



# Effectiveness of Advertising on Promotion of Sustainable Lifestyle: A Case Study on TATA Tea Jaago Reh Campaign

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*Abstract:* In this modern era highlighted by escalating all kind of environmental concerns, the role of advertising in promoting the idea of sustainable behaviour among customers has drawn significant attention to the world. This study investigates into the effectiveness of advertising as a tool for promoting the sustainable lifestyles, with a specific attention on the TATA Tea Jaago Reh campaign. With the help of a critically analysed examination of consumer responses and campaign stages, the following research has its aim to identify the palpable shifts in consumer behaviour towards having a sustainable lifestyle. Engaging a mixed-methods approach, this study includes qualitative analysis of consumer perceptions and quantitative judgement of campaign reach and impact. Analysing the gathered data from consumer surveys and also by evaluating the relatable case studies the study work focus on the fundamental dynamics in the effectiveness of the Jaago Reh campaign in motivating the sustainable lifestyle selection among the target audience.

The findings of the following research topic are based to offer valuable and productive insights for marketers, individuals who make policies, and sustainability supporters towards shedding light on the prospective of advertising to provide as an impetus for sustainable behavioural change. By explaining and criticizing the mechanisms through which advertising can provoke consumer behaviour, this study ventures to magnify the development of future times of advertising strategies focused towards encouraging a more sustainable world.

## INTRODUCTION

Advertising plays a vital role towards shaping societal perceptions, behaviours, and patterns of consumption. Although it often gets criticized for its manipulative nature, advertising also brings positive impacts on society. In the first place, advertisements produce as a stimulus for the entire economic growth by not only catalysing consumer demand but also initiating all type of competition among businesses. (MJE, 2024). This competition indicates innovation, leading to the development of better products and services. Hence, consumers benefit from the upgraded quality, increased choices as well as competitive pricing at the same

period of time. Moreover, advertising comes as an educational tool which performs as an informing consumer about brand newly launched products, services, and advancements in different industries (Ahmed et al., 2019) By providing proper information, advertisements authorize consumers to make well evaluated decisions, enabling them to select products which meet their needs and preferences at the most level. For an example, health-related advertisements produce awareness about the preventive measures, promoting a healthier lifestyle and also pattern of living at the same period of time. (Dixon et al., 2015). Moreover, advertisements donate to cultural enrichment by giving mirror image and shaping societal values, beliefs, and norms all together. Ad campaigns often commemorate diversity, challenge all kind of stereotypes, and promote social causes, encouraging inclusivity and within forbearance communities. Addition to that, advertisements can assist all kind of cultural exchange by introducing the audiences to various perspectives and traditions from around the universe. Advertising also functions as a very vital role in order to supporting the media platforms and creation of content for that matter. Revenue generated from advertisements assist finance journalism, entertainment, and other various forms of content manufacture. This financial support helps media outlets and opens a door for them to provide valuable information and entertainment to the audience. (Dwivedi et al., 2021).

Furthermore, the advertisements can come as a matter of origin for social recommendation, raising awareness about vital issues and supporting all the positive social change. Ad campaigns which follow to address the topics such as environmental conservation, gender equality, and human rights carry the potential to deploy public opinion and influence other decisions as well.

In the conclusion part, while promoting is often examined for its different consequences, it likewise generates various well managed outcomes on society. From narrowing on the economic development and motivating the contest to advancing training, social development, and social support, promotions illustrate a diverse part in shaping and upgrading various parts of today's life. Nevertheless, it is fundamental to keep up with moral providence and guarantee that communicating the rehearses focus on transparency, straightforwardness, and social responsibility. (Ganti, 2024). In a time that described by fast industrialization, mechanical growth, and blossoming popular development, the basic of economical living has never been seriously avoided. The concept of manageability comes above simple natural administration; it summarizes an all-encompassing path to deal with fitting financial flourishing, social value, as well as biological honesty. (Haferkamp & Smelser, 2020).

As we stand at the subdivision of history, the need for economical life arises as an unambiguous command for tying down a better future for a long time into the upcoming time. At the centre of the manageability view through world lies the acknowledgment of our planet's limited sources. The continuous abuse of normal assets endangers environments and subverts the mouldability of human social orders. Environmental switch, biodiversity misfortune, and sources exhaustion stand as unpromising tokens of the risky way we follow. (United Nations, 2022). Celebrating manageable behaviours is in this manner basic to modest this existential risk and make ready for a more powerful and even handed future. Moreover, supportability generates financial thriving by making betterment of development, effectiveness, as well as suitability.

Therefore, practical living is characteristically related to social value and equity equally. Dependent people group, frequently the most difficult hit by ecological corruption, stand to benefit the most from betterment drives for that matter. By assuring the admittance to clear water, nutritious food, and sufficient services, manageable practices make it better for social consideration and manifest the minimized populaces. By embracing diversity and cultivating local area promises, economic improvement demonstrated the base groundwork for all the human being in the society. (Duchek et al., 2019).

