

Sustainability in Industry: The Lack of Implementation Running in the FMCG Industry

Daniel Susilo^{1*}, Carlo Magno T. Mendoza², Mohammad Ali Khan³

¹Universitas Multimedia Nusantara, ²University of Tsukuba,

³Lovely Professional University, Punjab

Corresponding Author: Daniel Susilo daniel.susilo@umn.ac.id

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ABSTRACT

The FMCG industry is an impactful industry in many regions, especially when it is running during the COVID-19 pandemic, and they still make progress. However, as good as its blessings are, the FMCG industry has its struggles with innovation, and each region has shown some differences until now; thus, the data speaks for itself. India, which has a Hindu majority, and their vegetarianism show some differences in how they explored the wisdom of the FMCG industry. It makes the industry unique on its own to have an eco-friendly movement through a cultural push of their vegetarian beliefs. The method was Krippendorf content analysis on Twitter, we'll get closer to looking at the unique data. Findings have shown that changing consumer preferences have also impacted the FMCG industry in India. Consumers are becoming more health-conscious and opting for products that are natural, organic, and free from harmful chemicals.

INTRODUCTION

The fast-moving consumer goods (FMCG) industry has been evolving rapidly in recent years, driven by changing consumer preferences, technological advancements, and new business models. As we move into 2023, there are several trends that are likely to shape the FMCG industry and influence consumer behaviour (Biercewicz et al., 2022; Kulchitaphong et al., 2021).

1. Sustainability: The FMCG industry is expected to continue its focus on sustainability and eco-friendliness in 2023. Consumers are increasingly aware of their impact on the environment and are demanding products and packaging that are environmentally friendly. Brands that prioritize sustainability and incorporate eco-friendly practices into their business models are likely to see increased demand from consumers.
2. Health and Wellness: With the ongoing COVID-19 pandemic, health and wellness have become a top priority for consumers. The FMCG industry is expected to continue to cater to this trend by offering healthier and more nutritious products. There will also be a focus on products that boost immunity and offer functional benefits such as probiotics and prebiotics.
3. Digitalization: The FMCG industry has been rapidly adopting digital technologies to enhance customer experience and streamline operations. This trend is expected to continue in 2023, with more brands embracing e-commerce, social media, and mobile apps to reach customers and gather data on their behaviour and preferences. The use of technologies such as artificial intelligence and machine learning is also likely to increase, helping brands personalize their offerings and improve supply chain efficiency (Et. al., 2021; Mahajan, 2020).
4. Personalization: Consumers are increasingly seeking personalized products and experiences. The FMCG industry is expected to cater to this trend by offering products that can be customized based on individual preferences and needs. Brands that can leverage data and analytics to personalize their offerings are likely to see increased customer loyalty and engagement.
5. Transparency: Consumers are demanding greater transparency from FMCG brands about their ingredients, sourcing, and manufacturing practices. Brands that prioritize transparency and communicate openly with customers are likely to see increased trust and loyalty. This trend is expected to continue in 2023, with brands adopting new technologies such as blockchain to provide greater transparency and traceability.
6. Plant-Based Products: With more consumers adopting a plant-based or flexitarian diet, the FMCG industry is expected to see increased demand for plant-based products. Brands that can offer high-quality plant-based alternatives to meat and dairy products are likely to see increased market share.
7. Convenience: In today's fast-paced world, convenience is king. The FMCG industry is expected to continue to offer products and services that make life easier for consumers. This could include meal kits, ready-

to-eat meals, and subscription services that deliver products directly to consumers' homes.

8. Packaging Innovation: As sustainability becomes a top priority for consumers, the FMCG industry is expected to see increased innovation in packaging. Brands that can offer recyclable or biodegradable packaging, as well as packaging that extends product shelf life, are likely to see increased demand from consumers.
9. Diversification: The FMCG industry is expected to continue to diversify its product offerings, catering to a wider range of consumer preferences and needs. This could include offering products that are gluten-free, dairy-free, or organic, as well as expanding into new categories such as pet food or personal care.
10. Social Responsibility: FMCG brands are expected to continue to prioritize social responsibility in 2023, with a focus on giving back to communities and supporting social causes. Brands that can demonstrate a commitment to social responsibility are likely to see increased brand loyalty and trust from consumers.

