Major Research Project

Impact of Sustainable Advertising on Consumer Purchase Intentions

Submitted By

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CERTIFICATE

This is to certify that the Major Research Project titled "**Impact of Sustainable Advertising on Consumer Purchase Intentions**" submitted by **Aditya Verma** (24/DMBA/14), a student of MBA 2nd Year, Batch **2024 to 2026**, Delhi School of Management, Delhi Technological University, is a genuine piece of work completed under my guidance and supervision.

To the best of my knowledge, the report has not been submitted earlier for the award of any degree or diploma at any other institution. The work fulfils the prescribed requirements for the Major Research Project and is recommended for evaluation.

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DECLARATION

I, Aditya Verma, student of MBA (2nd Year), Batch 2024-26, Delhi School of Management, Delhi Technological University, hereby declare that the Major Research Project titled "Impact of Sustainable Advertising on Consumer Purchase Intentions" has been independently prepared by me under the supervision of Dr. Apoorva Jain.

I confirm that this work represents my original intellectual effort and has not been submitted, wholly or in part to any other university or examining body for the award of any qualification. all reference sources have been properly cited and acknowledged.

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Aditya Verma
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EXECUTIVE SUMMARY

This study explores the relationship between sustainablee advertising and consumer purchase intentions in the indian urban context, a domain that has attracted growing academic and manageria interest in the wake of rising environnmental consciousness. the central research concern is whether sustainable advertising defined as as promotional communication that foregrounds environmental responsibility and social accountability genueinely shapes the purchasing decisions of consumers or whether it merely builds surfacelevel awareness without translating into behavioural change.

Using a quantitaative, survey-based research design, primary data were gathered from 73 urban respondeents through structured questionnaires administered both digitaly and in person. the sample skewed toward younger adults between 16 and 35 years, with male respondents forming the the majority at 64.4 per cent. Data was analysed using IBM SPSS Statistics, with univariate frequency analysis, descriptive statistics, chi-square tests of independencee, Pearson corelation, and independent samples t-tests employed to examine relationships among the key variables.

The analysis produced three principal findings. First while 79.5 per cent of respondents reported fameliarity with the concept of sustainable advertising and 87.7 per cent previously purchased a eco-positioned product, no statisticaly significant association was found between awareness of of sustainablee advertising and green purchasing behaviour (chi-square = 1.028, p = .311). Secondly a statistically significant positive correlation established between respondents trust in sustainable advertising claims and their perception of such campaigns are effectiive in promoting pro-environmental behaviour (r = .288, p = .014), positioniing trust as a central mediating construct. Third a independent samples t-test revealed no statistically significant gender based difference in trust towards sustainable advertising (t = -0.860, p = .196).

These findings collectively confirm the existence of an attitude-behaviour gap and suggest that awareness alone is an insuficient lever for sustainable advertisers. Trust shaped by the credibility, specificity, and authenticity of environmental claims emerges as the decisive variable linkking advertising exposure too purchase intention. Thus study concludes with practical recommendatiions for marketers and policy

implications for regulatory bodiess, and proposes a future research agenda centred on experimental designs, longitudinal tracking, and multi-regional indian studies.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

Marketing has never been static. Each era bring fresh pressures that compel busineses to rethink not merely what they sold but how they justify the act of seling. The early twenty-first century has been defined, above all else, by the pressuree of environmental reckoning. Across every major economy the physical consequences of industrialisation depleted water tables, warming average temperatuures, shrinking biodiversity and choking urban air moved from the periphery of public concern to its very centre. With this context, the practice of sustainable advertising have grown from a experimental niche into an mainstream strategic imperative, reshapingg the language, imagery, and ethical calculs of commercial communication worldwide.

Sustainable advertisingg, as understood in this study, refers to any form of paid or earned promotional communication in in which a organisation foregrounds its environmental credentials social responsibility commitments, or long-term ecological stewardship as primaryy or supporting reasons for a consumer to prefer its products or services. it is a broader and more encompassing concept than the older term "green marketing," which tended to focus narrowwly on environmental product attributes. Sustainable advertising today speaks simultaneosly to ecological impact, carbon accountability, fair supply chain practices, circular economy principals, and the brands role in shaping an more just and liveable world for future generatiions.

The genealogy of this practice stretches back back to the environmental lobying movements of the late 1960s and early 1970s when campaiigns against industrial pollution leaded petrol and unregulated pesticides use first alerted mass publics to the costs of unchecked economic growths. brands that operated in sectors within high environmental footprints chemicals, autoomobiles, oil and gas, household goods found themselves for the first time, navigating consumer sentiments that hold them partly responsible for ecological damage. Early corporate responses was largely defensive minimal disclosures, donated to environmental charities, and occasional rebranding. It was not yet a marketing strategy so much as a form of reputatiion management.

By the 1990s, the tone shifted. the United Nations Conference on the the Environment and Development held in Rio de Janeiro in 1992, popularly known as the Earth

Summit, cataliysed globally policy conversation around sustainable development and brought the concept of environmental responsibilit into mainstream political discourse. Corporations began to to recognise that sustainability can be repositioned from a liability into a asset an differentiators capable of attracting a growing cohort of consumers who factor environmental impact into their purchasing calculus. Eco-labels began appearing on cleaning products and packaged food. Car manufacturerss invested in fuel efficiency narratives. apparel brands began publishing supply chain transparency reportss. sustainable advertising begun its long journey from the defensive posture to proactive brand strategy.

The first decade of the 2000s brought its own complicationss. the practice of greenwashing the deliiberate inflation or or fabrication of environmental credentials in advertising and packaging prolifierated rapidly as brands scrambled to associate themselves with sustainability without making costly operational chang. Consumer advocates and investigative journalists exposed case after case of misleading claims. In 2010, the united States Federal Trade Commission updated its Green Guides to provide clearer guidnce on what coukd and could not legitimately be claimed in environmental advertising. the European Commission followed with its own regulatory actions, and by the early 2020, the EU Greens Claims Directive was developed to impose legal standards on the substantiation of of sustainability claims across member states. In india, the Advertising Standards Council of india published dedicated environmental claims guidelines in 2023, signallingg that regulatory convergence on this issue was genuinly global.

The digital revolutions has added layers of compleixity and opportunity to the the sustainable advertising landscape in equal measure. social media platforms has empowered consumers to scrutinise brand claims in real time crowd-source evidence of greenwashing and amplify both praise and criticism with unprecedented speed and reach. A single credibly documented instance greenwashing can destroy years of brand equityy with in hours on platforms such as X , Instagram, and YouTube. At the same time, digital channels would given brands unprecedented capacity to tell rich, immersive sustainability stories through mini-documentaries, live-streamed factory tours, interactive carbon calculators, and influencer partnerhips with credible environmental advocates in ways that static print and broadcast media simply could not supports.

india occupiesd an position of particular analytical interest in this global story. As the worlds most populous nation and one of its fastest growing large economies, India simultanieously embodies the promises and the tension at heart of the sustainability debate. Economic growth have lifted hundreds of milllions out of poverty but has also driven rapid industrialisation, urban sprawl, and resource consumption on an scale that have generated acute environmental consequences. Delhis air quality emergency, the ganga River pollution crisis, the accelerating retreat of Himalayann glaciers, and the annual cycle of crop residue burning that blankets northern India in toxic smog are not abstract statistics they are lived realities that shape the daily experience for urban Indian consummers in ways that cannot but influences their attitudes toward environmental issues and, by extension, toward brands that claim to take those issues seriously.

Against this backdrop, the indian sustainable advertising markets has expanded considerably. The FMCG sector has witnessed a proliferation of "natural" "organic" and "eco-friendly" product launches accompanied by sustainabilitythemed advertising campaigns. The automotive sector has pivoted dramatically toward electric mobility narratives, with brands from Tata Motors to Ola Electric investing heavily in campaigns that frame there products as solutions to Indias air quality and energy security challenges. the food and beverage sector have embraced farm-to-table storytelling, superfood positeioning, and plastic-reduction packaging pledges as central themes of brand communication. Even sectors with historicallly poor environmental reputations oil and gas, heavy manufacturing, fast fashion have begun investing in sustainability messaging, though often with the scepticism attracting opacity that defines greenwashingg.

Theoretical Underpinnings

Several theoretical traditio inform this studys approach to understanding how sustainable advertising influences consumer purchases intentions. the Theory of Planned Behaviour (TPB), formulated by Icek Ajzen in 1991, proposes that human behaviour in most proximately determined by intention and that intention itself is jointly shaped by three independent inputs the the individuals attituded toward the behaviour in question their perception of the socials norm surroundiing that behaviour and there senses of personal control over its execution. Applied to sustainable

purchasing, the TPB suggests that an individual will intend to buys an eco-friendly product when they held a positive attitude toward doing so (because they value environmental protection and see the product as genunely contributing to it), when they perceive that their social reference group endorses such choices, and when they believes they are practically capable of making the purchase (it is available, affordable, and familiar).

sustainable advertising can engaged each of these three pathways. Well-crafted environmental messaging can strengt positive attitudes by making the ecological benefits of a product vivid and personally relevant. Social proof mechanisms testimonials, influencer endorsements, community pledge can shape perceived norms by signalling that sustainable consumption is not an fringe behaviour but an mainstream choice endorsed by respected peers. And and accessibility focused communications information about where to find ecofriendly products how to use them and what they cost relative to conventional alternatives can enhance perceived behavioural control. The TPB thus providess a multi-dimensional blueprint for sustainable advertising strategy.

The Value-Belief-Norm (VBN) theory, proposed by Paul Stern and collaborators in the late 1990s, approaches proenvironmental behaviour from a moral psychology perspective. The theory argues that sustainable behaviour is ultimately rooted in altruistic personal values particularly biospheric values, which are the values oriented toward the welfare of living systems as a whole. These values generate a particular ecological worldview, which in turn produces awareness of the consequences of environmental degradation, which activates a sense of personal moral obligation a personal norm to act sustainably. The VBN theory is relevant to sustainable advertising because it suggested that the most enduring and robust driver of sustainable consumption is not rational cost-benefit calculation but moral commitment. Advertising that resonates with consumers' pre-existing biospheric values and reinforces their sense of ecologicals responsibility is, on this account more likely to produce durable behavioural change then advertising that appeals primarily to economic self-interest or social status.

