



**Green Marketing in the UK: The sustainable digital advertising as an Influence of customer purchase decision.**

**Thesis**

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## Abstract

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<p>The thesis investigates how sustainable promotion influences consumers' purchase decisions in the digital market. The author aims to thoroughly investigate the various elements of consumer purchasing decisions, considering sustainable digital promotion as the primary influence.</p> <p>In summary, the research was to thoroughly understand the issue of sustainability and the impact they have on the lives of consumers, taking advertising as a focus since it is considered that advertising is the main factor that generates an attraction and incitement to make purchasing decisions and more in such an interconnected era, That is why the research of sustainable promotion focused only on the digital market, also to have a vast knowledge of how technology has now also influenced purchasing decisions as well as the impact of the environment by the emission of carbon footprint.</p> <p>In addition, the research is developed so that the reader generates awareness of how green marketing practices have evolved and why these practices can cause positive changes in the environment and society, influencing purchasing habits for both consumers and companies by knowing the impact of sustainable promotion in digital media. It is also important to mention that in the reading of the thesis, there are cases of two countries, Mexico and the United Kingdom, where the application of sustainable promotion in digital media is presented, each with a different level of development so that the reader knows the presence of sustainable practices in a developed country versus a developing one.</p> <p>The development of the thesis is a research based on quantitative analysis where in the theoretical framework in the theoretical framework, definitions of green marketing, greenwashing, sustainable promotion, digital market, and programs related to the prevention of carbon footprint are explained. This intends to subsequently conduct qualitative and quantitative research based on questionnaires for the Mexican and British markets on sustainable promotion, promotion in digital networks, ethical awareness, and brand choice for sustainable promotion practices.</p> <p>In conclusion, both the development of the thesis and the results of the surveys showed the influence and importance of sustainable promotion in consumers' purchasing decisions, the great concern generated when companies apply these practices, and what has been consumers' reactions to this.</p>
<b>Keywords</b> Sustainable Advertising, Customer Decision of Purchasing, Environmental Impact, Emotional Brand, Ethical Awareness, Digital Marketing, Green Marketing.



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# 1 Introduction

This is a research-based undergraduate thesis for the Globba International Business Bachelor's Program developed at the Mondragon University Mexico in agreement with the Haag-Helia University of Applied Sciences, specializing in Market Research Methods. The following project aims to introduce the topic of sustainable advertising to understand the development of the subject as well as its background to identify how much impact and influence it has on the consumer's purchase decision with responsible actions that companies carry out to convey their message to the potential customer and also generate an awareness influence on consumer emotions through the promotion of their brand, focusing on sustainable advertising in digital marketing as a trigger to identify what impact it has for both the consumer and the sustainability of their promotions. Therefore, the author will guide the development and analysis of the topic along with the respective research questions. The international aspects will be related to the development of the thesis based on the United Kingdom to compare sustainable advertising in Mexico against the respective country, as well as the carbon emissions that the companies generate the digital marketing promotion and how sustainable advertising influence the purchase decision of consumers and contribute to benefit the planet and the consumers as well as solving the information in the development of the investigation.

## 1.1 Background

Currently, there are movements about the environmental impact of our planet. These have been generated by the message conveyed by companies with advertising campaigns that impact people's emotions. In the past, advertisements aimed to significantly impact consumers' feelings, attracting them without any awareness of helping the environment. Today companies focus on satisfying customer needs and, at the same time, creating products that help the ecosystem, generating awareness and visually influencing the consumer to be part of the movement by buying the brand through sustainable promotional ads for products or services. Therefore, companies need to integrate, *Sustainable advertising in digital marketing as an influence on purchasing decisions*. To generate awareness of the situation of our environment and the impact that advertisements of sustainable products have on consumers' emotions when choosing the brand with green marketing.

It is essential to work with business sustainability, focusing on advertising and promotion in digital marketing by adapting new behaviors that bring a better future to any global resources for the following generations since everyday companies benefit from the changing behavior of consumers. Therefore, it is crucial to create new marketing strategies to encompass "sustainable advertising" in companies in digital marketing, shifting the focus from short-term profit to long-term success.

Sustainable advertising encompasses the product, sustainable strategy, and brand image. However, companies that practice sustainable advertising are becoming more attractive to consumers who share these values and influence others also to do the same as a company; they must ensure consistency when delivering their message of what the business or brand is doing to be sustainable in the digital area and be specific with the message they want to convey through product promotion (Theisinger 2020).

The first characteristic of sustainable advertising is the promotion of a product or service in digital channels; however, they seek to make consumers aware of the importance of the environment and the impact they can contribute to purchasing it. The promotions of sustainable products make a call of attention so that the consumer joins the cause by buying products that positively influence emotions of happiness or fulfillment by acquiring a product or service that helps the planet.

According to the United Nations Environment Program (UNEP), only 2% of the GDP represents the market with sustainable advertising, and this includes people who, to a lesser degree, are related to the purchase of green items, accepting that somehow it is necessary to support the environment from the message that companies communicate to impact the emotions of buying consumers (Forbes 2015). However, advertising campaigns have grown from companies aware of the importance of sharing their sustainable orientation through their message. On the other hand, there are still some businesses that have not recognized the significance of the environmental preservation

The digital world has had a growing appearance in the market. According to the business dictionary, digital marketing is the promotion of products or brands through various means of electronic communication; this keeps companies connected with customers through digital media to communicate the message and make sales. (Robles 2020). Nowadays, companies try to reach consumers' minds and the heart of consumers through digital marketing, but how sustainable is the promotion of the environment? As a result, how much influences the consumer's purchase decision?

Green marketing helps to improve creative production in brands, which is essential as it can offer the opportunity to significantly reduce production costs and minimize environmental impact, increasing public awareness about the participation of industries due to climate change when advertising organic products, giving as a benefit positive result by green consumers around the world. However, sustainable advertising has helped the competitive level of brands increase due to consumer demand by wanting to actively participate in acquiring sustainable products through brand recognition in advertisements that precede the same objective. Clickon, shared a survey showing that the two most significant leaders in advertising, the UK and the US, consider sustainable advertising a fundamental part of their business (Newsroom 2021).

## 1.2 Research Question

The main objective of the research is to publicize how sustainable advertising in digital marketing influences consumer emotions to decide to choose a sustainable brand instead of a brand that does not take the corresponding measures to promote its products or services to support the environment focusing on the UK, the first country that supported sustainable promotion, this intending to get more brands from other countries to join the cause by ethically promoting sustainable products.

The research question: ***How does sustainable advertising in digital marketing influence the consumer's purchase decision?***

In order to develop and achieve the objective of the research question, the following investigative questions were formulated.

**IQ1. What is sustainable advertising?**

**IQ2. What factors influence the consumer's general ethical awareness in their purchase decision?**

**IQ3. Is the customer conscious of the difference between sustainable advertising products and carrying out sustainable advertising?**

**IQ4. How does digital marketing influence the consumer's purchasing decision on sustainable products?**

The following table presents step-by-step outlines of the matrix overlay to specify and identify the research process, including the research questions. The table includes advice on how to fill it in.

Investigative Questions (IQs)	Theoretical Framework <sup>1</sup>	Methods	Interview/Survey Questions	Data Analysis/ Results
IQ1. What is sustainable advertising?	Theory of sustainability in advertising.	Investigative Research  Surveys of qualitative and quantitative data on sustainable advertising	What is sustainable advertising mean to you?	2.2

<p>IQ 2. What factors influence the consumer's general ethical awareness in their purchasing decision?</p>	<p>Theory of ethical awareness  Theory of emotional brand</p>	<p>Qualitative and quantitative survey data with consumer</p>	<p>From your perspective, how much do brands digitally promote a product or service to transmit ethical awareness?  What elements of sustainable advertising influence your purchasing habits?</p>	<p>2.1.1</p>
<p>IQ3.  Is the customer conscious of the difference between advertising sustainable products and carrying out sustainable advertising?</p>	<p>Identify the difference between promoting sustainable products and making a sustainable advertising</p>	<p>Investigative research</p>	<p>In your opinion, what is the difference between sustainable promotion and promoting a sustainable product?  Would you be a customer for a brand that makes sustainable advertising instead of a brand that does not?</p>	<p>2.2.1</p>
<p>IQ 4. How does digital marketing influence the consumer's purchasing decision?</p>	<p>Theory of Digital marketing</p>	<p>Investigative research</p>	<p>What do you think about sustainable advertising in digital marketing?</p>	<p>2.1.3</p>



	<p>Social media channels</p> <p>Theory of footprint production in digital marketing (Including the UK)</p>		<p>What elements of sustainable digital advertising influence your purchasing habits?</p> <p>What are the broadcast channels that attract you most choosing a brand?</p>	
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### 1.3 Demarcation

The thesis will include an overview of the importance of sustainable advertising in digital marketing, how it has impacted our planet, and how it has influenced the consumer's purchase decision to choose sustainable brands instead of those that do not share ethical responsibilities. It will also include some topics of an emotional brand, ethical awareness, and how sustainable promotion in digital media has been successful in brands as well as the impact it has generated for more companies and people to join the movement focusing on how the UK has applied sustainable advertising in their country and what have been the results and the impact it has generated in other countries.

The author will include a difference between advertising sustainable products and carrying out a sustainable advertising focus. However, the focus will be on how brands carry out their sustainable promotion in digital marketing and the emotional connection that consumer feels with a brand that can play a crucial role in their decision-making process to choose and purchase that particular brand over others.

### 1.4 International Aspect

The topic of the thesis has an international focus since it will be based on how the United Kingdom applies its digital promotion models to help the planet and how this positively impacts the consumer's purchase decision. The international aspects are fundamental for the research process to solve the

thesis through developing surveys, data analysis, and qualitative and quantitative surveys of the subject countries, Mexico and the UK, in addition to implementing informative text to raise awareness and clarify the difference between sustainable digital advertising and digital promotion of sustainable products, as well as the influence that both have on the consumer and the impact it has on the environment.

### 1.5 Benefits

The topic of the thesis as well as the research process of the theory is both an academic and business benefit as it will demonstrate the correlation between sustainable promotion and purchase choice in different countries. The data will be obtained to fulfill the objective and answer the research question. The benefit of a business approach is derived through the customer's relationship with the brand and the implementation activities of sustainable advertising in digital marketing in more companies. In addition, as the reader goes deeper into the subject, it is expected to generate a beneficial awareness to acquire a better understanding of the needs and emotions that the company renders to a customer when carrying out sustainable advertising in the digital market as well as the impact that both parties cause to the environment.

The development of the thesis will introduce the evolution of digital sustainable promotion and the impact it has on the company, the customer, and the environment. The benefit, focusing on the consumer, will be because it is expected to generate a level of awareness of the environmental impact and will also have a beneficial influence on the purchase decision or brand choice.

### 1.6 Risks & Risks Management

The following table will present the common risks that can develop the investigation of the subject as well as obstacles or difficulties in the process.

Risk	Issue	Probability	Impact	Management method
Lack of information	There is no specific information on the selected topic when conducting the research.	1	Medium	Look for more methods such as web pages, theses, books, biographies, and articles that can help support the thesis.

Clarification on the subject	That the selected topic can change, losing the focus of the objective or final result of the topic	5	Medium	Make the thesis as simple as possible so that unnecessary topics are not confused or included.
Haaga-Helia does not accept the thesis	The risk that the topic will not be accepted, and you will have to change and modify the theme	3	High	Carry out the thesis with the model and evaluation criteria of Haaga-Helia.
<b>Parameters</b>				
Probability;	[1] Lower Probability	[3] High Probability		
Impact;	(Low, Medium, High)			

## 1.7 Key Concepts

The key concepts will help us to process better and easier the information of the thesis. Therefore, a description of specific words that will be part of all the research work and allow a better understanding of the topic throughout the theory will be made.

- **Sustainability:** In the broadest sense, sustainability refers to continuously maintaining or supporting a process over time. In business and policy contexts, sustainability seeks to prevent the depletion of natural or physical resources so that they will remain available for the long term. (Thomas Daniel, 2022)
- **Sustainable Advertising:** Sustainable advertising or sustainable marketing, as much better known, is the process of communicating your commitment to sustainability to your customers, employees, partners, etc. (Green Business Bureau 2022).
- **Green Marketing:** Green Marketing is seen as a subset of activities with a narrow field of action in an “end-of-pipe” view (Ottman 1993); the focus is on specific environmental problems (such as air pollution or natural resource depletion) and industries, with few companies and consumers changing their behavior. Peattie defined this new idea of Green Marketing as “the holistic management process responsible for identifying, anticipating and

satisfying the needs of customers and society, profitably and sustainably” (Peattie, 2001b, p.141).

