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The Conceptual Model for the Digital Content Marketing of Social Media to Boost Green Marketing

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Abstract

The present research has been done with a view to designing content marketing model at social media for boosting green marketing. As regards purpose, it is an applied research,and in terms of approach an exploratory survey, and typically, it can be subsumed under a qualitative research. The analysis approach of this research is meta-synthesis. The statistical community consists of academic and scholarly articles published between 2016-2021/1395-1401 on the pertinent area of this study at Iran`s and foreign trustworthy databases. According to our findings, 1740 articles were retrieved, 324 abstracts were sieved and 186 abstracts were investigated. It was established that the titles of 1416 articles were irrelevant, and consequently they were omitted. 138 articles were deleted once their abstracts had been

reviewed and found irrelevant and 95 articles were left out after a survey of their contents. The criteria used were size of the statistical sample, theoretical sufficiency (theoretical saturation), and finally 56 articles were accepted. The outcome of this process was 49 codes, 23 concepts and 10 categories. The Kappa index was used to guarantee the quality of our research. The amount of the index was calculated using the SPSS software at the significant level of 0/000 number 0/806. According to the evaluation and the extracted concepts and categories in the present research, the content marketing model of social media (Instagram) for boosting green marketing was designed based on three groups of factors: causal, mediating and consequential. The results of the findings show that in the process of content marketing of social media for boosting green marketing, a set of variables play a causal role, and can act as stimulants or propelling agents, and if the causal and mediating factors come properly about, this can culminate in the boosting of the service or product`s brand and an appropriate competitive advantage regarding green marketing in the organizations will also emerge.

Keywords: Content Marketing, Social Media, Green Marketing, Meta-Synthesis.

1.Introduction

Today the big commercial corporations are much more aware of the legal support for the environment than before and put the marketing strategies involving the protection of environment as their social responsibility high on the agenda, so to this end, the above-mentioned corporations have accepted a philosophy known as green marketing (Alipur.2020).

Broadly speaking, green marketing refers to all decisions and short/medium/long- termed activities of a commercial agency which directly or indirectly protect the environment.(Aomoako et al,2021) Green marketing which is per se regarded as a strategy in the current market aiming at adaptation with the environment, community health and people`s businesses, tends to grow and thrive.(Aramesh et al, 2020) Green marketing is one of the modern concepts of marketing which functions as a bridge between benefits of the community and the corporation , which is focused on the protection of environment besides profitability. But in order to institutionalize the views pertaining to this type of marketing, it is necessary to orient social views towards the consumption of green items.(Bashirpur and Mahmoudyan, 2019) The civic behavior of the customer forms the ground for new studies challenging the traditional models of marketing. To turn a consumer into an organized citizen, the corporation`s activities in the sphere of commitment to social responsibility should be increased. And that is where the green marketing sets in as a model that can impact the civic behavior of the customer.(Babakhany et al,2019) One of the new tools for marketing is the marketing based on social media which can help expand the green marketing while promoting the civic behavior of customers.(Giantari and Sukaatmadja, 2021)

The social media-based marketing means the process of drawing public attention to one particular individual, subject or brand. The social media-based marketing actions are usually focused on two pivots :1) creating content that can grip the attention of social media audiences 2) creating content that, moreover, arouses the audiences to share that content(Bakhtyary Sabet, 2018;Mobashery,2017) One of the important secrets involving this style of marketing is how the active users of social media trust each other and that`s what accounts for rapid circulation of messages across the social media. Social media-based marketing relies on word of mouth viral advertising. In

the modern world social media have turned into a highly effective and of course low-cost tool for marketing; a really significant role which the global leading companies and corporations never ignore and to which they pay special attention(Azamy, 2016). In the competitive environment of our current world, the effect of advertisement on the increase of customer`s purchasing intention is quite undeniable. With the increase of subscriptions in the social electronic networks, advertisement in those networks has become the most important and effective marketing activity. The virtual social networks rank as the most significant communication and marketing tool on a national and an international scale which absorbs audiences at an ever-increasing pace. This presents the electronic social networks as a great source of potential customers rendering the identification of effective factors on the acceptance of advertisements in those networks utterly important.(Shafyee Nikabady & Zareyee, 2017) Nowadays organizations are seeking better and easier strategies to introduce themselves or their products(services); strategies which are not only efficient, informative and able to communicate with the customers, but also can reduce the expenses and are more compatible with environmental standards.(Tofigh & Eslam,2021) The surveys show that the advertisements presented on the social networks can directly influence the customer`s view of one brand and can eventually affect the customer`s purchasing intention.(Toler, 2017) Also Nursyakirah et al(2016) believe that the marketing of the social networks content can have positive effects on the strength and health of the brand in question. If corporations are able to link the habit and psychological dependence of users on social networks with their realization of the ease with which such networks can be utilized, then it can be hoped that they have influenced the user`s view of their advertisements at the social networks .(Can & Kaya,2016; Toler, 2017)

