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MARKETING STRATEGIES OF ECO-BRANDS ON E-COMMERCE PLATFORMS

Abstract. *The article investigates the specifics of developing marketing strategies for eco-brands on e-commerce platforms in the context of growing consumer demand for sustainable products and the increasing importance of digital commerce channels. The study demonstrates that changes in consumer behavior are accompanied by greater attention to environmental product attributes, sustainability certifications, supply chain transparency, and corporate commitment to sustainable development principles.*

The research systematizes contemporary approaches to marketing strategy development and identifies the key stages of forming marketing strategies for eco-brands in e-commerce. These stages include digital environment analysis, segmentation and targeting of environmentally conscious consumers, development of a value proposition based on ESG and CSR principles, selection of e-commerce platforms as key interaction channels, and continuous performance monitoring.

The paper proposes a structured framework of tools and methods for evaluating eco-brand marketing strategies and identifies differences between strategies for FMCG eco-brands and eco-brands offering shopping goods. The proposed methodology was tested using a case study of an eco-friendly book brand producing books from recycled materials and selling through Amazon KDP. KDSpy was applied to assess market demand, competition, and differentiation opportunities.

In addition, the study introduces a methodological approach for evaluating marketing strategy performance based on the Eco-Transparency Index (ETI), Eco-Consumer Trust Coefficient (ECT), and the integrated Eco-Marketing Performance Index (EPI). The proposed framework can be used to improve the competitiveness and strategic decision-making of eco-brands operating in digital commerce environments.

Keywords: *eco-brand, digital strategies, FMCG, shopping goods, consumer behavior, KPI, book brand.*

МАРКЕТИНГОВІ СТРАТЕГІЇ ЕКОБРЕНДІВ НА ПЛАТФОРМАХ ЕЛЕКТРОННОЇ КОМЕРЦІЇ

Анотація. У статті досліджено особливості формування маркетингових стратегій еко-брендів на платформах електронної комерції в умовах зростання попиту на екологічно відповідальне споживання та посилення ролі цифрових каналів взаємодії між брендами і споживачами. Встановлено, що трансформація споживчої поведінки в цифровому середовищі супроводжується підвищенням уваги до екологічних характеристик продукції, прозорості виробничих процесів, наявності екологічної сертифікації та відповідності діяльності компаній принципам сталого розвитку. Це обумовлює необхідність адаптації традиційних маркетингових підходів до умов платформеної електронної



комерції та інтеграції екологічних цінностей у процес формування маркетингових стратегій.

Обґрунтовано, що формування маркетингової стратегії еко-бренду на платформах електронної комерції повинно здійснюватися як послідовний процес, який охоплює аналітичну діагностику цифрового середовища та поведінки екоспоживачів, сегментацію і таргетування екологічно свідомих аудиторій, формування ціннісної пропозиції з урахуванням ESG- та CSR-принципів, вибір платформ електронної комерції як ключових каналів взаємодії зі споживачами, а також моніторинг результативності реалізованої стратегії.

Розроблено та систематизовано інструменти і методи оцінювання маркетингової стратегії еко-брендів на платформах електронної комерції відповідно до основних етапів її реалізації. Запропонований підхід поєднує традиційні показники ефективності цифрового маркетингу з індикаторами екологічної прозорості та довіри споживачів. Визначено специфіку формування маркетингових стратегій для еко-брендів товарів повсякденного попиту та товарів попереднього вибору. Встановлено, що для товарів повсякденного попиту пріоритетного значення набувають екологічне маркування, управління рейтингами та відгуками, а також спрощення процесу прийняття рішення про купівлю. Для товарів попереднього вибору більш важливими є екологічна прозорість, цифровий сторітелінг, контент-маркетинг та детальне обґрунтування екологічної цінності продукції.

Апробацію запропонованого підходу здійснено на прикладі книжкового еко-бренду, продукція якого виготовляється з використанням переробленої сировини. Для аналізу ринкових можливостей використано інструмент KDSpy, що дозволило оцінити попит, конкурентне середовище та перспективи екологічної диференціації на платформі Amazon KDP. Результати апробації підтвердили, що в сегменті книжкової продукції екологічні характеристики не формують самостійного пошукового попиту, проте можуть виступати важливим чинником диференціації бренду та підвищення його споживчої цінності.

