



The Impact of Green Marketing Communication on Myanmar Consumer's Purchase Decision – FMCG Industry

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**The Impact of Green Marketing Communication on Myanmar Consumer's Purchase Decision
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Abstract

Growing environmental consciousness had significantly increased consumer preference for eco-friendly options, yet their adoption in Myanmar remains limited despite green marketing's mainstream status. To address this, the study aimed to identify which of the green marketing communication strategies are the most effective in persuading consumers to purchase sustainable products, particularly in the Myanmar FMCG industry. A thorough review of academic literature provided in-depth understanding to inform the study's hypotheses. Survey data from 129 Myanmar FMCG consumers, collected in April 2025, were analyzed to assess the impact of four green marketing communication initiatives, such as, Packaging, Ecolabeling, ATL Advertising, and BTL Advertising on consumer purchase decisions. Descriptive statistics and multiple regression analysis were utilized to explore how a single dependent variable is influenced by multiple independent variables.

The results indicated that all four independent variables had a significant influence on consumer purchase decisions, with Eco-labeling being the most influential on consumer purchasing choices among the strategies examined. In addition, while eco-labels are encouraging, consumers don't always prioritize purchasing them and further research is needed to bridge this attitude-behavior gap. The findings contributed to the growing understanding of how green marketing communication initiatives influence consumer purchase decisions in emerging markets like Myanmar. At the same time, valuable insights into effective strategies for marketers to promote their sustainable products as well as to connect with environmentally conscious consumers were provided.

Keywords/tags (subjects)

Green Marketing, Green Marketing Communication, Consumer Purchase Decisions.

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1 Introduction

Green marketing, also known as sustainable marketing, has evolved from being a niche initiative to a mainstream necessity, and now prevalent across a variety of products and industries. One of the key findings from the literature (Amoako et al., 2020) is that green products can be beneficial for the environment, however, they may not significantly impact consumer purchasing behavior unless other factors are considered. Emphasizing green marketing communication (GMC) is also one of the factors to positively influence customers' trust which can lead to green purchases (Correia et al., 2023). However, GMC is not without its challenges. As Peattie and Charter (2003) point out, communication is a controversial aspect of green marketing, often facing criticism. This controversy urges the need for further research into the perspective of effective green marketing communication that can effectively engage consumers and lead to their purchase intention (Grebmer & Diefenbach, 2020; Stoica, 2021). The background, research motivation, research questions, and the structure of thesis are mentioned in this chapter.

1.1 Background

Myanmar, previously known as Burma, is a Southeast Asian country bordered by Bangladesh, India, China, Laos, and Thailand. It is the largest mainland state in Southeast Asia with an estimated population of 55.64 million and has been ranked as the 26th most populated country in the world. The former capital city, Yangon, remains the most populated urban area of the country (Statista Research Department, 2023).

According to the 2024 Environmental Performance Index (EPI) report, Myanmar ranked 177 among 180 countries in the 2024, indicating it is one of the least developed in environmental management and regulation (Yale Center for Environmental Law & Policy, 2024). The country's natural resources and environmental conditions are threatened by deforestation, mangrove loss, and ranked second most vulnerable country to climate change (WWF, 2015).

According to the Consumer Report Myanmar 2024, 84% of respondents expressed a high level of concern regarding environmental issues. Elevated concern levels were observed across all age groups, ranging from under 18 to 65 years old, with the 26-35 age group exhibiting the highest proportion of concerned individuals. Moreover, the importance of sustainable living was broadly

recognized, with a total of 90% rating as important, and 50% as 'Extremely Important.' Among the various age groups, the youngest participants (those below 35) emphasized sustainable living the most. Geographically, Yangon reported the highest number of concerned respondents in both categories (Consumer Report Myanmar, 2024).

At the same time, Myanmar's Fast Moving Consumer Goods (FMCG) companies are demonstrating commitment to sustainability by practicing sustainable sourcing, using local, eco-friendly farms and recyclable packaging, and highlighting the potential benefits of green practices for both the environment and business success. (MGH, n.d.). However, the adoption of eco-friendly products in Myanmar remains limited, possibly due to a lack of awareness about their benefits or unfamiliarity with these products. (Naing, 2020)

1.2 Motivation for the Research

With the significant growth in environmental consciousness over the past few decades, there is a greater preference for sustainable products and services among consumers. According to The Green Brands survey by Landor Associate (2011), 6 out of 10 consumers globally are willing to buy from environmentally responsible companies.

According to the Consumer Report Myanmar 2024, 84% of respondents expressed a high level of concern regarding environmental issues and yet the adoption of eco-friendly products has not yet gained popularity in Myanmar. A potential reason for this is limited awareness regarding the eco-friendly products' benefits or unfamiliarity with them. Therefore, it is essential for businesses and the government to bridge this gap by raising awareness about the environmental degradation and promoting effective methods or practices to protect the environment.

While there has been extensive studies regarding the purpose of purchasing green products by marketing scholars in developed countries, there is a notable lack of studies in developing countries like Myanmar. To cover this gap, this study intends to identify which green marketing communication strategies are most effective in persuading consumers to purchase products, particularly in the FMCG industry. At the same time, to offer businesses with valuable insights to formulate their green marketing communication approaches to better fulfill the requirements of Myanmar FMCG consumers, potentially resulting to increased customer loyalty and market share.

1.3 Research Questions

This thesis purpose is to understand Green Marketing Communications (GMC) as a phenomenon, and to apprehend how different green marketing communication initiatives can impact positively or negatively on the purchase decisions of Myanmar FMCG consumers.

Question: How do various green marketing communication initiatives from FMCG companies influence the buying decisions of consumers in Myanmar?

1.4 Structure of the Thesis

The study is divided into five chapters. Chapter One introduces the study, including its rationale, objectives, and methods. Chapter Two explores the theoretical and empirical literature on Green Marketing, Green Marketing Communication, and Consumer Purchase Decision, followed by hypothesis development. Chapter Three outlines the methodology, research design, sample data, and methods of collection. Chapter Four presents the study's findings and results. Finally, Chapter Five provides a comprehensive explanation of the results, discussions, suggestions and recommendations, the study's limitations, and the need for further research.

2 Literature Review

This Chapter covers theoretical and empirical literature on Green Marketing and Green Marketing Communication, along with various methods and Consumer Purchase Decisions, to explain how different forms of Green Marketing Communication can influence consumers to purchase eco-friendly products.

2.1 Green Marketing

The term "Green" has gained significant popularity with today's generation. Since the 1990s, consumers have become more environmentally conscious, leading to changes in their behavior (Simon, 1992). This shift in awareness has paved the way for Green Marketing (GM) as well as the development of eco-friendly products (Cleveland et al., 2005).

Kotler and Armstrong (2009) define Green Marketing as *“marketing that meets the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs”*. The term Green Marketing is versatile and can be interchanged with others like environmental, ecological, or eco-marketing (McDaniel & Rylander, 1993). In spite of the terminology or approach, green marketing is essential for aligning corporate actions with environmental sustainability.

The core of GM lies in understanding its impact on the whole society and the environment. According to Baker (2003), GM is an overall management approach that identifies, anticipates, and fulfills consumers needs in an efficient and environmentally friendly ways (Baker, 2003). GM includes all initiatives intended at implementing and promoting changes that fulfill consumers' needs and wants with minimal environmental harm (Polonsky, 1994). GM involves various activities and initiatives within marketing practices. These include transformation of product, process, packaging, and marketing strategies, all aimed at meeting human needs while minimizing environmental impact (Polonsky, 2008). The companies can go green via 3 levels: value-added processes, management, and products (Prakash, 2002). Moreover, there are five possible green measures at the product level: “(i) repair; (ii) recondition; (iii) remanufacture; (iv) reuse; (v) recycle; and (vi) reduce” (Charter, 1992).

Consumers are significantly gaining concerns of environmental matters, and many consumers now have environmental beliefs that lead them to purchase green products with less harmful environmental impact (Peattie, 1995). Consumers are increasingly concerned with businesses' environmental efforts and preference over the environmentally friendly companies. Grant (2007) emphasizes that environmental protection is the responsibility of society as a whole, not just the government, large corporations, and non-governmental organizations, and important to adopt green behavior into the normal life of every consumers (Grand, 2007).

The greenest product in the world is useless if no one knows it is available. According to Farzin et al., 2020, not all environmental attitudes can drive the actual green product purchase behavior. However, consumers require information to make informed decisions as well as to learn about green products through green marketing (Peattie and Charter, 2003). A lack of information can hinder or discourage consumers from considering green attributes into their purchasing decisions.

2.2 Green Marketing Communication

According to Charter & Polonsky (1992, P- 152), GM is all about communication. Green Marketing Communication (GMC) is the strategies and tactics companies use to raise awareness of their eco-friendly products and initiatives. This involves communicating messages about sustainability, environmental benefits, and corporate responsibility with consumers (Nygaard, 2024). Key activities for successfully implementing an environmental strategy include communicating a company's environmental initiatives to different stakeholders and educating consumers about environmental issues (Poduska et al., 1992). The key factor of a successful socially responsible company is their efficient communication with consumers (Zafar et al., 2020).

