



A STUDY ON THE CONSUMER PERCEPTION AND ENVIRONMENTAL AWARENESS IN SHAPING WILLINGNESS TO PAY FOR ECO-FRIENDLY FMCG PRODUCTS

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Abstract

The increasing threat of environmental degradation has prompted a global shift toward sustainable consumption. This study, “Bridging the Green Gap: A Study on Consumer Attitude and the Role of Green Marketing in Promoting Eco-Friendly Products,” examines the disconnect between consumers’ expressed environmental concerns and their actual purchasing actions, known as the green gap. A sample of 48 respondents was surveyed using a structured questionnaire, with findings revealing high awareness (97.9%) and positive attitudes toward green products. Marketing strategies significantly influence buying decisions, and most consumers believe eco-friendly choices contribute to environmental sustainability. Effective green marketing strategies not only promote sustainable consumption but also create powerful relationships rooted in shared ecological values.

Keywords: Green Marketing, Consumer Perception, Eco-Friendly Products, Sustainable Consumption, Environmental Awareness.

1. Introduction

At present, everyone is aware of environmental pollution, which is at an alarming level, and everyone is experiencing its adverse effects on their health (Baruah, A. & Das, B. M., 2024). Therefore, there has been an expanded demand and awareness about green or environmentally friendly products. Consumers are now environmentally conscious has forced marketers to manufacture Syeda Shazia Bukhari (2011) environmentally friendly products and thereby have a positive effect on the health of the consumers who are consuming them. The green products are promoted by the marketers through the new concept of “green marketing.”



Most of the firms are getting, Iqra Juned, Dr. Moiz Akhtar, & Prof. Asma Farooqui. (2025) eco-friendly certification to promote their products among green consumers. Today, consumers' purchase decision is not only influenced by the cost and grade but also depend on societal and ethical values, which are due to the emergence of products that are environmentally friendly. Consumers are becoming green consumers, who are interested in buying such products that are environmentally friendly. On the other hand, the term “environment-friendly” depicts anything such as goods or services, policies, rules, or laws that have minimal or no damage on the environment. Green certification labels apprise consumers about products being ecologically sound. There is no common standard or labels formulated for marking Yi Li & J.Y. Hu's (2010) products as environmentally friendly. Many companies are now expanding their product lines by developing. Despite rising interest in green products, research suggests an unbridgeable gap between consumer attitudes and actual purchasing behavior. While many consumers express strong environmental concern, factors like price sensitivity, limited product availability, and distrust toward eco-labels often inhibit consistent green purchasing decisions. This gap underscores the importance of transparent communication, trust-building, and consumer education in fostering a meaningful shift in attitude.

2. Objectives of the Study

1. To examine consumer awareness and perception toward environmentally friendly products.
2. To examine the influence of green marketing practices on consumer purchasing decisions.
3. To identify factors contributing to the gap between consumer attitudes and actual green purchasing behavior.

3. Hypothesis

H1: An increase in consumer awareness of sustainable products results in more positive perceptions of these items.

H2: Practices in green marketing have a significant and positive impact on consumer buying choices.

H3: Perceived obstacles play a crucial role in the disparity between consumers' favorable attitudes and their actual green purchasing actions.

4. Literature Review

These studies emphasize that even though consumer interest in eco-friendly FMCGs is on the rise, there exists an attitude-attitude gap a positive attitude does not consistently convert into actual purchases. Saikrishnan & Archana (2025) identify this discrepancy in their analysis of eco-friendly FMCG perceptions in Coimbatore. Another area of research concentrates on how technological advancements and design (including product, packaging, and material substitution) drive eco-friendly FMCG product development. For instance, Shukla, Anees & Mishra (2025) examined how innovation and technology adoption facilitate circular economy practices within FMCG firms in Uttar Pradesh. Their empirical research revealed a robust positive correlation between innovation orientation, technological adoption, and practices based on circular economy principles.



