

From Clicks to Community: Societal Benefits and Consumer Behaviour Trends in FMCG Digital Marketing

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Abstract

This research investigates how digital marketing strategies in the Fast-Moving Consumer Goods (FMCG) sector can simultaneously achieve business objectives and address societal needs. We examine the factors influencing digital marketing's impact on both consumer behavior and social outcomes, using data collected from FMCG consumers and marketing professionals. The study reveals that digital marketing strategies which emphasize community building and social engagement are more effective under conditions of high consumer interaction, such as social media engagement, which reflects a demand-driven context. Conversely, we find limited influence from competitive intensity, suggesting that consumer-driven factors are more likely to encourage firms to incorporate societal goals into their digital marketing efforts, rather than pressure from competitors. The findings also demonstrate that digital marketing with a social intent positively correlates with increased consumer engagement and purchasing behavior, supporting the idea that marketing strategies can address both business and societal goals. This relationship is partially mediated by consumer awareness of social responsibility, highlighting the role of consumers in driving demand for socially conscious marketing. This research contributes to both academic theory and practical application by offering a broader perspective on digital marketing that includes social dimensions. Furthermore, it provides insights into when FMCG firms are likely to incorporate social outcomes in their marketing strategies and how these efforts can improve both consumer trust and business performance, revealing an opportunity for further exploration in the field of digital marketing.

Keywords

1. Digital Marketing
2. FMCG Sector
3. Consumer Behavior
4. Societal Benefits
5. Consumer Engagement

Introduction

The advent of digital marketing has revolutionized the Fast-Moving Consumer Goods (FMCG) sector, presenting new opportunities for companies to connect with consumers. This transformation extends beyond mere clicks on advertisements to creating vibrant consumer communities that foster loyalty and advocacy.

The societal benefits of these digital marketing strategies are manifold, ranging from enhanced access to products and services to the promotion of sustainable consumption patterns. Understanding the interplay between digital marketing efforts and consumer behavior is crucial for leveraging these strategies to achieve both business success and societal well-being.

Theoretical framework

The study by *Raushan, R., & Dubey, A. 2024* on "The Role of YouTube Advertisement in Consumer Buying Behavior Towards FMCG Products" highlights the growing importance of YouTube as a digital marketing platform. YouTube's vast reach and its ability to deliver visually engaging, targeted content make it a powerful tool for FMCG brands. Literature suggests that YouTube ads significantly influence consumer behavior by enhancing brand recall, trust, and purchase intent, particularly through personalized marketing. However, challenges like ad avoidance and viewer fatigue can diminish the effectiveness of these campaigns. Despite this, opportunities for innovation, such as interactive and AR-enhanced ads, offer ways to overcome these challenges. Theoretical frameworks like the Elaboration Likelihood Model help explain the cognitive processes behind consumer responses to YouTube ads. While the current research provides valuable insights, there is a need for more studies on the long-term impact of YouTube advertising and emerging trends like short-form content.

The Review of Literature (ROL) in the present research paper explores the challenges and opportunities faced by marketers in the digital age, particularly within the FMCG (Fast-Moving Consumer Goods) sector (*Malathi Gottumukkala, 2021*). The study highlights the shift towards digital marketing, which involves using electronic media to promote products and services. FMCG companies, such as Dabur, Amul, and Patanjali, have embraced digital marketing strategies to increase product awareness and maintain customer loyalty. The literature discusses various digital marketing practices, including online advertising, email marketing, social media, text messaging, affiliate marketing, and pay-per-click advertising. These practices have transformed shopping by providing flexibility and convenience, which has been well-received by both consumers and producers. The paper specifically analyzes the impact of these digital marketing practices on sales, using primary data collected from 132 management graduates. The analysis, conducted with Pearson Correlation, reveals a positive effect of digital marketing on firm sales, leading to the rejection of the null hypothesis that digital marketing has no impact on sales.

