

Consumer Perception and Adoption of Green Marketing Strategies in the Fast-Moving Consumer Goods Industry: A Comparative Study

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Abstract

Green marketing has emerged as a vital method for companies to remain competitive and make a contribution to environmental sustainability. This study examines the important thing elements using customer adoption of green marketing practices in the fast-shifting consumer goods sector. Drawing on a method technique, the look at explores patron perceptions, attitudes, and behavioral shifts toward inexperienced products and services. The findings imply that green advertising and marketing can efficaciously increase recognition and encourage environmentally pleasant consumption conduct. Gender and age are recognized as influential elements in the adoption of inexperienced advertising techniques. Moreover, the issue of purchaser trust is highlighted as a pivotal detail in decision-making regarding sustainable purchases. The research presents precious insights for advertising and marketing practitioners, emphasizing the importance of leveraging inexperienced techniques to meet evolving customer needs and foster a more sustainable commercial enterprise environment. Theoretically, it has a look at contributing to the literature on advertising myopia and the drivers of green purchaser conduct. Overall, this research underscores the strategic significance of inexperienced advertising and marketing in aligning company practices with societal and environmental imperatives.

Keywords: Consumer Perception, Green Marketing, Fast Moving Consumer Goods Industry

1. Introduction

Given the increase in awareness regarding environmental issues, there is a growing interest in the sustainable practices typically adopted by organizations across different sectors. Green marketing is not only beneficial for companies in fostering competitiveness but also serves the ecological system and society as a whole. Penetrating the theoretical concept of the adoption of green marketing strategies in the fast-moving consumer goods industry will be of utmost significance for both marketing scholars and businesses. The research aims to point

out the importance of the key factors in the study of green marketing adoption primarily driven by consumer perception. The results reveal that the influence of consumer adoption of green marketing strategies cannot be generalized for FMCGs in all types of countries. (Nekmahmud & Fekete-Farkas, 2020).

The research was purposed to investigate the motivational benefits of consumer adoption or rejection of green marketing strategies. The study objectives comprise the development of an understanding of the elements that might change consumer perceptions, thereby influencing their acceptance of green marketing strategies, as well as determining the consequences of those values for green marketing strategy. The relevance of this research lies in the quest for consumer behavioral shifts towards green products. This research needs to be conducted in the FMCG industry in order to establish a new concept of green marketing trends, gateways, and stimuli that relate to business attributes. Developing new theoretical and consultative insights in this area is a good foundation for carrying out research that is both contemporary and relevant to academia and the business ecosystem. In doing so, marketing practices can illuminate green trends for novice marketing consultants. (Roh, Noh, Oh, & Park, 2022).

1.1. Background and Rationale

The notion of green or environmental marketing as a concept mainly began in the late 1970s around the time when environmental consciousness was first developing. In the years since, environmental awareness has grown and taken root within consumer trends around the world, ingraining itself in the virtue of the individual as a value system. This has put businesses under increasing public scrutiny, forcing them to walk the sustainability talk and change their marketing strategies to reflect this. Over the past half-century, a clear trend has emerged in the strategic direction business and industry are heading towards via collaboration with various stakeholder groups, moving from a strategic approach based on cause-related marketing, through ecological marketing, towards becoming more holistically green both in product line and strategic company social responsibility stance. Modern marketing officers are under strong competitive pressure to sell sustainable products and at the same time remain environmentally aware, or 'green'. With consumers becoming increasingly environmentally aware, especially younger adults, green marketing and sustainable product development are areas of interest for companies to remain competitive and improve brand loyalty in the significant fast-moving consumer goods sector. (Nogueira, 2020).

This study is concerned with examining the perceptions held by consumers in one FMCG sector – dairy commodities – towards the notion of green marketing and consumer patronage of products framed this way. It has become very appealing to specialists of consumer behavior to conduct research in light of the findings of this study.

It is important to better understand how consumers perceive green marketing methodologies, and to what degree they are more inclined to patronize a green-marketed product over one that is not following this trend. There has been evidence of multiple reasons as to why a company may adopt the green marketing philosophy as a part of foundational growth and development strategies. The manner in which young adults make decisions when

it comes to brands and buying products has changed significantly and is steeped in contemporary trends. A much greater awareness regarding health is proving to be significant among the younger generation. (Klintebjer Brecelj, 2021).

