

Many people are concerned about the environment and try to make eco-friendly choices. Businesses also attempt to show their commitment to the environment, using recyclable packaging and green marketing. However, a deceptive practice known as greenwashing has emerged, where companies falsely portray themselves as more environmentally conscious than they actually are. Recognizing greenwashing is crucial for consumers, especially young adults, as it empowers them to make informed choices and encourage greater transparency from businesses and governments.