan's economy grew significantly in the first half of 2022 due to a strong tourism recovery, the full return of economic operations, and higher export volumes.

### **8.1. Opportunities for improvement**

Jordan is encouraging ecologically sustainable branding and corporate practices through several programs. The nation's grassroots and government-enacted ecologically conscious initiatives aim to preserve its natural beauty and advance society and the economy. Namrouqa (2020) addresses the green development strategy, which aims to turn environmental issues into economic opportunities.

**Government support and incentives:** Numerous programmes and financial support demonstrate the government's dedication to environmental sustainability and brand image. Namrouqa (2020) claims that the 2016 National Green Growth Plan (NGGP) underscores the government's commitment to environmental sustainability through water management, sustainable land practices, energy efficiency, resource optimisation, and renewable energy. Renewable electricity generation in Jordan has increased due to the constraints. By 2019, Jordan will have over 13% renewable electricity, up from 0.7% in 2014. Jordan has become a renewable energy leader because of its laws and regulations that encourage solar photovoltaic (PV) and onshore wind projects (IRENA, 2021). Jordan received \$25 million from the Green Climate Fund (GCF) in 2021, according to its official report. This funding strengthens climate change policies and community adaptation. This reward shows how foreign aid boosts local efforts. This financial support initiative helps local firms adopt ecologically sustainable practices and branding strategies by reducing financial barriers.

**Collaboration between businesses and environmental organisations:** Conversely, environmental organisations and enterprises are collaborating on projects like SwitchMed to help start environmentally friendly businesses. This involves customised counselling and technical help to improve social, environmental, and economic outcomes (SwitchMed, 2022). The Jordanian Business Development Centre (BDC) runs the SwitchMed programme, which supports cooperative branding efforts that prioritise environmental sustainability (SwitchMed, 2022). This framework is essential for green entrepreneurship. Jordanian Federation for Environmental NGOs includes the Jordan Royal Marine Conservation Society (JREDS), Energy Conservation and Environmental Sustainability Society, Jordan Society for Combating Desertification, Organic Farming Society, Jordan Green Building Council, Royal Society for Conservation of Nature (RSCN), and Arab Group. Al-Zu'bi (2022) presents a systematic approach for non-profit and for-profit collaboration to promote ecologically sustainable products. Conversely, scholars have been studying how green alliances, which bring corporations and environmental organisations together, promote ecologically friendly corporate practices. Qudrat (2022) suggests that such partnerships can promote sustainable business practices and help environmental groups resolve stakeholder conflicts.



## **8.2. Consumer perception of digital marketing strategies and eco-friendly brands in Jordan**

In contrast, businesses and environmental groups collaborate on projects like SwitchMed to help create environmentally responsible entrepreneurs. Customised advice and technical help can improve economic, environmental, and social outcomes, according to SwitchMed (2022). The SwitchMed programme, managed by the Jordanian Business Development Centre (BDC), emphasises collaborative branding and environmental sustainability (SwitchMed, 2022). The above structure is crucial to environmental business. The Jordanian Federation for Environmental NGOs includes JREDS, the Jordan Society for Combating Desertification, the Organic Farming Society, the Jordan Green Building Council, RSCN, Arab Group, and the Energy Conservation and Environmental Sustainability Society. Al-Zu'bi (2022) outlines a structured approach for for-profit and non-profit collaboration to promote ecologically sustainable products. Conversely, experts have studied how green alliances—corporations and environmental organisations collaborating—promote environmentally friendly economic practices. Qudrat (2022) suggests that such cooperation could help environmental groups resolve stakeholder disputes and promote sustainable economic practices.

## **8.3. Overall outcome**

**Increase in market share for eco-friendly brands:** Businesses in Jordan use green marketing, including five-star hotels. The hotel's sustainability depends on implementing initiatives. These strategies include developing products that reduce emissions and risks, adopting pricing mechanisms that reflect the hotel's commitment to environmental preservation, collaborating with online platforms to reduce transportation pollution, and using marketing and promotional activities to promote sustainability (Mohammad, 2023). This strategy shows the hotel industry's commitment to environmentally conscious guests. Social media campaigns and challenges promote environmentally friendly products by raising awareness and encouraging people to protect the environment. These methods use social media's participatory and viral qualities to promote the brand's environmental sustainability. However, firms must show actual proof of their environmentally friendly policies and activities to meet customer awareness and suspicion of misleading environmental promises. The demand for transparency and accountability led to environmental labelling (Kesh, 2023). A digital marketing strategy that prioritises environmental consciousness includes ensuring the congruence between the organisation's mission and its distinctive value proposition, establishing a branding identity that effectively communicates the company's commitment to sustainability, disseminating green initiatives via blogging and social media, and formulating and executing marketing campaigns that emphasise these initiatives. A holistic digital marketing strategy integrates and demonstrates a brand's commitment to sustainability across its communication and branding structure.