Effective GMC is anticipated to influence consumer behavior positively, promoting the purchase of sustainable products from environmentally responsible companies (Chen et al., 2006; Shabbir et al., 2020). The objective of all the GMC initiatives is to create a positive image, promote eco-friendly behaviors, and distinguish the brand from competitors through transparency and a strong commitment to environmental stewardship.

According to Podvorica & Ukaj (2019), GMC includes a variety of activities designed to highlight the features of sustainable products and the company's sustainable actions. Tan et al., (2022) also mentioned that, GM activities encompass a range of marketing efforts, including packaging, green labeling, advertising, corporate public relations, and sustainability reports.

2.2.1 Packaging Communication

Packaging, originally intended to protect products, now play other important roles such as attracting consumer attention, providing information, and supporting the company's revenue (Kotler et al., 1998). It also enhances brand image, and shapes consumer perceptions of the product (Rundh, 2005). Moreover, it helps brand stand out among many other products by acting as a differentiation tool and persuading consumer to purchase (Wells, Farley & Armstrong, 2007).

Product packaging and labeling are effective mediums for conveying green messages. Despite being targeted by environmentalists, packaging is often necessary for consumer goods and can be used efficiently to communicate environmental messages to shoppers. Packaging might be the

most significant medium of communication between the product and the consumer due to three main reasons: (i) its broad reach to all potential consumers of the category; (ii) its presence at the critical moment of consumer purchase decision-making; and (iii) it's high engagement level with the consumers who actively seek information from the packaging (Behaeghel, 1991). It may be the final interaction between the product and the consumer at the point of sale before consumer making the purchase decision (Gonzalez et al., 2007, p.63). Thus, all of this leads to intense competition between brands in retail stores, and the importance of packaging increases as it serves as a foremost means of communication and salesman at the point of sale.

Communication messages can be conveyed both verbally and non-verbally. Graphics, colors, and the size/shape/materials of packaging are visual elements (nonverbal), while product informations, producers, country of origins and brand are considered verbal elements (Kuvykaite et al., 2009). For instance, the color brown often associated with recycling, whereas the color green generally associated with the nature.

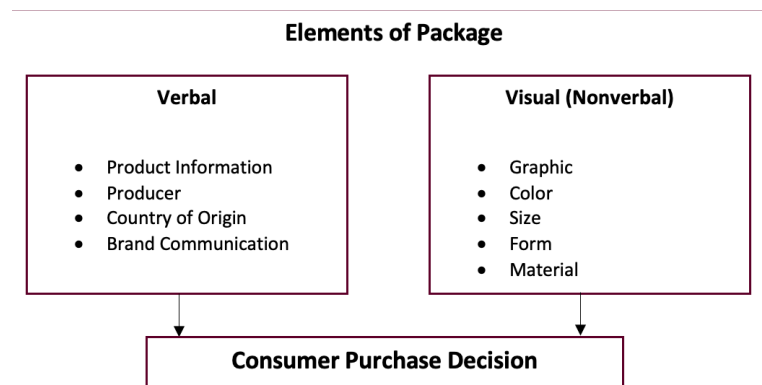


Figure 1 The Elements of Package (Compiled by the Author)

Consumers frequently depend on the details provided on packaging to guide their purchase decisions. According to Chandon and Wansink (2010), product packaging conveys messages to consumers more effectively than advertisements, shaping brand perception and ultimately influencing purchasing behavior. Findings by Wells et al., (2007) reveal a significant link between packaging and purchase decisions, with over 73% of respondents indicating that packaging serves as a key factor in their decision-making journey at the point of sales. Conversely, research conducted by

Kong et al. (2014) found no notable correlation between green packaging or green advertisements and the intention to buy environmentally-friendly products.

Despite a significant body of past research showing positive effects of packaging communication on consumer purchase decisions, there are still mixed findings in the current literatures. Consequently, it is essential to do further research on the impact of packaging communication on consumer purchase decisions.

2.2.2 Eco-label

Eco-labels, or green labels, convey environmental friendliness by using images or text to inform consumers about sustainable manufacturing, packaging, and operational practices (Jerzyk, 2016). These labels enable companies to distinguish their products and guide consumers in choosing environmentally friendly options (D'Souza, 2004; Morris et al., 2005). It serves both business and consumers by providing sustainable practices and environmentally friendly product information in most effective as well as the efficient ways.

Referring to the report by One Planet Network, there are three types of ecolabels classified by the ISO: (i) Eco-labels and Certifications; (ii) Company Generated Claims; and (iii) Environmental Product Declarations (One Planet Network, 2023). The numbers of eco-labels have grown along with the growth of GM. During 1990 and 2000, the number of eco labels grew sixfold (Gruère, 2014). According to Ecolabel Index Website, there are 456 ecolabels in 199 countries and 25 industry sectors in 2025 (Ecolabel Index website, 2025).



Figure 2 Some Ecolabels

Rashid (2019) noted that, consumers with high familiarity level with eco-labels show a more positive response to GM and are more likely to buy green products. Many consumers prefer to make environmentally friendly purchases, but they seek simplicity—logos indicating a product's environmental benefits are something they look for. However, the results are often contradict each other. A study by Leire & Thidell (2005) show that while some consumers accept the functions of eco-labels, recognition of this not always necessarily result in green purchasing decisions. In addition, D'Souza (2004) explains that there is a limited understanding of how eco-labels information influences consumers' intentions to make environmentally conscious purchase. This leads to further research to find out whether eco-labels have a positive impact on consumer purchasing decision.

2.2.3 Green Advertising

According to Chang (2011, p.23), "Green advertising is an advertising that claims the advertised products or services are environmentally friendly or that their production process conserves re-

sources and energy". One of the green marketing's key functions is to communicate the environmental friendliness of a company's goods, services, operations, and workflows (Kumar & Kumar, 2017).

A variety of issues can be addressed via Green Advertising, ranging from environmental concerns and eco-friendliness of a product to corporate image campaigns highlighting sustainable initiatives and driving sustainable behaviors (Hartmann & Apaolaza-Ibanez, 2009). Primary objective of Green Advertising for companies is to inform consumers that they prioritize sustainability while simultaneously influencing consumer purchasing behavior by providing eco-friendly product options and highlighting the positive environmental impacts of their purchases. Advertising eco-friendly products raises consumer awareness about green alternatives and informs them about where to find such products.

For instance, Kumar and Raju (2013) determined that the most effective medium for conveying intended messages to target consumers is through advertising and suggesting that informative advertisements hold greater impact on influencing consumer behavior. Similarly, Habib et al. (2015) demonstrated a strong positive correlation between advertisement exposure and consumer purchase decisions. Furthermore, Fatima and Lodhi (2015) identified a significant positive effect of advertisements on consumer purchasing behavior. On the other hand, it can be detrimental to misjudge how shoppers interpret green advertising or to underestimate how important their trust is. In the 1990s, for example, early green advertising were viewed as the least credible source of environmental information and faced consumer backlash (Iyer & Banerjee, 1993). Rahbar and Wahid (2011) mentioned that consumers often perceive green claims as exaggerated and are generally skeptical about them. However, findings can be contradictory.

Advertising implementation can be categorized into three: (i) Above The Line (ATL); (ii) Below The Line; and (iii) Through The Line (TTL, combination of both ATL and BTL) (Pritchard, 2011).

Above The Line (ATL)

According to Pritchard (2011), Above The Line (ATL) is an advertising strategy that utilizes mass media channels—such as Internet, social media, television, prints, outdoor advertising (out-of-

home). These advertisements usually target the mass market through media channels with extensive coverage and reach and assist marketers in creating brand awareness and informing consumers about new products or services. A major downside of ATL campaigns is the incapability to evaluate their commission, making it impossible to measure the increase in sales directly attributed to the campaign. Consequently, companies invest significant amounts in ATL campaigns without being able to assess their effectiveness.

As consumers are increasingly aware of environmental issues, brands can enhance their reputation and attract eco-conscious consumers by communicating their sustainability initiatives through digital platforms (Emon and Khan, 2023). The purchase decisions of younger demographics significantly influenced by social media advertisements (Smith and Yang, 2017). Advertising digitally offers interactive features and the ability to focus on specific shopper groups which make online ads a highly influential tool for shaping consumer behavior. Meanwhile, Balani et al. (2025) highlighted that TV advertisements strongly affect FMCG purchase decisions by encouraging spontaneous purchases and prompting consumers to buy more than they initially intended.