In conclusion, the FMCG industry is undergoing rapid transformation driven by changing consumer preferences, technological advancements, and new business models. Brands that can adapt to these trends and prioritize sustainability, health and wellness, digitalization, personalization, transparency, plant-based products, convenience, packaging innovation, diversification, and social responsibility are likely preserved better (D. Madhava Priya & Deepa Ittimani Tholath, 2020; Tanudiharjo et al., 2021).

The FMCG (Fast-Moving Consumer Goods) industry is an essential part of the Indonesian economy, contributing significantly to the country's growth and development. FMCG products are typically those that are purchased frequently and used daily, such as food and beverages, personal care products, and household items. In recent years, Indonesia's FMCG industry has experienced significant growth and development due to various factors, including a growing population, rising incomes, and changing consumer preferences (Lobachevska & Daub, 2021).

One of the key drivers of the FMCG industry's growth in Indonesia is the country's rapidly expanding population. With a population of over 270 million, Indonesia is the fourth most populous country in the world. This large population creates a significant demand for FMCG products, as these goods are required for daily use by individuals and households. In addition, Indonesia's population is relatively young, with a median age of just 29 years old. This demographic trend suggests that the demand for FMCG products is likely to continue to grow as younger generations enter the workforce and gain purchasing power.

Another key factor driving the FMCG industry's growth in Indonesia is rising incomes. In recent years, Indonesia has experienced significant economic growth, with GDP increasing by an average of around 5% per year over the past decade. This growth has been accompanied by rising incomes, particularly among the middle class. As people become wealthier, they tend to spend more

on FMCG products, both in terms of quantity and quality. This trend has led to an increase in demand for higher-quality FMCG products in Indonesia, particularly in urban areas.

Changing consumer preferences are also playing a significant role in the development of Indonesia's FMCG industry. As Indonesia's population becomes more urbanized and connected, consumers are becoming more sophisticated in their tastes and preferences. They are increasingly looking for products that offer convenience, quality, and innovation. This has led to an increase in demand for premium FMCG products, particularly in categories such as food and beverages, personal care, and home care (PURBEY, 2022).

One of the key challenges facing the FMCG industry in Indonesia is the country's infrastructure. Indonesia's vast archipelago presents logistical challenges, particularly for the distribution of goods across the country. In addition, the country's roads and transportation networks are often congested and inefficient, which can result in delays and increased costs for FMCG companies. However, many companies are addressing these challenges by investing in technology and innovation, such as digital platforms and logistics networks, to improve their distribution and supply chain capabilities.

In recent years, several trends have emerged in Indonesia's FMCG industry. One of these trends is the rise of e-commerce. With the increasing use of smartphones and internet connectivity, e-commerce has become a popular way for consumers to purchase FMCG products (Daniel Susilo & Cempaka Destcarolina Natalita, 2022). This trend has been particularly pronounced in urban areas, where consumers are looking for convenience and ease of use. Many FMCG companies have responded to this trend by investing in their e-commerce capabilities and building partnerships with online marketplaces and delivery providers.

Another trend in Indonesia's FMCG industry is the growing demand for healthy and sustainable products. As consumers become more health-conscious and environmentally aware, they are looking for FMCG products that offer natural ingredients (Mohamed Saheed Bayat & Pillai , Anban, 2020; Moran et al., 2019), sustainable packaging, and environmentally friendly manufacturing processes. This trend has led to an increase in demand for organic and natural products, particularly in the food and beverage category. Many FMCG companies are responding to this trend by developing new product lines and investing in sustainable manufacturing processes (Bashir et al., 2020; Leach, 2022).

The FMCG industry in Indonesia is a vital part of the country's economy, contributing significantly to growth and development. With a growing population, rising incomes, and changing consumer preferences, the FMCG industry is expected to continue to grow in the coming years. However, the industry also faces significant challenges, particularly in terms of infrastructure and logistics (Jain & Hudnurkar, 2022; Nugroho & Bahri, 2019). This paper would contribute how FMCG Industries portrayal and being significant roles player on supply chain system.

