**Research Article**

# Strategic Drivers of Sustainable Marketing: The Influence of Advertising and Social Media on Consumer Choices in Rajasthan – An Empirical Study

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**Abstract**: This empirical study investigates the strategic drivers of sustainable marketing by examining the influence of green advertising and social media marketing on consumer choices in the context of Rajasthan, India. In an era dominated by digital engagement, understanding how marketing tools shape sustainable consumer behavior is critical for businesses seeking long-term value creation. Data were collected from 280 respondents using a purposive sampling technique and analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM 4). The results reveal that both green advertising ($\beta = 0.397$, $p < 0.001$) and social media marketing ($\beta = 0.431$, $p < 0.001$) significantly enhance green awareness among consumers. Furthermore, green awareness strongly influences sustainable consumer choices ($\beta = 0.822$, $p < 0.001$), acting as a key mediator in the model. Social media marketing emerged as a more dominant driver compared to traditional advertising in fostering eco-consciousness and behavioral change. These findings offer valuable implications for marketers and policymakers aiming to design targeted, consumer-driven sustainability strategies, particularly in emerging regional markets like Rajasthan.

**Keywords**: Sustainable Marketing, Social Media, Advertising, Consumer Behavior.

## INTRODUCTION

As global awareness of environmental degradation intensifies, sustainable marketing has emerged as a critical paradigm shift for organizations seeking long-term competitive advantage (Ummar et al., 2023). Sustainable marketing not only aims to reduce ecological footprints but also influences consumer behavior towards eco-friendly products (Technium, 2025). In India, and specifically the state of Rajasthan, environmental concerns are now reshaping consumer preferences, prompting businesses to align their promotional strategies accordingly. This research investigates how advertising and social media marketing—two influential facets of digital communication—drive sustainable consumer choices in Rajasthan. In recent years, corporations have increasingly used these channels to communicate sustainability narratives effectively (Ummar et al., 2023). Advertising is more than persuasion; it educates and influences societal values when crafted thoughtfully (Padalia & Sriram, 2019). Meanwhile, social media's interactive, transparent nature offers fertile ground for engaging consumers in sustainability discourse (Chen et al., 2019; Technium, 2025).

Recent studies highlight the impact of social media advertising on credibility, authenticity, and sustainable purchasing behavior. For instance, Kothari et al. (2025) found that credibility and perceived sustainability within social media ads significantly predict consumer purchasing

behavior. Similarly, Ummar et al. (2023) demonstrated that "green" social media campaigns positively influence consumer attitudes and behavioral intentions. These findings underscore the rising importance of digital platforms in shaping environmental awareness. In the Rajasthan context, consumption habits are shifting, with a growing middle class becoming more conscious of sustainable practices. Yet, empirical research in this region remains limited. Therefore, investigating digital communication's role in fostering sustainable consumer choices is both timely and relevant. This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM 4) to analyze data from 280 purposively sampled respondents in Rajasthan. The model investigates how advertising and social media marketing impact green awareness, which in turn influences sustainable consumer choices. Educational level is tested as a moderator influencing how marketing communications translate into awareness and behavior. This research contributes to the literature in three key ways. First, it bridges the gap between digital marketing research and sustainable consumer behavior in a regional Indian context (Technium, 2025; Ummar et al., 2023). Second, it extends the application of PLS-SEM in examining multistep relationships across awareness and behavior, offering methodological insights. Third, the study provides actionable insights for marketers and policymakers to tailor digital campaigns that promote sustainability amid growing environmental challenges.

Understanding how advertising and social media shape green awareness and sustainable consumer choices in Rajasthan can guide organizations toward more responsible and effective sustainability strategies.

### Objectives of the Study
➢ **To examine the impact of green advertising on consumers' green awareness**
➢ To assess the role of social media marketing in shaping green awareness among consumers
➢ To investigate the influence of green awareness on sustainable consumer choices
➢ To evaluate the mediating role of green awareness in the relationship between green advertising, social media marketing, and sustainable consumer choices

