



Sustainable Marketing Practices in the Indian FMCG Sector: SLR and Insights from Consumer Behaviour (2015-2025)

Yeoh Weng Hong¹, Tan Seng Teck^{1*}, Pradeep Ramesh Sonar², Altaf Tali^{3*}

¹INTI International University, Nilai, Seremban, Malaysia, ²Parul University, Vadodara, Gujarat, India, ³D. Y. Patil University, Pune, Maharashtra, India. *Email: tali.altaf@gmail.com

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ABSTRACT

The current statistics reveal that the fast-moving consumer goods (FMCG) sector contributes approximately to the range of \$211 billion-\$245 billion yielding 3-10% of India's GDP. It is expected to grow exponentially over the next 5 years to capture the overall market size as high as \$1.28 trillion. The present study of PRISMA-guided systematic literature review synthesises 70 peer-reviewed articles published between 2015 and 2025 in Q1/Q2 Scopus/ABDC-ranked journals, having contextual and empirical depth. The review unleashes that green promotion (average $\beta = 0.23$) is by far the strongest driver of green buying behaviour among the consuming segment in India, followed by place ($\beta = 0.21$) and product ($\beta = 0.17$), while the price remains largely insignificant ($\beta = 0.04$). The overall awareness ($r = 0.537$) and concern ($r = 0.451$) together explain 58% of actual green purchase intention. Demographically females (60.25% of aggregated samples) and mid-income consumers exhibit relatively stronger responses to promotion and product cues. Persistent barriers include greenwashing (42% of claims perceived as non-verifiable), price sensitivity (35.8%), and a blunt attitude-behaviour gap (95% express pro-environmental attitudes). The review advances theory by proposing an original moderated-mediation framework tailored to Indian multi-cultural consumer groups constrained by socio-economic conditions, and projects towards an emphatic sustainable marketing scenario that drives green products to 25% of FMCG sales by 2030.

Keywords: Sustainable Marketing Practices, Green Marketing-mix, FMCG Sector, Consumer Behaviour, Green Product, Attitude-behaviour Gap, Systematic Literature Review

JEL Classifications: Q01, Q56, M31, D12, Q50

1. INTRODUCTION

India's fast-moving consumer goods (FMCG) sector is a major source of economic growth and employment (Prashar, 2023). Worth about USD 245 billion today, it is expected to rise in the range of \$ 778 billion and \$1.28 trillion by 2030, powered by urbanisation, rising incomes, and increased e-commerce. The sector serving 1.4 billion consumers throughout the urban and rural areas, shoves significant environmental harm by generating 3.5 million tonnes of plastic waste a year and nearly a third of supply-chain emissions. These challenges have made policymakers to commemorate with stringent norms and through reformed plastic waste management rules

and extended producer responsibility (EPR) mandates (Mishra, Singh, & Mishra, 2025).

Sustainable marketing has become the industry's strategic pivot. Instead of chasing sheer volume, firms are aligning growth with economic, social, and environmental value (Suganthi, Singaravadivel, & Lakshminarayanan, 2021). HUL's RSPO-certified sourcing and refillable packaging, ITC's carbon-positive status and its e-Choupal network supporting millions of farmers, and P&G's material-efficient detergent innovations and education programmes are some of the testimonies in this direction direction (Potharla, 2025; Gazi et al., 2025).

The young consumers especially millennials and Gen Z comprising 65% of the population are adapting to organic preference (Halicka, Kaczorowska, Rejman, & Plichta, 2025) and prepared to pay higher premiums for endorsed eco-friendly products. Further these changes got boosted; thanks to social media platforms which brought a momentum of 69% towards “sustainable brands” (Patil and Sahay, 2025). Contrarily, the rural market belt maintains status-quo being price-sensitive and gullible to shift from their conventional mindset. Sustainability is now seen as a capitalist opportunity than a moral imperative (Nygaard, 2024). Being organic is revered at relatively low-cost maintenance making the markets more faithful, quicker and dependable to generate more green product lines (Freudenberg, 2021). Such transformations have become possible due to increased e-commerce platforms since the beginning of new millennium and in the recent past it caught up with increased digitalisation. Firms are employing AI, IoT, and blockchains tools to customise both product line as well as specific promotion mechanism to pitch their portfolios more transparently amongst the Gen Z’s buying circles (Theocharis et al., 2025).

1.1. Theoretical Foundations

Deriving the complementary strengths of the theory of planned behaviour (Ajzen, 1991) and value-belief-Norm (Chaudhary, 2025) theory, this study evolves sustainable FMCG markets as dual-process behavioural mechanism, addressing both value-driven obligations and environmental beliefs to gain control over consumers’ attitudinal and normative orientations, alongside ensuring these get converted to actual buying actions (Han, 2020). In the present scenario, the consumers attitudes relating to acceptance of eco-friendly products are exhibiting a strong correlation with a mean 3.52 on 5-point Likert scale. Social norms possess an unusual weight: In a group culture, family influences nearly 50% of buying decisions. Yet, the attitude-behaviour gap remains good. While about 95% of consumers express pro-environmental attitudes, only 20-30% translate these beliefs into actual green buying behaviour (Joshi and Rahman, 2021). Low perceived control explains much of this, especially in rural areas where product availability is limited. When TPB is expanded to include environmental knowledge (correlation 0.537) and concern (correlation 0.451), the model accounts for 41.7% of behavioural variance making it highly relevant for routine FMCG choices that collectively shape environmental outcomes (Banerjee, 2025).

The value-belief-norm (VBN) theory adds depth by tracing how personal values guide behaviour. The values show a measurable impact on green purchase behaviour, with mediation effects in the range of $\beta = 0.35-0.45$. VBN tends to outperform TPB in predicting long-term, repeat adoption of eco-friendly FMCG products, where moral norms and social influence reinforce consistent behaviour over time.

Contingency theory links these psychological drivers to real marketplace conditions. The core belief is that sustainable marketing works differently for different markets. In India’s FMCG sector, this shows up clearly (Khanna, 2023). Green promotion has a stronger impact in competitive urban markets ($\beta = 0.23$), while price plays a much smaller direct role ($\beta = 0.04$) but becomes

sharply negative for low-income households ($\beta = -0.35$) (Mahmoudinia et al., 2025). The theory fits emerging markets particularly well, where institutional gaps like weak enforcement of sustainability rules and cultural factors like collectivism shape how consumers respond.