Farooqi and Farooqi (2025) highlighted that green innovation in product design enhances consumer acceptance and supports sustainable consumption. Shukla et al. (2025) further emphasized that technological advancements and circular economy practices in FMCG companies improve sustainability performance and brand credibility. Farooqi and Farooqi (2025) highlighted that green innovation in product design enhances consumer acceptance and supports sustainable consumption. Shukla et al. (2025) further emphasized that technological advancements and circular economy practices in FMCG companies improve sustainability performance and brand credibility. Iqra Juned et al. (2025) reported that consumers associate eco-friendly FMCG products with environmental protection and sustainable living, but actual purchase behavior is constrained by price sensitivity and skepticism toward green claims.

Studies by Dr. Moiz Akhtar (2024) highlighted the role of regulatory frameworks in shaping sustainable business practices, indirectly affecting consumer perception and trust in green products. Baruah and Das (2024) found moderate to high awareness among consumers in Assam, though gaps remain in understanding environmental claims. Baruah and Das (2024) found moderate to high awareness among consumers in Assam, though gaps remain in understanding environmental claims. Overall, the literature indicates that while awareness and positive perception toward green and eco-friendly FMCG products are increasing, a significant gap persists between consumer attitudes and actual purchasing behavior. Tandon et al. (2023) also concluded that education level, income, and occupation significantly affect consumer awareness and perception toward green marketing initiatives. Premi et al. (2021), through a systematic literature review, identified innovation, consumer education, and trust as key drivers of successful green marketing. Green marketing has emerged as an important concept in response to growing environmental concerns and sustainable development goals. Sarwade (2012) explained green marketing as a comprehensive approach that integrates environmentally responsible product design, packaging, promotion, and distribution. Sudha (2012) further emphasized that green marketing in India has evolved from a theoretical concept to a strategic necessity for businesses seeking long-term sustainability. However, Sharma and Bagoria (2012) argued that green marketing is often perceived as a promotional gimmick rather than a genuine commitment, highlighting the problem of greenwashing, which reduces consumer trust.

Consumer awareness and perception play a crucial role in shaping green purchasing behavior. Sudhir Sachdev (2011) found that although consumers generally hold positive attitudes toward eco-friendly products, their understanding of environmental labels and certifications remains limited. Datta and Ishawin observed that pro-environmental concern significantly influences green buying behavior among Indian consumers; however, factors such as higher prices and limited product availability restrict actual purchases. Similarly, Rawat and Garga (2011) highlighted a growing inclination toward green cosmetics, particularly among young and educated consumers.

Demographic characteristics have been found to influence consumer perception and purchasing decisions related to green products. Singh (2011), in a study of elderly consumers, revealed that while environmental concern exists, habitual buying patterns and convenience strongly influence purchasing behavior. Several studies have examined consumer purchase behavior toward green and eco-friendly products in specific categories. Wanninayake (2008) reported that packaging, eco-labels, and perceived environmental benefits significantly affect consumer attractiveness toward green FMCG products. Santh and Jerinali, in their study on urban residents of



Coimbatore, found increasing preference for organic food products driven by health consciousness and environmental awareness. Recent research emphasizes the role of innovation and sustainability practices in strengthening green marketing effectiveness. Policy and institutional support also influence green consumption behavior. Yi Li and Hu (2010) demonstrated that government regulations and environmental policies significantly impact consumer attitudes toward eco-friendly alternatives such as reusable shopping bags. Economic constraints, lack of credible information, and trust issues continue to limit green consumption, highlighting the need for further empirical research in specific regional contexts.

5. Research methodology

5.1 Research design:

This study is empirical as it seeks to understand consumers' awareness and perceptions regarding eco-friendly FMCG products. A structured questionnaire was used to conduct a survey.

5.2 Data collection technique:

Data for this research study are obtained through both primary and secondary sources, given its empirical nature. Primary data was gathered through face-to-face interviews using a structured questionnaire, while secondary data was sourced from published articles on websites, focus group transcripts, newspapers, and relevant journals to provide a conceptual analysis of eco-friendly products.

