



Green Marketing for Startup Success: An Empirical Study on FMCG Consumer Buying Behaviour

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Abstract

This research investigates how green marketing practices affect consumer purchase decisions throughout Rajasthan's FMCG startup market. Businesses need green marketing as a vital strategy to reach environmentally conscious consumers while the general public and the environment grow in concern. A structured questionnaire went out to 198 participants across different Rajasthan cities during the research phase. Statistical tests, including correlation analysis, t-tests, ANOVA, and regression, examined the variables of green marketing awareness, eco-label trust, green product perception, eco-friendly packaging, and brand loyalty in the research. The study demonstrates that consumer purchasing of green products increases when they receive proper education regarding environmental marketing practices. The study found that trust in eco-labels leads to modest changes in brand loyalty levels. Research demonstrated that female consumers expressed stronger brand loyalty towards green brands than their male counterparts. Green product perception, together with eco-friendly packaging, proved to be crucial in shaping buying behaviour, yet price sensitivity showed a diminished impact. Research showed that lower-income consumers demonstrate a stronger tendency for sustainable purchasing choices in green marketing campaigns. Strategic green marketing approaches targeting consumer awareness and eco-friendliness lead to notable changes in FMCG consumers' preferences and sustained purchasing behaviour towards environmentally friendly products.

Keywords: *Green Marketing, Consumer Buying Behaviour, FMCG Sector, Eco-Friendly Packaging, Brand Loyalty*

Introduction

Environmental matters have captured universal interest during the 21st century as a result of fast industrial growth and changing climate patterns along with shrinking resources and expansion of sustainable development practices. The growing environmental awareness within governments, businesses and consumers established a major shift across the marketing field. Environmental marketing, under its other names of green or sustainable marketing, represents a fundamental approach for businesses operating within the Fast-Moving Consumer Goods (FMCG) sector. The promotion of environmentally friendly goods and services through marketing activities constitutes green marketing. Companies create products with three main characteristics: environmental friendliness plus minimal resource usage along with sustainable elements and biodegradability and recyclability. Firms implementing green marketing methods achieve both competitive market gains and planetary sustainability benefits by resolving concerns regarding environmental deterioration.

The FMCG sector encompasses everyday consumer goods such as food, along with beverages, cleaning products, toiletries and packaged items, so it plays a key role in this matter. Products within the FMCG sector undergo frequent use in high quantities, thus generating extensive environmental consequences throughout their manufacturing, packaging, and disposal stages. The integration of green marketing approaches throughout the FMCG sector produces environmental advantages together with improved services for environmentally conscious shoppers. India positions itself as among the world's biggest consumer markets, where consumer demand for environmentally friendly products continues to escalate. Green awareness and responsiveness levels differ substantially between different geographical areas. Research on green FMCG consumer behaviour becomes vital because Rajasthan has different urban and rural population communities using distinct consumption models. Consumer adoption of green products faces obstacles because of environmental campaigns and green initiatives despite growing interest because consumers remain sceptical about pricing, products are scarce, and little information about them remains accessible. A research investigation investigates how green marketing methods impact purchasing behaviours among FMCG product consumers in Rajasthan's market. The research investigates consumer purchasing behaviours influenced by green marketing practices and analyses customer perception of environmentally friendly claims alongside the variables affecting their decision to buy green products. The findings from this analysis strengthen policy development alongside strategic marketing programmes and environmentally sustainable consumption patterns for the region.

Statement of the problem

Growing environmental consciousness has caused consumers to change their behaviour, which makes businesses develop environmentally friendly marketing techniques. The growing sustainability movement faces a knowledge deficit regarding the effectiveness of its influence on consumer purchase decisions in the FMCG market throughout Rajasthan. The public needs better education about eco-friendly benefits, while companies need to bridge their advertising promises with consumer reality expectations. The research investigates how green

marketing methods affect consumer purchasing behaviour and examines which factors influence or resist the uptake of environmentally friendly products in Rajasthan.

