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META MARKETING IN THE FMCG SECTOR: DRIVING SUSTAINABLE DEVELOPMENT THROUGH IMMERSIVE DIGITAL STRATEGIES

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ARTICLE INFO	ABSTRACT
Article history: Received:2025-11-09 Received in revised form:2025-11-21 Accepted:2025-12-20 Available online:2026-06-26	<i>Digital technology has evolved rapidly, resulting in a new form of marketing known as "meta marketing," which represents a revolutionary way of doing business in today's rapidly changing marketplace, especially for marketers working within the highly competitive Fast-Moving Consumer Goods (FMCG) industry. This study aimed to conceptually explore how organizations utilize technology such as the Metaverse, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) to create meta marketing strategies, while promoting sustainable development. This will include investigating how using immersive, interactive marketing environments can motivate consumer engagement, trust, and purchasing behaviours, while at the same time, through lessening physical consumption of resources and improving digital communications, developing initiatives that encompass environmental sustainability. Using existing literature and applying theoretical frameworks, this research advances knowledge by developing a conceptual framework that connects the advancement of technological innovation with achieving sustainable outcomes as a business performance indicator. Overall, this study provides evidence that the use of Meta marketing presents FMCG companies with an opportunity to gain a competitive advantage while meeting sustainability challenges.</i>
Keywords:	
Meta Marketing;	
FMCG;	
Sustainable Development;	
Metaverse;	
Consumer Behavior.	
JEL classification	
M31, M37, O33, Q56	

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1. INTRODUCTION

Companies that conduct business in the fast moving consumer goods (FMCG) market face both intense competition and pressure to be resource efficient in the market place, and thus firms in this industry are moving towards new marketing strategies due to the increased focus on sustainable practices. Meta-marketing is an example of an innovative concept in the literature that combines the use of digital technology with sustainable business practices via immersive technologies such as the non-physical experience of virtual products (Metaverse), augmented reality (AR), and virtual reality (VR). The literature indicates that by using immersive marketing, organizations are able to develop interactive consumer experiences that are also individualized by allowing consumers to personalize their experiences without depending on physical resources and thus support environmental sustainability (Muneesawang & Yawised, 2025;

Bashar et al., 2025). In addition, companies are utilizing the Metaverse to develop product interaction, simulated experiences and branding to provide an opportunity for consumers to engage in a more active manner while also utilizing more environmentally responsible consumption behaviours (Srivastava & Sahu, 2023; Sharma & Garg, 2025). Empirical studies suggest that FMCG firms will utilise meta-marketing to enhance supply chain effectiveness, reduce waste and communicate sustainability efforts in a more effective way through platforms that are transparent and supported by data (dos Santos, 2024; Ndigwe et al. 2026).

Further evidence supportive of the use of immersive technology to change marketing strategies stems from a number of systematic reviews, such as the ones conducted by Faruk et al. (2025) and Fan et al. (2025). However, although there are numerous potential benefits related to the use of new immersion technologies, the application of meta marketing techniques in the fast-moving consumer goods (FMCG) sector is still at a relatively nascent stage due to prevalent barriers associated with technology uptake, consumer confidence, or integration into existing business models (Kaman & Deshmukh, 2025; Barbosa, 2025). Therefore, there exists an urgent need to investigate the extent to which meta marketing strategies facilitate sustainable development amongst FMCG organisations as an important mechanism for creating alignment between digital transformation and sustainability objectives in today's evolving marketing ecosystem.