6. Results

6.1 Reliability test

The data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). For this research, the Cronbach's Alpha value is 0.784. Cronbach's alpha is a widely used measure of internal consistency (reliability) for items within a scale. It evaluates the degree to which responses gathered for a specific item are highly correlated with one another. The sample size chosen for this research is 48. The participants are drawn from the central region of Uttar Pradesh. The data that was collected is analyzed through Factor Analysis. Factor analysis serves as a method for data reduction, aiming to identify hidden unobservable (latent) variables that are reflected in the visible variables (manifest variables).

Table : 1 Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.784	15



6.2 Demographic Analysis Designing the questionnaire

The questionnaire was designed to include a range of questions that addressed the study's objectives. It begins with demographic questions about respondents, followed by inquiries into awareness of eco- friendly FMCG products, consumer perceptions of the products, and finally, the willingness of consumers to pay a premium for eco-friendly FMCG items.

The technique employed for sampling is convenience sampling. Convenience sampling is a non-probability method where participants are chosen based on their easy accessibility and proximity to the researcher. This approach is utilized as it facilitates the collection of basic data and insights relevant to the study without the complexities involved in using a randomized sampling method. Additionally, this sampling technique is valuable for providing evidence of a specific characteristic of a substance or phenomenon within a selected sample. Such research is instrumental in identifying connections among various phenomena.

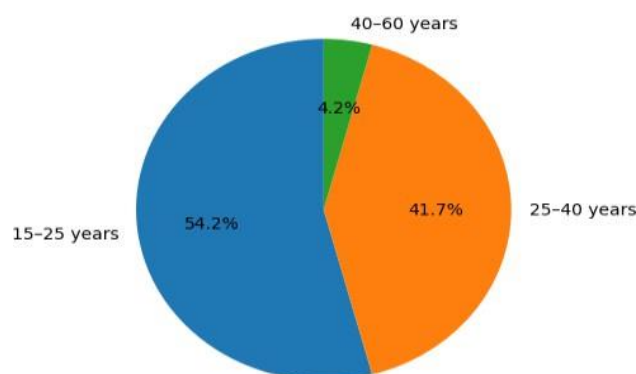
Data Analysis and Interpretation

1. Age of the responses

Table 2: Showing the age of the responses

	Frequency	Percent	Valid Present	Cumulative percent
15-25 years	26	54.2	54.2	54.2
25-40 years	20	41.7	41.7	95.8
40-60 years	2	4.2	4.2	100.0
Total	48	100.0	100.0	

Age-wise Distribution of Respondents



The table shows that most respondents are young, with 54.2 percent aged 15–25 years, followed by 41.7 percent aged 25–40 years, and only 4.2 percent aged 40–60 years. This indicates that the majority of participants are below 40 years old, suggesting a predominantly youthful population in the sample, with very few older respondents.



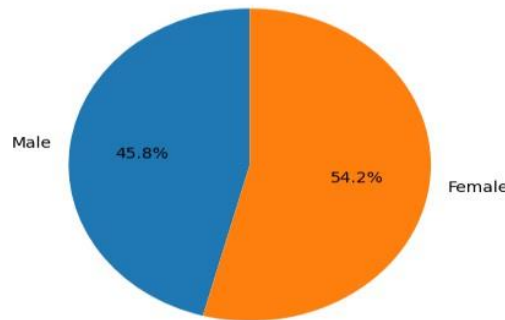
2. Gender

Gender has been classified into two groups: male and female.

