

## AI-Driven Sustainable Personalized Marketing, Consumer Engagement, and Purchase Intention among Gen Z: A Comparative Study of FMCG Brands

**Dr. Kiran Nair<sup>1</sup>**  
**Prof. Dr. Md. Mamun Habib<sup>2</sup>**  
**Dr. A. B. Mishra<sup>3</sup>**

<sup>1</sup>Associate Professor of Marketing, College of Business, Abu Dhabi University, UAE

<sup>2</sup>Department of Management, School of Business and Entrepreneurship,  
Independent University, Bangladesh

<sup>3</sup>Professor, International Institute of Management Studies, Pune, India

### Abstract

The growing impact of generations Z buyers is causing a strategy shift in the FMCG sector. Strong preferences for ethical branding, sustainability, and custom online experiences are clear in this generation. This study examines strategic efforts implemented by top firms such as Mondelez International, Emami, Britannia Industries, Parle Products, and Kellanova and applies a Systematic Literature Review (SLR) to examine sustainable personalised marketing techniques in the FMCG sector. The research compiles scholarly works, industry papers marketing analytics. The study suggests a conceptual paradigm that connects Gen Z brand loyalty to personalised interaction and sustainable marketing strategies. The research proposes a theoretical framework that connects Gen Z brand loyalty to personalised communication and sustainable marketing strategies. According to managerial implications, FMCG companies must have digital personalisation and sustainability as key strategy pillars to be competitive in new markets.

**Keywords:** Sustainable marketing, Gen Z, Personalized Marketing, Phygital, digital engagement, Mondelez International, Emami, Britannia Industries, Parle, FMCG, AI-Driven Marketing

## 1. INTRODUCTION

One of the most significant and strongest market segments in the world is the Fast-Moving Consumer Goods (FMCG) sector. The worldwide FMCG industry was estimated to be worth USD 11.3 trillion in 2023 and is expected to increase at a CAGR approximately 5.5% between 2023 till 2028.(Jain & Hudnurkar, 2022) The industry's marketing methods are changing due to rapid technological growth, changing consumer demands, and sustainability considerations.(Mishra & Dodke, 2024a) Generation Z, a demographic whose has become known as being among the more significant categories of

consumers, is a major force behind this change.(Mishra & Darshi, 2025) Gen Z has been estimated that they will make up more than 27% of the world's workforce by 2025, greatly boosting their buying power and market dominance.(Uloma Stella Nwabekee et al., 2024) When comparison to other generations, Gen Z customers show distinctive traits that include elevated levels of digital engagement and a preference for personalised marketing, an intense focus on sustainability, and a desire for genuine brands.(Mishra, 2025c) If buying FMCG goods, 42% of Gen Z customers actively look for sustainable packaging, according to study. In the same way, sustainability is now a major factor in figuring out consumer behaviour.(Mishra, 2025a) 73% of customers are significantly more inclined to buy through green-conscious firms, and over 66% all buyers would be happy spend premium for environmentally conscious goods(Mishra et al., 2021). As way to draw in Generation Z consumers, FMCG companies have been forced to implement sustainable personalised marketing strategies. The present study compares five well-known FMCG organisations; Mondelez International, Emami, Britannia, Parle and Kellanova.

## 2. RESEARCH METHODOLOGY

The research synthesises recent research on sustainable personalised marketing using the Systematic Literature Review (SLR) technique. In research on marketing, SLR is often used to find theoretical frameworks, gaps in the research, and trends. A variety of databases, including Scopus, Web of Science, Google Scholar, ScienceDirect, as well as business publications, were used to gather the literature. Sustainable marketing, marketing FMCG, Gen Z consumer behaviour, personalised marketing, digital marketing FMCG, and sustainability branding were important search phrases.

## 3. LITERATURE REVIEW

**3.1 Sustainable Marketing in the FMCG Sector:** Despite rising ecological issues, legal requirements, with evolving client demands, sustainability has become an important strategic goal in the FMCG industry.(Peterson et al., 2021) Marketing strategies that encourage high-quality products and services while reducing their negative effects on the ecosystem and promoting sustained prosperity in society are referred to as sustainable marketing strategies.(Mishra & Singh, 2024a) According to research, brand loyalty, customer opinions, that planned purchases are all impacted by sustainable marketing techniques.(Mishra & Dodke, 2024b) (Mishra, Khan, et al., 2025)To support sustainability objectives, several FMCG companies have implemented ethical procurement practices, eco-friendly packaging, and reputable promotion.(Mishra, Chand, et al., 2022) Research indicates that companies who adopt sustainable marketing strategies gain an edge over others as exceptionally competitive marketplaces in addition to enhancing brand credibility.

