

Turning Transparency into Competitive Advantage: Digital Product Passports as Strategic Marketing Instruments

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Abstract

As regulatory and consumer demands for transparency intensify, digital product passports (DPPs) are emerging as tools for promoting supply chain transparency. This research presents the first marketing-focused investigation of DPPs, showing that they can serve not only as compliance but as strategic marketing instruments. Using a mixed-methods approach (expert interviews, focus groups, and an experiment with a leading DPP provider), the authors develop a framework explaining how, when, and for whom DPPs shape consumer behavior. The study outlines a cognitive-affective-behavioral pathway through which DPPs influence purchase intention, willingness to pay, and word of mouth. Yet, information overload can undermine these effects unless DPPs support consumers' autonomy. The study advances marketing theory by uncovering the mechanisms and boundary conditions of DPP influence on consumers and provides guidance for firms aiming to achieve regulatory compliance and strategic marketing impact.

Track: Marketing Strategy & Theory