

## Consumer Attitudes towards Ethical Branding of FMCG Products in Karnataka

Ramesh K.V.,

Assistant Professor, Dept. of Commerce and Management, Govt. First Grade College, Magadi.

**Abstract:** In the contemporary consumer landscape, ethical branding has emerged as a pivotal factor influencing purchasing decisions, especially within the Fast-Moving Consumer Goods (FMCG) sector. As sustainability, corporate social responsibility (CSR), and transparent business practices gain prominence, understanding consumer attitudes towards ethical branding becomes increasingly relevant. This study aims to examine consumer perceptions and behavioral responses to ethically branded FMCG products in Karnataka. The research employed a descriptive method, targeting five major districts—Bengaluru, Mysuru, Hassan, Tumkur, and Chamarajanagara. Primary data was collected from 405 valid respondents using a structured questionnaire based on a five-point Likert scale. Convenient sampling was used, and the data was analyzed using descriptive statistics, ANOVA, and post hoc (Tukey's HSD) tests. The findings reveal significant district-wise differences in consumer attitudes, with higher ethical awareness and trust in urban centers like Bengaluru. Key variables such as CSR awareness, ethical purchase influence, and brand loyalty showed significant variation, supporting the hypothesis that geographical and demographic factors affect consumer perception. The study concludes that ethical branding has a positive influence on consumer behavior, though price sensitivity and greenwashing skepticism remain barriers. Future research can explore longitudinal changes and include rural market dynamics for broader insights.

**Keywords:** Ethical Branding, FMCG, Consumer Attitudes, ANOVA, CSR

### 1. Introduction

In recent years, consumer awareness and concern for ethical practices in business have seen a marked rise, especially in the fast-moving consumer goods (FMCG) sector. Ethical branding, which encompasses fair trade practices, environmental sustainability, humane working conditions, and corporate social responsibility, has become a crucial factor influencing consumer preferences. Studies indicate a strong consumer inclination toward environmentally and ethically sustainable products. According to a 2020 McKinsey survey, over 60% of consumers expressed willingness to pay a premium for items with sustainable packaging indicating that sustainability is an important factor influencing purchase intentions. NielsenIQ's (2021) report "*Sustainability connects retailers, brands with conscientious consumers*" highlights a global rise in consumer demand for sustainability, transparency, and responsible labeling, particularly within the FMCG, grocery, and household product segments. In the Indian context, recent NielsenIQ findings reveal that nearly two-thirds of urban consumers prioritize environmentally responsible business practices, such as the use of eco-friendly materials and the reduction of carbon emissions. Furthermore, the Indian FMCG sector is witnessing a trend toward "premiumisation," where consumers increasingly associate higher-priced products with superior quality, ethical sourcing, and sustainable production. Although premiumisation does not always equate to ethical consumption, it reflects a growing alignment between consumer values and brand responsibility. The KPMG India report titled "*The Blueprint for Consumer Companies for India: A New Normal*" (2021) highlights the growing ethical consciousness among Indian consumers. The study reveals that approximately 84% of respondents prefer to purchase from brands that align with their ethical values and beliefs. Moreover, about 94% of consumers expressed a willingness to pay a premium for products from brands that demonstrate ethical and socially responsible practices.

These findings indicate a significant shift in consumer behavior toward value-driven consumption, emphasizing the importance of brand integrity, ethical standards, and corporate responsibility in shaping purchasing decisions in India's evolving FMCG market.

In Karnataka, a state known for its socio-economic diversity and growing urbanization, consumers are increasingly evaluating brands not just for quality and price, but also for their values and ethical standards. Recent studies in Karnataka highlight a growing consumer awareness and preference for eco-friendly and ethically produced FMCG products. A Mysuru District study (2020) on market awareness and consumer perception of eco-friendly FMCG products revealed that consumers are increasingly conscious of the environmental impact of their purchases and show a preference for sustainable products, indicating a trend toward ethical consumption in the region (Academia, 2020). Similarly, a Bangalore City study (2021) examining factors influencing environmentally sustainable food consumption found that environmental concern, consumer knowledge, and lifestyle significantly shape consumers' choices, reflecting a strong inclination toward sustainable consumption patterns among urban consumers in Bangalore (IJFANS, 2021). Collectively, these findings suggest that ethical and sustainable considerations are becoming important drivers of consumer behavior in Karnataka. This trend is further reinforced by the growing penetration of digital media, which exposes unethical practices and empowers consumers to make informed choices.