**3.2 Personalized Marketing and Data-Driven Consumer Engagement:** Personalised marketing is the process of using statistical analysis(Sun, 2025) and innovation to customise promotional

techniques, recommendations for products, and communications for marketing to each unique customer's specific likes.(Manoharan et al., 2024) These strategies help businesses in developing personalised services that boost client satisfaction, engagement, and conversion rates. (Srivastava et al., 2019) (Mishra & Karjodkar, 2022)By increasing targeting effectiveness and cutting down on resource consumption, information-based marketing methods also improve marketing return on investment (ROI). (Usman M et al., 2023)Personalised marketing methods now heavily rely on ethical issues including statistical accountability, privacy of information, as well as integrity.

**3.3 Gen Z Consumer Behavior and Sustainability Orientation:** Among the largest and most significant consumer segments within worldwide industry is Generation Z.(Chillakuri, 2020) Gen Z consumers, who have been born during about 1997 and 2012, are digital natives who mainly depend on digital platforms, social media, and smartphone technology for knowledge and decision-making. (Mishra, Ranjan, et al., 2023)According to studies, Gen Z customers have a high affinity toward businesses which uphold principles of business ethics, green practices, as well as social duty.(Mishra & Gaikwad, 2024) People deliberately steer clear of firms thought to be environmentally harmful therefore tend to be inclined to patronise organisations that share their own principles.(Mohammed Usman et al., 2023). According to the neuromarketing study, Gen Z users react favourably to marketing communications which are purposeful and emotionally compelling. (Mishra, 2025b)By fusing online and offline interactions, "phygital marketing" the merging of digital technologies alongside conventional retail experiences further boosted customer participation.(Mishra, Satarkar, et al., 2023)

**3.4 Artificial Intelligence and Predictive Analytics in Marketing :** Marketing strategies within businesses are rapidly being shaped by artificial intelligence (AI) and machine learning technologies. (Mishra & Singh, 2024b)Marketers can process massive datasets and produce beneficial information about customer habits and preferences thanks to AI-driven analytics.(Karlo et al., 2010)

**3.5 Sustainable Personalized Marketing :** Data-driven management customer involvement tactics and ecologically conscious business operations are combined in environmentally conscious personalised branding.(“Mishra A. B.” et al., 2024) According to study, combining environmental themes and tailored marketing techniques improves brand legitimacy and fortifies consumer emotional bonds.(Mishra & Singh, 2023) Brands whose effectively blend(Butler, 2008) environmental programs with tailored digital engagement tactics show noticeably better levels of brand loyalty and advocacy, especially among Gen Z buyers.(John et al., 2006)

#### 4. COMPARATIVE ANALYSIS OF SELECTED FMCG COMPANIES

The present research evaluates the sustainable personalised marketing strategies of 5 top FMCG firms. Mondelēz International, Emami, Britannia, Parle Products, and Kellonova (previously Kellogg) are among the organisations examined.

**Table No. 1: Sustainability Initiatives of Selected Companies**

| Company                | Sustainability Initiatives                                    | Marketing Focus                            | Key Programs                       |
|------------------------|---------------------------------------------------------------|--------------------------------------------|------------------------------------|
| Mondelez International | Cocoa Life sustainability program, sustainable packaging      | Digital marketing & personalized campaigns | Cocoa Life, Net Zero Emissions     |
| Emami                  | Ayurvedic goods and organic components                        | Health-focused marketing                   | Sustainable procurement            |
| Britannia              | Programs for sustainable dairy procurement as well as health  | Marketing that promotes ethical purchasing | Producing with absolutely no waste |
| Parle                  | Reduced packing techniques as well as inexpensive nourishment | Mass-market sustainability messaging       | Production that uses less power    |
| Kellonova              | Biodegradable container, ethical farming                      | Customised online interaction              | Better Days sustainability program |

