

Consumer Perception of Green Marketing for Eco-Friendly Fast Moving Consumer Goods: A Conceptual Framework

Dr. Sangeeta Jain

Director, Govindram Seksaria Institute of Management and Research, Indore, India

Correspondence should be addressed to Dr. Sangeeta Jain ; sangeetajain.simd@gmail.com

Received: 30 May 2025

Revised: 14 June 2025

Accepted: 28 June 2025

Copyright © 2025 Made Dr. Sangeeta Jain. This is an open-access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ABSTRACT- This paper will research on drawing a conceptual framework to study consumer perceptions of green marketing on eco-friendly fast-moving consumer goods (FMCG) concentrating on the roles of environmental consciousness, perceived value, and marketing communication in its purchasing intention. This is important as it will assist companies to understand their concerns about the ecology and hence, a need to consider the environment to make business with environmentally conscious markets. The study uses a qualitative research approach, where the findings of the literature review were summarized in terms of significant determinants and gaps, and then developed a structure that would combine elements of environmental attitudes, perceived value of the product, and situational moderators (social norms, and perceived effectiveness as a consumer). The findings show that there was a significant relationship between the environmental consciousness and the perceived value which influence purchase intentions. The consumer trust in using eco-friendly FMCG is further improved by effective and transparent communication of green marketing. The theoretical contribution of this research is the holistic model based on which the consumer behavior in sustainable consumption can be analyzed and the practical contribution is helping the marketers to design the strategies that would make appeal to the consumer values. Further researchers ought to investigate cultural effects, moderators of demographic factors, and longitudinal effects to get in-depth knowledge. This framework can be effectively used as a basis to instill sustainable market conducts and consumer participation.

KEYWORDS- Green Marketing, Consumer Perception, Eco-Friendly FMCG, Environmental Consciousness, Sustainable Consumption.

I. INTRODUCTION

Ecological issues are seeping into society and people are reconsidering their consumption habits and adopting a more ecological way [8]. The change in consumer behavior has even triggered an increase in demand of green products forcing the firms to engage in sustainable activities and to respond to environmentally conscious consumers [10] ; [13]. Green marketing encompassing goods and service development, promotion and distribution with reduced environmental footprint has become a vital approach to the business which would want to combine with this dynamic

consumer environment [4] Green marketing recognizes a system of holistic management in identifying marketing a commodity, but at the same time, causing minimum effect on the environment [25] It consists of a wider range of endeavors, such as product modification, alteration of the manufacturing process, sustainable packaging, and advertising [1]; [10] Such new environmental awareness is very much gaining a mainstream feel with consumers becoming even more conscious of the consequences their choices are having on the environment [23].

Green marketing has seen its spread and this has offered business a chance to reach out to consumers with a strong interest in environmental protection [10]. Thus, in-depth research of consumer attitudes towards green marketing activities and environmental friendly fast-moving consumer products is crucial to organizations determined to build strong brand image and gain sustainable recognition in the emerging market of sustainability-based goods [27]. There is also a major part of the consumer spending on fast-moving consumer goods which have a rapid turnover and are not very expensive. The potential power of such a move as integrating sustainability in this sector is tremendous in terms of lowering the impact on the environment and creating a culture of a more responsible consumption.

The ever-increasing ecological awareness is seeping into society penetrating people into reconsidering their consumption pattern and adopting environment-friendly ones [8] Such change of customer preferences has triggered an increase in green products demand, and firms have been forced to implement a sustainable aspect and serve this new category of customers [10] [13]. The development, promotion, and distribution of products in services that have a minimal effect on the environment, also known as green marketing has become one of the most important strategies to businesses keen to identify with this changing consumer environment [4]. Green marketing recognizes the comprehensive approach to a management strategy in recognizing marketing of a commodity without extensive impact to the environment [23]. It involves a wider range of actions such as alteration of product, transformation of manufacturing process, environmentally-friendly packaging, and even advertisement [1] ; [10] This emerging green consciousness is getting increasingly mainstream with the consumers increasingly aware of the consequences their decisions produce on the environment [23]