By embracing defensibility as a core value, it is possible to manufacture a future which is not just ecologically practical but also socially even-minded and economically prosperous. As a delicate call from planet and by considering the importance of sustainable life in the world TATA has taken a lot of footsteps towards make that possible with time. TATA plannings, a robust in the business world, has demonstrated a wonderful change towards supporting better ways of life. With the help of drives like TATA Power's venture into environmentally friendly power, TATA Engines' upgrades of electric vehicles, and TATA Steel's emphasis on eco-accommodating creation processes, the mixture has taken critical footsteps in reducing its carbon impression and advancing asset productivity. (Outlook Web Desk, 2023).

Furthermore, TATA 's commitments to social government assistance is clean in drives, for example, TATA Trusts' people group improvement programs and TATA Synthetic compounds' attempts to upgrade agrarian aspects. By noticing more on maintainable practices across its various portfolio, TATA has reduced the natural effect as well as added to social turn of events and economic adaptability. Through the dedicated development, cooperation, and a responsibility gave to betterment, TATA keeps on providing others how it is done, inspiring organizations overall to celebrate a more economical way to deal with development and betterment in a productive manner. (TATA group, 2019).

Therefore, the following study is going to bring down how along with the effectiveness of the advertising the popular campaign organised by TATA named Jaago Reh has influenced the society and mainly the youth section of the world for developing today's society a more sustainable one with the help of changing lifestyle for that matter in a critical manner for the most understanding.

## REVIEW OF LITERATURE

***Consumer awareness and perception towards a sustainable lifestyle:*** Customer mindfulness and judgement assume all kind of fundamental parts in the path of commercial centre as well as developing the buying choices and similarly impacting the entire progress of organizations. Buyer's decision alludes to the level to which people not only grasp their freedoms as consumers, including the level of capacity to settle on an informed decisions about products and administrations. (Lucid Content Team, 2017) It includes information about the product quality, security, valuing, and most importantly the moral performance of the organizations. It also includes how shoppers or the advertisers try to assess data about items and brands in order to frame it properly. This incorporates their mentalities, persuasion as well as the suppositions about unmistakable contributions in the view of elements like promoting the message, verbal suggestions, and individual engagements. (Lumen Learning, 2012)

Both mindfulness and insight can be impacted by different factors including media involvement, promoting every kind of efforts towards getting something right, social structure, and at the same time all type of individual qualities. For institutions, the understanding of the customer mindfulness and cultivation is the most fundamental thing for creating successful and promoting like techniques for that matter, building brand reliability and keeping a positive position always plays a huge role. (Patel, 2022)

By keeping all the resources into a straightforward pattern, moral practices, and quality reconfirmation, companies can easily improve the trust and dependability of the buyer, at last by prompting long haul level result in the commercial centre to be constructed. Thereafter, organizations always try to screen and adjust to changes as per the buyer expectation in order project their main intention as well. By that always the advertisers and shopkeepers try to inculcate the concept of sustainable lifestyle and its benefits differ for that matter. (Inspire Clean Energy, 2021)

***Changing in Behaviour towards a better future:*** Ultimately for the prosperity of our planet and people in the future the upcoming generation the changing way of behaviour is the main thing to balance in life. (Lambertini, 2018). It not only just includes going with cognizant choices to decrease all our natural actions by taking the development on more eco-accommodating tendencies. This could embody decreasing energy consumption by switching out lights and equipment when not being used, also preserving water by scrubbing down and reducing waste by reusing and inseminating the soil, and choosing all type of feasible transportation choices like strolling, trekking, or using every kind of public travel. (HDRA, 2018)

Moreover, changing our consuming designs by selecting options that are mainly obtained from a moral point of view, privately created, and have avoidable bundling can smoothly bring addition towards a more developed way of life. In the time of putting front all these actions, it might need some attempt and failure in the initial times, the already predicted benefits for the climate, as well as our own wellbeing and better environment, make it definitely authentic at the same time. (Julia Childs, 2023). By continuing without little improvements during our regular routines, as human beings we can sympathetically bring various effects towards making a more reasonable future as a whole.

***Adoption of social media and Online Engagement:*** The purpose of virtual entertainment and online engagement have the constant manner in which individuals convey, illustrate, and share data. With the proper presence of platforms like Facebook, Twitter, Instagram, and LinkedIn, people from today's generation, and organizations have the same tracked down towards new roads not only just for associating with others but also building networks in a broader manner. (Rijitha R, n.d.) Web-based entertainment authorizes all clients to share their interested areas with a wide crowd in a continuous manner, also by encouraging cooperation and other discoveries. Thereafter, entertainment which is web based have eventually becomes one of the most integral assets for any type of organizations in order to draw attention in with clients, develop their items or administrations, and gather important all type of criticism. With the help of all kind of designated promotion and analysis, all the companies can easily fit their showcasing patterns to arrive at obvious socioeconomics and track the adequacy of their campaigns. (Ray & Nayak, 2023)

