



DOI: <https://doi.org/10.38035/dijms.v7i2.6083>
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Digital Ethics, Quality Information and Data Privacy as Pillars of Brand Image Building in Sustainable Digital Economy: A Conceptual Study

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Abstract: Massive digital transformation has change paradigm marketing from just promotion product become management trust and responsibility answer ethics in the digital space. In the context of sustainable digital economy, image brand No Again only built through quality product or service, but also through commitment company to ethics, transparency, and protection privacy consumers. Conceptual study This aim For analyze role digital ethics, quality information and data privacy as the main pillars in formation image sustainable brands in the digital economy era. Through approach theoretical and synthetic literature latest research This highlight that digital ethics plays a role in create trust and credibility brand; quality information determine perception accuracy and reliability digital communication; whereas data privacy becomes foundation in building a sense of security and loyalty consumers. Third aspect the contribute to formation image brands that are not only competitive in a way economy, but also sustainability oriented social and moral. This study expected can enrich treasury theory ethical digital marketing as well as become reference for company in designing communication strategies responsible brands Responsible in the era of sustainable digital economy.

Keyword: Digital Ethics, Quality Information, Data Privacy, Brand Image, Sustainable Digital Economy.

INTRODUCTION

Development digital economy has shift method brand interact with public: no Enough only offer product quality or price competitive, brands must also be show practice ethical communication and data management, presenting quality information, as well as protect privacy consumers so that the image brand still positive (Kamila & Jasrotia, 2023; Martin et al, 2017). Conditions This put ethics digital marketing, quality information, and data privacy as interrelated aspects related and play a role strategic in brand image formation in the digital era.

From the side theory Privacy, Privacy Calculus and IUIPC constructs explain that decision consumer For data sharing is influenced by the trade-off between benefits (e.g. personalization, convenience) and risks privacy (Malhotra et al, 2004). Findings empirical show that perception to risk corporate privacy and data practices influence level trust

consumers and readiness they interact in digital environment (Martin et al., 2017). In other words, poor data management or violation privacy can lower trust and impact negative on performance brand in a way financial and reputational (Martin et al., 2017).

Other relevant theories is idea *contextual integrity*, which emphasizes that protection privacy must seen in context norm flow information specific, not just rule technical confirmation importance suitability practice company with expectation context data use (Nissenbaum, 2004). Approach This help explain Why policies that appear 'legal' have not yet been Of course accepted in a way normative by the public If data flow violation norm context (Nissenbaum, 2004).

Quality information (*information quality*) becomes variables crucial others : data quality models show that attribute like accuracy, relevance, completeness, precision time and convenience understanding influence perception credibility and reliability communication brand (Wang & Strong, 1996; Eppler & Mengis, 2004). In practice digital marketing, poor quality content or misleading can cause misperception and erosion integrity brand, whereas information quality strengthen trust and image (Eppler & Mengis, 2004).

Digital marketing ethics include transparency advertising, disclosure data usage, honest influencer practices, and the principle of “*privacy-by-design*” now become the core of a sustainable brand strategy. Review bibliometrics and studies empirical latest confirm increasing attention academics and practitioners to not quite enough answer ethical in marketing (Kamila & Jasrotia, 2023; Saura et al., 2024). In particular, research regarding AI-driven marketing highlights paradox: technology increase effectiveness marketing but also deepen risk ethics & privacy If No managed in a way responsible answer (Saura et al., 2024).

Connection between the three pillars of digital ethics, quality information and data privacy regarding image brand get support from study about sustainability brand. Research about marketing sustainable show that consistent communication to values ethical and transparent practices can strengthen brand image and loyalty, while at the same time support objective economy sustainable brand (Gong et al., 2023). So, the image modern brands do not Again just image functional, but also moral/ ethical image and digital reputation.