- **Digital marketing** Is the use of digital channels to promote a product or service (Alexander Lucy, 2022).
- **Consumer behavior:** This is the actions and decisions-making processes that consumers engage in to satisfy their needs, wants, or desires and how their emotional, mental, and behavioral responses influence their purchasing decisions. (Dudovskiy John, 2011r).
- **Customer decision of purchasing:** Consumer Decision Making is choosing products and services for consumption among various alternatives. It is the initial step in understanding consumer behavior (Anjali, J. 2022).
- **Emotional Brand:** Emotional branding is forming a relationship between a consumer and a product or brand by provoking their emotions. Marketers achieve this by creating content that appeals to the consumer’s emotional state, ego, needs, and aspirations (KC Karnes, 2013).
- **Environmental Impact:** Environmental impact refers to the direct effect of socio-economic activities and natural events on the components of the environment (OECD, 2001)

## 2 Theoretical Framework

This chapter presents the key concepts that make up the theoretical framework as the basis of the research work and the foundation of knowledge to solve the thesis and have a more in-depth vision of the development.

The research process of the selected topic aims to impact companies to join the application of sustainable promotion to emotionally influence the consumer's purchasing decision, thus generating a positive change in the environmental impact. Therefore, it can be shown in the following figure a visual theoretical framework divided into three main categories that encompass the main elements to develop research and answer the research questions.

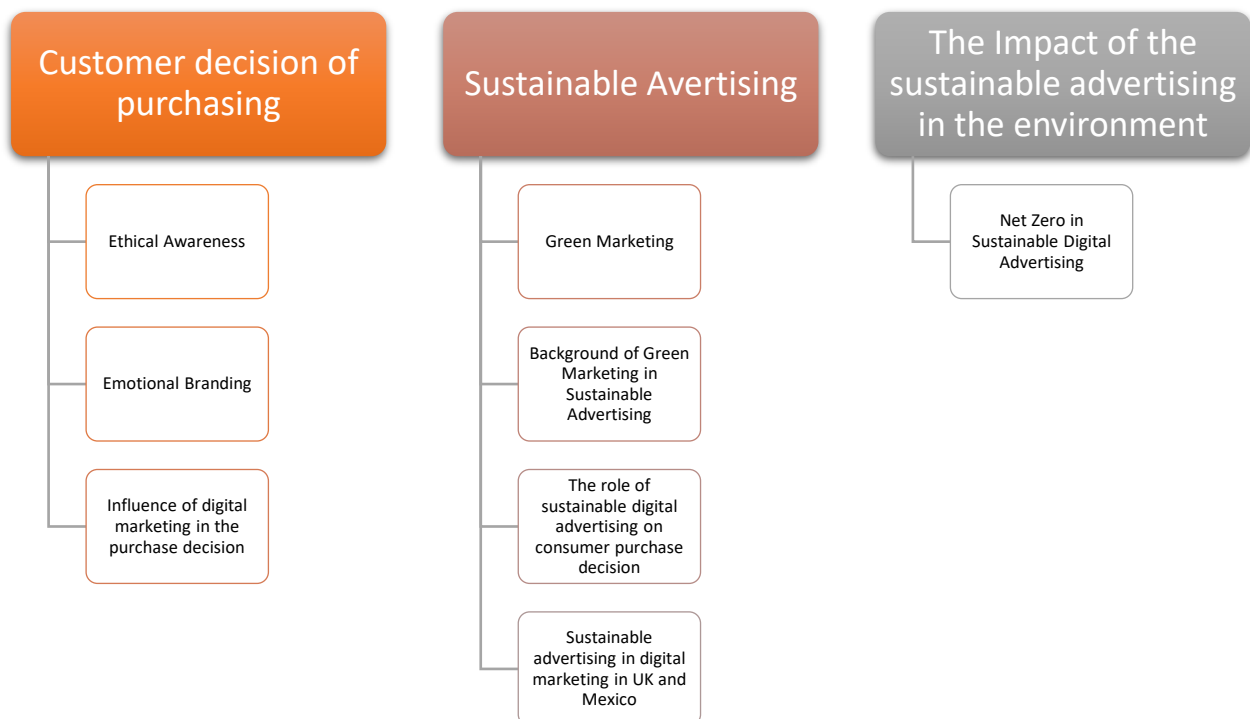


Figure 1. Theoretical Framework Chart (Author, 2022).

## **2.1 Customer decisions of purchasing**

The decision to purchase is a process in which consumers identify and become aware of their needs. However, their purchase decision is determined by several factors. To understand customer purchasing decisions, focus mainly on sustainable advertising (Lucid Content, 2023).

Some aspects, such as ethical awareness and emotional branding, will be addressed and considered influential factors in the consumer's purchase decision. Therefore, companies can implement strategies to create an emotional connection between the brand and the consumer and understand more about why the consumer decides to buy a product or service.

This aspect generates advertising strategies so that the consumer chooses their brand over another, considering ethical awareness as an important influence on the consumer's emotions to make the final decision.

### **2.1.1 Ethical Awareness**

Ethics is a set of moral principles that interfere with daily activities and refers to a derivative of religions, philosophy, cultures, rights, responsibilities, right or wrong. Consumers tend to be more friendly to the environment, so consumerism has become increasingly demanding because now they no longer buy something that looks beautiful and makes it feel good. In these times, trends have developed a degree of ethical responsibility where products are analyzed for their packaging, their process, the nutritional value of food, and how it affects or helps the planet (Uusitalo & Oksanen, 2004).

Thus, the customer tends to follow an utterly moral path of consumerism. Most ethical shoppers focus on conflicting fundamental inequalities, such as child employment, environmental pollution, or harming animals by testing and experiments. However, consumers may find it challenging to consider several ethical aspects simultaneously. Interest develops in ethical buying more when consumers can connect to that act or influence their and others' lives by choosing products. To make such choices, buyers need appropriate knowledge and awareness of their goods and ensure they are getting them ethically (Uusitalo & Oksanen, 2004).

Therefore, the focus on companies has had to be modified to become socially responsible both for their customers and for the environment because now the preservation of the environment through saving natural resources is essential for the lives of consumerists, so the strategies to achieve ethical commitment are based on two aspects; The first is how you convert the raw material into a

sustainable product and finally the way or the means you use to convey the message to the consumer (Burkle & Sandra, 1993).

### 2.1.2 Emotional Branding

Emotional branding is forming a relationship between a consumer and a product or brand by provoking their emotions. Marketers achieve this by creating content that appeals to the consumer's emotional stage, ego, needs, and aspirations. Emotional branding aims to form a relationship between a consumer and a product or brand by provoking their emotions.

Emotional advertising can be very effective because each ad contributes to the moving brand strategy to create structural integrity. Many companies make emotional ads in response to significant events while promoting their products or services. Aristotle mentions three elements of marketing techniques fundamental to persuasion and obtaining a powerful brand: ethos, pathos, and logos, as shown in Figure 2 (Karnes Kc, 2020).

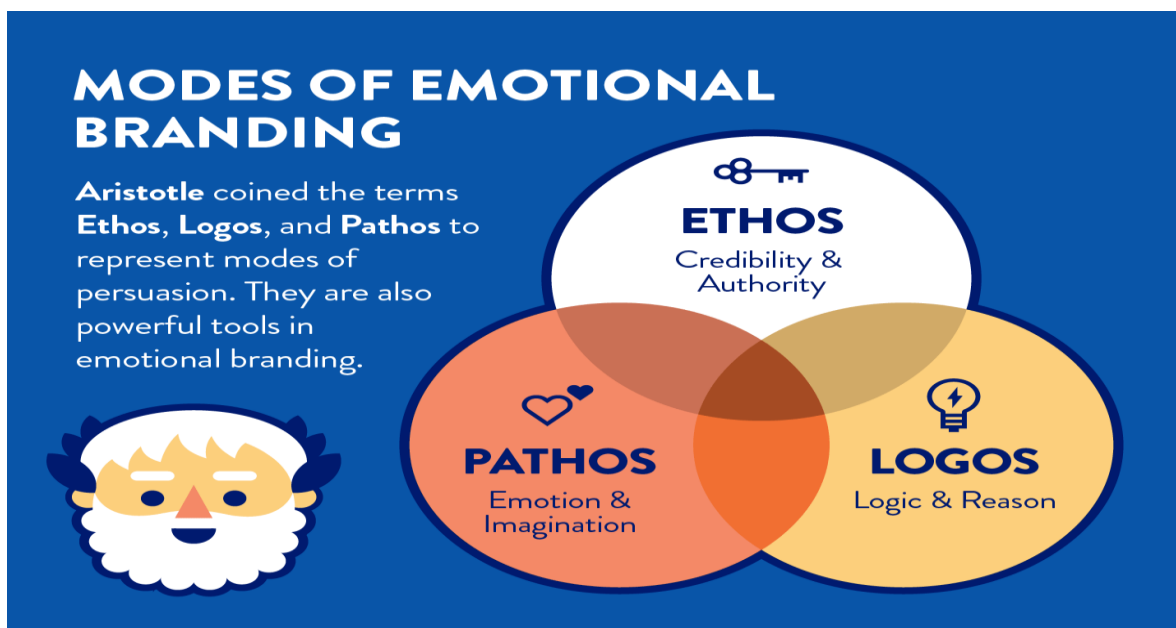


Figure 2: Modes of Emotional Branding (Karnes Kc, 2020).

Industries, businesses, and small businesses think that the most crucial stage in the customer's buying process is when the sale closes and the customer hands over the money. Nevertheless, the most important thing is how to influence consumer behavior for purchasing decisions. Most companies utilize neuromarketing, a field of research that studies human cognitive and affective responses, helping companies and marketers understand and decipher robust statistics to know and reach their audiences.

Humans process images 60,000 times faster than text, and 50% of a brand experience is based on emotion. (Karnes Kc, 2020). Consumers do not just decide to buy. The consumer's decision-making process occurs through awareness and identification of their needs. Various factors determine a customer's purchasing behavior, and companies must focus on optimizing specific steps to understand the customer's needs and thus optimize their sales strategies.

The identification of needs is the most critical stage in the purchase decision. Needs arise for two reasons: For internal stimuli such as primary markets, eating, sleeping, and emotions. The second is given by external stimuli such as seeing an advertisement, cravings, smells, colors, etc. Each sale begins when a customer realizes he needs a product or service, so customers start to search and know their options and thus evaluate the best alternative.

During this stage, the behavior in the search becomes action; once their need is identified, they look for and consider options. The purchase action comes to the fore; after that, consumers believe whether it was worth acquiring that product or service if it met their needs and whether they would recommend it.

If the company is booming throughout the process, there is more chance that the customer will choose his brand place of another. As a result, the purchase decision process is more straightforward because he already recognizes the brand by satisfying his needs (Aimee Millwood, 2021).

In the book "How Customers Think": Essential Insights into de Mind of the Market, written by the teacher at the School of Business of Harvard, Gerald Zaltman, he says that 95% of our purchasing decisions take place in the subconscious. Emotion is the most extraordinary impulse of the subconscious, meaning that 95% of all purchasing decisions occur due to an emotional connection. Marketers use Emotional Brands all the time to influence decisions and make the consumer generate an emotional connection with the brand through emotion-based advertising campaigns that target feelings of self-esteem, acceptance, and status.

### **2.1.3 Influence of digital marketing on the purchase decision**

The internet has generated millions of opportunities for companies that want to increase their online sales opportunities. Digital marketing channels can increase the number of customers, attract them and be able to recover and increase their return on investment (ROI). Digital marketing, in most cases, has replaced traditional marketing, as it covers a range of global markets, implementing marketing and reducing costs.



The development of digital marketing has changed how brands and companies use the technologies and digital channels that companies perform to do their marketing activities. Therefore, digital marketing campaigns are integrated into digital platforms for people who use digital devices as an electronic communication channel.

With this, it can be defined that digital marketing is the sale and purchase of information about products and services through electronic means to help marketers so that products or services can reach users through dissemination channels such as online advertising, social media marketing activities, emails, electronic platforms, etc. (Badu-Acquah Bernard, 2021).

In digital marketing, social media is a new trend and a fast-growing method to reach specific consumers in an automated way. This type of marketing complements traditional promotion strategies on the web, thus helping companies to generate greater recognition for their brands and, at the same time, obtain information about the needs and desires of customers. (Nur Emrinaldi, 2021).

Social networks are a means to transmit advertising messages and implement conversational participation through platforms such as Facebook, Instagram, Twitter, Tik Tok, LinkedIn, and Youtube. According to marketing specialists, these platforms are the most used by consumers since these applications based on web 2.0 technology allow you to create and exchange content (Kaplan & Haenlein, 2010).

Online advertising is a form of promotion that conveys specific and engaging messages that influence the customer's emotions by convincing them to decide to buy. One of the most competitive advantages of online advertising is promoting products or services that can reach potential consumers worldwide and make it easier for companies to update their products, services, and information. That is why it is vital in digital marketing (Lim et al., 2011; Afzal & Khan, 2015).

At this point, the question arises: How does digital marketing influence the purchase decision? Quiroa, in 2019, mentions that consumer behavior from the point of view of marketing represents a set of processes that people perform from the moment a need arises until it is satisfied. Digital marketing uses various tools through social networks, email, websites, message platforms, and online advertising. Those digital channels allow you to identify and define what your customers want and need and thus improve the consumer experience and the positioning of the service or product. (Qazzafi, 2019).

A campaign that projects assertive communication with customers will improve the process of retaining information, to make the purchase decision more attractive and accessible through audiovisual content as a digital strategy, thus increasing confidence and transparency in the

business and reputation brand that helps to influence the consumer's purchase decision (Rendón D, 2018).