The literature review indicates that digital platform innovation is closely linked to societal and global interests, playing a vital role in civil society, particularly within the FMCG sector. These platforms serve consumers by enabling data extraction and analysis, balancing supply and demand, increasing sales, and offering advanced methods for monitoring, customization, and personalization of FMCG products (*Mulyawan, A., Alamsyah, Z., & Marimin. 2022*). Digital platforms are designed to adapt to evolving consumer needs, demonstrating their importance in driving demand and achieving profitable outcomes for various stakeholders, including customers, suppliers, shop owners, and producers.

The literature highlights that digital platforms significantly impact advertising effectiveness, enhance customer engagement, and boost brand awareness. Key factors influencing consumer spending behavior include brand recognition, audiovisual social media advertisements, ease of access, and consumer reviews, all of which contribute to attracting a larger consumer base. The positive influence of digital platforms on sales is also noted, along with their role in collecting valuable consumer data, which can optimize supply chain decision-making by accelerating access to demand and supply, minimizing issues through a transparent system, and providing an effective business model for companies. The review further emphasizes that digital platforms benefit both consumers and FMCG companies by tracking consumer behavior based on geographical and economic factors and analyzing social media trends. Additionally, the research incorporates consumer perspectives on purchasing

FMCG products through e-commerce, with a focus on both urban and rural areas in Indonesia. The high development level of digital platforms in Indonesia offers advantages in data collection and consumption pattern analysis. The study concludes that while the findings are primarily for educational purposes, future research could benefit from additional supporting sources to further enhance the understanding of digital platform impacts in the FMCG sector.

Advertising on Social Media: Research by Ghazie and Dolah (2018) emphasizes the role of social media advertising in influencing consumer behavior. Kang (2018) similarly discusses the impact of targeted social media ads on consumer decision-making. Gaber et al. (2019) further explore how social media platforms contribute to brand awareness and consumer engagement. Algharabat (2018) delves into the effectiveness of interactive and personalized social media advertisements. Girona and Korgaonkar (2018) discuss the implications of social media advertising on consumer trust and purchase intentions, while Seo and Park (2018) examine the psychological effects of social media advertising on consumer behavior.

Electronic Word-of-Mouth (e-WOM): Alghizzawi (2019) highlights the significance of e-WOM in shaping consumer perceptions and behaviors, noting its growing influence in the digital age. Seo and Park (2018) also address the role of e-WOM in consumer decision-making processes, emphasizing its impact on trust and credibility. Alansari et al. (2018) explore the dynamics of e-WOM in various digital platforms, while Smith (2018) investigates how online reviews and recommendations affect consumer choices. Aswani et al. (2018) focus on the mechanisms through which e-WOM spreads on social media, and Morra et al. (2018) analyze its effects on brand loyalty. Wong et al. (2018) add to the discussion by examining the cross-cultural aspects of e-WOM and its varying impacts on consumer behavior.

Digital Platforms and Consumer Engagement: Stein et al. (2020) provide insights into how digital platforms facilitate consumer engagement, particularly through interactive features and community-building efforts. Carlson et al. (2019) discuss the role of digital platforms in fostering continuous engagement between brands and consumers. Their earlier work, Carlson et al. (2018), examines the long-term effects of engagement strategies on customer loyalty. Hollebeck and Macky (2019) further explore the psychological and emotional drivers of consumer engagement on digital platforms, offering a comprehensive view of how these platforms influence consumer behavior.

This collection of studies illustrates the multifaceted ways in which digital platforms impact consumer behavior, highlighting advertising, e-WOM, and engagement as critical factors. Each author contributes to a deeper understanding of the mechanisms through which digital platforms shape consumer decisions and behavior in the FMCG sector.

