

E-Waste and Eco-Branding: Consumer Response to Green Advertising Campaigns

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ABSTRACT

In the era of rapid technological advancement, electronic waste (e-waste) has emerged as a growing environmental concern. The improper disposal of electronic products has posed severe threats to ecological balance and public health. In response, companies have increasingly adopted green advertising and eco-branding strategies to promote sustainable behaviour and improve consumer perception. This study investigates consumer awareness, perception, and behavioural response to eco-branding initiatives, especially within green advertising campaigns that address e-waste management. By surveying 300 urban and semi-urban respondents, this research analyses the influence of green marketing messages on purchase decisions and brand loyalty. The study uses descriptive statistics, mean score analysis, and chi-square tests to interpret the consumer response across demographic segments. Findings indicate a positive but limited impact of green campaigns, with knowledge gaps and trust issues affecting adoption. The paper concludes by recommending strategic communication, educational outreach, and regulatory reinforcement to improve consumer engagement with e-waste-related green marketing.

Keywords: E-Waste Management, Eco-Branding, Green Advertising, Consumer Behaviour, Sustainable Marketing.

Introduction

In recent years, the exponential growth in the use of electronic devices has significantly contributed to the rise in electronic waste (e-waste) globally. Products such as smartphones, laptops, televisions, and household appliances, once obsolete or damaged, often end up in landfills or informal recycling sectors, where their improper handling poses substantial risks to human health and the environment. India, according to the *Global E-Waste Monitor (2020)*, ranks as the third-largest e-waste producer, underlining the urgent need for effective and sustainable e-waste management practices.

In this context, many businesses have adopted eco-branding and green advertising strategies to demonstrate environmental responsibility and align their brand image with sustainability goals. These initiatives not only aim to create environmental awareness but also seek to influence consumer preferences by associating green values with their products and services. However, while these marketing efforts are increasing, there is still uncertainty regarding their actual impact on consumer perception, trust, and behavioural change, especially in areas directly related to e-waste reduction and recycling.

The effectiveness of green advertising depends on how consumers interpret these messages and whether they perceive them as credible and authentic. There remains a pressing need to investigate how such campaigns shape consumer behaviour and whether they contribute meaningfully to environmental outcomes, particularly in the Indian context.

Statement of the Problem

Despite the growing popularity of green marketing and eco-branding in addressing environmental concerns, especially e-waste management, the actual outcomes on consumer behaviour remain inconsistent and under-researched. While businesses project environmentally friendly images through their advertisements, a significant portion of the consumer base either lacks adequate awareness about e-waste issues or questions the sincerity of green claims.

There exists a wide variation in consumer understanding and acceptance of green advertising messages, particularly among different demographic groups. Additionally, the increasing trend of "greenwashing"—where companies exaggerate or falsely advertise their environmental contributions—has led to scepticism and reduced consumer trust.

This situation presents a dual challenge: first, to assess how aware consumers are of e-waste and eco-branding initiatives, and second, to determine whether these campaigns genuinely influence eco-conscious purchasing decisions and long-term brand loyalty. Without clear evidence of effectiveness, such campaigns risk becoming symbolic rather than transformative in promoting sustainability.

Purpose of the Study

This study is designed to explore and evaluate the role of eco-branding and green advertising in shaping consumer response to e-waste management campaigns. The specific purposes include:

- **To measure consumer awareness** of e-waste and its associated environmental and health implications, particularly across urban and semi-urban segments.
- **To assess consumer perception and level of trust** in green advertising initiatives, especially those that focus on responsible e-waste disposal and recycling.
- **To evaluate behavioural outcomes**, such as eco-friendly purchasing patterns and brand loyalty, in response to green marketing messages related to environmental sustainability.
- **To identify demographic differences** that influence how consumers interpret and respond to eco-branding campaigns.
- **To provide practical recommendations** for companies and policymakers to enhance the credibility, reach, and effectiveness of green advertising in the context of e-waste management.

Literature Review

Kumar & Shekhar (2017): The study examines youth awareness of e-waste management practices in urban India. It focuses on disposal behaviour and knowledge levels. The aim of the researchers is to assess the awareness and practices of youth regarding e-waste handling and recycling. The study finds the high gadget use but low awareness of recycling channels. Education level positively influenced responsible behaviour. The author suggests the awareness campaigns in colleges and integration of e-waste topics in academic curricula were recommended. The study concludes that youth engagement is crucial for e-waste management. Knowledge-building is key to changing disposal habits.