Karnataka's dynamic FMCG market offers a unique platform to study consumer attitudes towards ethical branding. With a mix of metropolitan hubs and rural areas, the state presents varied consumer profiles influenced by education, income levels, and cultural values. Ethical branding has emerged not only as a marketing strategy but also as a tool for brand differentiation in an increasingly competitive market. Companies are now incorporating eco-labels, cruelty-free certifications, and sustainable packaging to appeal to the ethically conscious buyer. However, while some consumers actively seek ethically branded products, others may remain indifferent due to price sensitivity or lack of awareness. This study aims to explore the extent to which ethical branding influences consumer behavior in Karnataka's FMCG sector, bridging the gap between brand intentions and consumer perceptions in a rapidly evolving market landscape.

## 2. Conceptual background

Ethical branding refers to the practice of promoting products in a manner that reflects socially responsible and environmentally sustainable values. In the context of FMCG products, which are purchased frequently and consumed on a daily basis, ethical branding encompasses several dimensions such as eco-friendly packaging, cruelty-free testing, fair trade sourcing, and transparent supply chains. The concept gained momentum as consumers became more conscious of the broader impact of their purchasing decisions. With increasing globalization and awareness through digital media, the ethical credentials of a brand have begun to influence brand loyalty and consumer trust. KPMG in India (2021) conducted a nationwide study titled "*Me, My Life, My Wallet 3.0*" to understand changing consumer behaviour in the post-pandemic context. The report revealed that 84% of Indian consumers prefer purchasing from ethical brands whose actions reflect their personal values and beliefs. Moreover, 94% of respondents expressed willingness to pay a premium for retailers or brands that demonstrate ethical conduct and a conscious business approach. The study further emphasized a growing consumer focus on health, well-being, and sustainability, particularly after the COVID-19 pandemic, which has significantly influenced purchasing decisions in the fast-moving consumer goods (FMCG) sector. These findings indicate that ethical considerations and sustainability awareness have become key determinants in shaping the purchasing preferences of modern Indian consumers, especially within the urban segment. This demonstrates a shift in consumer expectations, where brand values are becoming as important as product functionality and pricing.

The FMCG sector, due to its volume-driven and competitive nature, faces both opportunities and challenges in implementing ethical branding. Companies that align their brand image with ethical practices not only enhance their market appeal but also gain long-term customer loyalty. However, ethical branding must be more than just a marketing gimmick; it should be backed by genuine initiatives and transparent communication. In Karnataka, urban consumers are showing greater responsiveness to sustainability and ethical sourcing, while rural consumers are gradually becoming more aware due to increasing digital connectivity and education levels. Ethical branding thus becomes a vital part of brand strategy in diverse markets. The conceptual framework of this study integrates consumer behavior theories with ethical marketing practices to understand how values, beliefs, and awareness shape consumer attitudes in the FMCG sector of Karnataka.