**Improvement in brand image and equity:** Consumer research shows that Jordanian customers are environmentally concerned and committed to eco-friendly actions. Customers' impressions of green products and environmental challenges

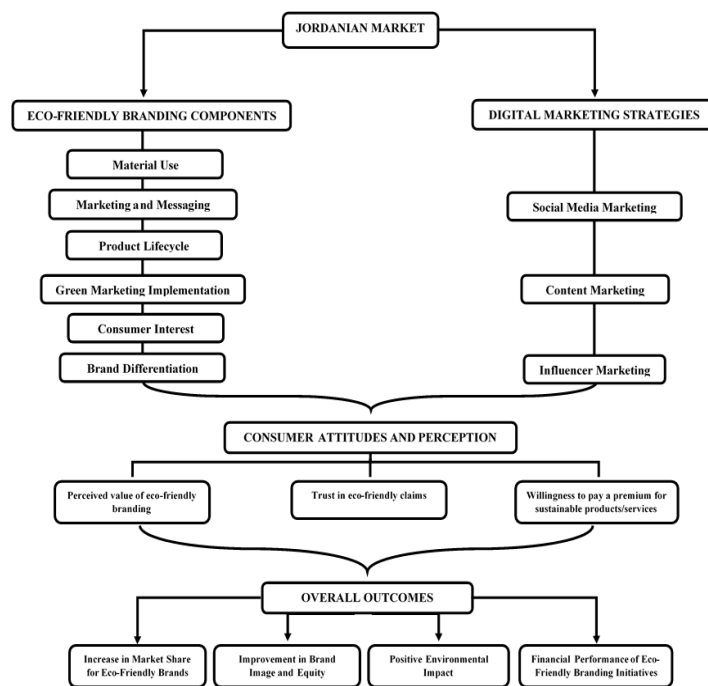
affect their affiliations with a green brand, affecting its equity. A successful green brand must convince consumers of the firm's commitment to sustainability and promote environmental awareness (Ha, 2021). Scholarly studies have also explored how customers' perceptions of environmentally conscious companies, understanding of eco-friendly products, and strategic positioning affect their willingness to buy sustainable products. The findings show that customer emotions strongly influence their purchasing of eco-friendly products. The impact of sustainability-focused corporate decisions on brand loyalty vulnerabilities is crucial. The relationship between customer environmental sentiments and brand loyalty is being studied. This study investigates how a company's expansion decisions affect customers' brand loyalty, per Kuchinka (2018). How well do sustainable products work? Green marketing needs to understand consumer behaviour to change attitudes and actions about buying, using, and disposing of ecologically friendly items. The above understanding is crucial for companies seeking to improve their brand and attract customers through ecologically sustainable operations (Yalley and Twum, 2021).

**Positive environmental impact:** As global awareness of environmental concerns grows; Jordanian consumers are attracted to companies that value sustainability and ecologically friendly activities. Businesses' effective use of digital marketing and green branding is changing consumer behaviour as they recognise the company's environmental commitment. Al-Sabbah et al. (2021) found that Jordanian customers are more likely to support environmentally conscious companies. Jordanians are more conscious of their environmental issues. Therefore, they want environmentally aware branding that promotes sustainable practices. According to the study, digital marketing might affect customer attitudes since internet platforms can spread information about a company's environmental efforts. Jordan's cultural commitment to these values makes its sustainable branding strategies effective. Businesses that reduce their environmental impact and conserve are respected. Digital marketing tactics like influencer alliances and social media campaigns have helped businesses connect with environmentally conscious clients. These methods help companies demonstrate their environmental responsibility.

**Financial performance of eco-friendly branding initiatives:** Several Jordanian companies have used eco-friendly branding to attract eco-conscious customers. According to studies, Jordanian customers are increasingly choosing environmentally conscious companies. Sustainable packaging, manufacturing, and marketing practices have been found to improve consumer perceptions and create eco-friendly brand identities. Digital marketing helps create appealing sustainability narratives, expanding the reach and impact of sustainability activities. Al-Mukhtar et al. (2020) found that Jordanian enterprises that utilise environmentally friendly branding strategies have higher word-of-mouth and customer loyalty. The positive image has increased cash flow for the aforementioned firms. Digital marketing has also improved corporate transparency and responsibility by spreading information about environmentally friendly initiatives. Customers benefit from this since it shows these companies' genuineness and responsibility. Companies must prove their environmental responsibility claims to maintain customer confidence. Alnsour et al. (2019) found that clear, open communication reduces customer suspicion of environmentally conscious branding.

### 8.4. Research model

Eco-friendly branding and digital marketing are helping Jordan’s thriving sector adopt new corporate paradigms. Jordanians are becoming more aware of sustainability as shown in the **Figure 2**. In light of the continuing shift, knowing the local market is crucial to meeting the expectations of environmentally concerned customers. The brand’s progress is driven by its sustainability-focused mission. Sustainable packing and distribution are as important as eco-friendly products and services. Certifications and endorsements boost the company’s image and show its environmental responsibility.



