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Digital Analytics as a Driver of Green Brand Competitive Advantages

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Abstract.

Introduction. *In today's conditions of transformation of global markets, driven by digitalization and growing environmental challenges, companies are forced to rethink approaches to building their own competitiveness. Green branding is taking an increasingly important place in strategic business development, and digital analytics is becoming a key tool that allows combining environmental values with effective marketing solutions.*

Purpose. *The purpose of the article is to determine the impact of digital analytics on the formation and strengthening of the competitive advantages of a green brand by analyzing the dynamics of the digital presence and behavioral indicators of the company Ukono.*

Results. *Bibliometric analysis has shown growing scientific attention to the combination of digital analytics and green branding, highlighting areas related to consumer behavior, the formation of green brand equity and the consequences of greenwashing. A comparative assessment of green brands Ukono, HempFactor and JoHemp revealed significant differences in the use of digital channels, in particular in the field of paid advertising, video content and the effectiveness of social interaction. Analysis of digital sales funnels and communication styles showed different levels of strategic maturity: from transactional to consultative and educational-value approach. The totality of the data obtained demonstrates that the effectiveness of the use of digital analytics directly determines the quality of market visibility and competitiveness of a green brand.*

Conclusions and prospects. *The study confirms that digital analytics is a critical factor in strengthening the competitive advantage of green brands in a dynamic digital environment. It provides not only a deeper understanding of consumer behavior, but also forms strategic approaches to communication, value creation and avoiding reputational risks. Therefore, the integration of analytical data into marketing processes is becoming a determining condition for the sustainable development of environmentally oriented companies.*

Keywords: *digital analytics, green brand, competitive advantages, consumer behavior, sustainable marketing, environmental communication.*

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Цифрова аналітика як драйвер конкурентних переваг зеленого бренду

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Анотація.

Вступ. *У сучасних умовах трансформації світових ринків, зумовленої цифровізацією та зростанням екологічних викликів, компанії вимушені переосмислювати підходи до формування власної конкурентоспроможності. Зелений брендинг посідає дедалі важливіше місце у стратегічному розвитку бізнесу, а цифрова аналітика стає ключовим інструментом, що дозволяє поєднати екологічні цінності з ефективними маркетинговими рішеннями.*

Мета статті *полягає у визначенні впливу цифрової аналітики на формування та посилення конкурентних переваг зеленого бренду шляхом аналізу динаміки цифрової присутності та поведінкових показників компанії Ukono.*

Результати. *Бібліометричний аналіз засвідчив зростання наукової уваги до поєднання цифрової аналітики та зеленого брендингу, виокремивши напрями, пов'язані зі споживчою поведінкою, формуванням зеленого бренд-еквіті та наслідками greenwashing. Компаративне оцінювання зелених брендів Ukono, HempFactor і JoHemp виявило суттєві відмінності у використанні цифрових каналів, зокрема у сфері платної реклами, ідео контенту та ефективності соціальної взаємодії. Аналіз цифрових воронок продажу та стилів комунікації показав різний рівень стратегічної зрілості: від транзакційного підходу до консультативного та освітньо-ціннісного. Сукупність отриманих даних демонструє, що ефективність використання цифрової аналітики безпосередньо визначає якість ринкової видимості та конкурентоспроможність зеленого бренду.*

Висновки та перспективи подальших досліджень. *Проведене дослідження підтверджує, що цифрова аналітика є критичним фактором зміцнення конкурентних переваг зелених брендів у динамічному цифровому середовищі. Вона забезпечує не лише глибше розуміння поведінки споживачів, але й формує стратегічні підходи до комунікації, створення цінності та уникнення репутаційних ризиків. Отже, інтеграція аналітичних даних у маркетингові процеси стає визначальною умовою сталого розвитку екологічно орієнтованих компаній.*

Ключові слова: *цифрова аналітика, зелений бренд, конкурентні переваги, споживча поведінка, сталий маркетинг, екологічна комунікація.*

Introduction. In todays globalized context, when climate risks are becoming increasingly significant and the consequences of climate change are more tangible, digital analytics is taking on a key role in shaping the competitive advantages of green brands. The report of the Intergovernmental Panel on Climate Change (IPCC) [1] warns that accelerating warming will lead to irreversible environmental consequences if business, as one of the main driving forces of the economy, does not adapt its models to low-carbon development. In response, states are tightening regulatory requirements: the European Green Deal [2] requires companies not only to reduce emissions, but also to be transparent in product life cycles, which stimulates the transition to more sustainable, digitally oriented business models.

