



**A Study on the Influence of Green Advertising on the Consumer View  
of Green Technology and Sustainability: With Special Reference to  
Millennials in India.**

Research dissertation presented in partial fulfilment of the requirements  
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Dissertation Supervisor: **Dr. George Latridis**

**Student Name: Riyamol Benny**

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## **Candidate Declaration**

Candidate Name: Riyamol Benny

I certify that the dissertation entitled: **A Study on the Influence of Green Advertising on the Consumer View of Green Technology and Sustainability: With Special Reference to Millennials in India.**

Submitted for the degree of: **MSc Accounting and Finance Management** is the result of my own work and that where reference is made to the work of others, due acknowledgment is given.

Candidate signature: Riyamol Benny

Date: 01/06/2023

Supervisor Name: Dr. George Latridis

Supervisor signature:

Date:01/06/2023

## **Dedication**

I wanted to thank the Almighty God, for the wisdom in completing my dissertation. I would want to dedicate this entire work to my friends for their unwavering support throughout the period.

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## **Abstract**

This study examines how green advertising affects Indian millennials' views of green technology and sustainable practises and their likely to adopt them. This research examines how Indian millennials perceive and embrace green technologies and sustainable practises after seeing green ads. This research used structured questionnaires to collect primary data. The sample consisted of Indian 20- and 30-year-olds who had seen eco-friendly product ads. This study considered perception of green technology, adoption of sustainable practises, level of awareness and comprehension of green advertising, different types of green advertising strategies, key factors that motivate adoption of green technology and sustainable practises, influence of green advertising campaigns on motivating factors, and demographic variables. This study analysed data using two statistical approaches. Many-variable correlation and regression analysis are examples. The research found that informative, emotive, and comparison environmental advertising can influence millennials to adopt environmentally friendly technologies and sustainable practises. The research also examines how green advertising may influence millennials in India to choose environmentally friendly technologies.

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# CHAPTER 1 – INTRODUCTION

## 1.1 Overview

Green advertising, often known as eco-friendly advertising, refers to the marketing and promotion of ecologically and socially responsible goods and services. Green advertising aims to inform customers about the environmental advantages of marketed goods and services and urge them to make more sustainable decisions (Dangelico and Vocalelli, 2017). The advertiser's reputation, the message's clarity and consistency, and the product's relevance to the target demographic all affect green advertising efforts. Green advertising may influence client purchasing choices and increase their willingness to spend more on eco-friendly products and services, according to research (Groening *et al.*, 2018). Green technology refers to the creation and use of environmentally friendly technologies that encourage sustainable development. Green technology seeks to decrease or eliminate negative effects on the environment and natural resources while satisfying societal demands (Wu *et al.*, 2015). Sustainability is the capacity of human societies and ecosystems to satisfy the demands of the current generation without compromising the capacity of future generations to do so. Long-term growth requires a balance between economic, social, and environmental aspects to be sustainable (Umar *et al.*, 2022).

The environment is a global issue, and everyone has a responsibility to protect it. Green technology and sustainable practices have gained popularity, particularly among India's millennial age, which makes up 34% of the country's population (Nguyen, 2016). Sustainable technologies and practices are a reaction to global warming, climate change, and resource depletion. Knowledge, availability, cost, and perception affect green technology and sustainable behaviour adoption. Green advertising influences consumer perception and uptake of green technologies and sustainable practices (Ragheb *et al.*, 2016). The purpose of green advertising is to inform customers of the environmental advantages of goods and services, therefore encouraging them to embrace green behaviours and technology. Several varieties of green advertising, including informative, emotive, and comparison advertising, differ in their persuasive method and message delivery.

Many studies have evaluated the efficacy of green advertising in promoting sustainable behaviours and technology, but its influence on consumer behaviour is still up for discussion (Fernando *et al.*, 2019). In addition, research on the impact of green advertising on the perception and uptake of green technology and sustainable practices among India's millennials is sparse. Consequently, the present research aims to investigate the impact of green advertising on the perception and adoption of green technology and sustainable behaviours among millennials in India.

## 1.2 Purpose of the Study

The goal of the study is to investigate the impact that green advertising has on millennials' perceptions of environmentally friendly products and practices as well as their propensity

to use those products themselves in India. The purpose of this study is to investigate the degree to which consumers in India are aware of and understand green advertising, as well as how this affects their perceptions of what it means to live sustainably. In addition to this, it intends to assess the efficacy of various green advertising strategies in terms of their ability to sway consumer behaviour towards the adoption of environmentally friendly technology and environmentally responsible practices. Additionally, the research attempts to determine the major characteristics that encourage consumers in India to embrace green technology and sustainable behaviours and how these aspects are impacted by green advertising campaigns. Ultimately, the purpose of the research is to contribute to a better understanding of the impact that environmentally friendly advertising plays in encouraging millennials in India to engage in more sustainable purchasing behaviours.

### **1.3 Background of the Study**

Green advertising, often known as eco-friendly advertising, is the promotion of ecologically friendly, sustainable, and socially responsible goods and services. The use of green advertising has been more popular in recent years, as customers have become more conscious of environmental concerns and are seeking more sustainable and responsible goods. 66% of worldwide customers are prepared to pay extra for goods and services from firms devoted to beneficial social and environmental impact, an increase from 55% in 2014 (Wong and Zhou, 2015). In addition, a Mintel survey revealed that 56% of Indian customers are ready to pay extra for eco-friendly items, compared to 41% of worldwide consumers (Jaiswal and Kant, 2018). India, the world's second-most populated nation, has significant environmental concerns, including air pollution, water shortages, and climate change. Yet, Indian millennials have shown a substantial interest in sustainability and have emerged as crucial leaders of the country's green movement. 98% of Indian millennials, according to a poll by Tata Motors, think that climate change is a fact, and 84% feel that they can make a difference in tackling it (Panda *et al.*, 2020).

In recent years, worldwide concern about the effect of human activities on the environment has increased. This has resulted in a growing interest in sustainable practices and green technologies. Being one of the world's most populated nations and one with a rapidly expanding economy, India faces severe environmental concerns, such as air and water pollution, deforestation, and climate change. The Indian government has developed several regulations and programmes to encourage sustainable behaviours, such as the use of green technology (Kushwaha and Sharma, 2016). Green advertising is a marketing approach used to promote to customers environmentally friendly goods, services, or habits. In green advertising, companies utilise a variety of tactics to convey their commitment to sustainability and market eco-friendly goods. It is not widely recognised how successful green advertising is in encouraging sustainable habits and the adoption of green technologies among Indian customers. Consequently, the purpose of this study is to investigate the effect of green advertising on Indian consumers' perceptions of green technology and sustainability. This study's results may provide light on the efficacy of green advertising in India and its significance in encouraging sustainable habits.

#### **1.4 Significance and Justification of the Study**

The growing awareness of the problems facing the environment, as well as the imperative to promote environmentally responsible behaviours and make greater use of green technology, are the factors that give this study its significance and justification. The millennial generation in India is the subject of this research since it is the biggest demographic group in India with enormous buying power, and the millennial generation's views and behaviours towards sustainability may have a major influence on both the economy and the environment. The results of the research might be helpful to marketers and regulators in developing successful green advertising campaigns that persuade millennials to embrace sustainable habits and green technologies. Also, the research may give insights into the elements that impact millennials' attitudes towards sustainability, allowing policymakers to establish rules and regulations that support the adoption of sustainable practices. In addition, the research has the potential to make a contribution to the existing body of literature on the topics of green advertising and sustainability by providing insights into the effectiveness of various types of green advertising strategies and the factors that motivate consumers to adopt sustainable practices. This study's conclusions might have a larger significance for the global society as it could impact regulations, campaigns, and marketing initiatives targeted at promoting sustainability and the use of green technology globally.

#### **1.5 Research Questions**

The following are the research questions that will be addressed by this study.

- What is the level of awareness and understanding of green advertising among millennials in India, and how does it affect their perception of green technology and sustainability?
- How effective are different types of green advertising strategies (e.g., informational, emotional, and comparative) in influencing millennials' behaviour towards adopting green technology and sustainable practices?
- What are the key factors that motivate millennials in India to adopt green technology and sustainable practices, and how are these factors influenced by green advertising campaigns?

#### **1.6 Aim and Objectives of the Study**

This study aims to investigate the impact of green advertising on the perception and adoption of green technology and sustainable practices among millennials in India.

Following are the statements of objectives of the study.

- To investigate the level of awareness and understanding of green advertising among consumers in India and how it affects their perception of green technology and sustainability.

- To evaluate the effectiveness of different types of green advertising strategies (e.g., informational, emotional, and comparative) in influencing consumers' behaviour towards adopting green technology and sustainable practices.
- To identify the key factors that motivate consumers in India to adopt green technology and sustainable practices and how these factors are influenced by green advertising campaigns.

## **1.7 Chapter Scheme**

This research report consists of five chapters: introduction, literature review, research methodology, analysis and results, and conclusion. These chapters are discussed shortly below.

### ***Chapter 1 - Introduction and Objectives***

This is the Introduction chapter, which discusses the study's history, research questions, purpose, and aims, as well as a summary of the study's methodology.

### ***Chapter 2 - Critical literature review and Conceptual Framework***

This chapter is devoted to discussions of the available literature and a thorough analysis of the study's conceptual framework.

### ***Chapter 3- Research Methodology and Methods***

This chapter is devoted to describing the study's research methods and research strategy. In addition, it will describe the limits of the study and its ethical issues.

### ***Chapter 4 - Presentation and Analysis of Findings***

This research does quantitative analysis of the questionnaire data obtained. This chapter will display and explain the outcomes of analyses conducted using different statistical methods, such as regression analysis.

### ***Chapter 5 - Conclusions and Recommendations***

This is the concluding chapter of the study; it will include a summary of the study's primary results, along with recommendations and concluding notes.

## CHAPTER 2- REVIEW OF LITERATURE

A literature review is a piece of academic writing that demonstrates understanding of the scholarly literature on a certain topic in relation to other sources. A review rather than a report is what it is termed since a literature review also includes a critical assessment of the sources. As part of the process, it entails both writing and reading the literature. The meaning and importance of motivation for business concerns are covered under the literature review section of this dissertation. For the objective of developing a conceptual framework, it was also necessary to critically analyse several works in this field. The various subsection in the literature review analysis is green product definition, green technology, green marketing, environmental sustainability and green marketing and green consumerism.

### 2.1 Green products definition

Green goods have been defined in more than 50 ways (Sdrolia and Zarotiadis, 2018). The following attributes of green products have been linked by researchers: environmental compatibility, environmental protection, environmental friendliness, environmental sustainability, reduced production waste, environmental-financial advantages, resilience, recycling ability, preservation of resources possible, free of chemicals components, minimal energy use, emissions reductions, fewer packaging materials, hygiene protection, social quality, ethical characteristics, etc. (Ottman *et al.*, 2006). The opinions of academics, corporations, and consumers on what defines a green product do not agree (Durif *et al.*, 2010), which is another issue. Because there isn't a widely agreed-upon meaning of the phrase, it is, therefore, subject to interpretation and controversy (Berchicci and Bodewes, 2005), which is the main reason (Sdrolia and Zarotiadis, 2018). Researchers have the opportunity to investigate the idea of green products and associated topics and advance our understanding of it thanks to this uncertainty.

### 2.2 Green Technology

Businesses have traditionally prioritised clean technology and pollution control by using two separate ecological methods, notably process-based and organization-oriented, to tackle the sustainability of the environment.(Albino *et al.*, 2009). Clean technologies, such as cleaner production, material eco-efficiency, material saving, renewable energy technologies, and efficient energy usage, were emphasised by process-based environmental initiatives(Kjaerheim, 2005). Organization-oriented solutions include integrating environmental tactics within the supply chain (Sarkis, 2003). Since the beginning of the 2000s, the focus on sustainability-oriented enterprises has shifted from implementing clean technologies to developing ecologically friendly goods. (Devashish, 2006). This shift can be attributable to the fact that green products reduce or eliminate the use of harmful chemicals, contamination, and wastage while conserving energy and/or resources (Ottman *et al.*, 2006).

Numerous corporations have taken steps to create and promote new goods that solve environmental challenges, as evidenced by anecdotal evidence, case studies, or news articles. There is also anecdotal evidence of the success or failure of "green" items on the market. Body Shop's line of cosmetics, Lenor concentrated fabric softener from P&G, and ARCO's petrol with an eco-friendly formulation are examples of successful goods. Failures include the 'EarthLight' compact fluorescent light bulbs from Philips, the first electric vehicle from General Motors, the EV-1, and the CFC-free refrigerator from Whirlpool (Ottman, 1998). Sustainability innovation, often known as eco-innovation or NPD innovation, has taken many different shapes in business. Although relatively few of these innovations are disruptive (such as wind power and hybrid cars), product innovation for sustainability is either market- or public policy-driven in these businesses (Boons and Lüdeke-Freund, 2013). Most sustainable innovation in NPD is gradual or evolutionary (for instance, remanufactured goods, recycled materials, apparel made of organic cotton, and water-based paints, to mention a few).