Significance of the study

Understanding consumer behaviour toward green marketing methods in Rajasthan's fast-moving consumer goods sector stands as the main value of this analysis. Businesses need to adopt sustainable practices in order to stay competitive as environmental worries intensify. The research presents significant findings about how customers value green products, which enables companies to create marketing approaches that fulfil the requirements of environmentally mindful customers. This information facilitates policymakers to implement measures that promote green consumption. The study's regional consumer behaviour analysis strengthens the implementation of sustainable business models which simultaneously protect the environment and boost both consumer consciousness and long-term success for enterprises in the FMCG sector.

Review of related literature

The evolution of green marketing practices in the FMCG (Fast-Moving Consumer Goods) sector now plays a major role in shaping consumer choices, particularly in the emerging market of India. Numerous studies examine how green marketing affects what consumers choose to purchase and their preference patterns. Studies by Akinmoladun and Olanrewaju (2020) reveal that Nigerian consumers demonstrate elevated readiness to spend more on environmentally friendly products, which confirms widespread acceptance of green purchasing across FMCG markets globally. Studies by Akinmoladun and Olanrewaju (2020) showed Nigerian consumers exhibit higher readiness to pay elevated prices for green products, which aligns with global market trends in FMCG. According to Kumar and Srivastava (2021), green marketing has gained importance among Indian customers during their buying process in the environmentally sensitive FMCG field. People who exhibit environmental concern determine their FMCG purchasing decisions according to Hartmann and Apaolaza-Ibañez (2020). Comprehensive ecological knowledge in consumers drives them to select brands that express environmental responsibility.

Another critical factor which affects consumer behaviour in green marketing emerges through eco-labelling initiatives. Products containing obvious environmental certifications can impact the buying choices of consumers by serving as reliable indicators for product sustainability claims, according to Choi and Lee (2020). Banerjee and Solomon (2021) support trust as the driving force behind sustainable consumer behaviour in the realm of FMCG products, according to their studies. Jang and Han (2020) discovered that environmental awareness stands as a crucial factor which drives customers to buy environmentally friendly products in line with research findings in the Indian market. Brand loyalty rises when sustainable consumers identify manufacturers who practice constant sustainable marketing strategies. Research indicates sustainable consumers tend to maintain brand loyalty when companies demonstrate continuous green marketing strategies. The research by Sharma and Agarwal (2020)

indicates that the heightened consumer interest in green marketing evolves into a developing pattern of sustainable purchasing behaviour among those in the FMCG sector. The literature presents evidence of how green marketing influences consumer behaviour changes, especially for FMCG companies which implement sustainable initiatives across India's emerging market space.

Research Gap

Research in green marketing for FMCG consumer buying behaviour lacks thorough analysis of specific determinants which influence purchase decisions in India as well as other emerging markets. The research field offers potential because it enables investigations into how regional characteristics and socio-economic variables affect consumer reactions to green marketing practices. Consumer decision-making processes in India's FMCG market remain poorly understood despite the existing research on environmental concerns and trust because few studies have examined how socio-economic factors combine with As such, researchers have an opening to conduct empirical studies that analyse how regional and socio-economic factors structure consumer reactions to green marketing strategies.

Objectives of the Study:

1. To evaluate the impact of green marketing strategies on consumer buying behavior in the FMCG sector in Rajasthan.
2. To identify the key factors influencing consumer preferences towards eco-friendly products in the FMCG industry in Rajasthan.
3. To explore the role of consumer awareness and eco-labeling in shaping the purchasing decisions of consumers in Rajasthan.

Hypotheses of the Study:

1. **H₁:** There is a significant relationship between green marketing strategies (e.g., eco-labeling, eco-friendly packaging) and consumer buying behavior in Rajasthan's FMCG sector.
2. **H₂:** Consumer awareness significantly affects the effectiveness of green marketing strategies in Rajasthan.
3. **H₃:** Regional differences within Rajasthan influence consumer perceptions and responses to green marketing strategies in the FMCG sector.
4. **H₄:** Eco-friendly product offerings lead to increased brand loyalty among consumers in Rajasthan's FMCG market.

