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Green Marketing Strategies and Consumer Purchase Intentions: A Case Study Analysis of Sustainable Branding Practices in India

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Abstract

There is clearly growing environmental awareness among Indian consumers. However, it remains difficult to predict how a specific eco-label or a brand's "green" advertising campaign will ultimately affect what someone decides to purchase. I chose to focus on a single Indian brand with a strong green reputation. My method was to carefully review their public materials, their sustainability reports, website content, and advertising to see how they build their story.

What seems to matter most is authenticity that you can actually see. For instance, a brand of honey that uses packaging from a specific village-based recycling cooperative and explains this on the label appears more trustworthy than one with a generic "save the bees" slogan. The way a company handles pricing is also crucial. A consumer might be willing to pay more for coffee if the brand clearly shows how the extra cost funds a named school programme in the growing region. This kind of tangible link likely builds a deeper sense of value. Of course, this entire relationship is fragile. If that same company is found to be sourcing from suppliers with poor labour practices, the trust vanishes. So, this research adds a real-world example from India to the conversation, suggesting that the Theory of Planned Behaviour is useful.

Keywords: Environmental Awareness, Green Marketing, Consumer Trust, Authenticity, Sustainable Practices