Besides, web-based entertainment has exactly in a same manner assumed a critical part in driving social and political developments and the environmental development at the same time, permitting activists to prepare allies, bring issues to light, and consider and manifest change on a worldwide scale. As of late, the reception of online entertainment and web-based content among youth has the power to actually convey and associate a proper message with the general surroundings. (Vaingankar, 2022) With the expansion of cell phones and simple instruments to the web, stages like Instagram, and Twitter have become essential parts of the life of young generation, which is offering roads for self-analysis, imagination and at the same time socialization. These platforms actually give a virtual space where young generation can effectively share their contemplations, encounters, and interests with same aged or surroundings who belong from various others foundations and societies, for cultivating a feeling of having a place and common area. (Rivera-Vargas & Miño-Puigcercós, 2018)

Additionally, online entertainment has altered activism by empowering all the youth to activate for social and political reasons, also brings issues in front of the light for example, environmental change and other raising the voices of minimised group of the society. On the other this is also a fact that the concept of the online commitment has additionally opened up freshly open doors for mastering and being expert towards the improvement, with stages like YouTube and online courses offering instructive substance for covering a huge area. Apart from all these, the expanded dependence over all type of online and web-based entertainment somehow affects the psychological wellbeing at the same time. (Lomanowska & Guitton, 2016). For example, issues like, cyberbullying, online provocation, and the spread of deception present critical difficulties and others are there which actually somehow makes the matter tough and different. As it is a matter of fact that the concept of innovation keeps on advancing, it is fundamental point is to enable youngsters with the information, abilities, and assets to explore the better world from both environment and lifestyle perspective and in today's times these social media adoption and other engagement actually drives through a positive social change and self-improvement. (Kapoor et al., 2017)

***Long-Term impact and sustainability in the upcoming generation:*** Running towards a superior future and better way of life, focusing on long term effect and manageability is not just a decision rather a need. It covers various perspectives both from natural protection and to the social obligation as well as financial versatility. (Hansen & Juslin, 2019) The main reason why it is pivotal and the way that we can make it happen on the other hand. All kind of strongest matches give the guarantee that the day-to-day activities of us do not just think twice about number of people in the future for addressing their issues. It implicit taking on rehearses that guard normal assets, decrease squander, and restrict our carbon impression. By developing environmentally friendly power and source, rehearsing mindful utilization, and promoting biodiversity, as human beings we can easily make a reality where biological systems glow and assets are reachable for all. (Cristiana Pasca Palmer, 2018)

Additionally, acceptability reaches out old natural worries to include social and economic aspects. It joins cultivating panoramic social orders where everybody prefers training, medical services, and open pathways for development. (Gracious & Gandhi, 2022)

By promoting fair exchange, moral work practices, and different others in the labour force, it can be assembled towards networks that are strong and sanctioned. Putting resources towards all kind of supportability is not just about reducing all the chances; it also additionally presents boundless open doors for advancement similarly development. (Allioui & Mourdi, 2023)

By growing clean advances, implementing manageable plans of action, and putting resources into green development, it is possible to drive monetary advancement while protecting the planet. In any case, managing long haul impact and supportability requires combined activity. It requests cooperation across state starting from the administrations, organizations, common society to the common people. States assume a vital part in following strategies and guidelines that encourage maintainability practices and accept companies responsible one for that matter. Organizations can easily coordinate the supportability into their daily activities, supply chains, and product configuration, eventually decreasing all their ecological impacts and adding to social pattern of events. (Chauhan et al., 2022)

All kind of society associations can always bring issues to light, advocate for change, and maximize networks to embrace the supportable ways of life. As common human beings, always likewise play a vital part to participates in it. By settling on developed decisions in our regular level of routines - from what we consume to how we drive to how we handle with our waste, we can every time add to a better and more supportable future through those activities. Detecting ourselves about justifiable issues and supporting companies and drives that focal point on manageability can always develop effect. As a whole, drawn-out effects are base points of support for making a superior future and way of life. (Pearson, 2020) By celebrating supportability across ecological, social, and economic aspects and cooperating towards discussed objectives, it is easily possible to make a world that is prosperous, equitable, and strapping for a long time into the future.

***Effective advertisement for Sustainable lifestyle:*** In the today's fast-moving world, viable publicizing has the most powerful potential to sell products as well as indicates significant development and shape a better future. (Eszter, 2021). One model campaign that depicts this atmosphere is the TATA Tea Jaago Reh campaign. At its core, the Jaago Reh Mission goes past the advancing an item rather it fills in as a momentum for the behavioural arousing and strengthening. Through powerful narrating and provocative messages, the campaign for that matter urges common people to go beyond the developed concern and assumed responsibility for their future simultaneously. (TATA, 2013). By using all the foundation of promoting, TATA Tea really communicates the significance of social commitments, city obligations, and aggregate activity. Important to the campaign's prosperity is its possibility to resonate with the majority on a particular individual level. By protecting every one of the significant issues like natural preservation, and city support, Jaago Reh as a campaign conjures up an emotional response from crowds towards socioeconomics. Though it is asking residents to perform their entitlement towards supporting ladies' strengthening, the mission decidedly ignites discussions and drives positive climate change as well. (UNICEF, 2023)