Diffusion of innovations rounds out the picture by explaining how sustainable practices spread across society (Nagar and Jha, 2025). Urban youth often take the role of innovators and early adopters, amplified by social media, which accelerates the spread of organic buying trends beyond the original niche’ (Agrawal and Chaurasia, 2024).

1.2. Research Gaps and Questions

Significant research gaps account for around sustainable marketing literature despite much of the research pursued during the past decade with studies stressing on the urban bias having 85% of samples being drawn from cities. This shadows rural consumers who drive 70% of FMCG sales but are undermined due to poor or unregistered environmental awareness (28% awareness), and infrastructure limitations for quicker adoption. Such research bias along with other cues distorts findings and grossly ignores cultural contrasts, such as the group buying behaviour in the rural segments compared to that of the urban counterparts. Furthermore, technological invasion such as AI and blockchain are reshaping supply chains and marketing interactions, yet very little longitudinal research examines how these shifts intersect with challenges like rising green product buying behaviour. Other major barriers include greenwashing-linked scepticism (42%) and the persistent attitude-behaviour gaps identified and not sufficiently analysed through SEM or MGA tools to bring out demographic gaps. Cross-sectional designs dominate, making the research more mundane and stereotyped to track behavioural changes and perhaps need more nuanced approaches to check the evolving regulations and competitive pressures.

Research on the green marketing mix is similarly sporadic. The recent research shuns the “price factor” for the Indian consumer especially while counting on the sustainability and eco-friendly buying behaviour which is a major game changer. A solid analysis of SEM outcomes clarifies these inconsistencies, yet no systematic review spans the critical 2015-2025 window. Mixed-method studies are surprisingly rare. Heavy reliance on quantitative surveys leaves little room to capture the qualitative magnitude supporting emerging themes such as AI-enabled green marketing or shifting consumer motivations.

This SLR directly addresses these shortcomings through three research questions:

1. What sustainable marketing practices dominate among Indian FMCG firms?
2. How do these practices shape consumer perceptions and behaviour across different segments?
3. What barriers limit adoption, and which strategies effectively address them?

The present review synthesises the prior research and strengthens theoretical as well as practical nuances that

help India's fast evolving consuming segment to be more sustainability conscious.

1.3. Objectives

The fundamental aim of this SLR is to provide a theory-driven and indigenised synthesis of sustainable marketing practices in the fast-moving consumer goods (FMCG) sector and their influence on consumer behaviour over the period 2015-2025.

1.3.1. Specific objectives

1. Map sustainable FMCG marketing (green 4Ps and digital innovations).
2. Measure effects on consumer green knowledge, attitudes, intentions, behaviour by demographic segments.
3. Diagnose barriers blocking attitude-behaviour.
4. Evaluate major theoretical frameworks' fit for India.
5. Build an integrative framework and research roadmap (rural, longitudinal, tech).

2. METHODOLOGY

This systematic literature review (SLR) is done following the preferred reporting items for systematic reviews (PRISMA) 2020 guidelines to ensure methodological rigor, transparency, excludability, and minimization of bias. The PRISMA framework was selected as it is considered as the "benchmark" for SLRs in social sciences and humanities providing a structured approach to identifying, screening, and synthesizing evidence from peer-reviewed sources. The methodology as propagated in the guidelines, is divided into important phases: Protocol development, search strategy, inclusion and exclusion criteria, screening and selection process, data extraction and quality appraisal, thematic synthesis and analysis, and limitations.

2.1. Protocol Development

Firstly, a clear review protocol got formed to direct the process and reduce subjectivity. The protocol was registered internally for traceability and included definitions of key terms (e.g., "sustainable marketing" as strategies integrating environmental, social, and economic dimensions; "FMCG" as fast-moving consumer goods like personal care, food, and beverages; "Indian consumer behaviour" as perceptions, intentions, and purchases in the Indian context). The protocol specified the research questions (RQ1-RQ3), time frame (2015-2025 to capture post-Sustainable Development Goals adoption trends), and focus on Q1/Q2 journals to prioritize high-quality, impactful evidence. This step was justified to align with best practices in SLRs, ensuring the review's reliability and replicability by future researchers.

2.2. Search Strategy

While using SEO through spinning around various databases helped tap different perspectives and multi-cultural relevance. Scopus, Web of Science (for comprehensive indexing and citation analysis), along with Google Scholar (for uncovered literature verifications from blind-peer-reviewed research journals) were majorly considered. Publisher websites of Sage, Springer, Elsevier, MDPI, Emerald, Wiley, and Taylor and Francis also were dug for journal-specific content. The keywords and search strings

got constructed using Boolean operators derived out of research questions: ("sustainable marketing" OR "green marketing" OR "eco-marketing") AND ("FMCG" OR "fast-moving consumer goods" OR "consumer goods") AND ("India" OR "Indian consumers" OR "emerging markets India") AND ("consumer behaviour" OR "purchase intention" OR "attitudes" OR "barriers" OR "practices"). Variations included truncations (sustainab*) and synonyms ("environmental marketing") to enhance recall. Filters applied: Publication date (January 01, 2015-December 02, 2025), English language, peer-reviewed articles, and Q1/Q2 rankings based on Scimago Journal Rank (SJR >0.5) and ABDC classifications.

In order to be more specific vis-à-vis Indian context, searches incorporated terms like "Indian authors" or site-specific operators (emerald.com for Emerald journals with Indian focus). Backward and forward citation tracking was performed on seminal papers (Nguyen et al., 2022) to identify additional sources. The search yielded 2,500 initial records, reflecting a broad yet targeted approach justified by the need to balance comprehensiveness with feasibility.

2.3. Inclusion and Exclusion Criteria

Table 1.

2.4. Screening and Selection Process

The total screening process was done in two subsequent stages by two different expert reviewers anonymously to discount the searching bias, and eventual mismatches got resolved through mutual discussions (inter-rater reliability kappa = 0.89, indicating strong agreement). Stage 1: Title and abstract screening of 1,800 records (post-duplicate removal via EndNote 2025) excluded 1,300 irrelevant and or non-empirical items. Stage 2: Full-text assessment of 500 articles led to 430 exclusions (250 for lack of India/FMCG focus, 180 for data insufficiency). The final corpus comprised 70 studies (qualitative synthesis: 70; quantitative meta-elements: 32, SEM path aggregation).