In this climate, environmental competition is reaching a new level, as consumers increasingly pay attention not only to brands "green" promises, but also to the confirmation of their veracity. European initiatives, such as legislation on environmental claims, aim to prevent greenwashing and increase trust by requiring verification of claims by independent third parties. Against the backdrop of these regulatory changes, digital analytics for businesses is becoming not just a marketing tool, but a strategic resource that allows brands to not only meet stakeholder expectations, but also proactively shape their environmental identity.

This research is dedicated to finding out exactly how digital analytics can serve as a driver of competitive advantage for green brands, using the example of Ukono's. In an environment of increased regulatory and consumer attention to environmental responsibility, it is important to understand the extent to which analytical approaches contribute to increasing transparency, building trust and communicating "green" values, as well as which digital strategies provide real market differentiation.

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Analysis of research and publications. A review of the scientific literature shows a growing interest among researchers in the role of digital analytics in shaping the competitive advantages of enterprises, especially in the context of market transformation under the influence of sustainable development. The works of leading authors emphasize that digital data is becoming a key resource for improving the effectiveness of marketing decisions, optimizing interaction with consumers, and building long-term market sustainability. At the same time, scientific research in the field of green branding emphasizes the importance of transparency, trust and environmental responsibility as fundamental factors of competitiveness. The synergy of these approaches forms the basis for understanding how digital analytics creates a new type of value for green brands, providing them with the ability to adapt to changing demand and strengthen their position in the market. Thus, the current literary context confirms the importance of digital tools as a strategic driver of the development of environmentally oriented companies (Table 1).

Table 1

Top 10 most cited publications by research topic

№.	Document title	Authors	Source	Year	Citations	FWCI
1	The drivers of green brand equity: Green brand image, green satisfaction, and green trust	Chen Y.-S.	Journal of Business Ethics	2010	1,036	11.15
2	Reinforcing green competitive advantage through green production, creativity and green brand image: Implications for cleaner production in China	Zameer H., Wang Y., Yasmeen H.	Journal of Cleaner Production	2020	358	10.54
3	Social and environmental sustainability model on consumers' altruism, green purchase intention, green brand loyalty and evangelism	Panda T.K., Kumar A., Jakhar S., ... Kazancoglu I., Nayak S.S.	Journal of Cleaner Production	2020	330	9.39
4	Green product purchase intention: impact of green brands, attitude, and knowledge	Mohd Suki N.	British Food Journal	2016	299	3.81
5	Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty	Chen, Y.-S., Huang, A.-F., Wang, T.-Y., Chen, Y.-R.	Total Quality Management and Business Excellence	2020	186	9.92
6	Investigating the Antecedents of Green Brand Equity: A Sustainable Development Perspective	Kang S., Hur W.-M.	Corporate Social Responsibility and Environmental Management	2012	184	1.37
7	Digital Analytics: Modeling for Insights and New Methods	Gupta S., Leszkiewicz A., Kumar V., Bijmolt T., Potapov D.	Journal of Interactive Marketing	2020	157	3.37
8	Green brand of companies and greenwashing under sustainable development goals	Pimonenko T., Bilan Y., Horák J., Starchenko L., Gajda W.	Sustainability Switzerland	2020	151	6.04
9	Effects of green brand on green purchase intention	Huang Y.-C., Yang M., Wang Y.-C.	Marketing Intelligence and Planning	2014	149	1.52
10	Antecedents of Green Brand Equity: An Integrated Approach	Ng P.F., Butt M.M., Khong K.W., Ong F.S.	Journal of Business Ethics	2014	134	4.59

Source: generated by the authors based on data [3].