Below The Line (BTL)

According to Pritchard (2011), Below The Line (BTL) is an advertising strategy that employs unconventional methods compared to ATL, emphasizing direct communication such as promotions, in-store advertisements, free samples, loyalty programs, and event marketing. BTL strategies involve consumer interaction through public relations, direct marketing, personal selling, exhibitions, and sponsorship. These approaches use non-media communication, offering short-term incentives primarily aimed at consumers with personalized communication. Its flexibility allows campaigns at the point of sale, facilitating final purchase decisions through direct customer interaction and personalized communication.

While brands may allocate significant portions of their budgets to TV advertisements, Clark (2008) suggests that the true competitive ground lies in in-store advertising. With thousands of advertisements being deployed daily, the necessity of investing in-store remains undeniable. According to Wanninayake and Randiwela (2008), over half of their respondents stated promotions influence

their green product purchase decisions. Furthermore, Pahira et al. (2024) revealed that effective communication by frontliners accounts for 40.1% of the variance in purchase decisions.

2.3 Consumer Purchase Decisions

Fulfilling consumers' needs and wants more effectively than competitors is the main objective and goal of marketing. Understanding consumer behavior and decision-making processes is important for achieving this goal successfully. Consumer purchasing decisions are an integral aspect of consumer behavior, including the processes and decisions individuals undertake to satisfy their desires (Belch & Belch, 2007). Companies' success in influencing purchasing behavior significantly relies on their understanding of consumer behavior, identifying the specific needs and desires consumers are seeking to fulfill and translating into purchasing criteria.

For instance, many efforts have been made to create models that capture the complexities of consumer decision-making. These models have evolved to incorporate various factors influencing purchase decisions, from initial stimuli to post-purchase responses.

Consumer Decision Process Model

One of the well-known frameworks is the 'Consumer Decision Process (CDP) model' initially developed by Engel, Kollat and Blackwell in 1968, which has undergone several updates since its initial publication. It is a framework designed for marketers to understand various stages that consumers go through during their purchasing journey (Engel et al., 1969).

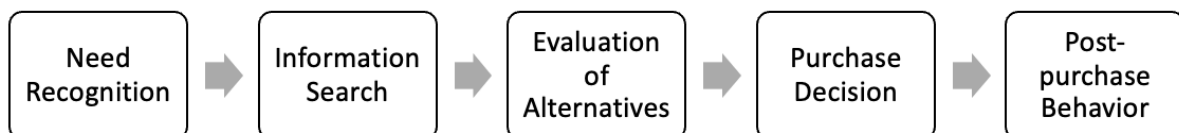


Figure 3 Stages in Purchasing Decision (Source: Blackwell, Miniard, & Engel (2006, p. 15))

In this Model, shoppers decision making is viewed as a problem-solving activity that contains five key stages. The buying procedure starts when a need is identified by the consumer. If a solution is

immediately available, a purchase is made; otherwise, an information search begins. This moment is crucial for consumers and the primary source of information is often commercial (Kotler & Keller, 2012). Marketers must capture this moment and provide relevant product descriptions, promotions, etc. In the evaluating alternatives stage, it is vital for a consumer to be aware of different brands and understand the attributes upon which they base their buying decisions. After selecting a brand, consumer makes the purchase. For complex items, there's often a delay between the decision and the purchase, while for everyday goods, this interval is brief. Lastly, in the post-purchase evaluation stage, consumers critically review and evaluate the product. A positive experience can transform consumers into loyal customers, whereas a negative experience may deter them from making future purchases.

The CDP model is critical for informing marketing strategies, it provides businesses with valuable insights to refine their marketing strategies and promotional communication at each stage of the process, prompts marketers to account for the entire purchasing process, with the objective of positively motivating consumer's purchasing decisions. According to the model, customers typically traverse all stages of the purchase process, but may occasionally skip or reverse stages in routine purchases.

Nicosia Model of Decision Process (1966)

Francesco Nicosia in 1966 created this model and it highlights the relationship between a firm and its potential consumers. It depicts how firms use marketing messages (such as advertisements) to communicate with consumers, who then respond by making purchasing decisions. This dynamic relationship shows that firms aim to influence consumer choices, while consumers, through their decisions, impact the firms (Nicosia, 1966).

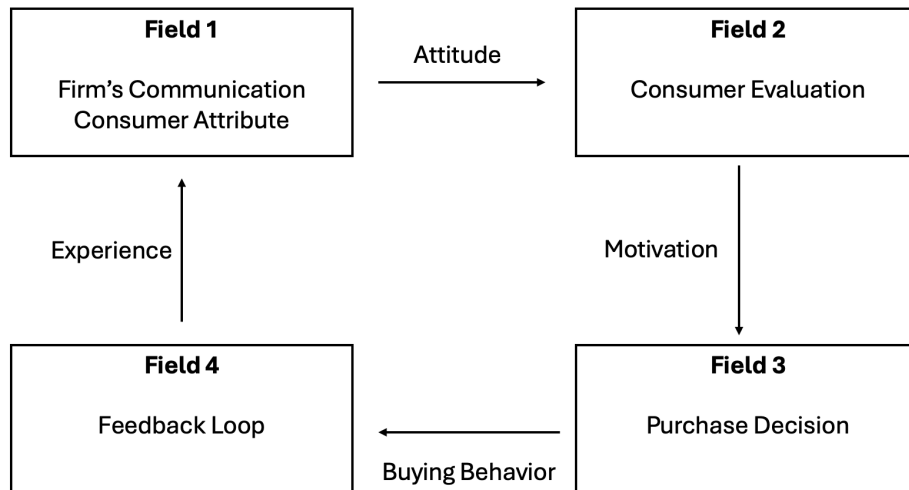


Figure 4 The Nicosia Model 1966 (Adopted from Nicosia F. M., 1966)

The model consists of four main areas which focus on analyzing how advertising messages of firms influence consumer preferences and behaviors. The model first considers the communication efforts of firms and the possibility of consumer response. It then examines the consumer's search and evaluation process influenced by their attitudes. Successful motivation happens when the consumer is decided to purchase. After the purchase, the model analyzes feedback from both sides. The firm gains insights through their internal sales data, while the shopper's familiarity with the product influences their attitudes and predispositions towards future communications from the firm.

It should be noted that this model lacks clarity in linking elements and may not accurately reflect average customer decision-making (Viksne et al., 2016). For instance, consumers might be attracted to what firms communicate but decide not to make a purchase because of their personal beliefs.

The Howard and Sheth Model of Buying Behavior

Howard-Sheth Model of Buyer Behavior was developed in 1969 and it underscores the significance of inputs in the process of consumer purchasing journey and proposes methods of how consumers organize inputs to arrive at a final decision (Howard and Sheth, 1969).

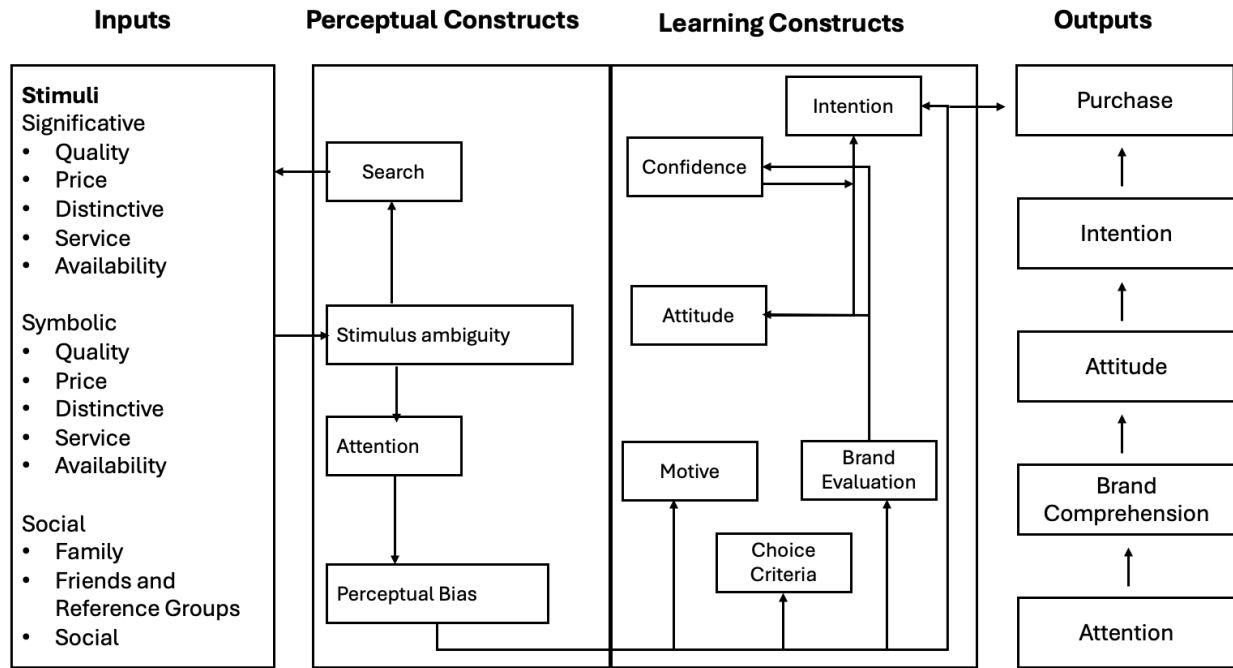


Figure 5 Howard and Sheth 1969 (Adopted from Howard & Sheth 1969, p.54)

This model explains four key groups of variables that influence consumer behavior. Firstly, the model categorizes inputs into three types of stimuli: communication provided by marketers, including physical characteristics (significant stimuli), product characteristics (symbolic stimuli), and social influences (social stimuli). Then the model goes through consumer's psychological factors in decision-making, including brand evaluation, consumers' preferences, and their buying motives. These variables interact to shape consumer responses, including attention, brand comprehension, attitudes, and intentions. Lastly, the outputs are the results of these psychological variables.