There is also a noticeable revolution in their attitudes towards the environment. Studies point in the direction of a large majority of those aged 32 to 70 years buying ethical products, and these are also the people who claim to want to support companies that exhibit an environmental and ethical stance in their operations, via their brand loyalty. There are many factors that motivate consumers to support environmental marketing. One of the most notable products where the green marketing stance appears is in the body and health care, as well as the consumable goods market. It makes economic sense to adapt marketing strategies to changing consumer values. Companies still fall into the trap of disbelieving that consumers quite simply do not always do as they say. However this may be, many are motivated to purchase green products that take into account environmental concern. Consumers themselves are becoming increasingly sensitive to environmental developments and pressures at global, national, and local levels, which are altered repetitively by the media. As a whole, it is advocated that marketing strategies of companies should be adjusted on the basis of recent and upcoming consumer expectations. (Robichaud & Yu, 2022).

1.2. Research Objectives

The primary objectives of this study are as follows. The first is to critically inquire how consumers perceive green marketing and investigate the factors that determine consumers' actual and intended behavior towards sustainable practices in the fast-moving consumer goods sector. A comparative analysis for different demographic groups is also carried out in order to identify similarities and differences across the groups. This overarching question is subdivided into five objectives that combine to address the research problem: (1) to explore any potential barriers that prevent companies from adopting green marketing strategies; (2) to critically examine the effectiveness of different green marketing strategies; (3) to identify any barriers that prevent consumers from engaging with green marketing strategies; (4) to explore how different demographic groups perceive the importance of being labeled as green; and (5) to examine how greater levels of mainstream media attention focused on the environment and sustainability impact consumers' perceptions and behavior.

The second aim of this study is to critically review whether marketing professionals perceive green marketing effectiveness to be linked to a conceptual escape route from marketing myopia. The results of this study will provide support for marketing myopia research implications while providing marketers knowledge on the importance of leveraging green marketing strategies in a directed industry. Given these objectives, this research aims to answer the following questions: What factors influence actual consumer behavior towards sustainable practices in the FMCG sector? What practical and theoretical relevance do Labelling Theory and the Theory of Reasoned Action have to this study? What impact has media attention focused on the environment and sustainability had on consumers? What attitudes do different consumer segments have towards green marketing? What are the significant barriers that prevent consumers from engaging with green marketing, and do the

different consumer segments have different views regarding this?

1.3. Scope and Significance of the Study

Our research study focuses on consumers, as studies conducted thus far have primarily analyzed the perception of academics and industrialists regarding changes in consumer behavior following the advent of marketing. Our researchers have not encountered any comparative analysis-based research discussing green marketing preferences in the fast-moving consumer goods (FMCG) industry, i.e., companies that produce foods and beverages, drugs, and chocolates, and identify and target their primary market segment. This study primarily concerns the consumption patterns of the middle-class segment. The primary data collection was conducted by eliciting responses from different socio-geographical population groups. By conducting the study in a comparative setting, the study aims to understand changes in consumer perception about the practice of green marketing. We have conducted three case studies involving large food and beverage corporations. From the companies and products taken, we assume the products to be similar. (Dorasamy, 2023).

This study will contribute to two main fields. It builds on the existing academic literature and adopts an industry trend approach for which gaps in the literature we attempt to fill. This study mainly focuses on the consumers' view. Through designing green value creation and footprint extension strategies, management can use the knowledge we develop to make certain decisions about sustainable branding. Second, the study's findings enable policymakers to help contribute to environmental sustainability. Unequal industry concerns can result in extensively different strategies. Our contribution helps marketing strategists to align their marketing tools with the target market's key societal issue value that captures the customer's societal change narratives. Thus, the attribute improves the communication, brand-building, and influencer strategies regarding societal attributes, entailing social aspirations and attractions that draw a customer's attention. In anticipation of a meaningful narrative strategy with informed insights, our work helps businesses and academic scholars to conceptualize our understanding of CSR regulations. Keeping in mind the needs and desires of important stakeholders in the FMCG sector, we believe that our work may be used by them. For the consumer, it adds value inasmuch as environmental issues are central in the CSR domain and are prime factors that drive a consumer's purchasing and loyalty behavior. The consumer who seeks eco-alternatives may need information in order to compare multiple alternatives in terms of an environmental tax. Marketers need it as a point of consumer attraction to the product or service that signifies the least negative impact. Influencer strategies make use of referrals in marketing and communications with networks of individuals or companies that incentivize prospective buyers to convert to a product or service that makes sense to their environmental or societal sensibilities. Finally, our study is delimiting in that a large number of goods in retail have an environmental 'extra' strategy available that makes it applicable to all nations worldwide. (Kraus, Cane, & Ribeiro-Soriano, 2022); (Nugroho, Hartauer, & Hartauer, 2024); (Zhang, Islam, Jambulingam, Lim, & Kumar, 2024).

