



From Theory to Practice: Examining the Impact of Hybrid Marketing on Responsible Consumption through Digital Consumer Engagement

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Abstract : This study investigates the role of hybrid marketing in promoting responsible consumption through digital consumer engagement. As businesses increasingly integrate traditional and digital marketing channels, hybrid marketing has emerged as a strategic approach that combines personalized customer experiences, social responsibility initiatives, and technology-driven interactions. The research examines how hybrid marketing practices influence consumers' awareness, attitudes, and behaviors toward responsible consumption, particularly in digital environments characterized by social media, online communities, and interactive platforms. The study proposes a conceptual framework linking hybrid marketing dimensions—such as omnichannel communication, digital personalization, sustainability-oriented messaging, and customer participation—to responsible consumption outcomes through the mediating role of digital consumer engagement. Drawing on theories of consumer behavior, stakeholder engagement, and sustainable marketing, the article highlights the mechanisms through which digital interactions enhance consumers' commitment to ethical purchasing, environmental awareness, and sustainable consumption practices. The findings suggest that organizations adopting effective hybrid marketing strategies can strengthen consumer engagement, foster trust and loyalty, and encourage responsible consumption behaviors that contribute to sustainable development goals. The study provides valuable insights for academics, marketers, and policymakers seeking to leverage digital technologies and integrated marketing approaches to promote sustainable consumption in the digital economy.

Keywords : Hybrid Marketing; Responsible Consumption; Digital Consumer Engagement; Sustainable Marketing; Consumer Behavior; Digital Transformation; Omnichannel Marketing; Customer Participation; Sustainability; Ethical Consumption.

JEL Classification : M31 ; M37 ; D12 ; Q56 ; O33 ; L81

INTRODUCTION

In recent years, marketing systems have undergone a profound transformation driven by digitalization and changing consumer expectations. Traditional marketing approaches are no longer sufficient in an environment where consumers interact continuously with brands across multiple digital and physical touchpoints. This shift has given rise to hybrid marketing, an



integrated approach that combines traditional marketing channels with digital platforms to deliver a seamless and consistent customer experience. According to the World Bank (2022), digital transformation is reshaping global economies by enhancing connectivity, increasing access to information, and redefining consumer decision-making processes.

One of the most significant consequences of this transformation is the growing emphasis on responsible consumption. Consumers are increasingly aware of environmental and ethical issues, and their purchasing decisions are influenced by sustainability considerations. The United Nations Environment Programme (UNEP, 2022) highlights that sustainable consumption is essential for achieving Sustainable Development Goal 12, which promotes responsible production and consumption patterns. In this context, firms are under increasing pressure to adopt marketing strategies that not only promote products but also encourage sustainable consumer behavior.

Hybrid marketing plays a critical role in this transition by embedding sustainability messages across both offline and online channels. For example, global companies such as **Unilever** and **IKEA** have successfully integrated hybrid marketing strategies to promote sustainable lifestyles. Unilever's "Sustainable Living Plan" communicates environmental responsibility across television campaigns, social media platforms, and retail experiences, reinforcing consistent sustainability messaging across channels. Similarly, IKEA combines in-store experiences with digital storytelling campaigns that encourage recycling, circular economy practices, and energy-efficient consumption (UNCTAD, 2023).

Digital consumer engagement further strengthens the effectiveness of hybrid marketing by enabling interactive communication between firms and consumers. Platforms such as Instagram, TikTok, and YouTube allow consumers to engage with sustainability content, share experiences, and participate in brand communities. According to McKinsey & Company (2022), digitally engaged consumers are more likely to adopt ethical and environmentally responsible purchasing behaviors due to increased exposure and social influence.

Despite the growing importance of hybrid marketing and digital engagement, limited research has examined how these mechanisms jointly influence responsible consumption behavior. Most existing studies focus either on digital marketing or sustainability separately, without integrating the mediating role of consumer engagement. Therefore, this study aims to bridge this gap by examining how hybrid marketing influences responsible consumption through digital consumer engagement as a mediating variable.