Even though Lots studies research one of the or two variables This in a way separate, for example privacy to *trust* (Martin et al., 2017), or quality information to *brand trust/image* (Wang & Strong, 1996) still relatively A little study conceptually which is holistic synthesize ethics digital marketing, quality information and data privacy as integrated pillars in framework image brand specifically with attention to the sustainable digital economy (Kamila & Jasrotia, 2023). The gap This important: without a conceptual model that integrates all three, efforts practical company often nature partial, for example increase quality content without repair data policy, which ultimately still leave gap risk reputation.

Based on runway theoretical and evidential empirical said, research This aim compile framework conceptual mapping and explaining How digital ethics, quality information, and data privacy together form image brand in context sustainable digital economy. Framework conceptual This expected to (a) fill the theoretical gap with integration cross discipline, (b) offering proposition connection between variables that can tested in research next, and (c) becomes guide policy practical for marketers who want to build image a credible and sustainable brand in the digital age.

METHOD

Study This use approach study conceptual *paper* with method review literature integrated (*integrative literature review*). Approach This chosen Because objective main study No For test connection empirical in a way statistics, but rather For construct, synthesize, and develop

understanding theoretical about connection between ethics digital marketing, quality information, and data privacy in form image Brands in the era of a sustainable digital economy. A conceptual study allows researchers integrate various perspective theoretical and findings empirical previously For build framework conceptual new relevant with dynamics current digital context this (Webster & Watson, 2002).

Review process literature done in a way systematic with browse article scientific from a reputable database international such as Scopus, Web of Science, ScienceDirect, and Google Scholar. The selected literature covers article journal reputable, *review articles*, and study relevant empirical with keywords *digital marketing ethics*, *information quality*, *data privacy*, *brand image*, and *sustainable digital economy*. Criteria inclusion includes: (1) articles published in journals academic reputable, (2) relevant in a way direct with variables research, and (3) have contribution theoretical and empirical to development concept. On the other hand, literature that does not through a *peer-review* process or No relevant in a way conceptual issued from analysis (Snyder, 2019).

Analysis literature done through the process of classification, comparison and synthesis conceptual, with identify themes main, definition key, and pattern connection consistent intervariables and contradictory in studies previously. Through this process, research No only summarize findings previous, but also studied gap conceptual (*theoretical gaps*) as well as opportunity development framework think new. Synthesis results Then used For build framework conceptual integrative that explains role strategic ethics digital marketing, quality information, and data privacy in strengthen image sustainability - oriented brands digital economy (Jaakkola, 2020).

RESULTS AND DISCUSSION

Results

Digital Ethics

Digital ethics is branch from ethics business and ethics technology that discusses moral principles, norms, and not quite enough responsible for regulating behavior organizations and individuals in use digital technology, in particular in activity marketing and communication data-based. Digital ethics emphasizes How technology information used in a way fair, transparent and responsible answer so as not to harm consumer and public broad (Martin & Murphy, 2017). In the context of digital marketing, digital ethics no only related with compliance law, but also concerns corporate moral obligations in guard trust public and integrity brand (Kaptein, 2019).

In a way conceptually, digital ethics is based on theory deontology and teleology, where organizations sued For comply principle honesty, openness, and justice (deontological), at the same time consider impact use digital technology towards welfare consumers and society (teleological). In practice, ethical digital marketing demand company For No manipulate information, no exploit personal data, and not misleading consumer through algorithm or biased digital content (Kaptein, 2019; Saura et al., 2024).

In literature modern marketing, digital ethics is also associated close with trust and reputation brand. Research show that practice digital marketing that is not ethical, such as data usage without consent, advertising misleading, or lack of transparency algorithmic can lower trust consumers and create perception negative to brand (Martin, Borah, & Palmatier, 2017). On the other hand, the implementation of consistent digital ethics capable increase legitimacy company as well as strengthen image brand in term length (Grewal et al., 2020).

Digital ethics is also increasing relevant in the era of AI-driven marketing, where decisions marketing Lots driven by algorithms and big data analytics. Recent studies highlight

existence *ethical paradox*, namely when technology capable increase effectiveness marketing However at a time increase risk violation privacy and manipulation consumer If No controlled in a way ethical (Saura et al., 2024). Therefore that, digital ethics plays a role as framework normative that directs use technology to be in line with principle sustainability digital economy and responsibility answer social company.