The preliminary surveys carried out in the domain of marketing research in Iran as well as interviews with some of the academic experts and officials in the marketing management reveal a void in terms of research and studies about how the social networks should interact to promote the green marketing in our country. The theoretical void above has prevented the managers of commercial agencies and marketing activists of the county from learning lucidly about the role social networks play in the domain of green marketing and also how that role is played. Furthermore, if the strategies of green marketing

and those of social networks marketing are not properly fused, the waste of resources and decrease of profitability can ensue. Therefore , this paper is intended to answer the following crucial question by designing a scientific and systematic methodology: What are the components and elements of marketing model of the content of the social networks(specifically Instagram) for boosting green marketing?

2. Research background

To access the research background, databases and sites abroad such as Google scholar, Emerald, ScienceDirekt, Springer, Proquest,etc. as well as the Iranian counterparts such as the National Library of Iran, Nurmagz, Magiran, the comprehensive portal of humanitarian sciences, IranDoc, Allame Tabatabaee university digital library… etc. were searched. The results of the search show that the theme of the present research has been studied inadequately, and there is a void in terms of research and studies as mentioned earlier. Some of the pertinent researches carried out, are mentioned below:

Movayyed(2021) published an article entitled "Content typology in the marketing of content, studying the approach of creating content by the activists of dairy industry in Instagram". In this research the 4 content types: entertaining, persuasive, convincing, and educational, as well as 4 types of procedure: network, talkative, shy, and dormant were put forward to report the content policies of brands.

Ramezany et al (2020) published an article entitled " Identification of effective factors on the content marketing using social networks and websites and proposal of its conceptual model ". According to the results of the research, 12 effective factors on content marketing were identified using social networks and websites and were proposed in the framework of a conceptual model. The 12 proposed factors include: attractiveness, content structure, content quality, the possibility of sharing content, reliability of the presenter, site speed, updating of issues, distribution medium, compliance with principles of sound and music psychology, lack of disturbance, product`s images and brief content.

Bashirpur & Mohammadyan(2019) published an article entitled "Identification and ranking of effective factors on the tendency of individuals towards buying green items". The results of the research show that all factors contribute to the tendency of customers towards consuming green items , but the ecological knowledge plays a more prominent role on that score. Sharifiye Nikabady & Zareyee(2017)

published an article entitled " The effectiveness of advertisements of electronic social networks". Given the findings of this research, it was determined that the entertaining aspect of advertisements, feeling offended or humiliated, and the informative aspect of advertisements are effective on attitudes of users towards advertisement. Fallah & Najafy(2016) published an article entitled "Investigating the effects of triple factors(including structural,content, and background) of social networks marketing on business expansion". The results of this research show that the triple factors(structural, content and background) of social networks marketing have a positive significant effect on the expansion of businesses.

Malak Akhlagh et al(2016) published an article entitled" The effectiveness of advertisement in electronic social networks". According to the results of this research the institutions in charge of management and development of healthy tourism in Gilan province and Iran would better make efforts and take the right initiatives as to develop the traditional marketing based on mass media (a unilateral communication system) into the modern marketing based on social media whose salient features are interactive mutual talks and receiving feedback.(a bilateral communication system)

Bowden & Mirzaee(2021) published an article entitled " The engagement and participation of consumer in communication channels of retailers: A survey of online brand communities and marketing innovations of digital content". This research was carried out in Australia. The results of this research show that designing and creating appropriate digital content can considerably boost the behavioral, cognitive, emotional and social interaction of customers with the brand.