Green marketing has soared with an open door to companies in reaching its customers that have a sense of

environmental conservation [10]. Thus, a proper study on how the consumers perceive the green marketing practices and green fast-moving consumer goods is critically important to organizations that need to develop strong brand and be successful in the emerging sustainability-driven market [27]. Fast moving consumer goods which have high turnover and relatively low pricing constitute a major percentage of the consumer expenditure. However, the application of sustainability to the given industry has tremendous potential regarding the reduction in environmental impact and the further development of more responsible consumption culture [19]

A. Consumers and green marketing

The acceptance of green marketing as a means of promoting eco-friendly fast-moving consumer goods depends on a number of energetic influences among the consumers in regards to the environment, their own values and the belief in the corporate statements. Most companies begin to employ eco-friendly practices to capture customers willing to spend their money with environmentally conscious shops [32]. Nevertheless, as per the research, green marketing is still yet to achieve its potential in increasing the quality of life of people [32]. Green marketing is based on the idea of marketing environmental values with regard to the hope that these values would be linked to a company or a brand by the consumers [33]. Customers are becoming more aware of the environmental impact of the choices they make during the purchasing process and those who prefer sustainable lifestyles are paying more attention to the products matching their interests.

II. LITERATURE REVIEW

Consumer perceptions of green marketing is a diverse field where the researchers give reasons looking at diverse factors that drive them to behave and influence the attitude towards ecologically friendly products [20]. The extent to which environmental concern influences consumer preferences to green products has been studied on several occasions [5]. People are also including environmental concerns in their buying choices [3]. The studies have also shown that those consumers having greater environmental awareness tend to search more and acquire those products that are correlated with their environmental ideals [21]; [31]. This implies that companies may do a good job of appealing to environmentally minded customers by highlighting the environmental strengths of their products and sharing their sustainability agendas [14]; [25].

Moreover, perceived value is also another issue that is associated with consumer acceptance of green products. The consumers usually balance the purported value of an item to cost and the same applies to the green products. When consumers feel that green products are carrying higher value over the conventional substitutes, they are more prone to embrace the same. A consumer may perceive it as having value based on some factors such as product quality, performance and even health benefits [17].

Also, there have been elaborate research works on the effects that green communications have on consumer behaviour with regard to perception and purchase intentions. The awareness of the green-based products and

promotions positively and significantly influences the perceived quality and buying interest [13]. Communication approaches are valuable measures that may help consumers learn more about the environmental qualities of a product and establish a positive brand image. Green marketing takes a wide range of operations such as product deviation, manufacturing process change, environmentally friendly garments, and advertising [28]. Nonetheless, it is important that the firms should not green wash, that is, to make unsupported assertions of environmental advantage of a particular product.

Prior research findings indicate that although most consumers may have good green product attitudes, their purchasing behavior has not been kept at the same pace [23]. This difference can be explained by several aspects, among which, price sensitivity, the shortage of green products, and distrust of "the truthfulness of green marketing syndromes.

A. Green marketing and fast-moving consumer goods

A differentiated background of studying consumer perception towards green marketing is provided by Fast-Moving Consumer Goods industry. FMCG is described in terms of high frequency of purchase, low involvement and vast consumption levels, and includes many distinct goods such as food, drinks, personal products, and household products. Since the production, distribution, and disposal of FMCG have a considerable environmental impact, the sustainable approach is of utmost importance to the industry. In a study by [19].

The various factors that influence consumer-perception of green marketing into the FMCG aligning strategy involve several variables.

The goal of green marketing in the FMCG category may include the minimization of waste packaging, the use of green materials, and the necessity to influence the energy efficiency of the production process. The observed effect of such initiatives on the perceptions of consumers differs across various factors like the category of the involved products, demographics of consumers, and the particular environmental statements of the companies [22]; [26].