## **2.2 Sustainable Advertising**

This part will address issues focused on sustainable promotion concentrated solely on digital marketing and how green marketing emerged and was used in sustainable advertising to understand how sustainable brands stand out in ecological practices to increase their value and impact consumer purchasing decisions through their promotion.

To talk about sustainable advertising, it is essential first to know what sustainability is and what advertising is, and how both go hand in hand when generating a positive impact on the environment and an emotional connection with the consumer. According to the Cambridge dictionary, sustainability is long-term, the ability to constantly generate growth without depleting natural resources or polluting the environment.

On the other hand, advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence the people who receive them, as defined by the UK Public Association. In today's world, advertising uses all possible means to convey its message. It does this through television, print media (newspapers, magazines, newspapers, etc.), radio, press, online channels, direct sales, billboards, advertisements, competitions, sponsorships, social media, posters, clothing, events, colors, sounds, images, and even people. (The economics time, 2023).

Dangelico and Pontrandolfo describe sustainable advertising as the application of advertising messages that promote sustainable goods or services and information to stakeholders about the company's social, environmental, and economic sustainability efforts. However, the focus is on the content of 'green' messages, the impact of eco-labeling, and consumer reaction to green advertising (Sander, F. & Fôhl, U. & Walter, N. 2021).

Mentioned that sustainable advertising will be focused on digital marketing because it is the reason for the growing awareness of the impact that advertising has on the environment and society. Digital advertising has the potential to be a powerful tool for promoting sustainable practices, but it can also contribute to environmental and social problems.

### **2.2.1 Green Marketing**

Green marketing is the practice of promoting products or services that are sustainable and ecological. Companies that invest in green marketing obtain a higher degree of customer loyalty and a positive brand reputation while helping to protect the planet by increasing sustainability in their

companies. Green marketing also helps raise awareness of environmental issues and encourages consumers to make more sustainable choices when choosing and consuming a brand (Nuñez Jesus, 2022).

Green marketing should not be confused with Greenwashing. Greenwashing is a marketing strategy some brands use to communicate that their products respect the environment when they are not doing responsible practices or helping the environment. Since the processes and content of the products remain the same, the communication of the product is the only thing that changes (Hayes Adam, 2023).

Green marketing does not only refer to promoting or advertising products with environmental characteristics. It satisfies customers' needs and minimizes environmental impact and harm (Nuñez Jesus, 2023). That is why it tends to associate this concept with terms such as recycling, environmentally friendly, or refillable.

However, this concept is more comprehensive, as it also involves product modification, changes in the production process, brand adaptation, and alteration and improvement of the advertising approaches. It also implies marketing activities' consequences on pollution, environmental degradation, and energy consumption. It provides a different perspective on the general marketing concept, as it no longer focuses on society's concerns but on global ones.

Therefore, it also helps to improve creative production in brands, which is vital as it can offer the opportunity to significantly reduce production costs and minimize environmental impact, increasing public awareness about the participation of industries due to climate change when advertising organic products giving as a benefit positive result by green consumers around the world.

In addition, sustainable advertising has helped the competitive level of brands increase due to consumer demand by wanting to actively participate in acquiring sustainable products through brand recognition in advertisements that precede the same objective. Click on shared a survey showing that the two most prominent leaders in advertising, the UK and the US, consider sustainable advertising to be a fundamental part of their business, as in Figure 2: (Newsroom, 2021).

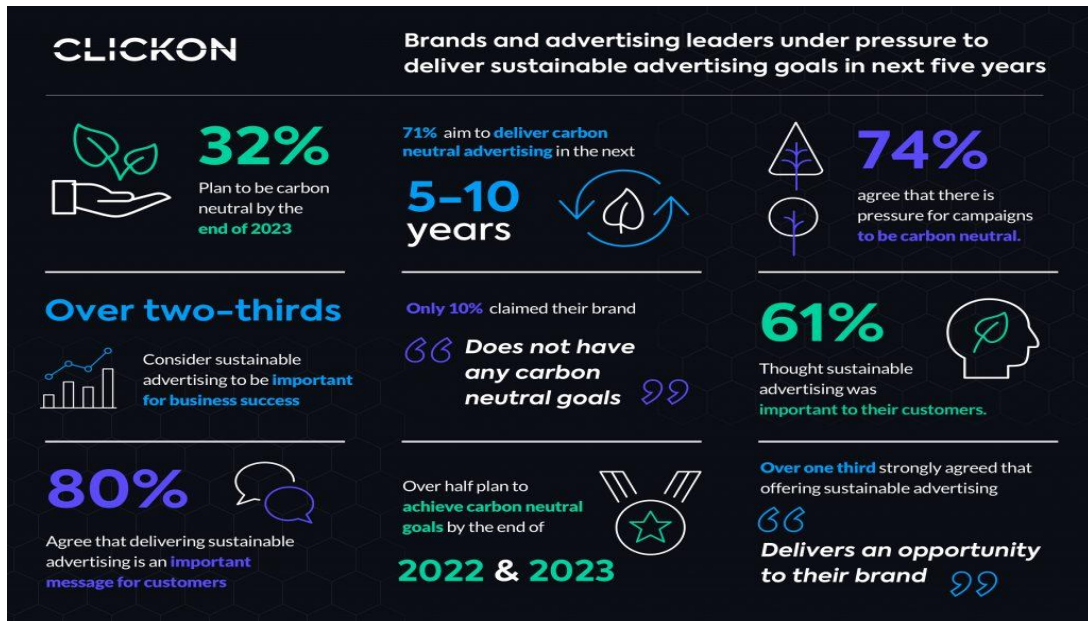


Figure 3: Brands and Advertising leaders (Marcommnews, 2021, 2020).

In the last year, 28% of consumers have stopped buying certain brands or products due to ethical concerns with the sustainability of products, starting mainly with promotions where they were made known. Moreover, 34% of consumers have chosen a brand with sustainable environmental practices or values (Theisinger Leon, 2021).

### 2.2.2 Background of Green Marketing in Sustainable Advertising

Throughout the decades of the 60s and 70s, society begins to perceive a growing concern for the impact of consumption and production patterns on the environment. However, it was not until the late 80s that the idea of Green Marketing was established for the first time (Rajeev, 2016).

Apart from the new trends of sustainability, the new concept has been called Green Marketing, also known as Ecological Marketing or Environmental Marketing, which traced a before and after thanks to the commitment to innovation and development to generate a positive impact on the environment and consumer purchasing decisions due to the growing recognition of the effects of companies on the environment. Therefore, it has been used as a tool in sustainable promotion as awareness of climate change grows. Consequently, it has been used as a tool in sustainable promotion as awareness of climate change increases.

This type of marketing emerged in the 1980s and early 1990s when many industries began to adopt marketing concepts and were increasingly evolving to combine certain types of tools with improving and conveying the message through the promotion of a product or service in a way that increased their commitment to developing strategies and focusing on advertising to generate an awareness

movement about the message that companies send to consumers, promoting an environmental cause in the consumer's purchase choice (Garg S & Sharma V, 2017).

An example of a company that carries out green marketing is Lush. This British sustainable cosmetics company has been operating for 90 years. It is currently present in 48 countries with 919 stores worldwide, maintaining its ecological commitment since all products are manufactured with natural ingredients and naked (without packaging). The company promotes its social responsibility by carrying out essential awareness campaigns whose profits are destined for different social causes (Shastri Aditya, 2021).



Figure 4: Lush fresh handmade cosmetics (Lush,2022).

To implement sustainability, World Commission defines sustainable development as the capacity that the human system has developed to meet the needs of current generations without compromising resources and opportunities for the growth and development of future generations. (CCGS, 2014). When we refer to a sustainable concept, it refers to a product or process that takes care of the resources used today to ensure the existence of tomorrow, that is, for future generations, with the commitment to benefit the planet, commerce, and society, in other words, generate a common good.

In the world of ideas and forming emotional connections between the brand and the consumer, responsible marketing is responsible for transmitting messages effectively and congruently to generate a feeling of a conscious desire to the consumer in a reliable way. Sustainable advertising aims to create awareness and positive attitudes towards the brand and companies by informing, remembering, and persuading consumers to join the environmental changes and modify their purchasing behavior (Peattie & Crane, 2005). Also, reducing negative impacts on the environment and as a company generates more excellent value with actions that contribute positively to the lives of consumers and their planet by producing and delivering products or services responsibly; with all this, sustainable advertising comes in.

Designing sustainable advertising campaigns has benefits beyond promoting sustainable products. The difference between both is that sustainable advertising products refer to promotional items used to promote a brand or products manufactured with materials and processes that reduce environmental impact. On the other hand, the realization of sustainable advertising refers to the process of creating and disseminating advertising messages that not only seek to promote a product or service but also consider its social and environmental impact, and thus try to minimize its ecological footprint during the entire process, from the perception of the message to its distribution (Mathilde K & Vilde C, 2018).

The company's campaign for green products is by creating the role of green advertising, intended to increase public awareness of protecting the environment. Green advertising can convey promotional messages that appeal to the needs and desires of environmentally conscious consumers. The company's strategy in increasing the role of green advertising can be done by creating content concerned with environmental sustainability.

For example, companies can embed raw images and slogans that care about environmental sustainability to include the impact of a lack of awareness of ecological sustainability. In making decisions regarding consumer behavior, marketers must generate advertising strategies that provide positive information to consumers to generate a positive image of the brand in the minds of consumers so that the following action influences the purchase decision (Atlantis Press, 2019).

A study by OCU and Foro Nes showed that 73% of consumers already make consumption decisions driven by ethical and sustainable factors in Spain. In recent years, more and more customers have been looking for eco-friendly products, with a growing interest in vegan items, recycled packaging, or biodegradable components. According to recent data from Nielsen's agency's Global Study, more than 80% of consumers strongly feel that companies should help improve the environment and are willing to support brands that show an authentic commitment to green or sustainable marketing companies (Aglow, 2023).

### **2.2.3 The Role of sustainable digital advertising on consumer purchase decision**

Digital marketing is a valuable tool for sustainable promotion, in which the application of strategies implements the commercialization in digital media that allows communication or offers products or services to more people. Sustainable advertising in digital marketing can have a significant role on both customers and businesses. It refers to using environmentally and socially responsible practices in advertising campaigns.

Digitalization has reached almost all sectors of human life, and evolving information and communication technologies (ICTs) are found in people's day-to-day activities.

These modalities have allowed sustainability to advance in parallel with digital marketing. Hubspot defines digital marketing as using numerous digital tactics and channels to connect with customers online. Therefore, sustainable digital marketing can be defined as all ways to sustainably and ethically promote a product, service, or brand online with ecological awareness.

Digital marketing first seeks that brands address work activities and environmental issues before promoting them, and this means thinking about how sustainable digital marketing strategies can be generated to grow a community and generate income in line with ethics and morals to positively impact the planet and the consumers (Solene Rauturier, 2023).

Many brands over the years have given way to changes in how they promote their products or services to an increasingly informed, demanding, and aware consumer regarding consumption and the factors that drive environmental impact, thus promoting sustainability in their digital promotion. Companies have considered rethinking marketing strategies by offering a socio-environmental approach. In 2017, a survey by Cone Communication showed that 88% of consumers shared their intentional support for companies that support socio-environmental problems. Later in 2019, a Hotwire survey showed that 47% of internet users had abandoned products that went against their environmental values (Benedek, 2022).

The International Organization for Standardization ISO has implemented different international standards that establish an environmental management system in companies to obtain a balance while maintaining their profitability. The ISO 1400 standard is part of that ecological management that applies to the company to standardize the provision of services and products and simultaneously protect the environment. (John & Sons 2016).

Advertising has direct consequences through the emission of greenhouse gases by impact generated using paper, as well as the use of resources such as energy by transmitting messages through the internet, audiovisual media, and advertising screens. However, excessive use, consumerism, and transmission of uninformed content have generated a tremendous environmental impact.

The EESC (European Economic and Social Committee) calculated that 26.6% of advertising on social networks does not mention either the brand or the commercial intention, generating an excessive control of the emission of gases, so the European Commission carried out the application of Directive 2005/29/EC on commercial practices and misleading wind claims. In 2020, the EC cleaned the websites of companies that claimed to sell environmentally friendly products, where 42% of cases were considered unfair commercial practices. That same year, the European Union included for the first time an axis focusing on advertising responsibility to strengthen consumer protection against greenwashing (Thierry 2021).

Any sustainable advertising must be able to integrate into the environment, adapting to the needs that seek to be socially and ecologically responsible; for this, it must have an openness of sensitivity, long-term value creation, and a capacity for innovation and a sense of community integrating the following factors: Long-term sustainability, reduction of the ecological footprint, cultural and symbolic function, adaptation and integration to the environment and shared value (Garcia Jennifer, 2017).

## 2.2.4 Sustainable advertising in digital marketing in the UK

SCOPEN conducted a study in 2015 that analyzed the main trends in the communication, marketing, and advertising industry in which the United Kingdom and Mexico are integrated, as well as eight other countries where it turns out that the UK is one of the primary inventors in digital advertising in the world, leads digital advertising according to the SCOPEN report with a percentage of 40.7% compared to the global average of all the markets analyzed that represents 35.7%. Globally, two trends stand out. The first is focused on needs that prefer to work with integrated agencies (Argentina, Brazil, Portugal, Chile, and South Africa), and on the other hand, are markets that choose to do so with specialized agencies (China, Colombia, Spain, India, Mexico, and the UK).