In context sustainable digital economy, digital ethics is not just issue compliance, but rather part from sustainability strategy brand (*sustainable branding*). Organizations that integrate mark ethics to in digital marketing policies show commitment term long to consumers and the digital environment, which ultimately contribute to the image positive and sustainable brands (Gong et al., 2023).

Based on synthesis theories and findings empirical from literature ethics digital marketing and privacy, digital ethics in study This can measured through a number of indicator main following:

1. Digital Transparency

Level of openness company in convey objective data collection, use algorithms, as well as content message digital marketing to consumer in a way honest and easy understood (Martin & Murphy, 2017).

2. Honesty Information and Advertising

To what extent digital content , advertising and communications brand No misleading, no exaggerated, and represent product or service in a way accurate (Kaptein, 2019).

3. Responsible Data Usage

Commitment company in using consumer data in a way responsible answer , including limit data usage only For agreed objectives consumers (Grewal et al., 2020).

4. Justice Algorithmic

Company efforts For prevent bias, discrimination, or manipulation through use system automatic and algorithmic in digital marketing (Saura et al., 2024).

5. Digital Accountability

Will company For responsible answer on impact negative impacts caused by activities digital marketing and providing mechanism complaint or correct for consumers (Martin et al., 2017).

Indicators the represent dimensions normative and operational from relevant digital ethics For study its influence to image brand in environment sustainable digital economy.

Quality Information

Quality information is fundamental concepts in system information, digital marketing, and communication brand, which refers to the level of to what extent the information is conveyed capable fulfil need users For make right decision. In context digital marketing, quality information hold role crucial Because consumer very rely on online information in evaluate products, services and reputation brand (Wang & Strong, 1996). Quality information low potential cause uncertainty, error perception, as well as decline trust to brand.

In a way conceptual, Wang & Strong (1996) argued that quality information must seen from perspective user (*consumer-centric*), not solely from corner view provider information. They classify quality information to in a number of dimensions main, such as *accuracy*, *relevance*, *timeliness*, and *completeness*. Approach This confirm that information it is said quality No Because the amount of data presented, but Because his abilities support understanding and taking decision consumer in a way effective (Wang & Strong, 1996).

In literature marketing, quality information is also viewed as determinant important in formation trust and image brand. Research show that accurate, clear and consistent information will increase perception credibility company, whereas ambiguous information or misleading can damage image brand and improve perception risk (Eppler & Mengis, 2004). Therefore that, quality information functioning as bridge between message digital marketing and perception consumer to integrity brand.

Information Processing Theory Model explain that consumer own limitations cognitive in processing information, so that quality information become more important compared to quantity (Eppler & Mengis, 2004). Structured information with good, easy understood, and relevant will reduce *information overload* and increase effectiveness communication brands in a crowded digital environment distraction (Filieri, 2015). This become the more significant in modern digital ecosystem that is full of with content marketing based algorithm.

In the context of digital and *e-commerce*, quality information is also linked with perception values and intentions behavior consumers. Empirical studies show that quality information on websites and influential digital media positive to satisfaction, trust, as well intention purchase consumers (Filieri & McLeay, 2014). Quality information create perception professionalism and responsibility answer company, which is No direct strengthen image brand in the eyes consumers.

More continue, in perspective sustainable digital economy, quality information own dimensions ethical and strategic. Presentation honest, complete and reliable information verified reflect commitment company to transparency and sustainability connection term long with consumers. With Thus, the quality information No only tool communication marketing, but also an integral part of a sustainability strategy brand (*sustainable brand strategy*) in the digital era (Grewal et al., 2020).