The generalization of the processed scientific sources shows that the formation of competitive advantages of green brands is multidimensional and is based on a combination of consumer psychological factors, environmental communication, and modern digital technologies. Studies on building and strengthening green brand equity [4; 5; 6] demonstrate that key determinants of green brand equity are green trust, satisfaction, loyalty, and preconceived notions of brand quality and credibility. Green brand image serves as a basic mechanism through which other factors, including consumers' emotional responses and value perceptions, emerge, which is consistent with findings on the mediating role of trust and satisfaction in modeling green brand equity. The generalization of the results of the considered scientific works indicates the complex nature of the formation of competitive advantages of green brands, which are centered on trust, knowledge, satisfaction and consistent environmental communication. Studies unanimously emphasize that the green brand image acts as a key catalyst for both strengthening brand value and stimulating environmentally responsible consumer behavior. At the same time, negative practices, in particular greenwashing, significantly undermine the effectiveness of green strategies, reducing purchase intention and loyalty. Collectively analyzed studies form a holistic picture of the modern determinants of green branding, confirming the importance of combining environmental responsibility with analytically oriented marketing approaches.

The second cluster of publications focuses on the behavioral determinants of green consumption [7; 8; 9]. These works convincingly show that awareness of sustainability, knowledge about the green brand and formed positive attitudes can contribute to the growth of altruistic motivations, purchase intention, loyalty and brand advocacy. Thus, the significance of cognitive-attitudinal models in explaining the decisions of environmentally oriented consumers is confirmed.

The problem of greenwashing has attracted particular attention in recent years, as discussed in [10; 11; 12]. These studies empirically confirm that manipulative or false environmental claims significantly damage green brand image, reduce trust, and negatively affect consumer behavioral intentions. The identified effects, both direct and indirect, demonstrate the critical importance of communication credibility and transparency in promoting green brands.

Unlike other reviewed works, Gupta et al. [13] focus on digital analytics and propose conceptual approaches to using artificial intelligence and the Internet of Things to generate consumer insights. This study highlights the need for technological integration in the strategic management of green brands, as digital tools can enhance the effectiveness of marketing decisions and ensure the formation of sustainable competitive advantages.

The dynamics of publications (fig. 1) related to "digital analytic" and "green brand" from 1976 to 2025 show a clear transition from isolated research interest to a rapidly expanding academic field. Between 1976 and 2005, the number of studies remained very low, which can be explained by the limited development of digital technologies and the relatively low awareness of environmental responsibility among businesses. During this time, macroeconomic factors such as slow technological progress and minimal environmental regulation limited research in this area, while microeconomic factors like the focus on production efficiency and profit rather than sustainability shaped corporate behavior.

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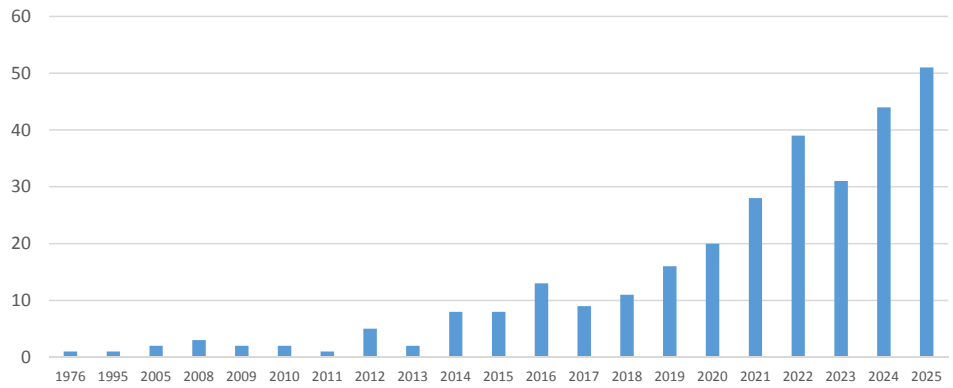

Fig. 1. Number of scientific publications in Scopus by keywords “digital analytics”, “green brand”. Source: author’s elaboration based on [3].

The period from 2006 to 2015 marks the beginning of gradual growth. The global spread of the internet, the emergence of social media, and the introduction of tools like Google Analytics made data-driven decision-making more accessible. However, the 2008 global financial crisis had a significant impact on both research and business priorities. Many companies were forced to optimize marketing budgets, which led to a growing interest in digital analytics as a cost-effective tool for performance measurement. At the same time, the crisis increased public awareness of corporate ethics and sustainability, encouraging firms to strengthen their reputation through responsible branding. On a broader scale, international agreements such as the Kyoto Protocol and later the Paris Agreement pushed sustainability into the business agenda, fostering academic interest in green branding strategies.

