Analyzing The Role Of Digital Marketing, Green Marketing And Csr Policy In Brand Development: A Study Of Retail Companies In India

Dr. Sarina Asif[1] , Dr. Prerna Sharma[2] , Ms. Igona Gorakhnath[3]

[1]*Assistant Professor, Centre for Innovation & Entrepreneurship, GD Goenka University, India,*
sarina.asif@gdgoenka.ac.in
[2]*Assistant Professor, School of Engineering and Sciences, GD Goenka University, India*
prerna.sharma@gdgu.org
[3]*Assistant Professor, School of Education, GD Goenka University, India*
igonaa@gmail.com

ABSTRACT

Digital marketing, green marketing, and Corporate Social Responsibility (CSR) policies are some of the hottest themes right now. The main issue, however, is the creation and application of green marketing, as well as the lack of CSR rules in retail companies in India. In this way, the goal of this research was to figure out what function does digital marketing, green marketing, and CSR policies play in brand growth. The case of retail companies were explored in this regard, as it can assist brands that conforms to environmental standards, companies operating in India are making their brand development more effective. A closed-ended survey questionnaire was used to gather quantitative data for the study. A sample size of 524 respondents were used for the study, which gathered information from retail workers. The analysis of Smart PLS was conducted using Structural Equation Modelling (SEM). There was a statistically significant influence of digital marketing, green marketing, and corporate social responsibility policies on the brand development of retail companies operating in India. To ensure brand development, retail companies operating in India should focus on promotional activities, green innovation, green alliances, and environmental transparency. There is, however, some room for future research considering this research is limited to India's geographical boundaries.

KEYWORDS: Digital marketing, green marketing, brand development, CSR policy

INTRODUCTION

The marketing of a product is a classic idea that has changed in response to changes in society, particularly changes in the behavior of the consumers. Companies' strategies have also evolved as a result of this (Indumathi, 2019; Rasche et al., 2017). As the modern business environment has evolved, establishing a brand has become an important task for businesses.

(Al-Hawary & Al Fassed, 2021; Grubor & Milovanov, 2017).

Digital marketing refers to the marketing methods employed by businesses to promote their products in this era of technological innovation. Initially, digital marketing consisted of textual information about a company's products and services (Makrides, Vrontis & Christofi, 2020; Kumar et al., 2020). By contrast, the use of social media and the Internet has

expanded the definition of digital marketing beyond information dissemination. Aside from providing a platform for advertising, digital marketing also assists retailers in interacting with their customers (Low et al., 2020; De Ruyter, Keeling & Ngo, 2018). Because of the rising visibility of customers on digital platforms such as social media, companies have shifted their attention to digital marketing.

The growing knowledge of environmental sustainability, as a result, the demand for sustainable items has risen (Al-Hawary & Al-Khazaleh, 2020; Al- Quran et al., 2020). Annunziata, Mariani, and Vecchio (2019) argue that greater consumer knowledge of sustainability has led to an increase in sustainability product demand. As a result, it necessitates the adoption of sustainable product production processes by businesses or the presentation of sustainable products to customers. For this reason, In order to develop a favorable image of the brand in the eyes of consumers, the company focuses on CSR policies (Alhalalmeh et al., 2020; Afiuc et al., 2020; Ramesh et al., 2019; Al-Hawary et al., 2013). To operate in today's economic world, organizations must establish their brands. Because of this, rising globalization has raised business competitiveness, necessitating each company's attention on brand building (Zameer, Shahbaz & Vo, 2020). By developing a CSR policy, companies can establish a positive image of their brand and also generate a positive image in consumers' eyes.

The rising demand for sustainable products necessitates enterprises to concentrate their efforts on the development of green products, which necessitates green innovation. According to Eneizan et al.'s (2016) research, green marketing has developed as a concept that has brought enormous advantages to the companies. Green marketing refers to the promotion of environmentally friendly and sustainable services and goods. The notion has gained popularity as a result of people's growing awareness of environmental concerns. Furthermore, it assists customers in deciding whether to spend their money in a more environmentally friendly manner. In retail

companies, there is a lack of CSR policies and green marketing adaptations (Obeidat, 2016). Through this study, we attempted to determine how digital marketing, green marketing, and CSR policies influence brand development. Because of this study's findings, retail companies operating in India will be able to make brand creation more successful, since customers will perceive an eco-friendly brand. Furthermore, it will assist retail companies in increasing sales since customers would be more attracted to purchase sustainable items.