In this way, the Jaago Reh campaign plan outlines the force of adjustment among organizations and common society at the same time. By joining with NGOs, and powerhouses, TATA Tea manifests its message and prepares a support towards a different social cause. This cooperative way of follow up upgrades the mission's scope as well as encourages real roots level developments for change. (TATA TEA , 2019). Therefore,

successful announcements like Jaago Reh rises above the value-based nature of commercialization and embraces a more extensive vision of corporate treatment. By keeping together with their image with significant every sort of friendly drives, organizations like TATA Tea develops their public picture as well as add to everyone's possible benefit. By doing as such, they rouse not only buyer devotion but also cultivate a lengthy culture of cognizant utilization. Looking towards, the effect of the going along with the efforts like Jaago Reh fills in as a brooch of expectation for a more promising time to come for the world together. As publicists keep on equipping the force of narrating and support, they have the quality to address all kind of worldwide difficulties and drive positive natural change. By joining with crowds in a very significant exchange and organizing activity, and also the concept of powerful promoting can be ready for a more elucidated, even handed, and feasible world. (Amabile & Khaire, 2018)

## OBJECTIVE

The primary objective of the following research study is to focus and analyse the importance of sustainable lifestyle for a better future.

Another objective that the ongoing research study holds is determining and critically analysing the impact of TATA Tea Jaago Reh Campaign in order to promote a behavioural change to promote sustainability through advertisement.

## RESEARCH METHODOLOGY

As a matter of fact, it is well known that methodology section of a research paper is actually the spine for every kind of research which giving proper structure to social occasion and information. It just filled the position of a guide all through different levels of unwavering quality in the findings. The strategy of the exploration paper develops sense through examples as well as methodology in order to address the questions related to the research topic. Based on the concept of the review, previous ideas can move generally from quantitative methodologies like studies, tests, and more like measurable investigations to subjective strategies like meetings, perceptions, and content examination through case studies. For that matter, the examination managed to legitimize the proper way of generally engaged decision of system and at the same time making sense of why it can be the most reasonable way to develop and deal with address towards the exploration targets and how it lines up together with the theory of knowledge and speculative underpinnings of the whole searched study. Straightforwardness along with the lucidity are the main character in such manner, as they not only empower perusers to address the believability but also the generalizability of the findings. In order to accompanying all types of review in the most analytical way specifically two kinds of methods have been taken in which one is contextual investigation examination and other one raw data collection through survey. Equally two techniques will be utilized to gather both subjective and quantitative information from the continuous findings through survey for getting the most useful and all the more fundamentally developed down information for the exact similar setting just to get the superior educational pathways through information. The examination expects to focus into the effect and adequacy of the TATA Tea Jaago Reh campaign towards the way of advancing the process of living a life. To accomplish this, a multi-layered way

concentrating both substance investigation and studies will be utilized. Contextual verification through the examination fills in as the exploration strategy for taking the field apart from the techniques used by the popular TATA Tea in the Jaago Reh campaign. By precisely inspecting the campaign's substance across various stages, for example, television, web-based entertainment posts, and print promotions, researcher can recognize repeating their subjects, visual themes and as well as the logical gadgets utilized to pass through the message of dependable living. Through the following research strategy, lots of knowledge will be gathered to a place in regards to every kind of encompassing story, starting from the interest group, and the particular manageability drives kept upheld by TATA Tea campaign. Additionally, contextual examination through investigation accepts the weak and dependable comprehension of the way TATA Tea incorporates the entire concept of economical way of life into the sole marking and showcasing attempts, in this manner manifesting the insight into the campaign's overall targets and effective methodologies. For the following study two different types of data collection methods have been taken and those were case study analysis and survey. Both the methods are going to be used and helped in order to organize both qualitative and quantitative data from the ongoing research in order to get a most productive and maximize critically described data for the equal context for a developed and informative data. The research has its clear aim towards focusing into the impact and effectiveness of the TATA Tea Jaago Reh Campaign for promoting the sustainable lifestyle pattern.

All the matter, the exploration will use case studies to gather together the continuous information from all the key socioeconomics aspects, specifically the young generation, to understand their judgements, perspectives, and ways of reacting towards concerning maintainability with connection to the Jaago Reh campaign. Reviews provide a powerful method in order to catch a way too different points of views and along with that the giving important sections of knowledge into the developing inclinations and requirements of the mainly focused group. Noticeably, understanding the changing pattern of behaving of the youth section, the overview will investigate towards the natural issues, their receptivity to manageability informing, and the level through which they have been totally impacted by the Jaago Reh campaign in accepting the eco-more good-natured practices. By requesting the immediate and properly analysed criticism from each and every one of the respondents, the whole exploration study has the power to help the researcher towards getting the mission's adequacy for encouraging positive social change also its pulsation with the example of the youngest in the segment. Furthermore, the review will delve into the prominence of various components of the mission, like its informative, symbolistic, and invitations in order to act, in an exciting and significant activities for the most feasible living among the youthful thusly. Through this well anatomized complete methodology consolidating all type of contextual investigation examinations as well as studies, the exploration directs to provide colossal important realisations into the job of the TATA Tea Jaago Reh campaign for developing an advanced and feasible way of lifestyle and thereafter transforming the cultural and conventional mentalities towards the whole environmental and ecological supervision among the young segment for a scientifically better way. Besides the data collection process that have been already declared in the above section, for the research design that the research work going to follow throughout the research work is explanatory and through that the primary focus will be on the section of how the research is going to assist towards the idea of



analyse and explore the data through survey and case study analysis in order to develop the most appropriate data from the respondents and at the same time along with the most relevant case study on TATA Tea Jaago Reh Campaign on the base ground of promoting the sustainable lifestyle for a better world as well. Through this selected research design the dissertation work will be totally and critically focused especially on the fact that the ongoing research work is based on exploration. Both the data collection process that have been chosen are totally based on the fact that gathering data from real time and as well as through thematic analysis in an analytical manner at the same time.