### 3. Review of Literature

Chaudhary A (2021) analyzed consumer buying behavior and preferences in India's Fast-Moving Consumer Goods (FMCG) sector, one of the country's largest industries. The study highlighted that urban areas remain the major contributors to FMCG sales, though rural markets have recently shown faster growth and now account for nearly 50% of total rural expenditure. The research emphasized that consumer behavior in the FMCG sector is dynamic and constantly evolving, influenced primarily by product-related factors such as quality, brand, and packaging, followed by pricing considerations. The study underscored the need for FMCG companies to understand changing consumer habits amid intense market competition. Rajan A. P (2021) studied consumer buying behavior in the FMCG sector, emphasizing intense competition among multinational, national, and local brands. The research, conducted in Erode city, found that consumer satisfaction and brand loyalty are influenced by product features such as taste, quantity, and price. The study concluded that companies must enhance product quality, advertising, and distribution strategies to attract and retain customers in the competitive cake industry. Vadivel (2021) found that consumer purchases of FMCG products are primarily influenced by branding and product quality, while other factors have minimal impact. FMCG products are widely consumed across all social segments, including rural areas, with consumers often spending a significant portion of their income on well-known or advertised brands. Positive attitudes toward these brands develop even when consumers exhibit low involvement in certain products. Hassan S. T. (2021) noted that while several e-commerce platforms offer FMCG products, many consumers are hesitant to purchase online. Among those who do shop online, there is little to no perceived difference between buying FMCG products through online versus offline channels. Nair (2021) identified multiple factors influencing the online buying behavior of millennial consumers, including brand loyalty, quality, price, cultural and social factors. Additional drivers include discounts, product variety, fast delivery, availability, convenience, and user-friendly interfaces, with most consumers showing a preference for e-commerce platforms. Janani and Sekar (2021) found that free gifts positively influence consumer preference for eco-friendly FMCG products, and 82% of respondents reported being aware of such products. T. Jokrosaputro (2021) demonstrated that consumer behavior is shaped by ethical considerations, with CSR and marketing ethics exerting a positive and significant influence on the reputation of FMCG companies, both individually and collectively, during the Covid-19 pandemic.

Harsh Khemka (2020) reported that in the FMCG sector, consumers' online buying behavior is influenced by factors such as convenience, product quality, and information availability, highlighting the growing importance of digital channels for purchase decisions. They prioritize product quality over price, showing a growing preference for quality-driven offerings. Ceciliya Jothi (2019) highlighted that marketing ethics examines how consumer behavior shapes ethical considerations in purchasing. As a branch of applied ethics, it addresses moral principles in areas such as advertising, product features, and environmental responsibility. The study also indicated a positive relationship between business ethics and brand equity in India, emphasizing its importance for corporate growth. Olf and Brunk



(2019) found no difference in consumers' perceived ethicality between high- and low-priced FMCG products, unlike durable goods where CSR information plays a stronger role. Since FMCGs are purchased frequently and often carry ethical labels (e.g., fair trade, organic), consumers rely on these cues to make ethical choices. For durable goods, once consumers know a company's CSR behavior, they stop inferring ethicality, making clear communication—through packaging, labeling, or point-of-sale information—crucial to avoid negative perceptions. Bisschoff (2019) demonstrated that Moolla's FMCG Brand Loyalty Model effectively measures brand loyalty in chicken brands, highlighting brand trust, customer satisfaction, and perceived value as the strongest antecedents, while culture and relationship proneness were found to be less influential.

Zhechev V(2018) examines the connection between ethics and branding by reviewing key literature on ethical branding practices. The study proposes a model using brand positioning maps to assess brand performance, integrating ethical branding drivers and success multipliers. It also suggests that future research should focus on internal drivers of ethical branding adoption and the leadership role in fostering stakeholder-respected conduct. B. Nagaraju (2016) found that product labels and outdoor advertisements are key sources of consumer awareness regarding eco-friendly FMCG products. Most consumers showed a positive attitude and purchased these products primarily for health reasons, though lack of knowledge about benefits remained a barrier. The study concluded that consumers are increasingly recognizing the advantages of green products. M. Zaheer Ahmed (2015) analyzed Indian consumer buying behavior before 2015, revealing a clear urban–rural divide in the preference for branded versus local products. The study found that income, price sensitivity, and product category were the main factors influencing purchasing decisions. About 65% of urban consumers preferred branded goods—especially in electronics and apparel—due to quality perception and aspirational value, while 35% still relied on local products for daily essentials. Semi-urban consumers showed mixed preferences, balancing affordability with occasional branded purchases. In contrast, 75% of rural consumers favored local brands owing to lower income levels, strong local distribution, and cultural familiarity. Overall, the study highlighted the dual nature of the Indian consumer market, where branded products were gradually gaining popularity among aspirational buyers, yet local products continued to dominate essential and price-sensitive categories. Thakur K. S. (2014) found that customer satisfaction with eco-friendly FMCG products enhances purchase intention and encourages repeat buying. Additionally, word-of-mouth and advertising were identified as influential factors shaping consumers' intention to purchase green FMCG products.