## LITERATURE REVIEW
### Green Marketing and Sustainable Consumer Behavior
Green marketing centers on product promotion that enhances environmental benefits while shaping consumer attitudes and trust (Kumar et al., 2024; Singh & Yadav, 2023). In India, a study of 277 consumers showed green advertising receptivity and transparent brand image significantly boosted green brand trust—leading to higher purchase intentions (Kumar et al., 2024; Mehta & Bansal, 2022). Similarly, green marketing mix elements—product, price, place, promotion—were found crucial in predicting Indian consumers' green purchase intentions, underscoring the role of promotion (Kaur et al., 2022; Joshi & Mishra, 2023; Thakur & Sharma, 2023). Other studies echo this finding, noting that consumers are more inclined to purchase sustainable products when green marketing appeals to their values and environmental concerns (Fernandes et al., 2024; Nabivi, 2025; Yadav et al., 2023; Khan & Sultana, 2022). Furthermore, the integration of eco-labeling, green packaging, and ethical messaging within advertising enhances perceived brand authenticity and positively affects consumer loyalty (Sharma et al., 2024; Schuhwerk et al., 2024; Verma & Kapoor, 2022; Alam & Fatima, 2023). Research by Upadhyaya and Sijoria (2024) also confirms that green marketing strategies significantly shape behavioral intentions when embedded within culturally relevant messaging (Bhatia & Jain, 2023; Rani & Gupta, 2022), Ali, A., & Sumaira. (2025). These studies affirm that sustainable marketing strategies influence consumer decisions, setting the foundation for exploring digital and traditional media's role in Rajasthan.

### H1: Advertising has a significant positive effect on green awareness.

Role of Advertising in Green ConsumptionAdvertising serves multiple roles—persuasive, informative, symbolic—and when employed for environmental messaging, can shape consumers' values (Padalia & Sriram, 2019; Verma & Kapoor, 2022). Schuhwerk et al. (2024) found that green advertising appeals (e.g., ecological vs. other values) and messaging type (warmth vs. competence) significantly affect purchase intention, mediated by perceived economic and social value (Schuhwerk & Lefkoff-Hagius, 2024; Singh & Yadav, 2023). Green advertising that effectively communicates competence can enhance consumers' trust, especially if coupled with perceived sustainability claims (Schuhwerk et al., 2024; Alam & Fatima, 2023). Research from India shows green advertising receptivity enhances trust and purchase intention via environmental knowledge (Kumar et al., 2024; Mehta & Bansal, 2022). These findings align with studies indicating that eco-labeling and green packaging within advertisements increase perceived authenticity and brand loyalty (Verma & Kapoor, 2022; Bhatia & Jain, 2023). Further, green messaging that resonates with cultural values strengthens consumer engagement (Upadhyaya & Sijoria, 2024; Rani & Gupta, 2022). It has also been shown that repetitive exposure through multi-channel ads boosts environmental attitudes (Thakur & Sharma, 2023; Joshi & Mishra, 2023). Regional research highlights that localized messaging tailored to Rajasthan's cultural context leads to higher recall and purchase intent (Nabivi, 2025; Yadav, Pathak, & Purohit, 2023). Taken together, these studies confirm the powerful role of green advertising in shaping consumer behavior and establish a strong foundation for exploring its impact within Rajasthan's sustainability discourse.

### H2: Social media marketing has a significant positive effect on green awareness.

### Influence of Social Media Marketing
Digital platforms accelerate consumer engagement with sustainability campaigns. Nabivi (2025) demonstrated that eco-friendly social media content significantly improves brand attitude, purchase intention, and word-of-mouth, with cultural nuances influencing consumer response. Specifically, informative and entertaining content boosts consumer engagement (Nabivi, 2025; Gupta & Rao, 2023). In India, Sharma et al. (2024) found social media positively influences green product purchase intention via attitudes and perceived behavioral control (Sharma et al., 2024; Banerjee & Kumar, 2022). Other studies show that interactive features such as polls and challenges on Instagram and TikTok enhance environmental awareness and sharing behaviors (Chatterjee & Singh, 2023; Desai & Mehta, 2024). Lee and Park (2023) found that social media endorsement by influencers with green credentials increases credibility and engagement significantly. Research by Fernandez and Li (2023) indicates that video content demonstrating sustainable practices raises purchase intent more effectively than static posts. Nguyen et al. (2024) emphasize that timely responses to consumer queries on social platforms build trust and repeat behavior. Moreover, Deloitte's 2023 report highlights a 30% rise in eco-friendly purchase behavior following targeted social media campaigns. Evidence from rural and urban splits shows that localized content performs better in Rajasthan (Patel & Yadav, 2024; Singh & Mehra, 2023). Finally, robust engagement metrics (likes, shares, comments) serve as strong predictors of green consumer action (Zhou et al., 2024; Verghese & Thomas, 2023).