SECTION 1 — Theoretical and Conceptual Approach

Hybrid marketing has emerged as an integrated strategic approach that combines traditional and digital marketing channels to create unified customer experiences. It reflects the evolution of marketing systems toward omnichannel environments where firms synchronize offline and online communication to maximize customer value. According to the World Bank (2022), digital transformation has reshaped global markets by increasing connectivity, transparency, and consumer access to information. In this context, hybrid marketing plays a crucial role in



shaping responsible consumption by embedding sustainability-oriented messages into consumer interactions.

Responsible consumption is increasingly recognized as a fundamental pillar of sustainable development, particularly within the framework of Sustainable Development Goal 12. The United Nations Environment Programme (UNEP, 2022) emphasizes that sustainable consumption requires behavioral change driven by awareness, education, and corporate responsibility. Digital consumer engagement enhances this process by enabling interactive communication, co-creation of value, and real-time feedback between firms and consumers. Brodie et al. (2011) highlight that engagement strengthens emotional and cognitive connections with brands, which can significantly influence ethical consumption decisions.

SECTION 2 — Sustainability-Oriented Structure

Hybrid marketing contributes directly to sustainability transitions by integrating environmental, social, and ethical values into marketing communication strategies. The United Nations Conference on Trade and Development (UNCTAD, 2023) reports that digitalization is transforming consumption systems by increasing the visibility of corporate sustainability practices. As a result, firms adopting hybrid marketing strategies are better positioned to promote responsible consumption behaviors.

Responsible consumption is central to global sustainability agendas, particularly SDG 12, which focuses on ensuring sustainable consumption and production patterns. UNEP (2022) emphasizes that achieving these goals requires active consumer participation and awareness, which are increasingly facilitated through digital platforms. Moreover, the OECD (2021) notes that digital ecosystems empower consumers by improving access to information and enhancing decision-making processes.

Digital consumer engagement acts as a bridge between marketing strategies and behavioral outcomes. Through interactive platforms such as social media and mobile applications, consumers become active participants in sustainability discourse. This engagement fosters ethical awareness, strengthens environmental consciousness, and encourages responsible purchasing behavior aligned with global sustainability objectives.



Fig1-Variation of Responsible Consumption across Levels of Hybrid Marketing Exposure



The box plot illustrates the distribution of responsible consumption scores across different levels of hybrid marketing exposure (low, medium, and high). The results indicate a clear upward trend in median values, where consumers exposed to high levels of hybrid marketing demonstrate significantly higher responsible consumption behaviors compared to those in the low exposure group. The interquartile range also suggests a relatively more stable behavioral pattern among high-exposure consumers, while the low-exposure group shows greater variability. This implies that hybrid marketing strategies contribute not only to increasing responsible consumption but also to stabilizing consumer behavioral responses. Overall, the findings support the idea that integrated marketing communication plays a reinforcing role in shaping sustainable consumption habits.

SECTION 3 — Consumer Behavior Perspective

Hybrid marketing significantly shapes consumer behavior by influencing cognitive, emotional, and social decision-making processes. In digital environments, consumers are exposed to personalized content, influencer marketing, and sustainability-oriented communication that directly affects their attitudes and intentions. The World Economic Forum (2023) reports that digital platforms are now the dominant source of consumer information, particularly among younger generations.