Bu et al(2020) published an article entitled " Marketing of digital content as a catalyst of electronic word of mouth advertisements in the industry of food tourism". This study was conducted upon 707 Chinese tourists. According to the results, the entertaining and informative aspects of content plus social interaction positively impact the electronic word of mouth advertisements in the area of social media advertisements. Taiminen and Ranaweera(2019) published an article entitled " Boosting the interaction with the brand and valuable relationship based on trust in the b2b atmosphere through marketing digital content". According to the results, boosting the marketing of digital content can have positive effects on boosting interaction with

the brand and the valuable relationship based on trust in b2b atmosphere.

Raji et al (2019) published an article entitled " The moderating effect of brand`s image on the relationship between advertising content in social networks, sale`s promotions and purchasing behavioral intention". According to the results, the advertising content in social networks and sale`s promotions have a significant effect on the behavioral intention of customers and the brand`s image can play a significant mediating role.

Toler(2017) did a research as his PhD dissertation entitled " Modeling the structural equations of engagement in advertisement, customer`s attitude and mingling with video advertisements in social networks". The results of the research show that the effectiveness of advertisements presented at social networks  can directly influence the customer`s view of the brand and their view of the effective advertisement and following this, the purchasing intention of customers will be affected too.

Can and Kaya (2016) published an article entitled "Addiction to social networks websites and the effect of attitude towards social networks advertisements". According to the results of the research, habit and psychological dependence of users on social networks along with the realization of the ease with which these networks could be used, influence user`s view of advertisements presented at social networks.

Tseng and Wang (2016) did a research entitled " The effect of perceived risk on the double process of adopting information at travel agencies". According to the results, the perceived risk in the domain of electronic recommended advertisements can have effect on customers adopting information.

3. Methodology

In terms of purpose and objective, it is an applied research and as regards approach, it is an exploratory survey since it seeks to present a new model in the domain of content marketing of social media, namely, Instagram for boosting green marketing; a model which can be applied to boost green marketing at production and service agencies of the country. This research is of qualitative type and has employed meta-synthesis method to design the conceptual model. The statistical community of the research consists of scientific and scholarly articles   published between 2016-2022(=1395-1401)   at

Iran`s solid websites(such as Jahad Daneshgahy) and the solid foreign ones(such as Emerald and Science Direct on the pertinent area of study.

In this research the criteria included the size of the statistical sample, theoretical sufficiency (theoretical saturation); that is to say by leafing through and surveying further articles, no more new criteria will be found in the previous researches. It is noteworthy that sampling in the meta-synthesis method is of a non-random nature. To use the meta-synthesis method the researcher is required to have an elaborate thorough revision of the subject and to combine the qualitative findings which are related to each other. This research draws on the seven-phase meta-synthetic Sandelowski & Barroso Method(2006) as it is shown in figure 1. The phases include:1. Formulation of the research questions 2. The systematic survey and review of literature and texts 3. Search and selection of suitable texts 4. Extraction of information from selected texts 5. Analysis and synthesis of findings 6. Controlling the quality of extracted codes and finally 7. Presentation of findings.

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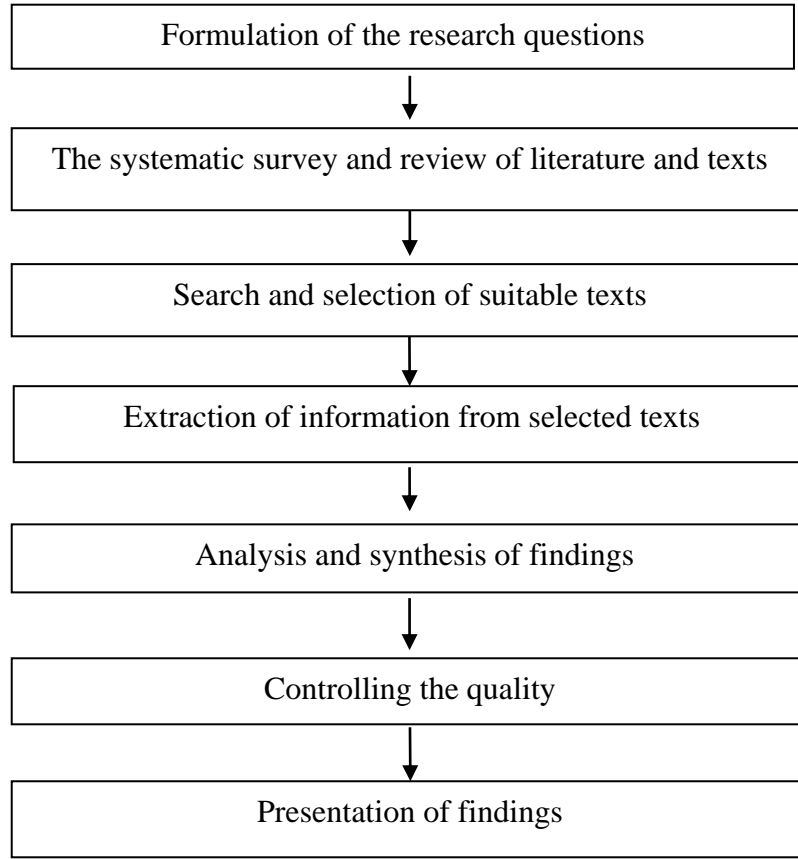
Fig.1. phases of implementing meta-synthesis method