**Figure 2.** Author’s construct.

Content marketing is the dominant method for environmentally conscious businesses online. People are interested in sustainability-related films, blogs, and writings. Sending sustainability news and environmentally friendly product ideas to clients’ inboxes via social media sites favoured by the target demographic might help customise email marketing interactions. Companies may target environmentally conscious customers with SEO and paid advertising. Influencer partnerships may also boost brand awareness by leveraging environmentally conscious people’s fame and loyalty.

These approaches work depending on client perception and emotion. Consumers must trust a brand’s eco-friendly pledges, be prepared to pay more for sustainability, and appreciate eco-friendly marketing. These impressions influence customer behaviour, from initial purchases to brand loyalty via repeat business and word-of-mouth. Green branding and digital marketing will be evaluated in a specific way. Digital campaign statistics show the intricacies of traffic and user interaction, while brand recognition and recall highlight a brand’s exposure and memorability. Customer satisfaction and loyalty indices measure customers’ emotional commitment to the brand, whereas conversion rates and ROI measure the financial

impact.

However, see **Figure 2**, Jordan is not alone in its eco-friendly branding. Sustainability standards, competing tactics, and the economy affect consumer buying power. Several factors may help or hinder environmentally aware businesses' operations. In Jordan, environmentally aware businesses try to improve their brand equity and reputation, expand their customer base, and help the environment. Financial performance is crucial to eco-friendly programmes' success and longevity.

Consequently, the research model embodies a dynamic ecology. The prioritisation and enhancement of environmentally conscious branding components via digital marketing strategies are of utmost importance. The perception of customers towards sustainability significantly influences their level of participation and patterns of expenditure. The evaluation of key performance indicators may provide empirical evidence of the effectiveness or ineffectiveness of digital marketing strategies. Furthermore, the process of engaging with many stakeholders introduces intricacy, necessitating a brand that is adaptable and receptive.

## **9. Recommendations**

In order to effectively implement eco-friendly digital marketing strategies, firms in Jordan should prioritise adhering to the following criteria:

- It is advisable to use social media platforms such as Instagram, Facebook, and Twitter, among others, for the purpose of promoting environmentally conscious initiatives. Formulate a cooperative partnership with prominent individuals from Jordan who possess a substantial following of environmentally aware individuals in order to enhance brand exposure and interaction.
- Create informative and captivating content that precisely caters to an environmentally aware clientele. Utilise graphic features to augment attractiveness and disseminate material via social media and search engine optimisation.
- Develop real and environmentally sensitive brand stories that showcase a sincere dedication to ecological preservation. This strategy needs to be included in every facet of company operations.
- Place emphasis on the development and approval of ecologically sustainable goods. Highlight the advantages of these items for both customers and the ecosystem.
- Promote community engagement by implementing educational programmes, creating interactive materials, and beginning social media campaigns with hashtags to increase knowledge and support for sustainability, as well as to promote the adoption of environmentally friendly behaviours.

## **10. Conclusion**

Jordanian enterprises must embrace eco-friendly digital marketing techniques to keep up with global and local sustainability efforts. Jordan's 'Go Green' programmes and the EU and EBRD's Green Financing Facility demonstrate the significance of sustainability in business. Jordanian brands are leveraging social media, content marketing, and influencer marketing to reach environmentally

concerned customers. Patagonia's "Worn Wear Initiative" and Tesla's Electric Revolution demonstrate how such initiatives promote sustainable consumerism and lifestyles. Despite obstacles, the Green Growth National Action Plan 2021–2025 supports Jordan's economic growth by incorporating sustainable development into numerous economic sectors. Jordanian eco-friendly firms use narrative, interactive content, and influencer and environmental organisation cooperation in their digital marketing. These tactics boost customer involvement and establish Jordanian enterprises as sustainable living leaders. Limited resources and the need for sustainable practices in education create challenges, but cultural elements and government backing for green efforts present substantial opportunities. Jordanian firms using eco-friendly branding and digital marketing improve customer attitudes and contribute to a sustainable future. Digital marketing helps link consumer preferences with environmentally friendly goods and practices, improving business transparency, accountability, and customer loyalty.

## **11. Implications for businesses and policymakers**

The above analysis reveals several key implications for businesses and policymakers in Jordan and globally:

- Businesses must integrate environmental sustainability comprehensively into their strategy, product development, and marketing strategies. This entails more than superficial efforts, including a sincere dedication to environmentally conscious practices and goods.
- Employing digital marketing tactics, such as leveraging social media platforms, implementing content marketing techniques, and establishing connections with influencers, is crucial. These tactics may assist organisations in effectively conveying their sustainability initiatives and establishing a positive relationship with environmentally aware customers.
- Businesses should prioritise the task of educating customers about the advantages of sustainable goods and practices. This includes strategies for storytelling, interactive tools, and instructional initiatives that emphasise the ecological consequences of customers' decisions.
- Policymakers should persist in supporting ecologically conscious initiatives via financial assistance, advocacy for renewable energy, and the allocation of resources for the advancement of sustainable infrastructure. Moreover, the implementation of policies that incentivize enterprises to embrace sustainable practices might have advantageous outcomes.

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