LITERATURE REVIEW

Social media is often considered one of the most important components of digital marketing (Al-Hawary & Obiadat, 2021). In the study of Sanny et al. (2020), it was suggested that social media marketing has a significant impact on the formation of brand recognition in the minds of customers. Companies may assure brand development in this way by using social media to raise awareness. As a result, social media plays an important role in brand development and attracting a larger number of customers at a lower cost of marketing. According to Kumar and Singh's (2020) research, social media has a significant effect on brand creation. The study's first hypothesis, relating to the relationship between social media marketing and brand development, has been developed in this regard. The following is the study's initial hypothesis in this regard:

H1: There is a significant influence of social media marketing over development of brand.

The growth of the brand is reliant on numerous digital marketing methods that are employed in today's company practices (Alolayyan et al., 2018). Promotional activities are among these techniques that aid the companies in building brand recognition in the eyes of consumers. Godey et al. (2016) state that promotional activities help brands promote their products and raise customer awareness. Promoting the brand in this way contributes to its development. Promotional activities have a substantial impact

on brand development, according to Shen's study (2020). The impact of promotional activities on brand creation has been studied in the context of Indian businesses. In this regard, the study's second hypothesis is as follows:

H2: There is a significant influence of promotional activities over development of brand.

On the other hand, the notion of a green alliance has also evolved as one of the most important factors of green marketing. According to Bond (2016), a green alliance is a sort of strategy in green marketing, and there are various types of alliances. As a result, retailers must ensure green partnerships in terms of brand development. According to Yadav and Pathak (2016), the green alliance has a major impact on brand development. As a result, the impact of the green alliance on brand creation in retail companies in India was examined. Third hypothesis is:

H3: There is a significant influence of green alliance on development of brand.

In order to achieve green marketing, retail companies must offer green and sustainable products and services to consumers. In their study, Papadas, Avlonitis, and Carrigan (2017) found that to accept the notion of green marketing, companies must sell green products and services. As a result, companies must place a greater emphasis on green innovation, which may assist these companies in selling more sustainable goods. It will also assist the companies in ensuring the brand's development. According to Chen et al. (2016)'s research, Brand development is significantly impacted by green innovation. Retail companies operating in India have studied the impact of green innovation on brand creation. The fourth hypothesis of the study is as follows:

H4: There is a huge influence of green innovation on development of brand.

Most of the retail companies are manufacturing enterprises which are vulnerable to rising contamination of the environment since they use natural resources. Furthermore, most companies operate in developing nations to reduce production and selling costs. According to Kordos and Vojtovic (2016), retail companies based in foreign contries mostly operate in less developed nations due to low-cost resources. These countries are obligated to reimburse the society in which they operate as a result of resource exploitation. Customers are more interested in the company's social cause, therefore offering such information on social work enhances persuasion.According to Lawal, May, and Stahl (2017)'s research, social transparency has a significant impact on brand development. As a result, the fifth hypothesis of the study was developed to examine the impact of social transparency on the brand development of Indian retail enterprises. The research's fifth hypothesis is as follows:

H5: There is a significant influence of social disclosure on development of brand.

The environment disclosure issue has been explored in this study when it comes to CSR policy. The rationale for this is that if the corporation can share information about how the product will affect the environment, buyers will be able to make a better-informed buying decision. Brands should disclose information regarding the environmental impact of their products or services, according to Bellamy, Dhanorkar, and Subramanian (2020). Furthermore, it creates a positive impression of the company in the minds of customers. As a result, the influence of environmental disclosure on brand development must be determined, especially in the context of retail businesses, which are more susceptible to environmental contamination. Environmental information disclosure has a significant impact on brand development, according to Lu et al.'s (2020). research. As a result, in this context, the study's sixth hypothesis, which is provided below, has been developed:

H6: There is a significant influence of environmental disclosure on brand development.

THEORETICAL FRAMEWORK

The function of digital marketing, green marketing, and CSR policy in brand development was determined using data from manufacturing enterprises in India. The legitimacy theory was applied in this study since the customer's increased demand has an impact on the acceptance of these conceptions related to environmental sustainability. The legitimacy theory is also used as a strategy for controlling stakeholder perceptions to achieve organizational legitimacy. The legitimacy theory was derived from organizational legitimacy, according to Dowling and Pfeffer (1975), emphasizes the management of stakeholder perceptions based on their needs for CSR and green marketing adoption. In this approach, the legitimacy theory was employed in this study to determine stakeholders' perspectives of digital marketing, green marketing, and CSR policy, all of which are relevant to the brand's development.