4.Findings

The research question- What are the components and elements of marketing model of content of social media(specifically Instagram) for boosting green marketing?

Identification of components of content marketing model

The present research has been done with a view to designing a model for content marketing at social media to boost green marketing, so, to this end, different elements such as the country in question, essence, quality, etc. were taken into account. The formulation of a suitable question is the very first step of the meta-synthesis method. The suitable question in this method can investigate a particular phenomenon, its aspects and components and the factors that prove

effective on it. Accordingly, the following question was formulated: What are the components and elements of marketing model of social media (specifically Instagram) to boost the green marketing?
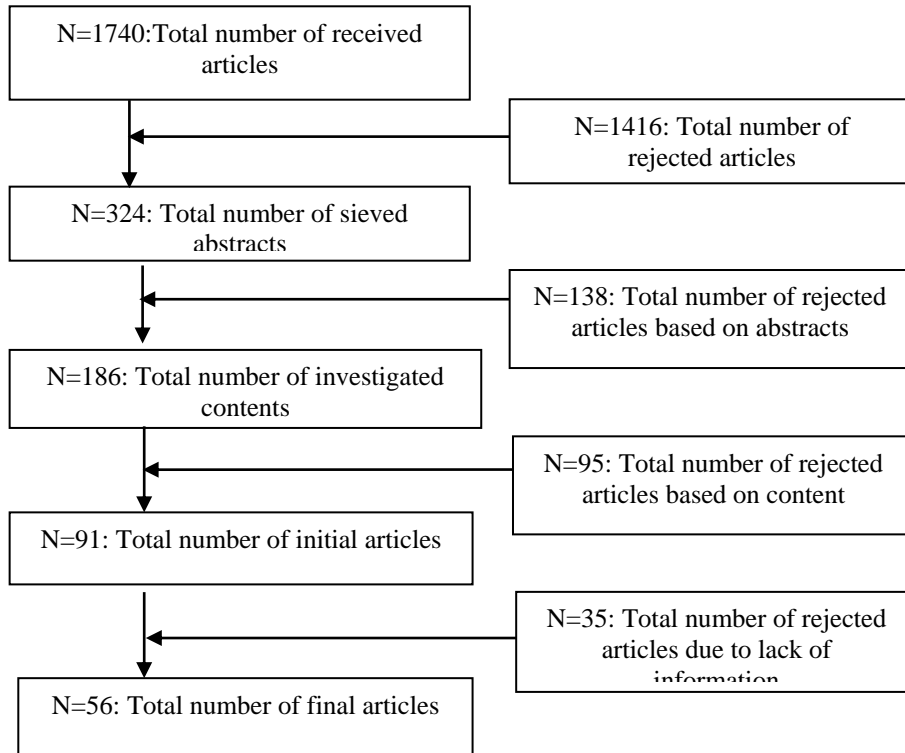
Identification of researches and information retrieval
At the second phase of the meta-synthesis method , the scholarly and research articles published between 2016-2022/ 1395-1401 in both foreign websites such as Emerald and Science Direct as well as Iran`s websites such as Jahad Daneshgahy, the comprehensive database of humanitarian studies, Civilica,Magiran, Iran`s publication database…etc. were systematically searched. To search the articles at the above-mentioned databases in view of the research question, many keywords were applied, the list of which is given at table 1. As a result of this survey, 1740 articles were received.