Based on synthesis theories and findings empirical from literature system digital information and marketing, quality information in study This can measured through indicators following:

1. Accuracy
Level of accuracy and correctness the information conveyed, as well as suitability information with condition or actual facts (Wang & Strong, 1996).
2. Relevance
To what extent is the information presented in accordance with needs, interests, and context search consumers (Filieri, 2015).
3. Completeness
Adequacy level information in explain attribute product or service without cause ambiguity or misunderstanding (Eppler & Mengis, 2004).
4. Timeliness
Updates information as well as speed company in renew digital content to remain in accordance with condition recent (Wang & Strong, 1996).
5. Clarity and Ease Understandable (*Clarity & Understandability*)
How far is the information served in a way systematic , easy read , and not confusing consumers (Filieri & McLeay, 2014).

Indicators the reflect aspect technical and perceptual quality relevant information For explain his role in form image brands in the environment sustainable digital marketing.

Data Privacy

Data privacy refers to the right individual For control How information personal they collected, used, stored, and shared by third parties others, especially in digital environment. In the context of digital marketing, data privacy becomes issue central Because activity marketing very relies on the collection and analysis of consumer data For personalization, targeting advertising, and taking decision data -*driven marketing* (Martin & Murphy, 2017). Therefore that, practice data privacy that is not adequate potential cause risk ethical, legal, and reputational for company.

In a way theoretical, study lots of data privacy rests on *Privacy Calculus Theory*, which explains that consumer consider benefits obtained from share data (eg. convenience, personalization service) to possible risks arise, such as data misuse or violation privacy (Malhotra et al, 2004). When perception risk more big compared to benefits, consumers tend reject share data and develop attitude negative to company. This theory explain Why protection data privacy becomes determinant important in build connection term long between brands and consumers.

In addition, the concept *Internet Users' Information Privacy Concerns (IUIPC)* confirms that concern privacy consumer consists of on dimensions control, data collection, and awareness use information. Research empirical show that level concern high privacy in a way significant influence beliefs and attitudes consumer to digital organizations (Malhotra et al., 2004). In other words, data privacy is not only nature technical, but also of a perceptual and psychological.

In literature marketing, data privacy has connection close with trust, loyalty, and image brand. Martin et al (2017) found that violation data privacy can lower trust customers and impact negative on performance companies, including mark brand *equity*. On the other hand, companies that demonstrate commitment strong to data protection capable maintain reputation and improve perception positive brand, although happen improvement regulation and awareness public to issue privacy.

Development technology like *big data analytics, artificial intelligence, and machine learning* the more complicate issue data privacy. Recent studies highlight that use algorithm intelligent in marketing can create paradox privacy, where high personalization precisely trigger concerns and resistance consumer If No balanced with transparency and adequate control (Saura et al, 2024). This confirm importance approach *privacy-by-design* in modern digital marketing strategies.

In perspective sustainable digital economy, data privacy is seen as an integral part of not quite enough answer social and sustainability organization. Strong data protection reflect commitment ethical company to right consumers and create foundation trust term long, which in the end strengthen image sustainable and future - oriented brands (Martin & Murphy, 2017; Grewal et al., 2020).

Based on synthesis theories and findings empirical, data privacy in study This can measured through a number of indicator main following:

1. Control on Personal Data

The extent to which consumers feel own control to collection, use and deletion of personal data them by the company (Malhotra et al., 2004).

2. Data Security

Perception consumer about ability company in protect personal data from access No legitimate, leak, or abuse (Martin et al., 2017).

3. Transparency Data Usage

Clarity information provided company related objectives, mechanisms, and parties involved in use of personal data consumers (Martin & Murphy, 2017).

4. Consent and Permission

To what extent is the company request agreement explicit consumer before gather or exploiting personal data they (Malhotra et al., 2004).

5. Compliance to Regulation Privacy

Perception consumer to compliance company regulations applicable data protection (e.g. GDPR), as signal commitment ethics and professionalism (Saura et al., 2024).

Indicators the reflect dimensions cognitive and affective from relevant data privacy For explain its influence to image brand in environment sustainable digital economy.