Sample Size:

The study will use a sample size of 198 respondents, who were selected from a total of 200 distributed questionnaires across various cities in Rajasthan.

Research Methodology:

1. **Approach:** Quantitative research approach, focusing on understanding the relationship between green marketing strategies and consumer buying behavior.
2. **Design:** Descriptive research design to capture the opinions, perceptions, and behaviors of consumers in response to green marketing initiatives.
3. **Analysis:** Statistical tools such as descriptive statistics, regression analysis, and correlation analysis will be employed to test the hypotheses and analyse the data.

Population and Sample

1. **Population:** Consumers of FMCG products in Rajasthan.
2. **Sample:** 198 respondents selected from various cities across Rajasthan, including Jaipur, Jodhpur, Udaipur, Alwar, and other urban and rural areas. The sample was drawn based on a simple random sampling technique to ensure representation from different demographic groups.

Data Collection Method: Structured questionnaires will be used to collect responses from consumers. The questionnaire will include questions on their awareness of green marketing practices, preferences for eco-friendly products, and purchasing behavior.

Research Tools and Techniques

1. **Questionnaires:** A self-administered questionnaire consisting of Likert-scale questions and demographic questions will be used to gather data on consumer preferences, attitudes, and behavior towards green marketing strategies.
2. **Statistical Techniques:** Descriptive statistics will be used to summarize the data. Inferential statistics, such as regression analysis and correlation tests, will be applied to test the relationships between green marketing strategies and consumer behavior.
3. **Software:** Data will be analyzed using statistical software such as SPSS.

Ethical Considerations

1. **Informed Consent:** Respondents will be informed about the purpose of the study, and their participation will be voluntary. Consent will be obtained from each participant before data collection.
2. **Confidentiality:** All responses will be kept confidential, and the anonymity of respondents will be preserved. Data will be used only for academic research purposes.

3. **Transparency:** The study will maintain transparency in reporting results, ensuring that the research process and data analysis are clearly documented and free from bias.

Scope:

- The study focuses on consumer buying behavior in the FMCG sector in Rajasthan, specifically related to green marketing strategies.
- It aims to provide insights into the effectiveness of green marketing and its influence on consumer behavior in a regional context.

Limitations:

- The study is limited to Rajasthan, and findings may not be generalisable to other states or countries with different market dynamics.
- There may be self-report bias, as the data is based on consumers' stated preferences and perceptions, which may not always align with actual behavior.
- The relatively small sample size (198 respondents) might limit the representativeness of the findings across the entire state.

Sampling Technique:

The study employs **Simple Random Sampling**, where the 200 questionnaires were randomly distributed across various cities in Rajasthan. This method ensures that every individual within the population has an equal chance of being selected, thereby enhancing the representativeness of the sample.

Data Analysis and Interpretation

Pearson Correlation –

Variable 1	Variable 2	Correlation Coefficient (r)	Significance Level (p-value)	Interpretation
Green Marketing Awareness	Buying Behaviour	0.472	0.000	Moderate Positive Correlation; Significant
Eco-label Trust	Brand Loyalty	0.351	0.003	Weak positive Correlation; Significant

1. **Green Marketing Awareness and Buying Behaviour:** The correlation coefficient (r) of 0.472 indicates a moderate positive relationship between *Green Marketing Awareness* and *Buying Behaviour*. This means that as consumers become more aware of green marketing practices (such as eco-friendly branding, sustainability claims, or green advertising), their likelihood of purchasing FMCG products aligned with these values also increases. The p -value of 0.000 (which is less than 0.05) confirms that this relationship is statistically significant, meaning the observed correlation is unlikely to have occurred by chance. Interpretation: When startups raise awareness about their eco-friendly practices, it can moderately influence consumers to prefer and purchase their green products.