The success of green new goods on the market is far from inevitable, although they address environmental challenges. It's crucial to understand the variables that affect market performance as well. Nevertheless, the crucial success variables for creating greener goods are not well defined in academic studies. Although corporate and business strategy level research, often known as corporate environmental consciousness, has been the primary focus of current studies, it has contributed major scholastic contributions to increasing our knowledge in this sector. (Sharma and Correa, 2003). Even though there haven't been many advancements in this area of research, interest is rising (Pujari, 2006).

### **2.3 Green marketing**

Reducing CO2 emissions can help to reduce the threats that climate change poses to the environment. Emissions are a key target of the Paris Agreement (Niamir *et al.*, 2020). To achieve this goal, Stakeholders driving technology and regulation are essential to achieving sustainability promoting the creation, sale, and use of sustainable products and services Environmentally beneficial behavioural changes (Evans *et al.*, 2020). Customers that are aware of this show a desire to safeguard the environment and continue to act in an environmentally beneficial manner. encounter challenges. The "green gap" between consumer opinions is considerable. Plans versus real consumer behaviours To bridge this gap, sustainable marketing is required.

Even if globalisation progresses at full speed, it has also led to some problems. The most important of these problems is the environment, which harms all life. As the environment has started to come up on the agenda more regularly in recent years, people have started to comment adversely about it. Today's consumers select ecologically friendly products due to their worries about the state of the world. In reaction to these consumer attitudes, businesses have started to develop their marketing strategies to cater to increased environmental awareness. These marketing strategies, also referred to as "green marketing," have prompted companies to adopt green practices for their pricing, promotion, product characteristics, and distribution methods (Saini, 2013).

Green marketing is the method of creating and advertising goods and services that cater to customers' needs and favour things that are affordable, high-quality, high-performing, and useful while being ecologically responsible. The concept of protecting the environment and sustainable growth has been successfully promoted and improved for consumers and businesses thanks to the rise of the "green marketing" movement in recent years. Since then, prominent corporations have been guided by sustainability considerations relating to the convergence of ecological and economic goals, and an increasing number of businesses are adopting eco-friendly activities. Market understanding of environmentally friendly goods is still in the infancy in developing nations like India (Bhardwaj et al., 2020).

It cannot be expected that businesses, which are economic and social entities, will be indifferent to "Environmental Awareness" that may affect consumer behaviour. Marketing professionals frequently deal with environmentally conscious customers. A new view that characterises firms as enterprises sensitive to social concerns quickly replaces the idea that businesses are places with just one goal: making money. Sustainable practices must be incorporated into the corporate culture along with creating ecologically friendly products and selecting environmentally conscious markets. Customers may come across terms like "ozone-friendly," "environment-friendly," and "recyclable goods" in green marketing. While these are only a few examples of green marketing, they may also be used to promote services and goods for consumers and businesses. (Boztepe, 2016).

The term "green marketing" first surfaced at a 1975 American Marketing Association (AMA) presentation on "ecological marketing," and it took off in the literature right away. In a seminar where the impact of marketing on the environment was examined with the assistance of academics, bureaucrats, and other participants: the term "ecological marketing" was defined as follows: studies on the positive and negative effects of marketing on the environment, energy use, and other resource usages (Saini, 2013).

Customers undervalued green marketing and mistake it for social responsibility initiatives. They examine how social power, moral and informational attitudes, and collective self-worth affect Indian customers' decisions to buy environmentally friendly products. Additionally, the largest influence on whether consumers are inclined to buy organic products comes from their awareness of organic products. The findings show that group judgement, social influence, and normative norms all have an impact on consumers' green purchase decisions. These insights assist businesses in raising consumer awareness of green advertising and green products, which increases sales.

#### **2.4 Environmental sustainability practices and green marketing**

The practise of managing the goals of financial organisations with the environment to mitigate the continuing and readily apparent environmental degradation caused by prolonged industrial manufacturing has been referred to as "environmental management" since the beginning of the 1990s (Chang et al., 2014). Since the turn of the millennium, it has gained a lot of popularity and has been the subject of extensive research. Corporate

environmental responsibility, commercial sustainability, environmental initiatives, environmental management, and other related terms have become more popular.

The factors that influenced company sensitivity and brought about awareness of environmental management do not all have a single classification that is widely acknowledged. However, it appears that the literature focuses mostly on the rise of consumerism and the strictness of environmental legitimacy, which occurred on a national and worldwide level (Wong, 2012). The constant emergence and adjustment of environmental regulations have increased costs; thus initial corporate environmental management strategies have started to expand above only reactive measures of conformity to regulations, an approach that has been effective since the 1960s (Ross and Evans, 2002).

After that, the shift from proactive environmental measures to end-of-pipe pollution control devices (such as filters) took place. The applicable literature uses several classifications regarding the circumstances that led to this transformation (Berry and Rondinelli, 1998; Gonz'alez-Benito and Gonz'alez-Benito, 2006; Jabbour et al., 2012). According to de Bakker et al. (2002) and Albino et al. (2009), the gradual transformation that followed led to the inclusion of product stewardship in environmental management alongside pollution control and cleaner manufacturing technology. Companies' interest in aggressive protection of the environment methods has recently migrated from processes to products due to rigorous environmental requirements that aim at lowering the environmental impact of products. (Berry and Randinelli, 1998; Albino *et al.*, 2009), Each phase of a product's life cycle—production, usage, and disposal—can impact the environment.

The significance of safeguarding environmental health has been increasingly clear worldwide in recent decades. The environmental dangers connected to rising consumption and industrial production have received a lot of attention in the literature (Albino *et al.*, 2009). Several adverse ecological repercussions, such as the depletion of renewable resources, contamination of the air and water, change in the climate that results in global warming, fatal diseases, and the loss of species, have been attributed mostly to increased manufacturing output. (Kolk and Pinkse, 2005). Responsible behaviour by society and corporate organisations is essential to achieve environmental sustainability in the future.

## **2.5 Green consumerism or green purchasing behaviour**

Due to their efficient resource usage and reduced environmental hazards from conception, green products offer consumers and society great quality at low total prices (Albino *et al.*, 2009). Strict environmental regulations designed to lessen the ecological impact of goods, advocacy for the environment, and threats from organisations that promote the environment are further factors driving corporations' interest in delivering green products (Garg, 2015a). However, green consumerism, or the increased consumer concern for the environment, is crucial in pressuring businesses to make green products (Peattie

and Ratnayaka, 1992). Consumers that care about the environment tend to switch to green items while shopping. As a result, a brand-new market for green products has emerged, offering companies new commercial prospects (Cleveland *et al.*, 2005).

The term "green products" was mostly created in the marketing industry, and public awareness of environmental issues has accompanied its popularity (Sdrolia and Zarotiadis, 2018). Because of this, the market for green products is particularly pertinent to marketing management. A "green consumer" is a person who favours environmentally friendly behaviours and/or green products over traditional ones. Green customers are more reflective because they believe that every consumer can help protect the environment. They think that consumers, the government, corporations, supporters of the environment, and researchers, can help preserve the environment. They are also less dogmatic and more open to new ideas and products. Since they have an open mind, they adopt green practices and goods more quickly. (Albino *et al.*, 2009).

According to the EU's "Consumers in Europe" consumption study, 10% of customers know the ecological item labels or green energy labels on the items sold in grocers. We are yet unable to declare that firms in our country have acquired the same level of customer awareness despite the fact they are developing much faster in terms of the environment. The "green policy" in corporate organisations and environmental consciousness among customers in Western implementations are mirrored in the business (Boztepe, 2016).

Retail customers participated in research on the influences of sustainable advertising on adopting strategic ecological behaviour. 200 customers who purchased products from environmentally friendly Indonesian businesses answered the survey. Results show that the key elements of green advertising for changing environmental strategy behaviour are environmental effect, communication, subject matter, feelings, expertise, and promises. Green experience, theme, and message are the three most essential elements that can boost the value of green advertising (Othman *et al.*, 2021).

This article aims to contrast the mental and emotional responses of high and low-involvement consumers to commercials, analyse any differences in attitudes towards green advertisements, and determine the degree to which specific themes are essential to both high and low-involvement consumers. 207 customers were chosen at random from Victoria, Australia. The study reveals differences between the two groups regarding how they feel about green advertising, and the low-involved consumers seem to disrespect green advertising more overall (D'Souza and Taghian, 2005).

The research titled "Green Advertising & Its Impact on Consumers in India" examines a particular form of advertising emphasising environmental issues. A collection of businesses focused on enhancing the green perception of Indian consumers has been chosen for the study to achieve this goal. The study's conclusions show that the green mark aids customers in protecting their health, the environment, and their financial situation. This study tries to determine how best to apply and value green advertising.

This study's findings support that promoting environmentally friendly goods will benefit society and manufacturers (Singh and Khan, 2022).

A study titled “The awareness of environmentally friendly products: The impact of green advertising and green brand image”. This study aims to examine the relationships between green branding, sustainable advertising, and consumer environmental awareness of environmentally friendly goods and how those relationships affect purchase intentions. A survey of 102 grocery customers in Bandung City who have used environmentally friendly goods was used to perform the study. The data was collected using a survey and SmartPLS to analyse the data via path analysis. According to research findings, consumers like green advertising and it can raise their level of environmental consciousness. On the other side, it is claimed that green knowledge positively affects customers' intentions to buy ecologically friendly products (Alamsyah *et al.*, 2020).

## **2.6 Factors affecting adoption of green technology and green advertising**

The "Impact of a Mobile Internet Application on Farmers' Adoption and Development of Green Technology" study examined how mobile web applications affect farmers' acceptance and growth of green technology. The findings indicate that the adoption of green technology is substantially mediated by the ability to acquire knowledge, risk mindset, and projected yield (Huang *et al.*, 2022).

Green marketing is adopted since many businesses are starting to understand that since they are part of a larger society, they must act ecologically friendly, and sustainability is one of the points. Another reason for the development of green marketing is that governments pass legislation meant to restrict the amount of hazardous waste that firms produce. The requirement for businesses to maintain competitiveness has significantly impacted green marketing. Companies may also employ green marketing to address problems with costs or profits. Environmentally damaging by-products are getting more expensive and difficult to eliminate, such as PCB contamination oil. As a result, businesses that can get rid of dangerous items could make significant financial savings (Polonsky, 1994).

The study explores the effects of numerous factors, including affordability, environmental knowledge, sense of duty, routine energy-saving behaviour, and societal customs, on using environmentally friendly energy technology in ASEAN nations. To validate the hypotheses and determine whether the variables are associated with one another, the research also used structural equation models (SEM) with SPSS-AMOS. The findings showed that adopting environmentally friendly energy sources in a sample of ASEAN economies has a positive relationship with cost-effectiveness, knowledge of ecological issues, attribution of accountability, and routine resource-saving behaviour (Lin, *et al.*, 2022).

A study titled “Drivers for adoption of green marketing by Kenya tea firms” seeks to learn what factors affect Kenyan tea producers' adoption of green marketing. According to the

findings, corporate social responsibility, customer pressure, policies, and business benefits had a substantial impact on adopting green marketing(Ofunya, 2012).

The factors adopting green marketing include tactical factors like preventing penalties for ecological law violations, high taxes, and adverse publicity, marketing factors like exploiting novel market segments, and strategic factors like earning the trust of the key stakeholders who care about the natural world, in addition to lowering operational expenses and risks, and altruistic or moral factors(Judge, 2000).

A research study that identifies the key problems with company practices and their greening process. An empirical study is conducted using a survey questionnaire for a region including the Philippines, Indonesia, Malaysia, Thailand, and Singapore. The finding indicated that customer pressure and anticipated commercial gains are the most significant influences on green marketing(Rao, 2006)

This study aims to investigate the impact of four factors on green purchasing (GP) in Malaysia's manufacturing industry, including regulations (RG), customer pressures (CP), social responsibility (SR), and expected business benefits (EBB). A sample of 569 businesses participated in the mail poll for responses. The study's empirical results indicate that the drivers RG, CP, EBB, and company ownership impact GP. The findings also imply that although Malaysian businesses exhibit a high degree of SR, this trait does not motivate them to adopt GP (Tayeb *et al.*, 2010).

From the perspective of spatial distance, this study investigates the mediating effects of mental imagery on the attitudes towards green advertising and products. It discusses the connection between product type and image proximity. A two-way ANOVA is used to examine the relationship between picture proximity and product type, and a bootstrap analysis is used to examine mental imagery's role as a mediating factor. The findings indicate that close-up images of environmental information for search items can influence users' opinions towards advertising and products compared to full-length photographs. Full-length photographs of the surroundings can assist viewers in forming more favourable perceptions of the commercial and the goods than close-up images regarding experiential products. Advertising and product attitudes are impacted by the congruence effect of visual similarity and product type through mental representation(Sheng *et al.*, 2021).