2. Literature Review

The conceptual framework of this study brings key principles of green marketing into focus. There are several interpretations of the term, and a review of the literature further affirms that consumers view green or environmentally friendly products as having unique attributes. The concept of green marketing is established as a market-driven method that influences consumer understanding of green products or services. While consumer perceptions of green products are shown to be favorable, they also suggest possible trade-offs between environmental attributes, pricing, and product choices. Higher prices and less convenience represent two potential obstacles, although more attitudinally and behaviorally committed environmental consumers are amenable to paying a premium for such green products. Regarding the convenience of shopping, the geographic scope of the present study is South African urban and rural supermarkets. (Nguyen, Parker, Brennan, & Lockrey, 2020).

Importantly, the literature discussion points out many policy, social, and marketing factors that may influence consumer reactions toward, acceptance of, and adoption of green or sustainable products. A key consumer aspect is the qualitative trading-off of environmental attributes with other goods. However, consumers have been found to be more preservation-oriented or environmentally willing to buy due to their green attitudes and shopping behaviors. It is important that marketing activities should inform green consumers, even if they hold alternative environmental values, about the existence of a green brand or certain green initiatives to ensure a positive brand perception and repurchase. Despite a changing grocery retail environment, these principles of consumer reactions to green products hold. So the current study is also of interest for its contribution to current literature. More studies along different marketing channels and market structures are welcomed to further confirm the findings in developing countries, particularly in Africa. (Ogiemwonyi, 2022).

2.1. Conceptual Framework of Green Marketing

Developed accordingly, the framework of green marketing consists of four phases: the foundation of green marketing, green marketing principles, consumer commitment, and integrated green marketing or environmentally friendly marketing strategies. The foundation of green marketing is concentrated on several concepts related to sustainability, including sustainable development, corporate conscience and responsibility, and environmental responsibility. However, the foundation model here extends by emphasizing consumer acceptance of the concept of sustainability. Consumers are very important in articulating the concept of sustainability in green marketing strategies, which are associated with green marketing principles, such as physical quality-related and quality-independent cues, and the paradigm of consumption is used. These principles will encourage corporate social responsibility and consumers' positive perception of the responsibility of environmentally friendly practices related to the principles of green marketing. (Sharma, 2021) Figure 1 illustrates the green marketing framework development.