The Elaboration Likelihood Model (ELM), developed by Richard Petty and John Cacioppo in the 1980s, provides a cognitive processing framework for the

understanding how persuasive messagess are received and acted upon. The model distinguishes between two routes of persuasion. The central route involves careful, systematic evaluation of the substantive arguments contained in a message appropriate for consumers who are both motivated and cogniively capable of engaging deeply with the content. The peripheral route involves processing based on superficial cues the attractiveness of thee spokesperson, the aesthetic quality of the advertisements, the presence of a familiar certification logo without deep engagement with the substantive claims. In the sustainable advertising context, the ELM suggests that environmentally knowledgeable and motivated consumers will evaluate sustainabilty claims through the central route, scrutinising the evidence behind each claim and than forming attitudes based on the quality of the argumentation. Less engaged consumers will relyed on peripheral cues such as green colour palettes, naturee imagery, and eco-label stickers. Both routes can produce attitude changes, but central route persuasion tends to produce more durable and behaviourally consequential attitude change a finding that had important implications for the depth of environmental evidence brands should provide in their sustainable advertising.

1.2 Statement of the Problem

The central problem motivating this research can be stated plainly despite the dramaticc increase in sustainable advertising activity across the Indian media landscape, the extent to which these advertising genuinely changes what consumers buy remains poorly understood. Surveys consistently show that an majority of urban Indian consumers express concerns about environmental issues and indicate willingness to support sustainable brands. Yet actual market share for demonstrably eco-friendly products across most categories remains modest. The gap in between expressed environmental sentiments and actual purchasing behaviour what researchers call the attitude-behaviour gap is one of the most persistent puzles in sustainable marketing scholarship.

Several explanationss for this gap have been proposed in the literature. Consumer scepticism about the truthfulness of sustainability claims is an particularly important factor: if consumers do not trust that a brand's environmental credentials are genuine, they have very little rational basis for paying a premium for an eco-friendly positioning they regard as cosmetic. The prevalence of greenwashing has given consumers good

reason for such scepticisms. A second explantion focuses on the price premium typically associated with sustaiinably positioned products, which createss a rational barrier to purchase even for for consumers who would prefer ecofriendly options in principle. A third explanation points to habit and convenience sustainable alternatives may be less readily available through established retail chanels, or may require changes in consumption practices that has been consumers are reluctant to adopt.

What is less well understood which of these barrierss is most powerful in the indian context and specifically how the comunication dimension of sustainable advertising the trust it generates or fails to generate the awareness it created, and the effectiveness it is perceived to interacts with these barriers to shape purchase intentions. This is the empirical gap that the present study seeks to address. by examining the relationships among sustainable advertising awarenes consumer trusted in sustainability claims, and perceived advertising efectiveness in a sample of young urban indian consumers, the study aims to produces evidence that is both theoretically grounded and practically actionable.

1.3 Objectives of the Study

The research is guided by the following objectives:

(i) To examine the level of awarenesss and familiarity with sustainable advertising among the study participants.

(ii) To assess the degree of trust consumers placed in the sustainability claims communicated through advertising.

(iii) To investigate the relationship in between consumer trust in sustainable advertising and the perceived effectiveness of such campaigns.

(iv) To determine whether gender significantly moderate consumer trust in sustainable advertising claims.

(v) To examine whether familiarity with the sustainable advertising is associated with actual ecofriendly purchasing behaviour.

(vi) To analyse questionnaires responses across all survey sections to generate an comprehensive picture of consumer perceptions.

(vii) To identify strategicc and policy implications for marketers, regulators, and educators.

1.4 Scope of the Study

The study is confined to urban consumers in India, with primarly data collected in the National Capital Region and supplemented by responses from other metropolitan centres. It focuses specifically on sustainable advertising as an communicative phenomenon and its relationship with purchase intention not on the environmental performance of advertised products, not on postpurchase consumption beehaviour, and not on the long-term effects for sustained advertising exposure. the analytical scope encompasses awareness, trust, perceived effectivenes, and prior purchase behaviour, examined through cross-sectional survey data from 73 respondents. Findings should be interpreted as exploratory and hypothesis enerating rather then definitive.

1.5 Significance of the Study

For Academics

The study contributes an empirical data point from the indian urban context to an literature that has been heavily shaped by Western and East Asian research tradition. It applies established theoretical frameworks the TPB, VBN theory, and ELM to an setting where their applicability has rarely been empirically tested. It also advances scholarly understanding of the attitudebehaviour gap by providing evidence that trust, rather than awareness, is the more proximate determinant of sustainable purchasing behaviour.

For Practitioners

The finding that trust mediates sustainable advertising effectiveness provides actionable guidance for brand manager: investments in credible, specific, and independently verified by sustainability claims are likely to yield stronger returns then generic environmental messaging. The absence of a significant gender difference in trust levels also challenges assumptions that have historically shaped demographics targeting strategies for sustainable advertising campaigns.

For Policymakers

The study provided empirical grounding for regulatory efforts to strengthen truth-in-advertising standards for environmental claims. The moderate aaverage trust levels observed, combines with high awareness of greenwashing as a practice, suggest that

Indian consumers are alert to and affected by the credibility of sustainable advertising. Stronger enforcement of the ASCI's 2023 environmental claims guidelines and investment in eco-certification infrastructure could enhanced the effectiveness of sustainable advertising as a tool of driving pro-environmental behaviour at scale.

1.6 Description of the Study Area

The primary study area is the National Capital Region (NCR) of india, encompassing the city of Delhi and its satellite urban aglomerations of Gurgaon, Noida, Faridabad, and Ghaziabad. The NCR was selected of several analytically relevant reasons. With a combined population exceeding 46 million, it is among the most densely populated urban region in the world and hosts an extraordinaily diverse consumer based in terms of income, occupation, educational background, and cultural origin. It is home to the Indian headquarters of the majorityy of multinational corporations operating in the countery, as well as to a large concentration for domestic FMCG, technology, and services companies meaning that respondents are regularly exposed to the sophisticated sustainable advertising for both global and Indian brands.

The NCRs environmental profile is directly pertinent to the study. Delhi routinely records some of the worst air quality of any major city globaly, with AQI readings frequently exceeding 400 during winter months an level classified as hazardous by international standards. This persistent environmental crises has generated an unusually high level of public salience around air pollution, health consequences for environmental degradation, and the role of industry and transport in causing them. Consumers in these environment are arguably more attuned to environmental issues, and more motivated to evaluate the credibility of environmental advertising claimms, then consumers in cities with less acute environmental challenges. The NCR thus represents a context in which sustainable advertising is likely to encounter a critically engaged audience, making it an ideal setting for studying how trust and awareness interact to shape consumer responses.

Beyond the NCR, the studys sample included respondents from mumbai, Bengaluru, and Hyderabad India's three other major metropolitan centres. These cities share the NCR's characteristics of high digital connectivity, a significant and growing educated middle class, and exposure to an wide range of sustainable advertising formatss. Their inclusion provides a degreee of geographic diversity within the urban Indian context

and reduces the risk that findings reflect purely local conditions specific to the delhi region. Taken be together, the study area covers the urban segment of India's consumer economy that is most actively targeted by sustainable advertisers and that possess the digital literacy and disposable iincome to act on sustainability-motivated purchasing preferences.

1.7 Limitations of the Study

The following limitations bound the validity and generalisability of this research:

Sample Skewness

Aproximately 90 per cent of respondents were aged under 35, and 64 per cent identified as male. These demographic imbalances mean that findings may not accurately represented the attitudes of older consumers or for female consumers in proportions reflective of the wider indian urban population.

Modest Sample Size

With 73 completed responses, the studys statistical power is limited. Smaller true effect sizes may has gone undetected, and the results of more complexed analytical procedures such as moderated regression would not be reliable at thissample size.

Cross-Sectional Design

The study captures attitudes and behaviours at an single point in time. Causal relationships among variables cannot be definitiely established, and the study cannot track how consumer attitudes toward sustainable advertising evolve in the response to changing regulatoryy environments or market conditions.

Self-Report Limitations

All data are self-reported, creating the possibility for social desirability bias particullarly on questions about eco-friendly purchasing behaviour, where the respondents may overstate their green credentils. No observational or behavioural data was collected to validate self-reports.

No Multivariate Modelling

The analysis is confined to bivariate test. Interaction effectss among variables for eg, whether the trust-effectiveness relationship is stronger among consumers with higher environmental awareness could not be examined at the current sample size.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The academic literature on sustainable advertising and its influence on the consumer behaviour is rich, multi-disciplinary and rapidly expanding. Drawing on traditions in marketing science environmental psychollogy, communication theory, and consumer sociology, researcher has examined how various dimensions of sustainability-oriented brand communication shape consumer cognition, atttitude, and ultimately behaviour. This chapter synthesises the most influential theoretical and empirical contributions to this literature, with particular atention to studies whose findings are directly relevant to the present research in the context of young urban indian consumers.

2.2 Sustainable Advertising and Consumer Behaviour

among the most methodologically rigorous recent contributions is a study by Correia, Sousa, Viseu, and Larguinho (2023), conducted in Portugal with 690 participants. The researchers found that the degreee to which consumers paid active, deliberate attention to sustainable marketing communication was an strong and statistically significant predictor of there subsequent green purchasing behaviour. The model explained closed to 45 per cent of the variance in purchasing outcomes a notably high figure out for a bivariate relationship in consumer research highllighting the critical importance of message engagement as an driver of behavioural outcomes. Importantly, the studies measured attention rather then mere exposure: it was not sufficient for consumers to encounter sustainability messagging; they need to engage with it cognitively for it to influence behaviour.