A study titled “A study on the influence of green advertising design and environmental emotion on advertising effect” attempts to analyse how design for advertising affects the effectiveness of green advertising and how visual configurations of self-reference and quality of argument affect environmental protection. Findings state that the strongest green advertising designs are those that self-refer to and make a compelling argument; the strongest advertising designs are those that elicit positive moral and social emotions; under the influence of emotion, the participants' preferences for advertising designs will also alter (Kao and Du, 2020).

This study aims to ascertain how green marketing by businesses affects customer behaviour. The investigation study was conducted in August 2012 in the Asansol subdistrict of India's West Bengal state's Burdwan district. A survey was created to learn how consumers view green marketing and their awareness of the "environmental contribution" businesses make. Whether customer buying habits are impacted when businesses go green was the topic we sought an answer to. The findings shows that businesses need to communicate with their consumers more to go sustainable and that factors like cost and quality are more significant than "environmental responsibility"(Roy, 2013).

This study titled "Intents of green advertisements" is to examine the motivations behind green advertising. NVivo was used to do content analysis on a handy sample of 237 green print adverts that were published between August 2010 and July 2015 in reputable Indian newspapers and magazines. Green advertising has four different purposes: communicating business environmental strategies, building credibility for environmental claims, informing customers, and engaging consumers(Kumar, 2017).

The study titled "Organisational Change and the Productivity Effects of Green Technology Adoption" explores the productivity effects of new green technologies businesses introduce. According to this study's empirical findings, adopting green technologies—whether they reduce carbon dioxide emissions or improve resource and energy efficiency—and organisational change are complementary. While implementing green technologies alone is linked to reduced productivity, doing so while implementing organisational changes is not. While the private benefits are far less clear, state authorities frequently encourage the usage of such innovations to reduce the societal costs of global warming(Hottenrott *et al.*, 2016).

The article seeks to provide a thorough examination and trend analysis of international companies' green advertising practices over 20 years. The study collects 473 global green ads from the years 1988 to 2007. It conducts a content analysis using five main axes: advertiser profile, marketing elements, communication aspects, text features, and scenario points. The content analysis reveals substantial interaction effects between specific dimensions of green commercials and significant trends in all of the critical areas evaluated(Leonidou *et al.*, 2011).

This study intended to determine the extent of green marketing adoption among Tanzanian agro-processing companies and investigate the impact of firm size on green marketing adoption. Data were gathered from 120 micro, small, and medium-sized businesses that operate in the Morogoro region's agro-processing sector. The results demonstrate that there has been little adoption of environmentally friendly advertising techniques, as most companies have only used a small number of them. Additionally, it was shown that there is a correlation between firm size and the extent of using environmentally friendly advertising techniques. It should be highlighted that the results are restricted to the Morogoro agro-processing business because it is unclear whether they

can be applied to other businesses since the data were gathered there(Kilumile *et al.*, 2020).

The study "A study of the factors contributing towards adoption of green marketing practises in Kenya: a Survey of the mobile phone service providers in Kenya" sought to identify the variables that influenced Kenyan mobile telephone company providers to implement environmental advertising strategies. This census survey covered all four mobile phone companies in Kenya. The data were analysed using the factor analysis feature of the SPSS module. According to the study, almost all cell phone service companies use environmentally friendly advertising. Cell phone companies were primarily motivated to adopt environmentally friendly advertising adheres to their social duty, commitment to sustainability, adhering to legislation, rivalry for scarce resources, satisfaction with one's life, getting better and more effective products, developing the firm's market share, competitive edge, enhanced company image, and a greater return on investment. Accountability of the manufacturer, satisfying environmentally conscious consumers, and adherence to sustainability advocacy organisations were not seen as being as important as the other aspects(Kerubo, 2010).

The study titled "Effects of functional green advertising on self and others" examines the effects of functional green advertising promoting a product. Findings show that (a) customers think that working green advertising has a greater impact on others' purchasing choices than on one's own; (b) the self-other variance is more noticeable among customers with deep ecological concern; and (c) in the distinctive society, the perception of efficacy on oneself, not on other people, predicts customer support for the legalisation of practical green ads, while this effect changes when consumers live in a community where there is a more communal mindset(Mo *et al.*, 2018).

The research titled "Trust in Green Advertising: Mediating Role of Environmental Involvement" examined how customers' perceptions of green advertising's environmental promises are influenced. Further, the environmental involvement mediating effect is examined. 185 Malaysian respondents' data were gathered, and SPSS was used to examine it. Results show that ecological promises increased consumers' confidence in environmentally friendly marketing. Furthermore, if the advertising (environmental) promises had pertinent information and were executed correctly, consumers with solid environmental concerns had greater confidence in green marketing(Tee *et al.*, 2022).

A study titled "Green packaging and green advertising as Precursors of competitive advantage and business performance among manufacturing small and medium enterprises in South Africa" which aims to evaluate the effects of green packaging and green advertising on manufacturing SMEs' (SMEs) competitiveness and their financial health. The relationships from that model were determined by creating a theoretical research framework. This analysis used a simple random sampling method and a quantitative investigation technique. The Statistical Package for Social Sciences (SPSS) 25 programme was used to analyse the data for socioeconomic data analysis and structural equation modelling. The findings revealed that environmentally friendly packaging and

marketing have a favourable effect on competitive edge and company performance. (Maziriri, 2020).

## **2.7 Conceptual framework of the Study**

The practise of developing and advertising products and services that satisfy the demands of customers who favour high-quality, effective, and convenient items at reasonable prices that do not affect the environment is known as green marketing. In recent years, green marketing has grown in significance as a marketing idea and has been shown to be successful in promoting and reinforcing the idea of environmental preservation and sustainable development for both consumers and enterprises. Since then, the main corporate enterprises have begun to consider sustainability issues relating to the integration of environmental and economic aims, and they are progressively embracing green practises. In developing nations like India, consumer awareness of green products is still in its infancy.

Consumers who are environmentally conscious are described as "ecologists who have realised their own self-efficacy against environmental pollution and how they have a sense of responsibility with respect to future generations and the entirety of humanity in their use of resources." Environmentally conscious consumers may evaluate the availability of resources, their cost of usage, and the effects of that use on both the environment and themselves (Noor, 2022). Students are aware of environmentally damaging product usage and green purchasing, according to this survey. Features of the acquired product, unnecessary packaging or wrapping, how waste is reduced after use, and information about the purchased goods even after the purchase are crucial for students (Garg, 2015b). Another research suggests that rising levels of environmental pollution and environmental preservation awareness have an impact on consumer purchasing decisions. The significance of recycling for preserving the environment and preventing environmental contamination was also known to the participants (Kinoti, 2011).

The tremendous increase in environmental contamination during the industrialization era sparked a strong backlash against environmentally harmful items. Businesses began to produce environmentally friendly, or "green," goods and to develop green product policies as the product's hazardous components started to influence customers' purchase choices (D'Souza *et al.*, 2015). Another research interviewed 520 US Green customers. Respondents who are aware of green goods and have previously bought green items and are between the ages of 18 and 65 make up the target audience. Consumers see green goods as those that have a minimal negative influence on the environment. Only 30% of customers believe conserving water is a green behaviour. Consumers often learn about green goods and businesses via product labelling and word-of-mouth recommendations (Lam and Li, 2019).

A strong presentation gives customers the chance to interact with companies that practise environmental responsibility. The presentation strategy attempts to convey environmental signals to customers about the product and foster an image of an "environmentally

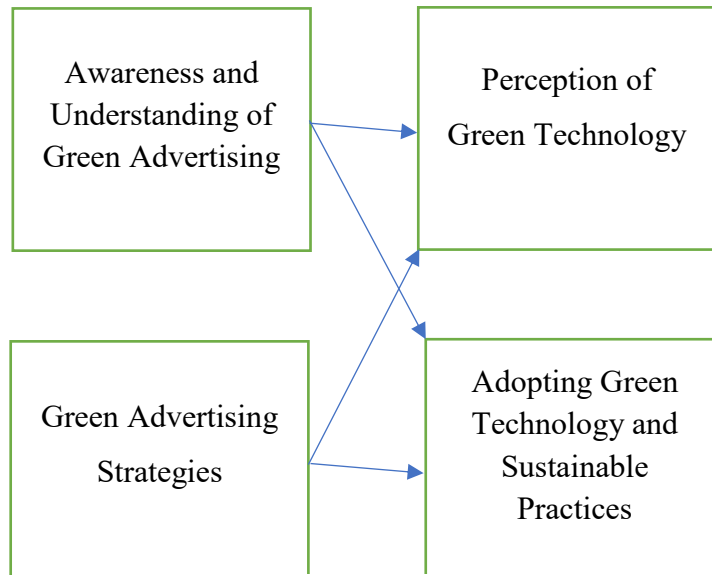
friendly business firm" in their minds. Public relations, advertising, and other marketing strategies are used to accomplish this purpose. Both internal and external communication are necessary for this (Kishor Pandey *et al.*, 2012). D'Souza *et al.* (2015) studied 3690 individuals. The findings of this research imply that women who prefer to purchase green are more sceptical about advertising than women who do not since both green purchasing variables are positively linked with both the notion that advertising is offensive and the propensity to change channels during advertising. In contrast, men's distrust of advertising seems to have little to do with their propensity to make eco-friendly purchases (Murin *et al.*, 2015).

Customers will be encouraged to choose ecologically friendly items by a reduced price resulting from cost savings. Lowering the price of a product will be a more profitable business strategy when consumer demand is price sensitive. Positive aspects of the product's impact on the environment may be exploited as a competitive advantage factor when the price is kept at the same level. If the product's price is greater, emphasis should be placed on marketing distinctive green products, and there should be customers willing to pay more for the item. The amount of pricing is crucial in this situation (Groening *et al.*, 2018). Another research interviewed 520 US Green customers. This research found that customers who have never purchased green goods are discouraged from doing so because they believe them to be excessively pricey. The primary deterrent to purchasing environmentally friendly goods is cost (Richey *et al.*, 2014).

For its inquiry, this study took into account four sets of factors. They include such topics as perceptions of green technology, adoption of green technology, and sustainable practises. They also cover awareness and understanding of green advertising. According to Maheshwari (2014), customers' views towards the environment are shifting to promote innovation for conservation, and the advantages of this source of innovation will undoubtedly survive our present generation. The theory of planned behaviour (TPB) serves as the theoretical basis for this investigation. The study of describing and forecasting human behaviour often uses the TPB. According to the original TPB theory, intentions are influenced by attitudes, subjective norms, and perceived behavioural control before becoming real behaviour. Scholars have used the TPB to anticipate users' buying behaviours since it can predict the intents and behaviours of a broad spectrum of consumers.

The conceptual framework of the study is illustrated in the Figure 1 given below.

**Figure 1 – Conceptual Background of the Study**



*Figure 1 Conceptual Background of the Study*

## CHAPTER 3- RESEARCH METHODOLOGY

### 3.1 Introduction

Green advertising promotes eco-friendly, sustainable, and socially responsible products and services. As consumers become more environmentally concerned and seek sustainable and ethical products, green advertising has grown in popularity (Agarwal and Kumar, 2020). Concern about human impact on the environment has grown globally. Sustainable practises and green technology are becoming more popular. Air and water pollution, deforestation, and climate change plague India, one of the world's most populous and fastest-growing economies (Song and Luximon, 2019). Green advertising promotes eco-friendly products, services, and behaviours. Companies use a range of methods in green advertising to promote sustainable products. Green advertising's impact on Indian consumers' green behaviours and technology adoption is underappreciated (Ktisti *et al.*, 2022). This research examines how green advertising affects Indian consumers' views of green technologies and sustainability. This research may illuminate India's green advertising's impact on sustainable practises.

This study is a positivist research study, and it uses a deductive approach, survey strategy, cross sectional period, and mono technique as the option for qualitative research. In order to obtain the necessary information for this investigation, a well-organized questionnaire was developed and used. The purpose of this chapter is to talk about the research design that was utilised for the study, as well as the description of the data that was gathered, the statistical tools that were used, the ethical issues that were taken into account, and the restrictions that were placed on the investigation.

### 3.2 Research Questions

This study aims to investigate the impact of green advertising on the perception and adoption of green technology and sustainable practices among millennials in India. The following are the research questions that will be addressed by this study.

- What is the level of awareness and understanding of green advertising among millennials in India, and how does it affect their perception of green technology and sustainability?