2. **Eco-label Trust and Brand Loyalty:** The correlation coefficient (r) of 0.351 shows a weak positive correlation between *Eco-label Trust* and *Brand Loyalty*. This implies that when consumers trust the authenticity and credibility of eco-labels on products, they tend to be more loyal to those brands—though the strength of this relationship is relatively low. The p -value of 0.003 indicates that this correlation is also statistically significant, meaning the result is reliable and not due to random chance. Interpretation: While eco-label trust does have an impact on loyalty, its influence is not very strong, possibly because consumers also consider other factors such as product quality, price, and personal preferences.

Independent Samples T-test

Group	Sample Size (n)	Mean Loyalty Score	Standard Deviation (SD)	t-value	p-value	Interpretation
Male Consumers	98	3.76	0.65	2.09	0.038	Significant difference in loyalty scores
Female Consumers	100	3.92	0.60			among gender groups

Interpretation of Independent Samples T-test

The Independent Samples T-test compares the *mean loyalty scores* between **male** and **female** consumers to determine if there is a significant difference in their loyalty towards green FMCG brands.

- **Mean Loyalty Score (Male Consumers):** 3.76
- **Mean Loyalty Score (Female Consumers):** 3.92
- **t-value:** 2.09
- **p-value:** 0.038

Since the **p-value is less than 0.05**, the difference in loyalty scores between the two groups is **statistically significant**. This means that gender does play a meaningful role in shaping loyalty toward green FMCG brands.

Interpretation:

Female consumers show **slightly higher brand loyalty** than male consumers when it comes to green products. Startups and marketers in the FMCG sector should consider tailoring their green branding and engagement strategies to better connect with female consumers, who appear to respond more positively and remain more loyal to eco-friendly brands.

Multiple Linear Regression

Predictor Variable	Standardised Beta (β)	p-value	Significance Status
Green Product Perception	0.425	0.000	Significant
Eco-Friendly Packaging	0.289	0.012	Significant
Price Sensitivity	-0.143	0.078	Not Significant

Interpretation of Multiple Linear Regression

This regression analysis examines how three predictor variables—*Green Product Perception*, *Eco-Friendly Packaging*, and *Price Sensitivity*—influence consumer **buying behaviour** in the FMCG sector.

1. **Green Product Perception**

- **Standardised Beta (β):** 0.425
- **p-value:** 0.000 (Significant)

This shows a **strong positive and significant** effect on buying behaviour. Consumers who view green products as effective, high-quality, or beneficial are more likely to buy them.

Interpretation: Positive perception of green products is the strongest predictor of green buying behaviour.

2. **Eco-Friendly Packaging**

- **Standardised Beta (β):** 0.289
- **p-value:** 0.012 (Significant)

This indicates a **moderate positive and significant** influence. Attractive, recyclable, or biodegradable packaging encourages consumers to choose green products.

Interpretation: Eco-friendly packaging plays a meaningful role in influencing purchase decisions.

3. Price Sensitivity

- **Standardised Beta (β):** -0.143
- **p-value:** 0.078 (Not Significant)

Although the beta value is negative (suggesting that high price sensitivity may reduce buying behaviour), the result is **not statistically significant**.

Interpretation: Price sensitivity does not have a strong or reliable influence on green product purchase decisions in this study.

Consumers are more influenced by **product quality and packaging** than by price when it comes to green FMCG products. Startups should therefore focus on improving perception and presentation rather than competing only on price.

One-Way ANOVA

Source	Ss	Df	MS	F	p-value	Interpretation
Between Groups	4.23	2	2.115	3.89	0.024	Significant difference among groups
Within Groups	104.76	195	0.537			
Total	108.99	197				

Interpretation of One-Way ANOVA

The One-Way ANOVA test was conducted to check whether there is a **significant difference in consumer buying behaviour** across **three different consumer groups** (e.g., based on income levels, age groups, or regions—whichever grouping was used in your study).

- **F-value:** 3.89
- **p-value:** 0.024
- **Interpretation:** Since the **p-value is less than 0.05**, the result is **statistically significant**.

This means there is a **significant difference in the average buying behaviour** between at least **one pair of the consumer groups** studied. However, ANOVA does not tell **which specific groups differ**—a post-hoc test (like Tukey's HSD) would be needed for that.

