

Gen Z Consumer Engagement Through Sustainable Personalized Marketing

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ABSTRACT

The Fast-Moving Consumer Goods (FMCG) industry is undergoing a strategic transformation driven by the rising influence of Generation Z (Gen Z) consumers. This generation demonstrates strong preferences for sustainability, ethical branding, and personalized digital engagement. This research employs a Systematic Literature Review (SLR) to investigate sustainable personalized marketing practices within the FMCG sector and compares strategic initiatives adopted by leading companies including Mondelez International, Emami, Britannia Industries, Parle Products, and Kellanova. The study synthesizes academic literature, industry reports, and marketing analytics studies published between 2018 and 2026. Findings suggest that sustainability initiatives such as eco-friendly packaging, ethical sourcing, and transparent communication significantly influence Gen Z purchasing behavior. Additionally, AI-driven personalization, omnichannel marketing, and influencer-based campaigns enhance consumer engagement and brand loyalty. Comparative analysis reveals that multinational firms emphasize global sustainability frameworks and digital personalization, while Indian FMCG companies leverage localized marketing and affordability strategies. The study proposes a conceptual model linking sustainable marketing practices and personalized engagement to Gen Z brand loyalty. Managerial implications suggest that FMCG firms must integrate sustainability and digital personalization as core strategic pillars to remain competitive in emerging markets....

Keywords:: Sustainable marketing, FMCG industry, Gen Z, consumers, Personalized Marketing, green marketing, Phygital, digital engagement, Mondelez International, Emami, Britannia Industries, Parle, Kellanova..

INTRODUCTION:

The global Fast-Moving Consumer Goods (FMCG) sector represents one of the largest and most competitive industries worldwide. In 2023, the global FMCG market reached approximately USD 11.3 trillion, with projected growth at a compound annual growth rate (CAGR) of around 5.5% between 2023 and 2028. Rapid digital transformation, shifting consumer expectations, and sustainability concerns are reshaping marketing strategies across the sector. A key driver of this transformation is Generation Z, which is becoming one of the most influential consumer segments. By 2025, Gen Z is expected to constitute over 27% of the global workforce, significantly increasing their purchasing power and market influence.

Gen Z consumers demonstrate unique characteristics compared with previous generations like high digital

engagement, preference for personalized marketing, strong emphasis on sustainability and preference for authentic brands. Research shows that 42% of Gen Z consumers actively seek sustainable packaging when purchasing FMCG products. Similarly, sustainability has become a crucial determinant of purchasing behavior. Approximately 66% of consumers are willing to pay more for sustainable FMCG products, while 73% are more likely to purchase from environmentally responsible brands. These changes have compelled FMCG firms to adopt sustainable personalized marketing strategies to attract Gen Z consumers.

This research focuses on a comparative analysis of five prominent FMCG companies:

Mondelez International

Emami

Britannia Industries

Parle
Kellanova

2. RESEARCH OBJECTIVES

The study aims to:

Examine sustainable marketing practices in the FMCG sector.

Analyze the role of personalization in FMCG marketing strategies.

Understand Gen Z consumer behavior toward sustainability and personalization.

3. RESEARCH METHODOLOGY

PRISMA Flow Process:

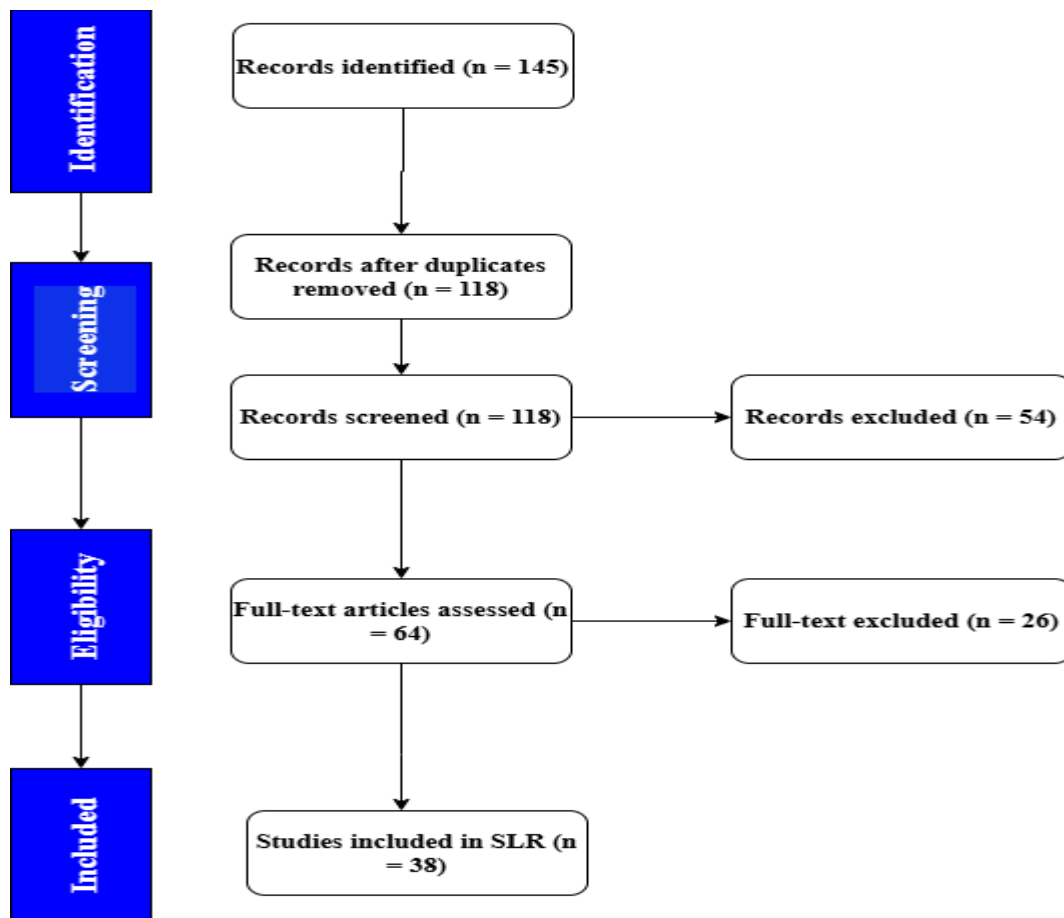
Stage	Articles
Records identified from databases	145
Duplicate articles removed	27
Records screened	118
Full-text articles assessed	64
Final studies included	38

The study adopts a Systematic Literature Review (SLR) methodology to synthesize existing knowledge on sustainable personalized marketing. SLR is widely used in marketing research to identify research trends, gaps, and theoretical frameworks. Literature was collected from multiple databases such as Scopus, Web of Science, Google Scholar, ScienceDirect and Industry reports. Key search terms included sustainable marketing, green marketing FMCG, Gen Z consumer behaviour, personalized marketing, digital marketing FMCG, sustainability branding.

4. PRISMA FRAMEWORK FOR THE SLR

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach was applied.

Figure No. 1: PRISMA Diagram (Text Representation)



Source: Accumulated Data

5. LITERATURE REVIEW

5.1 Sustainable Marketing in the FMCG Sector

Sustainability has emerged as a central strategic focus in the Fast-Moving Consumer Goods (FMCG) sector due to increasing environmental concerns, regulatory pressure, and evolving consumer expectations. Sustainable marketing refers to marketing practices that promote products and services while minimizing environmental impact and contributing to long-term societal welfare.

Research indicates that sustainable marketing strategies influence consumer perceptions, brand loyalty, and purchase intentions. Many FMCG firms have adopted eco-friendly packaging, ethical sourcing, and responsible advertising practices to align with sustainability goals. Studies show that organizations implementing sustainable marketing initiatives not only improve brand reputation but also achieve competitive advantage in highly saturated markets. The FMCG industry plays a crucial role in sustainable consumption due to its high-volume production and frequent consumer interaction. Companies such as Mondelez International, Britannia, Emami, Parle, and Kellonova have implemented sustainability initiatives focusing on packaging innovation, supply chain sustainability, and consumer engagement.