According to recent research, there is a positive trend in the way that green advertising affects consumers' buying decisions regarding green products. This is due to a variety of factors, including brand image, consumer believability towards media, green education, reference group influence, and perceived effectiveness of environmental behaviour (Lam and Li, 2019). This research assesses Indian millennials' awareness of environmentally responsible marketing. We can see how successfully those promotional messages reach the desired population by assessing their awareness and knowledge about environmentally friendly ads. This study also examines how environmentally aware commercials affect millennials' views on green technology

and sustainable practices. Successful communication with millennials requires this knowledge.

- How effective are different types of green advertising strategies (e.g., informational, emotional, and comparative) in influencing millennials' behaviour towards adopting green technology and sustainable practices?

This study topic seeks to investigate whether or not different sorts of environmentally conscious advertising methods are successful in impacting the actions of millennials. When advertisers and politicians have an improved awareness of which marketing techniques are most successful, they are more prepared to build promotions that encourage the widespread use of environmentally friendly technologies and practises that are more sustained. This inquiry investigates the influence of various forms of persuasion on the purchasing decisions of millennials through comparisons of informative, sentimental, and comparison approaches.

- What are the key factors that motivate millennials in India to adopt green technology and sustainable practices, and how are these factors influenced by green advertising campaigns?

It investigates the various motivating reasons that have led millennials to embrace environmentally friendly innovation and sustainability practises. It investigates the ways in which environmentally conscious ads have the potential to impact the aforementioned elements as well as the views and behaviours of millennials. It is possible for marketers and politicians to build strategies that successfully address major factors that motivate and support green decisions amongst millennials if it is first possible to determine these characteristics and connect them with environmentally friendly marketing.

### **3.3 Research Design**

Research design describes a study's strategy and technique. It leads researchers through data collection, analysis, and interpretation to answer research questions or test hypotheses. The research design specifies the investigation, data gathering, and analytic procedures utilised to solve the issue. The (M Saunders *et al.*, 2012) study onion model is the most prevalent way for discussing research design. The research onion represents the numerous phases of research. It aids research project planning and organisation. The premise is that a thorough research effort requires numerous levels of investigation, each building on the preceding layer. This research's design is below.

#### Research Philosophy

The principles governing the perspective or attitude from which the study is done are referred to as the research philosophy. Positivism, interpretivism, realism, or pragmatism are all valid choices for the research philosophy. The research philosophy of this study seems to be positivism based on the research questions and aims. According to this

philosophy, ideas and hypotheses are tested by observation and measurement of many variables utilising empirical and quantitative approaches. The goal of the research is to determine how green advertising affects consumers' perceptions of and adoption of sustainable practises and green technology. To achieve this, data must be gathered and statistically analysed. The research also seeks to determine the primary drivers of consumer adoption of green technology, which may be assessed via surveys and interviews. The positivist mindset is thus appropriate for this study since it includes collecting quantitative data to examine theories and hypotheses.

### Research Approach

The research methodology is The research onion advises that acceptable research must be chosen once the student has selected the proper approach. An inductive or deductive research methodology might be used. It indicates that this study employs a deductive research strategy. This is so that the research may gather data to test a certain theory or hypothesis (that green advertising affects millennials in India's perception and adoption of green technologies and sustainable practises). Further supporting the use of a deductive methodology are the study's objectives, which indicate that the researchers are interested in evaluating the efficacy of particular kinds of green advertising strategies and identifying crucial drivers of the adoption of green technology and sustainable practises.

### Research Strategy

A study's research methodology may be experimental, survey-based, case study-based, action research-based, grounded theory-based, ethnographic-based, or archival-based. The survey approach was employed in this investigation. It entails employing a structured questionnaire to get information from a sample of Indian millennials. The questionnaire is intended to assess consumer awareness and comprehension of green advertising, the efficacy of various green advertising strategies, the primary drivers of adoption of sustainable practises and green technology, and the impact of green advertising campaigns on these drivers. To confirm the questionnaire's validity and reliability, a small sample of participants is used for pre-testing.

### Research Choice

The research onion presents the single-method, mixed-method, and multi-method approaches to data collection and analysis as potential options for carrying out research. This study investigated the influence of green advertising on millennials' perceptions of green technologies and their adoption of sustainable practises in India using the mono technique of quantitative research. In this study, a quantitative research methodology was used, and questionnaires were used to obtain data from a representative sample of millennials living in India.

### Time Horizon

When referring to the amount of time that is taken into consideration throughout the course of an inquiry or study, the term "time horizon" is often used. There are several

factors that might influence the time horizon, including the research topic, the scale of the investigation, and the data that is readily accessible. It is possible for a research project to have either a cross-sectional or a longitudinal time horizon. A cross-sectional study is one in which data are collected from participants at a single moment in time over many time points. This configuration is helpful for doing research on a given population or phenomena at a particular point in time. On the other hand, data are gathered from the same set of participants over the course of a prolonged period of time in an investigation known as a longitudinal study. This method is helpful for determining the linkages between causes and effects as well as evaluating how variables change over the course of time. For the purpose of this research, a cross-sectional approach was used to timeframe for data collecting.

### **3.3 Description of the Data Used in the Study**

It is possible for any study to acquire either primary or secondary data for analysis. The term "primary data" refers to information that has been gathered directly from the source. This is often accomplished using research techniques such as questionnaires, interviews, or experiments. On the other hand, secondary data is information that has been gathered and examined by a different individual than the original researcher. Primary data have been taken into consideration for the inquiry in this study. It has used a structured questionnaire for the purpose of gathering the essential data in order to evaluate the level of consumer knowledge and understanding of green advertising, as well as the key motivating factors for consumers to adopt green technology and sustainable behaviours. For the sake of this study, the researchers selected their samples using a method that did not rely on chance. Choosing study participants based on their availability and whether or not they are interested in participating is an example of non-probability sampling. The sample will be made up of millennials living in India who have been shown advertisements promoting environmentally friendly products. The temporal span of this research is one that is cross-sectional. The following is a list of the numerous factors that were taken into consideration throughout the process of data collecting using structured questionnaires. The variables considered for this study include; Perception of green technology, Adoption of sustainable practices, Level of awareness and understanding of green advertising, Types of green advertising strategies (informational, emotional, and comparative), Key factors that motivate the adoption of green technology and sustainable practices, Influence of green advertising campaigns on motivating factors, Demographic variables (age, gender, education, income, etc.)

There was a total of one hundred and ten people that participated in the research. In order to obtain information from the respondents, the questionnaire is sent to them electronically.

### **3.4 Statistical Tools Used**

Millennials in India were given a questionnaire with specific questions in order to obtain the essential data for this research. The variables indicated above were among the

questions. It has used a variety of statistical approaches in order to investigate the impact that green advertising has on consumers' perceptions of environmentally friendly technologies and sustainable practises among millennials in India. The use of such statistical methods includes graphing techniques, descriptive statistics, correlation analysis, and multiple regression analysis. These tools are broken down into their essential components below.

### *Descriptive Statistics*

The purpose of descriptive statistics is to summarise and characterise the most important aspects of a dataset using a set of procedures known as descriptive statistics. They are used in order to provide a concise summary of the data and to assist researchers in better comprehending the primary attributes of the information. You may use descriptive statistics to summarise numerical data, such as measures of central tendency (mean, median, mode), and measures of variability (range, standard deviation, variance), as well as categorical data, such as frequency tables and bar charts. You can also use descriptive statistics to analyse and interpret qualitative data, such as interviews and focus groups. Measures of central tendency and measures of variability, together with frequency distribution and percentiles, are all components of it.

### *Correlation Analysis*

The level of relationship between a number of different variables may be measured with the use of a statistical method called correlation analysis. It is a potent instrument that is used often in a variety of sectors including, but not limited to, economics, psychology, sociology, and medicine, amongst others. The intensity of the association between two variables may be measured using a statistic called the correlation coefficient, which also indicates the direction of the relationship. Analysis of correlation is often carried out in order to investigate hypothesised correlations between variables and to locate possible antecedents of a result of interest. However, it is essential to keep in mind that correlation does not automatically indicate causation, and it is possible that the link between the variables is being influenced by a number of other factors.

### *Multiple Regression Analysis*

When doing research into the relationship that is present between a dependent factor and several independent paramotors, a type of statistics termed a multiple regression study is the method of choice. To put it differently, it serves in order to assess the extent to which the changes in the variables that are independent may explain the discrepancies in the variable that is dependent. It presupposes that there is a linear connection between the variable being studied (the dependent variable) and the variables being studied (the independent variables). The coefficients of the independent variables are estimated by the model in order to make a prediction about the value of the dependent variable. When all of the other independent variables are held constant, the coefficients show how much the dependent variable shifts if there is a change of just one unit in any of the other variables that are considered independent. It is used extensively in the social and natural sciences,

economics, and finance, as well as other sectors, in order to examine the correlations between variables and produce forecasts about the consequences of future events. It is a strong technique that may assist researchers in understanding the intricate connections that exist between variables and in determining the factors that are responsible for the variance in the dependent variable.

### **3.5 Ethical Considerations of the Study**

Research on the impact of green advertising on millennials' views of green technology and sustainability in India must be ethical. First, all volunteers are informed of the study's aim, scope, and rights. Before data collection, describe the study's risks and advantages and get signed permission. To prevent damage, all data gathered is anonymous and secret, and participants' privacy and confidentiality are protected. This includes securing participant identities and personal data obtained throughout the research. The study should also minimise hazards and not hurt participants physically or psychologically. This involves taking precautions to safeguard participants. The research also avoids prejudice and bias. This involves treating participants with respect and conducting the research fairly and impartially. Finally, conflicts of interest and funding sources are noted. This will guarantee that the study's conclusions are trustworthy and can influence future policy and decision-making.

### **3.6 Limitations of the Study**

This study has limitations despite its best efforts to be credible. They are;

- The research may only have limited applicability to a wider population owing to the narrow scope of the sample, which consisted exclusively of millennials living in India. It is possible that this may not correctly reflect the whole of the consumer population in India.
- The dependence on self-reported data: This might be a limitation of the research since self-reported data are susceptible to response bias and social desirability bias. Both of these types of bias could affect the results.
- Bias in recalling information: the capacity of the participants to correctly remember information may be a limitation of the research, which may also impact the validity of the findings.
- The fact that the research was only conducted with millennials means that the scope of the study is likely to be restricted, and the findings may not be relevant to other age groups.
- Variations in cultures: This research may have certain limitations due to variations in cultures, which may have an effect on how people perceive environmentally friendly advertising and how it affects environmentally friendly technologies and sustainability.
- Time restraints: The research may be constrained by the time restraints that have been put on the process of data collecting. This may have an effect on the correctness and dependability of the data.

- The difficulty of doing data evaluation might be considered a restriction of the study, that might have an effect on the reliability of the findings. Because of that, the results could not be applicable to a wider population.
- The investigation could be limited by outside influences such as societal, political, and economical shifts, and as a result, the results might not be as generalizable as they otherwise would be. This aspect of the research is known to as the validity of the study from afar.

### **3.7 Summary**

This study is a positivist analysis, which indicates that it makes use of a technique of logical reasoning, surveying tactics, a cross-sectional time frame, and a mono process as an alternative for qualitative analysis. In addition to that, the study looks at different time periods from different perspectives. In order to collect the information necessary for this investigation, a comprehensive survey was developed and put into use by the research team. In the next part, we will go over the research technique that was used for the study. This will be followed by an overview of the evidence that was used, an explanation of the statistical methodologies that will be used, a discussion of the ethical concerns that were considered, and an explanation of the limitations of the investigation. In addition to that, we will discuss the restrictions that were placed on the study.

## CHAPTER 4- PRESENTATION AND ANALYSIS OF FINDINGS

### 4.1 Introduction

The promotion of environmentally friendly, sustainable, and socially responsible products and services is known as green advertising, often referred to as eco-friendly advertising. Concern about how human activities affect the environment has grown recently on a global scale. As a consequence, people are becoming more interested in eco-friendly practices and technology. Green advertising is a marketing strategy that encourages consumers to adopt environmentally friendly behaviors, products, or services. Companies use a range of strategies in green advertising to demonstrate their dedication to sustainability and promote environmentally friendly products. The effectiveness of green advertising in inspiring Indian consumers to adopt sustainable behaviors and eco-friendly technology is not commonly acknowledged. Therefore, the goal of this research is to ascertain how green advertising affects Indian consumers' opinions about sustainability and green technology. The findings of this research may provide insight on the effectiveness of green advertising in India and its relevance in promoting environmentally friendly behaviors.

Among millennials in India, the purpose of this research is to evaluate the influence that green advertising has on their perceptions of green technology and sustainable practices, as well as their likelihood to embrace such technologies and practices. For the purpose of this inquiry, primary data were gathered in the form of a structured questionnaire and employed in this study. Young adults in their twenties and thirties who were now residing in India and had been exposed to commercials for items that were more eco-friendly made up the sample. Variables such as perception of green technology, adoption of sustainable practices, level of awareness and comprehension of green advertising, different types of green advertising strategies, key factors that motivate adoption of green technology and sustainable practices, influence of green advertising campaigns on motivating factors, demographic variables were taken into consideration for this study. The analysis of the data in this research primarily made use of two different types of statistical methods. Among them are the correlation and regression analysis with many variables.

