

## **CONSUMER PERCEPTION OF GREEN MARKETING FOR ECO FRIENDLY FAST MOVING CONSUMER GOODS: A CONCEPTUAL FRAMEWORK**

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### **Abstract**

This paper explores the development of a conceptual framework to examine consumer perceptions of green marketing in relation to eco-friendly fast-moving consumer goods (FMCGs). The study focuses on the roles of environmental consciousness, perceived value, and marketing communication in shaping purchase intentions. Understanding these factors is crucial for businesses aiming to engage environmentally conscious consumers and incorporate sustainability into their marketing strategies. Adopting a qualitative research approach, the study synthesizes findings from a comprehensive literature review to identify key determinants and research gaps. Based on these insights, a framework is proposed that integrates environmental attitudes, perceived product value, and situational moderators such as social norms and perceived consumer effectiveness. The findings highlight a strong relationship between environmental consciousness and perceived value, both of which significantly influence purchase intentions. Furthermore, transparent and effective green marketing communication enhances consumer trust in eco-friendly FMCGs. Theoretically; this research contributes a holistic model for analyzing consumer behavior in the context of sustainable consumption. Practically, it offers guidance for marketers in crafting strategies that align with consumer values. Future research should investigate cultural influences, demographic moderators, and longitudinal effects to deepen understanding. This framework provides a solid foundation for promoting sustainable market practices and encouraging active consumer participation.

**keywords-** Green Marketing, Consumer Perception, Eco-Friendly FMCG, Environmental Consciousness, Sustainable Consumption

### **I. INTRODUCTION**

In recent years, growing environmental concerns and increased awareness of sustainability have significantly influenced consumer behavior across global markets. Among various industries, the fast-moving consumer goods (FMCG) sector faces mounting pressure to adopt eco-friendly practices and align product offerings with the principles of environmental responsibility. As a result, green marketing—promoting products based on their environmental benefits—has emerged as a strategic approach to appeal to environmentally conscious consumers.

Eco-friendly FMCGs, which include everyday products such as personal care items, household cleaners, and packaged foods, are particularly suited for green marketing strategies due to their frequent and widespread use. However, while companies increasingly invest in sustainable packaging, eco-certifications, and green labeling, the effectiveness of these initiatives depends largely on consumer perception and response. Understanding how consumers interpret and react to green marketing efforts is therefore essential for businesses seeking to compete in the sustainability-driven market landscape. Specifically, it investigates the roles of environmental consciousness, perceived value, and marketing communication in shaping purchase intentions. In addition, the framework considers the impact of situational moderators, such as social norms and perceived consumer effectiveness, on green purchasing behavior. Theoretically, it contributes to the understanding of consumer behavior in sustainable consumption. Practically, it helps marketers design more effective green marketing strategies that resonate with consumer values and expectations. In doing so, the study underscores the importance of transparency, trust, and value communication in influencing consumer decisions in favor of eco-friendly FMCG products.