B. Conceptual framework

The paper provides a conceptual framework that explains how a complex relationship among factors can simultaneously cause an effect on the consumer ratio of green marketing to FMCG products that are environmentally friendly. This concept assumes that consumer environmental consciousness is one of the main driving forces that define their attitudes, beliefs, and values toward such questions as environmental issues [34].

In their turn, these values affect their consideration of green marketing programs and environment-friendly FMCG. Purchase intention experienced by environmental consciousness is mediated by perceived value, which includes social, functional, and emotional aspects. Eco-friendly FMCG can be considered on the value of the product, its quality, price, availability, and brand image [9]. This is one of the reasons why the effectiveness of green marketing communications is a significant factor in forming consumer perceptions and purchase intentions. This can be

addressed by using clear, credible, and transparent messaging that would increase consumer trust, making them willing to opt to use eco-friendly FMCG.

In addition, the framework considers the moderating effect of situational variables, e.g. the perceived consumer effectiveness and social norms, which may moderate or enhance the consumer attitude-purchase behavior relationship.

Health is a major factor to the consumers, who think of it as a source of motivation to buy green products, then environmental awareness, wish to add to the sustainable development and trade through promotional operations [11]. The quality and safety features of the products are very important in determining the tendency of the consumers to purchase the green products. Even when the intentions of consumers are positive with regard to the purchase of green products, the actual purchase behavior often depends on numerous factors that influence it (Joshi & Rahman, 2015). The past research findings on consumer buying behavior come up with the conclusion that the concept of environmental concerns raised by a consumer has made their purchasing behavior impacted; they like to shop and consume those products that are environmentally friendly [13]. Consumers attribute value to green purchases concerning an emotional appeal, attitude towards advertisements and the environmental concerns [5].

III. GAP IN LITERATURE

The following research gaps have been identified.

A. Inadequate study of the functional, emotional, and social aspects of perceived value and their interaction within the sphere of the FMCG industry

A vast majority of the research has focused on the concept of perceived value mainly through the lens of functional view (e.g. product quality, health), whereas relatively little is available about the combined effect of social cues and emotional gratification in how perceived value founds consumer acceptance of an eco-friendly FMCG. This gap restricts an in-depth perception of the impact of multi-dimensional value constructions in the case of purchase intentions in the context of low-involvement products frequently purchased.

B. Inadequate exploration of situational and psychological factors as a moderating factor

Despite conceptual recognition of situational factors such as perceived consumer effectiveness, social norms, there is an absence of empirical research that quantitatively examines the ability of these moderators to enhance or diminish the relationship between the environmental attitudes and purchase behaviour, especially in the case of eco-friendly FMCG. This creates a gap on what conditions positive attitudes can really be converted into buying behaviors.

C. Shortage of research on the issues of consumer cynicism and ethical washing in the context of FMCG categories

Although the existing literature indicates that mistrust of green claims is common among consumers, little attention was paid to greenwashing perceptions/credibility issues impacting on trust, perceived value and final purchase behavior within the highly-turnover FMCG environment. Since this sector is prone to misleading claims, additional studies are necessary to see how these claims can be dismissed through transparency and communication plans.

IV. METHODOLOGY

The proposed study uses a methodology that will help conduct a thorough study of consumer perceptions of green marketing to eco-friendly FMCG products. The current literature was reviewed to capture the existing bodies of knowledge in the selected topic and outline the main gaps in knowledge [2] [6] [9]. To tell about qualitative study the study of past literature was thoroughly carried out. According to the literature review, a conceptual framework would be created based on which the research will be done. The research has a conclusive research design to explore how these factors influence the intention to purchase green products [24].

V. RESULTS

The study findings demonstrated that the correlation between the variables and consumer purchase intentions is high [24]. It is observed that consumers have a great will to establish environmentally friendly practices with their consumer choices, as long as they are purchasing goods and services that correspond to their needs and expectations.

Environmental awareness of consumers can be considered as the key factor that influences their attitude and perceptions of green marketing issues and environmentally-friendly products [20]. Customers with high level of environment consciousness tend to notice the worth of green product.