From 2016 to 2019, a more visible increase in publications occurred, reflecting the integration of advanced digital tools and sustainability in business practice. Big Data, artificial intelligence, and automation became essential for marketing strategies, while global ESG (Environmental, Social, Governance) standards emphasized the importance of measuring environmental performance. Firms used analytics not only for customer insights but also to evaluate the effectiveness of green campaigns.

The most dramatic growth occurred from 2020 to 2025. The COVID-19 pandemic accelerated digital transformation across all industries, driving companies to rely on online channels and digital analytics more than ever before. At the same time, sustainability gained strategic importance through initiatives such as the European Green Deal (2019) and post-pandemic recovery plans that promoted both digitalization and environmental responsibility. The economic shocks caused by the pandemic also pushed businesses to become more efficient, transparent, and resilient – goals that aligned well with both digital analytics and sustainability principles. On the microeconomic level, businesses realized that eco-conscious consumers respond positively to data-driven transparency and authenticity in green communication. As a result, the intersection of digital analytics and green branding has become a key research focus, illustrating the global shift toward data-informed sustainability and responsible marketing in the modern economy.

Fig. 2. Subject areas.
Source: author's elaboration based on [3].

The treemap and data table (fig. 2) show the main subject areas in which publications related to "digital analytic" and "green brand" appear, highlighting the interdisciplinary nature of this research field. The largest portion of studies (154) belongs to Business, Management, and Accounting, indicating that the connection between digital analytics and green branding is primarily analyzed from the perspective of corporate strategy, marketing, and sustainable business models. Researchers in this field explore how companies use digital tools to monitor, measure, and communicate their environmental performance, as well as how sustainability affects brand value and consumer trust.

The second largest area, Social Sciences (105 publications), focuses on consumer behavior, public perception of green initiatives, and the social impacts of digital transformation. Environmental Science (64 publications) ranks third, emphasizing the technical and ecological aspects of sustainability, such as resource management, carbon footprint reduction, and green innovation supported by digital analytics.

Economics, Econometrics, and Finance (59 publications) represent another significant share, reflecting interest in the economic effects of sustainability-driven strategies and how digital technologies contribute to more efficient and transparent markets. Computer Science (46 publications) demonstrates the technological backbone of this research, including the development of analytical models, AI-based tools, and digital platforms for data-driven sustainability assessment.

Smaller yet notable contributions come from Energy (44), Engineering (40), and Decision Sciences (20) – careas focusing on technical efficiency, system optimization, and analytical decision-making. Fields such as Arts and Humanities (16) and Psychology (15) contribute by exploring cultural and behavioral dimensions of green branding and digital influence. Finally, Mathematics (13) and Medicine (10) have minimal but emerging involvement, likely through data modeling and health-related sustainability research.

Overall, the distribution illustrates that the intersection of "digital analytic" and "green brand" is dominated by business and social disciplines, but also draws insights from technology, environmental, and behavioral sciences. This diversity highlights the global academic understanding that sustainable branding supported by digital analytics is not only a marketing trend but a multidimensional approach that integrates economics, technology, and environmental responsibility.

Summarizing the results of the bibliometric analysis, it can be argued that the development of green brands is determined by the synergistic interaction of environmental credibility, consumer psychological factors and modern digital technologies. At the same time, the risks associated with greenwashing emphasize the importance of ethics and transparency as conditions for maintaining long-term market sustainability. The body of research convincingly demonstrates that it is the combination of trust, knowledge, authentic environmental communication and digital analytics that

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forms the foundation for sustainable growth and strengthening the value of green brands in the modern competitive environment.

The purpose of this research is to determine the impact of digital analytics on the formation and strengthening of the competitive advantages of a green brand by analyzing the dynamics of the digital presence and behavioral indicators of the company Ukono.