CONCEPTUAL MODEL

Figure 1 depicts the study's conceptual framework for the variables employed in this analysis. It shows that the study's independent variable was digital marketing, with social media and promotional activity as variables. Green marketing, on the other hand, is the study's second independent variable, which includes the components of green alliance and green innovation. Furthermore, the study's third independent variable is CSR policy, with social and environmental disclosure as control variables. The impact of digital marketing, green marketing, and CSR policy on brand development has also been explored because brand development is the dependent variable in this study. Furthermore, the proposed conceptual model supports the hypotheses stated in the previous sections of the paper.
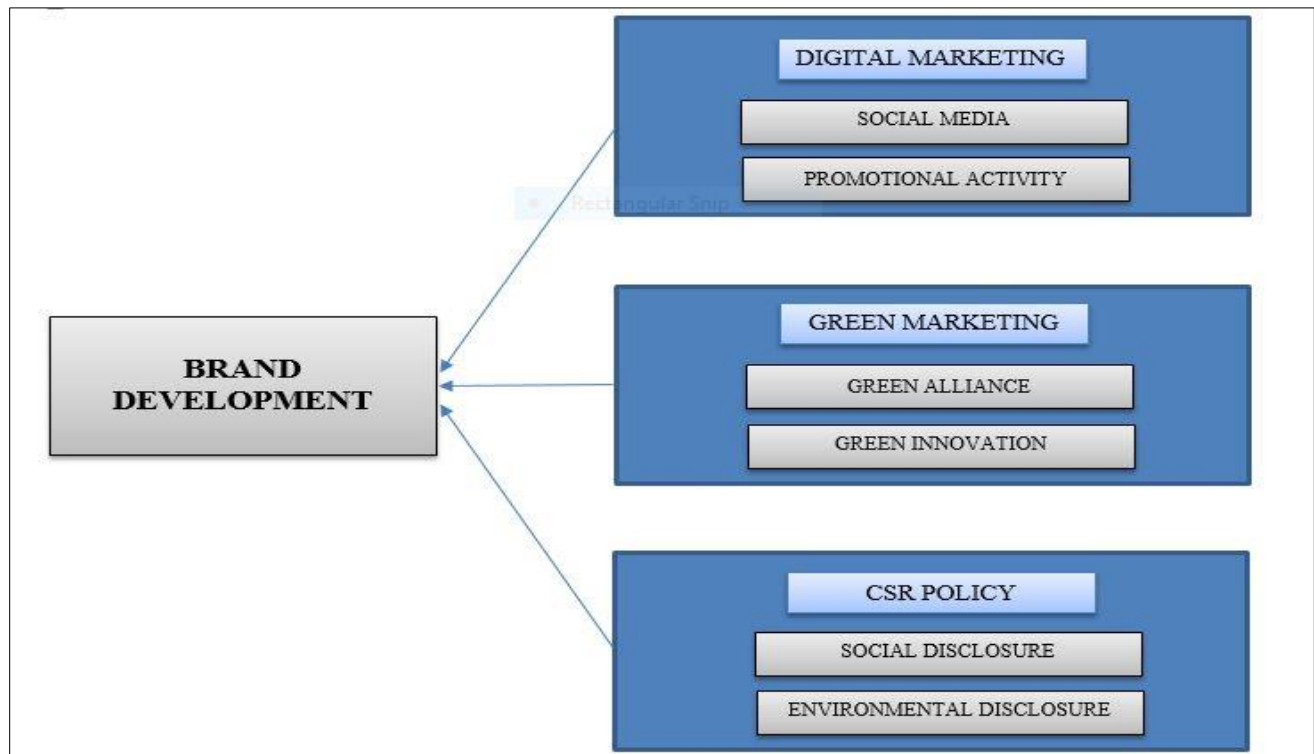

Figure 1: Conceptual Model

RESEARCH METHODOLOGY

Data Collection Process

Data collecting can be classified as primary, secondary, or tertiary, according to Billups

(2019). The next study, on the other hand, employs the principal technique of data collecting. Employees from retail organizations were approached since the researcher was interested in them, and they were largely from the marketing and finance departments. A survey questionnaire was used because the study sought to combine quantitative data and evaluation to test the stated hypotheses. The questionnaires were presented to 600 personnel to assure a satisfactory response rate because they were self-developed and self-administered.