In 2021, the United Kingdom (UK) was the largest investor in digital advertising in Europe, with an expenditure of 32,330 million euros. 95% of the inhabitants claimed that they had at least one mobile phone, so marketers took the opportunity to broadcast their mobile ads to reach their audience since, in 2020, 47.66% of the market browsed on Apple's Safari, and 41.15% surfed on Google's Chrome. (Statistics, 2021).

Statistical data on the digital advertising market indicates that the United Kingdom was the most significant digital advertising market in Europe compared to other countries in 2021, which can be seen in the following graph:

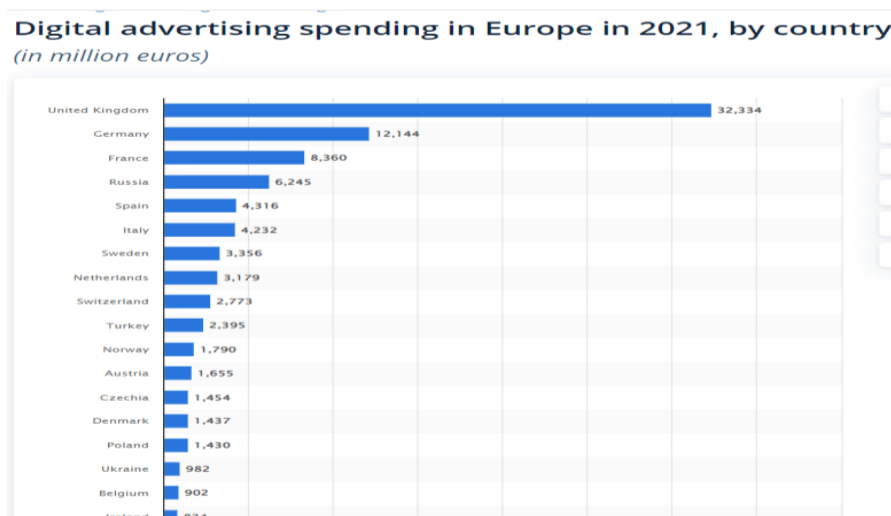


Figure 5: Digital advertising spending in Europe in 2021 by country (Statista, 2021).



In the online advertising market, publishers and social media platforms compete for audience share and ad spend, while technology providers of advertising technologies compete for revenue from intermediation services. The Internet advertising industry has grown as online media consumption has increased and advertisers have allocated more budget to the Internet. In 2017, internet advertising surpassed all other forms of advertising, as shown in Figure 6.

Figure 3.2: Share of total UK advertising spending by medium, 2017

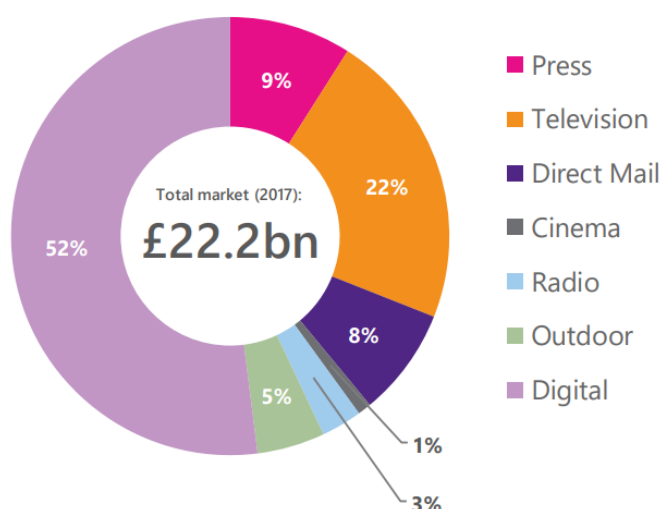


Figure 6: Share of total UK advertising spending by medium (IAB UK, 2017).

Digital advertising has become more complex in digital media consumption as it has been increasing, as has the negative impact on the environment due to the energy use required to support programmatic advertising. A topical online campaign emits 5.4 tons of carbon, almost half of what a UK consumer generates yearly. Meanwhile, 1 million video impressions have the same carbon footprint as someone flying from Boston to London back and forth.

The United Kingdom and advertising agencies maintain a long-term relationship of approximately 4.4 years, and this is due to various factors such as, for example, advertisers opting for stability due to the pandemic, agencies responding to clients' needs for social responsibility and sustainability in 2019 (La redacción, 2021). 87% of agency marketers and 61% of brand marketers in the UK believe that implementing sustainability in digital advertising is more important than the cost of media (Good-Loop, 2022). In addition, 90% percent of traders in the UK believe the advertising industry is responsible for reducing carbon emissions.

An example of an agency that responsibly communicates its message is:

**GROWFISH**, is a sustainable communication agency with the mission of producing planet-friendly marketing in the long term without an environmental footprint, aligning its efforts with the UN's sustainable development goals. The agency started in Barcelona but later set up its studio in London. Growfish helps companies grow by offering tools and services for ecological hosting, code, and content optimization, reduction of paper and plastic waste by implementing renewable energy, creating a greener website and implementing sustainable practices, and offering resources and alternatives that reduce their environmental impact for the company, the planet and people (Growfish, 2020).

**Good-Loop** is an ethical advertising platform that donates some of its proceeds to charitable causes. The company is a revolutionary approach to advertising that makes the connection between brands and people more meaningful. Its ad forms through 10 to 15-second skippable programmatic videos on premium publisher sites. Youtube unlocks a free donation funded by the advertiser and posts on Facebook, Instagram, and Snapchat, thus increasing the client's commitment to the planet (Good-Loop, 2023).

**Pure360**, a marketing automation platform that is committed to reducing its carbon footprint and promoting sustainable practice among its clients. La empresa aporta valor a otras empresas al crear contenido automatizado en tiempo y forma con el objetivo de usar tácticas específicas para centrarse los deseos y necesidades del cliente de manera responsable (Pure360, 2023).

**Unruly**, is a video advertising platform committed to becoming carbon neutral in 2022 and reducing its overall environmental impact. The venue is a pioneer in bringing emotional intelligence to the ad ecosystem; Unruly's innovative, multi-format tech, unique audience insights, and creative solutions also enable brands and agencies to engage global consumers in premium, brand-safe environments seamlessly (Unruly Group LTD, 2021).

The United Kingdom has made great efforts and invested significant amounts in integrating sustainability into the promotion of products and services of companies. These examples show that agencies also have implemented their attempt to help more companies join sustainable activities in the UK. It can be corroborated that sustainability significantly impacts companies to communicate their message responsibly, raise awareness, and influence consumers to buy responsibly through promotion strategies.

## **2.2.5 Sustainable advertising in digital marketing in México**

Digital marketing began to have a strong presence in Mexico. In 2021, the Latin American advertising market attracted investments of \$14,227 million, a recovery figure of 34.5% compared to 2020.

Online spending has become dominant in countries such as Mexico, Chile, Colombia, and Ecuador (Dataxis, 2022).

Since 2019, Mexico has led the regional advertising markets where interaction is handled mainly through television and digital media, where platforms such as AVOD and services such as FATS are located. The services like Disney, Netflix, and HBO are the best in content industries. Ad-supported video services are gaining space within digital revenues, accounting for 17.5% of spending in 2021. It can be seen in the following graph:

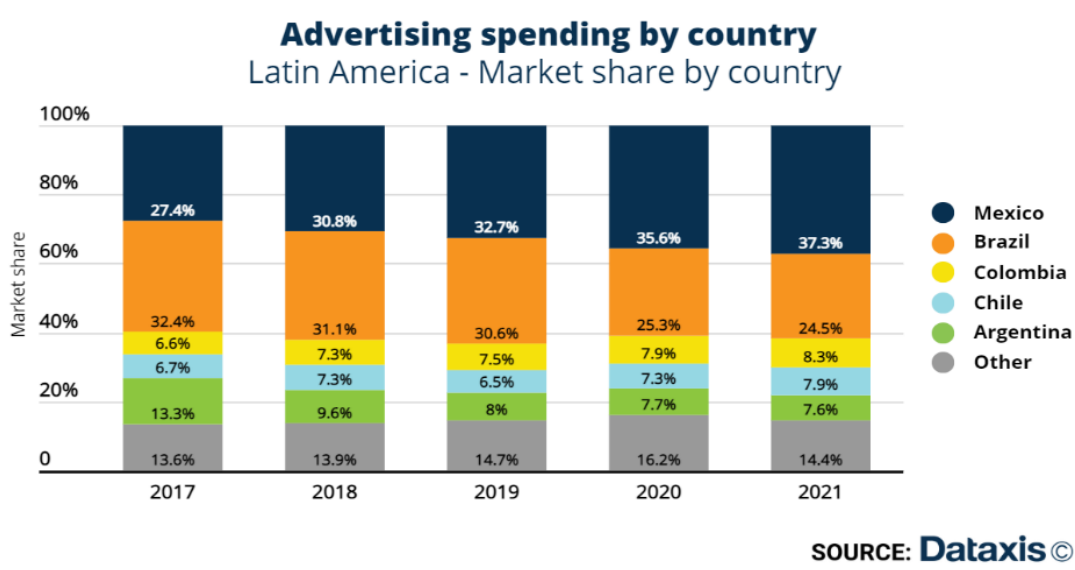


Figure 7: Advertising spending by country (Dataxis, 2020).

For a long time, mass advertising campaigns have been a factor in commercial growth and the impact on consumers' lives by their persuasion for consumerism. Mexico opened to international markets in the late nineties with the free trade agreement that allowed it to access new opportunities for consumption and global investment with greater competitiveness, which led to environmental deterioration. Like many other nations, Mexico has tried to improve its environmental image, but the money generated by foreign investment is needed to improve the country's environmental conditions (Conraud Eva, 2016).

Organizations that adopt a green conscience in their marketing strategies no longer visualize the consumer with an unstable appetite for the possession of material goods. Still, a consumer is concerned about the conditions of the environment where it develops and where ecological purchasing behavior is implemented, responsible for the willingness to pay a higher price by modifying consumption habits that influence the behavior of individuals (Rivas Arturo, 2016). That is why it is necessary to develop a new ecological awareness.

Environmental marketing campaigns are derived according to the availability of access to information in different media, visuals, etc. Most are developed by multinational companies interested only in positioning their product or service internationally or in maintaining a socially responsible position in the market in their environment (Conraud Eva, 2008). In Mexico, advertising with an ecological approach only represents a moderately adaptable strategy for companies.

Environmental advertising improves consumers' knowledge of the environment and eco-friendly products, helping them to make informed decisions about the products, services, or brands they consume. However, Corporate Social Responsibility (CSR) practices must adapt to the country region to be more effective. This means incorporating Green Marketing, such as emotional advertising campaigns that influence the consumption pattern determined by the country's culture, including those sales strategies.

The application of CSR is called by North American and European multinational companies, NGOs, governments, and unions, representing 36% in North America, 41% in Europe, and 48% in the Pacific countries. Latin America represents 9% and 19% of Asia. Therefore, there is a notable absence of responsible awareness of consumer practices in developing countries such as Asia, Central America, and Latin America (Govender J & Govender T, 2016).

In Mexico, the implementation of strategies where that incorporate Green Marketing in the promotion of products and services is almost new and scarcely developed, so at a minimum, the competitive level against more developed countries, as well as the impact on the awareness of Mexican consumers, is lower. Mexican governments believe that young adults between 18 and 25 are usually guided by their social and natural environment, influencing their knowledge of the market and their decisions buy me. However, green buying behavior signals a discrepancy between consumers' willingness to purchase and actual purchasing practices.

A Global New Product Innovation survey polled 30,000 online respondents in 60 countries, including Mexico. The survey revealed that 26% of consumers wanted greener products. Still, only 10% of consumers bought them due to a lack of implementation of green marketing companies and a lack of consumer awareness due to the poor sustainable promotion of products or services (Govender J & Govender T, 2016).

Data from ProMéxico reveal that from 2008 to date, they have managed to attract about 57 multinational sustainability projects abroad, generating investment of 15.4 million dollars and creating 22,000 new jobs. A "Green Thermometer" study was conducted by the consumer analysis consultancy Kantar Worldpanel where the organization segmented Mexican consumers into six types. 360° Green: Consumers with thoughts, attitudes, and habits are 100% focused on buying green products. Green Society: Green consumers are especially concerned about social problems.

Green Shopper: Consumers who increase their purchases of green products and believe in the concept. Green Pocket: They are interested in the subject but more concerned about their economy. Dream green: They dream of a better planet but only consider it cool to buy such products by trend. Zero green: The environment is not their priority, nor do they know about it. The study showed that 12% of Mexican consumers were in the Zero Green category, and the remaining five categories grouped 88% of the population. They represent Mexican consumers who are acceptable in some way that it is necessary to support the purchase of products, services, or brands that support the environment (Forbes, 2015).