Results. As part of the study, the results of the analysis of the digital presence of Ukono allowed us to assess the real state of the use of digital analytics as a tool for forming competitive advantages of a green brand. The data obtained reflect both the structural features of the dynamics of online traffic and the specific patterns of consumer interaction with the brand in the digital environment, which allows us to identify key weaknesses and potential growth points. Analysis of Ukono's indicators in comparison with other companies in the segment allows us to determine the level of effectiveness of the use of digital tools, primarily SEO strategies, environmental communication and user behavior data. The results presented below form the basis for further interpretation of the real impact of digital analytics on the brand's competitiveness and determine the strategic directions necessary to strengthen its positions in the green products market.

Fig. 3. Ukono's organic presence in search engines.

Source: [14; 15].

The results of the study (fig. 3) demonstrate key indicators of organic search traffic for the Ukono brand, including organic visit volume, organic keyword count, search visibility score, referring domains, and site health index. The data obtained indicate an extremely low presence of the brand in organic search, which indicates limited digital visibility and, consequently, a weak competitive position in the environmentally-oriented market. In the context of green branding, such a weak search presence significantly complicates the communication of sustainability values and reduces the brand's ability to build consumer trust through transparency.

Fig. 4. HempFactor organic efficiency in comparative dynamics.

Source: [14; 16].

Figure 4 illustrates the organic traffic, keyword count, search visibility, and external links for the HempFactor brand. Compared to Ukono, the brand shows significantly higher values for all key metrics, indicating a strategically built and effectively implemented SEO presence. HempFactor receives better indexing and page relevance, which strengthens its position as a green brand and provides greater impact on its target audience by dominating search queries related to sustainable and eco-friendly products.

Fig. 5. JoHemp search visibility as an indicator of the digital competitiveness of a green brand. Source: [14; 17].

Data from October 2025 reveals Ukono's negligible position. Ukono's 59 monthly organic visitors are dwarfed by HempFactor's 1.2K and JoHemp's 1.6K. This is further reflected in their keyword footprint: Ukono ranks for just 297 keywords, while HempFactor and JoHemp control 1.8K and 1.2K keywords, respectively.

Figure 5 shows key SEO performance indicators for JoHemp, which is positioned between Ukono and HempFactor. Despite a fairly high level of organic traffic and a significant number of keywords, JoHemp's search visibility remains lower than its main competitors. This indicates partial optimization of the content and site structure, which requires further improvement. For a green brand, this means that insufficient use of analytical capabilities limits its ability to adapt communication and strengthen its environmental reputation.

Fig. 6. Ukono's overall traffic dynamics in organic and paid search. Source: [14].

The results show (fig. 6) the long-term dynamics of the total traffic of the Ukono brand from 2021 to 2025, including organic and paid traffic sources. The combined figures show a consistently low level of traffic for most of the period, indicating Ukono's weak position in the digital environment and limited audience engagement. The only significant spike in 2025 shows signs of an anomalous peak growth, which is not supported by further stabilization, which may indicate short-term marketing activity or technical fluctuations in data. For a green brand, such instability of digital indicators means an insufficient level of use of analytics to form lasting competitive advantages, particularly in the context of organic communication about product sustainability and environmental values.

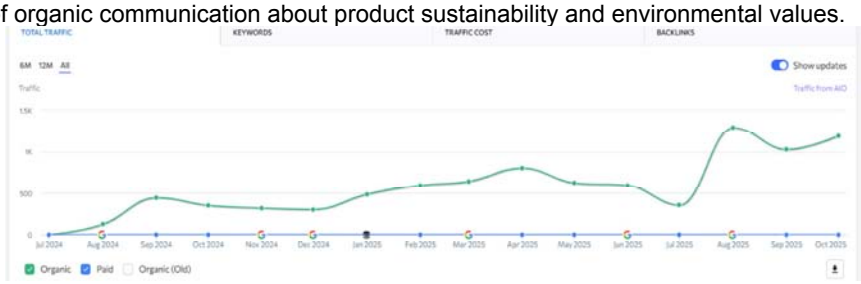

Fig. 7. HempFactor's overall traffic dynamics as an indicator of a green brand's growing digital presence.

Source: [14].