Запропоновано методичний підхід до оцінювання результативності маркетингової стратегії еко-брендів на основі індексу екологічної прозорості (ETI), коефіцієнта екологічної довіри споживачів (ECT) та інтегрального екологічно-маркетингового індексу ефективності (EPI). Практична цінність дослідження полягає у можливості використання розроблених рекомендацій та системи показників для підвищення конкурентоспроможності еко-брендів на платформах електронної комерції.

Ключові слова: екологічний бренд, цифрові стратегії, FMCG, товари попереднього вибору, поведінка споживачів, KPI, книжковий бренд.

Formulation of the problem. The digitalization of the economy and the development of e-commerce have significantly transformed approaches to managing the marketing activities of enterprises. According to analysts' estimates, the global e-commerce market volume reached nearly USD 7 trillion in 2025, with almost a quarter of all retail sales conducted through digital channels [1]. As of 2025, there were 28 million e-commerce websites worldwide, representing a 2.9% increase compared to the previous year. It is also expected that by 2027, the share of online retail purchases will grow to 22.6% [2]. Concurrently, a shift in priorities has recently been observed in e-commerce: although pragmatic factors, such as promotions, prices (61%), product quality or durability (52%) [3], and delivery times, remain key, interest in socially responsible and ethical e-commerce practices is growing substantially. Consumers expect the e-commerce sector to assume responsibility for shaping a sustainable future alongside governments and organizations [4]. The 2026 DHL E-commerce Trends Report [5] notes that "sustainability has shifted from nice-to-have to non-negotiable," meaning that environmental responsibility is becoming a baseline consumer expectation for online stores and marketplaces. Accordingly, transparency of information regarding the environmental impact of products, responsible packaging, and sustainable logistics practices are becoming important factors in building brand trust and enterprise competitiveness in the digital environment, which highlights the urgent need to develop and implement effective marketing strategies for promoting environmentally responsible brands on e-commerce platforms.

Analysis of recent research and publications. The transformation of consumer behavior under the influence of digitalization and the growing public demand for environmentally responsible consumption have contributed to the formation of a new direction of scientific research at the intersection of e-commerce, sustainability marketing, and eco-brand management. Fundamental in this sense are studies on the essence, functions, forms, and development trends of e-commerce. In particular, K. Ivanov [6] generalized theoretical approaches to defining e-commerce, systematized its functions and forms, and analyzed the current state and development dynamics of this type of economic activity. The author emphasizes the growing role of e-commerce as an important element of the digital economy and a factor in increasing business efficiency.

The further development of research in this area is linked to the study of marketing tools and the

latest trends in the digital environment. Thus, O. Kabanova, I. Pashniak, and S. Vasylyk [7] carried out a generalization of modern internet marketing and e-commerce strategies, focusing attention on the impact of digital transformation on the marketing activities of enterprises. The authors underscore the need to adapt marketing strategies to changes in consumer behavior and the rapid development of digital technologies.

An important direction of research is the study of the role of e-commerce in the international activities of enterprises. L. Davydiuk and I. Shvarts [8] consider e-commerce as one of the key factors in the development of foreign economic activity under the digitalization of the global economy. Their study analyzes the dynamics of international online sales, the specifics of forming consumer demand in global markets, and the impact of marketplaces on international trade. Among the factors determining consumer behavior, the authors distinguish the level of digital trust, logistical accessibility, delivery speed, and the development of payment infrastructure.

L. Berezovska and A. Kyrychenko [9], analyzing the development of e-commerce in Ukraine and the European Union countries, substantiate the need to improve state policy in this area with the aim of integrating the Ukrainian market into the EU Single Digital Market. Conversely, S. Povna and A. Bondarenko [10] view e-commerce as a tool for overcoming systemic crises in enterprise development, emphasizing its strategic importance for ensuring business resilience in an unstable external environment.

For the most part, the main focus of Ukrainian researchers centers on the issues of the essence of e-commerce, the analysis of its dynamics, and its role in enterprise development, international trade, and the digital transformation of business. At the same time, the marketing aspects of the socially responsible development of e-commerce remain insufficiently studied, particularly the formation of ecologically oriented marketing strategies, the implementation of eco-practices on marketplaces, ecological branding, and mechanisms for promoting ecological goods in the digital environment.