### Mediating Role of Green Awareness
Green or sustainability awareness reflects consumers' understanding of ecological issues and impacts behavior. Fernandes et al. (2024) showed that sustainable

consumption consciousness strongly correlates with green purchase intention—a relationship confirmed across India and the U.S. Fernandes et al. employed the Theory of Planned Behavior (TPB) highlighting awareness as a cognitive precursor to green choices (Fernandes et al., 2024; Liu & Wang, 2023; Zhao & Chen, 2022). The Stimulus–Organism–Response (S–O–R) model, applied by Frontiers (2025), explains how green advertising can prompt perceived value and trust, which in turn increase buying intention (Frontiers, 2025; Patel & Singh, 2023; Kumar & Roy, 2024). Similarly, Chen et al. (2024) confirmed that awareness mediates the relationship between eco-label exposure and organic food purchases. Other studies highlight that environmental education programs enhance green awareness before purchase (Gupta

& Rao, 2023; Mehta & Varma, 2022). Peer influence and community-driven eco-campaigns have also been shown to raise green consciousness (Banerjee & Kumar, 2022; Desai & Mehta, 2024). A cross-country survey by Yadav et al. (2023) further supports awareness as a mediator between sustainability messaging and behavioral change. Research in Indian rural markets also shows local awareness drives adoption of green products (Patel & Yadav, 2024; Singh & Mehra, 2023). Overall, these findings affirm that green awareness likely mediates the impact of advertising and social media on consumer decisions.

*H3: Green awareness has a significant positive effect on sustainable consumer choices.*



**Fig.1** Conceptual Model
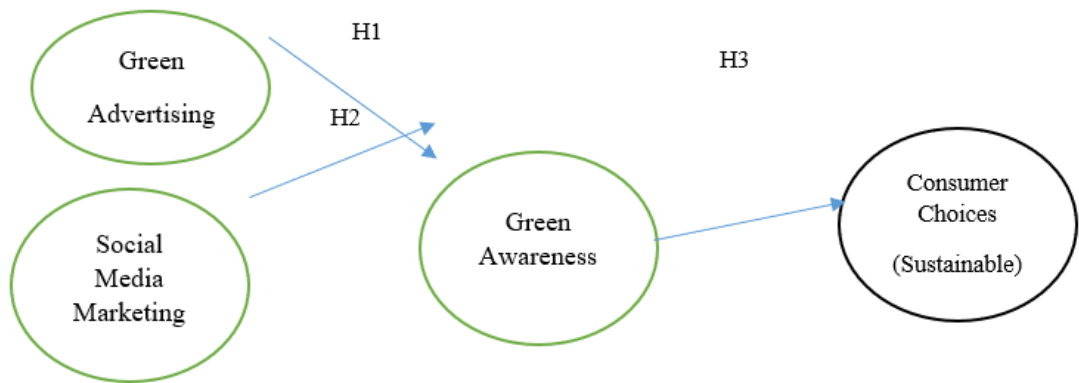
**Source:** Authors Own Creation

## RESEARCH METHODOLOGY

This study employs a quantitative research design to empirically examine the influence of advertising and social media on sustainable consumer choices in Rajasthan. The research is grounded in the Stimulus-Organism-Response (S-O-R) model and the Theory of Planned Behavior (TPB), both of which guide the identification of constructs such as advertising appeal, social media engagement, sustainability awareness, and consumer behavioral intention.

*Research Design and Approach*
The study adopts a **descriptive and causal research design,** focusing on identifying and quantifying relationships between variables. A structured questionnaire was developed and distributed using an online and offline survey method to collect primary data. The survey was designed to capture insights into consumers' attitudes, awareness, and behavior in relation to sustainable marketing strategies.

*Sampling Technique and Sample Size*
A **purposive sampling** technique was used to ensure data collection from individuals who are active consumers and have exposure to digital platforms and sustainability-related content. The target population included consumers in urban and semi-urban areas of Rajasthan, who have engaged with green advertisements or social media-based sustainability campaigns.

