

# A Study on the Impact of Sustainable Marketing Practices on Brand Perception and Consumer Trust in the FMCG products

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## ABSTRACT

sustainable marketing has emerged as a crucial strategy for businesses, particularly in the Fast-Moving Consumer Goods (FMCG) sector. This study examines the impact of sustainable marketing practices on brand perception and consumer trust in FMCG products. By analyzing consumer attitudes, purchasing behaviors, and brand loyalty, the research explores how eco-friendly packaging, ethical sourcing, corporate social responsibility (CSR), and transparent communication influence consumer trust and brand perception. Through a combination of surveys and case studies, the findings suggest that brands incorporating sustainable marketing strategies experience higher consumer trust and improved brand perception, leading to increased customer loyalty. The study highlights the growing consumer demand for sustainability and provides insights for FMCG companies to enhance their marketing strategies.

**Key words:** sustainable marketing practices, FMCG products, marketing, consumer trust, brand perception.

## INTRODUCTION:

The fast-moving consumer goods (FMCG) industry is one of the largest and most competitive industries globally. In FMCG products they adopt a sustainable marketing practice for various purpose. Sustainable marketing practices refer to the integration of environmental, social, and economic considerations into marketing strategies and tactics. It includes a practicelike eco-friendly packaging, ethical sourcing of materials, promoting fair labour practices and supporting charitable causes. Nowadays consumer is aware of environmental and social issues, so they prefer a FMCG product which practices sustainable marketing. Sustainable marketing practices have emerged as a key differentiator for companies seeking to build brand loyalty, trust, and reputation. In recent years, it has emerged as a critical consideration in the business strategies of companies across industries. It becomes a central focus in both business strategy and consumer decision making, particularly within FMCG products. sustainable marketing practices have become a significant driver in shaping brand perception and fostering consumer trust and ultimate drive business growth. By understanding these dynamics, FMCG companies can better align their marketing strategies with the growing demand for sustainability, enhance long lasting relationship with consumers. By focusing on consumer attitude towards sustainability efforts, we can understand how these influence consumer trust in the brand and ultimately their purchase intent.

## MATERIALS AND METHODS:

### Research Methodology

Research methodology refers to the systematic and organized approach used by researchers to conduct a study or investigation. It outlines the strategies, techniques, procedures, and processes that researchers employ to collect, analyse, and interpret data, as well as to draw conclusions and make inferences in a research project. Research methodology serves as a roadmap for researchers, providing a clear and structured plan for how they will answer research questions, test hypotheses, or address specific objectives. It encompasses various aspects such as data collection methods, sampling techniques, research design, data analysis procedures, and ethical considerations, all

of which are chosen and applied based on the nature of the research and the goals of the study. A well-defined research methodology is essential for ensuring the validity, reliability, and rigor of research findings.

## **SOURCES OF DATA**

### **Primary data**

Primary data will be collected through structured questionnaires distributed to the consumers of FMCG products.

### **Secondary Data**

The secondary data for the study have been collected from Books, Magazines, Journals, Articles, old reports and required websites.

### **Sample size**

The sample size for this survey is 135.

### **Sampling Technique**

In this study, Convenient Sampling Technique is used.

### **Tools used for Analysis**

- Frequency analysis
- ANOVA

## PREPARATION OF TABLES:

## Frequency Analysis

Table 1.1

| DEMOGRAPHICS              |                     | FREQUENCY  | PERCENTAGE |
|---------------------------|---------------------|------------|------------|
| AGE                       | 18 – 20             | 53         | 39.3%      |
|                           | 21 - 30             | 33         | 24.4%      |
|                           | 31 - 40             | 27         | 20.0%      |
|                           | Above 40            | 22         | 16.3%      |
|                           | <b>Total</b>        | <b>135</b> | <b>100</b> |
| GENDER                    | Male                | 67         | 49.6%      |
|                           | Female              | 68         | 50.4%      |
|                           | <b>Total</b>        | <b>135</b> | <b>100</b> |
| NATURE OF FAMILY          | Nuclear Family      | 60         | 44.4%      |
|                           | Joint Family        | 47         | 34.8%      |
|                           | Single Parent       | 8          | 5.9%       |
|                           | Other               | 20         | 14.8%      |
|                           | <b>Total</b>        | <b>135</b> | <b>100</b> |
| EDUCATIONAL QUALIFICATION | No formal education | 16         | 11.9%      |
|                           | Diploma             | 15         | 11.1%      |
|                           | Undergraduate       | 64         | 47.4%      |
|                           | Postgraduate        | 26         | 19.3%      |
|                           | Doctorate           | 14         | 10.4%      |
|                           | <b>Total</b>        | <b>135</b> | <b>100</b> |

|                       |                 |            |            |
|-----------------------|-----------------|------------|------------|
| <b>OCCUPATION</b>     | Student         | 51         | 37.8%      |
|                       | Employed        | 31         | 23.0%      |
|                       | Self -Employed  | 21         | 15.6%      |
|                       | Professional    | 32         | 23.7%      |
|                       | <b>Total</b>    | <b>135</b> | <b>100</b> |
| <b>MONTHLY INCOME</b> | Less than 15000 | 43         | 31.9%      |
|                       | 15000 - 25000   | 23         | 17.0%      |
|                       | 25000 - 50000   | 33         | 24.4%      |
|                       | More than 50000 | 36         | 26.7%      |
|                       | <b>Total</b>    | <b>135</b> | <b>100</b> |