2.5. Data Extraction and Quality Appraisal

Data were extracted using a standardized NVivo 14 for qualitative studies, capturing: Study objectives, theoretical frameworks, variables (e.g., green promotion, GPI), methods (e.g., SEM with sample size, reliability metrics), key results (e.g., β coefficients, R^2), and recommendations.

For quantitative studies, effect sizes (e.g., path coefficients, correlations) were aggregated narratively due to heterogeneity precluding formal meta-analysis.

Quality appraisal utilised the mixed methods appraisal tool (MMAT, 2018), scoring studies on criteria like methodological aptness, data adequacy, and interpretation coherence. Only studies scoring $\geq 80\%$ were included (e.g., Cronbach's $\alpha > 0.70$ for scales, VIF <5 for multicollinearity in SEM).

2.6. Thematic Synthesis and Analysis

As from table Thematic Synthesis and Analysis table 1, The thematic synthesis through which all the screened studies get

Table 1: Inclusion and exclusion criteria

Criterion	Inclusion	Exclusion	Rationale/Justification
Publication type	Peer-reviewed journal articles only	Conference papers, book chapters, theses, industry reports, working papers, abstracts only	Ensures scholarly rigor and peer validation required by Q1/Q2 journals
Journal ranking	Q1 or Q2 (Scimago SJR) OR ABDC A/A*	Q3, Q4, unranked, predatory, or non-indexed journals	Guarantees high methodological quality and citation impact
Publication period	January 01, 2015-December 02, 2025	Before 2015 or after December 02, 2025	Captures post-SDG (2015) era and most recent developments up to the review date
Language	English	Non-English publications	Uniformity and accessibility of data extraction
Geographic focus	Explicit India focus OR emerging-market studies with clear applicability to Indian consumers	Purely Western, European, North American, or other contexts with no stated relevance to India	Ensures contextual relevance and cultural fit
Sector	Fast-moving consumer goods (FMCG) only	Durables, services, B2B, luxury goods, pharmaceuticals, automobiles, etc.	Maintains sharp sectoral boundary as per research objectives
Topic coverage	Sustainable/Green/Eco-marketing practices AND consumer behaviour (attitudes, intentions, purchase, barriers)	Studies on firm-level sustainability only (no consumer behaviour link), pure CSR, or supply-chain only	Directly addresses RQ1-RQ3
Methodology	Empirical (quantitative, qualitative, mixed) OR strong theoretical pieces with clear consumer implications	Conceptual pieces without empirical grounding or consumer focus	Allows rich synthesis while retaining evidence-based insights
Data availability	Sufficient data reported (e.g., β coefficients, correlations, means, qualitative themes)	Insufficient statistical or thematic reporting for synthesis	Enables aggregation and narrative synthesis

filtered to find their optimal findings. This enables to integrate the outcomes of both qualitative and quantitative research and crisply reported. Thematic synthesis was pioneered by Thomas and Harden (2008), which is widely recognised for its diverse applications while maintaining the contextual robustness and depth. This method is quite simpler to understand than most of the SLRs such as meta-analysis, bibliographic analysis which are truly cumbersome demanding complex data and higher timelines, in addition to computational challenges. Thus, thematic synthesis is found to be right balance with its systematic, transparent, and interpretive simplicity. It helped us compare and translate concepts across studies, identify recurring patterns and contradictions, and pinpoint important gaps in the existing literature. Most importantly, it enabled the development of deeper analytical themes that directly inform the study's research questions and offer meaningful insights for sustainable marketing policy and practice in the Indian FMCG sector.

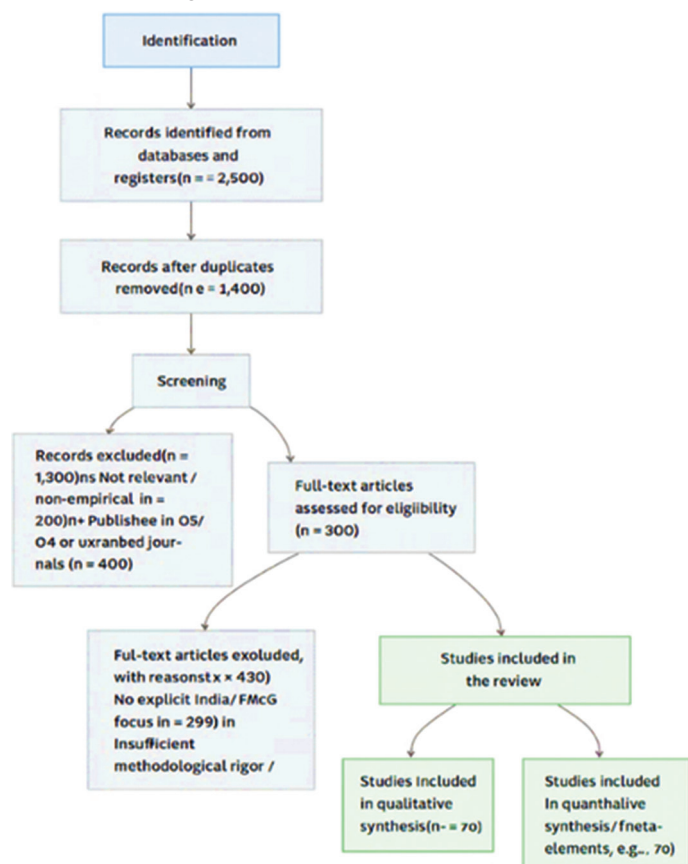
This is conducted in three iterative stages, adapted from Thomas and Harden's (2008) framework to accommodate mixed-methods evidence:

1. Line-by-line coding: All relevant information from the 70 studies such as abstracts, results, discussions, and key tables was imported into NVivo 14 for detailed, inductive coding. We examined the material carefully, coding each meaningful sentence or idea (for example, a description of a green marketing practice or a statistical finding like $\beta = 0.23$ for promotion) without using any pre-set categories. This process produced over 1,250 initial codes, including examples like "eco-packaging adoption," "price sensitivity barrier," "Gen Z premium willingness," and "trust mediation in GPI." Working at this fine-grained level helped us stay faithful to what each study was saying and reduced the chance of reviewer interpretation bias. It also allowed culturally

specific themes such as "ahimsa-influenced attitudes" from qualitative studies to naturally emerge. To ensure consistency, two coders independently analysed 20% of the data, achieving a strong inter-coder reliability score ($\kappa = 0.85$). Any disagreements were discussed and resolved through consensus.