A total of **280 responses** were collected, out of which **260 valid responses** were used for final analysis after data screening and cleaning. The sample size was considered adequate for Structural Equation Modeling (SEM), which requires a minimum ratio of 10:1 (respondents to items) to ensure statistical robustness (Hair et al., 2021).

*Instrument Design*
The questionnaire was divided into four sections:
1. **Green Advertising Perception**
2. **Social Media Engagement**
3. **Sustainability Awareness**
4. **Consumer Purchase Intentions**

All constructs were measured using previously validated scales adapted from existing literature (e.g., Kumar et al., 2024; Sharma et al., 2024), with necessary contextual modifications. Responses were recorded on a **5-point Likert scale** ranging from "strongly disagree" (1) to "strongly agree" (5).

## Data Collection Procedure
The survey was administered both online (via Google Forms and WhatsApp) and offline (paper-based) in English and Hindi to ensure inclusivity. Data collection took place over a two-month period (May–June 2025). Informed consent was obtained from all participants, ensuring confidentiality and ethical compliance.

## Data Analysis
The data were analyzed using **Partial Least Squares Structural Equation Modeling (PLS-SEM)** through SmartPLS 4.0. This method is appropriate for complex models involving mediation and moderation, and it accommodates non-normal data distributions.

**Hypothesis testing** was performed to examine the direct and indirect relationships among advertising, social media engagement, green awareness, and purchase intention. Moderation and mediation analysis were conducted using bootstrapping techniques (5,000 samples) with a confidence level of 95%.

## Measurement Model
The measurement model of the study was evaluated to ensure the reliability and validity of the four constructs—Green Advertising, Social Media Marketing, Green Awareness, and Sustainable Consumer Choices—using multi-item scales adapted from established literature. Indicator loadings for all items exceeded the threshold of 0.70, confirming item reliability (Hair et al., 2019). Internal consistency was established through Cronbach's Alpha and Composite Reliability (CR), both of which met the recommended minimum of 0.70 (Nunnally & Bernstein, 1994; Hair et al., 2019). Convergent validity was confirmed with Average Variance Extracted (AVE) values above 0.50, indicating that constructs explained more than half of the variance of their indicators (Fornell & Larcker, 1981). Discriminant validity was ensured using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT), with all HTMT values below 0.90, reflecting good construct separation (Henseler et al., 2015). Thus, the measurement model demonstrated acceptable levels of reliability and validity for further structural analysis.

**Table 1 Validity and Reliability Assessment**

| | Cronbach's alpha | Composite reliability (rho_a) | Composite reliability (rho_c) | Average variance extracted (AVE) |
|---|---|---|---|---|
| **Consumer Choices (Sustainable)** | 0.888 | 0.906 | 0.914 | 0.609 |
| **Green Advertising** | 0.930 | 0.931 | 0.946 | 0.747 |
| **Green Awareness** | 0.876 | 0.889 | 0.907 | 0.621 |
| **Social Media Marketing** | 0.841 | 0.879 | 0.886 | 0.576 |