Table 3: Showing the gender of the respondents

	Frequency	Percent	Valid percent	Cumulative percent
Valid Male	22	28.4	28.4	71.6
Female	26	71.6	71.6	100.0
Total	48	100.0	100.0	

Gender-wise Distribution of Respondents

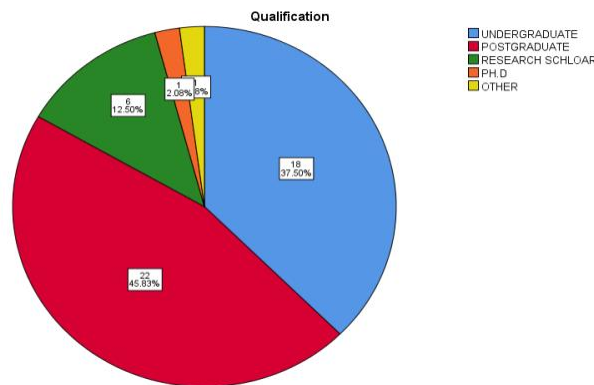


The table indicates that out of 48 respondents, 22 are male, representing 28.4 percent, and 26 are female, representing 71.6 percent. This suggests that females comprise the majority of the sample, accounting for more than two-thirds of the total, while males constitute less than one-third. Overall, the data suggests a higher female participation in the study or survey.

3. Education

Table 4: shows the education status of the respondents

Education	Frequency	Percent	Valid percent	Cumulative percent
UNDERGRADUATE	18	37.5	37.5	37.5
POSTGRADUATE	22	45.8	45.8	83.3
RESEARCH	6	12.5	12.5	95.8
SCHOLAR	1	2.1	2.1	97.9
Ph.D OTHER	1	2.1	2.1	100.0
Total	48	100.0	100.0	

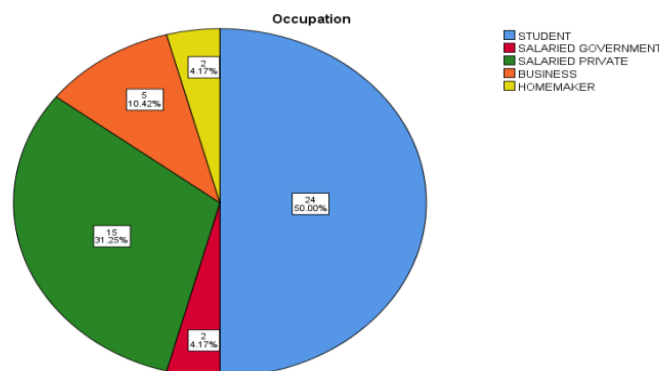


The table shows the educational qualifications of 48 respondents. It indicates that 45.8 percent are postgraduates, forming the largest group, followed by 37.5 percent who are undergraduates. Research scholars make up 12.5 percent, while those with a Ph.D. and other qualifications each represent 2.1 percent. This suggests that most respondents have completed or are pursuing higher education, with a strong representation of postgraduate-level participants and very few at the doctoral or other levels.

4. Status

Table 5: Showing the status of the respondents

	Frequency	Percent	Valid percent	Cumulative percent
STUDENT	24	50.0	50.0	50.0
SALARIED	2	4.2	4.2	54.2
GOVERNMENT	15	31.3	31.3	85.4
SALARIED PRIVATE	5	10.4	10.4	95.8
BUSINESS	2	4.2	4.2	100.0
HOMEMAKER	48	100.0	100.0	
Total				

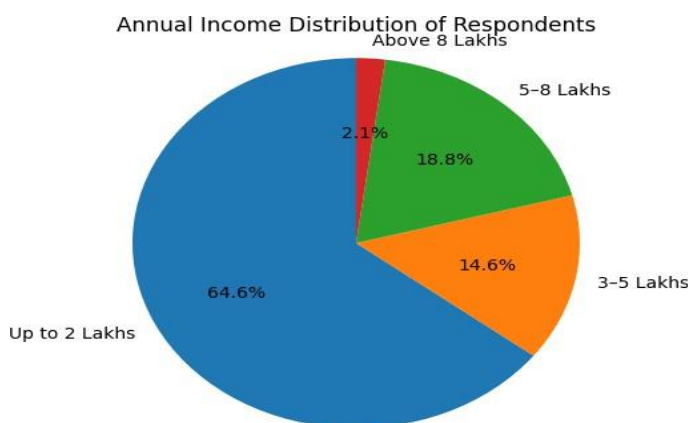


The data shows that scholars form half of the repliers, followed by private workers at 31.3 percent. Business proprietors, government workers, and housekeepers together make up less than 20 percent. Overall, the sample is dominated by scholars and private sector workers.