### 4.2 Description of variables

The following factors were taken into account for this study: adoption of sustainable practises, perception of green technologies degree of knowledge and comprehension of green advertising, many green advertising techniques. The main drivers behind the adoption of sustainable practises and green technologies include green advertising strategies' effects on motivational factors demographic elements.

*Table 1 Description of Data Used*

Sl No	Type	Variable	Description	Code
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<b>1</b>	<b>Independent Variables</b>	<b>Awareness and Understanding of Green Advertising</b>	I heard about the term “Green Advertising”	<b>B1</b>
<b>2</b>			I am very familiar with the green advertising practices of companies	<b>B2</b>
<b>3</b>			I come across green advertising very frequently	<b>B3</b>
<b>4</b>			I think green advertising is effective in promoting sustainable practices.	<b>B4</b>
<b>5</b>			In the past, I have responded to an environmental advertising campaign by taking some kind of action.	<b>B5</b>
<b>6</b>		<b>Green Advertising Strategies</b>	I have come across green advertising campaigns that used informational strategies (i.e., providing information about the environmental impact of a product)	<b>C1</b>
<b>7</b>			I have come across green advertising campaigns that used emotional strategies (i.e., appealing to emotions to promote sustainable practices)	<b>C2</b>
<b>8</b>			I have come across green advertising campaigns that used comparative strategies (i.e., comparing a product's environmental impact to that of its competitors)	<b>C3</b>
<b>9</b>	<b>Dependent Variables</b>	<b>Perception of Green Technology</b>	I think green technology practices are very important in today’s world.	<b>D1</b>
<b>10</b>			I think green technology is affordable for an average person	<b>D2</b>
<b>11</b>			I have a clear idea about the different types of green technology available in the market	<b>D3</b>
<b>12</b>			I consider purchasing green technology products	<b>D4</b>

13			I think, green technology can help address environmental issues	<b>D5</b>
14		Adopting Green Technology and Sustainable Practices	I think it is very important to adopt sustainable practices in my daily life	<b>E1</b>
15			I feel green advertising campaigns are very important in promoting sustainable practices	<b>E2</b>
16			Green advertising has motivated me to adopt green technology and sustainability practices.	<b>E3</b>
17			I think government policies and incentives can encourage people to adopt green technology and sustainable practices	<b>E4</b>
18			I will adopt more green technology and sustainability practices in the future	<b>E5</b>

For the purpose of using regression analysis, the main data gathered for this study are separated into independent and dependent variables from four categories. To facilitate discussions, the data were assigned codes, and details are shown in the table 4.1 above.

#### **4.2 Correlation between Green Advertising and the Consumer View of Green Technology and Sustainability.**

Correlation analysis is a statistical technique that may be used to gauge the degree of link between several variables. The correlation coefficient, a statistic that also shows the direction of the link, may be used to quantify the strength of the association between two variables. Regression analysis among the four sets of variables was done for this study. Awareness of green advertising and perception of green technology, awareness of green advertising and adoption of green technology and sustainable practises, awareness of green advertising and perception of green technology, and awareness of green advertising and adoption of green technology and sustainable practises are a few of them.

##### ***4.2.1 Correlation Between Awareness of Green Advertising and Perception of Green Technology***

This research conducted a correlation analysis between people's knowledge of environmentally friendly advertising and their perceptions of environmentally friendly technology; the findings are summarised in Table 2, which can be seen below.

*Table 2 Correlation Between Awareness of Green Advertising and Perception of Green Technology*

	<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>	<b>D1</b>	<b>D2</b>	<b>D3</b>	<b>D4</b>	<b>D5</b>
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<b>B1</b>	1									
<b>B2</b>	.717**	1								
<b>B3</b>	.528**	.721**	1							
<b>B4</b>	.577**	.813**	.779**	1						
<b>B5</b>	.766**	.784**	.735**	.730**	1					
<b>D1</b>	.840**	.536**	.403**	.498**	.623**	1				
<b>D2</b>	.736**	.486**	.273*	.438**	.483**	.903**	1			
<b>D3</b>	.386**	.219*	.271*	.208	.213*	.329**	.314*	1		
<b>D4</b>	.627**	.429**	.193*	.316*	.430**	.584**	.571**	.168*	1	
<b>D5</b>	.311*	.234*	.112*	.193*	.196*	.267*	.252*	.042*	.374**	1

\*\*Correlation Significant at 1% level. \*Correlation Significant at 5% level

Source: Calculated by the Researcher

Table 4.2 displays correlation statistics designed to provide light on the connection between people's exposure to green advertising and their impressions of green technologies. The values show how strongly and in what direction certain variables are linked.

Green technology impression is favourably correlated with hearing "Green Advertising" (.311\*). Green advertising knowledge increases faith in green technology's ability to solve environmental problems. Green advertising may influence people's knowledge about green technologies. Going future, familiarity with green advertising practises and impression of green technologies is .234\*. The association is smaller than other factors, but statistically significant at 5%. This implies that green advertising does not greatly impact green technology perception. Other variables may influence their thoughts on green technology more than advertising.

Next, frequent green advertising correlates with green technology perception by .112\*. This suggests a modest positive association between green advertising and environmentalists' faith in green technologies. The link is statistically significant although weaker than in other factors. Green technology perception is .193\* correlated with thinking green advertising promotes sustainable practises. These factors have a modest positive association. Green technology is more likely to be seen positively by those who feel green advertising promotes sustainability.

The link between prior environmental advertising responses and green technology perception is .196\*. This suggests a modest beneficial association between environmental advertising and green technology belief. Environmental advertising campaign participants are more inclined to prefer green technologies.

The subsequent relationships include green technology perception. The values show a positive correlation between believing in the importance of green technology practises in today's world (.840\*\*), perceiving green technology as affordable for the average person (.736\*\*), knowing about the different types of green technology on the market (.386\*\*), and considering buying green technology products (.627\*\*). These correlations suggest that people who value green technology, think it's affordable, know their options, and are

likely to buy it are more likely to think it can solve environmental problems. The correlation data show that knowledge of green advertising affects perception of green technologies. Exposure to green advertising, conviction in its efficacy, and prior environmental advertising efforts positively affect green technology perception. The data also show that a good view of green technology is positively connected with comprehending its relevance, evaluating its affordability, knowing about choices, and contemplating its purchase.

#### ***4.2.2 Correlation Between Awareness of Green Advertising and Adoption of Green Technology and Sustainable Practices.***

This research also conducted a correlation analysis between Awareness of Green Advertising and Adoption of Green Technology and Sustainable Practices; the findings are summarised in Table 3, which can be seen below.

*Table 3 Correlation Between Awareness of Green Advertising and Adoption of Green Technology and Sustainable Practices*

	<b>B1</b>	<b>B2</b>	<b>B3</b>	<b>B4</b>	<b>B5</b>	<b>E1</b>	<b>E2</b>	<b>E3</b>	<b>E4</b>	<b>E5</b>
<b>B1</b>	1									
<b>B2</b>	0.717 **	1								
<b>B3</b>	0.528 **	0.721 **	1							
<b>B4</b>	0.577 **	0.813 **	0.799 **	1						
<b>B5</b>	0.766 **	0.784 **	0.735 **	0.730 **	1					
<b>E1</b>	0.696 **	0.393 **	0.332 **	0.390 **	0.456 **	1				
<b>E2</b>	0.906 **	0.683 **	0.579 **	0.608 **	0.736 **	0.718 **	1			
<b>E3</b>	0.700 **	0.459 **	0.468 **	0.478 **	0.522 **	0.874 **	0.826 **	1		
<b>E4</b>	0.571 **	0.378 **	0.362 **	0.369 **	0.456 **	0.694 **	0.665 **	0.787 **	1	
<b>E5</b>	0.766 **	0.784 **	0.735 **	0.730 **	0.998 **	0.456 **	0.736 **	0.522 **	0.456 **	1

\*\*Correlation Significant at 1% level \*Correlation Significant at 5% level

*Source: Calculated by the Researcher*

The correlation data imply a link between green advertising awareness and green technologies and sustainable practises. The first correlation coefficient shows a modest

positive association between hearing the phrase "Green Advertising" and being acquainted with company green advertising practises (0.717\*\*). This implies that those who are aware of "Green Advertising" are more likely to know about firms' environmental sustainability practises. Green advertising is somewhat correlated with familiarity (0.721\*\*). This shows that corporations are aggressively marketing their environmental projects via numerous channels by showing green ads to those who are acquainted with them.

The third coefficient shows a significant association between green advertising frequency and perceived efficacy in encouraging sustainable practises (0.528\*\*). This suggests that people who see green advertising more often feel it promotes ecologically good behaviours and attitudes. The fourth coefficient shows a positive association between green advertising's efficacy and sustainable practises' significance (0.577\*\*). This shows that those who think green advertising promotes sustainability are more likely to adopt sustainable habits. The fifth coefficient (0.766\*\*) shows a high positive association between environmental advertising efforts and action. This suggests that those who responded to environmental advertising initiatives are more inclined to promote environmental sustainability.

Sustainable practises and green advertising efforts are somewhat correlated (0.696\*\*). This shows that people who prioritise sustainability in their everyday lives are more likely to recognise the impact of green advertising efforts in encouraging sustainable practises. The eighth coefficient shows that believing green advertising campaigns are essential motivates green technology and sustainability practises (0.874\*\*). This suggests that people who value green advertising efforts are more inclined to embrace green technologies and sustainable practises. The eighth coefficient shows a positive link between the idea that government policies and incentives can promote green technology and sustainable practises (0.787\*\*). This shows that those who see government policies and incentives as successful are more inclined to think they can foster environmentally friendly products and practises. Finally, the ninth coefficient shows that the desire to embrace more green technology and sustainability practises in the future is positively correlated with environmental advertising campaign activity (0.456\*\*). This shows that those who have reacted to such advertisements are more likely to say they want to use green technology and sustainable practises.

These correlation data show how knowledge of green advertising, perception of its efficacy, relevance of sustainable practises, and incentive to embrace green technology and sustainability practises interact. The favourable connections suggest that green advertising may change people's views on sustainability and encourage them to use green technology and practices.

#### ***4.2.3 Correlation Between Green Advertising Strategies and Perception of Green Technology***

The results of correlation analysis among the Green Advertising Strategies and Perception of Green Technology are tabulated in the table 4 given below.

*Table 4 Correlation Between Green Advertising Strategies and Perception of Green Technology*

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>D1</b>	<b>D2</b>	<b>D3</b>	<b>D4</b>	<b>D5</b>
<b>C1</b>	1							
<b>C2</b>	0.801**	1						
<b>C3</b>	0.762**	0.893**	1					
<b>D1</b>	0.334**	0.495**	0.452**	1				
<b>D2</b>	0.247*	0.424**	0.435**	0.903**	1			
<b>D3</b>	0.34*	0.014*	0.024*	0.329**	0.314*	1		
<b>D4</b>	0.284*	0.287*	0.257*	0.584**	0.571**	0.168	1	
<b>D5</b>	0.145*	0.233*	0.255*	0.267*	0.252*	0.042*	0.374**	1

*\*\*Correlation Significant at 1% level \*Correlation Significant at 5% level*

*Source: Calculated by the Researcher*

The correlation matrix shows how green advertising methods affect green technology perception. First, it finds a positive association between informative green advertising efforts and viewing green technology as significant today (0.334\*\*). This suggests that advertising efforts that explain a product's environmental effect increase awareness of green technologies. Campaigns that educate customers on green technologies and environmental challenges may improve their perceived relevance.

Green technology is valued more after seeing emotive green advertising efforts (0.495\*\*). Emotional methods try to stir emotions. These tactics may make audiences more open to green technological practices in green advertising campaigns by creating an emotional connection. Comparative green advertising initiatives increase the importance of green technologies (0.452\*\*). Comparative strategies compare a product's environmental effect to rivals. This strategy may promote green technology and compare it to other options. Such initiatives may help people value green technologies. Affordability is positively correlated with importance (0.424\*\*). This shows that those who think green technology is affordable value it more. Green technology's accessibility and affordability are influenced by affordability. Knowing the numerous sorts of green technology on the market is positively correlated with considering green technology practices are essential (0.329\*\*). This shows that green technology knowledge increases its perceived relevance. Consumers may make educated judgements and enjoy green technology by understanding their options. Green technology importance is positively connected with contemplating buying green technology items (0.584\*\*). This suggests that those who intend to acquire green technology items value green technology practices. Green tech buyers believe in its worth and promise.