2. LITERATURE REVIEW

Growing academic interest on how Metaverse technologies have impacted marketing has positioned meta-marketing as one of the new digital strategies today. Yadav, Pandey & Sharma's (2024) systematic literary review of current literature revealed that food manufacturers would be better positioned to grow their business by leveraging Metaverse-based marketing to reach consumers through a new method of engaging them through the immersive and interactive experiences that they create in these brand ecosystems, even if they have not yet developed a viable Metaverse marketing application in the field of Fast Moving Consumer Goods (FMCG). According to Faruk, Ejarder & Jannat (2025), the introduction of Metaverse marketing represents a shift in how firms create customer experiences by utilizing virtual environments as a mechanism for engaging customers and communicating sustainability. As they relate their research findings to FMCG, Fan et al. (2025) report using meta-analytic research methodologies to demonstrate that Augmented, and Virtual Reality Enhances how and when consumers interact and make purchase decisions, which is of particular relevance to Fast Moving Consumer Goods with relatively low levels of consumer involvement and high levels of purchase frequency.

Bashar et al. (2025) present a detailed approach to creating sustainable digital marketing from a sustainability perspective. They argue that using immersive technologies can help achieve environmental goals by minimizing the use of physical resources and allowing for a digital substitution of traditional marketing channels. Similarly, Srivastava & Sahu (2023) suggest that the Metaverse promotes green marketing and encourages eco-friendly consumer behaviours through virtual simulations and experiential learning. Furthermore, Ghasemzadeh & Antucheviciene (2025) describe how businesses can optimise their marketing-related to sustainability using advanced analytical techniques to align marketing strategy with sustainability targets. There has also been much work published on consumer behaviour within meta marketing environments. Yin & Do (2025) demonstrate how virtual reality significantly influences consumer attitudes, trust, and engagement; all of which are essential for FMCG

brands wanting to establish long-term relationships with customers. Sharma & Garg (2025) expand on this point by suggesting that intelligent technologies embedded in the marketing ecosystem can encourage more sustainable consumption behaviours, especially when consumers receive transparent and interactive information about products. Finally, Ndigwe et al. (2026) illustrate through empirical research, with examples from developing nations, that FMCG brands can utilize immersive marketing to increase both engagement and awareness of sustainability issues among consumers.

Although there have been many advancements in recent years, many studies have pointed to critical gaps in Metaverse research. According to Barbossa, as of 2025, there is still little knowledge on the link between Metaverse branding and measurable sustainability results. This is particularly true in sectors that operate on a mass scale such as fast-moving consumer goods (FMCG). Lowry et al. suggest that while the Metaverse will disrupt consumer goods industries, there are still significant unresolved issues around scale, access, and ethical considerations. Dos Santos states that barriers to trust and adoption may impede meta-marketing strategies' ability to influence purchase intent in FMCG markets.

3. RESEARCH OBJECTIVES

To explore the implementation of Meta marketing strategies in FMCG companies and analyze their role in promoting sustainable development.

4. RESEARCH GAP

Even though there is a lot of research already completed on the use of meta marketing as well as using immersive technologies in the fast-moving consumer goods (FMCG) industry, significant gaps still exist in terms of understanding how they can be put into practice to promote sustainable development. The understanding of consumers' behaviours while in a metaverse environment is not yet fully understood, and research conducted so far has not provided insights into consumer's purchasing behaviours concerning trust and adoption, nor how it will influence consumers' purchasing decisions (Yin & Do, 2025, dos Santos, 2024). In addition to this, there has not been a framework created to connect the adoption of meta-marketing with measurable outcomes such as sustainability or business operational performance (Kaman & Deshmukh, 2025; Lowry et al., 2025).

5. RESEARCH METHODOLOGY

The goal of this study is to take an analytical approach by researching how to implement Meta Marketing in sustainability efforts by Fast Moving Consumer Good (FMCG) companies using a conceptual or theoretical research methodology. This study will rely heavily on reviewing and synthesizing literature related to Meta marketing, immersive marketing technologies, consumer behaviour, and sustainability. A variety of academic sources of information (i.e., and peer-reviewed journals, conference papers, and industry reports) were reviewed and examined to gather the constructs, relationships, and theoretical foundations needed to create a conceptual framework for the study. The study draws on theory from well-established models/theories such as the S-O-R green marketing model. The study will produce a conceptual model for how rapidly developed marketing strategies, also known as meta marketing, create or influence a customer's engagement and trust and also impact their decision to be a sustainable customer.

