



"The Role of Advertising in Advancing Sustainable Development Goals: An Exploratory Study of Strategies and Impact"

- Dr. Jaya Surjani¹
- Khushwant Dangi²

Abstract

This study explores the role of advertising in advancing Sustainable Development Goals (SDGs) in India, focusing on how various advertising strategies impact public awareness, behavior, and brand image. The research employs quantitative methods, including surveys, and content analysis to gather comprehensive data on sustainability-focused advertising across multiple media platforms such as television, print, online media, radio, and outdoor advertising.

The quantitative aspect involves a survey distributed among Indian youth to assess their awareness of and attitudes toward SDGs and sustainability-focused advertisements. This mixed-methods approach allows for a detailed examination of the thematic content and messaging strategies used in these advertisements, as well as their effectiveness in driving desired sustainable outcomes.

The study also investigates the impact of sustainability-focused advertising on enhancing brand image and reputation, examining how companies leverage their alignment with SDGs to build trust and loyalty among consumers. Key findings reveal the effectiveness of emotional and motivational messaging in engaging audiences, the importance of multi-channel strategies in maximizing reach, and the positive influence of sustainability campaigns on brand perception.

This research fills a significant gap by providing empirical evidence on the effectiveness of sustainability-focused advertising in India, offering valuable insights for advertisers, policymakers, and brands aiming to promote sustainable development through strategic communication. The findings highlight the potential of advertising as a powerful tool for advancing SDGs, contributing to a deeper understanding of its role in fostering a sustainable future.

Keywords: Advertising, Sustainable Development Goals, Marketing, Consumer Behaviour, Brand.

¹ Faculty, Dept. of Apr, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal

² Assistant Professor, Kalinga University, Raipur (CG)