Sampling Technique and Sample Size

The two primary sampling approaches are probability and non-probability sampling (Cooper & Schindler, 2014). To obtain data for this study, probability sampling and simple random sampling were used. Employees in the retail companies were contacted only using Google Forms online methods, ensuring that every employee at the targeted firms had an equal chance of getting chosen. In addition, the target sample size was 600, and the sample size was calculated using the formula:

$$\frac{\frac{z^2 \times p\,(1-p)}{e^2}}{1 + (\frac{z^2 \times p\,(1-p)}{e^2 N})}$$

According to the calculation described above, the minimal sample size to be reached is 384 participants, based on the z-score at 95 per cent confidence level (1.96) and proportion of the population equal to 0.5 and an error of 5% or 0.05. In light of this, the study's researcher addressed 600 people to surpass the legal limit and achieve adequate findings. However, because only 524 valid replies were received, the response rate was calculated to be 87.33 per cent. The questionnaires were delivered using Google Forms and other online platforms.

Research Instrument

Data was obtained using a closed-ended survey questionnaire with a Likert Scale ranging from 1 to 5, denoting strongly agree to strongly disagree, as this study used a quantitative research approach. The researcher self-developed and disseminated the research instrument based on the literature. In addition, the questionnaire was prepared in clear English, and respondents were given the opportunity to contact the researcher with any questions.

Data Analysis Technique

The data gathered from the survey questionnaire was analyzed using Partial Least Square (PLS) based Structural Equation Modeling (SEM) in the following study. The analysis was carried out using Smart PLS, taking into account the non-normal nature of the situation. According to Wong (2013), PLS-SEM does not require data to be delivered on a regular basis. In this regard, it combines Confirmatory Factor Analysis (CFA), route evaluation, and a blindfolded assessment of the model's predictive relevance.

Results

The analysis performed using the above discussed approach is shown in the next section. It also includes a synopsis of the hypotheses that have been offered.

Confirmatory Factor Analysis (CFA)

To begin with, the researcher used CFA analysis to assess the factor structure, and the findings for reliability and convergent validity are shown in Table 1. According to Wong (2013), the reliability of latent constructs were assessed using Cronbach Alpha and composite reliability, both of which have thresholds of 0.7. In this regard, the results in Table 1 show that neither the Cronbach Alpha nor the composite reliability is below 0.7 for any of the latent constructs. This means that none of the latent constructs needs to be examined again. However, to evaluate factor structure, the researcher used factor loadings, which have a threshold of 0.6 according to Ramayah et al., (2018). Based on the results, all components capture their underlying latent constructs adequately, demonstrating their dependability. The convergent validity of latent

constructs, which determines their relatedness, is an important part of CFA, with a threshold of 0.5. (Vinzi et al., 2010). Because all of the latent variables included in this study had values more than 0.5, the results in Table 1 show that none of them has any convergent validity issues whereas, Table 2 shows the measuring model.

Table 1: Confirmatory Factor Analysis (CFA)

Latent Constructs	Indicators	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing	SMM1	0.881***	0.887	0.934	0.813
	SMM2	0.934***			
	SMM3	0.801***			
Promotional Activity	PA1	0.901***	0.866	0.922	0.786
	PA2	0.881***			
	PA3	0.879***			
Green Alliance	GA1	0.933***	0.926	0.957	0.867
	GA2	0.957***			
	GA3	0.915***			
Green Innovation	GI1	0.806***	0.831	0.803	0.748
	GI2	0.883***			
	GI3	0.815***			
Social Disclosure Quality	SDQ1	0.922***	0.917	0.951	0.854
	SDQ2	0.931***			
	SDQ3	0.931***			
Environmental Disclosure Quality	EDQ1	0.935***	0.939	0.958	0.871
	EDQ2	0.947***			
	EDQ3	0.931***			
Brand Development	BD1	0.966***	0.968	0.983	0.934
	BD2	0.974***			
	BD3	0.972***			
***: showing significance at 1%					

After determining convergent validity, the HTMT ratio is used to evaluate discriminant validity. According to Hair et al., (2016), it is useful in determining uniqueness, and the value should be less than 0.9 as a liberal criterion. In this respect, the findings are shown in Table 2, and none of the relationships exceeds the stipulated maximum limit of 0.9. In this regard, the data is described as having a distinctive character.

Table 2: Discriminant Validity using HTMT Ratio

	Brand Development	Environmental Disclosure Quality	Green Alliance	Green Innovation	Promotional Activity	Social Disclosure Quality
Environmental Disclosure Quality	0.720					
Green Alliance	0.799	0.662				

Green Innovation	0.790	0.756	0.828			
Promotional Activity	0.735	0.686	0.714	0.752		
Social Disclosure Quality	0.753	0.885	0.752	0.706	0.707	
Social Media Marketing	0.777	0.707	0.792	0.879	0.857	0.847

Path Assessment

Since, the CFA was completed and the assessment indicated that all of the variables and latent constructs were valid, the researcher conducted a route assessment to evaluate the presented hypotheses. According to the study by Hair et al., it was carried out using bootstrapping, which is a resampling approach for attaining significance (2017). Table 3 summarizes the findings concerning the aforementioned factors.