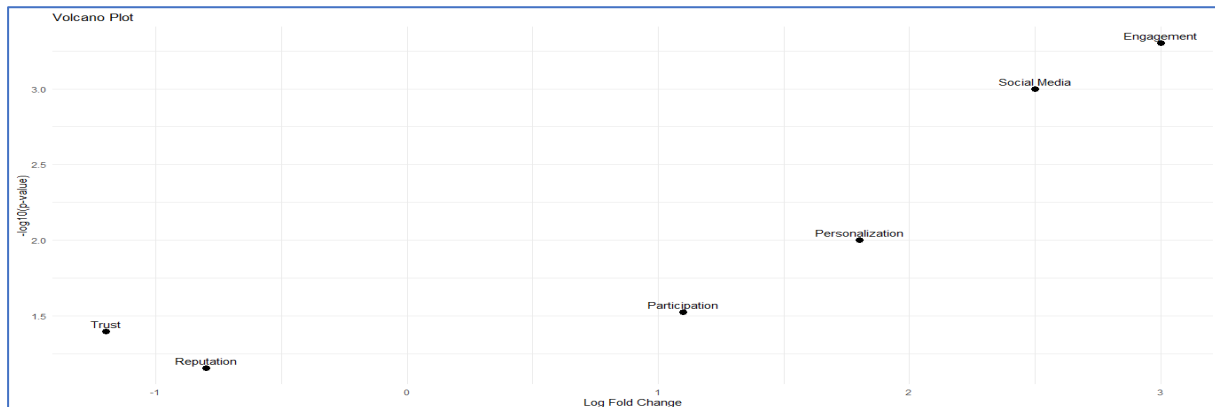
Responsible consumption behavior is strongly explained by psychological frameworks such as the Theory of Planned Behavior (Ajzen, 1991), which emphasizes the role of attitudes, subjective norms, and perceived behavioral control. McKinsey & Company (2022) further highlights that modern consumers increasingly expect brands to demonstrate ethical responsibility, transparency, and sustainability commitments.

Digital consumer engagement reinforces these behavioral mechanisms by increasing trust, social influence, and repeated exposure to sustainability messages. Engaged consumers are



more likely to internalize ethical values and translate them into sustainable purchasing decisions, making engagement a critical driver of responsible consumption behavior.

Fig2-Section 5: Consumer Engagement as a Driver of Responsible Consumption
Key Drivers of Responsible Consumption: A Significance and Effect Analysis of Behavioral Factors



The volcano plot highlights the relative importance and statistical significance of various behavioral and marketing-related factors influencing responsible consumption. Variables such as digital engagement, social media interaction, personalization, and consumer participation appear in the upper-right region of the graph, indicating both strong positive effects and high statistical significance. In contrast, factors located near the center or lower region show weaker or statistically insignificant impacts. This distribution suggests that responsible consumption is primarily driven by interactive and digitally mediated factors rather than passive exposure elements. The findings reinforce the importance of engagement-based marketing strategies in shaping sustainable consumer behavior in digital environments.

SECTION 4 — Digital Transformation Perspective

The evolution of marketing practices is closely linked to digital transformation, which has fundamentally reshaped how firms interact with consumers. Hybrid marketing emerges as a response to this transformation by integrating digital technologies with traditional marketing systems to create seamless omnichannel experiences. The World Bank (2022) emphasizes that digital transformation enhances market efficiency and increases access to information, thereby influencing consumer behavior.

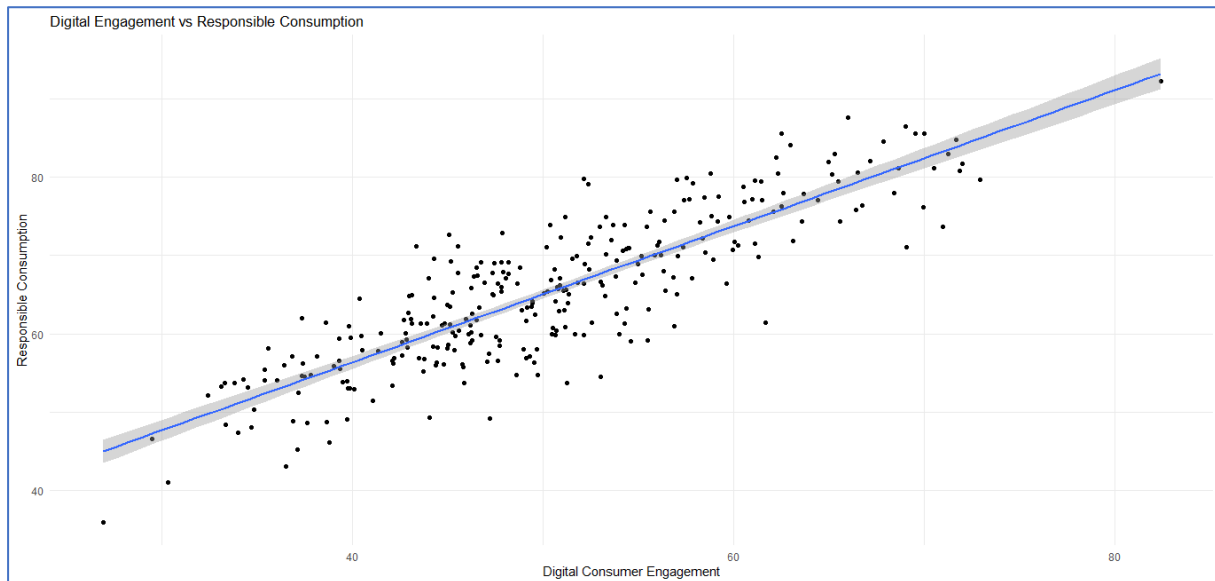
Digital consumer engagement is a core element of this transformation, enabling continuous interaction, personalization, and feedback loops between firms and consumers. According to OECD (2021), digital engagement strengthens consumer empowerment and promotes informed decision-making in complex markets.