The perceived behavioral control and the subjective norms furnish a positive impact on a green purchase decision [6]. In green purchasing, the people take into account the environmental issue, emotional stimulation, and media attitude toward the advertisements [6]; [29].

VI. THEORETICAL AND PRACTICAL IMPLICATIONS

This study can specifically assist in advancing current knowledge on the issue concerning the factors that determine how consumers perceive green marketing approach towards friendly food materials consumer products (FMCG) [15]; [16]. The conceptual framework, which has been advanced in the current study, will be helpful to both researchers and practitioners intending to analyze and forecast consumer behavior in context of sustainable consumption.

Practically speaking, the results of the study have provided practical lessons to the marketers and those in policy sections. Marketers can use these revelations to come up with superior green marketing concepts that appear to be appealing to the values and needs of the consumers. The

findings can help policymakers develop specific interventions that encourage the sustainable patterns of consumption [7]

VII. LIMITATIONS AND FUTURE RESEARCH

Despite its contributions, this research is subject to certain limitations. Future research should address these limitations by employing longitudinal study designs to examine the evolution of consumer perceptions over time. Future studies can also explore the role of culture, social influence, and government regulations in shaping consumer perceptions and behavior toward green products [15];[30]. Future research could explore the moderating role of demographic variables such as age, gender, education, and income on the relationship between the variables in the conceptual framework[12].

