

Impact Factor* : 5.1026

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSI](https://doi.org/10.32804/IRJMSI)

Ref:IRJMSI/2026/A1023341

ISSN 2582-5445 (O)

THIS CERTIFIES THAT

SADHVI SHARMA

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

SUSTAINABILITY MESSAGING IN ADVERTISING AND ITS IMPACT ON BRAND IMAGE AND CONSUMER PERCEPTION: A SYSTEMATIC LITERATURE REVIEW

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 13 , Issue – 1 Jan , 2026



www.IRJMSI.com



Editor in Chief

Impact Factor* : 5.1026

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSI](https://doi.org/10.32804/IRJMSI)

Ref:IRJMSI/2026/A1023341

ISSN 2582-5445 (O)

THIS CERTIFIES THAT
PROF. RAKESH MOHAN JOSHI
HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON
**SUSTAINABILITY MESSAGING IN ADVERTISING AND ITS IMPACT ON BRAND IMAGE AND CONSUMER
PERCEPTION: A SYSTEMATIC LITERATURE REVIEW**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 13 , Issue – 1 Jan , 2026



www.IRJMSI.com



Editor in Chief