The theoretical architecture underlying this finding draws on the Theory of Planned Behaviour (Ajzen, 1991). With in this framework engaged exposure to sustainable advertising operatees as an attitude shaping input: it shifts consumers' evaluative orientation toward eco-friendly products by making their environmental benefits salient and personally meaningful. This attitudinal shift, in turn, generates stronger purchase intentions ultimately, higher rates of sustainnable purchasing. The TPB thus provides a plausible causal pathway from advertising engagement through attitude formations to behavioural outcome.

a particularly influential contribution to understanding the mediating role for perceived quality and risk in the sustainable adverttising processes was made by Chen and Chang (2013), whose research among Taiwanese consumers demonstrated that green advertising influenced purchase intentions indirectly, through the effects on perceived product quality and perceived risk. Advertising that is provided specific, verifiable info about a products environmental performance reduced the perceived risk of choosing an eco friendly alternative the concern that the product might be inferior or that the environmental claimed might be exaggeratted and enhanced perceived quality assessments, leading to stronger intentions to purchase. The implication of that the informational richness and speciificity of sustainable advertising claims matters enormously for there persuasive effectiveness.

The trust dimension of sustainable advertising effectiveness had been examined within particular rigour by Suki (2016), whose research among Malaysian consumers established trust in brand environmental claims as a significant independent preedictor of willingness to pay an price premium for green products. Suki argued that trust functions as a form of cognitive shorthand that allows consumerss to reduce the complexity of evaluating environmental claims particularly in categories where the most consumers lack the specialist knowledge to directlly verify the accuracy for technical environmental disclosures. When trust is high, consumers are willing to accept sustainability claims at first and than face value and act on them; when trust is low, even substantively accurate claims may be discounted.

The downside consequences of trust failure in the sustainable advertising context was examined by Nyilasy, Gangadharbatla, and Paladino (2014), who experimentaly demonstrated that when consumers perceived an mismatch between a brand's advertised environmental credentials and its actual environmenttal performance, the resulting backlash in terms of brand attitude deterioration and than reduced purchase intention was stronger than the positive effect of the green advertising itself. the authors termed this the greenwashing backfire effect, and it underscores the asymmetric nature of trust in the sustainable advertising relationship: trust, once got lost through perceived greenwashing, is significantly harder to rebuild then it is to lose.

The role of emotional framing in sustainable advertising was the subject of a experimental study by Hartmann and Ibanez (2006), who contrasted functional appeals

which it communicated the environmental performance attributes of a product in factual terms with emotional appeals that connected with environmental behaviour to positive experiential outcomes such as a sense of unity with the natural worlds. their findings indicated that emotional appeeals outperform functional appeals in generating positive brand attitudes particularly among consumers with in moderate level for environmental concern who might be less motivated to process detailed factual claims through the central route of the ELM. the implication is that the sustainable advertising strategy should not focus exclusively on the technical substantiation of environmental claims but should also invested in crafting emotionally resonant narratives that connnect brand identity to consumers' broader sense of environmental purpose.

research by D'Souza and Taghian (2005) added a further nuance by examining how prior environmental knowledge moderates consumer responses to to green advertising. They find that while higher knowledge level generally increase receptiveness to well-substantiated sustainability claims they simultaneously intensiffied scepticism toward vague or unsubstantiated ones. This creates an strategic dilemma for advertisers: as consumer environmental literacy increases a trend that appears to be accelerating in urban india the bar of what constitutes a credible sustainability claim rises correspondingly. Brands that have historically relied on generic environmental positioning without robust substantiation face growing exposure to credibility challenges from an increasingly knowledgeable consuumer base.

In the indian context specifically Kumar and Ghodeswar , identified environmental concern, perceived product quality, and social influence as the threee most significant antecedents for green product purchase intention. The prominence of social influence in there findings is consistent with the collectivist orientation of many Indian consumers, who placed considerable weight on the purchasing norms and expectations of their social reference groups. this finding suggest that sustainable advertising strategies in india may benefit particularly from social proof mechanisms peer testimoonials, community sustainability pledges, social media campaigns that make ecofriendly purchasing socially visible and normatively sanctioned.

2.3 Demographic Factors and Marketing Receptivity

The relationship between demographic characteristics and sustainable advertising receptivity has been a recurrent theme in the green marketing literature. Gender has

received particularly sustained attention. Correia et al. (2023) documented a statistically significant difference in the degree to which female and male consumers attended to sustainable marketing communication, with women demonstrating consistently higher levels of message engagement. Straughan and Roberts (1999) reached similar conclusions in a landmark US-based segmentation study, identifying younger age and female gender as the two most robust demographic predictors of pro-environmental consumer attitudes.

However, the relationship between gender and pro-environmental behaviour appears to be contextually contingent. Some researchers have argued that the gender gap in environmental concern reflects socialisation patterns that assign environmental stewardship more strongly to feminine role identities, and that this gap narrows as societies become more gender-equal in their division of domestic and civic responsibilities. In India's rapidly changing urban social landscape, where traditional gender role boundaries are being renegotiated, it is plausible that gender differences in environmental advertising receptivity may be more attenuated than those documented in Western contexts a hypothesis that the present study's t-test results will bear on.

Education level has consistently emerged as a positive predictor of environmental awareness and sustainable advertising engagement across multiple cultural settings. Diamantopoulos, Schlegelmilch, Sinkovics, and Bohlen (2003) conducted a comprehensive review of sociodemographic profiling in green consumer research and concluded that while income and occupation showed inconsistent predictive relationships with green purchasing behaviour, education level showed a robust and consistent positive association. There analysis suggest that education enhances consumers' capacity to process and evaluate environmental claims, increased their sense of personal agency with respect to environmental impact, and then strengthens the altruistic values that drive normbased sustainable purchasing.

2.4 Elements of Sustainable Marketing Strategies

Boztepe (2012) provided a foundational account of the strategic components off green marketing identifying eco-labelling, sustainable product design, responsiblee sourcing, transparent environmental messaging, and green pricing strategies as the primary levers available for firms seeking to build a credible sustainability positioning. The study emphasised that the effectiveness of each component is condiitioned by the

degree of consumer trust in the brands overall sustainability commitment no individual advertising element is capable of generating positive purchase effects in the absence of an credible underlying sustainability platform.

The role of eco labels and sustainability certification logos has been examined extensively on the context of what might be called heuristic processing of environmental claims. Thogersen, Haugaard, and Olesen (2010) find that the purchase influencing power of eco-labels was significantly moderated by familiarity with in the certification scheme and institutional trust in the certifying body. Consumers who recognised a specific eco-label and trusted the organisation behind it was substanntially more likely to incorporate that signal into their purchase decisions than consumers who encountered unfammiliar or poorly trusted labels. In the indian market, where the portfolio of recognised eco-certification schemes are narrower and public familliarity with specific labels less widespread than in Europe or North America, this finding implies that investment on building public awareness of credible certification bodies such as the Bureau of indian Standards eco-mark scheme is an necessary precondition for ecolabel advertising to achieve its intended effect.

Packaging has been emerged as an particularly potent channel for sustainable communication at the point of sale. Lindh, Olsson, and Williams (2016) documented that specific, verifiable claims about packaging environnmental attributes the percentage of recycled content the reduction in plastic weight compared to a previous formulation, or the compostability of materials has significantly stronger effects on consumer product evaluations and purchase intentions than generic claims such as "eco-friendly packaging." The greater the specificity and verifiability of the claim, the stronger the trust signal it conveyed and the more positive the downstream effect on purchase intention.

2.5 Conceptual Framework

The present study is organised around an conceptual frameework that integrates insights from the TPB, VBN theory, and ELM to proposed that sustainable advertising awareness is a neccessary but insufficient condition for eco-friendly purchasing behaviour. Trust in sustainability claims is proposed as the criticaal mediating variable that determines whether awareness translates into action. The framework is presented in summary form in Table 2.1.

Table 2.1: Conceptual Framework of the Study

Construct	Role in Framework	Theoretical Basis	Measurement
Sustainable Advertising Awareness	Independent variable	Theory of Planned Behaviour	Dichotomous (Yes/No)
Trust in Sustainability Claims	Mediating variable	ELM; Credibility Theory	Likert 1-5 scale
Perceived Ad Effectiveness	Outcome/mediating variable	ELM; TPB	Likert 1-5 scale
Green Purchase Behaviour	Dependent variable	VBN Theory; TPB	Dichotomous (Yes/No)
Gender	Moderating variable	Multiple frameworks	Categorical
Environmental Awareness	Moderating variable	VBN Theory	Embbedded in survey items

Source: Developed by the Author

2.6 Research Gaps

Several gaps in the existing literature motivate the present study. Most empiirical research in sustainable advertising and consumer behaviour has been conducted on Western european, North american, or East Asian contexts. The Indian market despite its scale, complexity, and strategic importance remains signiificantly underrepresented in this literature. Moreover trust and demographic variables are rarely examined simultaneously with in a single study, making it difficult to assess their relative explanatory power. The attitudebehaviour gap is well documented but its specific drivers in the indian urban context are not. Finally, the questionnaire response analysis approach adopted in the presented study analysing frequency distributions for all questionnaire items and inteegrating them into a coherent behavioural picture is rarely employed in green marketing research, which tends to focus on multivariate modelling of composite scales rather than itemlevel interpretation.