LITERATURE REVIEW

Hinduism is a religion that originated in the Indian subcontinent, and it is one of the oldest religions in the world, with a history that dates back more than 4,000 years. Hinduism is based on a complex system of beliefs, practices, and rituals, and it has a significant influence on the way people live their lives in India and other parts of the world. One of the core principles of Hinduism is ahimsa, which is the practice of non-violence and compassion towards all living beings. As a result, many Hindus choose to follow a vegetarian diet, as they believe that killing animals for food is an act of violence that goes against the principle of ahimsa.

The FMCG (Fast Moving Consumer Goods) industry is one of the largest industries in the world, and it includes companies that produce and sell a wide range of products, including food, beverages, personal care items, and household products. In recent years, there has been a growing trend towards vegetarianism and veganism in many parts of the world, including India, and this has had a significant impact on the FMCG industry. In India, the demand for vegetarian and vegan products has been on the rise, as more people are choosing to follow a plant-based diet for health, environmental, and ethical reasons. This has led to the development of a wide range of vegetarian and vegan products in the FMCG industry, including meat substitutes, plant-based milk, and dairy-free products (Sathyan & S. N., 2021).

One of the challenges that FMCG companies face in India is the need to cater to the diverse dietary preferences of the country's population. While many Hindus are vegetarian or vegan, there are also many who consume meat and animal products. As a result, FMCG companies in India need to offer a wide range of products to cater to the diverse dietary preferences of their customers. For FMCG companies that produce food products, catering to the vegetarian market in India is particularly important. Vegetarianism is deeply rooted in Indian culture and tradition, and many Hindus choose to follow a vegetarian diet for religious reasons. As a result, FMCG companies that produce food products need to ensure that their products are suitable for vegetarians, and that they do not contain any animal-derived ingredients (Karthik & Ram Prasad, 2020).

In recent years, there has been a growing trend towards veganism in India, particularly among younger consumers. Veganism is a lifestyle choice that involves avoiding all animal products, including meat, dairy, eggs, and honey. As a result, FMCG companies in India are increasingly developing vegan products to cater to this growing market. The rise of vegetarianism and veganism in India has also had a significant impact on the marketing strategies of FMCG companies. Many companies are now using the "vegetarian" or "vegan" label as a way to differentiate their products from their competitors, and to appeal to consumers who are looking for plant-based options. In some cases, companies are even developing products specifically for the vegetarian and vegan markets and are using social media and other digital platforms to promote these products to their target audience.

In conclusion, Hinduism and vegetarianism are closely intertwined, and they have had a significant impact on the FMCG industry in India. As more and more people in India choose to follow a vegetarian or vegan diet, FMCG companies are responding by developing a wide range of plant-based products to cater to this growing market. While there are still challenges in catering to the diverse dietary preferences of the country's population, the rise of vegetarianism and veganism is likely to continue to shape the FMCG industry in India for years to come.

The FMCG (Fast-Moving Consumer Goods) industry in India has witnessed significant growth in recent years. The sector includes products that are consumed on a daily basis, such as food and beverages, personal care products, household cleaning products, and other essential items. The FMCG industry is a crucial part of the Indian economy and has become an integral part of the daily lives of people in the country. The growth of the FMCG industry in India can be attributed to several factors.

Firstly, the rise in disposable income and the growth of the middle class have increased consumer spending. As people have more money to spend, they are willing to spend on quality products that are convenient and provide value for money. This has resulted in a surge in demand for FMCG products.

Secondly, the increase in population has also contributed to the growth of the FMCG industry. With a population of over 1.3 billion people, India is one of the largest consumer markets in the world. The demand for FMCG products is driven by the need for basic necessities such as food, healthcare, and personal care products.

Thirdly, the expansion of modern retail and e-commerce has provided FMCG companies with wider distribution channels. The growth of organized retail, such as supermarkets, hypermarkets, and convenience stores, has made it easier for FMCG companies to reach consumers. The rise of e-commerce platforms has also created a new channel for FMCG companies to reach customers in remote areas of the country.

Fourthly, the increasing urbanization of India has led to changes in consumer behaviour. Urban consumers are more conscious of their health and well-being and are willing to pay a premium for products that cater to these needs. This has led to the growth of categories such as organic and natural products, as well as products that are low in sugar, salt, and fat.

Finally, the government's policies such as GST (Goods and Services Tax) have made it easier for FMCG companies to do business in India. The introduction of GST has simplified the tax structure and reduced the compliance burden on businesses. This has encouraged many companies to expand their operations in India.