Table 3: Path Assessment

Path	Path Coefficient	T Statistics	P Values
Social Media Marketing → Brand Development	0.072	1.645	0.104
Promotional Activity → Brand Development	0.169***	3.438	0.001
Green Alliance → Brand Development	0.324***	7.087	0.000
Green Innovation → Brand Development	0.139***	2.021	0.002
Social Disclosure Quality → Brand Development	0.057	1.063	0.349
Environmental Disclosure Quality → Brand Development	0.185***	3.187	0.001
***: indicating significance at 1%; **: at 5%; *: at 10%			

According to the findings, brand development is influenced significantly by digital marketing, promotional activity as a whole [B= 0.169; p-value= 0.001*0.05], however, social media marketing (SMM) has a negligible impact [p-value> 0.05]. There may be additional mediating or moderating elements that influence or increase the link between SMM and brand development in the context of green marketing, with [B= 0.324; p-value= 0.000 < 0.05] and [B= 0.139; p-value= 0.003 < 0.05] respectively. The positive relationship suggests that improving green marketing by India-based companies may lead to better brand development, which is especially important for those in the retail companies. However, in terms of environmental disclosure quality has a statistically significant and favorable impact on the growth of retail sector's brand [B= 0.185; p-value= 0.001 < 0.05]. The positive effect suggests that enhancing environmental disclosure quality might lead to a boost in retail brand development. Furthermore, the influence of social disclosure is investigated, which is shown to be statistically insignificant since the p-value is greater than 0.05. As a result, it can be deduced that, among CSR policies, environmental disclosure is more important in the case of India. In the case of retail companies operating in India, it can be said that green marketing, CSR policy, and digital marketing have a substantial impact on brand development.
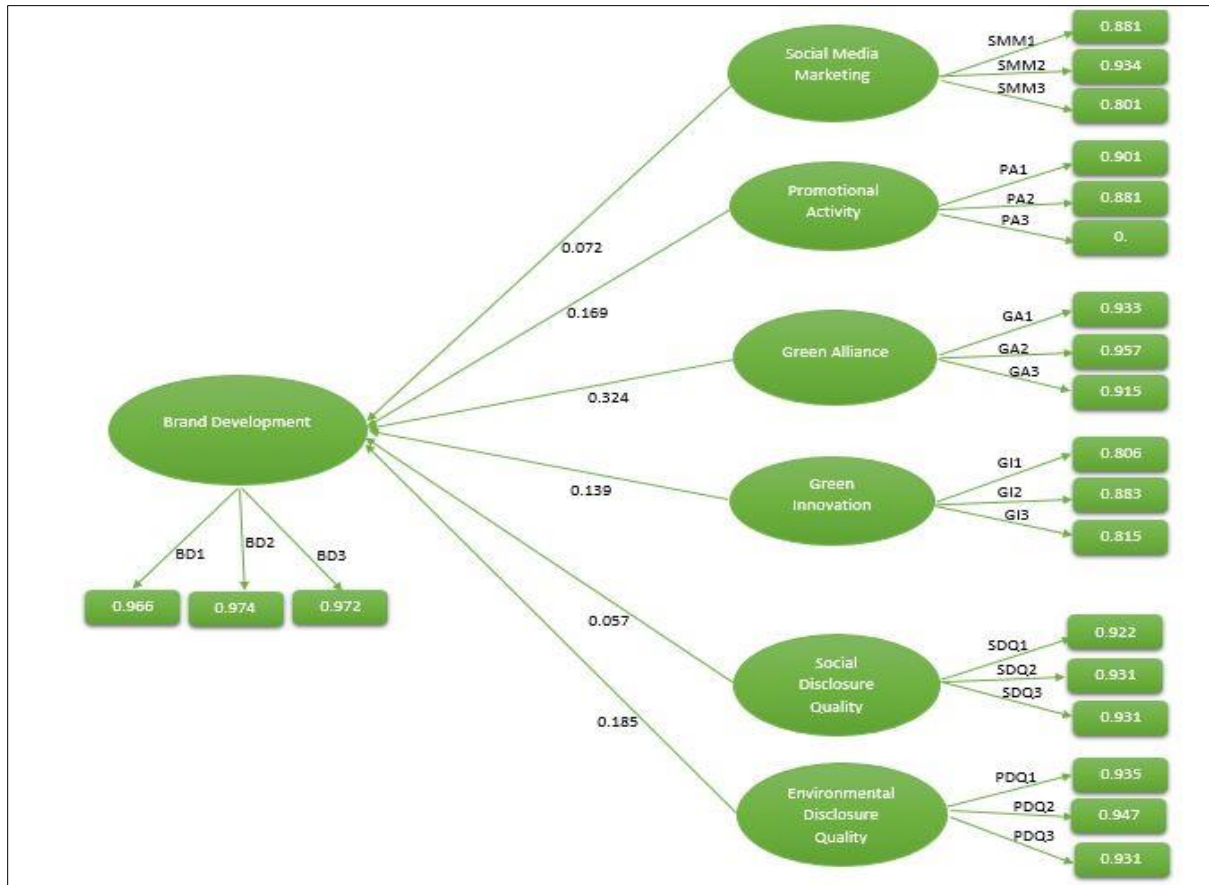
Figure 2: Measurement Model with Path Assessment