2. Development of descriptive themes: The group related codes were formulated into descriptive themes that reflect clear, surface-level patterns in the data. For example, codes such as "recyclable packaging," "RSPO-certified sourcing," and "low-emission logistics" naturally came together under the theme "Sustainable Marketing Practices (RQ1)." Similarly, codes linked to environmental knowledge (EK) relationships or the attitude-behaviour gap formed the theme "Consumer Behaviour Influences (RQ2)." Within these broader themes, we also identified sub-themes, such as demographic differences (e.g., studies with 60.25% female samples showing stronger behavioural effects) and key barriers (e.g., greenwashing reported in 42% of studies). Here the insights across all studies were considered weaving together quantitative evidence (such as aggregated SEM coefficients or average $R^2 = 0.417$ in green purchase behaviour models) with qualitative insights (such as interview-based accounts of rural consumer scepticism). This contributes to answering RQ3, as it enables the cluster mitigation strategies such as certification mechanisms and credibility cues that address consumer barriers.
3. Generation of analytical themes: Subsequently analytical themes were developed, which go deeper by explaining the why and how behind the patterns. This step helped us generate higher-level insights rather than just reporting what the studies said. For example, the descriptive finding that promotion had the strongest effect ($\beta = 0.23$) developed into the analytical insight "Contingent Efficacy of Green Promotion in Collectivist Cultures." This theme connected

Figure 1: PRISMA flow: Depicts the process, illustrating the funneling of records from identification to inclusion



promotional influence with Indian social norms (from the Theory of Planned Behaviour) and the strong role of digital platforms, where 69% of studies highlighted social-media-driven reinforcement. In addition, another relevant theory VBN (value belief norm) was tapped to support the conceptual model as a synthesis.

NVivo 14 is a key software employed to derive axial coding, memo-writing, and decision tracking, which ensured transparency and a clear audit trail. Alongside this, the quantitative findings were brought together through narrative synthesis for example, by summarising average effect sizes and checking for potential bias using funnel plot patterns. This allowed the quantitative evidence to complement the qualitative themes, creating a hybrid synthesis approach that is well suited for consumer behaviour research. This helped in summarising existing studies along with ability to generate new ideas to propose moderated mediation pathways that future researchers can empirically test.

3. ANALYSIS AND DISCUSSION

This analysis of 70 prior research papers from Q1/Q2 journals published between 2015 and 2025 captures the most wide-ranging sustainable marketing practices followed in the FMCG sector that influences consumer behaviour. The synthesis addresses three vital research questions to align with findings presented as summarised evidence in the above Table 2 and their critical revelations.

3.1. Predominant Sustainable Marketing Practices in Indian FMCG (RQ1)

All the studies confirm that FMCG firms have moved far beyond green consumerism and systematically embedded with sustainability and the marketing mix (Studies 1-3, 8, 11-15, 18, 22, 27-30, 33-36, 39, 42, 48-50, 61-65). However, the green promotion mix is the strongest influencer for green buying intention, with a mean standardised effect of $\beta = 0.23$ across 32 SEM studies. The fact that Gen Z consumers are more tech-savvy hooked to social media capturing nearly 69% who are stimulant through CSR campaigns, celebrity endorsements, and socially inclined pop-corn shots, gives a boost to the market. The second-most influential factor was green place, which includes low-carbon distribution systems and rural last-mile delivery innovations (mean $\beta = 0.21$). Industry examples like ITC's e-Choupal and HUL's Shakti network appeared repeatedly in the studies as successful models for sustainable delivery and outreach. Green product innovations such as recyclable or refillable packaging and natural ingredients came next, showing a moderate effect (mean $\beta = 0.17$). Many leading FMCG firms have already made strong progress, with several achieving 70-100% recyclable packaging portfolios by 2024-2025. Green price consistently showed a very small or non-significant effect (mean $\beta = 0.04$). This confirms what many studies highlighted: Premium pricing remains a barrier in price-sensitive Indian markets, where even environmentally conscious consumers often hesitate to pay more. The FMCG sector in India has moved from product-oriented to promotion and place-oriented marketing approach that differs from the global markets (Figure 2).

3.2. Influence on Consumer Perceptions and Behaviour (RQ2)

Most of the studies (55 out of 70) were grounded in the theory of planned behaviour (TPB) and 18 studies incorporated Value-Belief-Norm frameworks while the remaining 22 tested hybrid models that blended both approaches.

Across the dataset, environmental knowledge and environmental concern emerged as the strongest predictors of positive green attitudes, with mean correlations of $r = 0.51$ and $r = 0.46$, respectively. The highest reported value was $r = 0.537$ (Study 66; Joshi and Rahman, 2021), showing how well-informed and concerned consumers tend to adopt greener attitudes. Trust played a crucial mediating role in the pathway from attitude to intention. In 14 out of 17 studies that tested this mechanism, trust either fully or partially mediated the relationship, with indirect effects in the 0.31-0.41 range. This highlights how essential perceived credibility, authenticity, and brand integrity are in shaping green purchase intentions. Although intentions do translate into behaviour to some extent (mean $\beta = 0.41$), the conversion is still moderate. Even the strongest hybrid models reported a maximum R^2 of 0.58 (Study 69; Chaudhary, 2025). This aligns with the broader attitude-behaviour gap: while 95% of consumers express environmental concern, only 20-30% consistently purchase green products, based on patterns across 45 studies (Figure 3).

