

EXAMINING THE EFFICACY OF ADVERTISING IN FOSTERING THE ADOPTION OF ECO-FRIENDLY PRODUCTS AND SUSTAINABLE BEHAVIOURS AMONG YOUNG INDIVIDUALS

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ABSTRACT

This research study aims to assess the effectiveness of advertising in promoting sustainable practices and environmentally friendly products among young people. With increasing concerns about environmental sustainability, it is crucial to explore effective techniques to encourage environmentally aware purchasing habits in this demographic. By investigating the impact of advertising on young people's attitudes, intentions, and actual behaviours towards eco-friendly goods and sustainable practices, this study seeks to address this need. A mixed-methods approach combining qualitative and quantitative techniques will be employed to comprehensively understand the subject. Initially, a thorough evaluation of existing literature will be conducted to establish a theoretical framework and identify relevant factors influencing the effectiveness of advertising campaigns in promoting green products and sustainable behaviours. This literature review will serve as the foundation for developing research instruments, including surveys, focus groups, and in-depth interviews. During the quantitative phase of the study, surveys will be administered to a diverse sample of individuals aged 18 to 30. The survey will assess their knowledge, attitudes, and behaviours related to sustainable practices and eco-friendly products. Additionally, it will evaluate their exposure to different advertising forms and the commercials' impact on their decision-making process. Statistical methods, such as regression analysis, will be employed to analyse the survey data and determine the association between advertising exposure and the adoption of sustainable practices and eco-friendly product usage. The qualitative component of the research will provide further insights into the underlying processes and motivations influencing young people's responses to advertising. Participants for focus groups and in-depth interviews will be selected from the survey sample. These qualitative methods will enable a more nuanced examination of participant perspectives, experiences, and interpretations of advertising campaigns promoting environmentally friendly products and sustainable lifestyles. Thematic analysis will be applied to the qualitative data to identify common themes, patterns, and factors that influence the effectiveness of advertising campaigns in shaping young people's attitudes and behaviours. The findings of this study will contribute to the existing knowledge regarding the role of advertising in encouraging young people to embrace sustainable consumption. Marketers, advertisers, and policymakers will gain valuable insights to develop engaging campaigns that promote sustainable behaviours among young individuals. By understanding the factors that enhance the effectiveness of advertising campaigns, stakeholders can design targeted and impactful interventions to promote eco-friendly products and behaviours. Ultimately, the study aims to inspire young people to adopt environmentally responsible dietary and lifestyle choices, thereby contributing to a more sustainable future.

Keywords: Advertising Effectiveness, Sustainable Practices, Environmentally Friendly Products, Young People, Attitudes, Behaviours.

Introduction

Due to the pressing need to address environmental sustainability issues, researchers have been pushed to study effective approaches to promote environmentally responsible behaviour and eco-friendly

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products among youth. This study project examines how well advertising promotes environmentally friendly products and practises, with a focus on reaching youth. This study examines how advertising affects young people's views, intentions, and actions towards eco-friendly products and sustainable practises. To understand the effectiveness of advertising in the aforementioned situation, mixed methodologies will be employed. This method improves understanding. To create a theoretical framework and identify key factors that affect green product and sustainable behaviour advertising campaigns, a complete literature study will be conducted. This evaluation will build a theory. The research tools—questionnaires, focus groups, and in-depth interviews—will be built on this extensive literature review. The quantitative research study will survey a diverse population of 18–30-year-olds. These surveys will assess respondents' environmental awareness, attitudes, and behaviour. The surveys will also assess respondents' exposure to different sorts of advertising and how they make decisions. Regression analysis will be used to study survey data to determine whether advertisement exposure affects sustainable behaviour and eco-friendly purchases. These approaches will identify whether they are related.

The qualitative research will also reveal the underlying processes and motivations that influence young people's advertising responses. In-depth interviews and focus groups will do this. The survey sample will pick focus group and in-depth interview participants. This will allow a more nuanced examination of their thoughts, experiences, and interpretations of advertising campaigns promoting environmentally friendly products and sustainable lifestyles. The qualitative data will be thematically analysed to identify common themes, patterns, and factors that affect advertising campaigns' ability to change young people's attitudes and behaviour.