Brand Image

Brand image is representation perceptions, beliefs, and associations that are formed in mind consumer to something brand based on experience, information, and interaction sustainable with brand In perspective modern marketing, image brand No only viewed as results communication symbolic, but as construct strategic that influences attitudes, beliefs, and behavior consumers (Keller, 1993). Therefore that image brand become asset No very tangible worth in create superiority competitive term long.

In a way theoretically, *Customer-Based Brand Equity* (CBBE) proposed by Keller (1993) explains that image brand formed through association strong, unique, and positive brand in memory consumer. Association the can originate from attribute products, benefits functional, value symbolic, as well as perception ethical company. In the digital context, associations This the more influenced by quality online information, practice data management, as well as behavior ethical company in interact with consumers (Keller, 2016).

From the perspective psychology and communication, image brand is the results of cognitive and affective processes that are influenced by credibility information and consistency message brand. Accurate and transparent digital information play a role important in strengthen perception positive, whereas ambiguous information or practices that are considered No ethical can create image negative and decreasing reputation brand (Aaker, 1996). With Thus, the image brand very sensitive to dynamics ongoing digital interactions in real-time.

In the era of the digital economy, image brands are also related close with trust and responsibility answer social company. Research empirical show that image strong brand formed when consumer look at brand as entities that can trusted, responsible answer, and have concern to data protection and interest consumers (Chaudhuri & Holbrook, 2001). This confirm that image brand No Again only built through performance products, but also through moral and ethical values companies in the digital space.

More further, approach *brand signaling theory* explain that image brand functioning as signal quality and integrity company in the middle uncertainty information. In a digital environment that is full of risk privacy and misinformation, practices digital ethics, provision information quality, and consumer data protection become signal credibility that influences perception image brand (Kirmani & Rao, 2000). Signals This help consumer evaluate reliability brand before do involvement more carry on.

In context sustainable digital economy, image brand positioned as reflection commitment term long company to sustainability, ethics, and fair relationships with consumers. Recent studies confirm that image positive and sustainable brands capable increase loyalty, advocacy brand, as well as Power competition organizations in a dynamic digital market (Gong et al.,

2023). Therefore, that, image brand become a strategic outcome from implementation digital ethics, quality information, and data privacy consistent.

Based on synthesis theory classic and research empirical, image brand in study This can measured through indicators following:

1. Trust towards Brand (*Brand Trust*)
Level of confidence consumer that brand can reliable , honest and responsible answer in fulfil promise as well as protect interest consumers (Chaudhuri & Holbrook, 2001).
2. Brand Reputation
Perception general consumer about credibility, professionalism, and integrity brand in term length (Aaker, 1996).
3. Association Positive towards Brand
To what extent do consumers linking brand with mark positive like reliability, ethics, innovation, and responsibility answer social (Keller, 1993).
4. Ethical Image and Digital Responsibility
Perception consumer about commitment brand to practice ethical business , including transparency information and personal data protection (Gong et al., 2023).
5. Professional and Credible Impression
Perception level consumer that brand managed in a way professional and decent trusted in competitive digital environment (Kirmani & Rao, 2000).

Discussion

Digital Ethics As a Pillar of Brand Image Building

Digital ethics plays a role as foundation normative in form image brands in the digital economy era, when interaction between companies and consumers the more mediated by technology, data, and algorithms. In digital marketing, digital ethics reflects to what extent the company act honest, transparent and responsible answer in convey information as well as managing consumer data. From the perspective theory ethics business, behavior ethical No only viewed as moral obligation, but also as source legitimacy influential organizations direct to perception public and reputation brand (Kaptein, 2019).

In a way conceptual, *Customer-Based Brand Equity Theory* confirm that image brand formed through stored associations in memory consumers, who are influenced by experience direct and No direct with brand (Keller, 1993). In the digital context, the practice of digital ethics such as transparency advertising, honesty content, and accountability use technology become source association important things that form perception positive or negative to brand. When consumers look at company act in a way ethical in digital space, brand the associated with mark trust, integrity, and credibility, which ultimately strengthen image brand (Keller, 2016).