*Source: Accumulated Data*

**Table No. 2: Digital Personalization Strategies**

| Company   | Personalization Tools                    | Data Analytics Use           | Consumer Engagement Channels |
|-----------|------------------------------------------|------------------------------|------------------------------|
| Mondelez  | 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*

**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*

## 5. KEY FINDINGS

The systematic review and comparative analysis reveal:

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

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

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

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

## 6. CONCLUSION

Gen Z consumer requirements for sustainability, realness, and personalised service are driving a fundamental transformation in the FMCG industry.(Mishra A. B. & Jaiswal Monika, 2024) Although Indian businesses like Britannia, Emami, and Parle successfully use cultural perspectives and regional market expertise,(Mishra et al., 2024) corporations like Mondelēz International and Kellanova exhibit great sustainability(Mishra, Devi, et al., 2025) and digital marketing competencies.(Dawar & Chaudhury, 2024) For FMCG companies looking to take advantage on the expanding Gen Z segment, integrating personalised marketing with sustainable practices will be essential. (Mishra, Goel, et al., 2022)Gen Z customers' demands for sustainability, accountability, and individualised services are driving a major transition in the FMCG sector. Businesses that combine digital personalisation techniques with sustainable practices will gain a competitive edge and increased customer engagement.(Singh et al., 2025) This research emphasises the importance it has become to match marketing strategies in changing consumer demands in order to attract the growing Gen Z customer.(van Dam & Apeldoorn, 1996)

## References:

- Butler, M. J. R. (2008). Neuromarketing and the perception of knowledge. *Journal of Consumer Behaviour*, 7(4–5), 415–419. <https://doi.org/10.1002/cb.260>
- Chillakuri, B. (2020). Understanding Generation Z expectations for effective onboarding. *Journal of Organizational Change Management*, 33(7), 1277–1296. <https://doi.org/10.1108/JOCM-02-2020-0058>
- Dawar, V., & Chaudhury, A. (2024). Britannia Industries: A Valuation Dilemma. *Asian Journal of Management Cases*. <https://doi.org/10.1177/09728201241241411>
- Jain, P., & Hudnurkar, Dr. M. (2022). Sustainable packaging in the FMCG industry. *Cleaner and Responsible Consumption*, 7, 100075. <https://doi.org/10.1016/j.clrc.2022.100075>
- John, D. R., Loken, B., Kim, K., & Monga, A. B. (2006). Brand Concept Maps: A Methodology for Identifying Brand Association Networks. *Journal of Marketing Research*, 43(4), 549–563. <https://doi.org/10.1509/jmkr.43.4.549>
- Kalro, A. D., Sivakumaran, B., & Marathe, R. R. (2010). Comparative Advertising in India: A Content Analysis of English Print Advertisements. *Journal of International Consumer Marketing*, 22(4), 377–394. <https://doi.org/10.1080/08961530.2010.505887>
- Manoharan, G., Mishra, A. B., Adusumilli, S. B. K., Chavva, M., Damancharla, H., & Sahaya Lenin, D. (2024). Supervised Learning for Personalized Marketing Strategies. *2024 International Conference on Advances in Computing, Communication and Applied Informatics (ACCAI)*, 1–6. <https://doi.org/10.1109/ACCAI61061.2024.10602307>
- Mishra, A. B. (2025a). Kalyan Jeweller's Case Study of Transformation, Consumer Engagement, and Effective Marketing Strategies for Brand Building. In *Dynamic Strategies for Entrepreneurial Marketing* (pp. 287–310). <https://doi.org/10.4018/979-8-3693-3936-7.ch014>
- Mishra, A. B. (2025b). Neuromarketing in the Phygital Era by Influencing Gen Z and Sustainable Consumer Behaviour in a Digitally Driven Retail World. In *IGI Global Publishing* (pp. 239–252). <https://doi.org/10.4018/978-1-6684-9872-9.ch012>
- Mishra, A. B. (2025c). The Paytm Puzzle: Navigating Regulatory Compliance in India's Digital Revolution. In *Cultural Sensitivity, Cross-Border Logistics, and E-Commerce in Global Marketing* (pp. 337–348). IGI Global. <https://doi.org/10.4018/979-8-3373-0528-8.ch015>
- “Mishra A. B.,” Banerjee Kaushik, & Rawat Preeti. (2024). A Case Study of ITC Ltd – Marketing Strategies Adopted By Leading FMCG Brands. *International Journal of Advance and Applied Research*, 11(6). <https://ijaar.co.in/wp-content/uploads/2021/02/110678.pdf>
- Mishra, A. B., Chand, K., & Kaith, K. (2022). Influencer Marketing as Emerging Promotional Tool in Modern Era and Opportunities to Uprising Sales. *International Journal of Emerging Research in Engineering, Science, and Management*, 1(3). <https://doi.org/10.58482/ijeresm.v1i3.3>
- Mishra, A. B., & Darshi, P. K. (2025). Nykaa's Strategy for Engaging Generation Z: Driving Growth Through Innovation, Omnichannel, Influencer Marketing, and Customer Focus. In *IGI Global Publishing* (pp. 197–212). <https://doi.org/10.4018/978-1-6684-9872-9.ch009>
- Mishra, A. B., Devi, A. P., Gajpal, A. L., Inumula, K. M., Bihade, V., & Polke, N. (2025). Sculpting Real-Time Intelligence in E-Commerce Vendor-Customer Relations Sophisticated Big Data Analytics Integration. *2025 World Skills Conference on Universal Data Analytics and Sciences (WorldSUAS)*, 1–6. <https://doi.org/10.1109/WorldSUAS66815.2025.11199141>
- Mishra, A. B., & Dodke, S. D. (2024a). ZARA: Technological Influence on Becoming the Fashion Industry's Market Leader. In *IGI Global* (pp. 204–215). <https://doi.org/10.4018/979-8-3693-2643-5.ch012>