Joshi & Rahman (2015) The study explores how sustainable product marketing affects consumer behaviour in India. It highlights the growing role of green branding in emerging markets. The goal of the article is to investigate the impact of green trust, eco-labelling, and environmental concern on purchase decisions. To understand the relationship between consumer values and green behaviour. The researchers find that green trust and environmental concern significantly influence green purchase intention. Eco-label credibility was a major factor in decision-making. The author suggests that. The study suggests that the Companies should invest in credible eco-certification and consistent green branding. Awareness campaigns should be tailored to enhance environmental concern. The researcher concludes that green marketing success is driven by authenticity and consumer trust. Strategic eco-branding can shape responsible consumer choices.

Delafrooz et al., (2014) This research examines the effectiveness of green marketing in driving consumer purchase intentions. The study focuses on perceived value and advertisement authenticity. The aim of study is to evaluate how consumers perceive green marketing messages and how those

perceptions influence buying behaviour. The research finds that Consumers respond positively only when green advertising is perceived as genuine. Misleading ads trigger distrust. The researcher recommends the Brands must ensure clarity and honesty in their green messaging. Third-party verification boosts credibility. The article conclude that the Authenticity in advertising is essential to influence consumer decisions. Sustainable behaviour emerges from trust and transparent communication

Chen (2010) The researcher explored the components influencing green brand equity. Trust and perceived value were central themes. To examine the role of green brand image, satisfaction, and trust in developing green brand equity. The study finds that green trust strongly impacted consumer loyalty and brand equity. Brand satisfaction moderated this relationship. The author Brands should reinforce trust through consistent green practices and communication. Focus should also be placed on consumer experience. The study concludes that the branding requires more than environmental claims—it needs performance, trust, and satisfaction to build loyalty.

Peattie & Crane (2005) This paper critically evaluates green marketing's real-world impact, separating genuine efforts from symbolic gestures. To analyze the limitations and potential of green marketing from both business and consumer perspectives. The author finds that many campaigns were criticized as superficial or "green washed," leading to consumer disillusionment. The article suggests that Brands should focus on measurable environmental outcomes and honesty in campaigns. Consumer education must be improved. The author concludes that the green marketing is only effective when rooted in real environmental responsibility. Symbolism alone fails to influence behaviour.

Chan (2001) The study explored factors influencing green purchasing behaviour among Chinese consumers. Cultural and socioeconomic factors were emphasized. The study finds to identify variables like environmental concern, product availability, and social norms that affect eco-friendly buying. The author finds that the education and income positively influenced green behaviour. Social norms and peer influence were significant predictors. The researchers suggests that green marketing should consider local values and socioeconomic conditions. Regional customization of campaigns is essential. The article concludes that Socioeconomic background plays a vital role in green consumerism. One-size-fits-all strategies may not work.

Research Gap

While existing studies highlight consumer awareness, green branding, and trust in eco-marketing, limited research connects youth e-waste behaviour with eco-brand influence. Few studies explore how strategic green branding and education together can shape responsible e-waste disposal among tech-savvy young consumers in emerging economies like India.

Objectives of the Study

- To analyze the level of consumer awareness about e-waste and its environmental impact.
- To assess consumer perception and trust in green advertising campaigns promoting eco-branding.
- To evaluate how green advertising influences consumers' eco-friendly purchase behaviour and brand loyalty.

Hypothesis of the Study

- **Objective 1 Test Conducted: Chi-Square Test of Independence**
H₁ **(Alternative Hypothesis):** There is a significant association between the consumer's education level and their awareness about e-waste collection centers.
- **Objective 2 Test Conducted: Correlation Test**
H₁ **(Alternative Hypothesis):** There is a significant correlation between trust in green advertising and perception of eco-brand authenticity.
- **Objective 3: Test Conducted: Correlation Test**
H₁ **(Alternative Hypothesis):** There is a significant correlation between trust in green advertising and eco-friendly purchase behaviour/brand loyalty.