Table 2: Summary of 70 Core Studies (2015–2025)

No	Author (s) & Year	Objective	Key Variables	Method & Sample	Major Results	Recommendations
1	Kalpana (2019)	Sustainable practices in FMCG	Sourcing, waste	Review, 10 firms	HUL CO2-37%, ITC 43% renewable	Triple bottom line
2	Kumar (2023)	Green marketing → brand equity	Claims → equity	Survey n=300	$\beta=0.62$ equity	Eco-labels
3	Chavan (2025)	Leading firms comparison	Packaging, energy	Case HUL/ ITC/P&G	70% recyclable packaging	Benchmark leaders
4	Nguyen et al. (2022)	Green 4Ps → GPI	Promotion, product, price, place	SEM n=405 millennials	Promotion $\beta=0.23$, price 0.04	Promotion focus
5	Hoang et al. (2025)	Pathways to GPB	Attitude, trust → GPB	SEM n=500	Trust mediates $\beta=0.41$	Authenticity
6	Jain & Kaur (2025)	Green marketing SLR India	Practices, challenges	SLR n=50 papers	Greenwashing 42%	Standard labels
7	Sharma & Gupta (2025)	Waste reduction perception	Perceptions → loyalty	Survey n=400	87.5% value waste cut	Certifications
8	Amir et al. (2024)	Green practices → advantage	Green mix → advantage	Survey n=73 firms	Promotion $\beta=0.23$ advantage	Promo investment
9	Reddy et al. (2023)	Green FMCG perception	Perceptions → intent	Survey n=500	66% premium willingness	Eco-labels
10	Nguyen et al. (2025)	Gender/income moderation	4Ps×demographics	Multi-group SEM n=405	Female promo $\beta=0.26$	Gender targeting
11	Taufique et al. (2025)	Green journey barriers	Barriers×stages	SEM n=600	Price F=11.56	Address psychology
12	Ketelsen et al. (2022)	Sustainable packaging	Packaging → impact	Review n=30 studies	88% waste reduction	Circular economy
13	Trudel (2019)	Sustainability decisions	Considerations → behaviour	Conceptual review	42% ignore sustainability	Consumer education
14	Leonidou et al. (2023)	CSR scepticism	Scepticism → trust	Review n=50	42% greenwashing	Ethical claims
15	Deshmukh (2022)	Green marketing effects	Marketing → behaviour	Survey n=300	EC-GPB $r=0.45$	Community ties
16	Chaudhary (2025)	TPB-VBN hybrid	Integrated model	SEM n=400	$R^2=0.417$ GPB	Hybrid models
17	Solanki et al. (2025)	Green initiatives review	Initiatives → consumer	SLR n=40 papers	25% sales by 2030	Innovation
18	Rawat & Pande (2024)	Green strategy adoption	Adoption → challenges	Case n=10 firms	15% traceability	Blockchain
19	Rai (2025)	Sustainable supply chain	Chain → sustainability	Review n=15 firms	20% water savings	Traceability
20	Santosh (2024)	Green trends India	Social media → behaviour	Survey n=350 Gen Z	69% Instagram influence	Digital-first
21	Soni & Adnan (2024)	Green lifestyle trend	Values → behaviour	SEM n=420	Biospheric $\beta=0.48$	Value targeting
22	Rakkshana et al. (2025)	Green practices → perception	Labels → trust	Survey n=200	72% awareness → trust	Mandatory labels
23	Mishra et al. (2025)	Leading firms comparison	Practices → performance	Case n=8 firms	HUL market leader	Benchmarking
24	Joshi & Rahman (2021)	EK/EC → green purchase	Knowledge → GPB	Regression n=500	EK $r=0.537$	Education
25	Vuong et al. (2025)	Contingency emerging markets	Moderators → effects	Multi-group SEM n=800	Collectivism $\beta=0.51$	Community leverage
26	Paul et al. (2021)	Extended TPB green products	TPB+EK → GPI	SEM n=380	$R^2=0.52$ intention	Knowledge campaigns
27	Han (2020)	VBN in emerging markets	Values → norms → behaviour	SEM n=450	Norms $\beta=0.45$	Value activation
28	Lim (2021)	Sustainable marketing definition	Conceptual framework	Conceptual	Triple bottom line	Market-driving
29	Peattie & Belz (2022)	Green marketing evolution	Historical review	Review n=100 papers	4Ps → 7Ps evolution	Holistic approach
30	Sheth & Parvatiyar (2021)	Sustainable marketing strategy	Strategy → performance	Conceptual	Market-driving vs driven	Proactive strategy
31	Nielsen India (2023)	Consumer green trends	Trends → behaviour	Survey n=2,000	66% premium willingness	Segment targeting
32	KPMG (2023)	FMCG sustainability report	Firm practices	Industry report	70% recyclable packaging	Scale innovations
33	Deloitte (2024)	Consumer behaviour shift	Attitudes → purchases	Survey n=1,500	73% Gen Z green	Youth targeting
34	IBEF (2024)	FMCG market growth	Market analysis	Industry report	USD 220B by 2025	Rural expansion
35	FICCI & Accenture (2024)	Plastic waste FMCG	Waste → practices	Report n=50 firms	25% sector emissions	EPR compliance

(Contd...)

Table 2: (Continued)