Table 6: Annual income

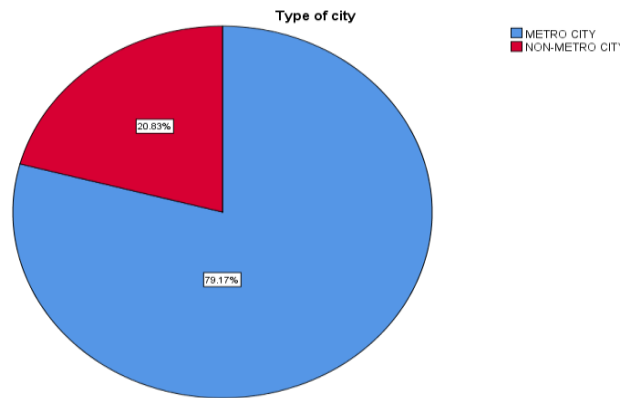
	Frequency	Percent	Valid percent	Cumulative percent
UPTO2	31	64.6	64.6	64.6
LAKHS	7	14.6	14.6	79.2
3-5 LAKHS	9	18.8	18.8	97.9
5-8 LAKHS	1	2.1	2.1	100.0
8 LAKHS	48	100.0	100.0	
Total				



The data reveals that most respondents (64.6%) have an annual income of up to ₹2 lakhs, indicating a predominantly lower-income group. About 14.6% earn between ₹3–5 lakhs, 18.8% fall in the ₹5–8 lakh range, and only 2.1% earn above ₹8 lakhs. This suggests that the sample is largely composed of individuals from modest income brackets, which may influence their purchasing power and preference for affordable, eco-friendly products.

Table 7: City

	Frequency	Percent	Valid percent	Cumulative percent
METRO CITY	38	79.2	79.2	79.2
NON-METRO CITY	10	20.8	20.8	100.0
Total	48	100.0	100.0	



The data indicates that a majority of respondents (79.2%) are from metro cities, while a smaller proportion (20.8%) belongs to non-metro areas. This distribution suggests that most participants in the study are urban residents, possibly reflecting higher exposure to modern retail formats, marketing campaigns, and eco-friendly FMCG products commonly available in metropolitan markets.

Table 8: Survey questionnaire provided to the respondents

Question		Frequency	Percent	Valid Percent	Cumulative Percent
How important are eco-friendly products to you when purchasing FMCG products?	Yes	43	80.3	80.3	80.3
	No	6	19.7	19.7	100.0
What factors influence your decision to purchase eco-friendly FMCG products?	Yes	44	83.3	83.3	75.0
	No	4	16.7	16.7	100.0
How knowledgeable do you consider yourself about eco-friendly alternatives to common products?	Yes	46	97.9	97.9	97.9
	No	1	2.1	2.1	100.0
Which of the following marketing strategies would encourage you to buy more eco-friendly FMCG products?	Yes	43	89.6	89.6	89.6
	No	5	10.4	10.4	100.0
Do you think the availability and variety of eco-friendly products have improved in recent years?	Yes	42	87.5	87.5	87.5
	No	6	12.5	12.5	100.0