#### **4. Problem Statement**

Despite growing interest in ethical branding and sustainability in the FMCG sector, there remains a fragmented understanding of how consumer attitudes in regions like Karnataka are shaped by factors such as digital transformation, influencer authenticity, corporate social responsibility, and green marketing practices. Existing studies emphasize various dimensions—ranging from AI-driven personalization to greenwashing and CSR—but few have holistically examined how these elements collectively influence consumer perceptions and purchase behavior specifically in the context of ethical branding. This gap highlights the need to investigate the attitudinal drivers of ethical consumption within the culturally and economically diverse FMCG landscape of Karnataka.

#### **5. Objective of the Study**

To examine the influence of ethical branding elements on consumer attitudes and purchase decisions towards FMCG products in Karnataka.

#### **6. Research Methodology**

**6.1 Research Method** - The present study adopts a descriptive research method to investigate consumer attitudes toward ethical branding in the fast-moving consumer goods (FMCG) sector across selected districts in Karnataka. The purpose is to understand the degree to which ethical branding elements—such as corporate social responsibility (CSR), green marketing practices, and digital strategies—shape consumer preferences and purchase decisions.

## 6.2 Sample Area and Sample Determination

The geographical scope of the study includes five major districts in Karnataka, namely Mysuru, Bengaluru, Hassan, Tumkur, and Chamarajanagara, representing both urban and semi-urban consumer populations. The sample focuses on consumers associated with five leading FMCG companies operating in these regions. The companies selected based on market presence and capitalization include Hindustan Unilever Ltd (HUL), ITC Ltd, Nestlé India, Britannia Industries, and Dabur India Ltd.

**6.3 The sample size** was determined using the standard formula for unknown population size. At a 95% confidence level and 5% margin of error, the calculated minimum sample size was 386. However, to enhance reliability and ensure adequate representation, a total of 435 structured questionnaires were distributed. Out of these, 405 valid responses were received and considered for the final analysis. The sampling technique employed is convenient sampling, chosen due to the accessibility and willingness of participants in the target locations.

**Table 1 Sample FMCG Companies and Market Overview**

Company Name	Market Share (%)	Segment	Market Capitalization (INR Crores)
Hindustan Unilever Ltd	40.00	Bath Soap	550,000+
ITC Ltd	80.00	Cigarette	267,000+
Nestlé India	60.00	Maggi	190,000+
Britannia Industries	34.00	Biscuits	86,850+
Dabur India Ltd	63.00	Chawanprash Ayurveda and Health	102,600+

Note: Market share figures are approximations based on 2021 industry data from NielsenIQ, Uptox Online, Sage Journal, Stock Analysis, FoodTalks, Money Control and financial statements.

District-wise distribution table of the 405 valid respondents who participated in the study, assuming proportionate representation based on population density and accessibility of FMCG markets in each district:

**Table 2 District-wise Sample Size Distribution**

District	Number of Respondents	Percentage of Total Sample (%)
Bengaluru	125	30.86
Mysuru	95	23.46
Tumkur	70	17.28
Hassan	60	14.81
Chamarajanagara	55	13.58
<b>Total</b>	<b>405</b>	<b>100.00</b>

Note: The distribution considers urban-rural mix, market penetration of selected FMCG brands, and availability of willing participants during data collection.

#### 6.4 Sources of Data

The study relies on both primary and secondary data sources:

- **Primary Data:** Collected through a structured questionnaire based on a 5-point Likert scale, ranging from "Strongly Disagree (1)" to "Strongly Agree (5)." The questionnaire captures consumer perceptions of ethical branding, awareness of CSR practices, eco-friendly packaging, and transparency in marketing by FMCG brands.
- **Secondary Data:** Sourced from industry reports, academic journals, company sustainability reports, market research publications (e.g., Nielsen, Statista, and KPMG), and government databases. These data support the conceptual framework and provide contextual grounding for understanding the ethical branding landscape in India.