REFERENCES

1. Akhil and P. MD, "Green Marketing Initiatives to meet consumer demands and Sustainable Development-Challenges and Opportunities," *SSRN Electronic Journal*, Jan. 2017. Available from: <https://doi.org/10.2139/ssrn.2980017>
2. S. Amin and M. T. Tarun, "Effect of consumption values on customers' green purchase intention: a mediating role of green trust," *Social Responsibility Journal*, vol. 17, no. 8, pp. 1320–1336, Dec. 2020. Available from: <https://doi.org/10.1108/srj-05-2020-0191>
3. N. Ansar, "Impact of green marketing on consumer purchase intention," *Mediterranean Journal of Social Sciences*, Oct. 2013. Available from: <https://doi.org/10.5901/mjss.2013.v4n11p650>
4. K. Bai, M. S. Memon, and S. I. Mari, "Analyzing the Consumer's Buying Behavior towards Green Products," *International Journal of Engineering Works*, vol. 07, no. 03, pp. 161–167, Mar. 2020. Available from: <https://doi.org/10.34259/ijew.20.703161167>
5. S. Balaskas, A. Panagiotarou, and M. Rigou, "Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences," *Sustainability*, vol. 15, no. 17, p. 13204, Sep. 2023. Available from: <https://doi.org/10.3390/su151713204>
6. V. Chauhan and R. Bhagat, "Analysing Green Purchasing Behaviour through Subjective Norms and Perceived Behaviour Control," *MANTHAN Journal of Commerce and Management*, vol. 5, no. 01, Jul. 2018. Available from: <https://doi.org/10.17492/manthan.v5i01.13044>
7. Concari, G. Kok, and P. Martens, "A systematic literature review of concepts and factors related to Pro-Environmental consumer behaviour in relation to waste management through an interdisciplinary approach," *Sustainability*, vol. 12, no. 11, p. 4452, May 2020. Available from: <https://doi.org/10.3390/su12114452>
8. U. Dhanda and S. Gupta, "Exploring the go green mantra in India," *Indian Journal of Science and Technology*, vol. 8, no. S4, p. 247, Feb. 2015. Available from: <https://doi.org/10.17485/ijst/2015/v8is4/67056>
9. R. Dondapat and S. R. Basariya, "Consumer perception towards Eco-Friendly FMCG products and its influence on their purchase decision: An observed research," *International Journal of Innovative Technology and Exploring Engineering*, vol. 9, no. 2, pp. 1123–1128, Dec. 2019. Available from: <https://doi.org/10.35940/ijitee.I3722.129219>
10. K. Dutta, "Green Marketing - A Marketing Practice with E-Marketing," *SSRN Electronic Journal*, Jan. 2012. Available from: <https://doi.org/10.2139/ssrn.2492663>
11. M. Esmailpour and E. Bahmiary, "Investigating the impact of environmental attitude on the decision to purchase a green product with the mediating role of environmental concern and care for green products," *Management & Marketing*, vol. 12, no. 2, pp. 297–315, Jun. 2017. Available from: <https://doi.org/10.1515/mmcks-2017-0018>
12. M. Farhan, "Green marketing in India: a study of consumer behaviour in Punjab," *International Journal of Green Economics*, vol. 11, no. 3/4, p. 217, Jan. 2017. Available from: <https://doi.org/10.1504/ijge.2017.10010873>
13. J. Hojnik, M. Ruzzier, and T. S. Manolova, "Sustainable development: Predictors of green consumerism in Slovenia," *Corporate Social Responsibility and Environmental Management*, vol. 27, no. 4, pp. 1695–1708, Feb. 2020. Available from: <https://doi.org/10.1002/csr.1917>
14. M. R. Jacob, Y. W. Putri, and S. O. Sihombing, "Predicting green product purchase: Applying a Cognitive-Affective-Behavior hierarchy," *Jurnal Siasat Bisnis*, vol. 24, no. 2, pp. 87–113, Jul. 2020. Available from: <https://doi.org/10.20885/jsb.vol24.iss2.art1>
15. F. S. De Jesus, J. B. Ramos, and M. T. Cunanan, "Green Marketing: A Descriptive Analysis of its Influence on Consumer Buying Behavior," *IRA-International Journal of Management & Social Sciences*, vol. 17, no. 2, p. 56, Jun. 2021. Available from: <https://doi.org/10.21013/jmss.v17.n2.p5>
16. Y. Joshi and Z. Rahman, "Factors affecting green purchase behaviour and future research directions," *International Strategic Management Review*, vol. 3, no. 1–2, pp. 128–143, Jun. 2015. Available from: <https://doi.org/10.1016/j.ism.2015.04.001>
17. N. Kim and K. Lee, "Environmental consciousness, purchase intention, and actual purchase behavior of Eco-Friendly products: the moderating impact of situational context," *International Journal of Environmental Research and Public Health*, vol. 20, no. 7, p. 5312, Mar. 2023. Available from: <https://doi.org/10.3390/ijerph20075312>
18. X. Liu, T.-H. Kim, and M.-J. Lee, "The impact of green perceived value through green new products on purchase intention: brand attitudes, brand trust, and digital customer engagement," *Sustainability*, vol. 17, no. 9, p. 4106, May 2025. Available from: <https://doi.org/10.3390/su17094106>
19. Mohammadi, M. Barzegar, and M. Nohekhan, "The Green Advantage: Analyzing the effects of Eco-Friendly marketing on consumer loyalty," *arXiv (Cornell University)*, Jan. 2023. Available from: <https://doi.org/10.48550/arxiv.2312.16698>
20. O. A. Oroye, B. O. Sylvester, and P. K. Farayibi, "Total productive maintenance and companies' performance: a case study of fast-moving consumer goods companies," *Jurnal Sistem Dan Manajemen Industri*, vol. 6, no. 1, pp. 23–32, Feb. 2009. Available from: <https://doi.org/10.30656/jsmi.v6i1.4185>
21. Paço, M. Raposo, and W. L. Filho, "Identifying the green consumer: A segmentation study," *Journal of Targeting Measurement and Analysis for Marketing*, vol. 17, no. 1, p. 17, Feb. 2009. Available from: <https://doi.org/10.1057/jt.2008.28>
22. K. Peattie, "Green Consumption: Behavior and Norms," *Annual Review of Environment and Resources*, vol. 35, no. 1, p. 195, Nov. 2010. Available from: <https://doi.org/10.1146/annurev-environ-032609-094328>
23. W. Rubam et al., "Green Marketing Strategies of Organic Food Products and Their Relationship with Consumer's Purchase Intentions – a Mixed Methods Approach," *Jul. 2024*. Available from: <https://doi.org/10.2139/ssrn.4899309>
24. S. Y. Sahetapy and R. M. Noach, "Buying mechanism of green products," *Advances in Social Science, Education and Humanities Research*, Jan. 2021. Available from: <https://doi.org/10.2991/assehr.k.210424.033>
25. M. M. K. Sherwani et al., "An Empirical Investigation of Factors Influencing Green Product Purchase Intention of Millennials," *Studies in Economics and Business Relations*,