Unlike Ukrainian studies, foreign scientists actively study the relationship between the development of e-commerce and the environmental responsibility of business. Thus, N. Kozik, B. Kabaja, and E. Varese [11] draw attention to one of the key problems of modern e-commerce – the low visibility and recognizability of ecological goods on digital trading platforms. The researchers note that despite the growing demand for environmentally responsible consumption, ecological products often remain insufficiently visible among the large number of offerings on marketplaces. I. Rizomyliotis [12] proves that trust acts as a key mediator between the perception of security, privacy, and online shopping risk, and the intention to purchase eco-friendly products. At the same time, trust directly in the ecological characteristics of the product additionally reinforces consumers' willingness to make purchases in the online environment. The problematics of forming environmentally responsible consumer behavior in e-commerce are also considered in the study by M. Mirbabaie, J. Marx, and J. Germies [13], who substantiate the possibilities of using digital nudging to stimulate the choice of more sustainable goods. The authors prove that properly designed digital interfaces can positively influence environmentally responsible decision-making without limiting the consumer's freedom of choice.

Foreign researchers pay special attention to the problem of the credibility of environmental claims in the digital environment. S. Zhang et al. [14] investigated the impact of unverified "green" signals on consumer behavior in e-commerce and concluded that their effect largely depends on the platform context and the level of user trust. In turn, L. Atkinson and S. Rosenthal [15] established that the source of eco-labeling and the level of specificity of environmental arguments significantly affect consumer trust in the product and brand. A significant contribution to the development of the concept of sustainable e-commerce was also made by M. Islam and co-authors [16], who proposed the SEER (Sustainable E-commerce with Environmental-impact Rating) product environmental rating system, which allows integrating environmental impact assessment directly into the process of online product selection.

Thus, the analysis of scientific sources indicates the presence of a significant research gap between domestic and foreign scientific approaches. While Ukrainian researchers mainly focus on the economic, organizational, and technological aspects of e-commerce development, international scientific practice pays increasing attention to issues of sustainable development, ecological branding, building trust in ecological goods, combating greenwashing, and implementing environmentally responsible marketing strategies on digital platforms. Given the intensification of the global trend toward eco-consumption and the growing role of marketplaces in international trade, to ensure the competitiveness of Ukrainian brands in the global market, it is relevant to study marketing strategies for promoting ecological brands in e-commerce, taking into account modern consumers' requirements for sustainability and environmental responsibility.

The purposes of the article. The purpose of the article is to substantiate the methodological foundations of forming a marketing strategy for eco-brands on e-commerce platforms. To achieve this purpose, the study envisages addressing the following tasks:

- analysis of consumer behavior transformation on e-commerce platforms;
- conceptualization of the structural components of the marketing strategy for ecological brands in

digital commerce;

- clarifying the specifics of eco-brands in the FMCG sector and shopping goods on e-commerce platforms;
- substantiating the key components of the marketing strategy for eco-brands on e-commerce platforms.

The main material presentation. A marketing strategy is one of the key tools for ensuring the competitiveness of an enterprise and achieving long-term development goals. According to the concept of P. Kotler and K. Keller [17], a marketing strategy defines the method of creating, communicating, and delivering value to target consumers. Classical marketing strategies were based on the 4Ps marketing mix concept and involved managing product, price, place, and promotion. However, the digital transformation of business has led to the necessity of revising traditional approaches to marketing management.

The development of e-commerce facilitated the transition from mass marketing to personalized interaction with consumers, since modern digital technologies allow enterprises to collect large datasets on customer behavior, forecast demand, and form individualized offers. Accordingly, new marketing strategies have emerged in the digital environment, among which conversion, image-building, reputational, retention, SEO, SEM, SMM, Email marketing, and others are distinguished [18].

Despite the diversity of digital marketing strategies, the efficiency of their implementation largely depends on the characteristics of the digital environment in which they are applied. In modern conditions, e-commerce platforms represent one of the most dynamic environments for implementing marketing strategies, combining the functions of sales, communication, analytics, and customer relationship management. According to [2], 2.77 billion people worldwide make online purchases on specialized e-commerce platforms or in social media stores. Every second consumer (52%) has sold a product on an online marketplace; this figure rises to 62% among Millennials and 58% among Generation Z, although Baby Boomers still lag behind at 35%. Concurrently, globally, Europeans are the most active in C2C sales, with 57% stating that they sell on marketplaces [5]. Consequently, platforms such as Amazon, eBay, Temu, Etsy, AliExpress, Shopify, Noon provide enterprises with access to a global buyer base, standardized payment and logistics infrastructure, advertising tools, and analytical services. Thanks to this, enterprises can quickly test markets, adapt product offerings, and scale sales with minimal initial investments [8]. Online e-commerce platforms allow consumers to interact directly with brands and sellers. Therefore, the convergence of marketing strategies and e-commerce tools is a defining trend in the development of the modern business environment, which determines their deep mutual determination [19, p. 566, 570].