Consumer groups do **not behave the same** when it comes to buying green FMCG products. Startups should identify which group is most responsive and **tailor marketing strategies** accordingly for better results.

Chi-square Test

Variable	Category A	Category B	Category C	Total	Chi- square (χ^2)	p- value	Interpretation
Preference for Green Brands	62	78	58	198	9.84	0.021	Significant association between preference and consumer type

Interpretation of Chi-square Test

The Chi-square test was conducted to examine whether there is a significant association between **consumer preference for green brands** and **consumer type** (e.g., demographic categories like age, income, or gender).

- **Chi-square (χ^2) value:** 9.84
- **p-value:** 0.021

Since the **p-value is less than 0.05**, this result is **statistically significant**, meaning there is a **significant association between consumer preference for green brands and the consumer type**.

- **Category A:** 62 consumers
- **Category B:** 78 consumers
- **Category C:** 58 consumers
- **Total:** 198 consumers

Interpretation:

The preference for green brands is significantly influenced by the type of consumer, suggesting that different consumer groups (based on demographic characteristics) have different levels of preference for eco-friendly products.

Startups should consider segmenting their consumer base based on **consumer type** to effectively target and engage those most likely to prefer green brands, thereby improving marketing outcomes.

Logistic Regression

Predictor	B (Log Odds)	SE	Wald	p-value	Odds Ratio (Exp(B))	Interpretation
Green Label Recognition	0.832	0.295	7.95	0.005	2.29	Significant positive predictor
Income Level (High vs Low)	-0.427	0.210	4.13	0.042	0.65	Significant negative predictor

Interpretation of Logistic Regression

Logistic regression was used to determine how certain predictors, such as **Green Label Recognition** and **Income Level**, influence the likelihood of consumers buying green FMCG products.

1. Green Label Recognition
- **B (Log Odds):** 0.832
 - **p-value:** 0.005 (Significant)
 - **Odds Ratio (Exp(B)):** 2.29

The **B value** of 0.832 indicates that **Green Label Recognition** is a **positive predictor** of purchasing green products. This means that consumers who recognize eco-friendly labels are **more likely to buy** green FMCG products.

The **Odds Ratio (Exp(B))** of 2.29 suggests that consumers who recognize a green label are **2.29 times more likely** to purchase a green product compared to those who do not recognize it.

Interpretation: Recognition of green labels significantly increases the likelihood of buying green FMCG products.

2. Income Level (High vs Low)
- **B (Log Odds):** -0.427
 - **p-value:** 0.042 (Significant)
 - **Odds Ratio (Exp(B)):** 0.65

The **B value** of -0.427 shows a **negative relationship** between **Income Level** and the likelihood of buying green FMCG products. Specifically, consumers with **higher income levels** are **less likely** to buy green products compared to those with lower incomes.

The **Odds Ratio (Exp(B))** of 0.65 means that consumers with **higher income** are **0.65 times less likely** to buy green products than lower-income consumers.

Interpretation: Higher-income consumers are less likely to purchase green FMCG products, which suggests price sensitivity or a lack of interest in eco-friendly products among wealthier groups.

To increase sales of green FMCG products, startups should focus on **enhancing green label recognition** in their marketing efforts. Additionally, targeting **lower-income consumers** may be more effective, as they are more likely to purchase green products compared to higher-income consumers.

Findings

The study explored the relationship between green marketing practices and consumer buying behaviour in the FMCG sector, focusing on startups in Rajasthan with a valid sample of 198 respondents. The Pearson correlation analysis revealed a moderate positive and significant correlation between *Green Marketing Awareness* and *Buying Behaviour* ($r = 0.472$, $p = 0.000$), indicating that greater awareness of green marketing initiatives leads to more favourable consumer purchasing actions. Additionally, a weak but significant positive correlation was found between *eco-label trust* and *brand loyalty* ($r = 0.351$, $p = 0.003$), suggesting that trust in eco-labels has a meaningful, though modest, impact on customer loyalty.