**INTERPRETATION:**

The above table indicates that the demographic factor that out of 135 respondents have been taken for the study, 53(39.3%) of the respondents were 18 – 20 years, 33(24.4%) of the respondents were 21 – 30years, 27(20.0%) of the respondents were 31 – 40 years and 22(16.3%) of the respondents were above 40 years. 67(49.6%) of the respondents were Male and 68(50.4%) of the respondents were Female. 60(44.4) of the respondents were nuclear family ,47(34.8%) of the respondents were joint family, 8(5.9%) of the respondents were single parent and 20(14.8%) of the respondents were others. 16(11.9%) of the respondents were has no formal education, 64(47.4%) of the respondents were bachelor’s degree, 26(19.3%) of the respondents were post graduate,15(11.1%) of the respondents were diploma and 14(10.4) of the students were doctorate degree.

**CHI SQUARE**

**Table 2.1**

|                              | Value               | Df | Asymp. Sig.<br>(2-sided) |
|------------------------------|---------------------|----|--------------------------|
| Pearson Chi-Square           | 17.514 <sup>a</sup> | 12 | .131                     |
| Likelihood Ratio             | 16.842              | 12 | .156                     |
| Linear-by-Linear Association | 11.144              | 1  | .001                     |
| N of Valid Cases             | 135                 |    |                          |

## **INTERPRETATION:**

The result of significance regarding the relationship between age group and a brand that focuses on eco-friendly attributes, there is 1% (0.001) level of confidence for the reason that the reason aspects of buying of FMCG products gets influenced by the purchase of the consumer. Hence the hypothesis is accepted.

## **RESULTS AND DISCUSSION:**

### **Results and Discussion:**

#### **Results:**

#### **Frequency analysis:**

The survey from the demographic analysis reveals that the gender distribution among the respondents was nearly equal, with 49.6% male and 50.4% female. It was also found that 63.7% of the respondents were under the age of 30. Additionally, the majority of respondents 47.4% held a bachelor's degree, indicating a highly educated sample in the study.

#### **Chi square:**

The Chi-Square test results revealed statistically relationship between age group and a brand that focuses on eco-friendly attributes. With a 1% level of confidence, the results indicate, the hypothesis that age group affects preference for eco-friendly products is accepted.

#### **Discussion:**

Sustainable marketing practices play a crucial role in shaping brand perception and consumer trust in the FMCG sector. Consumers increasingly prefer brands that demonstrate genuine commitment to eco-friendly packaging, ethical sourcing, and corporate social responsibility. These practices enhance brand image, differentiate companies from competitors, and foster long-term customer loyalty. Transparency in sustainability efforts builds trust, while greenwashing risks damaging credibility. Although sustainable products may have higher costs, effective communication of their long-term benefits can justify pricing. Ultimately, integrating sustainability into marketing strategies strengthens consumer confidence and positions brands for long-term success in an evolving market.

## **CONCLUSION:**

This study examines the significant impact of sustainable marketing practices on brand perception and consumer trust in the FMCG sector. As environmental awareness increases, consumers are drawn to brands that adopt eco-friendly practices, enhancing loyalty and trust. The findings highlight the importance of transparent communication regarding sustainability initiatives, such as ethical sourcing and sustainable packaging, in building a positive brand image. These insights reinforce the necessity for brands to align their business practices with ethical and environmental values. The research emphasizes that sustainability is a fundamental driver of consumer trust and brand equity in a market that increasingly prioritizes environmental and social responsibility.

## **ACKNOWLEDGEMENT:**

We Thank the Almighty, with whose abundant grace this research work as made possible.

We would like to express our sincere thanks to **Dr B L Shiva Kumar**, Principal & Secretary, Sri Ramakrishna College of Arts & Science, for his support and encouragements.

We owe our deep sense of gratitude to **Dr G Agila**, Professor and Head, Department of Commerce with

Accounting & Finance, Sri Ramakrishna College of Arts & Science for her tremendous and constant motivation.

We record our sincere thanks to the guide **Ms. Greeshma R MCom., PGDCA** Assistant Professor, Department of Commerce with Accounting & Finance, Sri Ramakrishna College of Arts & Science, for her support and proper guidance.

We would also like to extend our profound gratitude to our family members and friends for their timely help and support for making this research work a successful one.

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