Research Gap	Limitation in Existing Literature	Present Study's Response
Indian urban context	Most studies in Western/East Asian settings	Data from NCR and major Indian metros
Simultaneous trust-demographics analysis	Usually studied in isolation	Both examined in unified framework
Attitude-behaviour gap drivers	Documented but mechanisms unclear	Trust empirically positioned as bridging construct

Item-level survey analysis	Rare; composite scales dominate	Full question-by-question frequency analysis in Ch.5
Policy-relevant findings for India	ASCI context rarely examined	ASCI 2023 guidelines contextualised throughout

Source: Developed by the Author based on Literature Review

2.7 Conclusion

The literature reviewed in this chapter establishes that sustaiInable advertising can meaningfuly influence consumer purchase intentions when it itgenerates genuine trust and engages consumers cognitively and emotionally. trust emerges from the consistency, specificity, verifiability, and institutional endorsement of sustainability claims. demographic variables including gender and education moderate advertiising receptivity, but their effects are contextually contingent. The indian urban context presents both opportunities a growing, environmentally aware, digitally connected consumer base and challenges widespread awareness of greenwashing, limited eco-certification infrastructure, and an persistent attitude behaviour gap that make it an particularly important setting for empirical investigation.

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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Philosophy

This study is is anchored in an positivist research philosophy. Positivism holds that reliable knowledge could only be generated through systeematic observation and measurement of objectively definable phenomena. the constructs examined in these study awareness of sustainable advertising trust in sustainability claims, perceived advertising effectiveness, and purchasing behaviour are all operationalised as measurable variabless that can be quantified compared and subjected to statistical testing. This commitmment to measurability and objectivity distinguishes the positivist approach of interpretivist traditions that prioritise subjective meaning and lived experience.

a deductive research approach accompanies this philosophy. The study begins with theoretical propositions derived from established frameworks chieffly the theory of Planned Behaviour and the Elaboration Likelihood Model and formulates testable hypotheses that are than evaluated against empirical data. This contrasts with inductive approaches that allow theory to emerge from data without theoretical commitments.

3.2 Research Design

The research employs an quantitative cross-sectional survey design. This design was chosen because it efficientlly supports the collection of structured numerically codable data from a sample of respondents at a single point of time enabling both descriptive profiling of the sample and inferential testing of relationshipss among the variables. descriptive analysis characterises the demographic composition of the sample and the distributions of responses to key item. Inferential analysis tests the studys hypotheses using appropriate statistical procedurees.

3.3 Sampling Strategy

Data wasw collected through non-probability convenience sampling a sampling strategy in which respondents are selected based on their accessibillity to the researcher rather than through a randomised selection procedure. While convenience sampling does not support formal probabilistic generalisation, it is appropriate for an exploratory study of this scope and is widely used in the the academic consumer

behaviour research. The target population was urban Indian adults aged 16 and above with sufficient exposure to advertising media to have potentially encountered sustainable advertising. A total of 73 usable responses were collected.

Table 3.1: Sample Profile Summary

Characteristic	Sub-categories	Percentage Distribution
Age Group	16-25 / 26-35 / 36-45 / 46+	58.9% / 31.5% / 6.8% / 2.7%
Gender	Male / Female / Others	64.4% / 32.9% / 2.7%
Sustainable Ad Awareness	Yes / No	79.5% / 20.5%
Prior Green Product Purchase	Yes / No	87.7% / 12.3%
Total Respondents	N = 73	100%

Source: Primary Survey Data (Own Analysis)

3.4 Data Collection Method

The survey instrument was developed in two stages. A draft questionnaire was first prepared on the basis of validated scales from prior green markketing and sustainable advertising research. This draft was review by two academic experts in marketing research, whose feedback informed revisions to item wording response format and question sequencing. The final instrument was then administered via two channel a online Google Form distributed through social media platforms and messaging applications and printed questionnaires distributed in person at university campuses and commercial locations in the the NCR. Participation was voluntary, anonymous, and unpaid.

3.5 Reliability and Validity

Content validity was addressed through the expert review process described above. The Likertscale items measuring trust and perceived effectivenes were adapted from validated instruments use in prior studies, lending them an construct validity. External validity is limited by the convenience samplling design and demographic skewness toward younger male respondents an limitation consistently acknowledged throughout this report.

3.6 Statistical Methods

Four primary statistical procedures was employed, all executed using IBM SPSS Statistics Version 26. Univariate frequency analysis summaarised the distributions of all categorical variables. Descriptive statistics mean and standard deviation was calculated for Likert-scale items. A chi-square test of independence examined the association between sustainable advertising awarenesss and prior green purchasing. Pearson correllation analysis assessed the relationship between trust and perceived effectiveness. an independent samples t-test evaluated gender differences in trust, with effect size calculated as Cohens d. Significance was assessed throughout at alpha = 0.05 (two-tailed).

3.7 Ethical Considerations

participation was fully voluntary and respondents was free to withdraw at any point. no personally identifiable information was collected. the studys purpose were communicated transparently to all participants prior to to data collection. Data were stored securely on passwordprotected devices and used solely for academic reseearch purposes consistent with the declared objectives of this project.

3.8 Research Framework

Table 3.2: Research Design Summary

Dimension	Choice	Rationale
Philosophy	Positivism	Objective measurement of quantifiable constructs
Approach	Deductive	Hypothesis-testing from established theory
Strategy	Survey-based	Structured data collection from a defined sample
Design	Cross-sectional, descriptive and causal	Point-in-time snapshot with relationship examination
Sampling	Non-probability convenience	Practical for exploratory study of this scope
Sample Size	n = 73	Sufficient for bivariate analyses employed
Data Collection	Online and in-person questionnaire	Wide reach with standardised instrument
Analysis	Frequency, chi-square, Pearson r, t-test	Matched to variable measurement levels

Software	IBM SPSS Statistics v26	Standard tool for social science quantitative research

Source: Developed by the Author

3.9 Hypotheses

Two formal hypotheses are tested in this study:

H1: There is a significant positive relationship between consumer awareness of sustainable advertising and eco-friendly purchase behaviour.

H2: Gender has a significant impact on the degree of trust consumers place in sustainable advertising claims.

CHAPTER 4: ANALYSIS AND DISCUSSION

4.1 Univariate Analysis

Age Distribution

Table 4.1: Age Distribution of Respondents

Age Group	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
16–25	43	58.9	58.9	58.9
26–35	23	31.5	31.5	90.4
36–45	5	6.8	6.8	97.3
46+	2	2.7	2.7	100.0
Total	73	100.0	100.0	

Source: Primary Survey Data (Own Analysis)

nearly three-fifths of respondentss 58.9% fell in the 16–25 bracket and an further 31.5% in the 26–35 bracket, making the sample overwhellmingly young. Only 9.5% were aged 36 and above. This age skew reflects the studys deliberate focus on digitalnative, urban consumers most of frequently exposed to sustainable advertising through social media and e-commerce platforms, though it do constrain generalisation to older segments.

Gender Distribution

Table 4.2: Gender Distribution of Respondents

Gender	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Female	24	32.9	32.9	32.9
Male	47	64.4	64.4	97.3
Others	2	2.7	2.7	100.0
Total	73	100.0	100.0	

Source: Primary Survey Data (Own Analysis)

Male respondents formed a clear majority at 64.4%, with females at 32.9% and others at 2.7%. The gender imbalance is an acknowledged limitation and is considered when interpreting the t-test results in Section 4.5.

Familiarity with Sustainable Advertising

Table 4.3: Familiarity with Sustainable Advertising

Response	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
No	15	20.5	20.5	20.5
Yes	58	79.5	79.5	100.0
Total	73	100.0	100.0	

Source: Primary Survey Data (Own Analysis)

A large majority 79.5% reported familiarity with sustainable advertisiing, confirming that the the concept has achieved considerable mainstream recognition among young urban Indian consumerss

Prior Green Product Purchase

Table 4.4: Prior Purchase of Sustainably Positioned Products

Response	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
No	9	12.3	12.3	12.3
Yes	64	87.7	87.7	100.0
Total	73	100.0	100.0	

Source: Primary Survey Data (Own Analysis)

87.7% of respondents reported having previouslly purchased an sustainably positioned product. While this high figure is encouraging social desirability bias may inflate self-reported ecofriendly purchasing behaviour.

4.2 Descriptive Statistics

Table 4.5: Descriptive Statistics — Trust and Perceived Effectiveness

Variable	N	Min	Max	Mean	Std. Deviation
Trust in sustainable advertising claims (1-5)	72	1	5	3.08	1.071
Perceived effectiveness of sustainable campaigns (1-5)	73	1	5	3.29	1.060
Valid N (listwise)	72				

Source: Primary Survey Data (Own Analysis)

Average trust in in sustainability claims was 3.08 (SD = 1.071), indicating an broadly neutral stance neither strongly trusting nor activelyy sceptical. Perceived campaign effectiveness averaged slightly higher than at 3.29 (SD = 1.060) suggesting consumers

grant sustainable advertising marginally more credit for its potential impact then they grant credibility to specific claims. the standard deviations of approximately 1.07 accross both variables signal meaningful heterogeneity the the sample contains a diverse range of orientations from strong sceptics to enthusiastic bellievers.

4.3 Bivariate Analysis: Chi-Square Test

Table 4.6: Crosstabulation — Familiarity and Purchase Behaviour

Familiarity with Sustainable Advertising	Have NOT Purchased Green Product	Have Purchased Green Product	Total
Not Familiar	3 (20.0%)	12 (80.0%)	15 (100%)
Familiar	6 (10.3%)	52 (89.7%)	58 (100%)
Total	9 (12.3%)	64 (87.7%)	73 (100%)

Source: Primary Survey Data (Own Analysis)

Table 4.7: Chi-Square Test Results

Test	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	1.028	1	.311	
Continuity Correction	.329	1	.566	
Likelihood Ratio	.927	1	.336	
Fisher's Exact Test				.379
N of Valid Cases	73			

Note: 1 cell (25.0%) has expected count less than 5. Source: Pprimary Survey Data (Own Analysis)

With a pearson chi-square value of 1.028 and p = .311, there is no statistically significant association between familiarity with sustainable advertising and prioor green purchasing. H1 is not supported. Even among respondents unfamiliar within sustainable advertising n=15, 80% had been purchased green products barely below the 89.7% rate among familiar respondents. this finding is a strong empirical affirmation of the attitude-behaviour gap being aware of sustainable advertising is neither necessary nor sufficient for ecofriendly purchasing behaviour in this sample.