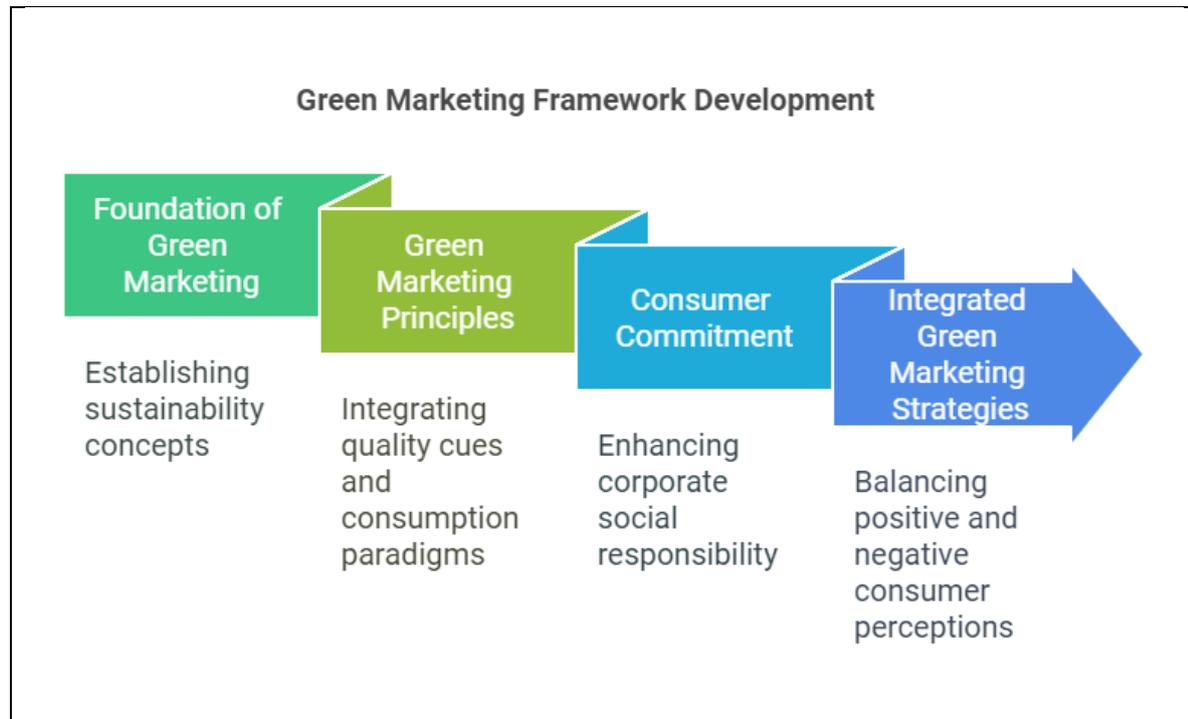


Figure 1; Green Marketing Framework Development

Green marketing is based on the deployment of a conceptual green marketing framework to develop. This identifies two relationships between green marketing practices and the level of consumer commitment to green activities, i.e., there are negative and positive aspects. From a business point of view, this conceptual model supplies a way for companies to understand and use both variables by anticipating the factors that generate and maintain negative consumer perceptions, ensuring actions are taken to reduce perceived risks and appealing to the level of environmental consciousness. The level of perceived risk and environmental consciousness is used as indicators of the emergence of suspicious promotion. Various kinds of conceptual service maps, strategic models, and other diagrams are drawn to classify and facilitate the delivery of the following: identified. (García-Salirrosas & Rondon-Eusebio, 2022).

2.2. Consumer Perception of Green Marketing

Based on our review, we identified a number of studies that addressed how consumers perceive green marketing strategies or address the antecedents of different dimensions of this perception. In general, four key constructs can be distinguished that can be used to measure consumer attitude toward green marketing or products: consumers' trust in the validity of green claims made by companies, credibility of an advertised claim, perception of a company's concern and investment in environmental issues, and the consumer's self-reported environmental behavior. In this paper, we provide a very broad definition of how consumer perception of green marketing is sought. We include, for example, such diverse factors as consumer risk perception, issue involvement, purchase behaviors, attitudes toward marketing, and the impacts of perceived marketing tactics. (Kaur, Gangwar, & Dash, 2022).

Starting with one of the oldest and most frequently cited studies in the field, it was posited that in order for consumers to adopt green products, they must first believe green claims. This trust is inferred from a corporation's image or reputation. It was refuted the notion that trust in a company's good corporate citizenship plays a direct role in consumer evaluation of marketing claims. Rather, it was posited that environmental awareness impacts purchase decision-making while a distrust of corporations may have no meaningful effect. This suggests that consumer consideration of a company's social awareness is driven by concern for the environment, discretionary spending affecting other sentient beings, demonstration of civic virtue for the betterment of those in need; ethical action to do no harm or concerned consumption implies responsible care of ecological realities and resources. (Sun, Li, & Wang, 2022).

2.3. Adoption of Green Marketing Strategies in FMCG Industry

Adoption of Green Marketing Strategies in the Fast-Moving Consumer Goods (FMCG) Industry Several reasons could be found that facilitate and impede the application of green marketing in the FMCG sector. Adoption of green marketing strategies is beneficial in two ways. First, there has been a growing interest in a healthier life and in reducing environmental risks. There is increasing consumer awareness of the need to improve environmental quality and household expenditure on cleaner or environmentally friendly products, services, financial services, and energy saving. Second, the objective to adopt environmentally friendly marketing, once it becomes more competitive, lies in the possibility of creating and exploiting competitive advantage. As a result, firms in different industries have been implementing environmentalism and sustainability in their marketing strategies. (Zameer, Wang, & Yasmeen, 2020).