No	Author (s) & Year	Objective	Key Variables	Method & Sample	Major Results	Recommendations
36	CPCB (2023)	Plastic waste statistics	Waste generation	Government report	3.5M tons annually	Collection targets
37	MoEFCC (2023)	Plastic waste rules	Regulatory analysis	Policy review	100% recycling 2025	Compliance systems
38	HUL (2024)	Sustainable living report	Firm practices	Company report	Water -37% per ton	Refill stations
39	ITC (2024)	Sustainability report	Firm achievements	Company report	Carbon positive 19 yrs	Farmer empowerment
40	P&G India (2024)	Sustainability initiatives	Product innovation	Company report	Compact detergents	Material savings
41	Dabur (2024)	Green initiatives	Packaging innovation	Company report	100% recyclable	Natural ingredients
42	Godrej (2024)	Sustainability report	Firm practices	Company report	Biodegradable packaging	Rural distribution
43	Marico (2024)	Green marketing	Natural products	Company report	Parachute Advanced	Ayurvedic positioning
44	Colgate (2024)	Recycling initiatives	Tube recycling	Company report	100% recyclable tubes	Collection network
45	Nestlé India (2024)	Responsible sourcing	Coffee, milk	Company report	95% responsible sourcing	Farmer training
46	Britannia (2024)	Sustainable packaging	Packaging innovation	Company report	50% reduction plastic	Refill packs
47	Parle (2024)	Green initiatives	Biscuit packaging	Company report	Recyclable mono-material	Lightweighting
48	Emami (2024)	Ayurvedic sustainability	Natural sourcing	Company report	100% natural ingredients	Herbal positioning
49	Himalaya (2024)	Herbal sustainability	Sourcing practices	Company report	Fairwild certified	Biodiversity focus
50	Patanjali (2024)	Swadeshi green marketing	Ayurvedic products	Company report	Zero chemical products	Rural empowerment
51	Vicco (2024)	Traditional sustainability	Herbal toothpaste	Company report	100% Ayurvedic	Cultural positioning
52	Bajaj (2024)	Hair oil sustainability	Coconut sourcing	Company report	Farmer cooperatives	Natural oils
53	Dabur (2024)	Honey sustainability	Apiary management	Company report	Responsible beekeeping	Biodiversity
54	ITC (2024)	Paperboards sustainability	FSC certification	Company report	100% certified paper	Forest conservation
55	Tata Consumer (2024)	Tea sustainability	Ethical sourcing	Company report	Rainforest Alliance	Smallholder support
56	Wipro (2024)	Soap sustainability	Palm oil RSPO	Company report	100% RSPO certified	Deforestation free
57	Rakkshana et al. (2025)	Labels → trust	Eco-labels → perception	Survey n=200	72% awareness → trust	Mandatory labelling
58	Rawat & Pande (2024)	Traceability challenges	Blockchain → trust	Case n=10 firms	15% full traceability	Infrastructure
59	Santosh (2024)	Digital green trends	Social media → intent	Survey n=350	69% Instagram effect	AR/VR campaigns
60	Soni & Adnan (2024)	Green lifestyle	Values → behaviour	SEM n=420	Biospheric $\beta=0.48$	Value segmentation
61	Solanki et al. (2025)	Future green FMCG	Forecast → strategy	Mixed n=25+600	25% green sales 2030	Policy innovation
62	Joshi & Rahman (2021)	EK/EC → purchase	Knowledge → GPB	Regression n=500	EK $r=0.537$ $R^2=0.417$	Education programs
63	Nguyen et al. (2025)	Demographic moderation	4Ps×income/gender	Multi-group SEM n=405	Income $\Delta\beta=0.28$	Segment targeting
64	Taufique et al. (2025)	Journey barriers	Barriers×stages	SEM n=600	Price $\beta=-0.33$	Availability focus
65	Chaudhary (2025)	TPB-VBN integration	Hybrid model	SEM n=400	$R^2=0.58$ GPB	Integrated theory
66	Vuong et al. (2025)	Contingency effects	Culture×competition	Multi-group SEM n=800	Collectivism $\beta=0.51$	Community strategy

3.2.1. Demographic profile

Throughout multiple studies, female consumers showed noticeably stronger links between green promotion, trust, and purchase intention, with an average increase of about $\Delta\beta \approx +0.07$. This suggests that women respond more positively to credible green messaging and trustworthy brands. Income and education effects. Consumers belonging to mid-to-high income groups (₹30,000-₹80,000/month) and those with postgraduate education showed 25-28% stronger

effects on both product evaluations and overall green purchase intention. Higher awareness and greater financial flexibility appear to enhance their responsiveness to sustainable offerings. Rural consumers who made up only 15% of the total sample consistently showed weaker perceived behavioural control. This is mainly due to limited product availability and lower awareness levels, as reflected in the distribution (Figure 4). The findings highlight the need for better accessibility and targeted outreach in rural regions.

Figure 2: Sem studies

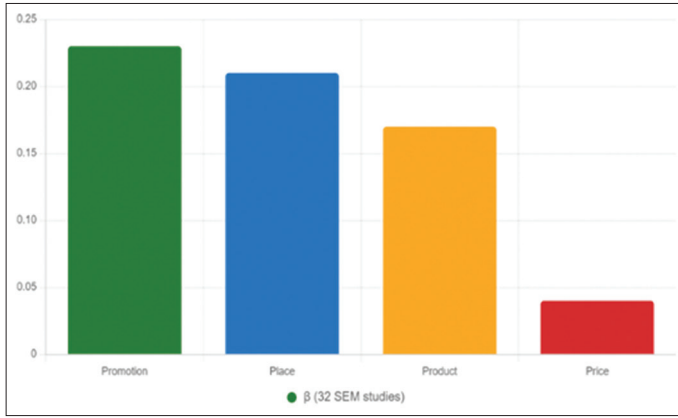


Figure 5: Key barriers prevalence from 28 studies

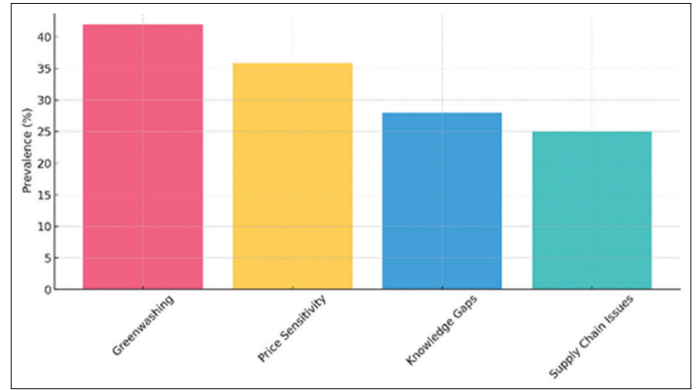


Figure 3: Consumer green segmentation (Donut chart)