Model's Quality and Predictive Relevance

Following the evaluation of the factor structure and route analysis, the researcher used R-squared and modified R-squared to assess the model's quality. Table 4 summarizes the findings. The R-squared is calculated to be 68.23 per cent based on the values in Table 4. This means that differences in green marketing, CSR policy, and digital marketing account for 68.23 per cent of the variation in band development across retail companies operating in India. The variance explained is lowered to 67.92 per cent after adjusting the errors and penalizing the data for the extra independent components. This can be considered an adequate variance explanation or a high-quality model. In addition to the model's quality, the researcher determined if the study's postulated model is capable of prediction. The researcher blinded herself and acquired Stone-Q-square to prove that the model has any predictive relevance. According to Wong (2019), the Q-square value should be greater than 0 to indicate that the model is predictive. Table 4 shows the results, with a calculated value of 0.504 for Q-square. Because 0.504 is more than zero, the model proposed in this study can be used to make predictions.

Table 4: Model's Quality and Predictive Relevance

	R Square	R Square Adjusted	Q Square
Brand Development	68.23%	67.92%	0.504

Hypotheses Assessment Summary

Table 5 presents a summary of the proposed hypotheses based on the route analysis performed in the proceeding sections. As per the table, Except for two hypotheses, all of them are accepted.

Table 5: Hypotheses Summary

Proposed Hypotheses	Result
H1: There is a significant influence of social media over development of brand.	Rejected
H2: There is a significant influence of promotional activities over development of brand.	Accepted
H3: There is a significant influence of green alliance on development of brand.	Accepted
H4: There is a huge influence of green innovation on development of brand.	Accepted
H5: There is a significant influence of social disclosure on development of brand.	Rejected
H6: There is a significant influence of environmental disclosure on brand development.	Accepted

DISCUSSION

According to the findings, promotional activity plays a major role in brand development. Similarly, Shen's (2020) study found that promotional activities had a significant impact on brand development. The hypothesis that social media has a major influence on brand development, on the other hand, was rejected since the effect was judged to be small. It contradicts Kumar and Singh's (2020) study, which claims that social media has a significant impact on brand development. Furthermore, it has been regarded as a significant effect among the variables that the quality of environmental disclosure has a large impact on brand development. It was also supported by Lu et al.'s (2020). Research, which indicated that environmental information sharing had a significant impact on brand development. It has been demonstrated that the quality of social disclosure has a small impact on brand development, in response to the belief that social disclosure has a big impact on brand development. It goes against Lawal, May, and Stahl (2017)'s findings, which revealed that social transparency has a major impact on brand development. Furthermore, it has been acknowledged that green innovation has a significant impact on brand development. It also agrees with Chen et al. (2016)'s findings that green innovation has a substantial impact on brand development. Finally, the concept that the green alliance has a substantial impact on brand management has been recognized. According to Yadav and Pathak (2016), the green alliance has a substantial effect on brand development.