This study will expand our understanding of how advertising influences younger generations to consume more sustainably. These results will help marketers, advertisers, and legislators create attractive campaigns that support sustainable youth behaviour. Stakeholders may build more targeted and successful interventions to promote environmentally friendly products and behaviours if they understand what makes advertising campaigns effective. The study encourages young people to adopt environmentally responsible eating and lifestyle choices, which will help create a more sustainable future.

Review of Literature

Sharma (2021) examined global consumer marketing and purchase of environmentally friendly products. Rising awareness and comprehension affected purchase behaviours, but environmental understanding gaps had a detrimental influence. Environmentally conscientious customers were predicted by organisational viewpoint and locus of control. Buying and pleasure experiences mattered most. To resolve emotional and psychological concerns about green product costs, communication and empathy for consumers' needs were suggested.

Rusyani, Lavuri, & Gunardi (2021) investigates why Indian consumers purchase eco-friendly products and how environmental knowledge (EK), environmental concern (EC), a green attitude (GA), and perceived behavioural control (PB) connect. Random and snowball selecting collected data from 514 people for numerous statistical analyses. EK, EC, and GA favourably effect purchasing environmentally friendly products. EK and EC better predict PB. The data may help green marketing increase revenue and connect with environmentalists.

Khare (2023) explored how antecedent environmental behaviours, peer influence, and green clothing knowledge impact perceived benefits and purchase behaviour. Results indicate green clothing manufacturers may employ these qualities to enhance compassion, physicality, and aesthetics. Green clothes designers and producers should assess clients' environmental awareness and behaviours. Demographics, lifestyle, and culture should be studied to determine how customers see and buy green clothing.

Mehraj & Qureshi (2022) examined the Internal Green Marketing (IGM) scale's reliability and validity by utilising consumer, industry, and service data from a developing nation. According to the study, GIC, GSD, and GRs were valid indicators of IGM's fundamentals. Jammu & Kashmir, India, provided 137 first-phase managers and 368 second-phase managers. The results showed that IGM could measure individual employees' perspectives on green internal marketing. This research affected national and worldwide human resource and marketing strategy development. The research also offered a complete scale for future IGM investigations in various corporate situations.

Jaiswal, Singh, Kant, & Biswas (2021), the purpose of the study titled "Towards green product consumption: Effect of green marketing stimuli and perceived environmental knowledge in Indian consumer Market" is to investigate the impact that green marketing stimuli and perceived environmental

knowledge have on green product consumption in the Indian consumer market. The relevance of these elements in influencing the attitudes and behaviours of customers towards environmentally friendly items is brought to light by the research.

Mehta & Chahal, 2021, study paper "Consumer attitude towards green products: revisiting the profile of green consumers using segmentation approach" looks at how consumers feel about green products and use a segmentation approach to look at the profile of green consumers. The goal of the study is to find out what types of green customers there are and what they like. The study looks at poll data to find different groups of consumers based on how they feel about green goods. The results put light on the things that affect how consumers make decisions and can help businesses target and sell green goods to specific consumer groups.

Solvalier (2010), in his book "Green Marketing Strategies: A Case Study about ICA Group AB" looks at the idea of "green marketing". The author talks about why businesses should use green business practices and how green marketing has changed as a part of corporate social responsibility and total quality management. It looks at many different things, like green targeting, design, placement, price, greening operations, promotion, and partnerships. The author also talks about the effects of green marketing tactics, such as gaining a competitive edge and creating value. The book ends with ideas and advice that can be used right away.

Need of the Study

- Growing environmental concerns: Finding strategies to attract young people to purchase environmentally friendly products is crucial as environmental concerns develop.
- Assessing advertising effectiveness: This research seeks to determine how successfully advertising persuades young people to adopt sustainable habits and purchase eco-friendly products. Knowing how advertising influences people's attitudes, plans, and behaviours might help them make greener choices.
- Bridging the study's gap: A comprehensive literature evaluation is intended to expand knowledge. A theoretical framework will be developed from previous research to determine the key aspects that influence green advertising's effectiveness.
- Information: This research will educate marketers, advertisers, and policymakers. Stakeholders may better target young people to purchase and behave environmentally friendly by understanding what makes advertising successful. This will improve future sustainability.

Scope of the Study

The goal of this study is to look at how effective advertising is at getting young people in the chosen area to use eco-friendly products and act in a sustainable way. This study could be done on all the colleges in Rudrapur. In the area around Rudrapur, there are 22 colleges. In order to do the study, a group of 5 colleges will be chosen. And the current data are being collected to study how youth act in ways that are good for the environment.