The model integrates various aspects of consumer behavior, connecting constructs and variables that influence consumer decision making process also explains their relationships leading to a purchase decision. However, researchers have raised concerns about the compatibility of this model when explaining 'joint decision-making' scenarios and its inadequacy in addressing new trends in consumer decisions (Loudon et al., 1993)

Stimulus-Response Model of Buyer Behavior

Similar to the Howard and Sheth Model, this Stimulus-Response Model of Buyer Behavior structured around four major groups of components. The model emphasizes the significant of firms using communication mix tools can significantly influence the buying process.

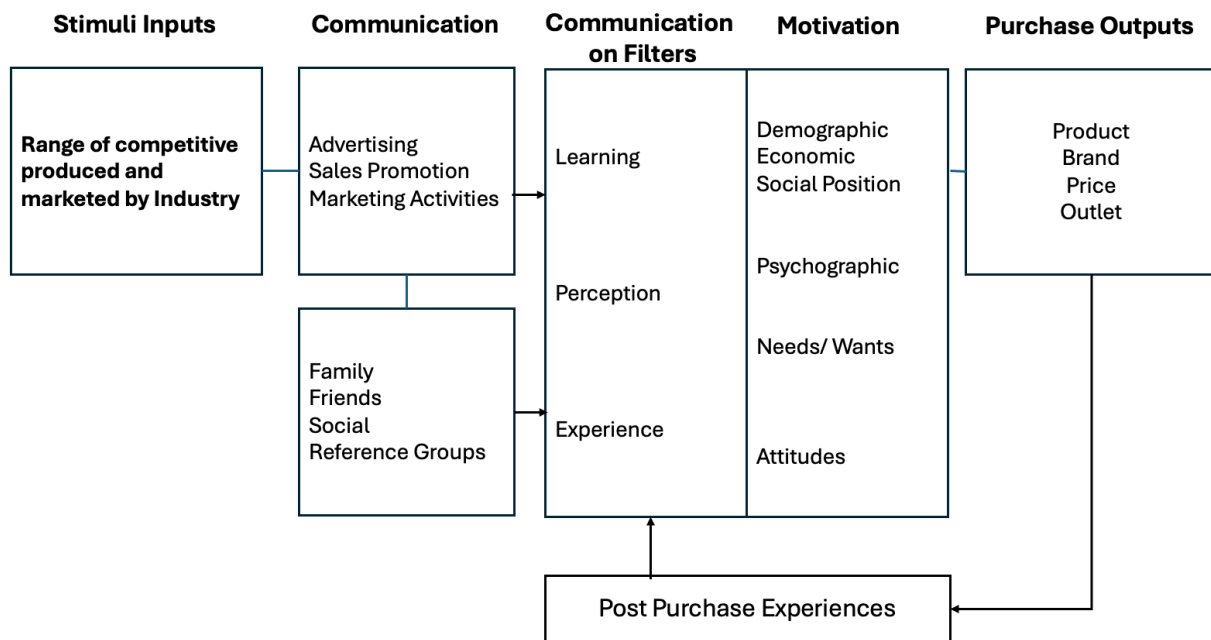


Figure 6 Stimulus-Response Model of Buyer Behavior (Adopted from Kotler, 1997)

The stimulus-response model divides the influences on human behavior into two primary categories: external stimuli and internal factors. This encompasses all elements typically understood as external stimuli, which include brands, products, logos, advertisements, packaging, selling prices, point of sales, social communications, and all the marketing communication through various communication channels (Jacoby, 2002). These external factors do not directly shape consumers attributes or psychology. Rather, their influence is indirect.

2.4 Hypotheses

According to the above Consumer Decision Models, stimuli inputs from the companies play a huge role in driving consumers purchase decisions. Companies can create these stimuli inputs through various green marketing communication initiatives, namely, packaging, eco-labels, Above-The-Line advertising, and Below-The-Line advertising. Current literatures underline both the positive and negative relationship between various green marketing communication initiatives and consumer

buying decisions. Certain studies propose that the various green marketing communication initiatives do not always consistently translate into a positive link to consumers' willingness to make environmentally conscious purchases. At the same time, while recent studies have focused on the impact of green marketing tools on purchase behavior, the majority of this research has been carried out in developed countries (Bleda and Valente, 2008; Chatterjee, 2009; Chan, 2004). However, the results often vary, suggesting that the relevance of these findings might be limited to specific cultural, temporal, and geographical contexts. These contradictory findings requires further study, to identify the relationship between various green marketing communication initiatives and consumer purchase decision.

The following hypotheses are formed to be investigated:

H1: Packaging Communication will have a positive influence on consumer purchasing decision.

H2: Eco-labels will have a positive influence on consumer purchasing decision.

H3: ATL advertising will have positive influence on consumer purchasing decision.

H4: BTL advertising will have a positive influence on consumer purchasing decision.

3 Methodology

In this methodology chapter, the approach used to examine the presented hypotheses in the context of FMCG consumers in Myanmar is mentioned. The aim of this thesis is to understand how various green marketing communication initiatives from FMCG companies impact on the purchasing decisions of consumers in Myanmar. The data is collected by distributing survey questionnaires to Myanmar FMCG consumers via facebook which is the largest social media platform used in Myanmar. The detail process of gathering data, demographic of the samples, data analysis methods and research ethics are explained in this chapter.

3.1 Research Approach

Research design establishes a framework for collecting data, analyzing data, interpreting data and addressing and providing a solution to the research problem. It is important that the researcher utilize the appropriate methods to prevent errors in gathering relevant data. This study adopted a deductive approach, utilized a quantitative mono-method, and employed a survey questionnaire for data collection. A quantitative method was chosen for this thesis to effectively explore the opinions of Myanmar FMCG consumers regarding the research question. Furthermore, quantitative research allows the measurement and analysis of numerical data, which is essential for examining the impact that various green marketing communication initiatives have on the consumers purchasing decisions.

Google Forms was used as a online survey tool to get the perspectives of targeted participants. Myanmar FMCG consumers who frequently shop at supermarkets for FMCG products such as packaged foods & beverages, personal care products, or household cleaning products are the target respondent for this online survey. The survey consists of 29 questions, categorized into 3 primary sections, namely background information, opinions on sustainability and companies green initiatives communications, and their purchase intentions towards various green communications initiatives. The detailed questionnaire can be found in Appendix 1.

Following the first section, the respondents have to answer their basic demographic details, including age, gender, level of education and their income level. After that section, there are series of questions related to the independent variables, designed to identify their influencing levels on the respondents. In third section, the questionnaires are about the relationship among the various green marketing communication initiatives and shopper purchase decisions. The five-point Likert scale was utilized to commesure the dimensions related to their viewpoints on sustainability and companies green initiatives communications, and the purchase intentions towards various green marketing communications initiatives. The respondent selects one of five options for each question, starting from 1 = strongly disagree to 5 = strongly agree.

3.2 Research Context

FMCG industry, also known as Consumer Packaged Goods Industry, which consists of non-food consumer products and everyday food products. These items are largely influenced by small-scale consumer decisions and receive strong support from manufacturers and distributors through advertising and promotions. Commonly, they are bought in grocery stores, supermarkets, hypermarkets, and similar retail outlets. NielsenIQ (2015) stated that, over the past 4 years Myanmar FMCG industry has expanded 15%, with almost half of Myanmar consumers' monthly spending (47%) are on groceries and food, household and personal care products.

Myanmar, a country with a population of 54 million people, consumes an estimated 2 billion plastic bottles annually. As stated in the survey about plastic pollution in Myanmar (Jeske, 2019) roughly 119 tons of plastic are thrown into the Ayeyarwady River daily, resulting to the most polluted river on the planet. With the rise of waste materials, it is threatening significantly on environment and health. On the other hand, this also opens doors for businesses to innovate recycling, reduce, and repurpose waste. FMCG companies in Myanmar are also prioritizing green initiatives by improving their packaging designs, refining their manufacturing processes, contributing to social sustainability as well as raising the awareness of the importance of sustainability. Some of the examples of current green marketing communication initiatives from Myanmar FMCG companies can be found below.



Figure 7 Coca-Cola Educational Campaign regarding the product lifecycle of their recyclable PET bottles.