4.4 Correlation Analysis

Table 4.8: Pearson Correlation — Trust and Perceived Effectiveness

Variable	Trust in Claims	Perceived Effectiveness	Sig. (2-tailed)	N

Trust in sustainable advertising claims	1.000	.288*	.014	72
Perceived effectiveness of sustainable campaigns	.288*	1.000	.014	72–73

p < .05 2-taile). Source: Primary Survey Data (Own Analysis)

a statistically significant positive correlation (r = .288, p = .014) was found in between trust in sustainability claims and perceived campaign effectivenesss. The direction of the the relationship is theoretically consistent: consumers who trust what brands say about their environmental credentials are more likeely to believe that sustainable aadvertising can genuinely motivate pro-environmental behaviour. While the correlation coefficient is modest an absolute terms, its statistical significance in a sample of 73 makes it an meaningful finding with clear practical implications for how organisations should invest in their sustainability communications.

4.5 T-Test Analysis: Gender and Trust

Table 4.9: Group Statistics — Trust by Gender

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	46	3.02	1.085	.160
Female	24	3.25	.989	.202

Source: Primary Survey Data (Own Analysis)

Table 4.10: Independent Samples T-Test Results

Assumption	t-value	df	Sig. (2-tailed)	Mean Difference	Cohen's d
Equal variances assumed	-0.860	68	.196	-.228	-.217 (small)
Equal variances not assumed	-0.886	50.7	.380	-.228	

ns = not significant at p < .05. Source: Primary Survey Data (Own Analysis)

Levenes test confirmed equal variances (F = 0.012, p = .915). the t-test result (t = -0.860, p = .196) indicates no statisticallly significant gender difference in trust toward sustainable advertising claims. H2 is not to be supported. female respondents did report marginally highher average trust (M = 3.25) than males (M = 3.02), but the the small effect size (Cohen's d ≈ -0.217) and non-significant pvalue indicate that this difference is not practically meaningful. Trust, in this sample, appears to be operate similarly accross male and female consumers.

4.6 Summary of Hypothesis Testing

Table 4.11: Hypothesis Testing Summary

Hypothesis	Test Applied	Key Statistic	Outcome
H1: Awareness positively related to green purchase behaviour	Chi-Square Test	χ^2=1.028, p=.311	Rejected — not significant
H2: Gender significantly impacts trust in sustainable ad claims	Independent Samples T-Test	t=-0.860, p=.196	Rejected — not significant
Supplemeentary: Trust positively correlated with perceived effectiveness	Pearson Correlation	r=.288, p=.014	Supported — significant at p<.05

Source: Primary Survey Data (Own Analysis)

neither formal hypothesis was supported. The supplementary correllation analysis, however, identified an significant and theoretically meaningfull positive relationship between trust and perceived effectiveness. Together these are the results suggest that the pathway from sustainable advertising to puurchase behaviour runs through trust rather then mere awareness an nuanced finding with important strategic implications explored in the chapters that follow.

CHAPTER 5: QUESTIONNAIRE RESPONSE ANALYSIS

This chapter presents an systematic question-by-question analysis of all all responses collected through the studys survey instrument. the purpose of this analysis is too move beyond the aggregate statisticaal tests reported in Chapter 4 and developed an granular, item-level picture of how respondents experienced and responded to the questionnaire offering richer insight into the nuances off consumerr attitudes toward sustainable advertising than suummary statistics alone can provide. each question is being analysed through a frequency table followed by aa interpretive commentary.

5.1 Section A: Demographic Questions

Q1: Age Group

Table 5.1: Q1 — Age Group Distribution

Age Group	Frequency	Percent (%)	Cumulative Percent (%)
16–25 years	43	58.9	58.9
26–35 years	23	31.5	90.4
36–45 years	5	6.8	97.3
46 years and above	2	2.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

The pronounced concentration off respondents in the 16–25 age group (58.9%) reflects a deliberate saampling emphasis on younger digitally active consumers who cconstitute the most intensively targeted audience for sustainable advertising in contemporary indian media. The 26–35 cohorts substantial representation (31.5%) extends the studys analytical reach to include young working professionals an group with meaningful disposable income and strong engagement with social media channels carrying sustainable advertising content. the near-absence of reespondents aged 36 and above is an limitation but is consistent with the studys primary focus on digital-first consumer segments.

Q2: Gender

Table 5.2: Q2 — Gender Distribution

Gender	Frequency	Percent (%)	Cumulative Percent (%)
Male	47	64.4	64.4
Female	24	32.9	97.3
Other / Prefer not to say	2	2.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

The gender distribution, with males comprising nearly two-thirds of the thesample, introduces a potential source of sampling bias that must be borne in mind throughout the analysis. the male dominance may partly reflect the channels through which the online questionnaire was distributed that notably technical and professional networks where male respondents may be over represented. future replication studies should employ stratified sampling to ensure gender balance. Despite this imbalance, the samplee is sufficiently large in both gender categories to support the ttest analysis of gender differences in trusted reported in chapter 4.

Q3: Educational Qualification

Table 5.3: Q3 — Educational Qualification

Qualification	Frequency	Percent (%)	Cumulative Percent (%)
Secondary School (10th)	3	4.1	4.1
Senior Secondary (12th)	8	11.0	15.1
Undergraduate Degree	35	47.9	63.0
Postgraduate Degree	25	34.2	97.3
Doctoral / Other	2	2.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

The educational profile of the sample is encouraging from an research validity standpoint. combined, undergraduates (47.9%) and postgraduates (34.2%) account for 82.1% of respondents a proportionn consistent with an university and professional networkrecruited sample. High educationnal attainment is positively associated in the literature with the both environmental awareness and critical enggagement with sustainable advertising claims. the educated composition for this sample therefore provides a reasonable basis for drawing inferences about how environmentally lliterate

urban consumers process and respond to the the sustainability messaging. The small proportions at secondary school level (4.1%) and doctorel level (2.7%) limit the analytical comparability of thesee extreme categories.

Q4: Monthly Household Income

Table 5.4: Q4 — Monthly Household Income

Income Category	Frequency	Percent (%)	Cumulative Percent (%)
Below Rs. 25,000	18	24.7	24.7
Rs. 25,001 – Rs. 50,000	22	30.1	54.8
Rs. 50,001 – Rs. 1,00,000	21	28.8	83.6
Above Rs. 1,00,000	12	16.4	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

The income distribution is relatively even across the four categories, with the middlle two brackets Rs. 25001 to Rs. 50000 and Rs. 50,001 to Rs. 100000 together accounting for 58.9% of respondents. this distribution broadly captures the emerging indian middle class, which is the primmary demographic target for most sustainably positioned FMCG, personal care, and consumer eelectronics products. the 16.4% of respondents in the the highest income bracket (above Rs. 1,00,000 per month) represents an segment with sufficient financial capacity to absorbed the price premiums typically associated with ecofriendly products, making their attitudes toward sustainable advertising particularlly strategically relevant. The 24.7% in the lowest bracket highelights the importance of price accessibility as a barrier to sustainable consumption for a meaningful portion of the samplle.

5.2 Section B: Awareness and Familiarity

Q5: Familiarity with Sustainable Advertising

Table 5.5: Q5 — Familiarity with Sustainable Advertising

Response	Frequency	Percent (%)	Cumulative Percent (%)
Yes	58	79.5	79.5
No	15	20.5	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

four in every five respondents reported familiarity with the the concepts off sustainable advertising. This high recognition rate confirms that sustainable advertising crossed the threshold from specialist vocabulary into mainstream consumer awwareness within this urban, educated sample. It reflects the cumulative impact of years of sustainabilitythemed campaigns by major FMCG brands, automotive companies, and e-commerce platforms in the indian market, as well as growing media coverage of environmental issues that has been familiarised consumers with the underlying concepts. The 20.5percent who remained unfamiliar represent a opportunity for brands to convert unaware consumers through foundational awareness campaignes before deploying trust-building strategies targeted at already familiar segments.

Q6: Frequency of Encountering Sustainable Advertising

Table 5.6: Q6 — Frequency of Encountering Sustainable Advertising

Response	Frequency	Percent (%)	Cumulative Percent (%)
Very frequently	14	19.2	19.2
Frequently	26	35.6	54.8
Occasionally	21	28.8	83.6
Rarely	10	13.7	97.3
Never	2	2.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

A combined 54.8percent of respondents reported encountering sustainable advertising frequently or or very frequently, while a further 28.8% encounttered it occasionally. Only 16.4% reported rarely or never encountering it an finding consistent with the growing volume of sustainabilitythemed advertising across indian television, digital platforms, and outdoor media. The high encounter rate among these sample reinforces the appropriateness of the studys focus on how trust and awareness interact: these are not consumers discovering sustainable advertising for the first time but exxperienced observers who have been formed considered views about itss credibility and effectiveness.

Q7: Most Familiar Sustainable Advertising Formats

Table 5.7: Q7 — Most Familiar Sustainable Advertising Formats (Multiple Response)

Format	Frequency Endorsed	Percent of Respondents (%)
Eco-label / certification claims	49	67.1
CSR themed advertisements	42	57.5
Sustainable packaging claims	38	52.1
Celebrity endorsed green campaigns	31	42.5
Carbon footprint disclosures	19	26.0

Source: Primary Survey Data (Own Analysis) Multiple responses permitted

Eco labels and certification claims was the most widely recognised sustainable advertising format (67.1%), reflecting there prominence across packaged goods categories in indian retail. CSR-themed advertising was the second most familliar format (57.5%), consistent with the substantial investment indian companiees have made in CSR communication following the Companies Act 2013s mandatory CSR spending provisiions. sustainable packaging claims ranked third (52.1%), reflecctting growing consumer attention to plastic reduction and recyclability. carbon footprint disclosures despite their importance in an international sustainable aadvertising discourse, were the the least familiar format (26.0%), suggesting that this more techniccally sophisticated communication approach has not yet achieved mainstream recognition in the indian market.