### **2.3 The Impact of sustainable digital advertising on the Environment**

Digital advertising has become an essential part of the modern economy, with businesses of all sizes relying on it to promote their products and services. However, the rapid growth of digital advertising has also led to concerns about its environmental impact, particularly regarding energy consumption and carbon emissions.

Understanding how sustainable promotion impacts the background is essential to understand why consumers and companies are becoming aware and responsible when buying and promoting their products and services. Sustainable advertising increases consumer awareness and brings tremendous value to the brand, reducing environmental pollution and generating a positive impact. Therefore, in this chapter, we will talk about the impact that sustainable promotion has developed on the environment and the carbon footprint emissions generated by digital advertising.

Advertising and publication companies are in the sights of consumers since concern for the environment increases increasingly due to the harmful effects that have been developing on the planet. In 2017 an article published by Direct Selling News showed that modern buyers prefer conscious consumption where business practices have a responsible environmental impact associated with consumerism, the method of production, the way of distribution, the transmission of messages to transmit and publicize the brand, the product, or service, and consumer behavior.

Solitaire Townsend, co-founder, and chief solutions officer at Futerra, opened this topic in a TED Talk. During his talk, he pointed out that people only relate climate change to heavy industries and sectors such as mining and livestock. However, the industry of influence, which includes advertising and public relations agencies, management consultancies, corporate law firms, and lobbyists, also bears responsibility for the damage that has been caused to the environment.

The carbon footprint in advertisements is the first influential factor in advertising since it is part of environmental pollution because it is a constant presence in people's lives; advertising is everywhere, on the radio, on television, in promotional carters, digitally, etc. It is estimated that a

person can see between 6,000 and 10,000 advertising messages from brands since, for companies, advertising is an indirect way to communicate with the client. Therefore, advertisements produce a carbon footprint, which generates an environmental impact (Cepsa, 2023). This footprint is derived for various reasons, mainly from the advertised products, as advertising encourages consumerism and raises ecological costs.

Fifty-five consultancies noted that the digital ecosystem generates 3.5% of all greenhouse gas emissions. An advertising campaign generates 70 tons of CO2 emissions and every year, Purpose Disruptors and Magic numbers on Advertised Emissions prepare a study. This focused on the British market where, in 2019 and 2022, the industry's emissions would advertise rose by 11% and produced a 33% carbon footprint for each person who sees and receives an advertisement. On the other hand, it also influences how messages are transmitted.

Global online represents the 15% of ads from pages created to serve advertising without adding value to the brand. Therefore, this means that the message is sent but does not reach anyone, equivalent to 52% of emissions generated by sites. For example, GroupM, one of the largest brands in the purchase of media space, GroupM launched a coalition to decarbonize the advertising industry with a methodology that helps calculate the emissions of each ad and then generates recommendations to change the way of buying advertising, betting on fewer ads, but higher quality for the same results that help reduce the environmental footprint (Cepsa, 2023).

**SIGNIFICANT QUICK WINS POSSIBLE IN DIGITAL SUPPLY CHAIN**

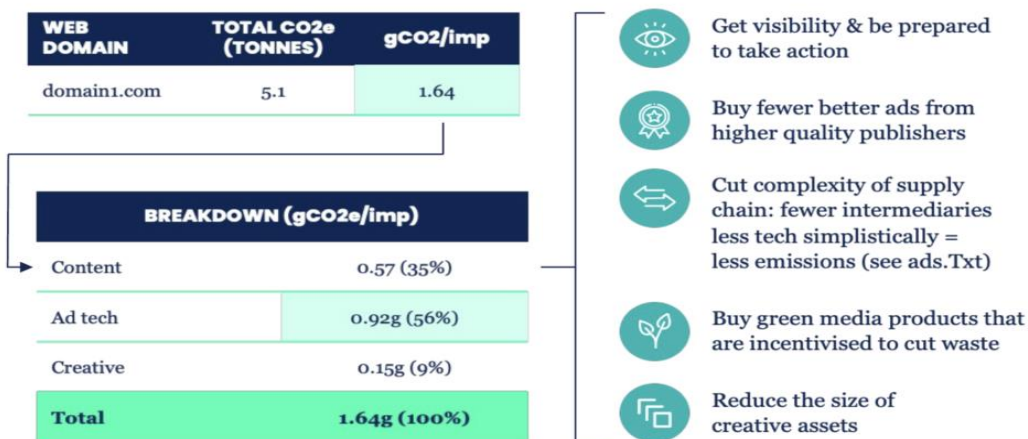


Figure 8: Significant quick wins possible in digital supply chain Adweek, (Kathryn, L. 2022).

### 2.3.1 Net Zero in Digital Advertising

Net Zero is a program launched in the UK in November 2020 by the Advertising Association, ISBA, and the IPA, which has more than 100 advertisers, agencies, and owners of commercial media and production companies. This program aims to establish plans for implementation in significant advertising markets to reduce carbon emissions from UK advertising operations to net zero by 2030, where companies commit to robust and verified intends to reduce their emissions using the power of advertising to accelerate the shift of more sustainable products and services to the consumer (Ad Net Zero, 2022).

The AD Net Zeto plan provides the following actions:



Figure 9: AD NET ZERO, (2022).

The climate emergency is the most impacting issue on the planet. Advertising companies play an essential role in driving change and reducing the carbon impact of the development, production, and execution of advertising to natural net zero, intending to balance the elimination of greenhouse gases with greenhouse gas emissions so that total net emissions are zero (The Economist, 2021).

Net Zero refers to a state where greenhouse gas (GHG) emissions are offset by removing the same amount of GHG from the atmosphere. Carbon emissions of greenhouse gas emissions are the total amount of GHG released into the atmosphere because of human activities such as burning fuels to produce energy, industry, deforestation, agriculture, and shipping. (University of Oxford, 2022).

When discussing carbon emissions, it is customary to focus on oil companies, automotive industries, airlines, or even large factories emitting a high volume of smoke. However, the internet uses the same carbon volume as the civil aviation industry. More than 60% of consumers are unaware that surfing the Internet generates carbon emissions, representing between 2% and 4% of carbon emissions on the planet (Contributor, 2023).

In all industries, emissions are divided into three types known as scopes. An organization's business activities cause scope 1 and 2 emissions. Scope 1 emissions with direct emissions, usually generated by facilities, vehicles, and buildings. The energy consumption creates Scope 2 emissions and travels from the power grid required to power Scope 1 (Dillon Grace, 2022).

Scope 3 emissions are generated by companies' supply chains that account for 90% of the total carbon waste of digital advertising industry organizations. The digital advertising supply chain is responsible for the energy used to promote and upload information to sites. The energy required to get 1 million ad impressions equals approximately one metric ton of CO<sub>2</sub> emitted (Dillon Grace, 2022).

The following image shows the sources of Scope 3 carbon emissions in digital advertising, which are divided into two groups: Actions and the programmatic supply chain:

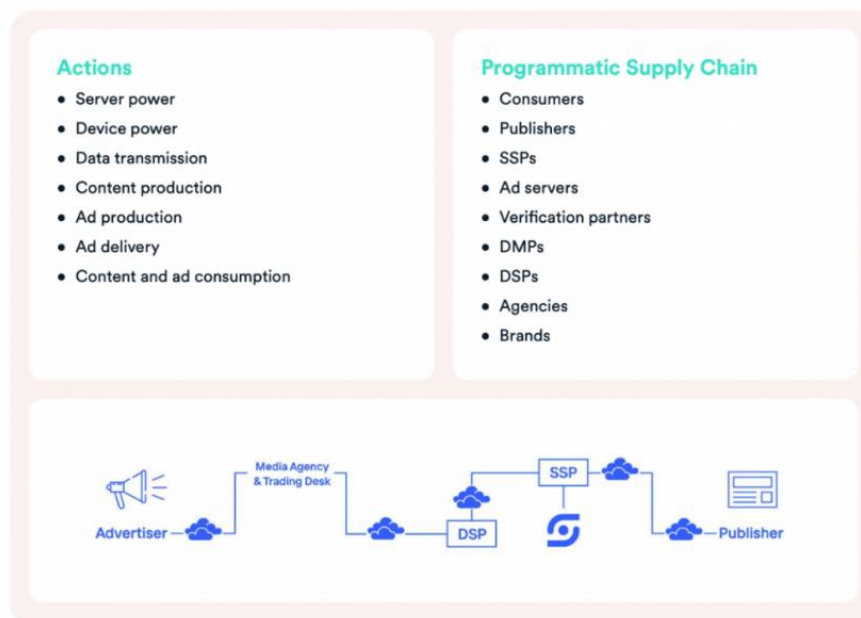


Figure 10: The primary sources of digital ad emissions (Dillon Grace, 2022).

Scope 3 generates four forms of emissions. The first is the production of ads and content when brands create internal ads through agencies or publishers to produce engaging content for users through cameras, microphones, lights, and computers. This category also includes how employees travel to and from production sites and use content creation materials.

The second is the user's impression; when a user uses their phone, computer, Tablet, TV, or any electronic device, the device consumes power from a battery or a power outlet, which produces carbon waste. Third is the ad delivery; once the user identifies with the advertisement, the amount



of Scope 3 carbon emissions is released depending on the advertisement's type, size, and duration. The ad's performance is captured and sent from the SSP editor and then DSP. Finally, performance reports are after the user acts, either accepting the offer, making the purchase, or signing up for a mailing list. In this process, the servers that store or send performance data generate carbon waste included in a company's Scope 3 emissions (Dillon Grace, 2022).

Once explained how carbon emissions in digital advertising occur, it is essential that companies are aware of the impact that general carbon emissions in digital advertising and respond to them to reduce the environmental impact and raise awareness among consumers of the importance of buying brands, products or services that support the cause. One of the ways to implement sustainability in digital advertising and avoid carbon emissions is to adapt to programs such as Net Zero.

### **3 Research Methods**

The research method of the thesis is based on the information cited by various authors to answer the research questions. According to the author, the focus of the research has a turn on quantitative and qualitative data collection, collecting numerical data and not numbers through surveys with a minimum of open-ended and multiple-choice questions to analyze the behavior of consumers in their purchasing decisions under the influence of sustainable advertising based on the answers obtained.

#### **3.1 Focus market**

The general to specific, 15 qualitative and quantitative questions were asked, starting from the consumers' perspective to know how much they know about sustainable advertising and which interaction channels most attract their attention. In addition, the survey is designed so that the respondents' answers complement the research development and answer the research questions.

The data collection was conducted by two surveys, one in English and the other in Spanish. The focus group is customers who live or have visited the UK and customers who live or have visited México. These two market segments were selected to have a greater and greater perspective of how consumer behavior, as well as the purchase decision in both countries, can be influenced by how the promotion of one country and the other is carried out, in addition to the knowledge they have of both Mexicans and British consumers about sustainable advertising and the digital medium by which it is more attractive for these two markets.

For the BBA Thesis, the information was based on surveys where the consumers' opinions were known and examples of sustainable and non-sustainable advertisements to identify the differences between those two components. This included statistics or data support about carbon emissions and the prevention by sustainable advertising focusing on companies in the UK, companies in México, and what consumers bring to this environmental phenomenon in the consumption and choice of brands that advertise sustainably.

To carry out the surveys, the Webropol platform, a free and easily accessible platform for Haaga Helia students and domains that were used to conduct and analyze survey results, among other things, was used as a support tool since the author considers it to be a helpful tool, easy to use, to ask the questions and with a variety of options to answer. In addition, the analysis of the results of this tool is easy to understand, so it is considered an essential element for the research method.

#### **3.2 Surveys focus point**

The sort of points of view of the survey's thesis will focus on the following:

- 1. Sustainable in the digital advertising of a product or service**

This point is essential when conducting surveys. It helps to better understand the perception of the two markets surveyed based on their answers on sustainable digital promotion and clarify if there is a deep knowledge of the issue and thus formulate a comparison of them.

On the other hand, the analysis ensured that the reader is informed about the subject and generates a self-criticism of how sustainable digital promotion impacts society's purchasing decisions and the environment.

## **2. Influence on the consumer's buying decision**

This point is important because, based on the information collected, questions would be raised that help analyze how sustainable advertising in digital media can influence to modify the consumption habits of consumers and therefore influence their purchasing decisions, as well as knowing how to identify how present is being the transmission of ethical awareness in consumers and how much influence the mind of consumers. Consumers implement elements such as transparency, social responsibility, brand reputation, eco-friendly messages, price, etc., in the transmission of advertising messages to make the final decision.

Information and examples from companies that carry out sustainable promotion are needed to develop the thesis. However, the data would be within the theoretical framework of the theory and examples of companies in the UK that carry out; green marketing, consumers who choose are interested in products with sustainable advertising, and consumers who are not aware of the impact and benefits of sustainable advertising but want to be informed for future purchase and also alternative promotions for the companies through surveys, open-ended questions, selection and multiple selections answers in the quantitative questions.

In the following figure, a detailed picture of the thesis research method will be described in detail.