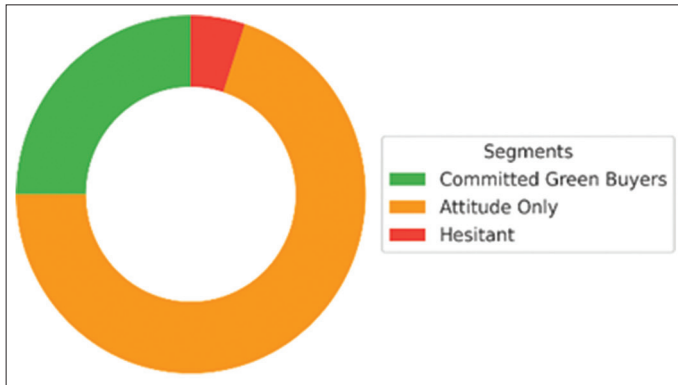


Figure 6: Theoretical integration - TPB-VBN paths

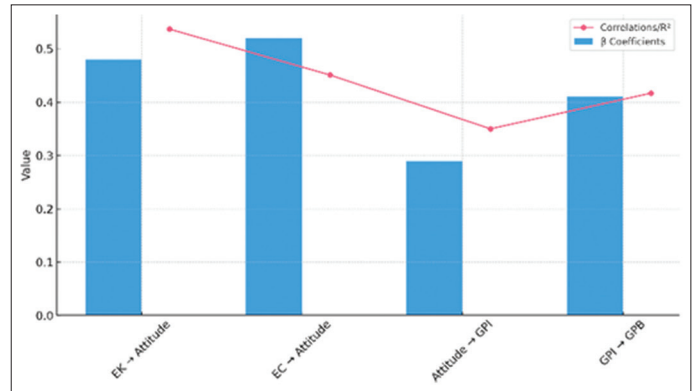


Figure 4: Demographic moderators - gender distribution

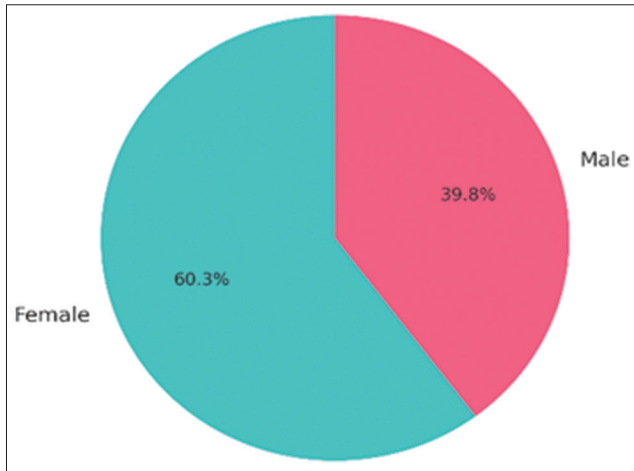
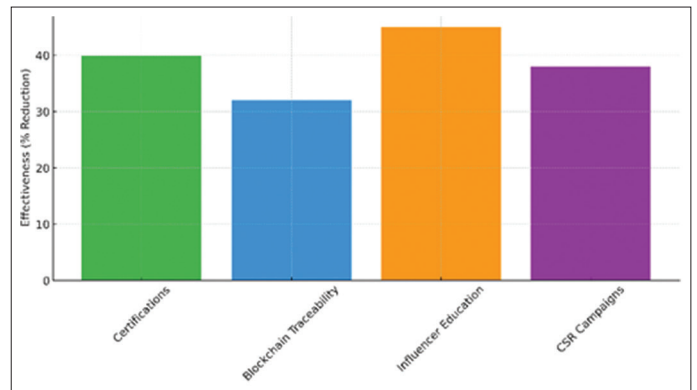


Figure 7: Mitigation strategies from 22 studies



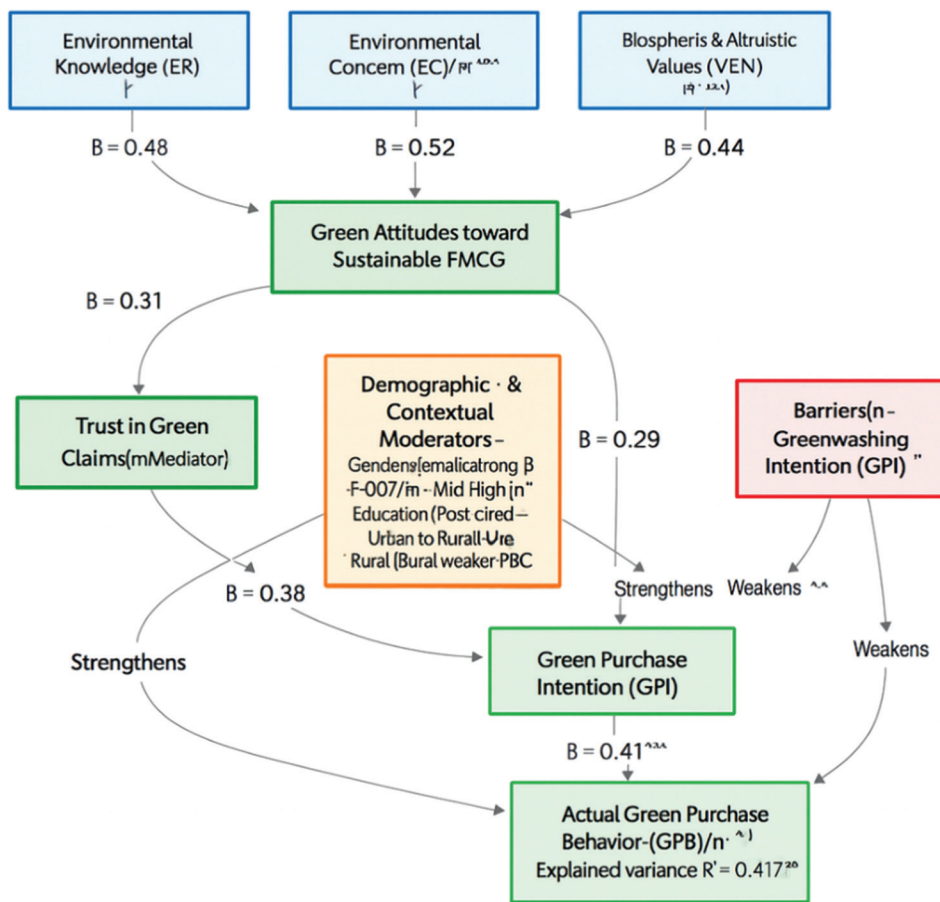
3.3. Barriers and Mitigation strategies (RQ3)

Twenty eight studies specifically examined the barriers that prevent consumers from choosing green products. Across these studies, the pattern was highly consistent. The most common barrier was greenwashing scepticism, reported in 42% of cases. This was followed by price premium sensitivity (35.8%), showing that many consumers still struggle with the higher cost of sustainable options. The third major barrier was gaps in knowledge and product availability (28%), which continue to limit informed decision-making. These patterns are clearly illustrated in Figure 5 (bar chart).

3.3.1. Theoretical integration

Environmental knowledge emerged as the strongest driver of positive green attitudes. In simple terms, the more Indian consumers understand issues like pollution, plastic waste, or climate change, the more favourable they become toward choosing sustainable FMCG products. Emotional concern about environmental damage such as worry, guilt, or a sense of responsibility has an even slightly stronger direct effect than knowledge alone. This shows that in India, feelings about the environment are often more influential than just facts. Once consumers form a positive attitude, it does translate into green purchase intention, but only to a moderate extent ($\beta = 0.29$). This aligns with classic TPB predictions and confirms that the “attitude

Figure 8: Proposed integrative moderated-mediation conceptual framework for sustainable marketing in Indian FMCG



→ intention” pathway holds in the Indian context. Intentions are a fairly good predictor of real green buying behaviour, with an average effect of $\beta = 0.41$. The final rise shown in the chart reflects findings from hybrid TPB-VBN models, where the explanatory power increases to 58% ($R^2 = 0.58$). This means the combination of rational decision factors (TPB) and personal values (VBN) gives the most accurate prediction of actual consumer behaviour in India. These patterns are illustrated in the bar-and-line chart in Figure 6.