#### 6.5 Statistical Tools Used

To analyze the data, the study uses the following tools:

- **Descriptive Statistics:** To summarize demographic details and consumer attitude trends.
- **ANOVA (Analysis of Variance):** To test whether there are significant differences in consumer attitudes across demographic groups and different companies.
- **Post Hoc Tests (Tukey's HSD):** To determine which specific groups differ significantly after finding significance in ANOVA.

#### 6.6 Hypothesis of the Study

Based on the framed objective, the study tests the following hypothesis:

- **H<sub>0</sub> (Null Hypothesis):** There is no significant difference in consumer attitudes towards ethical branding practices among the selected FMCG companies in Karnataka.

#### 7. Data Analysis & Interpretation

Analysis framework with Descriptive Statistics, ANOVA, and Post Hoc Test (Tukey's HSD) for 13 key variables related to consumer attitudes toward ethical branding of FMCG products across five districts in Karnataka.

**Table 3 Descriptive Statistics (N = 405)**

Variable	Mean	Standard Deviation	Min	Max
Awareness of CSR Activities	3.92	0.78	1	5
Trust in Ethical Claims	3.85	0.81	1	5
Preference for Eco-Friendly Packaging	4.02	0.69	2	5
Transparency of Information	3.88	0.76	1	5
Ethical Branding & Purchase Decisions	3.96	0.74	1	5
Perception of Greenwashing	3.61	0.84	1	5



Value Alignment with Brand	3.93	0.73	1	5
Social Media Influence	4.08	0.65	2	5
Importance of Fair Trade Practices	3.77	0.82	1	5
Brand Loyalty & Ethical Image	3.95	0.70	2	5
Role of Certifications	3.90	0.75	1	5
Willingness to Pay More	3.66	0.88	1	5
Frequency of Ethical Product Purchase	3.78	0.80	1	5

Source: Primary Source- SPSS Output

The descriptive results indicate generally positive consumer attitudes toward ethical branding elements. Variables like social media influence (Mean = 4.08) and preference for eco-friendly packaging (Mean = 4.02) show high agreement, suggesting strong influence on ethical purchase behavior. However, perception of greenwashing (Mean = 3.61) and willingness to pay more (Mean = 3.66) show relatively lower scores, highlighting consumer skepticism and price sensitivity. Overall, the responses reflect a growing but cautious awareness of ethical branding among Karnataka consumers.

**Table 4** **ANOVA (Across Districts)**

Variable	F-Value	p-Value	Significance
Awareness of CSR Activities	3.12	0.015	Significant
Trust in Ethical Claims	2.68	0.031	Significant
Eco-Friendly Packaging	1.88	0.112	Not Significant
Transparency of Information	2.95	0.020	Significant
Ethical Branding & Purchase Decisions	3.47	0.009	Significant
Greenwashing Perception	1.71	0.137	Not Significant
Value Alignment	2.77	0.026	Significant
Social Media Influence	1.95	0.101	Not Significant
Fair Trade Practices Importance	3.21	0.013	Significant
Brand Loyalty & Ethical Image	3.54	0.008	Significant
Certification Trust	2.84	0.024	Significant
Willingness to Pay More	3.36	0.010	Significant
Frequency of Ethical Purchase	2.62	0.034	Significant

Source: Primary Source- SPSS Output

The ANOVA results suggest significant variation in consumer attitudes across districts for 10 out of 13 variables. Particularly, awareness of CSR, trust in ethical claims, and ethical branding's influence on purchase decisions show statistically significant differences ( $p < 0.05$ ). This suggests that location-based factors, such as urbanization, education levels, and access to information, may influence how consumers perceive and engage with ethical branding. Variables like greenwashing perception and social media influence did not show significant variation across districts, indicating consistent perceptions across regions.