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Figure 7 shows the dynamics of the overall traffic of the HempFactor brand over the same period, but unlike Ukono, it is characterized by a clear growth trend, in particular during 2024-2025. The figure shows a gradual increase in organic traffic, which indicates the effectiveness of using digital analytics to optimize content and improve search visibility. In addition, characteristic peaks in traffic growth correlate with potential marketing campaigns or improvements to the site structure, which confirms the active use of data in strategic management. For green brands, such dynamics are an indicator of the ability to strengthen their market position thanks to data, which increases consumer trust and supports a sustainable image.

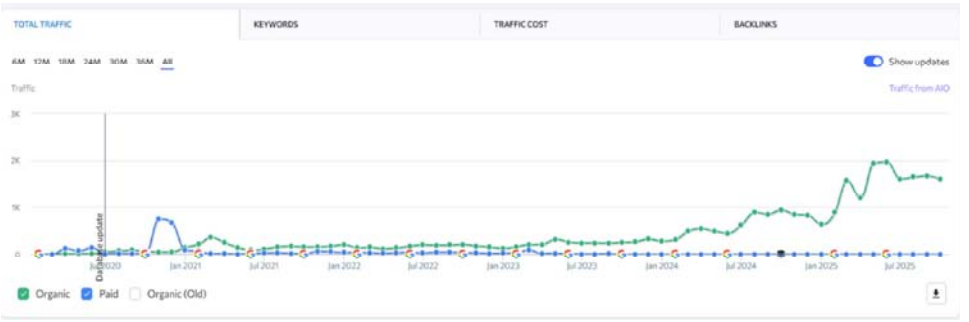

Fig. 8. Dynamics of JoHemp's total traffic as an indicator of the development of the digital presence of a green brand.

Source: [14].

The data indicates (fig. 8) consistently low traffic figures during the first years and the lack of active involvement of digital tools in the early stages of the brand's activity. Starting from 2024, there is a noticeable increase in organic traffic, which indicates the intensification of SEO activities, improved content quality and increased relevance of pages in search engines. Such positive dynamics demonstrate that digital analytics has begun to act as a mechanism to support the competitiveness of the brand, allowing to form sustainable communication advantages and strengthen the ecological image.

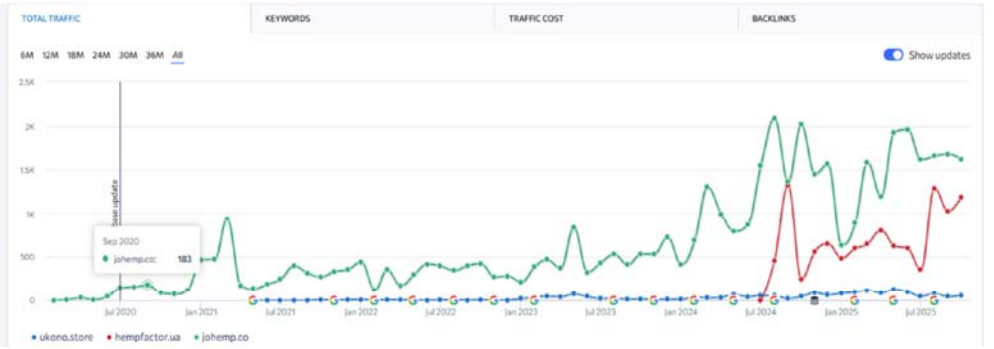

Fig. 9. Comparative dynamics of total traffic of Ukono, HempFactor and JoHemp in the context of digital competitiveness of green brands.

Source: [14].

Figure 9 illustrates the comparative evolution of the total traffic of three brands – Ukono, HempFactor and JoHemp – during 2020-2025. The graph clearly shows significant differences in the level of digital presence between the brands. HempFactor demonstrates consistent and intense growth in organic traffic, indicating the systematic application of digital analytics and an effective SEO

strategy, thanks to which the brand is established as a leader in the green segment. JoHemp occupies an intermediate position, characterized by uneven but generally positive growth, reflecting a gradual adaptation to analytical approaches. Ukono, on the other hand, demonstrates a low and almost static traffic trajectory, indicating a lack of strategic use of data and weak digital competitiveness.