From the corner view *signaling theory*, digital ethics works as signal quality and reliability company in an environment characterized by asymmetry information. Consumers often not own information complete regarding the company's internal processes, so that behavior ethical in digital marketing becomes indicator external used For evaluate character and intention brand (Kirmani & Rao, 2000). Unethical digital practices ethical like content misleading or manipulative sending signal negative that is destructive image brand, whereas consistency digital ethics of sending signal positive that strengthens reputation and perception professionalism.

Findings empirical support role strategic digital ethics in formation image brand. Research by Martin et al (2017) shows that practice marketing violations norm digital ethics in

general significant lower trust customers and impact negative on performance as well as reputation company. On the other hand, companies that implement principle ethics in a way consistent in digital activities are capable maintain perception positive brand even in situation risk high, such as improvement concern public to privacy and data misuse.

Development technology based intelligence artificial the more confirm urgency digital ethics in guard image brand. Saura, Škare, and Ozretić Došen (2024) identified existence *ethical paradox* in AI-based digital marketing, where the increase efficiency and personalization can turn around become threat image brand If No accompanied with principle ethics and transparency. In conditions said, digital ethics act as mechanism the controller who maintains balance between innovation technology and trust consumers.

Within the framework sustainable digital economy, digital ethics is not only impact term short on perception brand, but also contributes to the formation of image brand - oriented term long. Brands that embed mark ethics in practice digital perceived more responsible answer in a way social and more worthy trusted, which in the end strengthen image brand as sustainable and integrity-based entities (Gong et al., 2023). With Thus, digital ethics can positioned as the main pillar in the formation strategy image brands in the era of the increasingly digital economy complex and demanding accountability tall.

Quality Information As a Pillar of Brand Image Building

In context digital marketing, quality information hold role strategic as foundation formation image brand, because part big perception consumer to brand formed through information presented on various digital platforms. Quality information refers to the extent to which information is conveyed accurate, relevant, complete, up-to-date, and easy understood by the user. According to theory *information quality*, quality information tall No only support taking rational decisions, but also forming evaluation affective and cognitive consumer to source information including, the brand that conveys it (Wang & Strong, 1996).

From the perspective *Information Systems Success Model*, quality information is one of the dimensions the main determining factor success system information in create satisfaction and benefits for users. DeLone & McLean (2003) emphasized that quality good information will increase trust users, perception value, and attitude positive to entity provider information. In digital marketing, brands play a role as provider information main, so that quality information conveyed in a way direct influence perception consumer to professionalism, credibility, and reputation brand.

Quality information also has relatedness close with theory *customer-based brand equity*, which states that image brand formed by the association stored brands in memory consumers (Keller, 1993). Accurate and consistent information create association positive that strengthens image brand, whereas ambiguous information, no complete, or misleading potential cause association negative that is destructive perception brand. In a digital environment that is saturated with information, consumers tend use quality information as main cue For evaluate reliability and integrity something brand (Keller, 2016).

In a way empirical, various studies show that quality information influential significant to attitude consumers, trust, and image brands, in particular in context *e-commerce* and digital marketing. Park & Kim (2003) found that quality information on retail websites influential positive to satisfaction information and intentions buy, the next one form perception positive to brand. Findings This confirm that quality information No only nature functional, but also contributes to the formation of evaluation image brand in a way overall.

More further research Filieri (2015) shows that quality information in online reviews that include accuracy, completeness, and clarity play a role important in build beliefs and perceptions credibility brand. In the digital era, when consumer the more rely on online information before take decision, quality information become determinant main in build image a reliable and trustworthy brand trusted. Brands that are consistent serve information quality tall tend perceived more professional, transparent, and interest-oriented consumers.

Within the framework sustainable digital economy, quality information No only functioning as tool communication marketing, but also as form not quite enough answer brand in provide valuable and usable information accountable. Quality information support taking decision more consumers conscious and rational, so that strengthen connection term long between brands and customers (Chen et al, 2014). With Thus, the quality information can positioned as the main pillar former image sustainable brands, where excellence brand No only measured from digital visibility, but also from quality information conveyed to public.