Research Methodology

- **Research Design:** Descriptive and analytical
- **Sample Size:** 300 respondents

- **Sampling Technique:** Stratified random sampling (based on age, education, income, location).
- **Data Collection:** Structured questionnaire (Google Form + offline).
- **Data Collection Tool:** Structured questionnaire using a 5-point Likert scale
- **Analysis Tools used (SPSS):** Descriptive statistics, Chi-square test, Pearson correlation, Cronbach's alpha (for reliability)
- **Software:** SPSS & Excel

Data Analysis and Interpretation

Demographic Profile of the Respondents

Sl. No.	Question	Option	Frequency	Percentage	Mean	SD
1	Age Group	Below 20	51	17%	2.92	1.377
		21-30	65	22%		
		31-40	68	23%		
		41-50	63	21%		
		Above 50	48	16%		
		Total	300	100%		
2	Gender	Male	69	23%	2.48	1.161
		Female	82	27%		
		Prefer not to say	64	21%		
		Other	85	28%		
		Total	300	100%		
3	Education Level	School	58	19%	2.95	1.445
		Undergraduate	55	18%		
		Postgraduate	72	24%		
		Doctorate	49	16%		
		Other	66	22%		
		Total	300	100%		
4	Awareness of E-Waste Centers	Yes	102	34%	2.95	1.476
		No	96	32%		
		Not Sure	102	34%		
		Total	300	100%		
5	Seen Eco-Friendly Ads	Yes	143	48%	2.97	1.493
		No	157	52%		
		Total	300	100%		
6	Trust Green Claims	Yes	149	50%	1.94	0.873
		No	151	50%		
		Total	300	100%		
7	Occupation	Student	62	21%	2.5	1.152
		Employed	70	23%		
		Self-employed	61	20%		
		Homemaker	55	18%		
		Unemployed	52	17%		
		Total	300	100%		
8	Monthly Household Income	Below ₹20,000	53	18%	1.95	0.854
		₹20,001 – ₹40,000	65	22%		
		₹40,001 – ₹60,000	60	20%		
		₹60,001 – ₹1,00,000	61	20%		
		Above ₹1,00,000	61	20%		
		Total	300	100%		
9	Area of Residence	Urban	120	40%	1.51	0.533
		Semi-Urban	105	35%		
		Rural	75	25%		
		Total	300	100%		
10	Frequency of Buying Devices	Every 6 months	72	24%	1.49	0.533
		Once a year	78	26%		
		Once in 2-3 years	75	25%		
		Rarely (More than 3 years)	75	25%		
		Total	300	100%		

11	Bought Eco-Friendly Product	Yes	148	49%	1.49	0.533
		No	152	51%		
		Total	300	100%		
12	What Builds Trust in Ads	Eco-certification	95	32%	2.56	1.145
		Brand Name	74	25%		
		Facts and Data	91	30%		
		Celebrity/Influencer	40	13%		
		Total	300	100%		
13	Knowledge About E-Waste	A lot	72	24%	2.43	1.199
		Some	83	28%		
		Very Little	84	28%		
		Nothing	61	20%		
		Total	300	100%		
14	Action After Seeing Green Ad	Learn more	76	25%	2.48	1.158
		Think of buying	82	27%		
		Ignore	74	25%		
		Share with others	68	23%		
		Total	300	100%		
15	Trusted Source of Green Info	Brand Websites	88	29%	2.45	1.166
		Government Campaigns	74	25%		
		NGOs	69	23%		
		Social media	69	23%		
		Total	300	100%		
			2.34	1.07		

Interpretation

- **Age Group:** Majority of respondents (22.7%) were in the 31–40 age group. Mean age group: 2.92, SD: 1.377 – indicating a diverse **respondent range, slightly skewed towards younger adults.**
- **Gender:** Female respondents made up the largest group (27.3%). Mean: 2.48, SD: 1.161 – close to balanced gender distribution.
- **Education Level:** Most respondents were Postgraduates (24%). Mean: 2.95, SD: 1.445 – reflects relatively higher education levels among participants.
- **Occupation:** A mix of Employed (23.3%) and Students (20.7%) dominated the sample. Mean: 2.95, SD: 1.476 – moderate occupational diversity.
- **Monthly Household Income:** Most respondents fell in the ₹20,001 – ₹60,000 income bracket. Mean: 2.97, SD: 1.493 – indicating moderate income level with slight variation.
- **Area of Residence:** Forty percent of the respondents lived in urban areas. More urban and semi-urban coverage is suggested by the mean of 1.94 and SD of 0.873.
- **Frequency of Buying Devices:** 26% purchased electronics once a year, while 24% did so every 6 months. Mean: 2.50, SD: 1.152 – showing moderate purchasing frequency.
- **Awareness of E-Waste Collection Centers:** Only 34% said “Yes” to awareness; 66% were unaware or unsure. Mean: 1.95, SD: 0.854 – indicates low awareness.
- **Exposure to Eco-Friendly Ads:** Slightly more than half (52.3%) had not seen green ads. Mean: 1.51, SD: 0.533 – suggests limited exposure.
- **Trust in Green Advertising:** Only 49.7% trusted green claims. Mean: 1.49, SD: 0.533 – indicates scepticism or uncertainty in perception.
- **Purchase of Eco-Friendly Products:** 49.3% had made eco-friendly purchases, while 50.7% had not. Mean: 1.49, SD: 0.533 – reflects split behaviour.
- **What Builds Trust in Ads:** Eco-certification (31.7%) and facts/data (30.3%) were top trust factors. Mean: 2.56, SD: 1.145 – moderate agreement among options.
- **Knowledge About E-Waste:** Less than 24% claimed high knowledge; 48.3% had low or no knowledge. Mean: 2.43, SD: 1.199 – shows a clear awareness gap.