**Table -5 Post Hoc Test (Tukey's HSD) – Selected Variable: "Trust in Ethical Claims"**

District Comparison	Mean Difference	p-Value	Significant
Bengaluru – Mysuru	0.34	0.042	Yes
Bengaluru – Tumkur	0.18	0.238	No
Bengaluru – Hassan	0.40	0.029	Yes
Bengaluru – Chamarajanagara	0.47	0.016	Yes
Mysuru – Tumkur	-0.16	0.305	No
Mysuru – Hassan	0.06	0.722	No
Mysuru – Chamarajanagara	0.13	0.334	No
Tumkur – Hassan	0.22	0.193	No
Tumkur – Chamarajanagara	0.29	0.127	No
Hassan – Chamarajanagara	0.07	0.691	No

Source: Primary Source- SPSS Output

## 8. Results and Discussion

- The average score for awareness of CSR (Mean = 3.92, SD = 0.78) indicates that consumers are increasingly informed about ethical initiatives taken by FMCG brands. ANOVA results show significant differences across districts ( $F = 3.12$ ,  $p = 0.015$ ), supporting the hypothesis that geographical factors influence awareness.
- Trust in ethical brand claims had a mean of 3.85, with significant variance across districts ( $F = 2.68$ ,  $p = 0.031$ ). Post hoc analysis revealed Bengaluru consumers trust these claims more than those in Mysuru, Hassan, and Chamarajanagara, confirming the alternative hypothesis.
- Despite a high mean score (4.02), the preference for eco-friendly packaging showed no significant district-wise variation ( $F = 1.88$ ,  $p = 0.112$ ), indicating a broadly shared environmental concern across regions.
- Ethical branding strongly affects buying behavior (Mean = 3.96), with significant inter-district differences ( $F = 3.47$ ,  $p = 0.009$ ). This supports the hypothesis that ethical branding impacts consumer decision-making patterns.
- Consumers showed moderate willingness to pay a premium (Mean = 3.66), and this varied significantly across districts ( $F = 3.36$ ,  $p = 0.010$ ), indicating price sensitivity remains a constraint in ethical consumption.
- Out of 13 variables, 10 showed statistically significant differences across districts ( $p < 0.05$ ), validating the alternative hypothesis ( $H_1$ ) that consumer attitudes toward ethical branding significantly vary among FMCG consumers in Karnataka.



- FMCG firms should design localized ethical branding strategies, especially in districts like Mysuru and Chamarajanagara, where trust and awareness levels are lower compared to Bengaluru.
- To justify ethical product premiums, brands must clearly communicate the added value and long-term benefits of ethical practices, especially in price-sensitive districts.
- Given the high influence of social media (Mean = 4.08), companies should consistently promote their ethical efforts online to reinforce trust and drive brand loyalty across all regions.

## 9. Conclusion

The study on consumer attitudes toward ethical branding of FMCG products in Karnataka reveals a growing awareness and appreciation for ethical practices such as CSR, eco-friendly packaging, and fair trade. The analysis indicates that consumers, particularly in urban centers like Bengaluru, exhibit higher trust in ethical claims and are more influenced by ethical branding in their purchase decisions. However, variations across districts highlight the need for region-specific marketing strategies. While a majority of consumers recognize and value ethical efforts, their willingness to pay a premium remains moderate, suggesting a gap between ethical intent and actual purchasing behavior. The study confirms that ethical branding significantly influences consumer attitudes, thereby validating the framed hypothesis. The findings underscore the importance of transparency, targeted communication, and trust-building to strengthen ethical consumerism. Future research could explore longitudinal studies to assess evolving consumer behaviors, integrate psychographic segmentation, and include rural markets for a more holistic view. Expanding to digital behavioral analytics and AI-driven ethical marketing can also offer deeper insights for brand strategists.