Recent research emphasizes that sustainable marketing practices must go beyond corporate messaging and integrate into core business strategies including product development, logistics, and digital marketing.

5.2 Personalized Marketing and Data-Driven Consumer Engagement

Personalized marketing refers to tailoring marketing messages, product recommendations, and promotional strategies to individual consumer preferences using data analytics and technology. With the rise of artificial intelligence, machine learning, and big data analytics, personalized marketing has become a dominant strategy in modern marketing practices. Machine learning models allow marketers to analyze large volumes of customer data, enabling predictive insights regarding consumer behavior, purchase patterns, and engagement tendencies.

These techniques help organizations create personalized experiences that increase customer satisfaction, engagement levels, and conversion rates. Data-driven marketing strategies also enhance marketing return on investment (ROI) by improving targeting efficiency and reducing resource waste. Furthermore, the integration of predictive analytics allows firms to anticipate customer needs and design personalized campaigns accordingly. Research indicates that personalized marketing strategies significantly improve customer retention and lifetime value, particularly in digital retail environments.

However, the success of personalized marketing depends heavily on responsible data usage and privacy considerations. Ethical concerns such as data protection, transparency, and algorithmic fairness have become critical components of personalized marketing strategies.

5.3 Gen Z Consumer Behavior and Sustainability Orientation

Generation Z represents one of the most influential consumer segments in the global market. Born between approximately 1997 and 2012, Gen Z consumers are digital natives who rely heavily on social media, mobile technology, and digital platforms for information and purchasing decisions. Studies suggest that Gen Z consumers demonstrate strong preferences for brands that reflect social responsibility, environmental sustainability, and ethical business practices. They are more likely to support companies that align with their personal values and actively avoid brands perceived as environmentally irresponsible. Neuromarketing research highlights that Gen Z consumers respond positively to emotionally engaging and purpose-driven marketing messages. The integration of digital technologies with physical retail experiences often referred to as "phygital marketing"—has further enhanced consumer engagement by blending online and offline experiences.

Additionally, sustainability messaging influences Gen Z purchasing behavior significantly. Brands communicating transparent sustainability initiatives and demonstrating measurable environmental impact tend to gain higher trust and loyalty among younger consumers.

5.4 Artificial Intelligence and Predictive Analytics in Marketing

Artificial intelligence (AI) and machine learning technologies are increasingly shaping marketing strategies across industries. AI-driven analytics enables marketers to process large datasets and generate actionable insights related to customer behaviour and preferences.

Supervised learning models play a critical role in personalized marketing by enabling prediction of consumer preferences based on historical data patterns.

These technologies enhance marketing efficiency by:

Improving customer segmentation accuracy

Optimizing promotional campaigns

Predicting customer churn

Enhancing product recommendation systems

Moreover, AI-driven marketing platforms facilitate real-time personalization, allowing firms to adapt marketing messages dynamically according to consumer interactions.

5.5 Sustainable Personalized Marketing

Sustainable personalized marketing combines environmentally responsible business practices with data-driven customer engagement strategies.

This approach emphasizes:

Eco-conscious product development

Transparent sustainability communication

Personalized marketing experiences

Responsible data usage

Research suggests that integrating sustainability messaging with personalized marketing strategies increases brand authenticity and strengthens emotional

connections with consumers. For Gen Z consumers particularly, brands that successfully combine sustainability initiatives with personalized digital engagement strategies demonstrate significantly higher brand loyalty and advocacy.

6. COMPARATIVE ANALYSIS OF SELECTED FMCG COMPANIES

This study examines five leading FMCG companies to evaluate their sustainable personalized marketing practices.