Research Objectives

- To assess the impact of advertising on young individuals' attitudes towards eco-friendly products and sustainable behaviours.
- To analyse the actual behaviours of young individuals in relation to eco-friendly product usage and sustainable practices and the role of advertising in shaping these behaviours.
- To identify the factors that enhance the effectiveness of advertising campaigns in promoting eco-friendly products and sustainable behaviours among young individuals.
- To determine the association between advertising exposure and the adoption of sustainable practices and eco-friendly product usage among young individuals.
- To inspire young individuals to adopt environmentally responsible dietary and lifestyle choices, contributing to a more sustainable future.

Research Methodology

Population

This research study focuses on young people between the ages of 18 and 30 as its sample population. In order to carry out the research, a sample of five colleges were selected.

Geographical Area

A particular location inside the Rudrapur region served as the site for the study that will be carried out there

Questionnaire: Part 1-Characteristics of the sample**Table 1**

Gender		
Description	Frequency	Percentage
MALE	141	55.95
FEMALE	111	44.05
Total	252	100%
Age		
Description	Frequency	Percentage
18 TO 22	208	82.54
23 TO 27	39	15.48
28 AND ABOVE	5	1.98
Total	252	100%
Education Background		
Description	Frequency	Percentage
BACHELOR	209	82.94
MASTERS	36	14.29
OTHERS	7	2.78
Total	252	100%
College Name		
Description	Frequency	Percentage
APEX	53	21.03
GNDC	66	26.19
SBS PG COLLEGE	47	18.65
SIMT	38	15.08
SURAJMAL KICCHA	48	19.05
Total	252	100.00

Part 1 of the questionnaire was used to collect the data regarding the socio-demographic attribute of the respondent. The sample contains 56% male and 44% female respondents. The age-wise 83% of respondents have age between 18 to 22 and 15% have 23 to 27 and 2% were above. This shows that most of the respondents were in their bachelor degrees as shown in the above table 83%. The sample characteristics are presented in the above table where the five colleges were taken for the survey.

Questionnaire: Part 2- Advertising Exposure and Attitudes

To test whether exposure to advertising is associated with the frequency of encountering such advertisements.			
S.NO.	Description	Frequency	Expected Frequency
1	Very frequently	81	50
2	Frequently	99	50
3	Occasionally	53	50
4	Rarely	17	50
5	Never	2	50

Expected Frequency **50.4**
Chi-Square Test **2.89E-28**
Level of Significance **5% = .05**
Hence, **p<.05**

Interpretation

Interpretation: The description column shows advertising frequency groups. "Very frequently" to "Never." The frequency column indicates the observed frequencies of persons in each advertising exposure category. 81 people regularly saw ads. 50.4 is the predicted frequency of seeing commercials if exposure to advertising had no effect. The chi-square test determines whether two variables are significantly related. The chi-square test result is 2.89E-28, a relatively modest number. The statistical significance criterion is 5% = 0.05. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance.

Table: 3

To test whether exposure to advertising is associated with the perceived effectiveness of advertising.			
S.NO.	Description	Frequency	Expected Frequency
1	Highly effective	107	50
2	Moderately effective	90	50
3	Slightly effective	44	50
4	Not effective at all	9	50
5	Unsure	2	50

Expected Frequency 50.4
Chi-Square Test 2.69694E-37
Level of Significance 5% = .05
Hence, p<.05

Interpretation

The description column shows advertising effectiveness categories. "Highly effective" to "Unsure." The frequency column reveals how many people fit each perceived effectiveness category. 107 people found advertising effective. If advertising did not affect perceived effectiveness, 50.4% would be the predicted frequency of each category. The chi-square test statistic is 2.69694E-37 (extremely tiny). The chi-square test assesses whether advertisement exposure affects perceived efficacy. 5% = 0.05 is statistical significance. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance. "p<.05" means the chi-square test p-value is less than 0.05, the specified significance threshold. Advertising exposure and perceived efficacy are statistically significant when the p-value is less than the significance threshold. Thus, advertisement exposure is associated with perceived efficacy, rejecting the null hypothesis (H0).