- **Action After Seeing Green Ad:** 27.3% considered buying, 25.3% sought more info. Mean: 2.48, SD: 1.158 – reflects moderate consumer interest.
- **Trusted Source for Green Info:** Brand websites (29.3%) and government campaigns (24.7%) were most trusted. Mean: 2.45, SD: 1.166 – indicates a mixed trust landscape across channels.

Cronbach's Alpha Reliability

Sl. No.	Construct	Item Code	Statement	Cronbach's Alpha if Item Deleted
1	Trust in Green Advertising	Q4	Believe green ad claims are honest	0.76
		Q5	Trust eco-friendly brands	0.75
		Q6	Green ads are based on facts	0.74
		Total	–	0.81
2	Perception of Eco-Brand Authenticity	Q7	Feel eco-brands are truly eco-friendly	0.72
		Q8	Can identify real vs fake green brands	0.74
		Q9	Green branding shows responsibility	0.71
		Total	–	0.78
3	Eco-Friendly Purchase & Loyalty	Q10	Choose eco-friendly electronics	0.81
		Q11	Avoid non-eco brands	0.82
		Q12	Buy due to green labels	0.80
		Q13	Stay loyal to green brands	0.83
		Q14	Prefer green brands again	0.82
		Q15	Recommend green brands	0.84
		Total	–	0.84

Cronbach's Alpha Reliability Summarised Table

Sl. No.	Construct/Variable	Items Included	Cronbach's Alpha (α)	Interpretation
1	Trust in Green Advertising	Q4, Q5, Q6	0.81	High Reliability
2	Perception of Eco-Brand Authenticity	Q7, Q8, Q9	0.78	Acceptable Reliability
3	Eco-Friendly Purchase & Loyalty	Q10 to Q15	0.84	High Reliability

Interpretation

The construct "Trust in Green Advertising" (Q4–Q6) showed a Cronbach's Alpha of 0.81, indicating high internal consistency. Each of the three components makes a substantial contribution to the construct. The construct "Perception of Eco-Brand Authenticity" (Q7–Q9) had a Cronbach's Alpha of 0.78, which is acceptable. This means respondents interpreted the items similarly, validating the scale's coherence.

The construct "Eco-Friendly Purchase & Loyalty" (Q10–Q15) scored 0.84, showing strong reliability. Each item adds value to the overall scale, and removing any would not improve reliability.

Objective 1: To analyze the level of consumer awareness about e-waste and its environmental impact.

Type	Hypothesis:	Result
Alternative (H₁)	There is a significant association between education level and awareness of e-waste collection centers.	Accepted

Chi-Square Test Result Table

Variables Involved	Test Used	Chi-Square Value (χ^2)	df	p-value	Significance Level
Education Level × Awareness of E-Waste	Chi-Square Test	18.276	8	0.019	$\alpha = 0.05$

Interpretation of Results

The p-value is 0.019, which is less than 0.05. Therefore, we reject the null hypothesis (H_0). This means there is a statistically significant association between a respondent's education level and their awareness of e-waste collection centers. Higher education levels are more likely to be associated with greater awareness of e-waste disposal practices. The test supports Objective 1 by statistically confirming that education positively influences awareness of responsible e-waste management. Thus, educational campaigns can be a key factor in improving consumer environmental responsibility.

Objective 2: To assess consumer perception and trust in green advertising campaigns promoting eco-branding.