CONCLUSION AND RECOMMENDATIONS

Because of the rising rivalry among businesses, corporations must place a greater focus on brand building. There are also concerns about the lack of digital marketing adoption among retail brands, as well as the creation of green marketing and CSR policies. As a result, the focus of this research has been on the impact of digital marketing, green marketing, and CSR policies in creation of brand for retail companies operating in India. A survey questionnaire was used to collect data from 524 managers and workers in this manner. Confirmatory factor analysis and route evaluation were performed on the data collected from the respondents using the SEM approach. According to the findings, promotional activities, green alliances, green innovation, and environmental disclosure have a substantial impact on the development of the retail brand companies in India. However, the impact of social media marketing and social transparency on brand growth is negligible. As a result, it is advised that retail companies operating in India should focus on promotional activities, green alliances, green innovation, and environmental transparency to ensure development of brand.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The purpose of this study was to determine the influence of digital marketing, green marketing, and CSR policies in brand building for retail companies operating in India. As a result, the findings of this study are limited to retail brands only. As a result, future academicians should think about different kinds of industries prevailing in the country or should focus on other countries in this area and will be able to deliver more comprehensive conclusions from the current literature in this way. On the other hand, there are more variables which contribute to the development of a brand must be addressed to improve company success. Because the influence of social media marketing and social disclosure were calculated to be statistically negligible, future studies could explore certain moderators or mediators between the relationship of social media marketing and brand development, such as social media strategy or brand vision. Furthermore, while this study is confined to India, comparison analyses across various nations might be undertaken in the future. Incorporating qualitative material from interviews into the study can provide more insights in the future.

REFERENCES

1. Afiuc, O., Bonsu, S. K., Manu, F., Knight, C. B., Panda, S., & Blankson, C. (2020). Corporate social responsibility and customer retention: evidence from the telecommunication industry in Ghana. Journal of Consumer Marketing.

2. Al-Quran, A. Z., Alhalalmeh, M. I., Eldahamsheh, M. M., Mohammad, A. A., Hijjawi, G. S., Almomani, H. M., & Al-Hawary,

3. S. I. (2020). Determinants of the Green Purchase Intention in UK: The Moderating Effect of Environmental Concern. International Journal of Supply Chain Management, 9(5), 366-371.

4. Alhalalmeh, M. I., Almomani, H. M., Altarifi, S., Al- Quran, A. Z., Mohammad, A. A., & Al-Hawary, S. I. (2020). The nexus between Corporate Social Responsibility and Organizational Performance in UK: the mediating role of Organizational Commitment and Organizational Citizenship Behavior. Test Engineering and Management, 83(July), 6391 - 6410.

5. Al-Hawary, S. I. & Al-Fassed, K. J. (2021). The Impact of Social Media Marketing on Building Brand Loyalty through Customer Engagement in UK. International Journal of Business Innovation and Research. In Press.

6. Al-Hawary, S. I., & Al-Khazaleh A, M. (2020). The Mediating Role of Corporate Image on the relationship between Corporate Social Responsibility and Customer Retention. Test Engineering and Management, 83(5l6), 29976-29993.

7. Al-Hawary, S. I., Al-Nady, B. A., & Alolayyan, M. (2013). Effect of Brand Name and Price on Business to Business (B2B) Success: An Empirical Study on Sample of Food Hypermarket Retailers in Amman City. International Journal of Information and Coding Theory, 2(2/3), 115–139.

8. Al-Hawary, S. I. S., & Obiadat, A. A. (2021). Does mobile marketing affect customer loyalty in UK? International Journal of Business Excellence, 23(2), 226-250.

9. M., Al-Hawary, S. I., Mohammad, A. A., & Al-Nady, B. A. (2018). Banking Service Quality Provided by Commercial Banks and Customer Satisfaction. A structural Equation Modelling Approaches. International Journal of Productivity and Quality Management, 24(4), 543–565.

10. Annunziata, A., Mariani, A., & Vecchio, R. (2019). Effectiveness of sustainability labels in guiding food choices: Analysis of visibility and understanding among young adults. Sustainable Production and Consumption, 17, 108-115.

11. Bellamy, M. A., Dhanorkar, S., & Subramanian, R. (2020). Administrative environmental innovations, supply network structure, and environmental disclosure.

12. Billups, F. D. (2019). Qualitative data collection tools: Design, development, and applications (Vol. 55). SAGE Publications, Incorporated.

13. Bond, P. (2016). Red–green alliance-building against Durban's port-petrochemical complex expansion. In Grassroots Environmental Governance (pp. 71-91). Routledge.

14. Chen, Y. S., Chang, T. W., Lin, C. Y., Lai, P. Y., & Wang, K. H. (2016). The influence of proactive green innovation and reactive green innovation on green product development performance: The mediation role of green creativity. Sustainability, 8(10), 966.

15. Cooper, D. R., & Schindler, P. S. (2014). Business research methods. McGraw-Hil.

16. De Ruyter, K., Keeling, D. I., & Ngo, L. V. (2018). When nothing is what it seems: A digital marketing research agenda. Australasian Marketing Journal (AMJ), 26(3), 199-203.