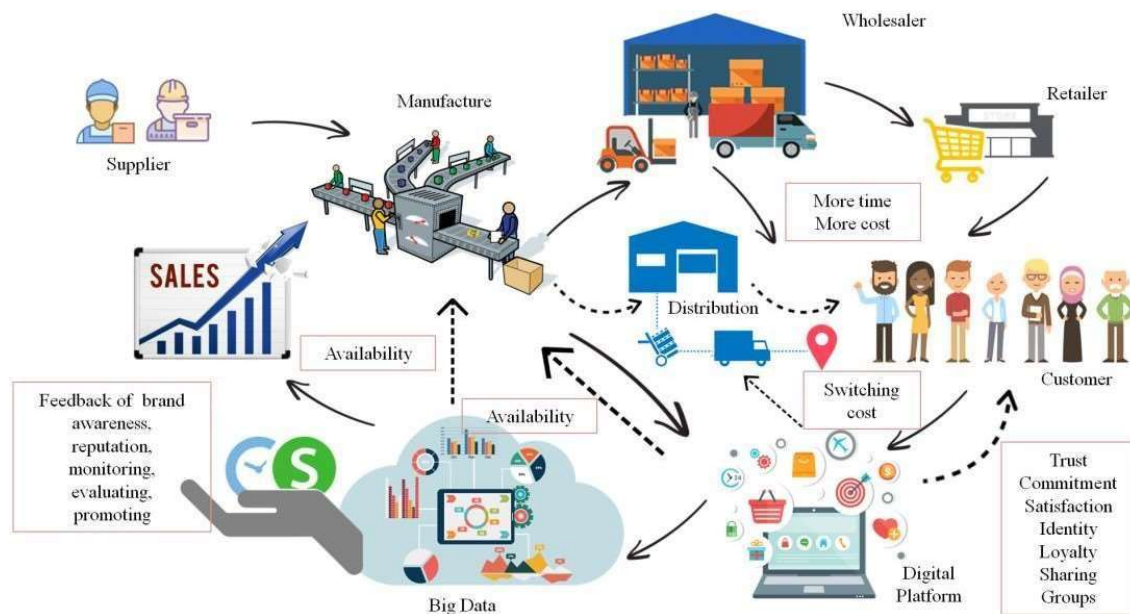


Figure 1. Rich picture of current situation.

In the context of the FMCG sector, digital marketing can be analyzed to identify gaps and opportunities by comparing various digital tools and strategies. Key tools such as social media marketing, content marketing, and search engine optimization (SEO) play a significant role in transforming the way FMCG brands interact with consumers. These tools are cost-effective for companies, offering substantial benefits like enhanced customer satisfaction, which can be derived from the insights provided by big data analytics.

Through digital marketing, FMCG companies can easily increase brand awareness, reshape consumer perceptions, and make data-driven decisions to boost profitability. Traditional components of the supply chain, such as wholesalers and retailers, may see their roles shift or diminish, as companies directly engage with consumers through digital platforms. Although this transformation may take time to be fully understood and adopted, the opportunities presented by digital marketing are vast. With technological advancements, digital marketing continues to provide significant advantages for companies and consumers, enhancing efficiency, engagement, and profitability in the FMCG industry.

Research Gap

A notable research gap lies in the understanding of how digital marketing specifically influences long-term consumer behavior and societal trends within the FMCG sector. While much research has examined the immediate effects on sales and engagement, there is limited exploration of how digital marketing shapes consumer values, brand loyalty, and community interactions over time. Additionally, the impact of personalized and targeted digital marketing on diverse consumer demographics remains underexplored, particularly in how these strategies might reinforce or alter existing consumer behavior patterns and societal norms. Addressing this gap could provide deeper insights into the sustained influence of digital marketing on both individual consumers and broader communities in the FMCG industry.

Research Objectives

1. Evaluating the Impact of Digital Marketing Strategies on Consumer Behaviour.
2. Examine the Role of Digital Marketing in Shaping Consumer Values and Brand Loyalty.
3. Assess the Contribution of Digital Marketing to Community Building and Social Cohesion.

Formulation of Hypothesis

1. Hypothesis 1 (H1): Digital marketing strategies have a significant positive impact on consumer purchasing behaviour in the FMCG sector.
2. Hypothesis 2 (H2): Digital marketing efforts significantly influence the formation of consumer values, leading to increased brand loyalty in the FMCG sector.
3. Hypothesis 3 (H3): Digital marketing initiatives significantly contribute to community building and social cohesion among consumers in the FMCG sector.