Companies analyzed include:

Mondelēz International

Emami

Britannia

Parle Products

Kellonova (formerly Kellogg Company)

6.1 Sustainability Initiatives of Selected Companies

Table No.1: Sustainability Initiatives of Selected Companies

Company	Sustainability Initiatives	Marketing Focus	Key Programs
Mondelēz International	Cocoa Life sustainability program, sustainable packaging	Digital marketing & personalized campaigns	Cocoa Life, Net Zero Emissions
Emami	Natural ingredients, Ayurveda-based products	Health-focused marketing	Sustainable sourcing
Britannia	Sustainable dairy sourcing and nutrition initiatives	Responsible consumption marketing	Zero waste manufacturing
Parle	Affordable nutrition and minimal packaging strategies	Mass-market sustainability messaging	Energy efficient manufacturing
Kellonova	Sustainable agriculture and recyclable packaging	Personalized digital engagement	Better Days sustainability program

Source: Accumulated Data

6.2 Digital Personalization Strategies

Table No. 2: Digital Personalization Strategies

Company	Personalization Tools	Data Analytics Use	Consumer Engagement Channels
Mondelēz	AI-driven marketing automation	Predictive consumer insights	Social media, mobile apps
Emami	Targeted digital campaigns	Consumer behavior analytics	Influencer marketing
Britannia	CRM-based segmentation	Data-driven promotions	E-commerce platforms
Parle	Mass personalization through digital ads	Market analytics	Social media marketing
Kellonova	AI-powered customer segmentation	Predictive analytics	Omni-channel marketing

Source: Accumulated Data

6.3 Gen Z Engagement Strategies

Table No.3: Gen Z Engagement Strategies

Company	Strategy	Example Campaign
Mondelēz	Interactive social media marketing	Oreo digital campaigns
Emami	Influencer-led health messaging	Natural skincare promotions
Britannia	Purpose-driven advertising	Nutrition awareness campaigns
Parle	Nostalgia-based branding	Parle-G heritage marketing
Kellonova	Digital storytelling and sustainability messaging	Climate responsibility campaigns

Source: Accumulated Data

6.4 Key Findings from Comparative Analysis

The comparative analysis highlights several important observations:

Mondelēz International leads in global sustainability initiatives and advanced digital marketing personalization.

Britannia demonstrates strong integration of sustainability within its nutrition-based marketing strategy.

Emami focuses on herbal and natural product positioning to appeal to health-conscious consumers.

Parle maintains strong brand heritage while gradually integrating sustainability messaging.

Kellonova leverages AI-driven consumer insights and sustainability programs to engage modern consumers.

Overall, multinational companies demonstrate greater technological integration, whereas Indian FMCG companies rely more on brand heritage and traditional consumer trust.

7. KEY FINDINGS

The systematic review and comparative analysis reveal:

1. Sustainability is a Strategic Imperative: Consumers increasingly demand environmentally responsible brands.

2. Personalization Enhances Engagement: AI-based marketing significantly improves customer experience.

3. Social Media Drives Gen Z Brand Discovery: Platforms like TikTok and Instagram play a crucial role in product discovery.

4. Multinational vs Indian Firms: Multinational companies focus on global sustainability frameworks, while Indian companies emphasize local market adaptation.

8. CONCLUSION

The FMCG sector is experiencing a paradigm shift driven by Gen Z consumers who demand sustainability, authenticity, and personalized experiences. Companies such as Mondelēz International and Kellonova demonstrate strong sustainability and digital marketing capabilities, while Indian companies like Britannia, Emami, and Parle effectively leverage cultural insights and local market knowledge. The integration of

sustainable practices and personalized marketing will be crucial for FMCG companies seeking to capture the growing Gen Z market. The FMCG industry is experiencing significant transformation driven by Gen Z consumers who demand sustainability, transparency, and personalized experiences. Companies integrating sustainable practices with digital personalization strategies will achieve stronger consumer engagement and competitive advantage. This study highlights the importance of aligning marketing strategies with evolving consumer expectations to capture the emerging Gen Z market.

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