The FMCG industry in India has witnessed significant growth in recent years. According to a report by Nielsen, the FMCG industry in India is expected to reach USD 200 billion by 2025. The food and beverage category are the largest segment within the FMCG industry, followed by personal care and household care. The food and beverage category has been driven by the growth of packaged foods and beverages. The demand for packaged foods has

increased due to changing lifestyles and the need for convenience. The growth of the organized retail sector has also provided a boost to the packaged foods industry. The personal care category has also witnessed significant growth. The rise in disposable income has led to an increase in spending on personal care products. The growth of the organized retail sector has also provided FMCG companies with a wider distribution network for personal care products (Adnan, 2021; Ebrahim et al., 2022).

The household care category has been driven by the growth of products such as detergents, dishwashers, and cleaning products. The demand for household care products has increased due to changes in consumer behaviour, such as the need for hygiene and cleanliness.

The FMCG industry in India is dominated by large multinational companies such as Hindustan Unilever, Procter & Gamble, Nestle, and Coca-Cola. These companies have a strong presence in the market and are constantly innovating to meet the changing needs of consumers. However, there has also been a rise in the number of local players in the FMCG industry. These companies are focused on meeting the needs of consumers in specific regions and are able to offer products at lower prices than their multinational counterparts (Olfat et al., 2019; Prashar, 2022).

METHODOLOGY

Krippendorff's digital content analysis (DCA) is a method for systematically analysing large sets of digital data, including text, images, and video, to identify patterns and insights. This approach has been widely used in the FMCG (fast-moving consumer goods) industry to better understand consumer behaviour and preferences, and to inform marketing and product development strategies. One key advantage of DCA is its ability to analyse large volumes of unstructured data quickly and accurately. This is especially important in the FMCG industry, where there is a vast amount of consumer-generated content, such as reviews, social media posts, and online forums, that can provide valuable insights into consumer preferences and trends (Susilo & Putranto, 2021).

DCA can be used to identify common themes and topics in consumer conversations, as well as to identify the sentiment and tone of these conversations. This information can be used to develop marketing and advertising campaigns that resonate with consumers and address their specific concerns and interests. Another key benefit of DCA is its ability to identify emerging trends and patterns in consumer behaviour (Prasetya & Susilo, 2022). This can help FMCG companies stay ahead of the curve and develop innovative products and marketing strategies that meet changing consumer needs and preferences.

However, there are also some limitations to DCA. For example, the method relies heavily on the quality of the data being analysed. If the data is biased or incomplete, the insights generated may be inaccurate or misleading. Additionally, DCA cannot capture the full complexity of human behaviour and emotions and may miss important nuances in consumer preferences and

attitudes. Overall, Krippendorff's digital content analysis is a powerful tool for the FMCG industry, allowing companies to extract valuable insights from large sets of digital data. By leveraging these insights, companies can develop more effective marketing and product development strategies and stay ahead of the competition in an ever-changing consumer landscape.

Technique of Analysis

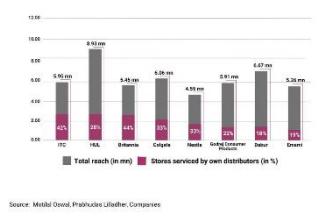
The technique will be making the table that involves the caption, link and description. The sample is taken from Twitter platform then the author will find unique characteristics among the captions. Twitter Platform is chosen for the analysis due to its unique trend flow as the low retweet can gain spotlight.

THE RESULT

Table 1. Twitter Data

| Caption | Link | Description |
|--|---|--|
| <p>54% of global consumers would like to see health-boosting ingredient claims on breakfast cereals. For more information, click here: http://ow.ly/uvC350NzC3G #Health #Marketing #ConsumerInsights</p>  | https://twitter.com/FmcgGurus/status/1643194515224682496?s=20 | UK-Based FMCG account tweeted about health-ingredient for breakfast cereals. |
| <p>We urgently hiring Bike Sales Reps (FMCG non-Food) in Lagos. Kindly send in your CVs today to info@onepyramid.com. Relevant experience in FMCG non-food is crucial for consideration. Kindly Retweet.</p> | https://twitter.com/Accur8HR/status/1646037091032215552?s=20 | An account posting about FMCG Non-food that is directed at bike sales. |
| <p>Our #Sustainable7 range offers</p> | https://twitter.com/Parksid | A promotion of packaging |