Table 1.The searched keywords

Keywords	keywords
Content Marketing	Content management
Digital Marketing	Digital Economy
Social media Marketing	Marketing and environmental
Instagram	Green advertisements
Marketing Green	Green Economy

In the present research, to begin with, the introduced databases were searched using the keywords in the above table. To select suitable articles the algorithm presented by figure 2 was used. In the process, a variety of factors such as titles, abstracts, contents, access, quality of research method and crystal clear results were taken into consideration. The purpose pursued at this phase was to omit articles that had failed to enrich the present research.

N=1740:Total number of received articles

N=1416: Total number of rejected articles

N=324: Total number of sieved abstracts

N=138: Total number of rejected articles based on abstracts

N=186: Total number of investigated contents

N=95: Total number of rejected articles based on content

N=91: Total number of initial articles

N=35: Total number of rejected articles due to lack of information

N=56: Total number of final articles

Figure 2. Algorithm of selecting final articles

So all the articles were collected based on the relationship of article`s titles into an extensive file. Of 1740 received articles, 324 were sieved and the contents of 186 articles were surveyed. 1416 articles were left out as they had no bearing on the title. 138 articles were omitted once their abstracts were studied and found irrelevant. At last after thorough assiduous survey of articles ` contents, 91 articles were picked which were thematically quite related to the present research. At first the information of articles was thematically sorted and categorized as content marketing of social media and green marketing and then the reference of each article was registered( author`s full name, publication year of the article, article`s title), and finally the main components of each article were extracted.

Analysis of qualitative data
The purpose pursued at this phase was to present a coherent

interpretation of data. In the course of analyzing subjects we come across codes and cases which can be integrated. First all the factors extracted from the studies were codified then some of them were assorted in the form of a similar concept by considering the meanings of codes. In this way, classes formed containing identical subjects and concepts and then the classified themes developed categories. The outcome of this process was the identification of 49 codes, 23 concepts and 10 categories as presented at table 2:

Table 2. Categorization of findings

Categories	Concepts	Codes	Some resources used to extract codes
Strength of the promotional message to instill the necessity of green marketing in the minds of audiences	Necessitation of green marketing	Marketing and environmental hidden needs	Ejtehady et al(2018); Araste(2017);Rezayeefard et al(2019); Sabet Motlagh(2017); Giantary And Sukaatmadja (2021); Tofigh and Eslam(2021)
	Strength of necessitating the promotional message	Instilling the feeling of necessity and boosting it	
The attractiveness of promotional message`s content	Content importance in the initial attraction of audience	Innovation in creating content, proper design of content	Mobashery(2017); Khorramrad(2016);Bashirpur and Mohammadyan(2019);Ramezany Malabad(2020); Tseng and Wang(2017); Rajii et al(2020)
	Attracting the attention of message`s audience	Attractiveness of content, State of a message being interesting	
	Malfunctioning of unattractive content	Cliché messages to avoid repetition	
Using Instagram trustworthy pages to convey the promotional message	Selecting a specialized medium to convey the message	Credibility of medium to avoid repetition	Bakhtyary(2018); Behnya and Ahmady(2020); Fallah and Najafy(2016); Khosravy and Purerfany(2020); Tseng and Wang(2017); Bowden and Mirzayee(2021)
	Selecting the frequently visited medium to circulate the message	The association o f pages with environment	
Lucidity of	To talk plainly	Number of	Ejtehady Ataabady and

Categories	Concepts	Codes	Some resources used to extract codes
promotional messages content		pages` followers Extension of media in the society	Momeny(2018); Fallah and Najafy(2016); Araste(2017); Maarefy and Hassanpur Ghoroghchy(2020); Nursiakyrah(2016); Can and Kaya(2017)
	Avoiding digression	Fluent content, Comprehensible content	
Harmony of promotional message with the society`s dominant culture	Compliance with social conventions in designing promotional messages	No bombastic speech, Concise content	Farazmand(2017); Alipur(2020); Jalaly and Mortezayeean(2020); Amoako et al(2021); Bu,Y, Parkinson(2020)
	Respecting the sacred values of the society in designing messages	The red-line of religious and holy values, To avoid linking the content of the promotional message with religion	
	Considering the purchasing culture of the society in designing the message	The purchasing culture of the society; consumption culture; The ecological culture of the society	
The competitive advantage arising from green marketing	Green marketing as a high advantage	Stable competetive advantage; Being green as an advantage	Farazmand(2017); Rostamy Foruzande Bolury(2020); Bashirpur and Mohammadyan(2019); Araste(2017); Papadas et al(2018); Yatish and Zillur(2016)
	Paradigm of green advertisements	Public attention to green advertisements; Profusion of green ads procedures	
Informing the society of the importance of	Informing the society of the philosophy of	Spreading information; Green	Aramesh et al(2020); Fulady and Valyzadeh(2020); Rezayee Fard et al (2019); Giantari and