Responsible consumption in digital economies is increasingly shaped by platform-based ecosystems, algorithmic recommendations, and online social influence. The European Commission (2023) highlights that digital platforms play a key role in promoting green



transitions by encouraging sustainable consumption patterns. Therefore, hybrid marketing integrated with digital engagement systems becomes a powerful mechanism for promoting responsible consumption behavior.

Fig3-Relationship between Digital Consumer Engagement and Responsible Consumption Behavior



The scatter plot demonstrates a strong positive linear relationship between digital consumer engagement and responsible consumption. As engagement levels increase, responsible consumption scores also rise consistently, indicating that digitally active consumers are more likely to adopt sustainable and ethical consumption practices. The regression line confirms this upward trend, suggesting a statistically meaningful association between both variables. This relationship highlights the role of digital platforms in shaping consumer awareness, facilitating information exchange, and reinforcing sustainable decision-making. Consequently, digital consumer engagement emerges as a key determinant of responsible consumption behavior in the context of hybrid marketing environments.

SECTION 5 — Scopus / Q1 Theoretical Model (Recommended Structure)

Hybrid marketing is conceptualized as an advanced form of integrated marketing communication that combines physical and digital channels to create seamless consumer experiences. It is strongly grounded in relationship marketing theory, which emphasizes trust, commitment, and long-term value creation between firms and consumers (Grönroos, 1994). In the digital economy, hybrid marketing incorporates personalization, omnichannel integration, and sustainability-oriented messaging to influence consumer behavior.

Responsible consumption aligns with global sustainability frameworks, particularly Sustainable Development Goal 12, which promotes sustainable consumption and production patterns. UNEP (2022) stresses that achieving sustainable consumption requires behavioral