| | | |
|---|--|--|
| <p>crucial benefits to ensure that products are protected and preserved in the most eco-friendly way. Across food and FMCG products, we've got you covered. Explore our full market capabilities here: https://parksideflex.com/flexible-packaging/overview/...#SustainableSeven</p>  <p>https://parksideflex.com/flexible-packaging/overview/...#SustainableSeven</p> | <p>eFlex/status/1645728940336508929?s=20</p> | <p>that follows eco-friendly and sustainable standard.</p> |
| <p>Distribution Reach of FMCG Companies in terms of number of Retail Outlets Hindustan Unilever has the largest distribution network in India and is followed by ITC and Dabur. Which of these FMCG companies are a part of your investment portfolio?</p>  <p>https://twitter.com/soicfinance/status/1642895118830288902?s=20</p> | <p>https://twitter.com/soicfinance/status/1642895118830288902?s=20</p> | <p>The raise of FMCG industry in India.</p> |
| <p>Inside FMCG reports: Oat milk manufacturing plant to be built in New Zealand...Seeking to satisfy the growing demand for alternative milk, New Zealand beverage manufacturer Free Flow is to open the... http://dlvr.it/SmlFJq</p> | <p>https://twitter.com/JIVARO_recruit/status/1645931392898068480?s=20</p> | <p>New Zealand FMCG industry to seek alternative milk.</p> |

|  | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|---|-----|---------|-----|-----------|---------|-----|---------|---------|-----|--------|---------|-----|-----------------|---------|-----|-------|---------|-----|----------|---------|-----|--|---|
| <p>Think direct distribution to India's small retailers is unfeasible? Think again! Learn how this conventional wisdom of consumer goods companies is wrong and why going direct can actually be very profitable.</p> <p>http://bit.ly/Vector_SmallisBig_T... #consumergoodsindustry #distribution #fmcg</p> <p>VECTOR SUSTAINABLE FMCG majors have a long way to go to improve their distributors reach</p>  <table border="1"> <thead> <tr> <th>Brand</th> <th>Total reach (in mn)</th> <th>Stores serviced by own distributor (in %)</th> </tr> </thead> <tbody> <tr> <td>ITC</td> <td>5.90 mn</td> <td>81%</td> </tr> <tr> <td>Britannia</td> <td>8.51 mn</td> <td>28%</td> </tr> <tr> <td>Colgate</td> <td>5.41 mn</td> <td>64%</td> </tr> <tr> <td>Nestle</td> <td>6.26 mn</td> <td>53%</td> </tr> <tr> <td>Godrej Consumer</td> <td>4.55 mn</td> <td>27%</td> </tr> <tr> <td>Dabur</td> <td>5.91 mn</td> <td>91%</td> </tr> <tr> <td>Oriflame</td> <td>5.37 mn</td> <td>17%</td> </tr> </tbody> </table> <p>Source: Mintel, Oriflame, Procter & Gamble, Unilever, Companies</p> | Brand | Total reach (in mn) | Stores serviced by own distributor (in %) | ITC | 5.90 mn | 81% | Britannia | 8.51 mn | 28% | Colgate | 5.41 mn | 64% | Nestle | 6.26 mn | 53% | Godrej Consumer | 4.55 mn | 27% | Dabur | 5.91 mn | 91% | Oriflame | 5.37 mn | 17% | <p>https://twitter.com/VectorConsultin/status/1643947831320023041?s=20</p> | <p>A tweet that pushes the wisdom of consumer goods for India's future profitable FMCG.</p> |
| Brand | Total reach (in mn) | Stores serviced by own distributor (in %) | | | | | | | | | | | | | | | | | | | | | | | | |
| ITC | 5.90 mn | 81% | | | | | | | | | | | | | | | | | | | | | | | | |
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| Oriflame | 5.37 mn | 17% | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>4 good news from Economy front 1. India will be the fastest growing economy of world with 6.5% growth rate while World will move at 2% 2. Retail FMCG growth higher in villages (16.9%) than urban (7.9%) that means poor n middle class r driving the economy of India ½.</p> <p>3. Bye costly Loan. interest rate will start to go down from Oct 23 4. In March data, inflation rate expected to come down at 5.7%. EU inflation rate is around 8.8% From fragile economy to World's best economy What a transformation of India in 10 years 2/2</p> | <p>https://twitter.com/Starboy2079/status/1645996891442937857?s=20</p> | <p>Good sales for India FMCG Industry growth as well as India's economy growth itself.</p> | | | | | | | | | | | | | | | | | | | | | | | | |