The simple belief is that organizational culture and marketing reflect the profile and preferences of customers, representing a mirror image of the end consumer's expectations and perceptions. In response to increasing consumer demand globally and consistent encouragement by public authorities, manufacturing firms introducing green products and processes are increasing. There is a variety of evidence of successful implementation of green marketing strategies among various corporations. Certain companies that were early adopters of greening and carried out green marketing have shown a good buy-in from consumers, not just in terms of spending, but also in terms of perceptions of the brand and the company. (Qiu, Jie, Wang, & Zhao, 2020).

The most important benefit companies receive from green marketing campaigns is improved brand image and increased customer loyalty. It is argued that this alone can compensate a company in the short to medium term for its initial buy-in cost of using an eco-label. On the demand side, a growing shift from non-sustainable to sustainable products is supported by the growing trend of climate change and the needs of consumers to improve their own quality of life and that of their siblings. It is further contended that by using an eco-label, organizations, particularly those producing goods, can significantly extend their consumer base, especially in foreign or developed markets. A review of existing research evidence shows that green marketing is carried out by large companies, with little from small

and medium-sized manufacturing enterprises. Few studies about green marketing have been reported among FMCG, including the tea industry. (Nekmahmud & Fekete-Farkas, 2020).

3. Methodology

The research was warranted with the problem statement and the dearth of comprehensive research, which includes qualitative studies. Thus, the research design is explanatory in nature with close-ended questions, vaguely and well-structured. It employed a mixed-method approach by investigating the consumers' perceptions of the respective companies offering them green marketing strategies. A questionnaire and in-depth interviews were the primary methods used to collect the data from 500 consumers and seven managers of companies that use green marketing strategies. Purposive and simple random sampling were used to select the companies and respondents.

Factor analysis is an ideal way to sum the effective output of these strategies to check the performance of the proposed research respondents. Document analysis and observational techniques were used to understand the green marketing strategies adopted and their suitability for consumers, based on which strategies were selected for the study. The approach used was simple random sampling and criterion sampling, where only certain products were followed due to the study being time and resource specific. For this criterion, economy, value of the products, product turnover, features of the strategies, brand preference, company reputation, product knowledge, and rules and regulations were also set.

3.1. Research Design

3. Methodology 3.1. Research Design This study represents a classical mixed-method constructive research design with qualitative research techniques. This method design is most appropriate as the research problem necessitates 'concurrent exploratory strategies in conjunction with the collection and analysis of qualitative data.' This research seeks to discover new insights to provide broader perspectives and fresh conceptualizations of consumer perception and behaviors associated with green marketing. This mixed-method design is appropriate for effective triangulation, enabling the results of a survey to be cross-validated with qualitative perspectives in order to provide a fuller picture of how consumers perceive green marketing strategies in fast-moving consumer goods. Given this research's exploratory nature and attempt to uncover new insights, a mixed-method design is most suited as it allows views to be expressed with more depth and thus will result in the above-mentioned benefits being reaped. Moreover, this research's qualitative paradigm allows a richer understanding and perspectives to emerge of consumer perceptions and responses towards green marketing strategies in comparison to a predominantly methodology alone. In summary, our current research aims to identify the efficacy of green marketing strategies within the fast-moving consumer goods industry. Consequently, it is appropriate that qualitative research approaches are initially used to gain a deeper understanding of consumer perceptions regarding the strategies adopted by fast-moving consumer goods companies. Different data collection methods have been selected based on their appropriateness to the research questions and objectives, as they allow the investigation of a broad, exploratory area

and provide the scope for the collection of in-depth and rich data.

4. Empirical Findings

As part of our empirical findings, we conducted a comparative analysis of consumers' views on green marketing strategies across various demographic variables. The strategies were broadly categorized into four main factors: 1) process and production, 2) product attributes, 3) cause marketing, and 4) corporate social responsibility. Green marketing practices can create awareness and encourage more individuals to adopt environmentally friendly habits or green products in the fast-moving consumer goods sector. Our data suggest that gender and age play an important role in the adoption of green marketing strategies. The study further demonstrates how green marketing capabilities, brand trust, and product attributes can impact an organization in the commercialization of green products. However, three profiles emerge of consumers in the commercialization of green products: green consumers, non-green consumers, and uncertain consumers. Socio-demographics strongly determine differences in consumer categories.

