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**GREEN FASHION IN THE DIGITAL AGE: THE ROLE
OF DIGITAL MARKETING IN DRIVING CONSUMER
ENGAGEMENT WITH SUSTAINABLE FASHION**

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Introduction

Within the last decade, the fashion industry has witnessed a significant shift towards becoming more sustainable. This growth has been due to the increasing awareness within consumers of environmental issues and the environmental consequences of fast fashion. Many brands have adopted green marketing strategies, appealing to their conscious customers, to show their sustainable initiatives (Rana, 2024). The aim of this study is to evaluate the effectiveness of digital marketing strategies in enhancing consumer engagement and awareness of sustainable fashion. As the world has advanced technologically, marketing has evolved alongside it, moving towards a digitally innovated world, particularly on social media platforms. This marketing evolution has shown a particular focus on social media platforms and their influence on brand perception, as they play a key role in shaping consumer perceptions and engagement (Sinha, Sharma, & Agrawal, 2023). Instagram is a key example of a platform where brands communicate their efforts and engage directly with conscious customers (Sailer et al., 2022). I will investigate these different social media platforms and will identify the key strategies within successful campaigns used to promote sustainability efforts. To define a successful campaign, I will focus on campaigns across social media platforms such as Instagram and Tiktok that have caught the most attention within consumers and have gained the most engagement such as the most likes, comments, shares and reposts.

Although the impact of digital marketing on consumer interaction with sustainable fashion has been well studied, there are still unanswered questions about the most effective strategies (Shen, 2023). Research already conducted indicates that the usage of digital influencers and content about sustainability have a big impact on consumer behaviour. For instance, it has been proven that influencers play a crucial role in advancing sustainable fashion by building consumer trust and delivering brand messaging in an honest manner (Berbegal-Mirabent et al., 2023). I will explore these areas in researching fashion brands who sponsor influencers and the type of content produced by them and how this affects the image of the brand. Furthermore, research on digital platforms and tools, such as gamification and interactive content, emphasises how digital innovation encourages greater involvement in sustainability initiatives (Portway, 2019). I will investigate how interactive these are and what consumers gain from participating in these digital tools.

With these significant technology changes within the marketing industry challenges have presented themselves and led to brands struggling to find the key strategies for successful consumer engagement. Issues such as greenwashing, where brands portray themselves falsely affects consumer trust and makes it difficult for brands to show they are genuine (Sailer et al., 2022). Understanding these key limitations and challenges and how to overcome them to gain the trust of consumers is crucial for developing effective digital campaigns within the fashion industry. This research aims to address these gaps and evaluate the effectiveness of digital marketing strategies in promoting sustainable fashion. I will explore digital marketing in terms of the role of storytelling, brand perception and influencer marketing. Looking into both successful and unsuccessful stories of brands spreading their sustainability efforts, and those who have been accused of greenwashing. From this, I will add insights and value to existing literature and provide practice recommendations for brands to increase their digital marketing efforts.

Having studied marketing at ICADE, I have a particular interest in digital marketing and sustainability. With the fashion industry currently valued at \$1.79 trillion and accounting for 1.6% of the world's GDP (Cardona, 2024), its size and global influence make it an ideal area to study, as there is untapped potential to reshape the industry through the digital marketing of sustainable fashion. Furthermore, this research aims to support the United Nations Sustainable Development Goal (SDG) 12, which is promoting responsible consumption and production.

Objectives

The objective of this study is to identify the key successful strategies and factors adopted in digital marketing that drive consumer engagement with sustainable fashion.

To identify this and achieve my aim, the study will focus on the following objectives:

- To identify and evaluate the key digital marketing strategies that enhance consumer engagement with sustainable fashion
- To analyse the role of social media platforms in influencing consumer perceptions of sustainable fashion brands
- To assess the impact of brand storytelling and green marketing strategies on consumer decision making in sustainable fashion
- To explore the influence of specific digital innovation such as gamification on consumer engagement with sustainable fashion
- To examine the challenges and limitations faced by fashion brands when promoting sustainability within effective digital marketing strategies
- To contribute to the development of best practices of fashion brands to effectively showcase and market their sustainability efforts

Methodology

To achieve the objectives outlined above this study will have a mixed-methods approach, combining both quantitative and qualitative research techniques, as well as a systematic literature review.

Quantitative Research:

Surveys- Questionnaires will be conducted to gather consumer perspectives on digital marketing and sustainable fashion. They will explore consumer awareness, attitudes, and engagement.

Social media data analysis- This data analysis will involve analysing engagement metrics such as likes, shares and comments on social media on posts by brands promoting sustainable fashion. I will focus on specific campaigns for this from brands that are successful with their sustainable digital marketing.

Qualitative Research:

Systematic Literature Review - A systematic literature review will be conducted where existing research will be gathered surrounding digital marketing strategies and their impact on consumer engagement with sustainable fashion. This literature review will help to identify gaps in the current research that exists and explore the developments within this topic.

Content analysis – successful sustainable marketing campaigns from fashion brands will be examined to identify the key strategies, specifically the role of digital influences in promoting sustainability.

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