6. CONCEPTUAL FRAMEWORK

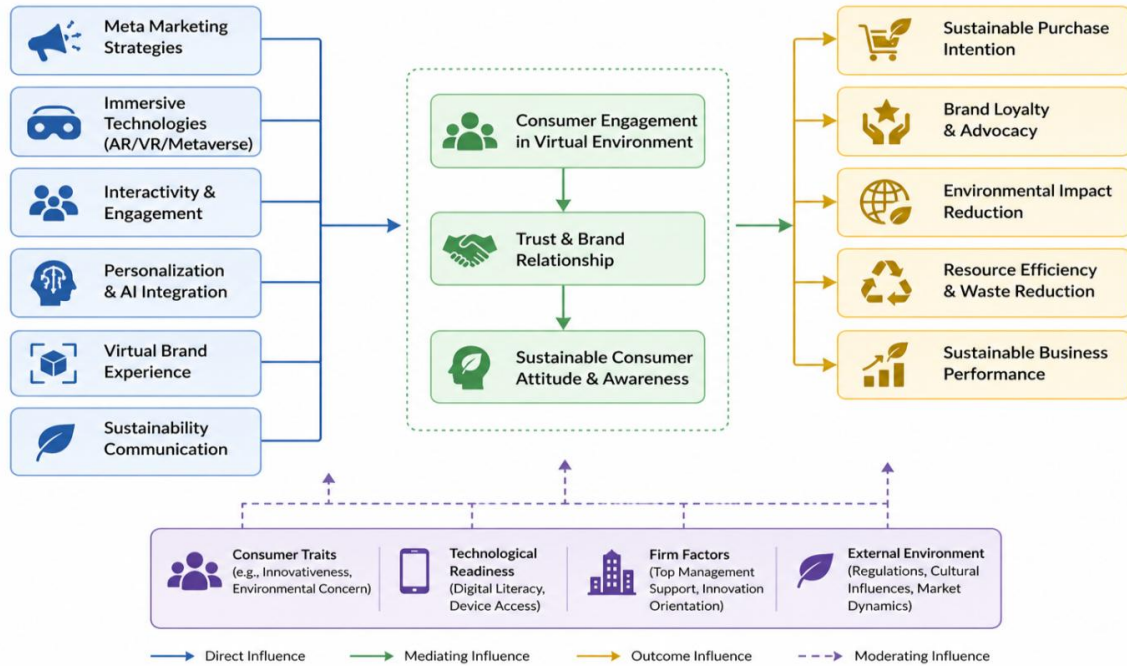


Figure 1: Conceptual Framework (Self Sourced).

7. MODEL DISCUSSION

A proposed conceptual framework explains how Meta marketing is contributing to sustainable development within the FMCG sector by combining technology, behavioural, and environmental dimensions. The proposed framework highlights many examples of immersive technologies (AR/VR and metaverses), personalization via artificial intelligence, interactive, and sustainable communications as primary drivers forming the experiences consumers have within virtual environments. Consistent with the S-O-R theory, the digital stimuli from immersive, interactive experiences will affect consumers internally, creating emotional connections and ultimately influencing their trust towards the brand, creating the basis of a positive relationship between the brand and consumer in a digital ecosystem (Yin & Do, 2025; Muneesawang & Yawised, 2025). There is both empirical and meta-analytical support to indicate those consumers that have more immersive and more interactive experiences will be more engaged with the brand as well as feel more emotionally connected, further driving the strength of their relationship to the brand and importantly influencing their decision-making process (Fan et al., 2025; Faruk et al., 2025).