4.1. Comparative Analysis of Consumer Perception

The paper also follows the contrast-comparison approach to conducting the research. The last subsection analyzes various demographic characteristics of consumers. All six groups agreed that price is very important when it comes to purchasing products from the FMCG industry. While an interesting discussion emerged in the focus groups, it is likely that the initial results did not capture the essence of the concept. In contrast, statistically significant differences emerged when it comes to other factors that are also significant, further emphasizing this paper's contribution. The strength and direction of various factors were also different in different regions, gender, and age groups in this research. (Wilkins & Ireland, 2022).

The results from the research in figure 2 show that consumers, especially in less developed regions, have a slightly different perception of green marketing compared to big urban centers. In Romania, it seems that people were not exposed to many campaigns related to environmental or endangered animals. Comparing the regions shows that more than 80% of respondents are aware of green marketing in the regions with the highest high schools and universities in Romania, while less than 55% are aware of green marketing in regions with the least high schools. Regarding the FMCG products pointing toward meat, fish, and dairy, in Bucharest, 82.8% of people would trust such products labeled as eco-friendly, 10-12% are not sure, and only 3-5% would not trust. (Nekmahmud & Fekete-Farkas, 2020).

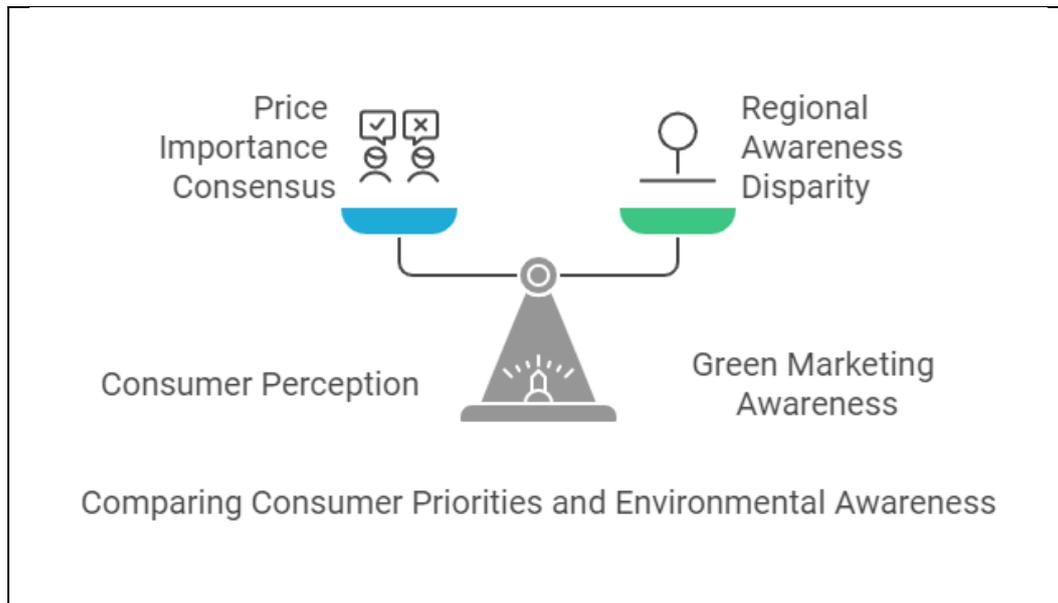


Figure 2; Comparing Consumer Priorities and Environmental Awareness

4.2. Comparative Study on Adoption of Green Marketing Strategies

This subsection demonstrates a comparative study of FMLs and OMLs to understand green marketing and sustainability-linked strategies. This part further discusses the discussions reached with the compiled analysis and findings, focusing on the different factors influencing green marketing strategies across firms that adopted them and their impact on company performance. Additionally, it highlights the advantages and opportunities available in adopting green marketing strategies and provides recommendations on capacity development and strategic focus. (Zhao & Ou, 2023)