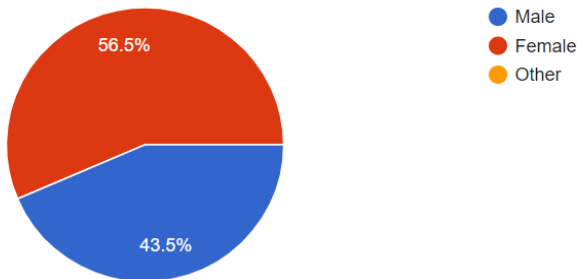
## DATA COLLECTION

In order to put the dissertation work in a proper shape along with the desired data focusing on the data collection part is one of the important aspects. Therefore, in data collection part of this research study the previously selected data collection methods which are survey and case study analysis will be observed and critically analysed to frame the entire dissertation work on the topic of effectiveness of advertising on promoting sustainable lifestyle: A case study on TATA Tea Jaago Reh Campaign. For the case study analysis part various topic-oriented case studies are being selected from several authentic journals to evaluate in an efficient manner. These selected case studies will help in gathering themes along with the relevance from the chosen research topic. On the basis of those themes the further process for data collection will take place and also the case studies have been taken not only just for gathering qualitative data for the research study but also for understanding the contextual based illustration as per the taken research topic in a more analytical manner. Each and every case studies that have been taken are all focused on the aspect that how TATA being one of the most influential brands in India projected the fact of human contribution towards social change from the climate perspective in order to live a sustainable life style.

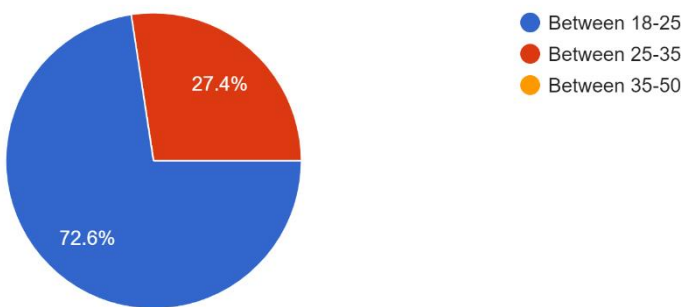
On the other hand, for another data collection method which is survey, somehow focusing on the gathering of quantitative data. In order to conduct survey, the selected group that is young generation will be given a questionnaire to all the participants and they have to fill them according to their understanding and mindset and also the questionnaire has been made from the google form and the questions that have been mentioned in that google form includes questions oriented to not only just the following campaign of TATA but also their understanding towards sustainable lifestyle and getting a better world by that. The main focal point of this survey is basically analysing the changing of behaviour of current generation and also changing of lifestyle out of that which equally matters in order to get a healthy and sustainable future as a whole. Through survey analysis and case study analysis with the help of both qualitative and quantitative data the entire dissertation work will be getting the direction to shape up the entire research work and eventually the importance of the sustainable lifestyle for the youth is also going to be determined after the data collection process. Moreover, while collecting data through survey it is evident participants can leave the data giving process any time they want and also there will be no personal questions which can make them uncomfortable while participating in the research process and these entire data has been gathered only for academic work purpose and it will be secured through the proper password to the researcher.

## DATA ANALYSIS

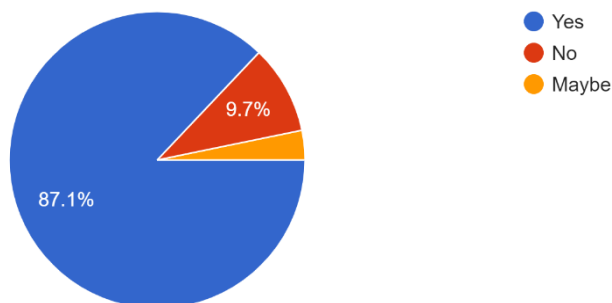
After the data collection part, the data analysis chapter is the one of the effective chapters for a research study as it not only illustrates the realistic condition of the conducted research but also it helps the study to get the proper frame towards conclusion and similarly with the help of data analysis all the collected data get analysed as per need.