- Mishra, A. B., & Dodke, S. D. (2024b). ZARA : Technological Influence on Becoming the Fashion Industry's Market Leader. In *Cases on AI Ethics in Business*, IGI Publishing (pp. 204–215). <https://doi.org/10.4018/979-8-3693-2643-5.ch012>
- Mishra, A. B., & Gaikwad, V. (2024). The Transaction War Between Google Pay and Phonepe. In *IGI Global* (pp. 166–185). <https://doi.org/10.4018/978-1-6684-7840-0.ch009>
- Mishra, A. B., Goel, A., & Jajoo, P. (2022). A Case Study of Amul: Implementation of Extension Strategy to Repositioning Brand During Covid-19 Period. *International Journal of Emerging Research in Engineering, Science, and Management*, 1(4). <https://doi.org/10.58482/ijeresm.v1i4.3>
- Mishra A. B., & Jaiswal Monika. (2024). Case Study of Kalyan Jewellers - Brand Perception Mapping Towards Disruptive Innovation in Jewellery Segment. *International Journal of Advance and Applied Research*, 11(6), 386–396. <https://doi.org/10.5281/zenodo.13902610>
- Mishra, A. B., & Karjodkar, R. (2022). A Case Study of Air India - Maharajah Back to Home. *International Journal of Emerging Research in Engineering, Science, and Management*, 1(3). <https://doi.org/10.58482/ijeresm.v1i3.5>
- Mishra, A. B., Khan, S., & Gurjar, R. (2025). Sustainable Marketing Practices in the FMCG Sector: A Comparative Analysis of Leading Companies. *International Journal of International Institute of Management Studies*, 04(01), 46–61.
- Mishra, A. B., Raikwar, A., & Tiwari, A. (2024). *Britannia: Marketing Initiatives Boost A Fledgling Business's Transformation To One Of The Largest FMCG Brands*. <https://www.iimspune.edu.in/images/pdf/Journal/Vol3I1-Paper12.pdf>
- Mishra, A. B., Ranjan, N., Sharma, K. M., Padhye, P., & Chand, K. (2023). Advancement of Digital Transformation to Boost Financial Services Industry. *Journal of Informatics Education and Research*, 3(2), 2435–2440. <https://scholar.google.com/scholar?cluster=15410723285942667834&hl=en&oi=scholar>
- Mishra, A. B., Sahu, T., Ranjan, N., & Varma, A. (2021). Green Marketing Practices Prevailing In Hotel Industry. *Journal of Contemporary Issues in Business and Government*, 27(02). <https://doi.org/10.47750/cibg.2021.27.02.145>
- Mishra, A. B., Satarkar, M., & Joshi, S. (2023). IKEA - Phygital Transformation in Furniture Manufacturing Industry. *International Journal of Emerging Research in Engineering, Science, and Management*, 2(3), 6–9. <https://doi.org/10.58482/ijeresm.v2i3.2>
- Mishra, A. B., & Singh, A. (2023). Brand Positioning in the Indian Smartphone Market: A Case Study of OnePlus. *International Journal of Emerging Research in Engineering, Science, and Management*, 2(3). <https://doi.org/10.58482/ijeresm.v2i3.1>
- Mishra, A. B., & Singh, A. (2024a). The Mumbai Dabbawalas : An Efficient and Sustainable Lunchbox Delivery System. In *IGI Global* (pp. 154–160). <https://doi.org/10.4018/979-8-3693-1544-6.ch007>
- Mishra, A. B., & Singh, R. (2024b). Phygital Transformation of Nilon's: The Brand Building in Ready-to-eat Segment. *International Journal of Emerging Research in Engineering, Science, and Management*, 3(2). <https://doi.org/10.58482/ijeresm.v3i2.3>
- Mohammed Usman, Dr. Neelam Sheoliha, Dr. P. V. Vara Prabhakar, & Mishra, A. B. (2023). Leading Strategies for Organizational Adaptation and Growth in Digital Transformation in Marketing. *Journal of Informatics Education and Research*, 3(I), 206–214. [https://www.researchgate.net/profile/A-Mishra-16/publication/376892998\\_Leading\\_Strategies\\_for\\_Organizational\\_Adaptation\\_and\\_Growth\\_in\\_Digital\\_Transformation\\_in\\_Marketing/links/658e770e2468df72d3e41316/Leading-Strategies-for-Organizational-Adaptation-and-Growth-in-Digital-Transformation-in-Marketing.pdf](https://www.researchgate.net/profile/A-Mishra-16/publication/376892998_Leading_Strategies_for_Organizational_Adaptation_and_Growth_in_Digital_Transformation_in_Marketing/links/658e770e2468df72d3e41316/Leading-Strategies-for-Organizational-Adaptation-and-Growth-in-Digital-Transformation-in-Marketing.pdf)