Finally, believing green technology can solve environmental problems is associated with seeing it as vital (0.374\*\*). Green technology is highly valued when people feel it can

solve environmental issues. Green technology's perceived efficacy in solving environmental challenges may impact people's appreciation of it. The correlation findings show that green advertising campaigns using informative, emotive, and comparison tactics increase the importance of green technology. Perceiving green technology as essential is also linked to its cost, awareness of alternatives, intention to buy, and conviction in its environmental benefits. These studies show that green advertising and consumer knowledge shape green technology perceptions and attitudes. The research suggests that well-designed green advertising campaigns may favorably affect people and increase their enthusiasm for green technologies in today's society.

**4.2.4 Correlation Between Green Advertising Strategies and Adoption of Green Technology and Sustainable Practices.**

The results of correlation analysis Green Advertising Strategies and Adoption of Green Technology and Sustainable Practices are tabulated in the table 5 given below.

*Table 5 Correlation Between Green Advertising Strategies and Adoption of Green Technology and Sustainable Practices*

	<b>C1</b>	<b>C2</b>	<b>C3</b>	<b>E1</b>	<b>E2</b>	<b>E3</b>	<b>E4</b>	<b>E5</b>
<b>C1</b>	1							
<b>C2</b>	0.801**	1						
<b>C3</b>	0.762**	0.893**	1					
<b>E1</b>	0.249*	0.194*	0.233*	1				
<b>E2</b>	0.561**	0.448**	0.415**	0.718**	1			
<b>E3</b>	0.389**	0.236*	0.273*	0.874**	0.826**	1		
<b>E4</b>	0.359**	0.152*	0.197*	0.694**	0.665**	0.787**	1	
<b>E5</b>	0.813**	0.739**	0.691**	0.456**	0.736**	0.522**	0.456**	1

*\*\*Correlation Significant at 1% level \*Correlation Significant at 5% level*

*Source: Calculated by the Researcher*

Table 4.5 compares green advertising methods. Correlation coefficient values are 0.249–0.893. All positive associations are significant at 1% or 5%. This implies a substantial connection between green advertising techniques. Informational tactics in green advertising campaigns have the smallest association with sustainable practices, 0.249. This suggests a modest positive association, showing that product environmental effect information in advertising campaigns might improve sustainability views. Emotional methods in green advertising campaigns are more positively correlated with sustainable practices, with a value of 0.801. This suggests that emotional appeals to promote sustainable practices may have a greater influence on behavior than informative ones. Comparative green advertising tactics had the greatest correlation value of 0.893, demonstrating a significant positive link with sustainable practices. Comparing a product's environmental impact to its rivals might motivate people to adopt sustainable practices. Individual sustainability attitudes and behaviors have correlation coefficients of 0.152 to 0.874 with the other factors. Though the correlations are modest (0.194 to 0.249), the relevance of sustainable practices in everyday life is positively correlated with

all other factors. This shows that sustainability advocates are more likely to be persuaded by green advertising and embrace green technologies and practices. Green advertising campaigns' perceived relevance in encouraging sustainable practices had a moderate positive association with all other factors, ranging from 0.415 to 0.718. Green advertising campaigns urge people to embrace green technologies and sustainable practices. Green advertising efforts that encourage green technologies and sustainability have correlation values of 0.236 to 0.874. These correlations indicate that green advertising efforts drive people to adopt sustainable practices. Finally, the belief that government policies and incentives may foster green technology and sustainable practices is positively correlated with all other factors, with coefficients ranging from 0.152 to 0.787. This shows that green advertising and sustainable practices are more likely to persuade those who trust government policies and incentives. The correlation findings show that green advertising techniques, especially emotive and comparison ones, influence people's attitudes and behaviors towards green technology and sustainable practices. These tactics regularly correlate with sustainable practices at 1% or 5%, demonstrating a considerable association.

### **4.3 Regression Analysis between Green Advertising and the Consumer View of Green Technology and Sustainability**

Multiple regression analysis is the preferred approach for studying the connection that exists between a dependent factor and a number of independent paramotors. This study looked at how each component related to green technology and sustainability practices was affected by factors related to knowledge of green advertising and tactics of green advertising.

#### ***4.3.1 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on the importance of green technology***

This research has applied the multiple regression analysis between the variables of Awareness, and strategies of Green Advertising on the perception on the importance of green technology and the results are tabulated in the table 6.

*Table 6 Result of Multiple Regression (Perception on the importance of green technology)*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.273	.241		1.129	.264
	B1	.945	.097	.932	9.760	.000

	B2	.211	.112	.232	1.875	.066
	B3	.017	.102	.016	.165	.869
	B4	.282	.151	.203	1.870	.067
	B5	.017	.118	.019	.140	.889
	C1	.671	.135	.595	4.951	.000
	C2	.444	.145	.411	3.056	.003
	C3	.105	.098	.133	1.076	.287
a. Dependent Variable: D1 I think green technology practices are very important in today's world.						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.918 <sup>a</sup>	.843	.820	.30644	.843	36.269	8	54	.000

Source: Calculated by the Researcher

The multiple regression study explores how awareness and green advertising methods affect green technology's perceived relevance. The model's R-squared value of 0.843 shows that the variables explain 84.3% of the variation in green technology's perceived relevance. Awareness of "Green Advertising" (B1) is the biggest predictor of the perceived relevance of green technology. Beta of 0.932 implies a positive and substantial association. Green advertising may make people value green technologies. Green technology's perceived value is also affected by familiarity with green advertising (B2), frequency of exposure (B3), and confidence in its ability to promote sustainable practices (B4). These correlations are marginally significant for B2 and B4 ( $p = 0.066$  and  $0.067$ , respectively), but not statistically significant ( $p > 0.05$ ). Informational green advertising tactics (C1) are significant (Beta = 0.595). Informational green advertising strategies may influence the importance of green technology. Emotional methods (C2) show a substantial impact (Beta = 0.411), demonstrating that emotional appeals in green advertising increase the perceived relevance of green technology. Comparative strategies (C3) demonstrate an association, although not statistically significant ( $p > 0.05$ ). In conclusion, understanding of "Green Advertising" and emotional green advertising tactics positively affect people's opinion of green technology's value. Familiarity with green advertising, frequency of exposure, informative tactics, and comparison strategies have little effect.

#### ***4.3.2 Results of Multiple Regression Analyses between Awareness, and strategies of Green Advertising on the perception on the affordability of green technology***

This research has applied the multiple regression analysis between the variables of Awareness, and strategies of Green Advertising on the perception on the affordability of green technology and the results are tabulated in the table 7.

*Table 7 Result of Multiple Regression (perception on the affordability of green technology)*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.455	.331		1.374	.175
	B1	.957	.133	.902	7.210	.000
	B2	.105	.154	.111	.684	.497
	B3	.164	.139	.150	1.176	.245
	B4	.478	.206	.329	2.313	.025
	B5	.205	.162	.224	1.268	.210
	C1	.680	.186	.576	3.661	.001
	C2	.270	.199	.239	1.355	.181
	C3	.319	.134	.384	2.376	.021
a. Dependent Variable: D2 I think green technology is affordable for an average person						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.855 <sup>a</sup>	.731	.691	.42014	.731	18.339	8	54	.000

*Source: Calculated by the Researcher*

The multiple regression study analyzed green advertising awareness and techniques and green technology cost. The R-squared value of 0.731 shows that the independent factors explain 73.1% of the variation in affordability perception. Even with a large number of predictors, the model's adjusted R-squared value of 0.691 implies that it accounts for a lot of the dependent variable's variability. The standardized coefficients (betas) show the relative significance of each independent variable. "I heard about the term 'Green Advertising'" (B1) shows a high positive influence (beta = 0.902), suggesting that green technology is more inexpensive to those who are aware of it. informative campaigns (C1) had a substantial influence (beta = 0.576), showing that informative efforts make green technology seem inexpensive. Comparative techniques (C3) make green technologies seem inexpensive (beta = 0.384). Emotional appeal (C2) and the other awareness factors

(B2, B3, B4, B5) do not seem to affect affordability perception. This investigation reveals that green advertising knowledge and techniques like comparison advertising might improve green technology affordability perception. Informational techniques may affect this view.

#### 4.3.3 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the knowledge about the different types of green technology

This research has applied the multiple regression analysis between the variables of Awareness, and strategies of Green Advertising on the knowledge about the different types of green technology and the results are tabulated in the table 4.8.

Table 8 Result of Multiple Regression (Knowledge About the Different Types of Green Technology)

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.212	.376		5.885	.000
	B1	.342	.151	.464	2.266	.027
	B2	.036	.175	.054	.205	.838
	B3	.325	.158	.429	2.054	.045
	B4	.088	.234	.087	.374	.710
	B5	.000	.184	.001	.002	.998
	C1	.288	.211	.352	1.366	.177
	C2	.118	.226	.151	.522	.604
	C3	.032	.153	.056	.212	.833
a. Dependent Variable: D3 I have a clear idea about the different types of green technology available in the market						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.530 <sup>a</sup>	.280	.174	.47707	.280	2.630	8	54	.016

Source: Calculated by the Researcher

Multiple regression analysis analyses how green advertising awareness and techniques affect green technological understanding. The model's R-squared value of 0.280 suggests that the predictors explain 28% of green technology knowledge variation. Three factors correlate with green technology knowledge. First, individuals who heard the phrase "Green Advertising" (B1) had a positive standardized coefficient of 0.464, demonstrating that green technology knowledge increased with awareness. This shows that green advertising information boosts knowledge. Second, frequent green advertising (B3) was associated with knowledge with a standardized coefficient of 0.429. This shows that green advertising initiatives boost green technology understanding. Thirdly, informative techniques in green advertising campaigns (C1) were associated with knowledge (standardized coefficient 0.352). This shows that people who have seen green advertising campaigns on product environmental effect know about green technologies. The report emphasizes the value of green advertising in promoting green technologies. However, it emphasizes the necessity for strong communication tactics in green advertising efforts to guarantee that the target audience understands the content.

**4.3.4 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the consideration of purchasing green technology products**

This research has applied the multiple regression analysis between the variables of *Awareness, and strategies of Green Advertising on the consideration of purchasing green technology products* and the results are tabulated in the table 8.

*Table 9 Result of Multiple Regression (consideration of purchasing green technology products)*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.070	.371		2.887	.006
	B1	.550	.149	.673	3.696	.001
	B2	.068	.172	.092	.392	.697
	B3	.243	.156	.290	1.560	.125
	B4	.081	.231	.072	.349	.728
	B5	.015	.181	.021	.083	.935
	C1	.026	.208	.028	.123	.903
	C2	.118	.223	.136	.530	.599
	C3	.049	.150	.077	.327	.745
a. Dependent Variable: D4 I consider purchasing green technology products						

Model Summary					
	R				Change Statistics

Model		R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change
1	.656 <sup>a</sup>	.430	.346	.47047	.430	5.101	8	54	.000

Source: Calculated by the Researcher

The multiple regression study examined green advertising awareness and techniques and green technology product consideration. The R-squared value of 0.430 showed that the independent factors explained 43% of the variation in green technology product consideration. Coefficient analysis yields various insights. First, the variable "I heard about the term 'Green Advertising'" (B1) had a positive and substantial influence ( $\beta = 0.673$ ,  $p = 0.001$ ), demonstrating that those acquainted with green advertising are more inclined to buy green technology items. This shows how awareness affects customer behavior. However, the coefficients for "I am very familiar with the green advertising practices of companies" (B2), "I come across green advertising very frequently" (B3), and "I think green advertising is effective in promoting sustainable practices" (B4) were not significant. This shows that these criteria may not predict green technology product purchases. Informational (C1), emotional (C2), and comparative (C3) advertising strategy factors did not significantly affect the dependent variable. The results indicate that "Green Advertising" awareness influences customers' purchase of green technology items. However, experience with green advertising and particular advertising tactics may not matter. These findings demonstrate the need of strong marketing and education initiatives to increase customer interest in green technology solutions.