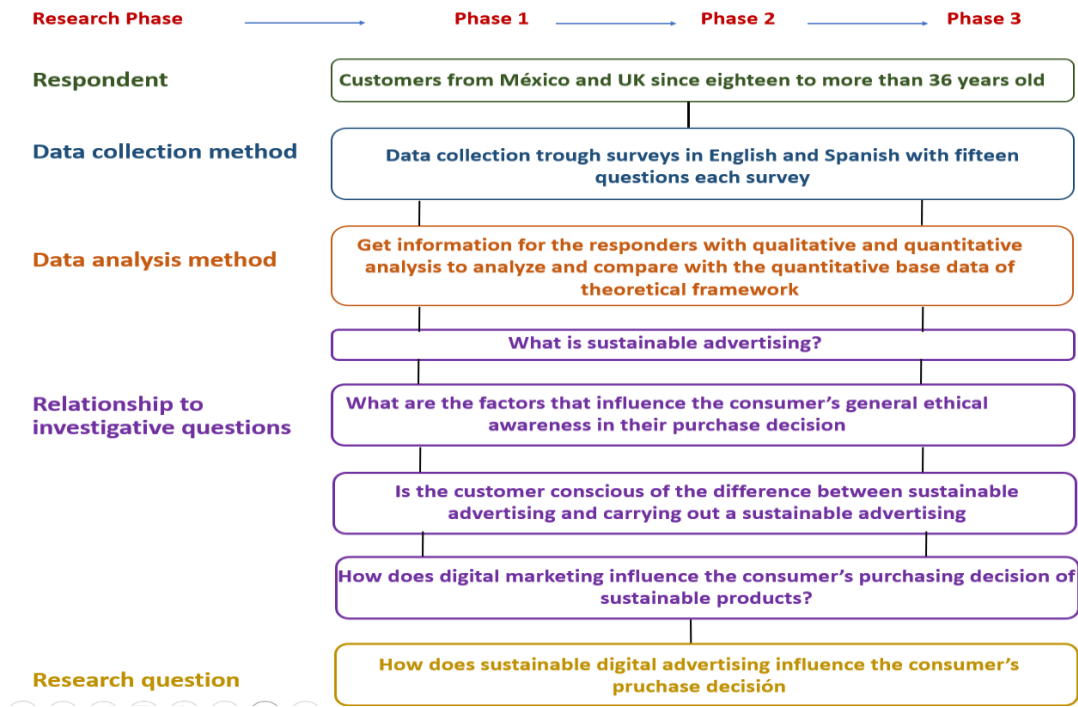


Figure 11. Diagram of Research Method of the thesis (Author, 2022).

### 3.3 Application of surveys

Surveys were sent to different audiences with a duration of between 3 and 4 weeks to collect as many respondents as possible on social networks such as Instagram, Facebook, WhatsApp Groups, Travelers' Organizations, Facebook Groups, and LinkedIn in the United Kingdom. In addition, the survey link was shared in different groups related to the segment of responsible consumption in the UK and Mexico with the expectation of achieving many respondents' reach in social networks. An investment of 20 Mexican pesos per day was also made to reach more audiences in the UK within the Facebook platform in the section of ads manager.

Subsequently, the results were carefully analyzed. The corresponding graphs were interpreted to compare the British market with the Mexican market and to publicize consumers' importance, perception, and knowledge of sustainable digital promotion, the environmental impact, and the elements that can influence the purchase decision.

## 4 Results

Two surveys were sent to the different markets in UK and Mexico on various digital platforms such as Facebook groups, Facebook ad manager, Instagram groups, WhatsApp groups of exchange students and acquaintances, and LinkedIn. However, 46.7% of respondents were from the UK, while the other 53.3% were consumers from Mexico.

The results are limited to the number of respondents, of which it is essential to mention that 62% of the total respondents from Mexico and the United Kingdom were women, and 35% were men. In comparison, there was a minimum of respondents of 3% whose gender is unknown.

In the surveys carried out, 65% of the total respondents were between 18 and 24 years old, 8% people between 25 and 32 years old, 7% were between the ages of 33 and 36 years old, and finally, 20% of the market was answered by consumers over 36 years of age. This percentage means that consumers between 18 and 24 years old have more active participation in the issue of sustainable promotion in digital channels, followed by the segment over 36 years of age. With this, we start to analyze the survey data in the following graphs:

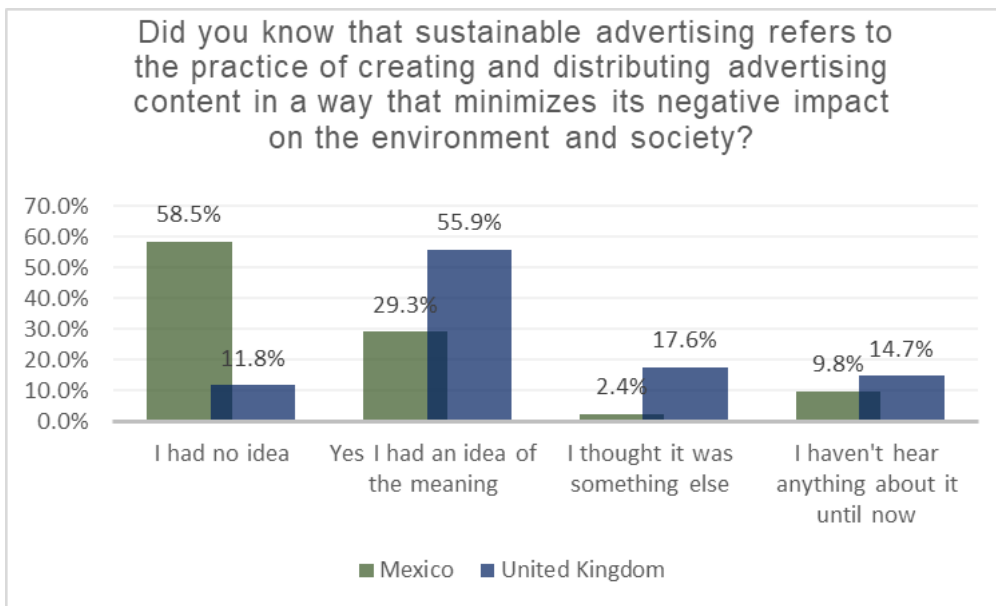


Figure 12: Did you know that sustainable advertising refers to the practice of creating and distributing advertising content in a way that minimizes its negative impact on the environment and society? (Author, 2023).

It can be seen in Figure 12 that most respondents in Mexico had no idea of the meaning of sustainable promotion, thus representing 58.5%, compared to the UK, which represented 11.8%. This means that knowledge about sustainable promotion in Mexico is limited or less than in the UK. Unlike the 55.9% of respondents who answered that they know what sustainable promotion is,

Mexico represented 29.3% of knowledge on the subject. However, at the time of reading the meaning, only 2.4% of Mexican respondents thought sustainable promotion was another, unlike the English market, which yielded 17.6%. The survey also showed how 14.7% of UK respondents had no idea what sustainable promotion meant until they read it in the polls, compared to Mexico, which accounted for 9.8%.

Once the meaning of sustainable promotion was raised, respondents from both countries were asked to describe what it meant for them. After a deep qualitative analysis of all open responses, most respondents wrote keywords such as environmental impact, social responsibility, environmental benefits, Social Media Marketing, environmental and social impact, sustainable perception, life cycle, negative or positive impact on the planet, etc. These common denominators affirm that for consumers, sustainable promotion refers to the promotion of a product or service in a responsible manner to help reduce or minimize the environmental impact on our planet and society.

Consumers were then asked if they were aware of whether the brands they prefer are doing sustainable promotion. The results showed that more than 50% of Mexican respondents had no idea if their preferred brands did sustainable advertising. Still, they expected them to, while 29.3% of the respondents answered that some of their favorite brands carried out sustainable promotion. On the other hand, 34.3% of respondents in the UK responded that they had no knowledge of the sustainability of the rise of their preferred brands, and 37.1% responded that some of their select brands did carry out sustainable promotion.

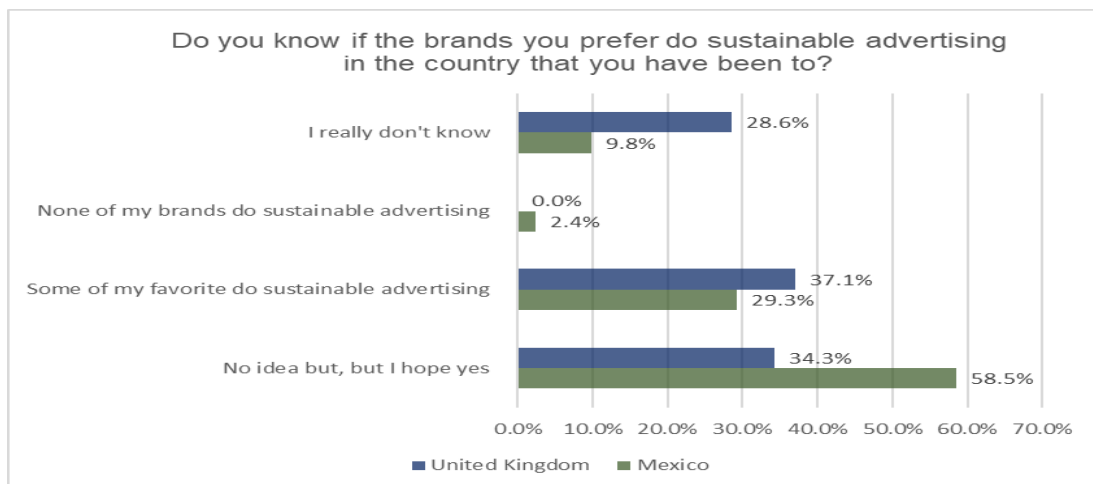


Figure 13: Do you know if the brands you prefer do sustainable advertising in the country that you have been to? (Author, 2023).

However, as you can see in Figure 13, 2.4% of Mexican respondents have preferred brands that do not carry out sustainable promotion, which was very interesting because none of the respondents from the UK assured that they do not have selected brands that do not carry out sustainable

advertising, but 28.6% of English respondents also answered that they do not know, unlike 9.8% of Mexican respondents. With this, consumers' knowledge of their brands in sustainable promotion is unknown since most respondents do not know if the brands choose to carry out sustainable advertising for both the Mexican and British markets, as seen in the previous graph.

They were also asked for their opinion on the difference between sustainable promotion and promoting a sustainable product. Therefore, after analyzing the responses, the majority of respondents described sustainable promotion activity as the marketing method, action, or strategy that companies use to promote the product or service responsibly to generate less impact and, on the other hand, to promote a sustainable product according to the respondents' response, It refers to the material that companies use to create the product and subsequently promote what it is made of, and It should also be noted that respondents stressed whether it was the promotion of a product or a service that could make the difference between the promotion method and the sustainable product.

Deepening the topic of sustainable digital promotion, respondents were asked if they agreed with sustainable advertising in digital media, so 64% of respondents answered that they agreed, and 24% answered that it was fine, the remaining 12% responded that it was indifferent to them. On the other hand, 47% of British respondents answered strongly agree, while 33% responded that it was okay to incorporate sustainable advertising in digital media, and 20% responded that they were indifferent.

To identify the presence of sustainable digital promotion in consumers' daily lives, they were asked if they had ever seen any brand that performs a sustainable rise in digital marketing. The following data can be seen in Figure 14:

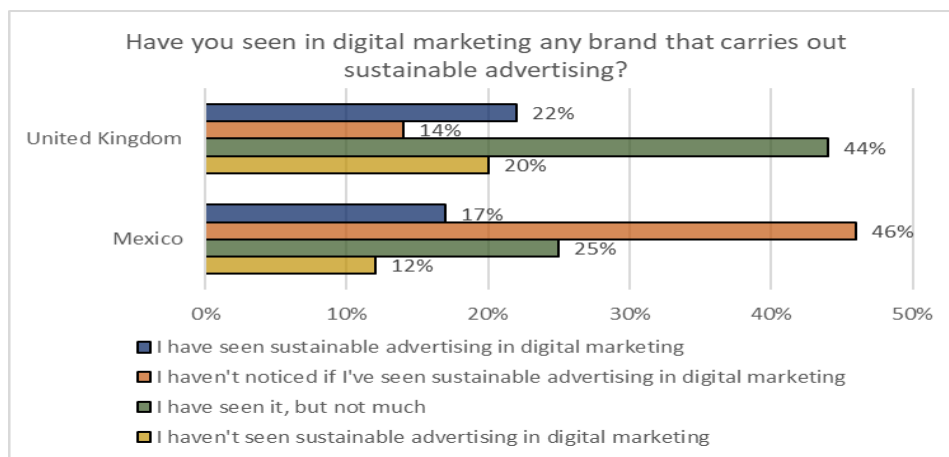


Figure 14: Have you seen in digital marketing any brand that carries out sustainable advertising? (Author, 2023).

In Mexico, most respondents have not noticed if they have seen sustainable advertising in the digital market representing 46% of consumers. On the other hand, in the UK, 44% of consumers surveyed have noticed that there is sustainable advertising but that it is not frequent in digital networks. This means that there may be several reasons why Mexican respondents have not seen sustainable digital promotion as much compared to the British.

For example, British consumers may have a greater awareness of the importance of sustainability due to greater exposure to issues related to the environment, sustainability in their culture, and education, which would represent 22% limited participants compared to 17% of the Mexican market in this survey.