Categories	Concepts	Codes	Some resources used to extract codes
green marketing	green management	management	Sukaatmadja(2021); Borah et al(2021)
	Enlightening the public beliefs as to the essence of green marketing	Strong points of green marketing; Pros of green marketing	
Strengthening brand; green products/services	Impressing the place of green brands in the minds of audiences	Branding; Mental status	Rostamy Foruzande and Bolury(2020); Khosravy and Purerfany(2020); Fulady and Valyzade(2020); Perera and Hewege(2018); Sikic(2021); Taiminen and Ranaweera(2019)
	Highlighting the advantages of green services and products	Green products; Public health	
	Reminding audiences of green brands	Reminding messages; Timetable to circulate the message	
Arousing audiences to convey the promotional message by means word of mouth method	Stimulating the audiences to share the content of the promotional message	Enthusiastic sharing; The good sense of sharing; Social status	Malak Akhlagh et al(2016); Jalaly and Mortezayeean(2020); Bashirpur and Mohammadyan(2019); Hossein et al(2017); Sikic(2021)
	Rewarding users in return for sharing the promotional messages of green products/services	Promotional techniques of sharing; Awards and lottery	
Systematic and viral circulation of promotional message Relating to green marketing via digital social media	Electronic viral marketing through audiences	Electronic word of mouth marketing; The viral conveyance of messages content	Jalaly and Mortezayeean(2020);Dusti shakib & Ansari(2016); Ramezani et.al(2020); Hossein et al(2017); Hossein et al(2018);Sikic(2021)
	Equipment of green brands	Advertising strategy;	

Categories	Concepts	Codes	Some resources used to extract codes
	with smart strategies of social networks marketing	Strategy of creating and circulating the message; Marketing of social networks	

Quality control

Kappa index was used to maintain the quality of our research. In this respect, to control the extracted concepts the researcher`s view was compared with that of an expert`s. The Kappa index fluctuates between zero and one. When the criterion is closer to number one, it is understood that there has been a more general consensus. The amount of the index was calculated using SPSS software at a significant level (0/000) number %806. This amount is shown below at table 3.
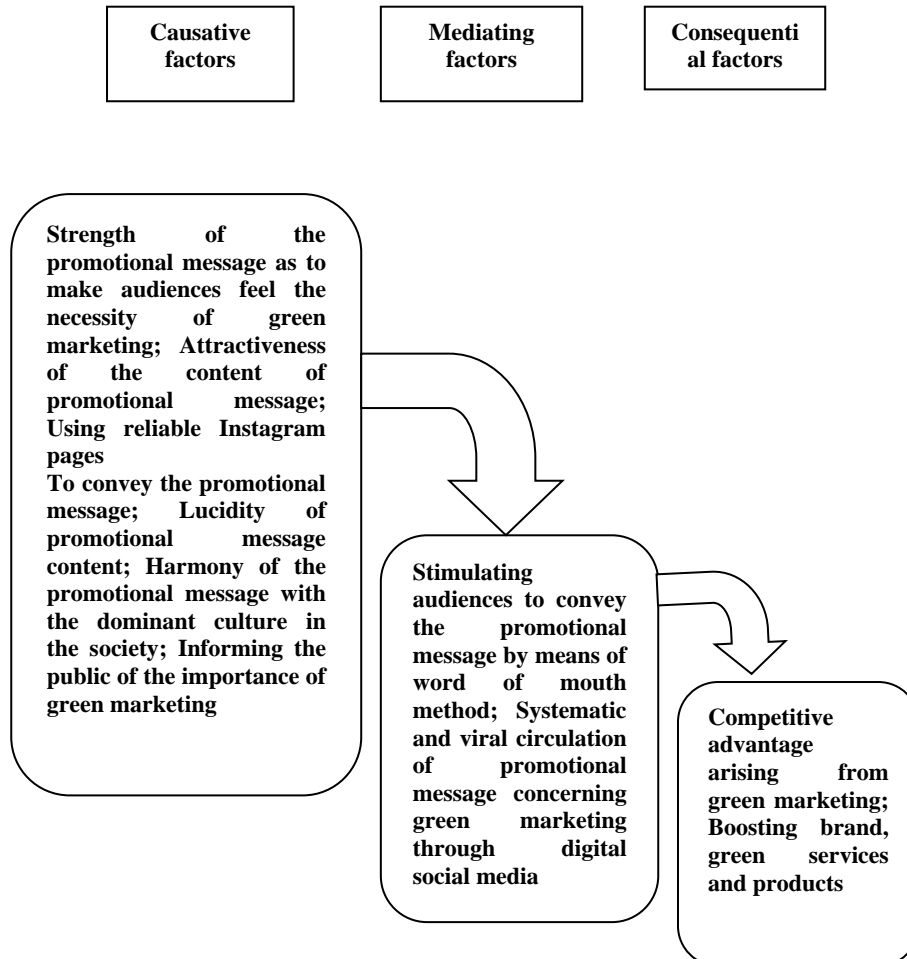
Table 3. Kappa index