According to the results of international studies from 2025-2026 [3; 20], from 58% to 60% of representatives of younger generations consciously prefer brands that adhere to the principles of sustainable development and ethical business conduct, while about 90% of buyers consider the environmental characteristics of products and their sales processes when making purchasing decisions.

Unlike traditional brands, eco-brands compete not only through the functional characteristics of the product, but specifically by demonstrating ecological value and a responsible attitude toward the environment. Moreover, environmental brands on e-commerce platforms demonstrate consistently higher growth rates compared to traditional ones. Buyers increasingly choose products with natural ingredients, refuse excessive packaging, and consciously support companies that practice the principles of the circular economy. Thus, 55% of consumers are willing to pay more for eco-friendly brands, and 75% of eco-friendly products sell better online than in stores [21].

The effectiveness of ecologically oriented brands in digital channels largely depends on the alignment between the content strategy, e-commerce platforms, and the level of consumer engagement in sustainable consumption [22]. Furthermore, the integration of environmental principles into marketing activities transforms not only promotion tools but also the very logic of creating consumer value in the digital environment [23]. Accordingly, the formation of a marketing strategy for ecological brands in digital commerce should be based on an interdisciplinary combination of the concepts of sustainable development, digital marketing, and behavioral economics.

In general terms, the methodology of forming a marketing strategy for ecological brands in digital commerce involves the sequential implementation of the following stages: analytical diagnostics of the digital environment and eco-consumer behavior; segmentation and targeting of environmentally conscious audiences; formation of a value proposition taking into account ESG and CSR principles; selection of digital e-commerce platforms as key channels of interaction; as well as continuous performance monitoring based on KPIs (conversion, engagement, brand trust, product environmental impact).

To form a marketing strategy for eco-brands on e-commerce platforms and its multilevel evaluation, it is advisable to adapt traditional tools to the specifics of eco-brands and to combine classical marketing KPIs with ecologically oriented sustainable development indicators (table 1).

Table 1

Tools and methods for evaluating the marketing strategy of eco-brands on e-commerce platforms

Marketing strategy stage	Key goal	E-commerce platform tools	Evaluation methods and indicators	Specifics for eco-brands
Market analytics and positioning	Defining the niche and competitive environment	Universal (Google Trends, Semrush, Ahrefs, etc.); niche for marketplaces (e.g. for Amazon: Helium 10, Jungle Scout, DataHawk, SellerApp)	Market Share, Search Volume Index, Competitive Density Index	Analysis of environmental demands (eco, sustainable, green), segmentation of "conscious consumers"
Value Proposition forming	Creating a unique environmental offering	Product listing optimization tools, A/B testing	Value Perception Score, Differentiation Index	Assessment of environmental uniqueness (materials, CO ₂ -footprint, certification)
Content strategy	Formation of informational and emotional impact	A+ Content, video listings, storytelling modules	Engagement Rate, Content Effectiveness Score, Time-on-page	Share of educational content on sustainable development in general content
SEO and visibility on the platform	Increasing search relevance	Amazon SEO, keyword tools, internal ranking systems	Organic Ranking Position, CTR, Keyword Relevance Score	Separate block of eco-keywords (sustainable, eco-friendly, carbon neutral, etc.)
Trust Building	Reducing information asymmetry	Reviews system, ratings, badges (Climate labels)	Rating Score, Review Sentiment Index, Trust Coefficient	Additional parameters: availability of eco-certifications, verified sustainability claims
Communication and promotion	Attracting traffic and sales	Amazon Ads, influencer marketing, sponsored listings	ROAS, CTR, CAC, Conversion Rate	Share of campaigns with an environmental message in the total budget
Loyalty and repeat purchases	Forming long-term relationships	CRM tools, email marketing, loyalty programs	Customer Retention Rate, Repeat Purchase Rate, CLV	Value-based loyalty, participation in eco-community
Logistics and after-sales experience	Delivery and packaging optimization	Fulfillment systems (FBA), packaging analytics	Delivery Time Index, Return Rate, Sustainability Logistics Score	Part of eco-packaging, carbon-neutral delivery options
Brand environmental performance (generalization)	Integral strategy assessment	Data dashboards, BI systems	Eco-Performance Index (EPI), Sustainability Score	Integration of all eco-indicators into a single index (transparency, certification, impact)