In addition, another factor that could influence the British market is how companies conduct their marketing to promote sustainable digital promotions. As a result, they have greater awareness and participation among British consumers of this survey. However, 14% of respondents in the UK have not noticed the activity of sustainable digital promotion, in contrast to Mexican companies, where they are not as likely to use effective marketing strategies to promote digital sustainability, which generates less visibility and awareness on the part of 25% of respondents.

It is essential to evaluate the presence of sustainability in digital promotion and that both consumers consider sustainable digital advertising in their purchasing decisions. Therefore, companies use strategic elements in emotional branding to generate an emotional connection by transmitting a response message and capturing the consumer's attention. This can influence modifications to their buying habits. For this reason, respondents were asked which of the following elements of sustainable digital advertising they consider most important (rating from 5 as most important to 1 as least important) in their buying habits:



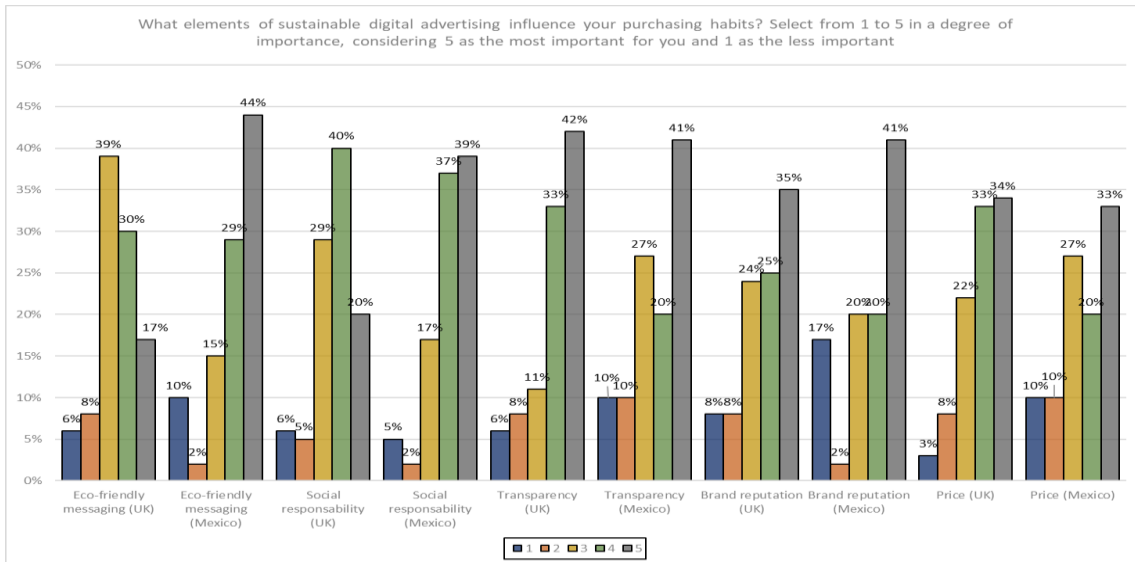


Figure 14: What elements of sustainable digital advertising influence your purchasing habits? Select from 1 to 5 in a degree of importance, considering 5 as the most important for you and 1 as the least important (Author, 2023).

The results of Figure 14 showed that 39% of respondents in the UK are indifferent if brands convey an eco-friendly message. Unlike Mexico, 44% of respondents consider sharing eco-friendly news in sustainable digital promotion important. Another element that was given to choose from was social responsibility, in which 20% of respondents answered that it was imperative. However, 33% of respondents in the UK responded that it is essential but not so important as to change their shopping habits.

On the other hand, for the Mexican market, 42% consider that transmitting a message with social responsibility can significantly influence their buying habits. Compared to the two needs, both agreed to choose transparency as a more important element in sustainable advertising, with 42% representing respondents from the UK and 41% from Mexico.

The brand's reputation can strongly impact consumers' buying habits, being perceived as reliable. This becomes an important factor in purchasing decisions; thus, its credibility provides value to the brand and customer satisfaction. According to surveys, for 41% of Mexican respondents, the brand's reputation is essential, with a minimum of 17%, compared to the British market, where the maximum percentage is and the minimum of 8%.

Finally, the price of a product or service is an influential element for consumers regarding purchasing ability and the company's competitiveness in the market. According to the survey, 34% of British respondents considered price an essential factor in sustainable digital advertising, which can influence shopping habits. The same happened with 33% of Mexican respondents.

To carry out a sustainable digital promotion, it is necessary to take into account the means of dissemination by which the rise of a product or service is carried out since informing the target audience can influence the purchase decision, given that dissemination channels usually use persuasive techniques, including calls to action.

Therefore, it is crucial to analyze which media consumers feel most identified and comfortable with to generate the right content in the media of more significant interaction for the target consumer. That said, some broadcast channels related to the digital sphere were selected. Consumers in the United Kingdom and Mexico were asked which broadcast channels attracted the most attention with the option to choose more than one. The results are shown in Figure 15:

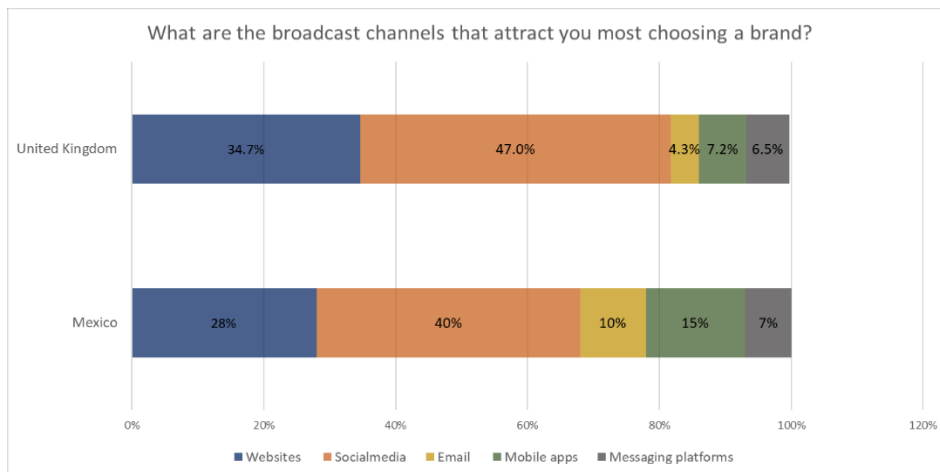


Figure 15: What are the broadcast channels that attract you most choosing a brand? (Author, 2023).

It can be seen in Figure 15 that, in the Mexican market, 28% of consumers choose brands through websites, while in the United Kingdom, this percentage is 34.7%. This indicates that websites are popular for consumers in both markets but slightly more preferred in the UK. As for social networks, 40% of Mexican consumers choose brands through these platforms, while in the United Kingdom, this percentage is 47%. This suggests that social media is an effective outreach strategy in both markets, with a higher preference in the UK. In addition, email marketing is used in both markets, although to a better extent. Mobile apps are more prevalent in the Mexican market than in the UK, while messaging platforms seem to have a similar preference in both markets.

One element that the companies have tried to implement when promoting their products and services is the transmission of ethical awareness, thus influencing the purchase decision since consumers are constantly seeking social and environmental responsibility.

Analyzing the previous results, we can perceive how strong social networks and other platforms transmit a message that allows greater transparency. However, it is crucial to know how to present messages of ethical awareness when sustainably promoting a product digitally. For this reason, respondents were asked, from their perspective, how much brands digitally promote a product or service to convey ethical awareness.

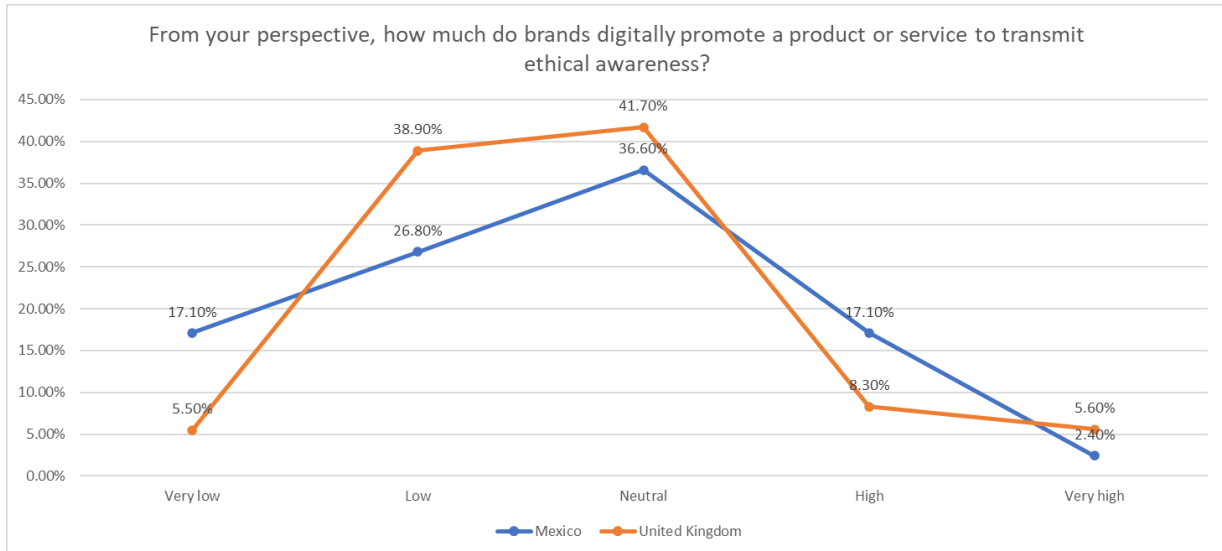


Figure 16: From your perspective, how much do brands digitally promote a product or service to transmit ethical awareness? (Author, 2023).

According to the results in Figure 16, most respondents perceive the participation of the message of ethical awareness in digital promotions as neutral. However, the percentage of responses would be expected to be high since 38.90% of respondents from the UK answered that it was low, as well as 26.80% of respondents from Mexico, and 17.10% responded that it was shallow compared to 17.10% from the UK who answered that it was high and only 5.5% responded that it was very low. This means that in the UK, brands are more likely to convey messages of ethical awareness in their digital promotions of products and services than in Mexico.

Sustainable digital advertising marketing strategies promote sustainable values and practices in brand communication as they are increasingly important issues in consumer behavior. In this sense, an interesting question arises: Would you be a customer for a brand that makes sustainable advertising instead of a brand that does not?

According to the data collected, 47.2% of British respondents answered that they would probably be customers of a brand that does sustainable advertising. On the other hand, in Mexico, this percentage was higher, with a 53.7% probability of being customers of a brand that does sustainable advertising. This suggests that Mexican consumers are more inclined towards sustainability than British consumers.

However, the situation changes when raising the affirmative option in the final decision. In the United Kingdom, 42% of consumers said they would be customers of a sustainable advertising brand, while in Mexico, this percentage was 37%. This indicates that, although consumers in both markets are interested in sustainable advertising, there is a greater likelihood that British consumers will be willing to engage with brands that adopt sustainable practices in their digital advertising instead of the Mexican market. The rest of the results showed that a small percentage of both markets would not be customers of a brand that does sustainable digital advertising or is indifferent in its choice of brand.

Concerning the previous question, as an influential factor in the purchase decision of consumers, we sought to understand the attitude of respondents about what it means for companies to carry out a sustainable promotion in terms of prices and the willingness of consumers to pay a higher amount for a product or service that performs sustainable advancement compared to one that does not. The results are shown in the graph below:

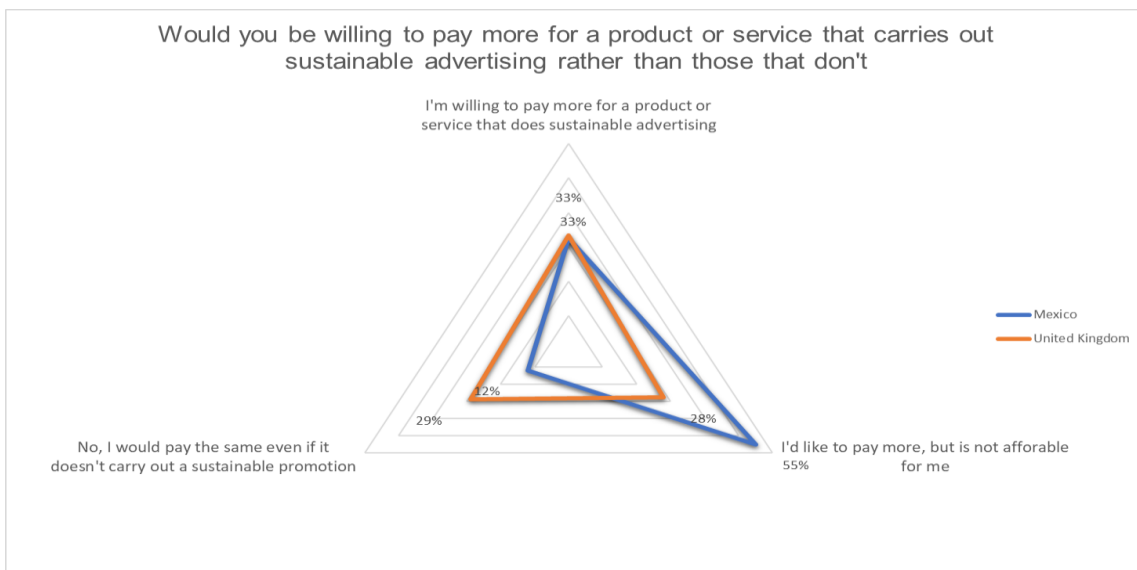


Figure 17: Would you be willing to pay more for a product or service that carries out sustainable advertising than those that do not? (Author, 2023).