From the analysis and insights gained so far, this paper is now capable of providing a clear comparison and contrast of the green marketing strategies and adoption across companies, which further leads to the successful implementation of these strategies and the key success factors. Additionally, and of high importance, successful case studies have also been identified. Below, a summary of the analysis is reported, and the full results and related conclusions are provided. No strong or significant evidence on the existence of a relationship between the green marketing practice criteria and the percentage of consumers that have adopted some of the strategies is identified. Consequently, this indicates that consumer adoption rates and firms' green marketing practices are not in line with each other. Therefore, the following conclusion is drawn: the more green marketing strategy practices FMCG companies implement, the lower the percentage of consumer adoption rates. Hence, consumers might be skeptical about how companies communicate their sustainability practices and do not believe in how such activities contribute to benefits in the society they are embedded in. (Nekmahmud & Fekete-Farkas, 2020).

5. Discussion and Implications

This paper discusses the empirical results that we have found and their implications. There is widespread agreement that consumer perceptions influence the adoption of green

marketing strategies. When a company gets its marketing message right, it persuades you to buy into its corporate personality. One reason why green marketing campaigns persuade consumers to buy is values. When a consumer's values are tapped into by a marketing message that relates to the practice of the company, consumers are more likely to switch from their current product to one that includes positive environmental credentials.

This paper contributes to the theory and practice of green marketing. First, in line with previous research, the study offers empirical results that suggest not only are perceptions towards environmental variables being influenced by juror attitudes, but they are influenced by personal ones as well. The paper also contributes a new framework that suggests different values might impact consumers at the earliest stage of green product adoption, namely the development of eco-awareness.

The consumer, being the final stakeholder, has been involved in the research. In accordance with the beliefs of consumers being the ones requiring education, and in line with loyalty, ethics, and environmental issues, it is relevant that they are given the opportunity to express their attitudes openly and receive education on ethical and green issues. Both consumers and the general retailer have shown a willingness to embrace the adoption of environmental credentials and brands.

If a value statement is to be made that encapsulates the businesses' environmental stance, they may want to classify their product lines. This would enable 'white' product lines to utilize green image-enhancing mechanisms to attract ethically-minded consumers by marketing a diverse range of product attributes, such as 'no animal testing', 'no bleach', or '100% natural'. Furthermore, this gives them the possibility to appeal to the general consumer, whose values lie with avoiding non-environmentally friendly products, as they would be swayed to buy by direct response to more factual statements, such as 'no parabens' or 'fragrance-free'. As a result, the clarity of association with environmental responsibilities will be gaining momentum, while aspirations that their high-concept advertisements could be cited are retained. Mitigation is recommended in the case of minor alcohol or safe forbidden substances being utilized, and a unified approach of looking at 'softening' rigid stances to differentiate a brand is proposed. Enabling their related content sites to include products that sustain a series of thought-provoking general environmental issues is also recommended.

5.1. Key Findings and Interpretations

This research aimed to investigate how consumers perceive green marketing and determine if (and if so, how) they currently adopt, or will adopt, green marketing strategies and green products. The issue of trust plays a pivotal role in consumer decision-making towards the purchase of sustainable products. When a consumer has a lack of trust in a marketer, the chances of that consumer purchasing these products decrease significantly, leading to the hypothesis that trust does indeed play a significant role in determining consumers' acceptance of green marketing strategies. It was also found that the majority of respondents in both countries recognized that most of the products being sold to them are not environmentally friendly. This indicates that consumers are more skeptical towards the claims made by marketers about their products being environmentally friendly. The implications of

this result are that a firm's green product attributes need to be effectively communicated to customers through integrated marketing communications in order to create belief in, and awareness of, their green product offerings. This will also affect consumers' perceptions concerning green marketing strategies and will consequently increase their purchase intention.

Despite the majority of respondents in both countries expressing their untrustworthiness of advertised green product offerings, this does not mean that the adoption of green strategies would be unstable in all regions globally. There is a significant association between respondents who are aware of the list of ways in which a company can be perceived as green and those who are willing to and/or currently adopt green product or service strategies. This result is in favor of the Theory of Reasoned Action, which postulates that the decision to adopt a new behavior is dependent on whether the prospective adopter is in favor of or against the target object.