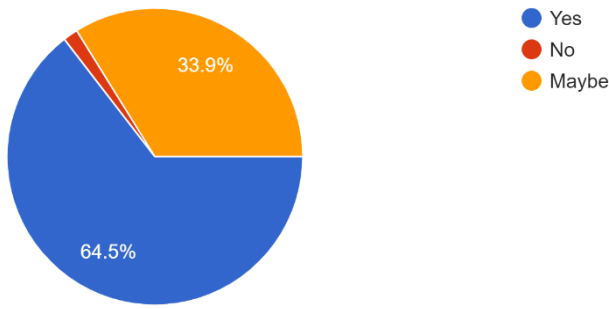
The first question that was one of the demographics questions directed the fact that the most of the participants who took part was female and the percentage for that was 56.5% which directs that female section of the society took the maximum part in the data collection process through survey.



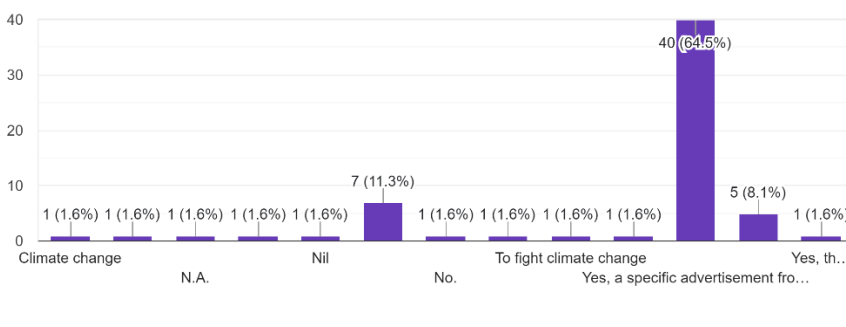
The next question which was based on the fact of understanding the age group who are participating in the survey actually showed that the main age group is basically between 18 to 25 which directly indicates the youth of the present times. Moreover, it is easily understandable that the youth section of the society which are actually the future generation of the world have participated in the survey to put their views.



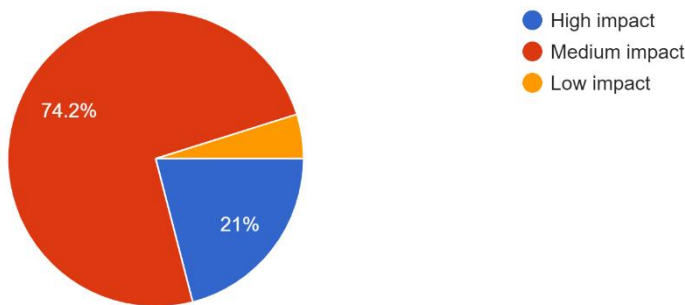
On the following data it was based on the question of the familiarity of the TATA Tea Jaago Reh Campaign to the world and as per the collected data through survey as it is clearly visible maximum percentage of the participants responded towards knowing about the campaign for the matter.



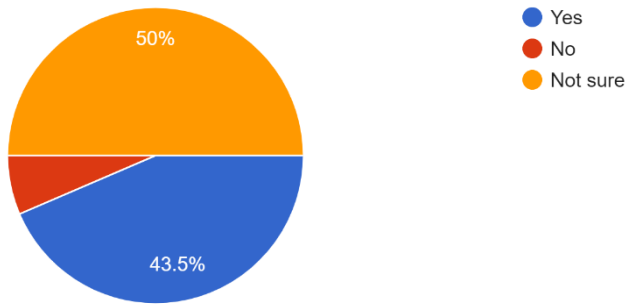
For the above pie chart the actual question was whether the participants are supporting the fact that the TATA Tea Jaago Reh campaign is trying to bring the centre of discussion which is having and making a sustainable lifestyle for a better world, and as its clearly showing that the majority of respondents have mentioned their support towards the main motif of the campaign.



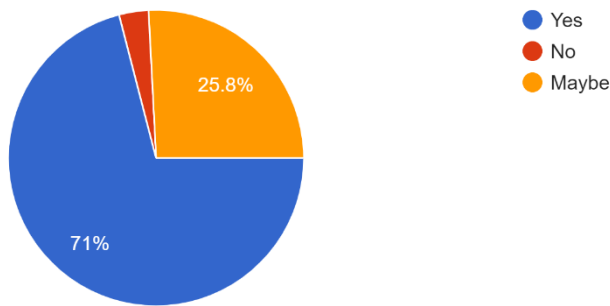
In this following part participants were asked about their knowledge of any specific advertisement from the previously continuing Jaago Reh campaign. Therefore after the data collection it has been found that maximum of the respondents has mentioned the one advertisement from the campaign which was Alarm Bajne Se Pehle Jaago Reh and others have mentioned various type of other advertisements.



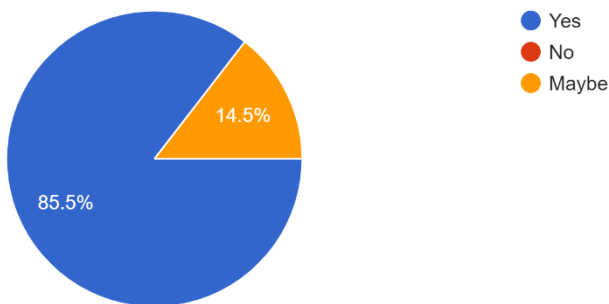
While answering the question of the impact of these kinds of advertisements which provides towards a sustainable lifestyle the maximum reply that have been gathered were till today it has a medium impact which eventually illustrates the changing behaviour of the youth towards having a sustainable lifestyle.