Source: compiled by the authors based on [12; 24-25]

It should be noted that the specifics of forming marketing strategies for eco-brands of fast-moving consumer goods (FMCG) on e-commerce platforms can differ significantly from eco-brands of shopping goods. Thus, the first category includes ecological food products, household chemicals, cosmetics, personal hygiene products, and other goods characterized by a low level of consumer involvement and a high purchase frequency. Accordingly, in the context of e-commerce, the main factors in choosing such goods are the speed of decision-making, the availability of information, and trust in the ecological characteristics of the products. Research [11] shows that one of the most important factors in purchasing ecological goods online is eco-labeling, which significantly influences consumer intentions to purchase products.

On the other hand, while the presence of an official eco-label increases consumer trust and their willingness to pay more, in the absence of appropriate certification, the market reaction becomes ambiguous. Thus, according to [14], in over 70% of cases, the lack of official confirmation forces buyers to shift to a heuristic perception of information, relying on indirect signals: vague environmental language or brand reputation. In digital commerce, two types of such heuristic signals are most frequently used: abstract claims (e.g., "green technologies"), which lack specific measurable parameters, and trust surrogates ("expert approved," "lifetime guarantee"), which substitute for actual technical evidence. In addition, sellers often apply "functional stacking" – listing numerous minor characteristics or exaggerating product functions to artificially demonstrate its superiority. The effectiveness of perceiving these signals directly depends on the architecture of the online platform. Since consumers online are deprived of the opportunity to physically evaluate the product, they transfer the function of assessing credibility to a digital mediator – the marketplace interface, control mechanisms, and the seller's reputation [26]. As a result, internal reputation systems (ratings, reviews, transaction history) act as amplifiers of unverified environmental claims.

Consequently, combating digital greenwashing plays a special role, as FMCG buyers are not willing to spend significant time verifying the ecological characteristics of goods [14]. Accordingly, the marketing strategy must provide for the use of clear, verified, and standardized environmental signals on the platforms.

Thus, for FMCG eco-brands, the most significant elements become the eco-labeling strategy, SEO optimization for ecological search queries, rating and review management strategy, automated recommendation systems, subscription and repeat purchase programs, and digital nudging to stimulate sustainable consumption [13].

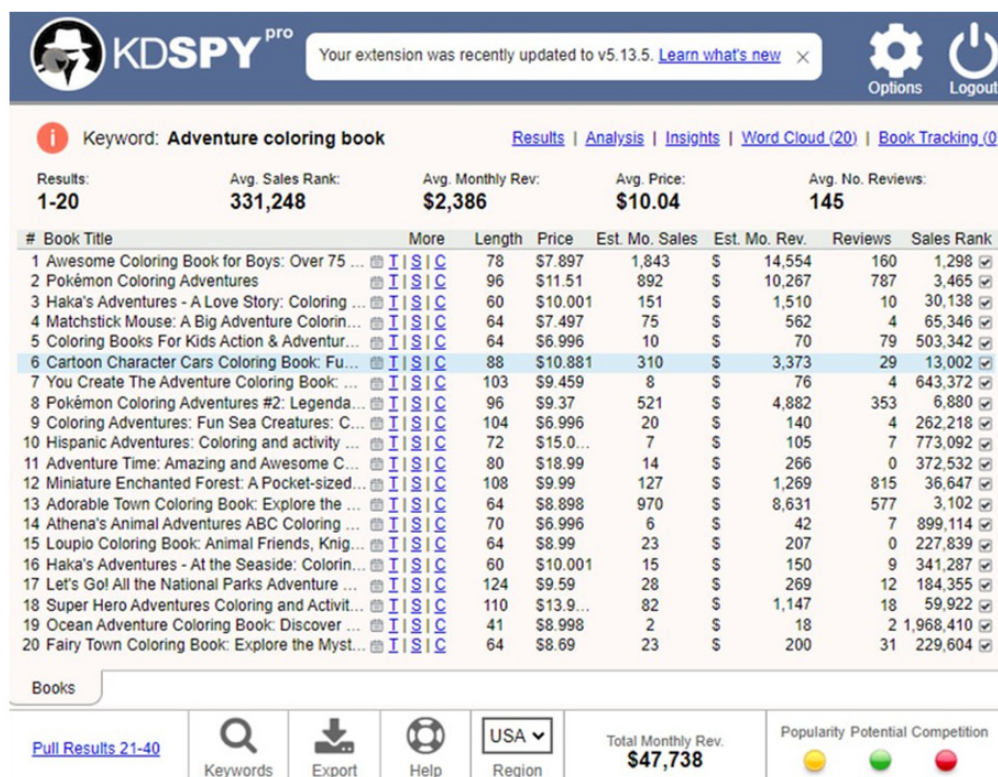
The group of shopping eco-brands includes ecological clothing, furniture, household appliances, home goods, sporting goods, and other products whose acquisition involves comparing alternatives and a higher level of consumer involvement. In this case, the buyer conducts an extended information search, evaluating the ratio between price, quality, and the ecological characteristics of the product. Accordingly, the marketing strategy should be oriented not only toward informing but also toward substantiating the ecological value of the brand. Studies demonstrate that for products with a high level of involvement, trust in environmental claims significantly depends on the specificity and detail of the arguments. Specific and verifiable environmental claims generate a higher level of trust than general statements about "eco-friendliness" or "naturalness" [15]. For such eco-brands, the digital storytelling strategy, environmental transparency strategy, content marketing with a detailed description of the product life cycle, demonstration of certificates and independent audit results, interactive product comparison tools, online brand reputation management, personalized consultations, and customer support are particularly important [12].