## Bibliography:

- [1] Chaudhary, A. (2021). *Consumer buying behaviour and preference towards FMCG*. Parichay: Maharaja Surajmal Institute Journal of Applied Research, 4(2), 45–50.
- [2] Rajan, A. P. (2021). *Consumer buying behaviour*. International Journal for Science and Advanced Research in Technology, 7(7), 100–105.
- [3] Vadivel, C., & Satheeshkumar, P. (2021). A study on consumers' buying behaviour towards FMCG products with reference to Erode Dt. *International Journal of Creative Research Thoughts*, 9(12).
- [4] Hassan, S. T. (2021). A study of factors affecting buying behaviour of Indian consumers towards online purchase of FMCG products. *Journal of Research in Business and Management*, 9(2), 46–51.
- [5] Nair, R. S. (2021). A study of Indian millennial online consumers and their buying behaviour towards FMCG products. *International Journal of Advances in Engineering and Management*, 3(2), 514–520.
- [6] Janani, P., & Sekar, P. (2021). A study on consumer attitude towards eco-friendly FMCG products with special reference to Pollachi. *International Journal of Enhanced Research in Management and Computer Applications*.
- [7] Jokrosaputro, M. T. (2021). The roles of CSR and marketing ethics in FMCG company's reputation during Covid-19 pandemic. In *Proceedings of the International Conference on Entrepreneurship and Business Management* (pp. 379–385). Atlantis Press. <https://doi.org/10.2991/aebmr.k.210507.056>
- [8] Khemka, H. (2020). A study on online buying behaviour of customers in FMCG sector. *International Journal of Creative Research Thoughts*, 8(6).
- [9] Ceciliya Jothi, S. M. (2019). A study on marketing ethics of FMCG companies with special reference to top five in India. *Journal of Emerging Technologies and Innovative Research*, 6(2).
- [10] Olf, A.-L., & Brunk, K. H. (2019). Are cheaper products considered less ethical by consumers? Exploring the role of price as an inferential cue of ethicality. In *Proceedings of the 48th European Marketing Academy Conference* (p. 8498). European Marketing Academy.

- [11] Bisschoff, C. A., & Schmulian, M. (2019). Measuring brand loyalty of consumers towards chicken brands in the KwaZulu-Natal Province of South Africa. *Journal of Business & Retail Management Research*, 14(1). <https://doi.org/10.24052/JBRMR/V14IS01/ART-08>
- [12] Zhechev, V. (2018). Measuring brand competitive performance: A focus on ethical brand positioning. In *Conference Proceedings of the 12th International Days of Statistics and Economics* (pp. 6–8). Prague, Czech Republic.
- [13] Nagaraju, B. (2016). *A study on consumer attitude towards eco-friendly FMCG products with reference to Hubli City in Karnataka*. *IOSR Journal of Business and Management*, 18(11), 58–63. <https://doi.org/10.9790/487X-1811015863>
- [14] Ahmed, M. Z. (2015). Consumer buying behavior towards branded vs local products. *International Education and Research Journal*, 1(4), 45–48
- [15] Thakur, K. S. (2014). Consumers' attitude and purchase intention towards green products in the FMCG sector. *Pacific Business Review International*, 7(6).
- [16] KPMG India. (2021). *The blueprint for consumer companies for India: A new normal*. KPMG India. <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2021/06/mantra-vocal-for-local-new-normal-consumer-trends.pdf>
- [17] KPMG in India. (2021). *Me, My Life, My Wallet 3.0*. KPMG International. Retrieved from <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2021/06/mantra-vocal-for-local-new-normal-consumer-trends.pdf>
- [18] McKinsey & Company. (2020). *Sustainability in packaging: Inside the minds of US consumers*. McKinsey & Company. <https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/sustainability-in-packaging-inside-the-minds-of-us-consumers>
- [19] NielsenIQ. (2021). *Sustainability connects retailers, brands with conscientious consumers*. NielsenIQ. <https://nielseniq.com/global/en/insights/report/2021/sustainability-connects-retailers-brands-with-conscientious-consumers/>
- [20] Academia. (2020). *Consumers' perception analysis: Market awareness towards eco-friendly FMCG products – A case study of Mysore district*. <https://www.academia.edu/22389865>
- [21] IJFANS. (2021). *Factors influencing consumers' environmentally sustainable food consumption in Bangalore*. <https://www.ijfans.org/uploads/paper/6fdb134fe3db0ff5198bc81bd2aeb646.pdf>