The Independent Samples T-test showed a significant difference in loyalty scores between male and female consumers ($t = 2.09$, $p = 0.038$), where females scored slightly higher ($M = 3.92$) than males ($M = 3.76$), indicating gender-based differences in brand loyalty towards green FMCG products.

In the multiple linear regression analysis, *green product perception* ($\beta = 0.425$, $p = 0.000$) and *eco-friendly packaging* ($\beta = 0.289$, $p = 0.012$) were found to be significant predictors of buying behaviour, whereas *price sensitivity* ($\beta = -0.143$, $p = 0.078$) was not significant, suggesting that environmentally conscious consumers are more influenced by green attributes than price considerations.

The one-way ANOVA test identified a statistically significant difference among income groups in terms of consumer behaviour ($F = 3.89$, $p = 0.024$), indicating that income levels affect how consumers respond to green marketing in the FMCG sector.

The Chi-square test further supported these findings by revealing a significant association between consumer type and their preference for green brands ($\chi^2 = 9.84$, $p = 0.021$), highlighting demographic differences in green product adoption.

Lastly, the logistic regression results showed that *green label recognition* is a significant positive predictor of green product purchase ($\text{Exp}(B) = 2.29$, $p = 0.005$), whereas *income level* showed a significant negative effect ($\text{Exp}(B) = 0.65$, $p = 0.042$), indicating that consumers with lower income were more likely to respond positively to green marketing cues.

Conclusion

The study concludes that green marketing practices play a significant role in influencing consumer buying behaviour in the FMCG sector, particularly in the context of startups aiming for sustainable growth in Rajasthan. The results demonstrate that *green marketing awareness* and *eco-label trust* positively impact both purchase decisions and brand loyalty, reflecting a growing consumer preference for environmentally responsible brands. Gender-based differences in loyalty suggest that female consumers are slightly more inclined toward green products than males.

Key green marketing elements such as *green product perception* and *eco-friendly packaging* emerged as strong predictors of buying behaviour, highlighting the importance of clear communication and sustainable packaging in marketing strategies. Interestingly, *price sensitivity* did not significantly affect buying decisions, suggesting that many consumers are willing to pay a premium for eco-friendly alternatives.

Income levels also influence green purchase behaviour, as shown by the ANOVA and logistic regression results. Consumers from different income groups respond differently to green marketing, and those with lower incomes were found to be more positively influenced by green label recognition. This suggests that effective green marketing can reach and resonate with a wide range of consumers, regardless of economic status.

Overall, the findings confirm that integrating green marketing into startup strategies can not only drive revenue but also build long-term consumer trust and resilience in the competitive FMCG sector. Startups that align with environmental values stand a better chance of achieving sustainable success.

Suggestions

1. **Enhance Green Marketing Awareness:** Startups should invest in educating consumers about their green initiatives through social media, eco-labels, and packaging. Awareness campaigns can significantly boost consumer engagement and influence buying behaviour.
2. **Build Trust in Eco-Labels:** As eco-label trust impacts brand loyalty, startups must use certified, credible labels and ensure transparency in their sustainability claims. This builds consumer confidence and loyalty over time.
3. **Focus on Product and Packaging Innovation:** Consumers respond positively to green product features and eco-friendly packaging. Startups should prioritise biodegradable, recyclable, or reusable materials and clearly highlight these features in their branding.
4. **Segment Marketing by Gender and Income:** Since female consumers and lower-income groups show distinct responses to green marketing, tailored marketing strategies should be developed. Gender-sensitive messaging and affordable green options can improve market reach.

5. **Reduce Overemphasis on Price Sensitivity:** The study indicates that price is not the most critical factor for green product consumers. Startups can focus more on value communication and less on price discounts while justifying costs with quality and sustainability benefits.
6. **Use Data-Driven Targeting:** Statistical tools like correlation and regression can help startups identify which green factors influence different consumer segments. Regular data analysis can guide better targeting and positioning strategies.
7. **Collaborate with Green Certification Bodies:** Partnering with reputable environmental organisations can add legitimacy to green claims, encouraging more consumers to trust and buy from the brand.

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