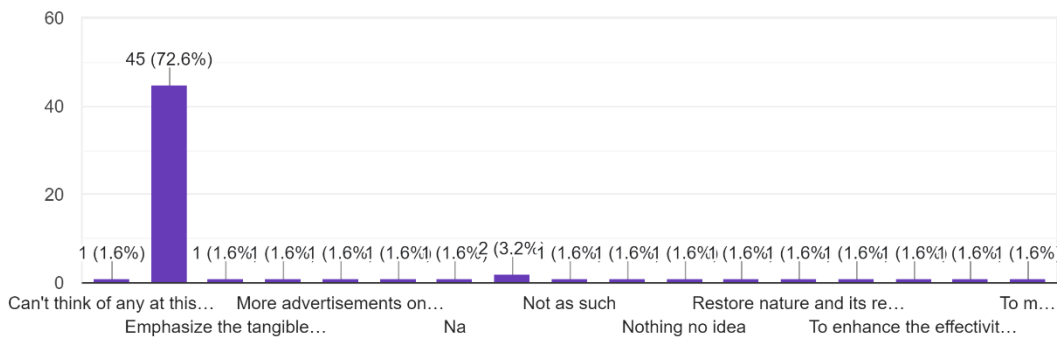
Almost same percentage of participants have said yes and not sure for the question of how much they have changed their lifestyle towards having a sustainable lifestyle and better future as a whole. Moreover, the result is showing that half of the majority youth are not confident about the fact that they have actually started bringing any change in their behaviour or lifestyle and half majority has actually started changing their lifestyle pattern in order to make the world better and have a sustainable life as a whole.



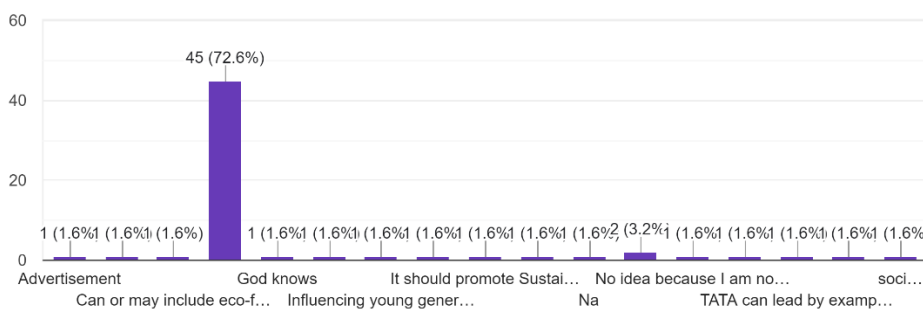
Most of the participants responded yes to the question that was based on the fact that these Jaago Reh type of others significant campaign which directs audience towards the promotion of sustainability and a healthy lifestyle has the enough potential to actually influence people especially the youth in their changing living pattern.



Most of the participants answered to the question of the effectiveness of sustainable lifestyle towards making a better world as a whole. This response somewhere makes the matter of making a better world over the time very close to be happened. By answering the question, it not only showed the developing mindset of the young generation of today but also illustrated the high possibility of everybody starting to live a healthy and sustainable life as a whole.



The data which has been shown in the above was based on the question that what kind of suggestions participants think that will be effective in order to bring success to the advertising campaign and in reply maximum respondents have mentioned that crafting ad campaign by targeting a specific audience in order to develop the sustainability message has the most potential to be effective one further.



During the survey the last question that has been asked was based on the fact that as per the participants' opinion what are those various ways that influential companies like TATA and others can follow in order to promote sustainability more and the majority response came that companies can dive into their core operations by integrating their plan towards promoting sustainable lifestyle through clear message and analysed demonstration.

Moreover, apart from the survey analysis another data collection procedure that has been followed was case study analysis, three main case studies on the relevant topic were taken from authentic journal collected from Google scholars and while doing the research all the qualitative data has been collected after proper analysis and those data on the basis of respected theme has been more critically described and discussed below.

**Strategies to promote sustainable consumer behaviour by using the lifestyle approach:** As per the case study it has been found that the last several decades have clearly witnessed the increasing awareness of social as well as environmental responsibilities among people especially in the youth section of the society. Therefore, this type of awareness has the potential to bring the emergence of sustainability in the society as a central concept through advertising. Many individuals are using the idea of advertising and green advertising as their one of the major strategies in order to bring the approach towards economic development, environmental protection and as a whole changing in lifestyle through changing consumer behaviour for that matter. As the case study focuses on the fact that how TATA has focused on the strategy of effective communication through TATA Tea campaign in order to productively benefit the society along with the incorporation of more symbolic and abstract elements to enhance the entire impact towards the lifestyle as a whole (Gust, 2004).