An important element of the marketing strategy also becomes the demonstration of the product's environmental impact through sustainability ratings, carbon footprint indicators, and ecological calculators. A promising direction is the use of product environmental rating systems directly on e-commerce platforms [16].

Further analysis logically implies turning to empirical examples that allow demonstrating the features of implementing the developed methodological approaches in e-commerce practice. As an example, let us consider the key elements of forming a marketing strategy of a book eco-brand for Amazon, since this platform remains the most visited e-commerce website with 2.84 billion average monthly visits [2].

The core unique value proposition is envisioned to be printing on recycled paper. In Ukraine, some publishing houses already support the trend of ecological printing on bookpaper (which is manufactured from secondary raw materials, for example, from recycled Tetra Pak packaging for juices and milk). A striking example is the encyclopedia "Journey to the Wonderful World of Animals" (by Anna Claybourne), a partial print run of which was printed after the recycling of juice packaging by the Tetra Pak company [27].

The initial strategic task is to determine the niche and the competitive environment of the brand. For the analysis, the KDSpy service was used, and the object of analysis was the "Adventure Coloring Book" niche in the US market (Fig. 1).



KDSpy^{pro} Your extension was recently updated to v5.13.5. [Learn what's new](#) ×

Options Logout

Keyword: Adventure coloring book [Results](#) | [Analysis](#) | [Insights](#) | [Word Cloud \(20\)](#) | [Book Tracking \(0\)](#)

Results: **1-20** Avg. Sales Rank: **331,248** Avg. Monthly Rev: **\$2,386** Avg. Price: **\$10.04** Avg. No. Reviews: **145**

#	Book Title	More	Length	Price	Est. Mo. Sales	Est. Mo. Rev.	Reviews	Sales Rank
1	Awesome Coloring Book for Boys: Over 75 ...	  	78	\$7.897	1,843	\$ 14,554	160	1,298
2	Pokémon Coloring Adventures	  	96	\$11.51	892	\$ 10,267	787	3,465
3	Haka's Adventures - A Love Story: Coloring ...	  	60	\$10.001	151	\$ 1,510	10	30,138
4	Matchstick Mouse: A Big Adventure Colorin...	  	64	\$7.497	75	\$ 562	4	65,346
5	Coloring Books For Kids Action & Adventur...	  	64	\$6.996	10	\$ 70	79	503,342
6	Cartoon Character Cars Coloring Book: Fu...	  	88	\$10.881	310	\$ 3,373	29	13,002
7	You Create The Adventure Coloring Book: ...	  	103	\$9.459	8	\$ 76	4	643,372
8	Pokémon Coloring Adventures #2: Legend...	  	96	\$9.37	521	\$ 4,882	353	6,880
9	Coloring Adventures: Fun Sea Creatures: C...	  	104	\$6.996	20	\$ 140	4	262,218
10	Hispanic Adventures: Coloring and activity ...	  	72	\$15.0...	7	\$ 105	7	773,092
11	Adventure Time: Amazing and Awesome C...	  	80	\$18.99	14	\$ 266	0	372,532
12	Miniature Enchanted Forest: A Pocket-sized...	  	108	\$9.99	127	\$ 1,269	815	36,647
13	Adorable Town Coloring Book: Explore the ...	  	64	\$8.898	970	\$ 8,631	577	3,102
14	Athena's Animal Adventures ABC Coloring ...	  	70	\$6.996	6	\$ 42	7	899,114
15	Loupie Coloring Book: Animal Friends, Knig...	  	64	\$8.99	23	\$ 207	0	227,839
16	Haka's Adventures - At the Seaside: Colorin...	  	60	\$10.001	15	\$ 150	9	341,287
17	Let's Go! All the National Parks Adventure ...	  	124	\$9.59	28	\$ 269	12	184,355
18	Super Hero Adventures Coloring and Activit...	  	110	\$13.9...	82	\$ 1,147	18	59,922
19	Ocean Adventure Coloring Book: Discover ...	  	41	\$8.998	2	\$ 18	2	1,968,410
20	Fairy Town Coloring Book: Explore the Myst...	  	64	\$8.69	23	\$ 200	31	229,604