Figure 8 Pepsi Reinforcing Campaign regarding recycling the bottles.



Figure 9 Heineken Company Campaign on their waste management during manufacturing.



Figure 10 Carlsberg Company Campaigns on their waste management during manufacturing.



Figure 11 Education campaign on encouraging Reuse by Health Plus Company.

Simultaneously, the Consumer Report Myanmar 2024 reveals that 84% of their survey respondents expressed a high level of concern relating to environmental issues. Moreover, the importance

of sustainable living was broadly recognized, with a total of 90% rating it as important, and 50% of those rating it as 'Extremely Important.' (Consumer Report Myanmar, 2024).

3.3 Data Collection

The empirical data in this thesis was primary and was gathered through a survey, using a convenience sampling approach. This method was chosen due to the constraints of time and resources, as it allows for selecting participants based on their availability, willingness, and accessibility (Bryman and Bell, 2007). The data collection for the survey occurred across a two-week timeframe, from April 10th to April 25th, 2025, resulting in the total of 129 responses. To reach the intended audience effectively, the survey was distributed through various channels, including Myanmar community groups on Facebook, direct outreach to friends and familiar individuals of researcher. After completing data collection, the responses were analyzed using JASP software (version – JASP 0.19.3 (Apple Silicon)) to assess consistency and interpret the results.

3.4 Data Analysis

Descriptive statistics and multiple regression analysis were used to explore how a single dependent variable is influenced by multiple independent variables. Multiple regression is a widely applied method for identifying potential interactions between these variables. This analysis aims to analyze the impact of various green marketing communication initiatives on Myanmar FMCG consumer purchase intentions.

As mentioned in Figure 3.1, the study focus on analyzing whether the four independent variables such as packaging communication, eco-label, ATL advertising, BTL advertising influence on one dependent variable, consumer purchase decisions.

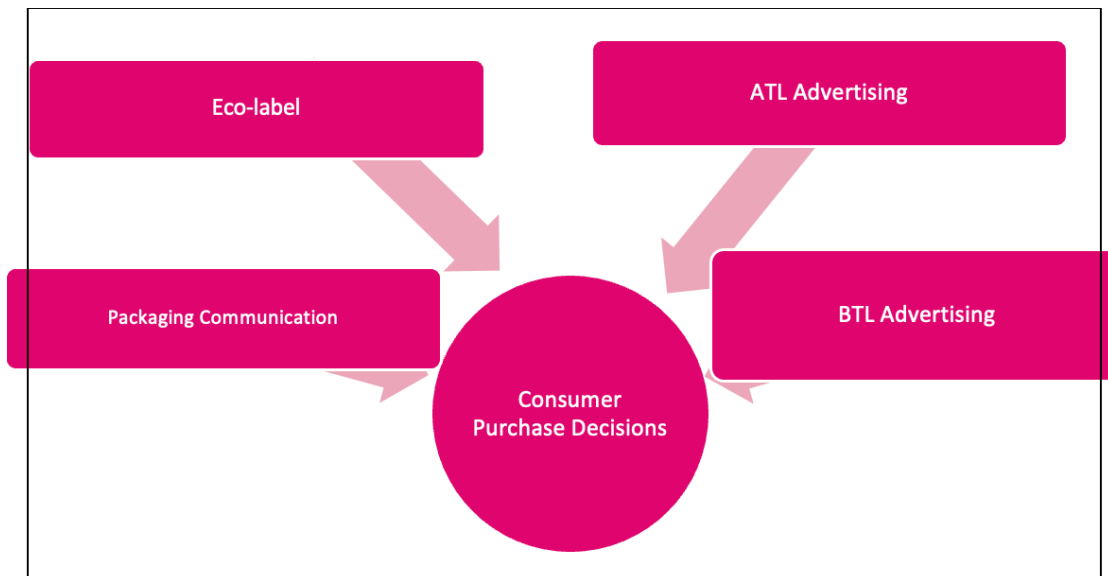


Figure 12 Four independent variables and One dependent variable

3.5 Verification of the Results

For a study to be reliable, the researcher must use a consistent, systematic, and transparent methodology. This ensures the process is easily understood and reproducible by others. According to Mathew and Ross (2010), reliability depends on replicability, being able to generate consistent results when repeated under similar conditions. With a sample size of 129 participants, this study meets the quantitative research standard, which requires at least 100 observations for reliable regression analysis. The sample size of 129 observations was sufficiently large to effectively conduct quantitative research with the regression analyses. According to research standards, a minimum of 100 observations is necessary to ensure the reliability of quantitative findings.

To ensure the consistency of the data, a reliability study of Cronbach's alpha was conducted. Using Cronbach's Alpha Reliability test enables researchers to produce consistent results. The measurement of Cronbach's Alpha must be between 0 and 1 and a value closer to 1 indicates stronger internal consistency among the scale items (George & Mallery, 2003). The results of Cronbach's Alpha for the variables in this study are presented in Table 3.1.

Table 1 Reliability Test

Variables	Number of Items	Cronbach's Alpha
Packaging Communication will have a positive influence on consumer purchasing decision.	5	0.848
Eco-labels will have a positive influence on consumer purchasing decision.	4	0.868
ATL advertising will have positive influence on consumer purchasing decision.	4	0.808
BTL advertising will have a positive influence on consumer purchasing decision.	4	0.913

Source: Author's Survey data

As shown in Table 3.1., all four variables presented high levels of internal consistency, with Cronbach's Alpha coefficients exceeding the generally accepted threshold of 0.70 (Hair et al., 2010). Packaging Communication was calculated with five statements and demonstrated Cronbach's alpha value of 0.848. Eco-label was measured with four items and demonstrated strong Cronbach's alpha value 0.868. ATL advertising was also measured with four items and demonstrated Cronbach's alpha value 0.808. Lastly, BTL advertising was measured with four items and demonstrated the strongest Cronbach's alpha value of 0.913, which was the strongest among the variables.

These high Cronbach's Alpha values show that measuring items are closely related and constantly measured. Generally, the Cronbach's Alpha coefficients for all four concepts are above 0.70 which is above the recommended minimum, showing the confidence in the reliability and stability of these scales for further analysis in this study and are suitable for examining their relationships with consumer purchasing decisions.

3.6 Research Ethics

Before collecting data, the study's objectives were provided to all participants, as well as the purpose of the survey instrument, the methodological approach, and the anticipated outcomes of the research. To make sure the responses are genuine, the survey form are kept as completely anonymous and voluntary with no pressure or encouragement. Furthermore, participants were informed the right to revoke from the study at any time without consequence in advance. The questionnaires were overseen electronically via Google form to facilitate convenient participation. The research placed a strong weight on ethical considerations to ensure participants' rights, confidentiality, and anonymity were fully protected. In addition, data security measures were adopted to safeguard the privacy of participants' responses and personal information.

4 Results

In this result chapter, the findings of the demographic background of the contributor, descriptive statistics as well as the analysis of the impact of various green marketing communication initiatives on consumer buying decisions are presented. Descriptive statistics and multiple regression analysis were conducted using Microsoft Excel and JASP software (version – JASP 0.19.3 (Apple Silicon)) to explore how a single dependent variable is influenced by multiple independent variables.

4.1 Demographic Profile of the Respondents

This section presents the demographic profile of the participants, detailing key information such as gender, age, education and income levels.

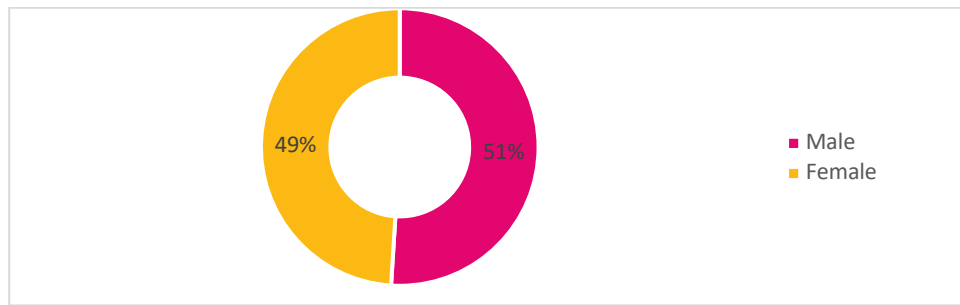


Figure 13 Respondents Gender Ratio

Source: Author's Survey data

The demographic information of genders participant in this survey are shown in figure 4.1. Among 129 participants, 51% of the participant were male and the rest were females.