5.3 Section C: Purchase Behaviour

Q8: Prior Green Product Purchase

Table 5.8: Q8 — Prior Purchase of Sustainably Positioned Products

Response	Frequency	Percent (%)	Cumulative Percent (%)
Yes	64	87.7	87.7
No	9	12.3	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

the overwhelming majority of respondents (87.7%) reported having purchased at least one sustainably positioned product. read alongside the chi-square finding that this purchase behaviour was not signifficantly predicted by awareness of sustainable

advertising, this high figure sugggests that eco-friendly purchasing in this sample is driven prrimarily by factors other than advertising exposure most plausibly prior environmental values, peer influence, and pproduct category availability. The 12.3% who had never purchased a green product may represent an group for whom price barriers, availability constraintss, or or genuine scepticism about environmental claims constitute prohibitive obstacles.

Q9: Purchase Frequency of Sustainable Products

Table 5.9: Q9 — Frequency of Sustainable Product Purchase

Response	Frequency	Percent (%)	Cumulative Percent (%)
Very frequently	8	11.0	11.0
Frequently	19	26.0	37.0
Occasionally	32	43.8	80.8
Rarely	10	13.7	94.5
Never	4	5.5	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

While 87.7% have purchased sustainable products at least once (Q8), the frequency data tells an more nuanced story. Only 37% purchase them frequently or very frequently, while 43.8% do so only occasionally. This pattern is conssistent with what researchers term "token" or "selective" sustainablee consumption occasional eco-friendly purchases that coexist with predominantly conventional consumption habits. It suggests that sustainable advertising has successful in generating trial across a broad base of consumers but has been less successful in driving the rrepeated, habitual eco-friendly purchasing that would be be signal a genuine shift in consumption patterns.

Q10: Primary Reason for Purchasing Sustainable Products

Table 5.10: Q10 — Primary Motivation for Sustainable Purchasing

Reason	Frequency	Percent (%)	Cumulative Percent (%)
Environmental concern	28	38.4	38.4
Health and safety benefits	18	24.7	63.1
Product quality	12	16.4	79.5
Trust in the brand	8	11.0	90.5

Price / value for money	5	6.8	97.3
Social image / peer influence	2	2.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

Environmental concern was the most commonly cited primary purchase motivation (38.4%), followed by health and safety beneffits (24.7%) and product quality perceptions (16.4%). the relatively low ranking of social image and peer influence (2.7%) contrasts with Kumar and Ghodeswar's (2015) finding that social influence was among the most powerful predictors of green purchase intention in the Indian context a discrepancy that may reflect social desirability effectts in self-reporting, where respondents prefer to attribute there ecofriendly choices to principled environmental concern rather than social conformity. trust in the brand ranked fourth (11.0%), reinforcing the studys positioning of trust as an strategically significant but currently underleveraged driver of sustainable purchasing.

Q11: Primary Barrier to Sustainable Purchasing

Table 5.11: Q11 — Primary Barrier to More Sustainable Purchasing

Barrier	Frequency	Percent (%)	Cumulative Percent (%)
High price	27	37.0	37.0
Scepticism about environmental claims	21	28.8	65.8
Limited availability	13	17.8	83.6
Lack of information	9	12.3	95.9
No particular barrier	3	4.1	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

Price emerged as the singlee most commonly cited barrier (37.0%) confirming the economic dimension of the attitude behaviour gap in this sample. However the second most cited barrier for scepticism about environmental claims (28.8%) is arguably more significant from a sustainablee advertising strategy perspective, because it is directly addressable through improved advertising credibiliity and transparency. Together these two barriers account for 65.8% of responses suggesting that an combination of price accessibility strategies and trust-building communiccation

initiatives would be most impactful interventions available to sustainable advertisers seeking to converts occasional purchasers into habitual ones. limited availability (17.8%) and lack of infformation (12.3%) were secondary but non trivial barriers, particularly relevant for consumers in smaller citties or for less mainstream eco-friendly product categories.

5.4 Section D: Trust and Perceived Effectiveness

Q12: Trust in Sustainability Claims (1-5 Scale)

Table 5.12: Q12 — Trust in Sustainable Advertising Claims

Rating	Label	Frequency	Percent (%)	Cumulative Percent (%)
1	No trust at all	8	11.1	11.1
2	Low trust	14	19.4	30.6
3	Neutral	22	30.6	61.1
4	Moderate trust	21	29.2	90.3
5	Complete trust	7	9.7	100.0
Total	72	100.0		

Source: Primary Survey Data (Own Analysis) — Note: 1 missing response

the distribution of trust ratings is approximately bell-shaped around the neeutral midpoint (rating 3), with 30.6% of respondents selecting "neutral Taken together, 30.5% of respondents rated their trust at 1 or 2 indicating active scepticism while 38.9% rated their trust at 4 or 5, indicating the the positive trust. this relatively balanced distribution, combined with an mean of 3.08, paints a picture of a consumer base that is neither broadly trusting broadly sceptical of sustainable advertising, but significantly polarised. this polarisation suggested the existence of distinct consumer segments whose trust on sustainable advertising differs markedly a finding that points to the value of psychographic segmentation over the the demographic targeting in sustainable advertising strategy.

Q13: Perceived Effectiveness of Sustainable Campaigns (1-5 Scale)

Table 5.13: Q13 — Perceived Effectiveness of Sustainable Ad Campaigns

Rating	Label	Frequency	Percent (%)	Cumulative Percent (%)
1	Not at all effective	6	8.2	8.2

2	Slightly effective	13	17.8	26.0
3	Neutral	22	30.1	56.2
4	Moderately effective	24	32.9	89.0
5	Extremely effective	8	11.0	100.0
Total	73	100.0		

Source: Primary Survey Data (Own Analysis)

perceived effectiveness shows an slightly more positive distribution than trust, with 43.9% of respondents rating campaigns as moderatelly or extremely effective (ratings 4 or 5) compared to 26.0percent rating them as not at all or on only slightly effective (ratings 1 or 2). the mean of 3.29 confirms this modestly positive lean. the gap between aveerage trust (3.08) and average perceived effectiveness (3.29) is theoretically interesting: consumers appear to grant sustainablle advertising slightly more credit for its pootential to motivate others behaviour than they grant individual campaigns of the truthfulness of their specificc claims. this suggests a form of third-person effect the sense that advertising is effective in in general, even if one personally maintains scepticism about particular claims.

Q14: Genuine Commitment Belief

Table 5.14: Q14 — Belief in Companies' Genuine Sustainability Commitment

Rating	Frequency	Percent (%)	Cumulative Percent (%)
1 (Strongly Disagree)	10	13.7	13.7
2 (Disagree)	15	20.5	34.2
3 (Neutral)	24	32.9	67.1
4 (Agree)	18	24.7	91.8
5 (Strongly Agree)	6	8.2	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

Only 32.9percnt of respondents agreed or strongly agreed that companies advertising their products as environmentally friendly are genuinely committed to sustainability, while 34.2% disagreed or stronglly disagreed. a further 32.9% took a neutral stance. This near even three way split is a striking indicator of the scale of the credibility challenge facing sustainable advertisers in this market aapproximately one in three

consumers is actively sceptical for the sincerity of corporate sustainability commitments an proportion that would rather render any communication investment significantly less effective than it might otherwise be.

Q15: Advertising Influence on Purchase Decision

Table 5.15: Q15 Sustainable Advertising Has Inflluenced a Purchase in the Past Year

Rating	Frequency	Percent (%)	Cumulative Percent (%)
1 (Strongly Disagree)	9	12.3	12.3
2 (Disagree)	11	15.1	27.4
3 (Neutral)	18	24.7	52.1
4 (Agree)	26	35.6	87.7
5 (Strongly Agree)	9	12.3	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

a combined 47.9% of respondents agreed or strongly agreed that sustainable advertising had influenced at least one of their purchase decisions in the the past year an finding that provides direct evidence of advertising driven purchase behaviour and constitutes perhaps the most directly relevant item-level finding for for practitioners. Conversely, 27.4% disagreed or strongly disagreed indicating that for more than a quart of the sample, sustainable advertising had not been a meaningfull purchase driver within the reference period. The 24.7percent neutral responses suggest a group who are genuinely uncertain about the degree to which advertising, as distinct from other factors such as peer recommendation or habit, had shaped their their purchasingg.

Q16: Willingness to Pay a Premium

Table 5.16: Q16 — Willingness to Pay a Premium for Genuinely Sustainable Products

Rating	Frequency	Percent (%)	Cumulative Percent (%)
1 (Strongly Disagree)	7	9.6	9.6
2 (Disagree)	12	16.4	26.0
3 (Neutral)	19	26.0	52.1
4 (Agree)	25	34.2	86.3
5 (Strongly Agree)	10	13.7	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

A combined 47.9percent of respondents expressed willingness to pay a premium for genuinely sustainably produced products (ratings 4 or 5), while 26.0% were unwilling (ratings 1 or 2) and 26.0% remained neutral. the conditionality embeded in the question "genuinely sustainably produced' is analytically important: respondents willingness to pay an premium is contingent on their being convinced of the authenticity of the sustainability claim. This conditionality reinforces the studys central argument that trust not awareness, is the critical variable determining whether sustainable advertising translates into premium-accepting purchase behaviour.

5.5 Section E: Additional Feedback

Q17: Active Information Search About Brand Environmental Performance

Table 5.19: Q19 — Active Search for Brand Environmental Performance Information

Response	Frequency	Percent (%)	Cumulative Percent (%)
Yes, always	11	15.1	15.1
Yes, sometimes	29	39.7	54.8
Rarely	24	32.9	87.7
No, never	9	12.3	100.0
Total	73	100.0	

Source: Primary Survey Data (Own Analysis)

A combined 54.8% of of respondents reported actively seeking a information about brand environmental performances before purchasing either always (15.1%) or sometimess (39.7%). This finding is to be significant because it indicates that an majority of this sample do not simply accept brands advertised sustainability claims at face value but engage in the independent information verification consistent with the the central route processing described by the ELM for motivated, knowledgeablee consumers. The 32.9percent who rarely seek such information and the 12.3% who never do represent a segment more likely to rely on peripheral cues such as ecolabels and packaging claims reinforcing the iimportance of making those cues credible and speciffic.