The model further emphasizes that consumer trust and engagement play significant roles in creating sustainable attitudes toward consumers and awareness of sustainability, acting as mechanisms through which marketing strategies can lead to behavioral results. Past research has shown that consumers are more likely to engage in environmentally friendly purchasing behaviors when they have access to interactive and transparent sustainability information (Srivastava & Sahu, 2023; Sharma & Garg, 2025). The resulting attitudinal changes lead to desired outcomes such as sustainable purchase intention, brand loyalty, reduced environmental impact, and enhanced resource efficiency, which contribute to sustainable business performance

for the FMCG industry (Bashar et al., 2025; Ndigwe et al., 2026). Additionally, the framework recognizes that the consumer's individual characteristics, the consumer's level of technological readiness, the organization's level of support for the consumer, and the overall external environment will enhance or diminish the relationships expressed in the model. Prior studies indicate that digital literacy, innovation orientation, and the regulatory environment significantly impact the adoption and effectiveness of immersive marketing approaches (Lowry et al., 2025; Barbosa, 2025). Thus, the model provides a well-rounded explanation of how to strategically implement Meta marketing initiatives to achieve sustainability goals while recognizing the complexities and multidimensionality of consumer behavior and organizational dynamics in the FMCG sector.

Meta Marketing Strategies and Immersive Technologies

Meta marketing strategies make use of AR/VR and the metaverse to provide consumers with fully immersive and interactive experiences that go beyond what can be done with traditional digital marketing. By enhancing a user's perceived presence and experiential value, these technologies offer deeper levels of cognitive and emotional engagement. Numerous scholarly studies have demonstrated that immersive environments enhance a consumer's level of involvement and retention of memories, thus giving brands a powerful tool to leverage storytelling and sustainability messaging when connecting with consumers. For instance, according to Flavián et al., (2019) AR can enhance consumer experiences with a brand or product using interactivity and vividness. In addition, Dwivedi et al., (2022) cite the disruption that the metaverse has on the marketing ecosystem.

Interactivity, Personalization, and Consumer Engagement

Both interactivity and AI-driven personalizations are two key drivers of consumer engagement in the virtual realm. Engagement is a multi-dimensional construct consisting of cognitive, emotional, and behavioral dimensions and hollebeek et al. (2014) state that consumer engagement is one of the most important predictors of brand loyalty and value co-creation. Furthermore, "consumer engagement will be elevated through AI personalization by providing unique content relevant to an individual (Huang & Rust, 2021). Lastly, by increasing the perceived control and enjoyment of a user within an immersive environment, interactivity can ultimately lead to better engagement outcomes (Yim et al., 2017).

Trust and Brand Relationship as Mediators

The relationship between engagement and behavior is mediated by trust, and this becomes significantly more essential when discussing virtual environments because of the higher levels of uncertainty and perceived risk. Trust is a fundamental building block of long-term partnerships as highlighted in Morgan and Hunt's (1994) Commitment-Trust Theory, and in the virtual world, trust is a significant predictor of purchase intention (Gefen et al., 2003). Furthermore, immersive experiences in the Metaverse can develop stronger emotional connections and trust toward brands (Javornik, 2016).

Sustainable Consumer Attitudes and Awareness

Consumer perceptions of sustainability as well as their pro-environmental attitudes can be amplified by engaging them through immersive experiences. These pro-environmental attitudes represent an important antecedent of sustainable purchase behaviour. According to White et al. (2019), sustainability marketing must close the gap between attitudes and behaviours to be successful. Immersive storytelling and simulation (for instance, visualizing the impact of

environmental damage) can help a consumer to relate to more abstract issues of sustainability by presenting them in a tangible way (Ahn et al., 2016). This will help consumers internalize sustainability values more strongly.

Behavioral and Business Outcomes

Outcomes identified by the model include:

- Intention to Buy Sustainably: Related to consumer trust in a brand and their awareness of its sustainability (Joshi & Rahman, 2015).
- Brand Loyalty and Advocacy: Resulting from consumers' level of engagement with a brand and their relationship with it (Hollebeek et al., 2014).
- Reduced Environmental Impact: Resulting from consumer behaviour changes and informed decision making (Peattie, 2010).
- Efficient Use of Resources and Reduced Waste: Achieved through the use of digital consumption models and experience with virtual products.
- Sustainable Business Performance: Companies that include sustainability in their digital strategy have better long-term performance than other companies (Eccles et al., 2014).