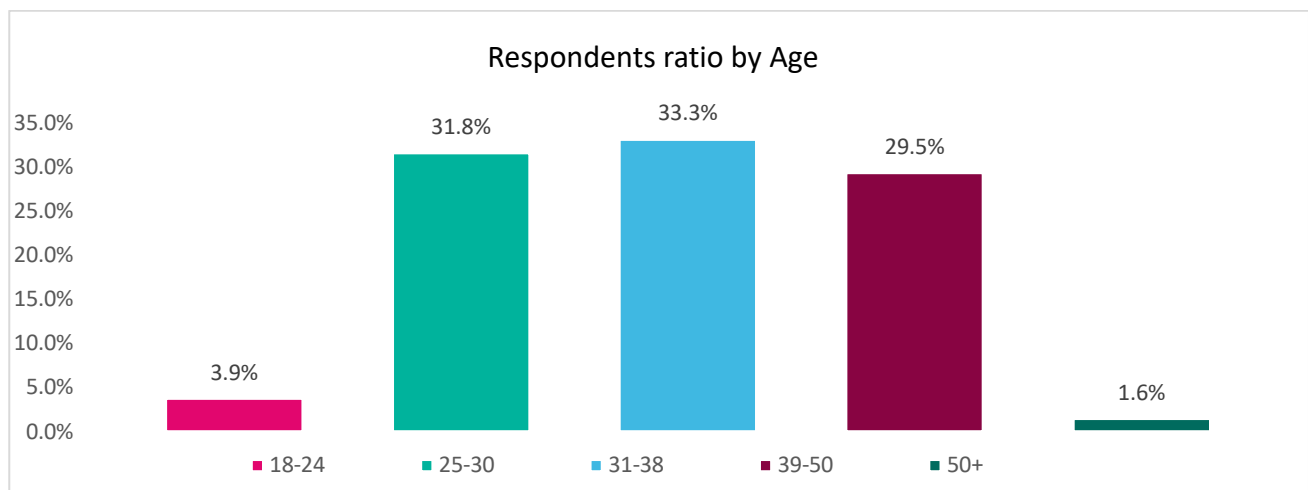


Figure 14 Respondents Age Ratio

Source: Author's Survey data

The age ratio is displayed in Figure 4.2. Participants are categorized into five groups, the highest number of participants are between the age of 31 and 38 years of age (33.3%), followed closely by those between 25 and 30 years old (31.8%). Respondents in the 39-50 age group make up 29.5% of the total. The youngest group, 18-24 years old, represents only 3.9%, and the oldest, 50+, accounts for 1.6% of the respondents.

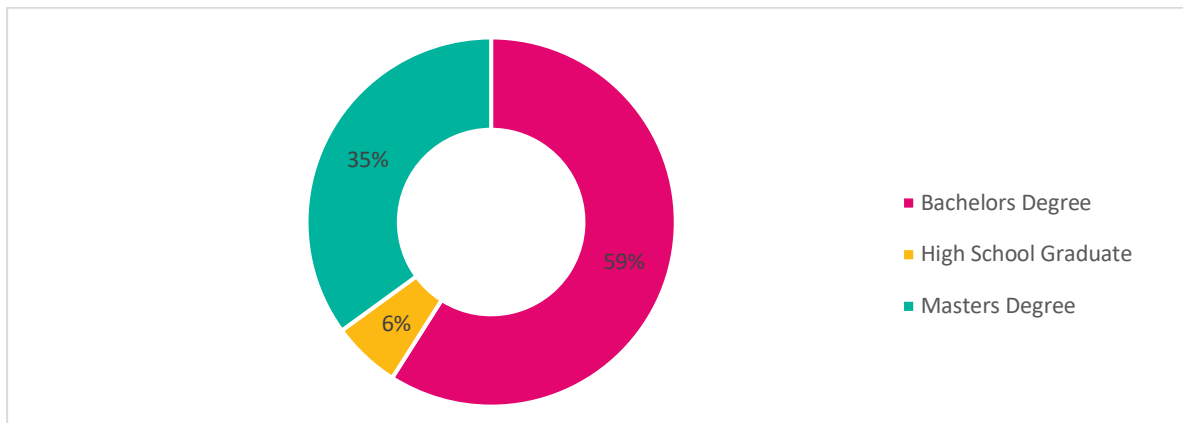


Figure 15 Respondents Education Level Ratio

Source: Author's Survey data

The information about the education levels of the respondents is displayed in Figure 4.3. In Figure 4.3, the result shows that 59% of the respondents have a Bachelors Degree, followed by the second largest group 35%, who have a Masters degree. Lastly, 6% of the respondents are High School Graduates.

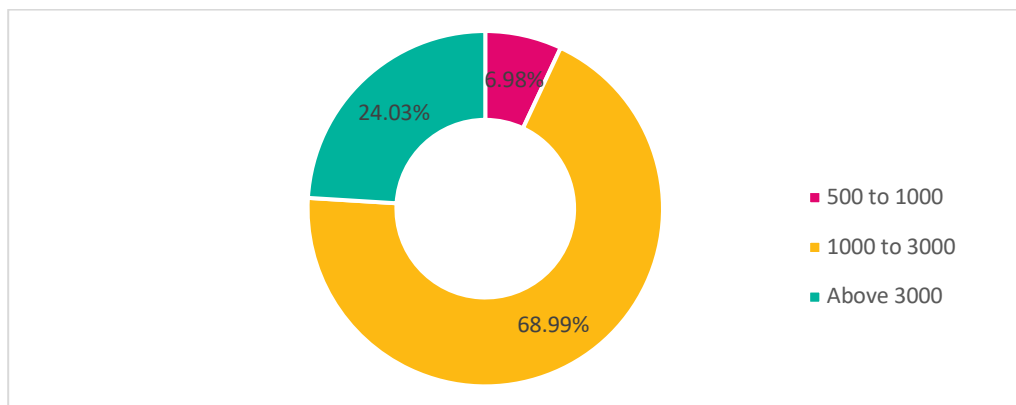


Figure 16 Respondents Income Level Ratio

Source: Author's Survey data

Figure 4.4 showed an information of levels of income for participant, the highest contribution of participants had income level between 1,000,000-3,000,000, which was composed of (68.99%),

with 24.03% are above 3,000,000. The smallest group who are earning between 500 – 1,000 thousands was (6.98%). This showed that the majority of participant were earning monthly income from 1,000,000 to 3,000,000.

4.2 Descriptive Statistics

To provide a foundational understanding of the data, descriptive statistics were utilized to present the overview of the sample.

4.2.1 Packaging Communication

The Packaging Communication variable was measured using five statements, and its descriptive statistics are presented in Table 4.1.

Table 2 Packaging Communication

No.	Factors	Mean
1	I pay attention to the messages on packaging and tend to choose products with environmentally friendly materials.	4.09
2	I prefer products that come in minimal packaging to reduce waste.	4.12
3	Information about the environmental impact of packaging (e.g., recyclability) written on product influences my purchase decisions.	4.02
4	Clear instructions written on packaging how to recycle or dispose of packaging are important to me.	4.05
5	I value clear and responsible messaging on packaging and am willing to accept a less visually appealing design if it prioritizes environmental sustainability.	4.05
Overall Mean		4.07

Source: Author's Survey data

According to Table 4.1, the overall mean of packaging communication was 4.07, suggesting positively influence consumer purchase decisions. Among them, the statement of “I prefer products that come in minimal packaging to reduce waste.” has the highest mean 4.12 and displaying its outstanding influence on consumer purchase decision. Alternatively, the statement of “Information about the environmental impact of packaging (e.g., recyclability) written on product influences my purchase decisions” has the lowest mean 4.02 and suggesting a slightly lower level of agreement on this statement.

4.2.2 Eco-label

The Eco-label variable was measured using four statements, and its descriptive statistics are presented in Table 4.2.

Table 3 Eco-labels

No.	Factors	Mean
1	The presence of eco-labels on a product reassures me about its environmental sustainability.	4.05
2	I actively seek out products with eco-labels to support sustainable practices.	2.97
3	I am willing to pay a premium for products that are certified by reputable eco-labels.	3.17
4	I believe that supporting products with eco-labels contributes to a healthier planet.	4.08
Overall Mean		3.57

Source: Author’s Survey data

In Table 4.2., consumers’ view on eco-labels was neutral with overall 3.57 mean. The statement “I believe that supporting products with eco-labels contributes to a healthier planet.” has the highest

mean with 4.08. The statement “I actively seek out products with eco-labels to support sustainable practices” has the lowest mean with 2.97.

4.2.3 Above The Line Advertising

The Above the Line Advertising variable was measured using four statements, and its descriptive statistics are presented in Table 4.3.

Table 4 Above The Line Advertising

No.	Factors	Mean
1	I pay attention to TV advertisements that highlight a product's environmental benefits.	3.95
2	Print advertisements in magazines or newspapers that emphasize environmental responsibility make me more interested in the product.	3.02
3	Advertisements on social media platforms (e.g., Facebook, Instagram, X) that highlight a product's sustainability influence my purchasing decisions.	4.31
4	I am more likely to trust and purchase a brand that actively communicates its commitment to sustainability through ATL advertising channels.	4.26
Overall Mean		3.88

Source: Author's Survey data

In Table 4.3, the overall mean of Above The Line Advertising was 3.88, suggesting its positive influence on consumer buying decisions. The statement of “Advertisements on social media platforms (e.g., Facebook, Instagram, X) that highlight a product's sustainability influence my purchasing decisions.” is the highest mean with 4.31. Alternatively, the statement “Print advertisements in magazines or newspapers that emphasize environmental responsibility make me more interested in the product.” was lowest with 3.26, suggesting a weaker influence of green marketing communication through traditional print media on consumer purchase decisions.