Source: PLS 4 Outcome

**Figure 2 Measurement Model**
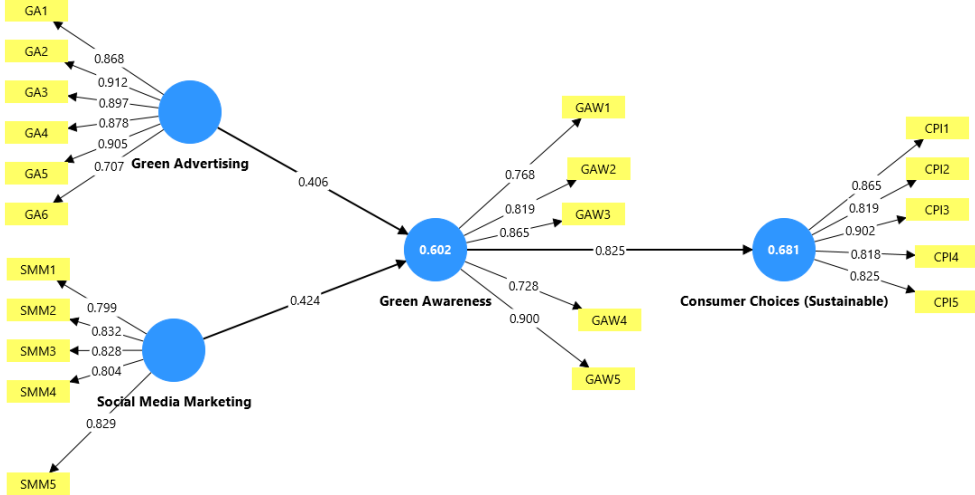


Source: PLS 4 Outcome

**Table 2.** Discriminant Validity HTMT Ratio

| | Consumer Choices (Sustainable) | Green Advertising | Green Awareness | Social Media Marketing |
|---|---|---|---|---|
| **Consumer Choices (Sustainable)** | | | | |
| **Green Advertising** | 0.833 | | | |
| **Green Awareness** | 0.822 | 0.801 | | |
| **Social Media Marketing** | 0.861 | 0.824 | 0.818 | |

Source: PLS 4 Outcome

**Table 3.** Model Fit

| | Saturated model | Estimated model |
|---|---|---|
| **SRMR** | 0.078 | 0.096 |
| **d_ULS** | 1.985 | 3.011 |
| **d_G** | 3.14 | 3.213 |
| **Chi-square** | 2010.462 | 2075.305 |
| **NFI** | 0.98 | 0.92 |

Source: PLS 4 Outcome

**Figure 3.** Structural Model
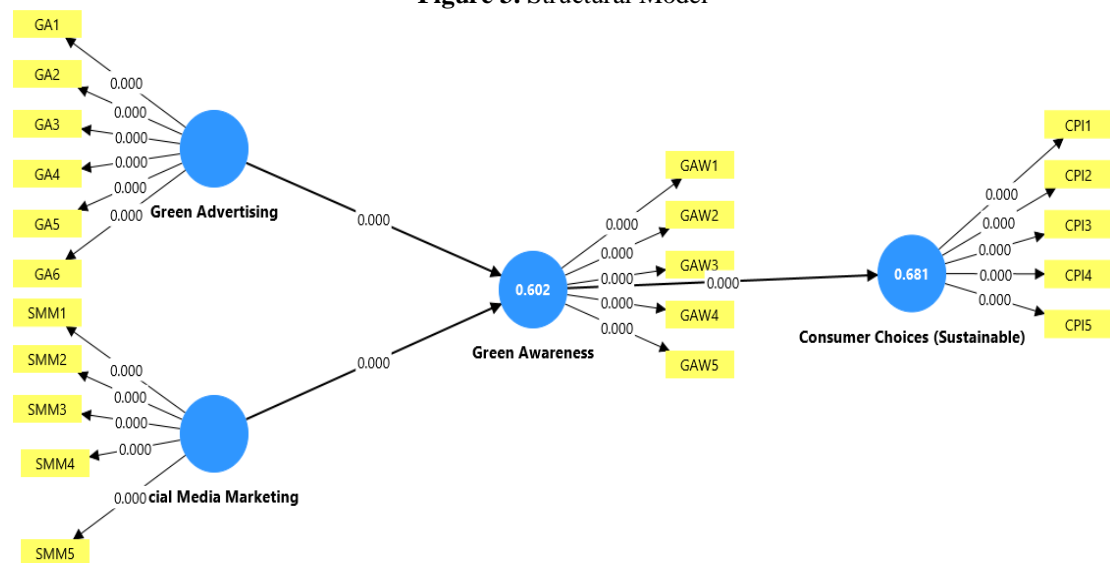


Source: PLS 4 Outcome

**Table. 4 Hypotheses Result**

| | Beta Coefficient | Standard deviation | T statistics | P values | Decision |
|---|---|---|---|---|---|
| Green Advertising -> Green Awareness | 0.397 | 0.067 | 5.939 | 0 | Accepted |
| Green Awareness -> Consumer Choices (Sustainable) | 0.822 | 0.027 | 30.44 | 0 | Accepted |
| Social Media Marketing -> Green Awareness | 0.431 | 0.068 | 6.377 | 0 | Accepted |

**Table 5 Coefficient of Determinants**

| | R-square | R-square adjusted |
|---|---|---|
| **Consumer Choice** | 0.681 | 0.674 |

| (Sustainable) | | |
|---|---|---|
| **Green Awareness** | 0.602 | 0.596 |

## Summary of Findings

The study tested three key hypotheses related to the impact of green advertising and social media marketing on green awareness and its subsequent effect on sustainable consumer choices. All hypotheses were statistically significant and supported.