Further to the above, the educational level of Brazilian and US-based respondents affects consumers' behavior of adopting green products. As stated in the Theory of Reasoned Action, the more knowledgeable a human being is about a subject, the more likely he is to believe in his decision to adopt or not to adopt a new behavior. In other words, their behavior is influenced by knowledge of the comparative advantage of adopting the new behavior. Therefore, it can be assumed that the higher the education, the greater the knowledge; hence, the greater the acceptance of green marketing strategies in the outer frames of developing and developed countries. More of the consumers interviewed in Brazil are seen to be willing to adopt green marketing strategies as compared to their counterparts in the United States. This indicates that the level of acceptance of green marketing strategies is higher in Brazil than in the United States. This result is in favor of consumer theory that suggests culture and religion play a major role in influencing consumer belief about accepting new trends and behaviors.

5.2. Managerial Implications

The results indicate that the go-green strategy was more favored by youth compared to mature adults. Targeted young consumers could focus on green marketing strategies that are recognized and favorably viewed by them for improved commercial benefits. The results of the factors driving consumers' green attitudes suggest that the campaign for green marketing could be more credible and act as a brand equity construct. In real markets, the focus for companies should be shifted. Companies need to target young consumers for green marketing to enhance purchasing intentions. An infancy period of this go-green strategy is apparent in developing countries, as fewer people favor it. Of special interest is the identification of the favored individual components by the unique sectors.

Further research and segmentation can be developed in the present case for green marketing techniques. Global concern for the need for sustained production therefore creates great interest in this research. The assessment of client perception is likely to provide information to direct strategies to transform them by growing consumers. Marketing could be bridged through education to bring about changes in consumers' perceptions. Standards for true green work and the provision of clear evidence that would enhance trust in green brands need to be strictly regulated by the government. The dynamics of low- and middle-income

countries suggest pragmatic strategies to target urban customers. Future trends or strategies in green marketing may concentrate on the public, with the further globalization of markets. Unequivocal trust in industrial actors must therefore be further embodied. The go-green approach is likely to gain more value for the environment and industry both globally and in other low- and middle-income countries.

5.3. Theoretical Contributions

The findings of our research make several important theoretical contributions. The successful adoption by firms in the FMCG sector of business practices based on the concept of green marketing is not only strictly connected with a deeper understanding of consumer behavior towards sustainability but also with the main driving factors. The first theoretical contribution of our study is that it allows us to appreciate, from a new perspective, consumer perception regarding this trend in the FMCG sector, thus building new knowledge. This is rendered through the analysis of our primary data, which reports on consumers of food products. In relation to the main features of this type of product, our findings increase the extent to which we appreciate the green marketing phenomenon, integrating the most important facets of this trend. Furthermore, a theoretical contribution of our work is that, via the use of an extensive literature review, we can highlight the main limitations of the models proposed and tested by other scholars. It seems that, as evidenced by our research data, these models miss something when trying to investigate the realistic reasons portrayed by consumer behavior regarding the FMCG market. The way that we revisited consumer decision-making in these models leads to a better understanding of this phenomenon because, when analyzing the answers of more than one thousand citizens, our model outperforms the previous ones in terms of the total adjusted coefficient of determination and all other statistical outcomes. Very few studies available in the literature generalize consumer perception and adoption of green marketing in the FMCG sector. Our study is the first to bridge this gap. The available studies that we use herein for comparative purposes tend to neglect the analysis of the main determinants that can provide a comprehensive overview of the successful adoption of green marketing in the FMCG sector. In a nutshell, the existing literature and the data available in the public domain are limited. This study goes a step further and reports fully comprehensive insights based on a substantial database that investigates both the consumer profile and consumer perceived management strategies related to the FMCG industry. Therefore, we are comparing our study with only a few existing works available in the extant literature. Our research has an edge over previous studies owing to our empirical analysis using large-scale primary data. Therefore, our study is the first to address the main determinants of consumer perceived management strategies regarding green marketing in the FMCG sector. Our study contributes to the literature by bridging this research gap. Although some macro trends are confirmed when comparing our results with the literature, a more complex and different pattern of association among determinants for the consumer management strategy related to green marketing compared to other sectors has been detected and reported in this study. This is relevant from both a research and practical perspective because such sector differences can substantially affect national and multinational companies' policies, strategies, and decision-

making processes.

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