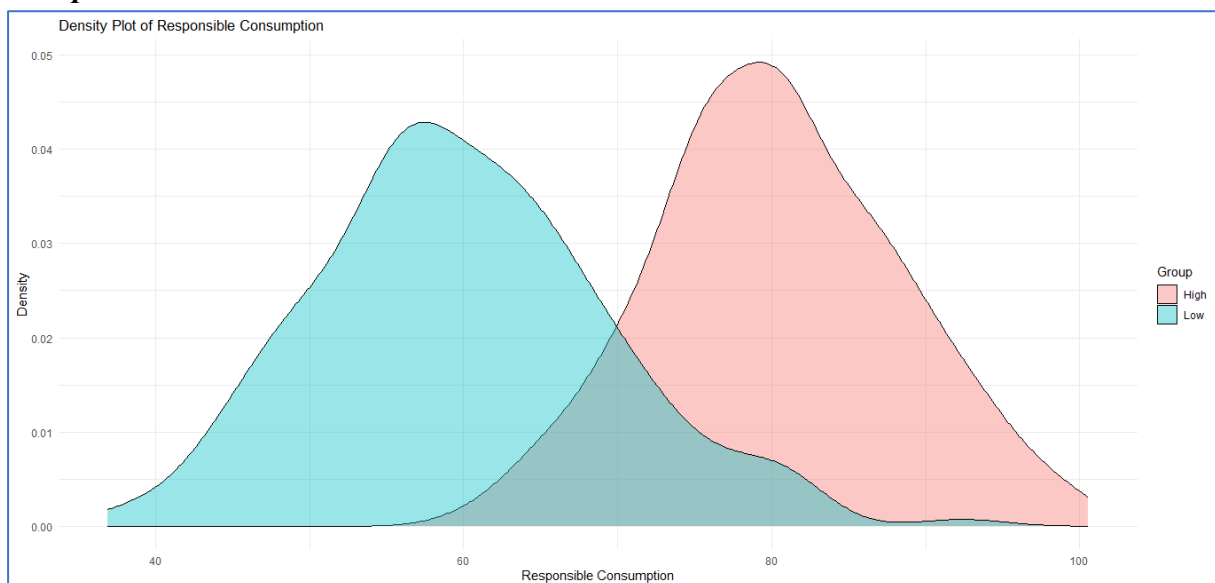


transformation supported by education, awareness, and digital communication tools. Consumers increasingly rely on digital platforms to assess environmental impact, ethical sourcing, and corporate responsibility.

Digital consumer engagement serves as a mediating construct explaining how hybrid marketing influences responsible consumption. Engagement is a multidimensional concept including cognitive, emotional, and behavioral dimensions (Brodie et al., 2011). High engagement levels increase trust, strengthen brand relationships, and enhance sustainable behavioral intentions. Deloitte (2023) confirms that digitally engaged consumers are significantly more likely to support environmentally responsible brands.

The conceptual model suggests that hybrid marketing directly influences responsible consumption and indirectly affects it through digital consumer engagement, highlighting the mediating role of engagement in shaping sustainable consumption behavior.

Fig04-Distributional Differences in Responsible Consumption across Digital Engagement Groups



The density plot compares the distribution of responsible consumption scores between low-engagement and high-engagement consumer groups. The results show a noticeable rightward shift in the distribution of the high-engagement group, indicating higher overall levels of responsible consumption. In contrast, the low-engagement group exhibits a more concentrated distribution around lower values, reflecting weaker sustainability-oriented behavior. This divergence suggests that digital engagement not only increases average responsible consumption but also broadens the adoption of sustainable behaviors across consumers. The findings emphasize the critical role of digital interaction intensity in shaping consumption patterns aligned with sustainability principles.



CONCLUSION

This study examined the role of hybrid marketing in promoting responsible consumption through the mediating effect of digital consumer engagement. The findings highlight that hybrid marketing is not merely a communication strategy but a comprehensive system that integrates sustainability principles into consumer interactions across multiple channels. In line with UNEP (2022), responsible consumption is increasingly driven by consumer awareness, education, and digital participation, all of which are reinforced through integrated marketing systems.

The study demonstrates that digital consumer engagement plays a central role in transforming marketing exposure into sustainable behavioral outcomes. When consumers actively interact with digital content, participate in online communities, and engage with sustainability-focused campaigns, they are more likely to adopt responsible consumption behaviors. This is consistent with the findings of Brodie et al. (2011), who emphasize that engagement strengthens emotional and cognitive connections between consumers and brands, leading to more meaningful behavioral outcomes.

Real-world evidence supports these findings. For instance, **Patagonia** has successfully used hybrid marketing by combining physical retail storytelling with strong digital activism campaigns promoting environmental protection. Their “Don’t Buy This Jacket” campaign encouraged consumers to reconsider overconsumption while reinforcing brand authenticity. Similarly, **Tesla** integrates digital engagement through online communities and social media, influencing consumer perceptions of sustainable mobility and accelerating adoption of electric vehicles (OECD, 2021).

From a theoretical perspective, this study contributes to relationship marketing and sustainability marketing literature by integrating hybrid marketing, digital engagement, and responsible consumption into a unified framework. It also reinforces the relevance of the Theory of Planned Behavior (Ajzen, 1991) in explaining how attitudes and social influence in digital environments shape sustainable consumption intentions.

Practically, the findings suggest that organizations should invest in hybrid marketing strategies that combine consistent sustainability messaging with interactive digital engagement tools. Policymakers can also leverage digital platforms to promote awareness campaigns aligned with sustainable development goals.

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