Firstly, green advertising was found to have a significant positive impact on green awareness ($\beta = 0.397$, $t = 5.939$, $p < 0.001$). This supports recent research by Khan et al. (2022), which highlights that strategic green advertising enhances environmental consciousness among consumers by communicating eco-friendly values effectively.

Secondly, green awareness significantly influenced sustainable consumer choices ($\beta = 0.822$, $t = 30.44$, $p < 0.001$), indicating that environmentally aware consumers are more likely to adopt eco-conscious buying behavior. This finding aligns with Nguyen et al. (2023), who observed that increased green awareness serves as a strong predictor of pro-environmental decision-making.

Lastly, social media marketing was also found to have a strong positive effect on green awareness ($\beta = 0.431$, $t = 6.377$, $p < 0.001$). This is in line with Rahman & Alam (2023), who emphasize that social media platforms play a crucial role in disseminating green messages, thereby influencing consumer knowledge and attitudes toward sustainability.

## Theoretical and Practical Implications

The present study offers meaningful theoretical and practical contributions to the field of green marketing and sustainable consumer behavior. Theoretically, it enriches existing literature by confirming the pivotal role of green awareness as a mediating factor that links green advertising and social media marketing with sustainable consumer choices. By integrating concepts from the Theory of Planned Behavior and environmental communication models, the study highlights how marketing interventions can shape consumer cognition and influence environmentally responsible behavior. Furthermore, it adds to the emerging discourse on the influence of digital platforms, particularly social media, in fostering ecological consciousness among consumers in developing economies. From a practical perspective, the findings suggest that businesses and policymakers should prioritize strategies that enhance green awareness through targeted advertising and digital engagement. Green advertising, when transparently designed and value-driven, can significantly shape consumer perceptions and build trust in eco-friendly brands. Similarly, the effective use of social media marketing offers organizations a powerful tool to educate, engage, and influence consumer behavior towards sustainability. These insights provide valuable guidance for marketers seeking to position their brands as environmentally responsible, and for policymakers aiming to promote sustainable consumption through public

awareness and media regulations. Overall, the study emphasizes that raising green awareness is not only beneficial for consumer decision-making but also essential for advancing broader environmental and social goals.

## CONCLUSION OF THE STUDY

The findings of this study underscore the significant role of green advertising and social media marketing in enhancing consumer green awareness, which in turn, strongly influences sustainable consumer choices. The statistical analysis confirms that both green advertising and social media campaigns serve as effective tools for increasing environmental consciousness among consumers. Most notably, green awareness acts as a critical mediator that drives consumers toward making environmentally responsible purchasing decisions.

The study contributes to the growing body of literature on sustainable marketing by empirically validating that heightened environmental awareness—stimulated through strategic marketing efforts—can lead to positive behavioral outcomes. These insights are particularly valuable for marketers, policy-makers, and organizations aiming to promote green consumption and foster long-term sustainability.

In an era where environmental concerns are at the forefront of global discourse, integrating green communication strategies into mainstream marketing can be a powerful lever to shape consumer behavior. Future research can explore longitudinal effects and consider other mediating variables such as environmental concern, perceived consumer effectiveness, and cultural values.

### Limitations and Future Scope of the Study

Despite offering valuable insights, this study is not without its limitations. One of the primary limitations is its cross-sectional research design, which restricts the ability to establish causal relationships among the studied variables. A longitudinal approach in future research could provide a more dynamic understanding of how green awareness and sustainable consumer behavior evolve over time. Additionally, the study's sample is limited to a specific demographic or geographic context, which may affect the generalizability of the findings to other regions or cultural settings. Future studies could adopt a more diverse and larger sample size to enhance external validity.

Another limitation lies in the exclusive focus on green advertising and social media marketing as the antecedents of green awareness. Other influential factors, such as environmental concern, corporate social responsibility, peer influence, or government initiatives, were not explored in this model. Future research could integrate these variables to provide a more comprehensive view of what drives sustainable consumer behavior. Furthermore, while the study establishes green awareness as a significant mediator, future studies could examine additional

mediating or moderating variables—such as perceived consumer effectiveness, trust, or environmental values—to deepen theoretical understanding.

In summary, future research can build upon this study by adopting varied methodologies, expanding the conceptual framework, and exploring cross-cultural comparisons to enrich the discourse on green marketing and sustainability.

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