Based on the Twitter data above, the result of the data analysis is that between 7 posts, there's one issue found in it, that the eco-friendly innovation faced struggle in the sale progress even though the reason is dynamic, either the sale or the product itself such as making alternative of certain item or finding healthy ingredients in their product, and another one is hiring eco-friendly sellers. The seller who sells their product with riding a bike one of example about eco-friendly merchant. If we put it all up, the issue regarding this topic occurred in Twitter platform is their innovation.

The surprise comes from India FMCG industry. About 3 of the tweets are revolved around India FMCG industry and struggle, which mean that in Twitter platform, India is active user who discuss about the topic of FMCG industry, that includes their good news regarding the raise of their FMCG industry sales.

DISCUSSION

Vegetarianism and Hinduism

As we all know, India has biggest Hinduism population that is still preserved until now. The Vegetarianism in India inspired India's FMCG even until now as shown in the profile of @soicfinance in the 4th post where their profile is talking the wisdom of Indian's FMCG industry. A Vegetarianism itself is a powerful concept in the Hinduism, it affects the quality of India's FMCG industry into pushing to this point. Because not only supported by the global power, but it is also motivated by their own culture. However, The Fast-Moving Consumer Goods (FMCG) industry in India has been facing several challenges in recent years. The industry has been struggling with a range of issues such as increasing competition, rising input costs, changing consumer preferences, and distribution challenges.

One of the key challenges faced by the FMCG industry in India is the intense competition. The market is saturated with a large number of players, and it becomes increasingly difficult for companies to differentiate themselves and gain market share. The rise of e-commerce platforms and the entry of foreign players have added to the competition, making it even more challenging for local companies to survive. Another challenge faced by the FMCG industry in India is the rising input costs. Raw material prices have been increasing consistently, impacting the profitability of FMCG companies. This has led to an increase in the cost of production, which is difficult to pass on to the consumers due to price sensitivity.

The changing consumer preferences have also impacted the FMCG industry in India. Consumers are becoming more health-conscious and are opting for products that are natural, organic, and free from harmful chemicals. This has led to a decline in demand for certain categories of FMCG products, forcing companies to re-evaluate their product portfolio. Distribution challenges have also been a significant hurdle for FMCG companies in India. The country's vast and diverse geography, coupled with the inadequate infrastructure, makes it difficult for companies to reach remote and rural areas. Moreover, the distribution channels are dominated by traditional trade, which is often fragmented and inefficient. In conclusion, the FMCG industry in India faces several challenges that require innovative solutions to address. Companies need to adopt new technologies, develop differentiated products, improve their distribution channels, and focus on operational efficiencies to stay competitive and succeed in the market (Susilo et al., 2023).

CONCLUSIONS AND RECOMMENDATIONS

Twitter is indeed a platform that contains many interests. While other social media tends to catch homogeneous interest, Twitter's fast reach is actually able to make dynamic interest in one keyword search which make the topic has more option to be interpreted or to be developed into different database. Though each of region affiliated to the post still facing struggle in making eco-friendly program in their business, India is the closest region that has spiritual enthusiasm in their industry. The culture makes them grow up as the real vegetarian and thus, it makes some of them connected to the FMCG

industry in their own way. This means that cultural push is important in a movement, hence the sustainability program will merge not only by industry alone but also as part of their life foundation (Nugrahaeni & Tjen, 2021).

ADVANCED RESEARCH

Author's academic suggestion for this topic is to see more of the research with same perspective, where despite the industry is facing their own struggle, we can see their spiritual enthusiasm in adapting sustainability program like what India did with their Vegetarianism (Muhammad Sabbir Rahman, 2019). Author's practical suggestion is to train more of business owner to truly practice eco-friendly lifestyle to their spiritual level and shown an effort to make decision around sustainability environment they envisioned with others when the business is running.

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