The first graph in Figure 10 shows a Venn diagram that reflects the degree of organic keyword overlap between three brands operating in the environmentally friendly goods segment. The graph illustrates that competitors have significantly wider and more overlapping semantic fields, while an individual green brand is represented by a relatively small number of keywords and minimal overlap with other market participants. This structure of semantic interaction indicates a weak presence of the brand in highly competitive information areas of Google organic search results.

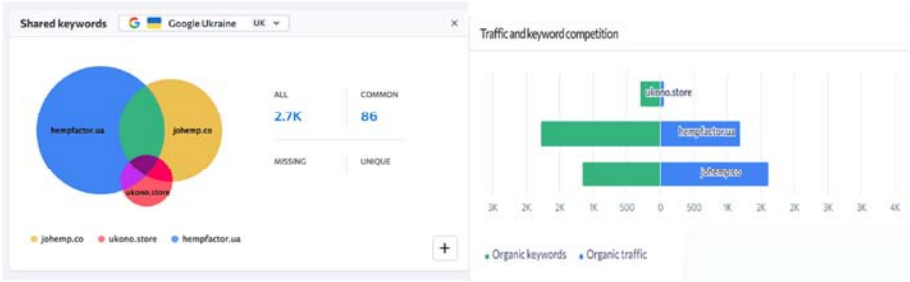

Fig. 10. Comparative visualization of keyword intersection between green brands on the Google Ukraine market.

Source: [14].

The second graph in Figure 10 is a horizontal diagram that compares the volumes of organic traffic and the number of keywords of the three brands in the context of the Google Ukraine market. The data demonstrate an uneven distribution of digital presence: competing brands generate significantly more organic traffic due to a broader semantic strategy and active work with high-frequency queries. Instead, the analyzed brand is characterized by significantly lower indicators, which indicates insufficient content optimization and a lack of systematic SEO positioning.

Fig. 11. Search queries and traffic metrics for a green brand.

Source: [14].

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The analysis shows that the brand holds relatively stable positions in a number of low-frequency or niche queries, but is almost completely absent from highly competitive categories associated with mass demand. This reduces its potential to attract its target audience and limits its ability to create sustainable competitive advantages through organic channels.

Conclusions and recommendations. The results of the analysis indicate significant differences in the use of digital tools and communication strategies between Ukono [15] and its competitors, which directly affects the formation of competitive advantages in the green brand segment. A study of paid advertising, in particular based on the Facebook Ads Library, showed that HempFactor [16] and JoHemp [17] actively invest in paid promotion channels, reaching audiences with a formed purchase intention, while the lack of similar activity on the part of Ukono actually means the transfer of this strategically important channel of engagement to competitors. In the context of social media, Ukono demonstrates a relatively strong position on Instagram, where its presence is comparable or even higher than individual competitors, which is explained by the visual nature of the platform and the correspondence of its content format to the brand's product category. At the same time, there is a significant asymmetry on the highly dynamic video platforms TikTok and YouTube: HempFactor generates dominant reach and activity, while Ukono provides only a minimal presence, which significantly weakens its competitive opportunities in areas where the main digital attention of the audience is currently focused.

In addition to quantitative differences in traffic and social metrics, differences in stylistic approaches to communication further highlight the strategic features of each brand. Analysis of interaction in the "mystery shopper" format showed that JoHemp uses the most transactional approach, aimed at quick satisfaction of the request and immediate conversion. In contrast, HempFactor forms a friendly, consultative style, which enhances the sense of accessibility and expertise of the brand. Ukono, in contrast, follows a clearly expressed "green education" strategy, offering meaningful, reasoned and informative answers aimed at explaining the natural properties of products and forming the consumer's environmental awareness. This approach corresponds to the model of consumer behavior described in studies [7; 8], which emphasize that awareness and environmental knowledge stimulate a positive attitude towards the brand and increase purchase intention.

Thus, the results of the analysis confirm that Ukono has potential in the segment of visually oriented social platforms and maintains the identity of a green brand through educational communication, but is significantly inferior to competitors in attracting an audience on video-oriented channels and does not use the opportunities of paid advertising. Taken together, such features indicate the need for a strategic rethinking of Ukono's digital activities, in particular, expanding analytics tools, activating paid promotion channels and strengthening presence on platforms with a high growth rate. This will allow the brand to compete more effectively in the digital market and transform its environmental values into measurable competitive advantages.

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