Q18: Open-Ended Comments Summary

Table 5.20: Q20 — Thematic Summary of Open-Ended Responses

Theme Identified	Frequency Mentioned	Representative Sentiment
Need for stronger regulation of green claimss	18	Companies say anything nobody checks.
Price remains the decisive barrier	14	I want to buy green but I cannot afford it.
Appreciation for specific data backed claims	11	I trust numbers more than slogans.
Scepticism about celebrity endorsements	8	Stars endorse everything; it means nothing.
Desire for more eco friendly product availability	7	Hard to find these products outside big cities.
Positive experiences with eco friendly products	5	Once you switch, you do not want to go back.

Source: Primary Survey Data qualitative thematic coding of open responsses

The open-ended responses, while not formaly coded through an structured qualitative methodology reveals consistent themes that corroborate and contextualise the quantitative findings. the most common theme demand for stronger regulatory oversight of environmental advertising claims aligns directly with the studys finding that 68.5% of respondents consider greenwashing a significannt problem. The second most common theme price as a decisive barrier for corroborates Q11s finding that cost is the most frequently cited obstacle to sustainable purchasing. The appreciation for specific, data-backed claims is directly consistent with Q18s finding that environmental performance data was rated to be the most persuasive advertising element. Scepticism about celebrity endorsements, the least persuasive format in Q18, appears unprompted in the qualitative responses, lending additional weight to this finding.

5.6 Cross-Question Insights

Examining the questionnaire responses across sections reveals several important cross-cutting patterns that add depth to the Chapter 4 statistical findings.

First, there is an consistent pattern of conditional trust throughout Section D. Respondents' willingness to be trust sustainable advertising claims (Q12), believe in the the corporate sustainability commitments (Q14), and pay a premium for eco-friendly productts (Q16) all appear conditional on the credibility of the specific environmental claim. high agreement that greenwashing is prevalent and (Q17) and strong preference for verifiable data in advertising (Q18) together suggested that this

sample of consumers applies a "prove it" standdard to sustainable advertising that most brands have not yet learned to to consisstently meet.

Secondly, there is a meaningful gap between occasional engagement and habiitual commitment. While 87.7percwent have purchased green products at least once (Q8) and 47.9% say sustainable advertisiing has been influenced their purchases (Q15), only 37% purchase sustainably frequently or very frequenntly (Q9). This pattern suggests that sustainable advertising succeeds in the the generating trial but struggles to convert trial in sustained behavioural change a distinction with important implications for how brands measure the success of their sustainaability communications.

Third, price and scepticism together account for 65.8percent of identified barriers (Q11), and both are at least partially addressable through aadvertising strategy. Price barrier messaging emphasising long-term savings, value of the equivalence with conventional alternat or making entry-level eco-friendly options visible can reduce the perceived cost barrier. Scepticism can be addressed through the the credibility building strategies consistently endorsed across Q12, Q14, Q17, and Q18: indepeendent certification, specific quantitative claims, and transparent reporting of environmental performance data.

Table 5.21: Cross-Question Insight Summary

Cross-Question Pattern	Supporting Items	Strategic Implication
Conditional trust 'prove it' standard	Q12, Q14, Q17, Q18	invest in verifiable specific claims and third-party certification
Trial without habit occasional not regular	Q8 vs Q9	design campaigns that convert trial to repeat purchase
Price + scepticism dominate barriers	Q11 (65.8% combined)	price accessibility + credibility are dual priorities
Data beats celebrity for persuasion	Q18 (37% vs 4.1%)	reduce influencer spend; increase evidence-based messaging
Greenwashing awareness is near-universal	Q17 (68.5% concerned)	authenticity is not optional it is a baseline requirement
Active information seekers are majority	Q19 (54.8% search)	digital channels and product pages must support deep verification

CHAPTER 6: RESEARCH FINDINGS

6.1 Demographic Profile of Respondents

The study was conducted among an predominantly young, male, and educated urbaan indian consumer base. Over 90 percent of respondents were aged under 35, 64.4 per cent identified as male, and over 82 per cent held undergraduate or or postgraduate degrees. this profile is consistent with the studys sampling strategy but introduces demographic limitations discussed in Ch 1. The income distribution was broaadly spread across the middle income range with the Rs. 25,001–1,00,000 household income brackets accounting for approximately 59 per cent of the sampple.

6.2 Awareness of Sustainable Advertising

The study found high levels of of awareness of sustainable advertising amoong respondents 79.5 per cent reported familiarity with the concep and 54.8 per cent encountered it frequently or very frequenttly in their daily lives. Eco labels and certification claims were the most widely recog nised advertising format (67.1%), followed by CSRthemed advertising (57.5%) and sustainable packaging claims (52.1%). carbon footprint disclosures, despite their growing importance in international markets, remained the least familiar format 26.0% pointing to towards an communication gap that represents an opportunity for brandds with genuinely strong carbon performance to differentiate themselves through more deetail environmental disclosure.

6.3 Sustainable Purchase Behaviour

while 87.7 per cent of respondents had been purchased a sustainably positioned product at least once, purchase frequency data reveal an less encouraging picture only 37 per cent did so frequently or or very frequently, while 43.8 per cent purchased only occasionally. environmental concern was the most commonly cited purchase motivation 38.4% followed by health and safeety benefits 24.7%. price was the most frequently cited barrier to more frequent sustainable purchasing 37percent followed by scepticism about environmental claims 28.8% an barrier that is directly attributable to the credibility challengges surrounding sustainable advertising.

6.4 The Attitude-Behaviour Gap

The chi-square analysis confirmed that familliarity with sustainable advertising was not a statistically significant predictor for the green purchasing behaviour $\chi^2 = 1.028$, $p = .311$. this finding is the most theoretically significant of the study it it demonstrates that awareness while neccessary is insufficient for behaviour change. Even consumers who had never heard of sustainable advertising had purchased green products (80.0% of unfamiliar respondents), suggesting that other factorss product availaability, price, habit, peer influence may be more immediate determinas of sustainable purchasing then advertising awareness in this sample.

6.5 Trust and Perceived Effectiveness

a statistically significant positive correlation was found bettween trust in sustainable advertising claims and perceived effectiveness of sustainable campaigns $r = .288$, $p = .014$. This is the most practically actionable finding of the study. it establishes trust as the critical construct linking advertising exposure too campaign effectiveness the variable through which awareneess is most likely to be converted into behavioural intention and, ultimately purchasing behaviour. the distribution of trust ratinggs across Q12 showed that approximately onethird of respondents were actively sceptical, one-third neutral, and one-third positively trusting an polarisation with direct implica for segmentation strategy.

6.6 Gender and Trust

no statistically significant difference was found between male and female respondeents in their levels of trust towards sustainable advertising claims $t = -0.860$, $p = .196$, Cohen's $d = -0.217$. Female respondents reported marginaly higher aveerage trust (3.25 vs 3.02), but this difference was was neither statistically significant nor practically meaningful. this finding challenges the assumption common in the green marketing literature, that female consumers are inherently more recepttive to sustainable advertising. In this urban, educated indian sample, gender appears to be an weak predictor of trust, with psychological and contextual factors operating simillarly across the gender divide.

6.7 Item-Level Insights

the questionnaire responses analysis in Chapter 5 generated several findings that the deepen the statistical results. greenwashing was perceived as an significant problem by 68.5 per cent of respondents the sttrongest itemlevel finding in the entire study and a result that helps explain why awareness do not readily translate in behaviour. Specific environmental performance data was rated to the most persuasive advertising element 37.0% while celebrity endorsem ranked last 4.1%. a slightly majority 54.8% actively sought brand environmental performance information before purchasing consistent with central route processing and an demand of verifiable claims. Willingness to pay a premium was expressed by 47.9 per cent but was explicitly conditional on the genuuineness of sustainability claims reinforcing the central role of trust in the sustainable purchasing equations.

Table 6.1 Summary of Key Findings

Finding	Key Statistic / Result	Strategic Implication
Awwareness is high but does not drive purchase	χ^2=1.028, p=.311 (not significant)	focus beyond awareness to trust-building
Trust drives perceived effectivenes	r=.288, p=.014 (significant)	Invest in credibility infrastructure
Gender does not significantly moderated trust	t=-0.860, p=.196 (not significant)	use psychographic not demographic targeting
Greenwashing perceived as widespread	68.5% agree it is a problem	authenticity and verification are non-negotiable
Data beats celebrity for persuasion	37% vs 4.1% in Q18	shift from influencer to evidence-based messaging
Price is top purchase barrier	37.0% cite high price	consider entry-level eco-friendly product lines
Scepticism is second largest barrieer	28.8% cite doubt in claims	third-party certification addresses this directly

CHAPTER 7: CONCLUSION

This Major Research Project investigated the relationship between sustainaable advertising and consumer purchase intentionss among young urban Indian consumers. Using a quantitative survey based research design, data were collected from the the 73 respondents and analysed using an combination of univariate frequency analysis, descriptive statistics, chi-square testing, Pearson correlation, and indeependent samples t-tests. the study also conducted an detailed question by question analysis of all tweenty survey items generating item-level insights that complement and contextualise the aggregate statistical finding.