The results in Figure 17 showed differences between the willingness to pay more for a product or service that performs sustainable promotion and those that do not. 33% of parties agree to pay more, indicating a relatively high willingness. However, 29% of British respondents would prefer to pay the same even if brands do not sustainably promote the product or service compared to 12% of Mexican respondents.

On the other hand, 55% of respondents said they would like to pay more for a sustainable promotion, but it is not accessible to them. In comparison, in Mexico, it represented a proportion of 28%, which is not favorable for them to pay more, although they would like to do so. This may be due to the difference in socioeconomic contexts and awareness of the impact of sustainability on both sides.

To finish the analysis and once address the issue of sustainable advertising in digital marketing. Consumers were asked to choose the type of actions they would prefer that brands apply in their promotion, considering the environmental impact we currently cause. The results are shown in Figure 18.

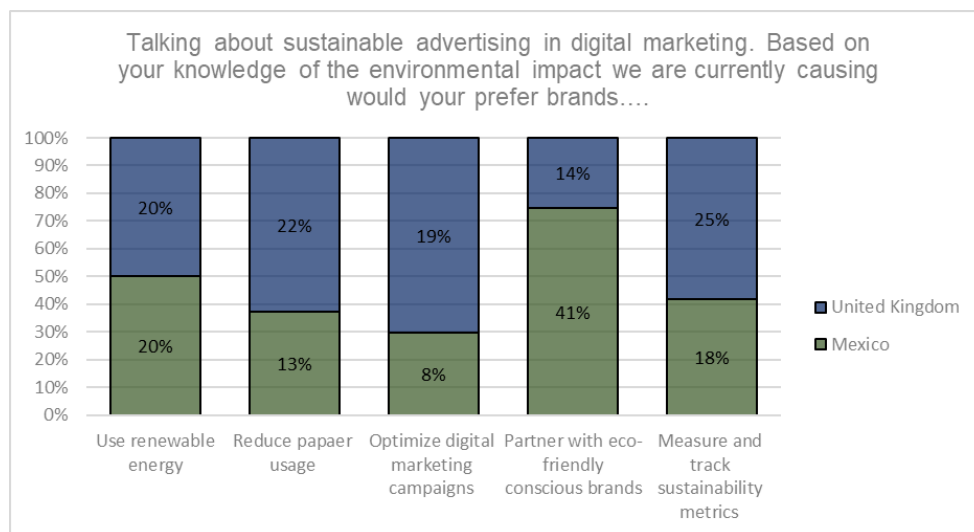


Figure 18: Talking about sustainable advertising in digital marketing. Based on your knowledge of the environmental impact we are causing, would you prefer brands... (Author, 2023).

As you can observe in Figure 18, the highest percentages showed that 41% of the Mexican market would prefer brands associated with other eco-conscious brands. In comparison, 22% of British respondents would select that they measure and monitor sustainable indicators.

However, a lower percentage of 8% of respondents preferred to mark that they will optimize their advertising campaigns. With this, it can be deciphered that most advertising campaigns are essential compared to the British market; a minimum of 14% would prefer brands associated with other eco-conscious brands.

On the other hand, both respondents agree with using renewable energy, representing 20% of Mexican and British respondents. This favors the research approach since one of the measures for reducing the carbon footprint and implementing the Net Zero program is using renewable energy.

## 5 Discussion

After in-depth research and graphical analysis, it can be concluded that various factors influence the consumer's purchase decision due to the constant change and adaptation to which human beings are exposed, in addition to the increasing demand to generate a positive impact on society and the environment. It was interesting to investigate how through advertising messages, a message of ethical awareness can be transmitted to create an emotional connection between the brand and the consumer, which can also be an influential factor in the final purchase decision and the choice of brand as such since consumers have changed their behavior in a more environmentally friendly way through trends that pressure them to have a greater responsibility of ethical awareness with what they consume as well as brands in the creation of the products themselves and the dissemination and promotion of products and services to attract the attention of the customer.

In this way, it should be noted that brands have increasingly adapted their marketing strategies to influence the minds of consumers through emotional messages that help them make their product or service connect with the emotions, needs, and desires of the consumer using tools such as inspirational brand or neuromarketing, which is an exciting topic that was addressed in the development of the thesis that explains how through from the cognitive and affective responses of human beings, companies can understand and decipher statistically the reaction of consumers to implement strategies that improve the shopping experience and thus influence the emotions of the customer and therefore in their decision.

Online advertising is a tool through channels such as social networks, emails, websites, platforms, etc., that helps companies to transmit and personalize their advertising messages so that it is more attractive and easier to capture the customer, allowing them to make more informed decisions and inciting him to the action of buying. In addition, it is a different and innovative way to interact with the public, thus improving the experience, increasing interaction and coexistence with the brand, and accelerating the purchase decision process, thus generating consumer satisfaction and loyalty. Consequently, digital marketing channels also play an essential role in implementing marketing strategies to capture customer attention through communication and transmitting messages in digital networks to increase the audience by promoting products and services as a new automated trend.

Therefore, brands must adapt these strategies in technology and in their way of promoting a product or service, influencing more effectively in the dissemination channels, where their target customers interact day by day, increasing the range of opportunities for the company to transmit a message that in addition to providing information about the product or service adds value, awareness and generates a positive impact for customer satisfaction and company growth.

As a result, implementing strategies to convey a message of ethical awareness through digital and digital media is fundamental to achieving an emotional connection with the consumer. However, this is only the first step. Companies must also be aware of their impact on society and the environment and adapt their marketing strategies accordingly to promote a more sustainable future.

Consumers demand that brands care about the impact on society and the environment. Therefore, sustainable promotion is an essential factor that influences the purchase decision of consumers, and the practice of this can help improve the reputation of the brand through its simple and transparent rules, improve the quality of purchase by transmitting responsible messages, attract more conscious consumers and therefore generate a more significant commitment by reducing the environmental impact.

Thus, sustainable promotion focused solely on digital marketing is a practice that has helped increase public awareness and minimize environmental impact by improving the competitive level of brands as well as their reputation, implemented an improved way of conducting green marketing, which not only refers to the promotion or advertising of products with environmental characteristics, but also consists of being able to satisfy the needs of the client by improving creative production in brands, reducing production and promotion costs, minimizing climate impact, increasing the participation of consumers when acquiring sustainable products in favor of generating a responsible consumption compared to conventional consumption where currently, many companies from different countries such as Lush, Growfish, Good Loop, Pure360, Unruly, which are UK companies, have implemented and joined the practices of sustainable digital promotion among many others that are joining the movement to generate responsible marketing practices through promotional messages for consumers, thus causing a change in their behavior and influencing the choice and decision of accountable and conscious purchases.

The United Kingdom and Mexico were actual examples of the development of the research since it started from two aspects. On the one hand, a developed country in which it has invested a large part of its economy in sustainable digital promotion and has integrated its green marketing strategy as a trend in the industry. On the other hand, we have Mexico. In this developing country, sustainable digital advertising is becoming a focus of interest for consumers and companies. Although sustainable promotion in the digital market has not yet had a great scope, they are looking to implement strategies that join the green marketing movement and generate a positive impact on the medium: environment and an influential adaptation in the consumer.

Finally, it is essential to consider how the promotion has impacted the planet negatively through carbon footprint emissions and how sustainability has had so much positive impact when implemented with the upgrade to minimize the climate damage of this practice.

In addition, the reaction and concern of consumers have provided excellent value for companies to adapt changes in how they promote their products and services, minimizing the risks that affect our planet. An example of this is the implementation of programs such as Net Zero, launched by the United Kingdom, to reduce carbon emissions using the power of digital advertising to accelerate sustainable advertising as an influence on consumer purchasing decisions.

Based on the development of research and statistical analysis of limited responses, it can be concluded that sustainable advertising does influence the consumer's purchase decision positively by promoting sustainable products or services, generating ethical awareness, and improving the perception of brands that act responsibly before society and remain committed to minimizing the climatic impact.

However, there are still many actions and strategies that must be carried out to avoid the perception of greenwashing and to generate an effect on consumer behavior and thus be able to influence their purchase decision since it was shown that there is a minimum percentage of consumers take into account sustainable digital promotion in their purchasing habits. Therefore, there is an excellent possibility that sustainable advertising does not have such a great force to influence and impact their purchasing decisions.



## **Appreciations**

Throughout the development of the thesis, there were several difficulties, fears, setbacks, doubts, discoveries, and interests. Therefore, I want to thank myself first for showing that despite the adversities, I can get ahead and never give up, that no matter how afraid I am of uncertainty, everything has a solution to move forward and not give up the hard work because sooner or later you will be rewarded with the feeling of satisfaction for having reached the final stretch with both professional and personal growth. I appreciate the support of my family for always motivating me to move forward in my professional career; to my father for his great unconditional support, for allowing me to fly and helping me keep my mind on the earth, for his wisdom for any adversity; to my mother and sister for listening, counseling, and motivating me through thick and thin; to my teachers who at every step of the way gave me the knowledge, teachings, and preparation necessary to open the way to the real world and last but not least; My friends, who were not just classmates, became life partners, laughing and crying throughout the process, giving me the vibe needed to see the potential in me when I did not see it. Finally, Thanks to the University for allowing us to broaden our horizons, train and develop our skills in a visionary way, and learn new cultures and ways of thinking that will help us in our future professional life.

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## 6 Attachments



# Haaga-Helia

## SUSTAINABLE PROMOTION SURVEY IN DIGITAL CONSUMER MARKETING

This survey is aimed at consumers in Mexico and the UK or who have lived for a period in the UK or Mexico to know the consumer's perspective and the possible factors that how sustainable advertising in digital marketing influences the consumer's purchase choice.

### 1. Basic information

Name

Country

Profession

### 2. Gender

- Female
- Male

### 3. Age

- 18 - 24 years old
- 25 - 32 years old
- 33 - 36 years old
- More than 36 years old

### 8. In your opinion, what is the difference between sustainable promotion and promoting a sustainable product?

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### 9. Have you seen in digital marketing any brand that carries out sustainable advertising?

- I haven't seen sustainable advertising in digital marketing
- I have seen it, but not much
- I haven't noticed if I've seen sustainable advertising in digital marketing
- I have seen sustainable advertising in digital marketing

### 10. What elements of sustainable advertising influence your purchasing habits? Select from 1 to 5 in a degree of importance, considering 5 as the most important for you and 1 as the less important

	1	2	3	4	5
Eco-friendly messaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transparency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 4. Did you know that sustainable advertising refers to the practice of creating and distributing advertising content in a way that minimizes its negative impact on the environment and society?

- I had no idea
- Yes, I had an idea of the meaning
- I thought it was something else
- I haven't hear anything about it until now

### 5. What Sustainable Advertising mean to you?

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### 6. Do you know if the brands you prefer do sustainable advertising in the country that you have been to?

- No idea but, I hope yes
- Some of my favorite do sustainable advertising
- None of my brands do sustainable advertising
- I really don't know

### 7. What do you think about sustainable advertising in digital marketing?

- Totally agree
- Agree
- Indifferent
- Disagree
- Totally disagree

### 11. What are the broadcast channels that attract you most choosing a brand?

- Websites:** These are online platforms where businesses can provide information about their products or services.
- Social media:** Platforms as Facebook, Twitter, Instagram, LinkedIn, Tik tok, etc.
- Email:** Businesses can use email to reach out to you with newsletter updates, offers, and other types of content.
- Mobile apps:** Software applications designed to run on smartphones, tablets, or mobile advice through features like push notifications, in-app messaging, and mobile commerce.
- Messaging platforms:** Platforms that communicate with you in real-time like WhatsApp, Facebook Messenger, and WeChat.

### 12. Would you be a customer for a brand that makes sustainable advertising instead of brand that doesn't

- Probably yes
- For sure
- Probably no
- It's no relevant for me

### 13. Would you be willing to pay more for a product or service that carries out sustainable advertising rather than those that don't?

- I'm willing to pay more for a product or service that does sustainable advertising
- I'd like to pay more, but is not affordable for me
- No, I would pay the same even if it doesn't carry out a sustainable promotion

### 14. From your perspective, how much do brands digitally promote a product or service to transmit ethical awareness? Taking into account 3 as neutral

	1	2	3	4	5
Very low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Very high					

### 15. Talking about sustainable advertising in digital marketing. Based on your knowledge of the environmental impact we are currently causing, would you prefer brands

- Use renewable energy
- Reduce paper usage
- Optimize digital marketing campaigns
- Partner with eco-conscious brands
- Measure and track sustainability metrics