Other Factors

Consumer Traits

Individual differences such as innovative thinking and concern for the environment greatly impact the level of involvement and acceptance of immersive technology (Rogers, 2003).

Technological Readiness

The ability to use digital tools and access various devices determines how well a metaverse strategy will work (Parasuraman, 2000).

Organizational Factors

Organizational support, the inclination to innovate within an organization, and leadership's level of commitment to success impact the success of implementing an initiative (Teece, 2018).

External Environment

The environment (laws, cultural environment, etc.) in which a metaverse initiative takes place, as well as its ability to operate within that environment (market conditions), both influence the level of adoption and subsequent outcomes of a metaverse initiative (Kotler et al., 2021).

8. MANAGERIAL INSIGHTS

To support the development of a sustainability-driven business model in an FMCG company, managers must strategically shift en-masse away from traditional, mass marketing practices toward an experience and sustainability-oriented approach using immersive technologies such as augmented reality (AR) and virtual reality (VR) that create an interactive brand experience that can lead to higher levels of consumer engagement and stronger emotional connections that impact both purchase decisions and loyalty to brands (Fan et al., 2025; Muneesawang & Yawised, 2025). To achieve this, companies need to integrate their digital efforts with sustainability goals by using virtual/augmented environments to reduce the use of physical promotional materials, thus reducing waste, while also using these same environments to

communicate transparently about the sources of products and their environmental impacts (Srivastava & Sahu, 2023; Bashar et al., 2025).

In addition, establishing consumer confidence is essential for success in virtual ecosystems; therefore, managers need to address concerns about privacy, authenticity, and security in order to increase the likelihood that customers will use these systems. As a result, management should focus on developing secure systems, adhering to ethical data usage, and having transparent communication strategies that enable long-lasting relationships with customers (Yin & Do, 2025; dos Santos, 2024). Organizational readiness is also critical to help companies implement their meta marketing strategies; therefore, companies must develop their internal capabilities (such as digital skill sets, infrastructure for technology development, and an innovative culture) in order to implement successful meta marketing efforts (Ndigwe et al., 2026). Effective collaboration between marketing, IT, and sustainability teams is necessary in order to support successful immersive marketing initiatives that are aligned with a company's sustainability strategies.

Managers should account for local laws, cultural standards, technology availability, and other external factors that affect meta marketing strategy across various markets (Barbosa, 2025; Sharma & Garg, 2025). Additionally, firms need to have performance metrics that not only reflect their financial successes but also their ecological successes (e.g., reducing their carbon footprint, improving resource efficiency, and raising consumer awareness) so that they can measure the true long-term effects of meta marketing and make decisions based on data. In other words, in order for firms to gain a competitive advantage from using meta marketing in FMCG products, they must take a holistic management approach that incorporates technology, consumer research, and sustainability principles into meta marketing execution; thus, supporting their efforts to develop sustainably.

9. CONCLUSION

To summarize, using the Meta marketing approach allows for FMCG (Fast Moving Consumer Goods) organizations to combine digital innovation with progress on sustainability goals in new and meaningful ways. While creating a unique experience; companies can connect better with their consumers through the use of emerging technologies (the Metaverse, augmented reality and artificial intelligence), as well as reduce their carbon footprint via dematerialized marketing initiatives. Additionally, the findings indicate that meta marketing generates effectiveness through the ability of technologists to shape consumers' attitudes, to create brand trust and to drive sustainable consumer behaviour. The use of meta marketing requires the goal of aligning interests, readiness of the organization to adopt meta marketing, and focus on establishment of sustainability into core business practices. Therefore, as the FMCG industry continues to respond to environmental concerns and the challenges of digital disruption, the implementation of meta marketing practices provides a critical mechanism for long-term competitive advantage and responsible business growth.

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