#### ***4.3.5 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on the usefulness of green technology in addressing environmental issues***

*Table 10 Result of Multiple Regression (perception on the usefulness of green technology in addressing environmental issues)*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.734	.384		4.514	.000
	B1	.291	.154	.418	1.892	.064
	B2	.013	.179	.021	.074	.941
	B3	.074	.162	.104	.459	.648
	B4	.152	.240	.159	.633	.529

	B5	.170	.188	.283	.903	.370
	C1	.129	.215	.167	.599	.551
	C2	.078	.231	.105	.337	.737
	C3	.152	.156	.279	.976	.333
a. Dependent Variable: D5 I think, green technology can help address environmental issues						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.400 <sup>a</sup>	.160	.036	.48733	.160	1.287	8	54	.270

Source: Calculated by the Researcher

The multiple regression study examined how green advertising awareness and methods affect perceptions of green technology's environmental benefits. The model summary shows that the entire model has a moderate fit, with an R-squared value of 0.160. The independent variables explain 16% of the variation in green technology's usefulness. The results suggest that just one independent variable, B1 "I heard about the term 'Green Advertising'," has a significant positive connection ( $\beta = 0.418$ ,  $p = 0.064$ ) with green technology's utility. This shows that "Green Advertising" awareness makes people think green technology is better at solving environmental problems. None of the other independent factors significantly affect green technology's usefulness. Green technology's usefulness is not affected by familiarity with green advertising practises, exposure to green advertising, belief in its efficacy, past response to environmental advertising campaigns, or exposure to different strategies (informational, emotional, and comparative). In conclusion, "Green Advertising" knowledge influences perceptions of green technology's environmental benefits. The minimal impact of other variables suggests that further study is required to understand the complex elements affecting perceptions in this situation.

#### ***4.3.6 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on the importance of adoption of sustainable practices in the daily life***

*Table 11 Result of Multiple Regression (perception on the importance of adoption of sustainable practices in the daily life)*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	.918	.341		2.694	.009
	B1	.764	.137	.895	5.588	.000
	B2	.257	.158	.336	1.620	.111
	B3	.066	.143	.075	.462	.646
	B4	.310	.213	.266	1.457	.151
	B5	.063	.167	.086	.378	.707
	C1	.102	.191	.108	.534	.595
	C2	.312	.205	.344	1.524	.133
	C3	.206	.138	.308	1.488	.143
a. Dependent Variable: E1 I think it is very important to adopt sustainable practices in my daily life						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.748 <sup>a</sup>	.559	.493	.43245	.559	8.549	8	54	.000

Source: Calculated by the Researcher

The model predictors explain 55.9% of significance perception variation, according to R-squared. This implies that green advertising knowledge and methods somewhat affect perceptions of sustainability. Analysing the coefficients, knowledge of "Green Advertising" (B1) shows a significant positive connection with perceived relevance (Beta =.895,  $p < .001$ ). This shows that green advertising awareness increases sustainability awareness. However, familiarity with green advertising practises (B2), frequency of encountering it (B3), and trust in its efficacy (B4) do not have statistically significant correlations with perceived significance ( $p > 0.05$ ). Environmental advertising campaigns (B5) and ads utilising informational, emotional, or comparing tactics (C1–C3) do not affect significance perception ( $p > 0.05$ ). In conclusion, knowledge of "Green Advertising" is a powerful predictor of everyday life sustainability perceptions. Familiarity, frequency of exposure, confidence in efficacy, and particular advertising methods do not seem to affect this perspective.

#### ***4.3.6 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on the importance of green advertising campaigns in promoting sustainable practices***

Table 12 Result of Multiple Regression (perception on the importance of green advertising campaigns in promoting sustainable practices)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.072	.248		.288	.774
	B1	.898	.099	.859	9.024	.000
	B2	.094	.115	.101	.818	.417
	B3	.108	.104	.100	1.031	.307
	B4	.159	.155	.111	1.026	.310
	B5	.007	.121	.008	.056	.956
	C1	.145	.139	.125	1.045	.301
	C2	.106	.149	.095	.711	.480
	C3	.025	.101	.031	.252	.802

a. Dependent Variable: E2 I feel green advertising campaigns are very important in promoting sustainable practices

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.919 <sup>a</sup>	.844	.821	.31475	.844	36.552	8	54	.000

Source: Calculated by the Researcher

The multiple regression study on green advertising awareness and tactics and the perception of their usefulness in promoting sustainable practices provided fascinating findings. The regression model explains 84% of the variance in the perception of green advertising campaigns' importance (R Square = 0.844). The findings show that numerous variables affect the perceived significance of green advertising initiatives. "I heard about the term 'Green Advertising'" (B1) had a high positive impact ( $\beta = 0.859$ ,  $p < 0.001$ ), demonstrating that those who know about green advertising are more inclined to value it. However, familiarity with green advertising practices (B2) does not affect significance ( $\beta = -0.101$ ,  $p = 0.417$ ). Green advertisement frequency (B3) positively but non-significantly affects perceived significance ( $\beta = 0.100$ ,  $p = 0.307$ ). The opinion that green advertising promotes sustainable practices (B4) is also favorably linked but not statistically significant ( $\beta = 0.111$ ,  $p = 0.310$ ). Previous environmental advertising initiatives (B5) do not affect significance perception ( $\beta = 0.008$ ,  $p = 0.956$ ). In green advertising campaigns, informational strategies (C1) positively affect the perception of importance ( $\beta = 0.125$ ,  $p$

= 0.301), while emotional and comparative strategies (C2 and C3) do not ( $\beta = 0.095$ ,  $p = 0.480$  and  $\beta = 0.031$ ,  $p = 0.802$ , respectively). The findings imply that knowledge of green advertising, particularly being familiar with the word, influences people's view of its value. However, knowledge with green advertising practices, frequency of exposure, confidence in efficacy, past participation, and particular advertising methods do not seem to affect sense of relevance. These results may help green advertisers promote sustainable practices.

#### 4.3.6 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the motivation to adopt green technology and sustainability practices.

Table 13 Result of Multiple Regression (motivation to adopt green technology and sustainability practices)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.594	.350		1.697	.095
	B1	.759	.140	.835	5.405	.000
	B2	.331	.163	.407	2.034	.047
	B3	.188	.147	.201	1.274	.208
	B4	.365	.218	.294	1.673	.100
	B5	.129	.171	.165	.754	.454
	C1	.218	.196	.215	1.108	.273
	C2	-.476	.211	.492	2.262	.028
	C3	.199	.142	.280	1.402	.167
a. Dependent Variable: E3 Green advertising has motivated me to adopt green technology and sustainability practices.						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.768 <sup>a</sup>	.590	.529	.44445	.590	9.703	8	54	.000

Source: Calculated by the Researcher

Multiple regression analysis examined how green advertising awareness and tactics affect people's desire to embrace green technology and sustainability practises. The model as a

whole explains 59% of the variance in motivation to adopt green technology and sustainability practises, with an R-squared value of 0.590. Coefficients provide various interesting conclusions. First, the variable "I heard about the term 'Green Advertising'" has a high standardised coefficient (beta) of 0.835 and a significant p-value of 0.000, showing a strong positive link with motivation. Green advertising may persuade people to embrace green technologies and sustainability practises. However, the variable "I am very familiar with the green advertising practises of companies" has a negative link with motivation, as shown by its negative beta value of -0.407 and significant p-value of 0.047. This shows that those acquainted with green advertising are less likely to embrace green technology and sustainability practises. The remaining variables, "I come across green advertising very frequently," "I think green advertising is effective in promoting sustainable practises," and "In the past, I have responded to an environmental advertising campaign by taking some kind of action," do not show significant relationships with motivation. When looking at green advertising methods, "I have come across green advertising campaigns that used emotional strategies" has a negative beta value of -0.492 and a significant p-value of 0.028, indicating a negative link with motivation. This suggests that emotional appeals in green advertising efforts deter people from adopting green technology and sustainability practises. The results imply that knowledge of green advertising and the application of emotive tactics in green advertising campaigns may motivate people to embrace green technology and sustainability practises. However, familiarity with green advertising practises seems to decrease motivation. The frequency of green advertising, confidence in its efficacy, and employment of informative and comparison methods in campaigns do not affect motivation.

**4.3.6 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on the role of government policies and incentives to encourage people to adopt green technology and sustainable practices.**

*Table 14 Result of Multiple Regression (perception on the role of government policies and incentives to encourage people to adopt green technology and sustainable practices)*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.447	.377		3.834	.000
	B1	.499	.151	.601	3.297	.002
	B2	.218	.175	.294	1.244	.219
	B3	.049	.159	.058	.311	.757
	B4	.204	.235	.180	.866	.390
	B5	.037	.184	.051	.199	.843
	C1	.357	.212	.387	1.686	.098
	C2	.539	.227	.610	2.376	.021

	C3	.130	.153	.200	.847	.401
a. Dependent Variable: E4 I think government policies and incentives can encourage people to adopt green technology and sustainable practices						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.654 <sup>a</sup>	.428	.344	.47875	.428	5.058	8	54	.000

Source: Calculated by the Researcher

The multiple regression analysis studied the association between green advertising awareness and tactics and people's impression of government policies and incentives in promoting green technology and sustainable practises. Perception of government policies and incentives accounted for 42.8% of the variation in the model. Many predictors were meaningful. First, awareness of the term "Green Advertising" (B1) had a positive and significant relationship with the perception of government policies and incentives ( $\beta = .601, p = .002$ ), suggesting that this concept is associated with a more positive perception of government actions to promote sustainability. The dependent variable was not significantly related to knowledge with green advertising practises (B2), frequency of seeing green advertising (B3), or historical reaction to environmental advertising initiatives (B5) ( $p > 0.05$ ). Emotional advertising (C2) was shown to have a significant association with government policies and incentives ( $\beta = .610, p = .021$ ). Informational techniques (C1) exhibited a favourable tendency ( $\beta = .387, p = .098$ ) but did not achieve statistical significance. These findings suggest that awareness of the term "Green Advertising" and the use of certain advertising strategies, such as informational appeals, may positively influence individuals' perception of the role of government policies and incentives in promoting green technology and sustainable practises. These views may not be affected by familiarity with green advertising, frequency of exposure, or emotional appeals.

#### ***4.3.6 Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the intention to adopt more green technology and sustainability practices in the future***

*Table 15 Result of Multiple Regression (perception on the role of government policies and incentives to encourage people to adopt green technology and sustainable practices)*

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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		B	Std. Error	Beta		
1	(Constant)	.406	.227		1.792	.079
	B1	.045	.091	.041	.499	.620
	B2	.062	.105	.062	.584	.562
	B3	.068	.095	.060	.712	.479
	B4	.181	.141	.119	1.278	.207
	B5	.879	.111	.922	7.931	.000
	C1	.061	.127	.050	.483	.631
	C2	.166	.136	.141	1.217	.229
	C3	.102	.092	.117	1.106	.274
a. Dependent Variable: E5 I will adopt more green technology and sustainability practices in the future						

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.940 <sup>a</sup>	.884	.867	.28776	.884	51.525	8	54	.000

Source: Calculated by the Researcher

The multiple regression study explored how green advertising awareness and tactics affect future adoption of green technology and sustainability practices. The model fit well, with an adjusted R-squared value of 0.867. The predictor factors explained 86.7% of the variation in the desire to use green technology and sustainability practices. Only one coefficient variable was statistically significant. "In the past, I have responded to an environmental advertising campaign by taking some kind of action" had a positive, significant standardized coefficient of 0.922. This shows that environmental advertising responders are more likely to embrace green technologies and sustainability practices in the future. Awareness of green advertising, familiarity with green advertising practices, frequency of exposure, perception of effectiveness, and exposure to different green advertising strategies did not show significant relationships with the intention to adopt green technology and sustainability practices. This study reveals that previous environmental advertising initiatives strongly affect future green technology and sustainability adoption. Personal ideals, environmental attitudes, and societal influences may impact people's goals beyond this study. These elements and their effects on advertising techniques need more study.

#### 4.4 Discussion of Results based on Research Questions

- Research Question 1: What is the level of awareness and understanding of green advertising among millennials in India, and how does it affect their perception of green technology and sustainability?

This research found that green advertising knowledge and comprehension affect millennials' views of green technology and sustainability. The correlation study shows that green advertising improves green technology perceptions. This shows that millennials are more likely to recognize green technology's value and relevance in today's society when they are aware of green advertising practices. Exposure to green advertising campaigns, trust in their effectiveness, and past environmental advertising participation favorably influenced millennials' impression of green technologies. This suggests that millennials who regularly see green advertising and believe in its efficacy are more inclined to prefer green technologies and sustainable practices. Overall, green advertising influences millennials' views on green technology and sustainability. Green advertising raises knowledge and comprehension, making people more inclined to embrace green technologies and sustainable practices. Effective green advertising strategies promote sustainability and influence millennials' behaviors and choices.

- Research Question 2: How effective are different green advertising strategies (e.g., informational, emotional, and comparative) in influencing millennials' behavior towards green technology and sustainable practices?

This research found that various green advertising methods influence millennials' green technologies and sustainable practices differently. The correlation study shows that informative, emotive, and comparative green advertising efforts influence millennials' views and behaviors. Informative green advertising initiatives highlighting items' environmental effect significantly influenced millennials' views of green technologies. This shows that educated green advertising helps people grasp green technology and its environmental benefits. Emotional green advertising initiatives that encourage sustainable practices also influenced millennials' behavior. Emotional appeals enhanced excitement for green technology and sustainable practices, demonstrating their capacity to influence pro-environmental behavior.