Do you believe that using eco-friendly products can make a significant difference in environmental sustainability?	Yes	46	95.9	95.9	95.9
	No	2	4.2	4.2	100.0
Which eco-friendly FMCG products would you like to see more of in the market?	Yes	45	95.9	95.9	95.9
	No	3	4.1	4.1	100.0
How likely are you to recommend eco-friendly products to others?	Yes	40	90.1	90.1	90.1
	No	8	10.9	10.9	10.0
How often do you purchase eco-friendly products?	Yes	39	88.8	88.8	88.8
	No	9	11.2	11.2	100.0
What obstacle keeps you from buying more environmentally friendly fast-moving consumer goods?	Yes	32	80.2	80.2	80.2
	No	16	19.8	19.8	100.0

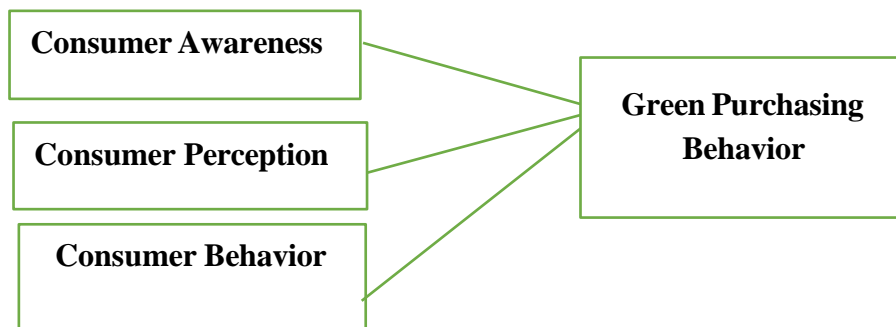
Sources: Author Compilation

The survey findings reveal a significant positive attitude towards eco-friendly FMCG products, with most respondents (80.3%) believing them to be essential. Factors related to sustainability influence the purchasing decisions of 83.3% of participants, who also show a remarkable awareness of eco-friendly options (97.9%). Marketing efforts considerably impact buying behavior (89.6%), and respondents feel that the range of green products has improved in recent years (87.5%). Most individuals believe that opting for eco-friendly products plays a significant role in promoting environmental sustainability (95.9%), and a similar high percentage expresses a desire for more such offerings in the market. The tendency to recommend these products (90.1%) and the likelihood of purchasing them regularly (88.8%) further solidify this positive outlook. Nevertheless, despite the prevailing interest, 80.2% of participants encounter challenges such as cost, availability, or a lack of awareness, indicating that while consumer attitudes are encouraging, there are still hurdles to overcome to further adoption.



7. Factor Analysis

Influence of Consumer Perception towards Green Environment Aspects on Green Purchasing Behavior



Sources: Author Compilation

Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings				
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.150	27.668	27.668	4.150	27.668	27.668
2	1.724	11.496	39.164	1.724	11.496	39.164
3	1.470	9.797	48.961	1.470	9.797	48.961
4	1.271	8.470	57.431	1.271	8.470	57.431
5	1.113	7.418	64.850	1.113	7.418	64.850
6	.999	6.662	71.512			
7	.775	5.165	76.677			
8	.708	4.719	81.397			
9	.628	4.190	85.586			
10	.492	3.283	88.869			
11	.448	2.987	91.856			
12	.391	2.604	94.460			
13	.348	2.321	96.781			
14	.306	2.037	98.819			
15	.177	1.181	100.000			

Sources: Author Compilation

The current research examined how consumer perceptions of environmental issues affect their green procurement decision. The regression analysis indicates that the proposed model is statistically valid, confirming that consumer-related factors have a significant impact on green purchase behavior. The independent variables, consumer awareness, consumer perception, consumer behavior, and product availability collectively account for a substantial portion of the variation in green purchasing habits. The Principal Component Analysis indicates a five-



component solution based on Kaiser’s Criterion (eigenvalues > 1), which collectively accounts for 64.85% of the total variance in the dataset. Component 1 is the most influential, explaining 27.67% of the variance, while the subsequent four components contribute smaller but significant increments to the cumulative total. While a sixth component sits just below the threshold with an eigenvalue of .999, retaining only the first five effectively reduces the data from 15 variables to 5 meaningful dimensions without losing a substantial amount of information. This suggests that the underlying structure of your data is multidimensional, but can be efficiently condensed for further analysis. This indicates that purchase decisions are influenced not by a single factor but by the collective effects of awareness, perception, behavioral tendencies, and the market availability of green products. The findings emphasize that consumer awareness and perceptions are particularly significant factors, suggesting that individuals who are better informed about environmental concerns and who have a positive view of green products are more likely to engage in eco-friendly purchasing behaviors.