- Peterson, M., Minton, E. A., Liu, R. L., & Bartholomew, D. E. (2021). Sustainable Marketing and Consumer Support for Sustainable Businesses. *Sustainable Production and Consumption*, 27, 157–168. <https://doi.org/10.1016/j.spc.2020.10.018>
- Singh, C. S., Mishra, A. B., Faran Gulrez, A., Oswaldo Méndez-Mantuano, M., Tiwari, S., Upadhyay, M., Khulbe, M., & Jindal, P. (2025). GLOBALIZATION AND ITS DISCONTENTS: A COMPARATIVE SOCIAL SCIENCE PERSPECTIVE ON CULTURAL HOMOGENIZATION AND LOCAL RESISTANCE. *GLOBALIZATION AND ITS DISCONTENTS SCIENTIFIC CULTURE*, 11(1), 176–186. <https://doi.org/10.5281/zenodo>
- Srivastava, A. K., Jonjua Mehak, & Rana Rajesh. (2019). Status of Communicating CSR to Stakeholders on Social Media: A Case Study on ITC Limited & Nestle India. *Journal of Content, Community & Communication*, 9, 81–92.
- Sun, B. (2025). Data-driven personalized marketing strategy optimization based on user behavior modeling and predictive analytics: Sustainable market segmentation and targeting. *PLOS One*, 20(7), e0328151. <https://doi.org/10.1371/journal.pone.0328151>
- Uloma Stella Nwabekee, Oluwatosin Yetunde Abdul-Azeez, Edith Ebele Agu, & Tochukwu Ignatius Ijomah. (2024). Innovative sustainability initiatives in the FMCG industry: A review of challenges and successes. *International Journal of Applied Research in Social Sciences*, 6(9), 1990–2017. <https://doi.org/10.51594/ijarss.v6i9.1539>
- Usman M, Sheoliha N, Prabhakar P V, Mishra, A. B., & Dondapati. (2023). Leading Strategies for Organizational Adaptation and Growth in Digital Transformation in Marketing. *Journal of Informatics Education and Research*.
- van Dam, Y. K., & Apeldoorn, P. A. C. (1996). Sustainable Marketing. *Journal of Macromarketing*, 16(2), 45–56. <https://doi.org/10.1177/027614679601600204>