Comparative green advertising strategies, which compare a product's environmental effect to its rivals, improved millennials' view of green technology's affordability. Comparative methods may alter people's perceptions of green technology's cost, making them more likely to embrace it.

- Research Question 3: What are the key factors that motivate millennials in India to adopt green technology and sustainable practices, and how are these factors influenced by green advertising campaigns?

This research examines what motivates Indian millennials to embrace green technologies and sustainable practices and how green advertising campaigns affect these aspects.

Multiple regression studies show strong correlations between awareness, green advertising techniques, and the perception of adopting green technology and sustainable practices. The data reveals that "Green Advertising" knowledge strongly predicts millennials' impression of sustainability in daily life. Green advertising makes people more aware of the importance of sustainable living. Emotional advertising strategies also motivated millennials to adopt green technologies and sustainable practices. This shows that emotional advertising might encourage sustainable behavior and green technology use. Exposure to green advertising campaigns emphasizing product environmental effect raised awareness and understanding of green technology. Green advertising educates millennials about green technology possibilities, which may influence their purchase decisions. Finally, prior environmental advertising greatly impacts millennials' adoption of green technologies and sustainable practices. This shows that prolonged green advertising strategies may affect behavior.

#### **4.5. Conclusion**

This study examined how green advertising affects Indian millennials' opinions of green technology and sustainable practices and their willingness to embrace them. The correlation analysis showed that green advertising expertise improved green technology perceptions. Exposure to green advertising, conviction in its usefulness, and preceding environmental promotion also improved green technology perception. Green technology's relevance, cost, alternatives, and buying consideration were all linked to positive views. Green technology's relevance was also raised through informational, emotional, and comparative green advertising efforts. Green technology was crucial due to cost, understanding of alternatives, buying intention, and environmental advantages. The findings showed that well-designed green advertising campaigns may boost excitement for green technology and sustainable practices. Multiple regression models showed that knowing green advertising and emotive approaches increased green technology's perceived worth. Green advertising, frequency, and methods had little impact. Green advertising must be straightforward to be understood, according to the research. In conclusion, green advertising may transform millennials' views on sustainability and promote green technologies and practices in India. Green advertising knowledge, especially the word, shaped attitudes. To promote sustainable practices and green technologies, particular advertising methods and public awareness were recommended

## CHAPTER 5-CONCLUSION

### 5.1 Introduction

Green advertising, often known as eco-friendly advertising, refers to the marketing and promotion of ecologically and socially responsible goods and services. Green advertising aims to inform customers about the environmental advantages of marketed goods and services and urge them to make more sustainable decisions. Green advertising may influence client purchasing choices and increase their willingness to spend more on eco-friendly products and services, according to research. The goal of the study was to investigate the impact that green advertising has on millennials' perceptions of environmentally friendly products and practices as well as their propensity to use those products themselves in India. It is investigated the degree to which consumers in India are aware of and understand green advertising, as well as how this affects their perceptions of what it means to live sustainably. In addition to this, it intended to assess the efficacy of various green advertising strategies in terms of their ability to sway consumer behaviour towards the adoption of environmentally friendly technology and environmentally responsible practices. Additionally, the research attempted to determine the major characteristics that encourage consumers in India to embrace green technology and sustainable behaviours and how these aspects are impacted by green advertising campaigns. Ultimately, this study was aimed to understand the impact that environmentally friendly advertising plays in encouraging millennials in India to engage in more sustainable purchasing behaviours.

### 5.2 Major Findings of the Study

Following are the major findings of the study, which is made from the primary data collected using questionnaire and examined using various statistical tools.

- The results of correlation analysis between awareness on green advertising and green technology and sustainability practices show that,
  - Knowledge of green advertising affects perception of green technologies.
  - Exposure to green advertising, conviction in its efficacy, and prior environmental advertising efforts positively affect green technology perception, comprehending its relevance, evaluating its affordability, knowing about choices, and contemplating its purchase.
  - Advertising may change people's views on sustainability and encourage them to use green technology and practices.
- The results of correlation analysis between green advertising strategies and green technology and sustainability practices show that,
  - Green advertising campaigns using informative, emotive, and comparison tactics may increase the importance of green technology and increase enthusiasm for green technologies in today's society,

- Green advertising techniques, especially emotive and comparison ones, influence people's attitudes and behaviors towards green technology and sustainable practices.
- Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception of green technology identified that,
  - The understanding of "Green Advertising" and emotional green advertising tactics positively affect people's opinion of green technology's value,
  - Techniques like comparison advertising might improve green technology affordability perception,
  - People who have seen green advertising campaigns on product environmental effect know about green technologies,
  - Influences customers' purchase of green technology items, and
  - Influences perceptions of green technology's environmental benefits.
- Results of Multiple regression Analyses between Awareness, and strategies of Green Advertising on the perception on adopting green technology and sustainable practices include,
  - Knowledge of "Green Advertising" is a powerful predictor of everyday life sustainability perceptions,
  - Influences people's view of the importance of advertisement campaigns on promoting sustainable practices,
  - Knowledge of green advertising and the application of emotive tactics in green advertising campaigns may motivate people to embrace green technology and sustainability practices,
  - may positively influence individuals' perception of the role of government policies and incentives in promoting green technology and sustainable practices, and
  - previous environmental advertising initiatives strongly affect future green technology and sustainability adoption.

### **5.3 Recommendations**

The study's key results allow for the following suggestions:

- It is suggested that educational programs and activities be developed to raise awareness among millennials in India, since understanding of green advertising effects perception and adoption of green technology and sustainable practices. This may be accomplished in a number of ways, including via seminars, public awareness campaigns, and social media.
- Various green advertising methods were shown to have a favorable effect on attitudes and behaviors towards green technology and sustainability. This was especially true of informational, emotive, and comparison strategies. Marketers may successfully impact millennials' opinions and drive adoption of green practices by adding these methods into their marketing.

- Marketing efforts promoting green technologies should emphasize their beneficial effects on society and the environment. Motivating millennials to use green technologies and sustainable practices may be aided by stressing the long-term advantages, such as decreased carbon emissions and resource conservation.
- Advertising that uses cost-benefit analysis to show how green technology measures up may change people's minds. To make green technology more appealing and practical for millennials, marketing campaigns can highlight the long-term savings involved with adopting such solutions.
- Millennials' views on the efficacy of government policies and incentives to spread green technology and sustainable practices may be swayed in a favorable direction if they are exposed to green advertising and the techniques of persuasion. Green advertising might be used by policymakers to spread the word about and encourage participation in programs that reward people for switching to environmentally friendly products and practices, such as tax credits and rebates.

#### **5.4 Limitations of the Study**

Among the research's caveats are the following:

- Although the results were statistically significant, they may not apply to the full millennial population in India because of the study's small sample size. Non-probability sampling, which is used to choose samples, may also add bias, and reduce the findings' generalizability.
- Participants' own answers on questionnaires were the major source of information for this research. Possible measurement mistakes might arise from self-reporting due to factors including response bias, social desirability bias, and inaccurate recall.
- The views of young Indians on eco-friendly marketing, green products, and responsible business were examined in depth. The results may not be generalizable beyond the study's intended population since they may not apply to different demographic groupings or cultural situations.
- The study used a cross-sectional approach, which records information at a single moment in time. This setup may not take into consideration how participants' views, actions, and exposure to environmental marketing could evolve over time. Better understanding of causes and effects, as well as shifts in perspective, may be gleaned via longitudinal or experimental designs.
- There was no comparison group used in this investigation. A better evaluation of the impact of green advertising on people's attitudes towards and actual use of green technology and sustainable practices would be possible with a control group.

## **5.5 Scope for further Research**

Several new lines of inquiry are suggested by the study on how green advertising affects consumers' perceptions of green technology and sustainability among millennials in India. Some possible research directions are as follows:

- Examine how millennials and other generations (such as Generation X or Generation Z) see and react to environmentally friendly commercials by conducting a side-by-side study. This would help us better understand how people of various ages respond to and process sustainability messaging.
- Research the effects of green advertising on consumer habits and the spread of eco-friendly practices through time. Insights into the long-term viability of these changes and possible alterations might be gained by monitoring participants' attitudes, behaviors, and exposure to green advertising efforts over a prolonged period.
- Use controlled experiments to learn how various forms of environmentally friendly marketing influence buyer decisions. Controlled tests that manipulate factors like message framing, emotional appeals, and comparison advertising give stronger evidence for the efficacy of certain advertising methods.
- To learn more about millennials' perspectives, motives, and decision-making processes in relation to green technology and sustainability, qualitative research methods like in-depth interviews or focus groups should be used. Insights into the psychological and social aspects that drive customer behavior may be gained via qualitative research.
- Investigate how government incentives, rules, and policies affect the generation millennials. Examine how green advertising strategies and policy actions might complement one another to promote sustainable behavior.

## **5.6 Conclusion**

This research focuses light on the effect of green advertising on the perception and adoption of green technology and sustainable practices among millennials in India. In conclusion, this study shines light on the influence of green advertising on the perception and adoption of green technology and sustainable practices. The results shed light on the enormous influence that green advertising campaigns have on consumers' knowledge, comprehension, and attitudes about green technology and sustainability. According to the findings of the research, several forms of environmental advertising techniques, such as informative, emotive, and comparison methods, have the potential to successfully impact the behavior of millennials and urge them to embrace environmentally friendly technologies and sustainable practices. In addition, the study uncovers critical characteristics that lead millennials in India to adopt environmentally friendly technology, as well as how green advertising strategies might affect these aspects. It is crucial to highlight the limitations of this research, such as the small sample size and the dependence on self-reported data. Despite the fact that this study gives interesting insights, it is necessary to accept the limitations. Therefore, subsequent studies should

build upon the results obtained by employing bigger and more varied samples, longitudinal methodologies, and contrast analyses across cultural boundaries in order to enhance the generalizability of the findings and better understand the impact of green advertising on consumer behavior and sustainability practices. By continuing to research this subject, we will be able to further develop marketing tactics and policy interventions that encourage ecologically responsible behaviors and contribute to a society that is more environmentally aware.

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# Appendix

## Questionnaire

### **A Study on the Influence of Green Advertising on the Consumer View of Green Technology and Sustainability: With Special Reference to Millennials in India.**

You are being invited to take part in a study. Please read the following agreements carefully before starting to fill out this questionnaire. “I volunteer to take part in this master’s degree research interview. I understand that the research aims to collect data on the influence of Green Advertising on the Consumer View of Green Technology and Sustainability. The data collected in this interview will be used in a master’s dissertation and help expand the knowledge base of assessing the influence of green advertising on the consumer perception of green technology and sustainability.”

1. I confirm that I am at least 18 years of age and do not belong to any vulnerable group. I also confirm that I have read and fully understood the information it contained.
2. I understand that my participation in this survey is voluntary. I will not be paid for my involvement. I am free to withdraw from the survey at any time, without reason.
3. I have read and understood that all data provided will be treated in strict confidence and that my personal information will not be shared with anyone and will be kept confidential. I understand that the data collected will be stored at the university’s cloud servers and upon completion of the study, they will be deleted.
4. I understand that this research has been approved by University’s Ethics Committee.
5. I Understand that by proceeding to take this questionnaire, I agree to take part in this research survey.”

I agree

**Part A – Demographic Profile**

1. Name (Optional): .....
2. Age:
3. Gender:
4. Education:
5. Occupation:
6. Place of Residence: Rural / Urban
7. Monthly Family Income:

**Part B – Awareness and Understanding of Green Advertising**

(Mark the relevant columns)

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I heard about the term “Green Advertising”					
I am very familiar with the green advertising practices of companies					
I come across green advertising very frequently					
I think green advertising is effective in promoting sustainable practices.					
In the past, I have responded to an environmental advertising campaign by taking some kind of action.					

**Part C – Green Advertising Strategies**

(Mark the relevant columns)

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I have come across green advertising campaigns that used informational strategies (i.e., providing information about the environmental impact of a product)					
I have come across green advertising campaigns that used emotional strategies (i.e., appealing to emotions to promote sustainable practices)					

I have come across green advertising campaigns that used comparative strategies (i.e., comparing a product's environmental impact to that of its competitors)					
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**Part D – Perception of Green Technology**

(Mark the relevant columns)

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I think green technology practices are very important in today's world.					
I think green technology is affordable for an average person					
I have a clear idea about the different types of green technology available in the market					
I consider purchasing green technology products					
I think, green technology can help address environmental issues					

**Part E – Adopting Green Technology and Sustainable Practices**

(Mark the relevant columns)

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I think it is very important to adopt sustainable practices in my daily life					
I feel green advertising campaigns are very important in promoting sustainable practices					
Green advertising has motivated me to adopt green technology and sustainability practices.					
I think government policies and incentives can encourage people to adopt green technology and sustainable practices					
I will adopt more green technology and sustainability practices in the future					