Data Privacy as Mechanism Brand Image Protection

In the ecosystem digital marketing, consumer data privacy has develop become issue strategic that is not only nature technical, but also reputational. Data privacy refers to the right individual For control How information his personal collected, used, and stored by the organization. In the context of brand, method company managing consumer data become indicator important things that form evaluation ethics and trust public. Violation or neglect to potential data privacy cause loss serious reputation, so data protection can positioned as mechanism main in guard and protect image brand (Acquisti et al, 2016).

In a way conceptual, *privacy calculus theory* explain that consumer do consideration rational between benefits obtained and risks perceived before share his personal data. When the risk privacy assessed tall consequence practice data management that is not transparent, perception negative to brand will increased (Culnan & Armstrong, 1999). Within the framework of this, protection data privacy works as tool mitigation risk perceptual that allows brand maintain image positive in the eyes consumers, especially in today's digitally saturated environment. data collection.

From the perspective *trust-based marketing theory*, data privacy is determinant main in formation and maintenance trust consumer. Trust viewed as prerequisite important for creation image strong and sustainable brands. Martin et al (2017) emphasized that practice data management is considered violate privacy in a way significant lower trust customers, improve response negative public, and damaging image brand, even when violation the No in a way direct harm consumer in a way financial. With Thus, data privacy works as a “shield” reputational that protects brand from erosion trust.

In context *customer-based brand equity*, image brand formed through associations rooted in experience and perception consumer (Keller, 1993). Protection data privacy creates association brand with mark security, responsibility responsibility and concern to consumers. On the other hand, incidents data leak or abuse information personal cause association negative like insecurity and opportunism, which have an impact straight to the bottom image brand (Keller, 2016). Therefore that, data privacy is not only functioning as issue compliance law, but also as component strategic former association brand.

Empirical evidence show that commitment company to protection privacy impact positive on evaluation brand. Aguirre et al.'s (2016) research found that that personalization based on data that is not transparent tend cause reaction negative consumers and damage attitude to brand, whereas practice respectful data management privacy capable maintain

perception positive brand. Findings This confirm that data privacy becomes factor determinant in balance data utilization and protection image brand.

Within the framework sustainable digital economy, data privacy plays a role as mechanism protection term long for image brand. Global regulations such as GDPR reflect increasing expectation public to not quite enough answer company in Managing personal data. A proactive brand in apply principle protection privacy perceived more ethical and responsible answer, so that get legitimacy more social strong (Martin & Murphy, 2017). With Thus, data privacy is not only functioning as means protection law, but also as a reputational strategy that maintains sustainability image brands in the digital economy era.

Framework Conceptual Proposal

In a way conceptually, digital ethics is positioned as foundation normative regulations that regulate behavior brand in activity digital marketing. Practice digital ethics such as honesty content, transparency communication and responsibility answer use technology form association decisive start level trust consumer to brand. Based on theory ethics business and customer-based brand equity, ethical digital behavior strengthen image brand with build perception integrity, credibility, and legitimacy social. With Thus, digital ethics works as moral foundation that supports all over activity communication and interaction brands in the digital environment.

Next, the quality information viewed as mechanism cognitive main in the evaluation process brands by consumers. Accurate, relevant, complete, and easy-to-use information understood allows consumer form evaluation positive rational and affective to brand. Within the framework this, quality information No only play a role as tool delivery message marketing, but also as signal professionalism and reliability brand. Consistency quality information strengthen association positive brand, whereas misleading information or No clear potential weaken image brand and damage trust public.

Temporary that, data privacy is positioned as mechanism protection image brand in digital ecosystem based on Collection and processing of consumer data. Personal data protection reflect commitment brand to right consumers and responsibilities answer social, which becomes factor crucial in maintain trust and legitimacy brand. From the perspective of privacy calculus and trust-based marketing, the practice of good data privacy capable mitigate risk perception negative, protecting brand from impact reputational consequence data misuse, as well as strengthen image brand as safe and reliable entity trusted.