17. Dowling, J., & Pfeffer, J. (1975). Organizational legitimacy: Social values and organizational behavior. Pacific sociological review, 18(1), 122-136.

18. Eneizan, B. M., Abd Wahab, K., Zainon, M. S., & Obaid, T. F. (2016). Effects of green marketing strategy on the financial and non-financial performance of firms: A conceptual paper. Arabian Journal of Business and Management Review (Oman Chapter), 5(12), 14.

19. Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of business research, 69(12), 5833-5841.

20. Grubor, A., & Milovanov, O. (2017). Brand strategies in the era of sustainability. Interdisciplinary Description of Complex Systems: INDECS, 15(1), 78-88.

21. Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.

22. Hair Jr, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced issues in partial least squares structural equation modeling. Sage publications.

23. Indumathi, R. (2018). INFLUENCE OF DIGITAL MARKETING ON BRAND BUILDING. International Journal of Mechanical Engineering and Technology (IJMET), 9(7), 235–243.

24. Kordos, M., & Vojtovic, S. (2016). Transnational corporations in the global world economic environment. Procedia-Social and Behavioral Sciences, 230, 150-158.

25. Kumar, B., Sharma, A., Vatavwala, S., & Kumar, P. (2020). Digital mediation in business-to-business marketing: A biblio-metric analysis. Industrial Marketing Management, 85, 126-140.

26. Kumar, P., & Singh, G. (2020). Using social media and digital marketing tools and techniques for developing brand equity with connected consumers. In Handbook of

research on innovations in technology and marketing for the connected consumer (pp. 336-355). IGI Global.

27. Lawal, E., May, G., & Stahl, B. (2017). The significance of corporate social disclosure for high-tech manufacturing companies: Focus on employee and community aspects of sustainable development. Corporate Social Responsibility and Environmental Management, 24(4), 295-311.

28. Low, S., Ullah, F., Shirowzhan, S., Sepasgozar, S. M., & Lee, C. L. (2020). Smart digital marketing capabilities for sustainable property development: A case of Malaysia. Sustainability, 12(13), 5402.

29. Lu, J., Li, B., Li, H., & Zhang, Y. (2020). Sustainability of enterprise export expansion from the perspective of environmental information disclosure. Journal of Cleaner Production, 252, 119839.

30. Makrides, A., Vrontis, D., & Christofi, M. (2020). The gold rush of digital marketing: assessing prospects of building brand awareness overseas. Business Perspectives and Research, 8(1), 4-20.

31. Obeidat, B. Y. (2016). Exploring the relationship between corporate social responsibility, employee engagement, and organizational performance: The case of UKian mobile telecommunication companies. International Journal of Communications, Network and System Sciences, 9(09), 361.

32. Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. Journal of Business Research, 80, 236-246.

33. Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial least squares structural equation modeling (PLS-SEM) using smart PLS 3.0. In An Updated Guide and Practical Guide to Statistical Analysis. Pearson Publication.

34. Ramesh, K., Saha, R., Goswami, S., & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. Corporate Social Responsibility and Environmental Management, 26(2), 377-387.

35. Rasche, A. N. D. R. E. A. S., Morsing, M. E. T. T. E., Moon, J. E. R. E. M. Y., & Moon, J. (2017). The changing role of business in global society: CSR and beyond. Corporate social responsibility: Strategy, communication, governance, 1-30.

36. Ryan, T. P. (2013). Sample size determination and power. John Wiley & Sons.

37. Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. Management Science Letters, 10(10), 2139-2146.

38. Shen, Z. (2020, January). Sales Promotions and Brand Equity: The Moderating Role of Product Type. In 2019 3rd International Conference on Education, Economics and Management Research (ICEEMR 2019) (pp. 568-572). Atlantis Press.

39. Vinzi, V. E., Chin, W. W., Henseler, J., & Wang, H. (2010). Handbook of partial least squares (Vol. 201, No. 0). Berlin: Springer.

40. Wong, K. K. K. (2013). Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS. Marketing Bulletin, 24(1), 1-32.

41. Wong, K. K. K. (2019). Mastering partial

least squares structural equation modeling (PLS-Sem) with Smartpls in 38 Hours. iUniverse.

42. Yadav, R., & Pathak, G. S. (2016). Young consumers' intention towards buying green products in a developing nation: Extending the theory of planned behavior. Journal of Cleaner Production, 135, 732-739.

43. Zameer, H., Shahbaz, M., & Vo, X. V. (2020). Reinforcing poverty alleviation efficiency through technological innovation, globalization, and financial development. Technological Forecasting and Social Change, 161.