4.2.4 Below The Line Communication

The results of descriptive statistics for Below The Line Advertising measured with four statements are shown in Table 4.4.

Table 5 Below The Line Advertising

No.	Factors	Mean
1	Promotions or discounts on environmentally friendly products encourage me to buy them.	4.31
2	In-store displays that highlight the sustainability features of a product influence my purchasing decisions.	3.99
3	Receiving samples of sustainable products makes me more likely to consider purchasing them.	4.32
4	I am more likely to participate in loyalty programs that reward sustainable purchasing choices.	4.09
Overall Mean		4.18

Source: Author's Survey data

Referring to Table 4.4, the overall mean of Below The Line Advertising was 4.18, which indicated that shoppers' buying decisions were significantly influenced by it. The statement "Promotions or discounts on environmentally friendly products encourage me to buy them." was the highest mean with 4.31, suggesting a strong consumers preference on price-based offers on their purchase of eco-friendly products. "In-store displays that highlight the sustainability features of a product influence my purchasing decisions." statement was the lowest mean with 3.99.

4.3 Analysis of the impact of various Green Marketing Communication Initiatives on Consumer Purchase Decisions

The results of multi regression analysis of the impact of various green marketing communication on consumer purchase decisions are shown in Table 4.5.

Table 6 Regression Analysis

Variable	Unstandardized Coefficients		Standardized B	T	Sig
	B	Std. Error			
(Constant)	-0.265	0.198		-1.34	0.18
Packaging	0.209	0.046	0.214	4.557	< .001
Ecolabel	0.335	0.043	0.389	7.887	< .001
Above The Line Advertising	0.288	0.076	0.262	3.809	< .001
Below The Line Advertising	0.243	0.076	0.238	3.217	0.002
R Square	0.804				
Adjusted R Square	0.797				
F-Value	126.87				
Sig.	0.001				

Source: Author's Survey data

In Table 4.5., regression analysis was conducted to measure the the impact of various green marketing initiatives on shopper purchase decision. The adjusted R-squared value 0.797 indicated that 79.7% of the variance in the factors influencing consumer buying decision is clarified by these four variables.

According to Table 4.5, all four independent variables had significant influence on consumer purchase decisions. Therefore, Ecolabe I was the most significant influencing.

H1: Packaging Communication will have a positive influence on consumer purchasing decision.

The unstandardized Coefficient B of 0.209 and the Significance p-value < 0.001 for packaging communication reveal a significant positive influence on shopper Purchase Decision. A prediction of a corresponding 0.209 unit increase in Purchase Decision for every 1 unit increase in the packaging communication, while holding the influence of other variables, Ecolabeling, ATL Advertising, and BTL Advertising constant.

H2: Eco-labels will have a positive influence on consumer purchasing decision.

Among the four variables, the presence of Eco-label shows the most substantial positive influence on consumer Purchase Decision with the unstandardized Coefficient B of 0.335 and the Significance p-value < 0.001 . The model predicts a significant 0.335 unit increase in purchase decision for every 1 unit increase in the existence of Eco-labels on products, while controlling the effects of other communication variables at constant.

H3: ATL advertising will have positive influence on consumer purchasing decision.

The findings also confirm a highly significant positive relationship between Above The Line Advertising and consumer purchase decisions. The analysis shows an unstandardized Coefficient B of 0.288 and the Significance p-value < 0.001 for the Above the Line Advertising variable. For every 1 unit increase in the frequency or the reachability of ATL advertising campaigns (such as television, social media, and print advertisements), a corresponding 0.288 unit increase in consumer purchase decision is observed, while holding the effects of other communication variables at constant.

H4: BTL advertising will have a positive influence on consumer purchasing decision.

Lastly, Below The Line Advertising strategies also demonstrates a statistically significant positive association with consumer purchase decision where it's unstandardized Coefficient B is 0.243 and the Significance value p is 0.002. For every 1 unit increase in the Below the Line Advertising activities (such as promotions, freebies, loyalty programs and point-of-sale displays), the model predicts a 0.243 unit increase in consumer purchase decision, while holding the effects of other communication variables at constant.

5 Discussion

This chapter presented a discussion of the findings, offered suggestions and recommendations, and addressed the limitations and areas for future research.

5.1 Findings and Discussion

This study aims to determine how various green marketing communication initiatives from FMCG companies impact on the buying decisions of shoppers in Myanmar. Questionnaires were targeted to the consumers who regularly shop FMCG products in Myanmar and convenience sampling approach was applied. The overall findings support the idea that the green marketing communication plays a vital role in influencing consumer buying decisions. It also align with the perspective of integrated marketing communication for sustainability, as highlighted by Belz and Peattie (2012), who emphasize the need for a consistent and unified message across all communication channels to effectively influence consumer behavior. The varying influence of different communication initiatives highlights the need for a strategic approach in driving the sustainable consumption by considering consumer perceptions, the use of various channels, and the specific attributes of the green product. Moreover, Integrated marketing communication, including advertising, public relations, personal selling, sales promotion, and direct marketing, significantly influences consumer purchasing decisions (Oancea, 2015). Marketers can improve the effectiveness of marketing communication initiatives by integrating these diverse elements to work in harmony (Pickton & Broderick, 2005). According to Schultz et al., 1993, a "single voice" across all brand communications is more effective than one-way messages. This 360-degree communication approach allows marketers to stay relevant and consistent and creates a cumulative effect on consumer decisions in today's complex media landscape.

The details of the analysis of each hypotheses are as follows.

H1: Packaging Communication will have a positive influence on consumer purchasing decision.

(Supported)

According to the descriptive analysis for Packaging Communication (Table 4.1), the analysis shows a mean score of 4.09 for the statement "I pay attention to the messages on packaging and tend to choose products with environmentally friendly materials.", and a mean score 4.12 for the statement "I prefer products that come in minimal packaging to reduce waste.". Based on these two statements with the highest mean scores, we can assume that a majority of the shopper pay attention to packaging communication messages and are likely to favor products with environmentally friendly materials and a minimal packaging. This also suggests a growing consumer awareness of the waste issue, hinting that consumers are actively seeking out brands that minimize their environmental footprint through their packaging choices.

Moreover, the analysis shows a mean score of 4.05 for the statement "Clear instructions written on packaging how to recycle or dispose of packaging are important to me." and a mean score of 4.02 for the statement "Information about the environmental impact of packaging (e.g., recyclability) written on product influences my purchase decisions.". This data suggests that while consumers value environmental impact information, minimal packaging and the communication of the environmentally friendly packaging's impact might be a more efficient and straight forward cue for consumers to perceive a company's commitment to environmental responsibility.

The overall positive mean for packaging communication (4.07) suggests that businesses should leverage packaging as a direct communication tool for their environmental efforts.

H2: Eco-labels will have a positive influence on consumer purchasing decision. (Supported)

According to the descriptive analysis for Eco-labels (Table 4.2), the analysis shows a mean score of 4.08 for the statement "I believe that supporting products with eco-labels contributes to a healthier planet." and a mean score of 4.05 for the statement "The presence of eco-labels on a product reassures me about its environmental sustainability." Based on these two statements with the

highest mean scores, we can assume that consumers believe eco-labels are reassuring regarding a product's environmental sustainability and that supporting eco-labeled products has a positive environmental impact.

However, a lower level of active engagement in seeking out eco-labeled products was indicated in other statements. A mean score of 2.97 for the statement "I actively seek out products with eco-labels to support sustainable practices." and a mean score of 3.17 for the statement "I am willing to pay a premium for products that are certified by reputable eco-labels." was found in the study. This suggests that despite finding eco-labels encouraging, shoppers do not actively prioritize buying eco-labeled products during their shopping and shows moderate willingness to pay a premium for eco-labeled products. At the same time, it's likely that other factors such as price, availability, convenience, or visibility of eco-labels could come into play during the actual purchase decision. This highlights a key challenge for companies and addressing this barriers and bridging this attitude-behavior gap is important.

The overall positive mean for packaging communication (4.07) suggests that businesses should leverage packaging as a direct communication tool for their environmental efforts.

H3: ATL advertising will have positive influence on consumer purchasing decision. (Supported)

According to the descriptive analysis for Above the Line Advertising (Table 4.3), the analysis shows a mean score of 4.31, which was the highest among others, for the statement "Advertisements on social media platforms (e.g., Facebook, Instagram, X) that highlight a product's sustainability influence my purchasing decisions." It is a clear signal of the power of social media in shaping consumer perceptions and purchase decisions related to sustainability. Moreover, it shows the growing importance of digital channels for reaching and influencing consumers on sustainability.