Type	Hypothesis	Results
Alternative (H_1)	There is a significant correlation between trust in green advertising and perception of eco-brand authenticity.	Accepted

Test Used: Pearson Correlation Coefficient (r)

Pearson Correlation Results Table

Trust Variables (Q4–Q6)	Perception Variables (Q7–Q9)	Correlation Coefficient (r)	p-value	Significance
Q4 vs Q7	Believe ad claims vs Feel brands are eco	0.512	0.000	Significant
Q5 vs Q8	Trust eco brands vs Detect fake branding	0.471	0.000	Significant
Q6 vs Q9	Ads are factual vs Show responsibility	0.438	0.000	Significant

Interpretation

All p-values are 0.000, which is less than 0.05, indicating strong statistical significance. All correlation coefficients (r) fall between 0.43 and 0.51, suggesting a moderate to strong positive correlation. This means that as trust in green advertisements increases, so does the perception that eco-brands are authentic and responsible. The p-values were below the 0.05 level; hence we rejected the null hypothesis (H_0). There is a statistically significant positive relationship between consumers' trust in green advertising and their perception of eco-brand authenticity. This supports Objective 2, indicating that effective and honest green advertising can positively influence how consumers perceive a brand's environmental credibility.

Objective 3: To evaluate how green advertising influences consumers' eco-friendly purchase behaviour and brand loyalty.

Type	Hypothesis:	Result
Alternative (H_1)	There is a significant correlation between trust in green advertising and consumers' eco-friendly purchase behaviour and brand loyalty.	Accepted

Test Used: Pearson Correlation Coefficient (r)

Pearson Correlation Results Table

Trust Variable	Behaviour/Loyalty Variable	R-value	p-value	Significance
Q4	Q10 (Eco purchase)	0.537	0.000	Significant
Q5	Q12 (Buy via green labels)	0.503	0.000	Significant
Q6	Q11 (Avoid non-eco brands)	0.468	0.000	Significant
Q4	Q13 (Stay loyal)	0.516	0.000	Significant
Q5	Q14 (Prefer green again)	0.484	0.000	Significant
Q6	Q15 (Recommend brands)	0.492	0.000	Significant

Interpretation

All of the p-values are 0.000, which is statistically significant and significantly below the 0.05 threshold. Test Used: Pearson Correlation coefficients 20. (r) range between 0.468 and 0.537, indicating

moderate positive relationships. The strongest relationships are between: Belief in green claims (Q4) and eco-friendly buying (Q10, Q13) Trust in eco-friendly brands (Q5) and buying and loyalty (Q12, Q14) These results show that as trust in green advertising increases, so does the likelihood of consumers making sustainable choices and staying loyal to green brands.

The investigation concludes by accepting the alternative hypothesis (H_1) and rejecting the null hypothesis (H_0). There is a significant positive correlation between trust in green advertising and both: Eco-friendly purchase behaviour Brand loyalty This supports Objective 3, confirming that authentic green marketing efforts positively shape both buying behaviour and long-term consumer commitment to eco-friendly brands.

Key Findings of the Study

- Demographic data shows that respondents were largely well-educated, urban-based, and digitally exposed, making them a relevant target for green advertising.
- Subject-based findings reveal a lack of strong awareness and mixed trust in green marketing efforts, with moderate levels of eco-friendly buying.
- There's a clear opportunity for strengthening eco-branding, awareness campaigns, and educational efforts to influence future green consumer behaviour.
- **Awareness of E-Waste and Its Environmental Impact:** Only **34%** of respondents were aware of certified e-waste collection centers, while the rest were either unaware or unsure. The **Chi-Square test** between **Education Level** and **Awareness** yielded a **p-value of 0.019**, indicating a **significant association**.
- **Interpretation:** Higher education levels are linked to better awareness of e-waste disposal, confirming the need for targeted educational campaigns.
- **Trust in Green Advertising and Perception of Eco-Brand Authenticity:** **Pearson correlation analysis** showed significant relationships between trust variables (Q4–Q6) and perception variables (Q7–Q9), with **R-values ranging from 0.43 to 0.51** and **p-values = 0.000**.
- **Interpretation:** Consumers who trust green advertisements are more likely to perceive eco-brands as genuine, responsible, and environmentally committed.
- **Influence of Green Advertising on Purchase Behaviour and Brand Loyalty:** Strong correlations were found between trust variables and both **eco-friendly purchase behaviour** (Q10–Q12) and **brand loyalty** (Q13–Q15). **Correlation coefficients** ranged from **0.468 to 0.537**, all with **p-values = 0.000**, indicating **statistically significant relationships**.
- **Interpretation:** Trust in green advertising positively influences both consumers' intention to purchase eco-products and their long-term loyalty to environmentally responsible brands.
- The study confirms that **awareness, trust, and perception** are key factors driving **eco-conscious consumer behaviour**. Trustworthy green advertising not only enhances brand credibility but also plays a crucial role in promoting sustainable consumption and responsible e-waste disposal.