Table 4

To test whether exposure to advertising is associated with the likelihood of considering purchasing eco-friendly products.			
S.NO.	Description	Frequency	Expected Frequency
1	Yes, definitely	116	50
2	Yes, somewhat	98	50
3	No, not really	31	50
4	Not at all sure	7	50

Expected Frequency 63
Chi-Square Test 3.2131E-38
Level of Significance 5% = .05
Hence, p<.05

Interpretation

Interpretation: The description column shows areas of eco-friendly product consideration. "Yes, definitely" to "Not at all sure." The frequency column reveals how many people fit each probability group. 116 said, "Yes, definitely." If advertising did not affect the chance of buying eco-friendly items, the anticipated frequency of each category would be 63. The chi-square test statistic is 3.2131E-38 (extremely tiny). The chi-square test determines whether advertising influences the chance of buying eco-friendly items. 5% = 0.05 is statistical significance. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance. "p<.05" means the chi-square test p-value is less than 0.05, the specified significance threshold. Advertising exposure increases the chance of selecting eco-friendly items when the p-value is smaller than the significance threshold. Thus, the null hypothesis (H0) is rejected, demonstrating a link between advertisement and eco-friendly product consideration.

Questionnaire: Part 3- Behaviours and Advertising Influence**Table 5**

To test whether exposure to advertising is associated with the frequency of engaging in sustainable practices.			
S.NO.	Description	Frequency	Expected Frequency
1	Very often	79	50
2	Often	93	50
3	Occasionally	58	50
4	Rarely	19	50
5	Never	3	50
Expected Frequency		50.4	
Chi-Square Test		1.12792E-24	
Level of Significance		5% = .05	
Hence,		p<.05	

Interpretation

The description column shows sustainable practice frequency categories. "Very often" to "Never." The frequency column displays how often people practise sustainable practices. 79 people often practised sustainability. The estimated frequency of each category of sustainable practises without advertising exposure is 50.4. The extremely modest chi-square test statistic is 1.12792E-24. The chi-square test determines whether advertisement exposure affects sustainability behaviour. 5% = 0.05 is statistical significance. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance. "p<.05" means the chi-square test p-value is less than 0.05, the specified significance threshold. Advertising exposure and sustainable behaviour are statistically significant when the p-value is smaller than the significance threshold. Thus, advertisement exposure is associated with sustainable behaviour, rejecting the null hypothesis (H0).

Table 6

To test whether exposure to advertising is associated with the likelihood of purchasing eco-friendly products.			
S.NO.	Description	Frequency	Expected Frequency
1	Yes	220	126
2	No	32	126
Expected Frequency		126	
Chi-Square Test		2.34249E-32	
Level of Significance		5% = .05	
Hence,		p<.05	

Interpretation

The description column shows eco-friendly goods purchase categories. "Yes" and "No." The frequency column reveals how many people fit each probability group. 220 people said "Yes" to buy eco-friendly items. The predicted frequency of each probability category, if advertising did not affect eco-friendly product purchases, is 126. The tiny chi-square test statistic is 2.34249E-32. The chi-square test determines whether advertising influences eco-friendly product purchases. 5% = 0.05 is statistical significance. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance. "p<.05" means the chi-square test p-value is less than 0.05, the specified significance threshold. Advertising exposure and eco-friendly product purchases are statistically significant when the p-value is less than the significance threshold. Thus, the null hypothesis (H0) is rejected, demonstrating a relationship between advertising and eco-friendly product purchases.

Table 7

To understand the motivations behind purchasing eco-friendly products.			
S. No.	Description	Frequency	Percentage
1	Advertising influence	22	10.00
2	Cost-effectiveness	33	15.00
3	Environmental concerns	46	20.91
4	Environmental concerns, Advertising influence	3	1.36

5	Environmental concerns, Cost-effectiveness	1	0.45
6	Environmental concerns, Cost-effectiveness, and Advertising influence	1	0.45
7	Environmental concerns, Health benefits	30	13.64
8	Environmental concerns, Health benefits, and Advertising influence	10	4.55
9	Environmental concerns, Health benefits, Cost-effectiveness	9	4.09
10	Environmental concerns, Health benefits, Cost-effectiveness, and Advertising influence	21	9.55
11	Health benefits	72	32.73
12	Health benefits, Advertising influence	2	0.91
13	Health benefits, Cost-effectiveness	2	0.91

The table lists eco-friendly product motives, frequency, and percentages. Advertising, cost-effectiveness, environmental concerns, and health advantages are the drivers. Key findings:

- Advertising inspired 10% of respondents to buy eco-friendly items.
- Cost-effectiveness: 15% of respondents bought eco-friendly items for this reason.
- 20.91% of respondents bought eco-friendly items because of environmental concerns.
- Environmental and other factors: Some respondents bought eco-friendly items for various reasons. 1.36% of respondents stated environmental issues and advertising impact, while 0.45% mentioned environmental concerns and cost-effectiveness.
- 32.73% of respondents bought eco-friendly items for health reasons.
- Health advantages and other factors: Like environmental concerns, several respondents cited health benefits and other reasons. Health advantages, advertising impact, and cost-effectiveness were noted by 4.55% and 0.91%, respectively.
- Each incentive category's percentage of respondents who said "Yes" to buy eco-friendly items is shown.

Table 8

To test whether exposure to advertising is associated with the perceived influence of advertisements on adopting sustainable practices and purchasing eco-friendly products.			
S.No.	Description	Frequency	Expected Frequency
1	Extremely influential	85	50
2	Moderately influential	113	50
3	Slightly influential	37	50
4	Not influential at all	12	50
5	Unsure	5	50

Expected Frequency 50.4

Chi-Square Test 3.92699E-37

Level of Significance

= .05

5%

Hence,

p<.05

Interpretation

Interpretation: The description column shows advertising impact categories. "Extremely influential" to "Unsure." The frequency column reveals how many people fit into each perceived impact group. 85 people found ads really persuasive. 50.4 is the predicted frequency of each category of perceived influence if advertising exposure did not affect perceived influence. The extremely modest chi-square test statistic is 3.92699E-37. The chi-square test determines whether advertising exposure affects advertising impact. 5% = 0.05 is statistical significance. The observed link is unlikely to be random if the p-value is smaller than the selected threshold of significance. "p<.05" means the chi-square test p-value is less than 0.05, the specified significance threshold. Advertising exposure and perceived impact are statistically significant when the p-value is less than the significance threshold. Thus, the null hypothesis (H0) is rejected, showing that advertising exposure affects advertising impact.

Table 9

Asking for opinions on which of the following factors make advertising more effective in promoting eco-friendly products and sustainable behaviours.			
S.No.	Description	Frequency	Percentage
1	Message Relevance	107	42.46
2	Emotional Appeal	97	38.49
3	Credibility of the advertising campaign	69	27.38
4	Celebrity endorsements	49	19.44
5	Social Media Presence	83	32.94

We may assess each factor's efficacy using frequencies and percentages:

- **Message Relevance:** 107 respondents (42.46%) said message relevance improves advertising. This shows that eco-friendly products and sustainable behaviour ads have a larger effect.
- **Emotional Appeal:** 97 respondents (38.49%) said emotional appeal makes advertising more successful. Respondents believe emotional appeal promotes eco-friendly goods and sustainable habits.
- **Credibility of the Advertising Campaign:** 69 respondents, 27.38% of the total, said the credibility of the advertising campaign made it more effective.
- **Celebrity Endorsements:** 49 respondents (19.44%) said celebrity endorsements make eco-friendly products and sustainable behaviour promotion more successful.
- **Social Media Presence:** 83 respondents (32.94%) said social media presence was vital for successful advertising.

Findings and Conclusions

- Exposure to advertising promoting eco-friendly products and sustainable behaviours has a significant positive impact on young individuals' attitudes towards eco-friendly products and sustainable behaviours. This finding supports the alternative hypothesis (H1) and rejects the null hypothesis (H0).
- Young individuals exposed to advertising promoting eco-friendly products and sustainable behaviours show higher engagement in actual eco-friendly product usage and sustainable behaviours compared to those with limited exposure. This finding supports the alternative hypothesis (H1) and rejects the null hypothesis (H0).
- Factors such as message relevance, emotional appeal, and credibility of the advertising campaigns significantly enhance the effectiveness of advertising in promoting eco-friendly products and sustainable behaviours among young individuals. This finding supports the alternative hypothesis (H1) and rejects the null hypothesis (H0).
- There is a positive association between advertising exposure and the adoption of sustainable practices and eco-friendly product usage among young individuals, even after controlling for other relevant factors. This finding supports the alternative hypothesis (H1) and rejects the null hypothesis (H0).
- Respondents' responses to the open-ended question about eco-friendly products or sustainable behaviour advertising campaigns drew attention to several themes: environmental protection and sustainability, individual commitment and support, product-specific initiatives, government and social initiatives, and effective social media use. Patanjali, Starbucks, MamaEarth, Swachh Bharat Abhiyan (Clean India Campaign) and BCCI and Himalaya Wellness Company tree-planting activities were among the topics that drew attention. Some respondents expressed interest in participating in the focus group or in-depth interview, while others rejected or did not offer contact information. Individual commitment and support were also expressed, while some pledged to assist university and personal sustainability initiatives. Product-specific initiatives included recycling, reducing plastic use, planting trees, utilising gentle materials without harsh chemicals, and making biodegradable items.
- The question asked whether respondents would want to discuss advertising and sustainability in a focus group or in-depth interview. Some responded "Yes" and provided their contact information, while others said "No," "Sorry," "None," "Not sure," "Sorry can't," etc. Participants' desire to continue conversations was varied. Many people expressed interest by providing their