The study also shows a mean score of 4.26 for the statement "I am more likely to trust and purchase a brand that actively communicates its commitment to sustainability through ATL advertising channels.". This suggests consumers strong preference towards brands that actively use above the line channel to communicate their sustainability efforts.

However, a lower mean score of 3.02 for the statement "Print advertisements in magazines or newspapers that emphasize environmental responsibility make me more interested in the product." was found in the analysis. This statement received the lowest mean score among four statements. This suggests the shifting in media landscape and weaker influence of traditional communication channel compared to other Above the Line channels.

The overall positive mean for packaging communication (4.07) suggests that businesses should leverage packaging as a direct communication tool for their environmental efforts.

H4: BTL advertising will have a positive influence on consumer purchasing decision. (Supported)

According to the descriptive analysis for Below the Line Advertising (Table 4.4), the analysis shows a mean score of 4.32, "Receiving samples of sustainable products makes me more likely to consider purchasing them." and a mean score of 4.31 for the statement "Promotions or discounts on environmentally friendly products encourage me to buy them.". This two statements received a very high mean score, indicating a strong consumer preference over price-based incentives and triability on the purchase of environmentally friendly FMCG products. Moreover, the study shows a mean score of 4.09 for the statement "I am more likely to participate in loyalty programs that reward sustainable purchasing choices.". This suggests that reward systems can be effective in fostering repeat purchase behavior of environmentally friendly products.

The analysis also shows a mean score of 3.99 for the statement "In-store displays that highlight the sustainability features of a product influence my purchasing decisions.", which indicated a generally positive influence of in-store visibility emphasizing on the attributes of product's sustainability. Although it is not as impactful as price promotions or samples, it suggests that point-of-sale marketing communication can encourage consumers to purchase greener options.

The overall strong positive mean for Below the Line Advertising 4.18 demonstrates that majority of the shoppers are influenced by the Below the Line advertising tactics and price promotions and product sampling appear to be particularly effective.

5.2 Suggestions and Recommendations

In today business world, environmental concerns are now top of mind for many consumers. It is important for the businesses not only to act sustainably and but also to communicate about it effectively. One of the keys to effective communication is communicating a consistent environmental message everywhere customers look. This includes the use of packaging to communicate environmentally friendly initiatives, the presence of eco-labels, and the communication through various channels of the companies' sustainability efforts.

According to this study's findings, marketers should consider adopting minimal packaging designs as it can be an effective strategy for the companies due to consumer preference over minimal packaging and growing concern over waste issues. Simultaneously, considering the evolving media landscape, marketers should aim to communicate their sustainability initiatives effectively by strategically prioritizing digital channels. Utilizing these digital channels rather than traditional channels would likely be more effective in terms of reach and impact on influencing consumer sustainable purchase decisions. Moreover, economic factors are a significant motivator for consumers to choose green options as well as the trialability is a powerful tool in driving adoption. Marketers should offer promotions and seeding free samples to encourage consumers to try green products and foster long-term engagement and purchase in the future.

To further promote sustainability, policy makers should also begin establishing regulations to encourage the businesses to adopt and communicate their sustainability practices. Initiatives regarding public education on sustainability are also needed to improve consumer understanding of sustainable consumption and the impact for our future generation.

5.3 Limitations of the Study

There are several limitations regarding this study. Firstly, the use of a convenience sampling approach may introduce bias, as it lacks the randomness of the sample. Moreover, it has limited representativeness as there is no equal chance of being included in the sample for every member of the population.

Secondly, the generalizability of these findings is also limited by the specific context of the product category and the country. Similar research conducted in different categories or the country settings may result differently due to the difference in market-specific factors.

Furthermore, this study only captured consumer opinions at one specific moment. Consumer preferences and purchase drivers are dynamic and can be influenced by various factors, likely to change to different patterns over time.

5.4 Recommendations for future research

The author proposes three recommendations for future research. Firstly, future research should broaden the scope beyond FMCG category to measure the impact of various green marketing communication initiatives across diverse product categories such as durable goods, cosmetics, fashion, transportations, services and tourism/ hospitality in Myanmar.

Secondly, future research should explore the attitude-behavior gap of eco-labeled products in Myanmar and develop strategies to bridge this gap to further drive the consumption of sustainable products.

Thirdly, there are several other interconnected factors such as psychological, socio-cultural, economic, and product-related influence consumers' green purchase decisions. Future research should explore and delve deeper into these factors using both quantitative and qualitative methods to broaden the understanding of consumers sustainable purchasing decisions within the specific context of Myanmar.

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Appendices

Appendix 1. Survey Questionnaires

Thank you for taking the time to participate in this survey. This questionnaire is part of my thesis research on how various green marketing communications impact on your purchase decisions of FMCG products. Your opinions are valuable and will contribute to my academic research at JAMK University of Applied Sciences, Finland.

This survey will ask you about your background and your perceptions and decisions related to green communications on product packaging, eco-labels, various forms of advertising (including social media), especially with the Fast Moving Consumer Goods. Your responses will be kept confidential and used for research purposes only.

Honey

Instructions:

Please read each question carefully and select the response that best reflects your opinion or experience.

By participating in this survey, you consent to share your responses, which will remain confidential and used solely for research purposes. Your participation is voluntary, and you can withdraw at any time without consequences. Thank you for contributing to this study.

Yes, I agree to participate in this survey.

Section 1: Demographic Background of the Participant

Gender: Male Female Other Prefer not to say

Age Group: 18-24 25-30 31-38 39-50 Above 50

Level of Education: High School Graduate or less Bachelor's Degree Master's Degree Doctoral Degree Other

What is your approximate monthly income (in MMK)? Under 500,000 500,000 – 1,000,000 1,000,000 – 3,000,000 Above 3,000,000 Prefer not to say

Do you regularly purchase packaged food and beverages (or) household cleaning/ care products (or) personal care products yourself?

Yes No May be

Do you live in Myanmar?

Yes No

Section 2: Packaging Communication and Sustainability

Please indicate your level of agreement with the following statements regarding product packaging and its connection to sustainability:

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Question	1	2	3	4	5
I pay attention to the messages on packaging and tend to choose products with environmentally friendly materials.					
I prefer products that come in minimal packaging to reduce waste.					

Information about the environmental impact of packaging (e.g., recyclability) written on product influences my purchase decisions.					
Clear instructions written on packaging how to recycle or dispose of packaging are important to me.					
I value clear and responsible messaging on packaging and am willing to accept a less visually appealing design if it prioritizes environmental sustainability.					

Section 3: Eco-Labels and Sustainable Choices

Please indicate your level of agreement with the following statements regarding eco-labels and your commitment to sustainable choices:

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Question	1	2	3	4	5
The presence of eco-labels on a product reassures me about its environmental sustainability.					
I actively seek out products with eco-labels to support sustainable practices.					
I am willing to pay a premium for products that are certified by reputable eco-labels.					

<p>I believe that supporting products with eco-labels contributes to a healthier planet.</p>					
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Eco-labels



Section 4: Above-the-Line (ATL) Advertising and Sustainability Messaging

Please indicate your level of agreement with the following statements regarding ATL advertising (e.g., TV, print, online banner ads, social media ads) and its role in promoting sustainability:

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Question	1	2	3	4	5
I pay attention to TV advertisements that highlight a product's environmental benefits.					
Print advertisements in magazines or newspapers that emphasize environmental responsibility make me more interested in the product.					
Advertisements on social media platforms (e.g., Facebook, Instagram, X) that highlight a product's sustainability influence my purchasing decisions.					
I am more likely to trust and purchase a brand that actively communicates its commitment to sustainability through ATL advertising channels.					

Section 5: Below-the-Line (BTL) Advertising and Sustainable Engagement

Please indicate your level of agreement with the following statements regarding BTL advertising and its connection to sustainable engagement:

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Question	1	2	3	4	5
Promotions or discounts on environmentally friendly products encourage me to buy them.					

In-store displays that highlight the sustainability features of a product influence my purchasing decisions.					
Receiving samples of sustainable products makes me more likely to consider purchasing them.					
I am more likely to participate in loyalty programs that reward sustainable purchasing choices.					

Section 6: Purchasing Decisions and Sustainability (General)

Please think about your recent purchasing experiences and your attitudes towards sustainability:

(Scale: 1 = Not at all influential, 2 = Slightly influential, 3 = Moderately influential, 4 = Very influential, 5 = Extremely influential)

Question	1	2	3	4	5
Overall, how influential is the product's packaging communication that highlights sustainability on your purchasing decisions?					
Overall, how influential are eco-labels on your purchasing decisions for environmentally friendly products?					
Overall, how influential is ATL advertising (including social media) that highlights sustainability on your purchasing decisions?					

Overall, how influential is BTL advertising that promotes sustainable options on your purchasing decisions?					
How important is it to you that the products you purchase are environmentally sustainable?					