**The role of advertising in developing a mindset for a better change:** According to the case study this is evident that advertising plays a hugely significant role towards not only developing a mindset but also bringing a better change in the society or way of living as an impact. Therefore, advertising shows us everything in a way that do not come to us just a visual representation but also a meaningful and impactful message as a whole which directly has the power to impact our mindset and can actually convince human being towards bringing a better change in their lifestyle which will eventually directs to a better world as a result. Also, the following case study illustrates the fact that how the concept of advertising provokes the psychological aspects of a human being in a so powerful manner that it works as an advice to a human brain by which an advertiser can actually develop a change in individuals' mindset as an impactful outcome towards creating a developed future. (Yucel-Aybat & Hsieh, 2021).

**Sustainable advertising initiatives by TATA for a healthier future:** As a matter of new initiatives by all the contemporary advertisers like TATA the focus on making advertisements that not only create a path to change the societal living pattern but also converting it in a more developed and positively influential way for that matter. Therefore, TATA as usual played a very pivotal role towards bringing social change by promoting something new and most appropriate for the upcoming generation and the current society. The following case study presents the strength of the campaigns on sustainability made by TATA and the paper also has produced a proper illustration towards the advancement of sustainable advertising design practices for that matter. (Peeyush Kumar Gupta, 2018).

## FINDINGS

After completing the entire data collection and data analysis the one of the most important chapters comes which belongs to findings in order to collectively discuss everything in a detailed manner. After the first data collection through survey analysis, it has been proved that various individuals have their own different opinion towards the concept of TATA Tea Jaago Reh campaign and promotion of sustainable lifestyle through that at the same time. As per all the collected quantitative data through conducted survey it has become evident that the following campaign and the idea of doing such sustainability-based campaign through effective advertising are enough influential towards breaking conventional way of living and celebrating the new change with a better world and fresh nature at the same period of time. It has been found that maximum youth of the society has taken part in the process and indicated the excitement towards the new change for a sustainable lifestyle in a way that somewhere proved that including the changing society the changing lifestyle also something important for them in order to make the intention successful. While answering the questions maximum of the respondents not only have focused on the fact that advertising campaign like the following one will definitely help in order to bring the change in the society but also mentioned about the importance that these types of campaigns hold towards the betterment of future of the human beings and condition of the nature and societal condition together.

Therefore, through data analysis it also has been found that not just TATA Tea Jaago Reh campaign but also the initiatives taken by TATA also has enough potential to influence the youth section of the society as well as the changing behaviour of the consumers at the same period of time in order to get the proper outcome.

On the other hand, the case study analysis has given the entire research work a new addition by proving the fact that advertising literally plays a vital role in shaping consumer's mentality and especially advertisements based on like the TATA Tea Jaago Reh campaign has a strong ability to influence an individual's mind as well as pattern of lifestyle as a whole. From the various case studies that had been taken during the case study analysis illustrated the fact that compare other type of advertisements those advertisements based on the sustainable lifestyle and making a better world by changing behaviour at the same time is more effective for the same context. Furthermore, while doing the case study analysis it has also been detected that big brands like TATA has shifted their advertising pattern or the message giving pattern from usual conventional way to in a more environmentalist way not just to stay up to date rather for delivering a message which will motivate audience to think from a different dimension and also will bring small changes in their living pattern on a regular basis in order to secure a developed future for that matter.

Moreover, companies like TATA have taken the strategy like green advertising and others like that just to bring a change in the people mindset as the concept is very clear to all audiences that advertisement not just has the power to prove something correct or influence a human being in order to register something in their daily lives but also it assists and even directs individuals a strong kind of belief which eventually insists them in manifesting a new change in their daily lives as well as purchasing and using the products in a way at the same time. Therefore, it has been proved through the both kinds of data collection for collecting qualitative and quantitative data through case study analysis and survey respectively that advertising does play an effective role as an influential way of bringing the prominent promotion of sustainable lifestyle and in that context the TATA Tea Jaago Reh campaign has actually demonstrated a change in manifestation of the pattern of living for the current world towards a constructive manner.

## CONCLUSION

After completing the various other parts of the following dissertation topic on the effectiveness of advertising in the promotion of sustainable lifestyle: A case study on TATA Tea Jaago Reh campaign not only came as a token of glimpse that how the pattern of advertising is changing along with what kind of message the present advertisers are trying to give. It has found after the critically done data analysis and findings that the Jaago Reh campaign did influence the youth generation of the society in a more effective manner. Although a huge section of audience is still somewhere trying to figure out not only just the importance of the sustainable life but also how the changes of behaviour of them can create a lot more change in order to get a better world for that matter. With the help of relevant case studies on the topics like role of advertisement and others are definitely develops an impact on the individual's mindset which all along brings the most outcome in the pattern of living. Apart from that in the last chapter of the following dissertation work definitely indicates towards something influential that campaigns like Jaago Reh bringing to equally sensible and healthy human beings as audience who will actually insist others in order to develop the change as well as to make the environment a better one for the present times as well as future. The following study in the end illustrates the prominent picture of green advertising through campaigns like TATA Tea Jaago Reh which actually is bringing effects on the positive side to make the world environment level difference as a matter of result.

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