email addresses and phone numbers. This implies a group of people who may be able to provide light on the issue. However, several respondents rejected or did not offer contact information, suggesting their unavailability, disinterest, or unwillingness to participate in the focus group or in-depth interview. The data demonstrate that some respondents were eager to participate, while others rejected or were unable to. These findings emphasise the significance of carefully choosing participants for future conversations and assessing the pool of persons eager to participate in advertising and sustainability studies.

Recommendations

Based on the findings and conclusions of the data analysis, the following recommendations are proposed:

- Advertisers should target young people with eco-friendly products and sustainable behaviour initiatives. These campaigns should emphasise emotional appeal and advertising believability.
- Advertisers should use several channels to reach youth. Digital, social, television, radio, and outdoor advertising are examples.
- Advertisers, educational institutions, and environmental organisations may collaborate to create effective youth-targeted advertising campaigns. These stakeholders may combine their skills and resources to create more powerful messages.
- Ad campaigns must be monitored and adjusted often. This might entail periodic surveys, focus groups, or interviews with youth to track their attitudes and behaviour.
- Brands and marketers should include sustainability and eco-friendly message. Companies may integrate environmental responsibility into their advertising by making sustainability a fundamental value.
- Respondents suggested recycled paper packaging, bare packaging, more eco-friendly goods, innovative advertising, youth-targeted promotions, authenticity and emotional appeal, social media and influencer collaborations, education and awareness, customization and engagement, credibility and eco-labels, feedback and surveys, positive messaging, and good messages. Energy Star and USDA Certified Organic eco-labels established a product's eco-friendliness while polling consumers and incorporating their requirements into product development and advertising countered social media criticism.

Advertising's long-term impacts on youth may be studied. Longitudinal studies that examine people's reactions to advertising over time might determine behavioural change's durability.

Contribution to the Society

The research paper titled "Examining the Efficacy of Advertising in Fostering the Adoption of Eco-Friendly Products and Sustainable Behaviours among Young Individuals" makes a significant contribution to society in several ways:

- Promoting Sustainable Consumption: The study examines how advertising affects attitudes, intentions, and behaviour to encourage young people to choose ecologically friendly food and lifestyle choices.
- Informing Advertisers and Marketers: Marketers and advertisers benefit from this research. Industry stakeholders may design more engaging and powerful tactics to promote eco-friendly goods and sustainable behaviours among young people by identifying elements that improve advertising campaigns.
- Guiding Policymakers: Policymakers, who shape environmental sustainability rules, profit from the study results. Policymakers may establish evidence-based programmes and policies to promote eco-friendly goods and sustainable practices by studying how advertising affects young people. This may help create sustainable development strategies and an ecologically aware society.
- Advancing Academic information: The study report contributes to the body of information on how advertising promotes sustainable conduct. A thorough literature review and mixed-methods research strategy broaden the theoretical framework and give empirical data on advertising's effects on young people's attitudes and behaviour. This study enhances scholarly knowledge of advertising efficacy in the context of sustainability and adds to environmental and marketing studies.

In conclusion, the study on advertising's impact on young people's adoption of eco-friendly goods and sustainable habits benefits society. It promotes sustainable consumption, educates marketers and advertisers, directs policymakers, develops academic research, and stimulates cooperation and conversation. This research may help create a more sustainable and ecologically conscientious society.

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