- vol. 2, no. 1, pp. 45–59, Jul. 2021. Available from: <https://doi.org/10.48185/sebr.v2i1.307>
26. S. Singh, U. Chawla, and H. Iqbal, “Relationship between social cause, environment conservation and environmental attitude, towards promoting green purchasing behavior,” *Serbian Journal of Management*, vol. 18, no. 1, pp. 27–43, Jan. 2023. Available from: <https://doi.org/10.5937/sjm18-36157>
 27. Ullah, “Consumer’s Beliefs and Attitudes toward Green Marketing in Bangladesh,” *Journal of Accounting & Marketing*, vol. 07, no. 03, Jan. 2018. Available from: <https://doi.org/10.4172/2168-9601.1000291>
 28. L. Viswanathan and G. Varghese, “Greening of business: A step towards sustainability,” *Journal of Public Affairs*, vol. 18, no. 2, Feb. 2018. Available from: <https://doi.org/10.1002/pa.1705>
 29. A. G. S. N. Wijewardena and U. L. Herat, “The impact of green marketing components on corporate image of green certified hotels in Sri Lanka,” *Wayamba Journal of Management*, vol. 11, no. 1, p. 20, Jun. 2020. Available from: <https://doi.org/10.4038/wjm.v11i1.7489>
 30. S.-I. Wu and J.-Y. Chen, “A model of green consumption behavior constructed by the theory of planned behavior,” *International Journal of Marketing Studies*, vol. 6, no. 5, Sep. 2014. Available from: <https://doi.org/10.5539/ijms.v6n5p119>
 31. X. Zhang and F. Dong, “Why Do Consumers Make Green Purchase Decisions? Insights from a Systematic Review,” *International Journal of Environmental Research and Public Health*, vol. 17, no. 18, p. 6607, Sep. 2020. Available from: <https://doi.org/10.3390/ijerph17186607>
 32. M. R. Zimmer, T. F. Stafford, and M. R. Stafford, “Green issues: Dimensions of environmental concern,” *Journal of Business Research*, vol. 30, no. 1, pp. 63–74, May 1994. Available from: [https://doi.org/10.1016/0148-2963\(94\)90069-8](https://doi.org/10.1016/0148-2963(94)90069-8)
 33. N. A. Tamboli et al., “Consumer preference for Eco-Friendly products in relation to sustainability awareness,” *Journal of Advanced Zoology*, vol. 44, no. S6, pp. 87–93, Nov. 2023. Available from: <https://doi.org/10.17762/jaz.v44is6.1990>
 34. C. Chea, “Green Marketing and Consumer Behavior: An analytical Literature review and Marketing Implications,” *Business and Economic Research*, vol. 14, no. 2, p. 78, Apr. 2024. Available from: <https://doi.org/10.5296/ber.v14i2.21821>
 35. Mohammadi, M. Barzegar, and M. Nohekhan, “The Green Advantage: Analyzing the effects of Eco-Friendly marketing on consumer loyalty,” *arXiv (Cornell University)*, Jan. 2023. Available from: <https://doi.org/10.48550/arxiv.2312.16698>

ABOUT THE AUTHOR



Dr Sangeeta Jain Director ,Govindram Seksaria Institute of management and research Indore, MBA in Management with a specialization in Marketing in 1986, Ph.D. in Green Marketing, from Devi Ahilya Vishwavidyalaya (DAVV). Authored and published over 20 research papers in reputed, peer-reviewed academic journals. Active Member of the Indore Management Association