Table 9: Model Summary

Model	R	R Square	Adjusted Square	R-Std. Error of the Estimate
1	.491	.242	.190	.717

Table 10: Coefficients

Model 1	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
CA	.123	.445		.276	.784
CP	.080	.073	.146	1.086	.283
CB	.203	.161	.167	1.261	.214
PA	.305	.106	.389	2.868	.006

Table 11: ANOVA

Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	7.200	3	2.400	4.670	.006 ^b
Residual	22.613	44	.514		
Total	29.812	47			

Sources: Author Compilation

The model summary (Table 9) shows that the multiple regression model has a moderate correlation between the independent variables and the dependent variable (R = 0.491). The R-squared value of



0.242 indicates that 24.2 of the variation in the dependent variable is explained by the independent variables included in the model. The Adjusted R Square (0.190) suggests that after confirming the number of predictors, the model still explains 19.0 of the friction, which is respectable for behavioral and consumer perception studies. The standard error of estimate (0.717) indicates a reasonable position of prediction. Table 11(ANOVA) confirms the overall significance of the regression model. The F- value is 4.670 with a significance value of 0.006 ($p < 0.01$), indicating that the independent variables collectively have a statistically significant impact on the dependent variable. Hence, the regression model is valid and suitable for further interpretation. The portions (Table 10) explain the individual contribution of each independent variable. Among the predictors, only one variable shows a statistically significant influence on the dependent variable ($\beta = 0.389$, $t = 2.868$, $p = 0.006$). This indicates that this factor has the strongest and most meaningful positive effect on the dependent variable. The remaining variables have positive beta values but are not statistically significant ($p > 0.05$), suggesting that although they contribute to the model, their individual effects are not strong enough to significantly drive changes in the outcome variable independently. Overall, the results indicate that the regression model is statistically significant and explains a meaningful proportion of friction in the dependent variable. The findings are applicable and probative for an exploration paper or thesis, particularly in studies related to consumer perception and purchasing behavior, where multiple factors concertedly impact decision-making rather than a single dominant variable.

8. Conclusion

The current research investigated how consumer perceptions of green environmental factors impact green purchasing behavior, specifically regarding eco-friendly fast-moving consumer goods (FMCG).

The results indicate a strong level of awareness and positive attitudes towards environmentally friendly products, especially among younger, educated, and socially conscious consumers. The majority of respondents recognize the importance of eco-friendly FMCG products for both environmental sustainability and personal health, demonstrating a favorable outlook on green consumption. The empirical findings indicate that consumer mindfulness, perception, behavior, and product availability collectively influence opinions on green purchasing. The regression analysis reveals that the proposed model is statistically significant, emphasizing that green purchasing behavior is influenced by various interconnected factors rather than a single cause. However, in spite of positive perceptions and strong intentions, the study highlights a distinct attitude-behavior gap, where factors such as high prices, limited availability, and disbelief towards eco-labels hinder actual purchasing behavior. The research indicates that consumer attitudes toward environmental issues play a crucial role in influencing eco-friendly buying behavior, yet this influence is limited by economic and situational factors. To promote sustainable consumption, marketers should focus on clear green marketing strategies, competitive pricing, and improved product availability, while policymakers ought to enhance regulatory standards and consumer awareness. These actions can assist in closing the divide between favorable environmental views and actual green purchasing behavior.



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