The studys central finding is that the pathway from sustainable aadvertising to purchases behaviour runs through trust rather than mere awwareness. familiarity with sustainable advertising was high (79.5%) and prior green purchasing was widesspread (87.7%) but no significant association was found between the two $p = .311$. By contrast, trust in sustainability claims was positively and significanttly correlated with in the perceived advertising effectiveness $r = .288$, $p = .014$, positioning trust as the critical mediating variable that determines whether an consumers exposure to sustainable advertising translates into a meaningfull shift in purchasing intention. A near universal concern about greenwashing 68.5% agreement and a consisstent preference for for specific data-backed aadvertising claims over more superficial format such as celebrity endorsements corroborate the studys trust-centred frameworks

Recommendations for Practice

Build on Evidence, Not Aspiration

the questionnaire response analysis identified specific environmentale performance data as the most persuassive advertising element for 37.0perce of respondents more than double the share favouring any other format. this finding is an clear signal for practitioners the most effective sustainablle advertising in this market will be the the that what quantifies environmental impact in concrete independently verifiable terms. Percentage reductions in carbon emissions volumes of recycled content quantities of pplastic avoided, and indepenndently audited water savings is more persuasivee to this audience then aspirational slogans or nature imagery alone.

Obtain and Communicate Third-Party Certification

Third-party eco-certification logo ranked as the second most persuassive advertising element 30.1percent reflecting consumerss reliance on institutional endorsement as an substitute for their own technical capacity to evaluate environmental claims. Braands that has invested in the the obtaining credible, recognised certifications BIS Eco Mark Rainforest Alliance, ISO 14001, or sector specific equivaalents should make these certifications of a prominent and consisstent feature of their sustainable advertising rather than relegating them to packaging fine print.

Address the Price-Sustainability Paradox

Price was identified as the primary barrier to more frequent sustainable purchasinng by 37.0% of respondents. sustainable advertisers must communicate the full cost calculus of ecofriendly products are more effectively including long term savings from energy efficiency, durability, and reduced packaging wastee rather than allowing the sticker price comparison to to dominate consumer decision-making. Introducing entry-level eco-friendly variants at accessible price points, and communicating these clearlly through advertising can expand the adressable market beyond the premium-paying segment.

Design for Habit, Not Just Trial

the gap between the 87.7% who have purchased green products at least once and the 37% who do so frequently represents the most most significant missed opportunitty in sustainable marketing trial has achieved across a broad consumer base but habitual eco-friendly purchasing has been not. Advertising strategies that provide consumers with reasons to be continue choosing sustainable alternatives subscription models, loyalty programmes, incremental environmental impact trracking, and community purchasing initiatives can help convert occasionall purchasers into consistent eco-friendly consumers.

Adopt Psychographic Over Demographic Segmentation

The absence of a significant gender difference in trust ($p = .196$) chalenges the demographic targetingg assumptions that have been historically shaped sustainable advertising campaign planing. Trust-level distribution analysis (Q12) revealed an polaarised consumer base roughly equal thirds of sceptics neutrals and believers that

do not neatly map onto demographic categories. psychographic segmentation based on on environmental values prior eco-purchasing experience, and active information seeking behaviour Q19 identified 54.8 percent of respondents as proactive information seekers offers an more accurate and actionable basis for targeeting sustainable advertising investment.

Future Research Directions

This study opens up several productive avenues for future inquiry. Experimeental research manipulating specific advertising elements level of of claim specificity, presence or absence of certiffication logo, emotional versus rational framing would allow causal inference about which elements most of eeffectively build trust and drive purchase intention. longitudinal panel studies tracking the same consumer over an over multiple year would illluminates how trust on sustainable advertising evolves in response to brand behaviour regulatory changes, and media coverage of greennwashing cases.

Multiregional studies encompassing semi-urban and rural indian consumers would be address the geographic limitation of the current study and examine whether the the trust-centred dynamics obsserved in the urban context apply equally in settings with different environmental awareness levels, advertising exposuree patterns, and product availability conditions. research that combines self-reported survey data with actual purchase records of loyalty programmes or e-commerce platforms would provide an more rigorous and bias-resistant assessment of the advertising-to-behaviour pathway.

Table 7.1: Future Research Agenda

Research Direction	Approach	Contribution
Causal mechaniism of trust in sustainable ad	Experimental design with ad stimuli control	Isolate which ad elements most build trust
Longitudinal Trust dynamics	Panel study over 12–24 months	Track how trust evolves with brand behaviour
Multi-regional Indian study	Stratified survey across urban, semi-urban, rural	Assess geographic and cultural moderation
Behavioural Validation	Combine survey with e-commerce purchase data	Reduce self-report bias in behaviour measurement
Greenwashing detection capacity	Consumer knowledge test + attitude analysis	Understand how detection ability affects trust

Cross-national comparison	India, China, Brazil, Germany comparative study	Identify cultural moderators of sustainable ad effectiveness

Source: Developed by the Author

Concluding Remarks

Trust is not merely an desirable feature of sustainable advertisiing it is its foundational prerequisite. in a market where 68.5 per cent of consumers consider greenwashing a significant problem, where one in three actively sceptics sustainability claim and where the most persuasive advertising format is specific independentlly verifiable environmental data, brands that cannot earn and sustain consumer trust have no sustainable advertisinng strategy worthy of of the name. the evidence from this study is unambiguous the organisations that will succeed in converting the high awareness of sustainable advertising observed urban India into the habitual eco-friendly purchasing that genuine environmental progress requires will be be those that commitz to transparency, specificity, and accountabiliity in their environmental communications not as a marketing tactic, but as a refleection of real and verifiable sustainability performance.

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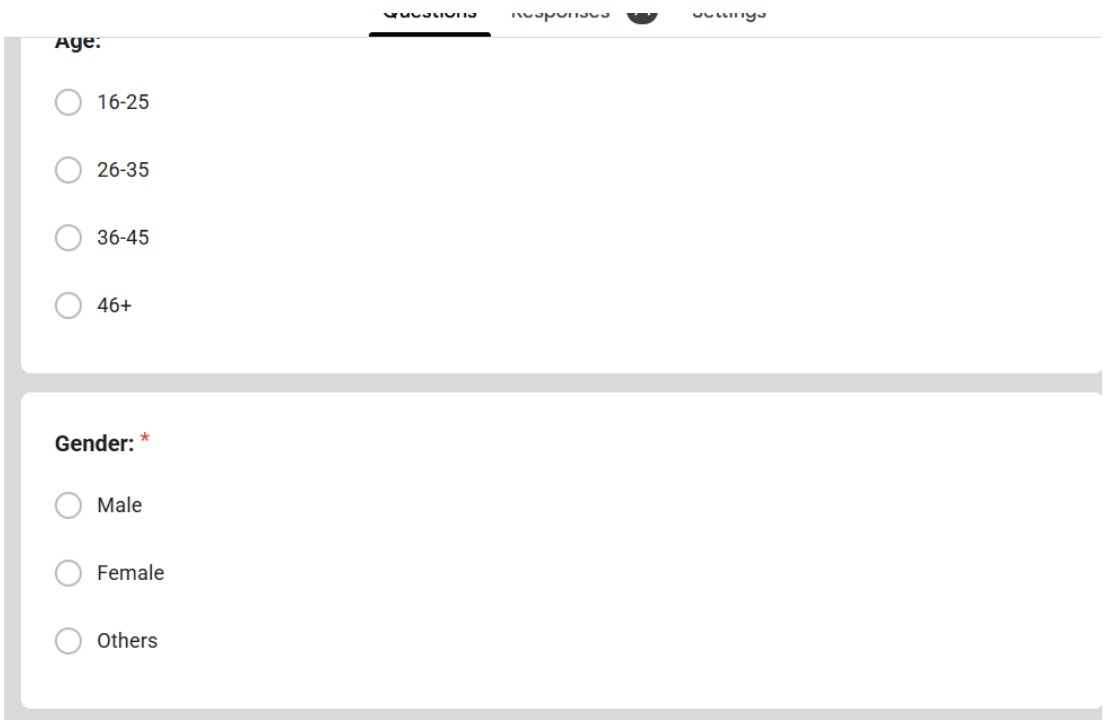
ANNEXURE: SURVEY QUESTIONNAIRE

The following is the complete survey questionnaire used to collect primary data for this Major Research Project. It was administered both online via Google Forms and in person to 73 respondents across urban India.





Green Marketing Awareness & Attitude

Description (optional)

Are you familiar with the concept of green marketing? *

- YES
- NO

How often do you pay attention to advertisements or promotions related to eco-friendly products? *

- Always
- Often
- Sometimes
- Rarely

On a scale of 1-5, how much do you trust companies' green marketing claims?

	1	2	3	4	5	
Not Effective	○	○	○	○	○	Highly effective

After section 2 Continue to next section

Section 3 of 4

Green Purchasing Behavior

Description (optional)

Have you ever purchased a green product (e.g., eco-friendly detergent, biodegradable packaging, etc.)? *

- YES

Have you ever purchased a green product (e.g., eco-friendly detergent, biodegradable packaging, etc.)? *

- ○ YES
- ○ NO

What influences your decision to buy a green product? (Select all that apply) *

- ☐ Price
- ☐ Eco-friendly product features
- ☐ Brand reputation
- ☐ Government regulations
- ☐ Social influence (friends/family)

How often do you choose green products over conventional ones?

- ○ Never
- ○ Occasionally
- ○ Sometimes
- ○ Often
- ○ Always

After section 3 Continue to next section

Section 4 of 4

Effectiveness of Green Marketing Strategies

Description (optional)

Which green marketing strategy influences you the most? *

- ◯ Eco-labels (certifications like Energy Star, Organic, etc.)
- ◯ Sustainable packaging
- ◯ Discounts on green products
- ◯ Celebrity endorsements of eco-friendly products

On a scale of 1-5, how effective do you think green marketing campaigns are in encouraging sustainable behavior? *

	1	2	3	4	5	
Not Effective	◯	◯	◯	◯	◯	Highly effective

Do you think green marketing should be more regulated to prevent misleading claims? *

Do you think green marketing should be more regulated to prevent misleading claims? *

- ◯ yes
- ◯ no

What would encourage you to buy more green products?

Long answer text