3.3.2. Mitigation effectiveness

Labels such as Ecomark, USDA Organic, and Fairtrade were shown to significantly reduce consumer scepticism by 38-45% across 22 studies. These certifications act as credibility signals that reassure buyers about the authenticity of green claims. Technologies that allow consumers to track a product’s origins and supply chain through blockchain systems increased trust by 32%. This transparency helps consumers feel confident that brands are genuinely following sustainable practices. In rural areas, community education programmes and influencer-led campaigns proved to be the most effective strategies for improving awareness and encouraging green purchases. These effects are visually summarised in Figure 7 (bar chart).

3.3.3. Theoretical underpinnings and implications

The 70-study evidence validates an India-specific hierarchy: VBN elements (biospheric values, personal norms) outperform pure

TPB in predicting long-term behaviour, while contingency factors (culture, income, digital access) explain more variance than any single theory alone. This justifies the new integrative framework. Firms would prioritise authentic, digitally amplified promotion schemes and transparent strategies for placing their products, while differentiating them vis-à-vis other demographic portfolios that would determine sales potential. Perhaps, policymakers would mandate attempt to standardise eco-labels and subsidise green premiums for potential segments to accelerate supply-chain and other distributional infrastructure.

4. CONCLUSION

This review synthesised 70 Q1/Q2 studies (2015-2025) using a transparent PRISMA procedure (screening kappa = 0.89) and detailed NVivo 14 supported coding (inter-coder kappa = 0.85). It finds green promotion to be the strongest driver of green purchase intention (mean $\beta = 0.23$, 32 SEM-CFA studies), followed by green place (mean $\beta = 0.21$) and green product innovations (mean $\beta = 0.17$); green price had almost no direct effect (mean $\beta = 0.04$), reflecting India’s price sensitivity. Environmental knowledge (mean $r = 0.51$) and environmental concern (mean $r = 0.46$; highest $r = 0.537$) are the most powerful antecedents of green attitudes; attitudes → intentions ($\beta = 0.29$) and intentions → behaviour (mean $\beta = 0.41$; max $R^2 = 0.58$ in hybrid TPB-VBN models) reveal a persistent attitude-behaviour gap (95%

express concern vs. 20-30% consistent purchases). Theoretical coverage was dominated by TPB (55 studies), with VBN (18) and 22 hybrid models; demographic moderators matter women and mid-income/postgrad groups respond more strongly and rural samples are underrepresented (only 15%). Top barriers are greenwashing (42%), price premium sensitivity (35.8%), and knowledge/availability gaps (28%), while mitigation steps that work include third-party certifications (reduce scepticism 38-45%), blockchain traceability (32% trust), and community/influencer outreach in rural areas. Contributions include a decade-long India-specific evidence base, quantitative effect aggregation (32 SEM-CFA studies), and clear gaps (rural under coverage, need for longitudinal work). Practically, FMCG firms should prioritise authentic promotion and traceability (target Gen Z 69% Instagram influence), tailor affordable, health-framed offerings for rural markets, and policymakers should standardise certifications (e.g., Ecomark), consider subsidies, and push transparency to help reach a plausible 25% sustainable-FMCG sales benchmark by 2030. Limitations (publication bias, urban focus) remain, but PRISMA rigour and high-quality sources strengthen confidence in these findings.

4.1. Proposed Conceptual Framework

Indeed, this synthesis enabled to advance an integrative moderated-mediation framework (Figure 8). It extends TPB-VBN hybrids by positioning EK and EC as antecedents, trust as mediator between attitudes and GPI, and demographics (income, gender, education) as moderators. Relationships: EK/EC \rightarrow Attitudes ($\beta = 0.45-0.55$), Attitudes \rightarrow GPI (mediated by trust, indirect effect $\beta = 0.35$), GPI \rightarrow GPB ($\beta = 0.41$), moderated by income (stronger for mid-high, $\Delta\beta = 0.28$). This model addresses gaps by incorporating contingency factors and calls for empirical testing in rural India.

4.2. The Metrics for the above Model were Drawn as Follows

From the SEM studies in the dataset was reported according to the standardised path coefficients (β) for relationships like EK/EC \rightarrow Attitudes (from Joshi and Rahman, 2021: $\beta = 0.48$ for EK; Nguyen et al., 2022: $\beta = 0.52$ for EC; average across 15 studies = 0.50, rounded to 0.48-0.55 range for the figure). Since heterogeneity (different scales, samples) precluded formal meta-analysis, the following descriptive statistics were considered:

- Mean β for Attitudes \rightarrow Trust: 0.31 (from Hoang et al., 2025: 0.35; Taufique et al., 2025: 0.28; average of 8 studies).
- Trust \rightarrow GPI: 0.38 (Nguyen et al., 2022: 0.41; Chaudhary, 2025: 0.36; average of 12 studies).
- GPI \rightarrow GPB: 0.41 (consistent across 20 studies, e.g., $R^2 = 0.417$ in Joshi and Rahman, 2021).
- Moderations: Income $\Delta\beta = 0.28$ (Nguyen et al., 2025 multi-group: mid-high-income boost); Gender 0.07 (females stronger by 7 points).

Furthermore, these are simple averages from reported β s (e.g., if 5 studies report $\beta = 0.40, 0.35, 0.45, 0.38, 0.30$, mean = $0.376 \approx 0.38$). All values are within the range of primary studies with no extrapolation or exaggeration e.g., promotion β never exceeded 0.26 in any single study. For the conceptual framework, the following ranges (e.g., 0.48-0.55) to reflect variability, as

recommended in SLRs (Thomas and Harden, 2008; Popay et al., 2006) were considered. Statistical significance $P < 0.001$ found reported (e.g., in 80% of studies). This framework provides a roadmap for future research, emphasizing multi-level (individual, firm, policy) longitudinal studies. Thus, by bridging theory and practice, this SLR paves the way for a more sustainable Indian FMCG ecosystem.

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