	Amount	Standard deviation	Significant number
Agreed amount of Kappa	%806	%78	%000
Number of valid cases	49		

Given the fact that the significant number was smaller than %5, the assumption of the independence of extracted codes was rejected and it was determined that the extraction of codes had suitable reliability.
Presentation of proposed model

Based on the evaluation and survey and also the extracted concepts and categories of present research, the marketing model of social networks (Instagram) content for boosting green marketing was designed as it is shown at figure 3:

Causative factors	Mediating factors	Consequential factors

Strength of the promotional message as to make audiences feel the necessity of green marketing; Attractiveness of the content of promotional message; Using reliable Instagram pages
To convey the promotional message; Lucidity of promotional message content; Harmony of the promotional message with the dominant culture in the society; Informing the public of the importance of green marketing

Stimulating audiences to convey the promotional message by means of word of mouth method; Systematic and viral circulation of promotional message concerning green marketing through digital social media

Competitive advantage arising from green marketing; Boosting brand, green services and products

Fig.3.The proposed model

5. Conclusion

Social media-based content marketing involves the process of calling public attention to one particular individual/subject/brand. The marketing initiatives of content based on social media are pivoted round the principle of creating content that can grip the attention of social media audiences. Based on the model resulted from the meta-synthesis of previous studies, it became evident that in the process of marketing the content of social media for boosting green marketing, there are some variables with a causative role which can act as stimulants. They include the strength of promotional message as to make audiences feel the necessity of green marketing, attractiveness

of promotional message, using reliable Instagram pages to convey the promotional message, lucidity of the content of promotional message, harmony of promotional message with the dominant culture of the society and finally informing the society of the importance of green marketing. This goes to show that boosting these factors can boost the content of promotional messages in the domain of green marketing, thus, making plans to improve them is of great account. The results of present research are in agreement with the researches done by Malak Akhlagh et al(2016); Shafiee Nikabady and Zareyee(2017), Ramezany et al(2020) and Bowden and Mirzayee (2021).

Additionally, the model shows that the causative factors influence two mediating variables and bring them about before they can lead to a series of consequential factors. The two variables include stimulation of audiences to convey the promotional message by means of word of mouth method and systematic and viral circulation of promotional message concerning green marketing through digital social media. That means that the above-mentioned causal factors make the electronic word of mouth advertisement and the viral circulation of promotional message content happen and facilitate them. The results of present research are in agreement with the researches done by Bashirpur and Mohammadi(2019) , Tseng Wang(2016), Can and Kaya(2016), Toler(2017) and Bu et al(2020).

Based on the research model, if the causal and mediating factors come about and function properly, it can be anticipated that firstly the corporation or organization in charge will considerably benefit from green marketing, and secondly the service or product`s brand can be boosted. The results of the research are in agreement with researches done by Fallah & Najafy(2016),Movayyed(2021), Rajii et al(2016), Taminen and Ranaweera(2019). Finally ,it can be admitted that content marketing in social media can be wielded as a lever and strategic tool for dissemination and boosting of green marketing and how this efficient tool should be wielded, depends on the knowledge and expertise of the senior managers in the organizations and corporations in charge of green marketing.

Based on gained experiences of this research it is suggested to prospective researchers that they take steps to boost the proposed model in the research and add further variables to it. Moreover, it is suggested they take steps as to investigate and assess the quantitative aspect of the model.

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