Books

[Pull Results 21-40](#)

Keywords Export Help USA Region

Total Monthly Rev. **\$47,738**

Popularity Potential Competition

Fig. 1. TOP-20 books on request "Adventure Coloring Book" in KDSpy
Source: from the author's personal KDSpy account

The analysis of the "Adventure Coloring Book" niche using the KDspy tool demonstrated the commercial attractiveness of the niche (Avg. Monthly Revenue = \$2,386), the entry barrier (Avg. Reviews = 145), and the pricing benchmark (Avg. Price = \$10.04). The average Best Sellers Rank stands at 331,248. Despite relatively high average values, individual books showcase a BSR at the level of 1,000-5,000, which indicates the presence of substantial demand. Concurrently, the wide range of sales rank values points to a fragmented market competitive structure and the opportunity for new brands to enter by implementing a differentiation strategy. A potential niche for differentiation, for instance, can be occupied through ecological positioning. That is, subsequently, based on competitive analysis, a unique brand value proposition is formed, for example: Eco Adventure Coloring Books. The key message may read as "Adventure children's coloring books printed on 100% recycled paper using ecologically safe inks." The main elements of differentiation can include recycled paper, FSC-certified paper, eco-friendly printing, sustainability education, and carbon-conscious production.

Subsequently, an expanded semantic core is formed based on the seed keyword "Adventure coloring book." At the same time, if one enters queries such as "eco-friendly book", "green book", "sustainability book", "environmental book", "eco book" into Amazon or KDP, the algorithm predominantly displays books on the topic of ecology, rather than books printed on recycled paper. In other words, a mixing of two distinct categories occurs: a book about sustainable development and a book printed on recycled paper (for the Amazon algorithm, these concepts are often not differentiated). Consequently, unlike many e-commerce product categories, for book products, ecological search queries are mostly associated with the content of the publication rather than with the environmental characteristics of its production process. This complicates the utilization of a traditional SEO strategy for promoting ecologically manufactured books. Thus, for eco-brands of book products on e-commerce platforms, the ecological characteristics of the product do not form an independent search demand but perform primarily the function of differentiation and increasing the consumer value of the brand. Simply put, the strategy must take into account that the main traffic driver will be the book's theme, while the driver of differentiation will be the sustainability of production.

Regarding the content strategy, a conventional book description is insufficient for an eco-brand; therefore, it is advisable to include rational arguments in the content, such as the use of recycled materials, reduced wood consumption, and eco-friendly printing. Emotional arguments can include the formation of an ecological culture, the idea that every book helps preserve forests, and teaching children the principles of sustainable development.

To build trust in the eco-brand, environmental transparency is crucial; therefore, it is advisable to place the share of recycled paper (100%), FSC certification, printing type (eco-friendly inks), and packaging type (recyclable packaging) on the product detail page.

Furthermore, as seen in Fig. 1, the average number of reviews in the TOP-20 is 145; thus, for successful competition, it is advisable to set a target indicator of at least 100 reviews during the first year and a rating score of no less than 4.5. Accordingly, Amazon Reviews, Amazon Vine, social networks, and collaboration with eco-bloggers can be utilized as key tools.