The third integration variables the reflect something system formation image holistic and sustainable brands. Digital ethics provides framework value, quality information form perception cognitive and affective, while data privacy works as safety reputation term long. All three each other complete and work in a way simultaneous in form image a strong, credible, and sustainability-oriented brand. With Thus, the framework proposed conceptual confirm that image brands in the era of a sustainable digital economy is results from synergy between practice ethical, excellence information, and consumer data protection, not just results from communication strategy marketing solely.

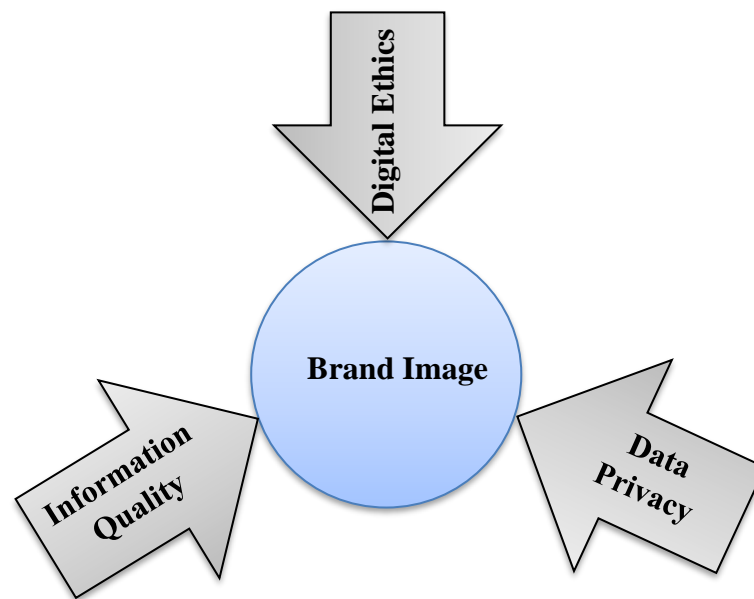


Figure 1. Framework Conceptual

CONCLUSION

Study conceptual This confirm that image brands in the era of a sustainable digital economy No Again formed solely by intensity promotion or quality product, but rather by quality relation ethical and informational between brands and consumers in digital space. Through synthesis theories and findings empirical, research This show that digital ethics, quality information, and data privacy is three strategic pillars that are simultaneous form at a time protect image brand. Digital ethics work as foundation normative that fosters trust and legitimacy brand, quality information play a role as mechanism cognitive that forms perception and association brand, whereas data privacy act as mechanism protection reputational guarding sustainability image brand in the middle increasing digital risks.

More further study This contribute to development literature digital marketing with offer framework conceptual integrative positioning third variables the as interconnected systems complement, not stand in a way partial. In the context of sustainable digital economy, framework This emphasize that superiority brand only can maintained if company capable integrate mark ethics, quality information, and data protection in all over activity marketing digital. With Thus, research This give implications theoretical in the form of strengthening approach based mark in studies image brand, at the same time implications practical for organization For designing a digital marketing strategy that doesn't only effective, but also responsible responsible and oriented term long.

Although offer contribution comprehensive conceptual research This own a number of necessary limitations examined. First, the research This nature study conceptual, so that No involving testing empirical in a way direct to connection between the proposed variables. Consequently, the strength generalization findings Still depends on consistency theory and results study previously synthesized. Second , focus discussion limited to three variables main, so that Not yet fully catch complexity other factors that also have the potential influence image brands in the digital era, such as experience customer, responsibility answer social company, or involvement consumers on social media. Third, the study This Not yet in a way specific

differentiate context industry or characteristics of a particular market, even though dynamics digital ethics, quality information, and data privacy can varies between sector.

Therefore that, limitations the open room for study furthermore For test in a way empirical framework proposed conceptual, expanding variables research, as well as adapt this model to the context different industries and cultures. With Thus, development advanced expected can enrich understanding about formation image sustainable brands in the midst of dynamics the digital economy continues to grow develop.

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