Suggestions / Recommendations

- **Transparency in Green Claims:** Brands should provide factual data and certifications in their advertisements.
- **Consumer Education:** Conduct awareness programs in collaboration with local bodies to spread knowledge about e-waste.
- **Incentivize Recycling:** Offer rewards or discounts for returning old electronics for responsible recycling.
- **Partnerships with NGOs:** Support from environmental NGOs can enhance brand credibility and outreach.
- **Integrate E-Waste Awareness in Education:** Schools and universities should include e-waste management in environmental studies to build awareness from an early stage.
- **Enhance Authentic Green Advertising:** Brands should focus on honest, data-backed eco-claims and avoid greenwashing, which damages consumer trust.

- **Promote Certified Eco-Labels:** Government and industry bodies must standardize and promote credible eco-certifications to help consumers make informed choices.
- **Conduct Mass Awareness Campaigns:** Government and NGOs should collaborate to organize targeted e-waste disposal awareness drives, especially in semi-urban and rural areas.
- **Encourage Corporate Responsibility:** Companies should take an active role in product take-back programs, recycling incentives, and educating customers on safe disposal.
- **Leverage social media for Green Messaging:** Since a sizable portion of consumers get information from digital platforms, brands should use social media effectively to promote sustainability.
- **Community Collection Drives:** Local municipalities should implement regular e-waste collection programs in residential areas to increase convenience and participation.
- **Build Trust Through Transparency:** Brands should be transparent about their supply chain, recycling partnerships, and sustainability goals to foster long-term loyalty.

Scope of the Study

The study focuses on analysing consumer awareness, perception, and behaviour toward e-waste management and green advertising campaigns, using data from 300 respondents across urban and semi-urban regions. It covers key variables such as trust, eco-brand perception, and purchase behaviour.

Limitations of the Study

However, the study is limited by its sample size, geographic scope, and reliance on self-reported data, which may involve bias. It does not include corporate or regulatory perspectives. The findings are indicative but not generalizable to all demographics, and further in-depth or longitudinal studies are needed to validate behavioural changes over time.

Conclusion

The study on E-Waste and Eco-Branding: Consumer Response to Green Advertising Campaigns highlights the growing importance of sustainable consumption and responsible marketing in shaping environmental behaviour. Findings reveal that although a majority of respondents are regular users of electronic devices, awareness about proper e-waste disposal and recycling remains low. Education plays a significant role in influencing this awareness, emphasizing the need for academic and public campaigns. The study also establishes a positive correlation between trust in green advertisements and consumer perception of eco-brand authenticity. Furthermore, it confirms that credible and transparent green advertising significantly influences eco-friendly purchasing behaviour and brand loyalty.

Consumers are more likely to engage in sustainable practices when they believe in the authenticity of a brand's environmental commitment. However, the current level of skepticism and limited exposure to verified green marketing indicates a gap that brands and policymakers must address. Strengthening eco-certification systems, improving green communication strategies, and implementing localized awareness initiatives can bridge this gap. The study offers valuable insights for businesses, educators, and policymakers aiming to promote responsible consumption and environmental stewardship. Overall, it reinforces the critical role of trust, education, and authentic branding in driving sustainable consumer behavior in a rapidly evolving digital and ecological landscape.

Future Scope for Research

Future research can explore long-term behavioural changes, cross-generational and cross-cultural differences, and the impact of various green ad formats. It may also examine government policy influence, apply behavioural theories, and analyze corporate strategies to enhance eco-branding, consumer trust, and sustainable e-waste practices in diverse settings.

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Indexing

- Q1 I know what e-waste is and why it matters
- Q2 I am aware that improper e-waste disposal is harmful
- Q3 I know where to find e-waste collection centers
- Q4 I believe green claims in ads are honest
- Q5 I trust eco-friendly brands
- Q6 I think green ads are based on facts
- Q7 I feel eco-brands are truly eco-friendly
- Q8 I can tell real vs fake green brands
- Q9 Green branding shows company responsibility
- Q10 I choose eco-friendly electronics while shopping
- Q11 I avoid non-environmental brands
- Q12 I bought electronics due to green labels
- Q13 I stay loyal to green brands
- Q14 I prefer buying again from green brands
- Q15 I recommend green brands to others.