The promotion strategy can include PPC advertising (ad campaigns targeting keywords such as "adventure eco coloring book", "eco coloring book", "recycled paper coloring book", etc.), as well as publications regarding the benefits of recycled paper, ecological upbringing of children, and sustainable consumption practices. Influencer marketing involves cooperation with parenting bloggers, eco-bloggers, and homeschooling communities.

To evaluate the effectiveness of the strategy, it is recommended to use the following KPIs: Search Volume, Organic Rank, CTR, Conversion Rate, Rating Score, Repeat Purchase Rate, ETI (ecological impact), and EPI (overall performance).

The Brand Environmental Competitiveness Index (*ETI*) can be calculated using the formula:

$$ETI = \frac{C+S+T+L}{4} \quad (1)$$

where C – level of reveal of information about product composition;

S – availability and completeness of certification;

T – transparency of production processes;

L – logistics transparency.

Each indicator is rated from 0 to 1. This index can be used for comparative analysis of eco-brands.

We also propose to determine the coefficient of environmental consumer trust (*ECT*):

$$ECT = \frac{R+E+V}{3} \quad (2)$$

where R – average product rating;

E – assessing the credibility of environmental claims;

V – level of verification of environmental characteristics.

The indicator is also normalized from 0 to 1.

To evaluate the effectiveness of the marketing strategy, classic e-commerce KPIs are used: Search Volume (SV), Organic Rank (OR), Click-Through Rate (CTR), Conversion Rate (CR), Rating Score (RS), Repeat Purchase Rate (RPR). For further calculations, they are also normalized to the interval from 0 to 1. Then the environmental marketing efficiency index (EPI):

$$EPI = \omega_1 ETI + \omega_2 ECT + \omega_3 CR + \omega_4 CTR + \omega_5 RS + \omega_6 RPR \quad (3)$$

where ω_i – indicator weighting factors.

At the same time: $\sum_{i=1}^6 \omega_i = 1$

Thus, the utilization of the proposed system of indicators ensures a comprehensive evaluation of the effectiveness of an eco-brand's marketing strategy on e-commerce platforms, taking into account both the ecological characteristics of the brand and the performance of its marketing activities. This creates a methodical foundation for substantiating strategic decisions aimed at enhancing the competitiveness of eco-brands in the digital environment.

Conclusions. The analysis of consumer behavior transformation on e-commerce platforms demonstrated the growing attention of consumers toward the environmental characteristics of products, corporate transparency, the availability of ecological certification, and the alignment of brands with the principles of sustainable development. This necessitates the adaptation of marketing strategies to the new requirements of the digital environment and reinforces the role of ecological positioning as a factor in building competitive advantages.

As a result of the study, it was established that the formation of a marketing strategy for eco-brands on e-commerce platforms should be carried out as a sequential process, encompassing analytical diagnostics of the digital environment and eco-consumer behavior, segmentation and targeting of environmentally conscious audiences, development of a value proposition based on ESG and CSR principles, selection of e-commerce platforms as key channels of interaction with consumers, and continuous monitoring of marketing performance based on relevant KPIs.

The article systematizes and adapts tools and methods for evaluating the marketing strategy of eco-brands on e-commerce platforms in accordance with the main stages of its implementation. The proposed approach combines traditional marketing performance indicators with indicators of environmental transparency and consumer trust, enabling a comprehensive evaluation of eco-brand performance in the digital environment. It is substantiated that the specifics of eco-brand marketing strategies depend on the type of product. For fast-moving consumer goods (FMCG), eco-labeling, review management, and simplification of the consumer decision-making process are of key importance, whereas for shopping goods, priority is given to environmental transparency, content marketing, digital storytelling, and a detailed substantiation of the product's ecological value.

In the process of substantiating the key components of the marketing strategy for eco-brands on e-commerce platforms, the methodological approach to its formation was approved using the example of a book eco-brand whose products are manufactured using recycled materials. The results of the approval process indicated that under platform-based e-commerce conditions, the environmental characteristics of book products primarily perform the function of differentiation and increasing the consumer value of the brand, while the acquisition of the target audience is ensured mainly through thematic search queries and the content characteristics of the products.

The proposed methodical approach to evaluating the performance of an eco-brand's marketing strategy based on the Environmental Transparency Index (ETI), the Eco-Consumer Trust (ECT) coefficient, and the integral Eco-Marketing Performance Index (EPI) creates a methodical foundation for substantiating strategic decisions to enhance the competitiveness of eco-brands on e-commerce platforms and can be utilized in digital marketing practices as well as further scientific research in the field of sustainable development and e-commerce.

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