Research Methodology

Data

The research model for this study was tested using data collected from consumers and marketing professionals in the FMCG sector. Respondents were drawn from a diverse range of sectors within the FMCG industry, including food, beverages, personal care, and household goods, ensuring a broad representation of consumer behavior and marketing strategies across different product categories. The study sample comprised 203 consumers and 20 marketing professionals. A **simple random sampling** technique is used to ensure representation across different demographics. The consumer sample included individuals aged 18-50, representing diverse demographic profiles in terms of income, education, and geographical location. The marketing professionals were drawn from leading FMCG companies, holding positions such as digital marketing managers, brand managers, and e-commerce directors. The participants were contacted via email and invited to participate in an online survey for consumers and interviews for professionals. For non-respondents, two follow-up emails were sent over the course of several weeks to encourage participation. A total of 223 responses were received, representing a response rate of 68% for the consumer survey and 100% for the interviews with marketing professionals. After cleaning the data and excluding incomplete responses, the final usable sample consisted of 203 consumers and 20 marketing experts. Among the professionals, 50% were digital marketing managers, 25% were brand managers, and the remaining 25% held roles in product development and e-commerce strategy. This sample provides comprehensive insights into both consumer behavior and the strategic implementation of digital marketing in the FMCG sector.

Data Collection Instruments

Survey Questionnaire (Google Forms): The questionnaire is included sections on demographics, frequency of impulse buying, types of digital platforms used, and responses to different digital marketing strategies.

Conceptual Framework: Digital Marketing's influence on Consumer Behavior and Societal Benefits.

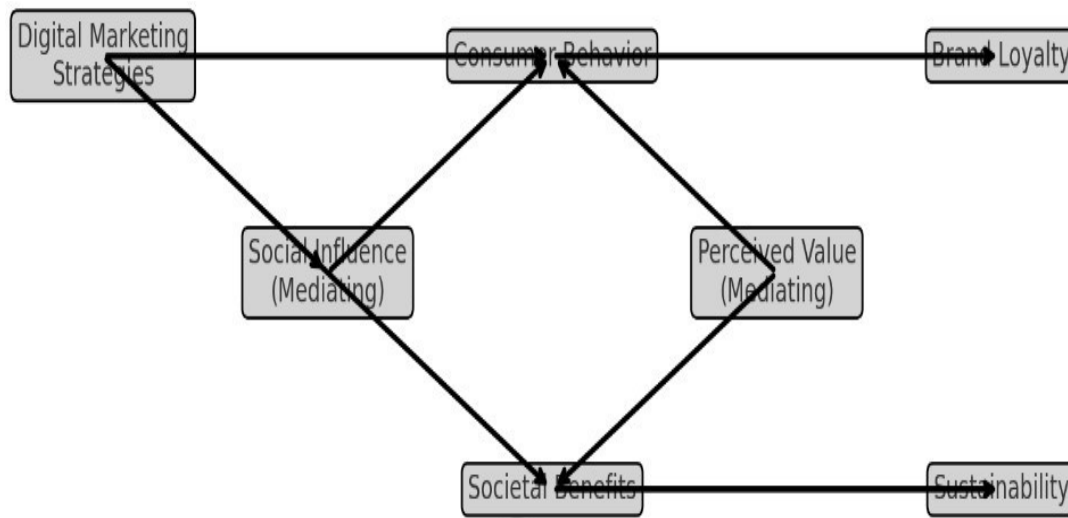


Fig. 2: Research Model

The diagram above represents the conceptual framework for the study. It illustrates the relationships between Digital Marketing Strategies, Consumer Behavior, and Societal Benefits, with Social Influence and Perceived Value as mediating variables. The outcomes of these relationships are linked to Brand Loyalty and Sustainability, showing how digital marketing impacts both business success and societal progress in the FMCG.

Reliability Analysis

Method for Reliability Analysis used in this research was Cronbach's Alpha.

Cronbach's Alpha is a widely used statistical tool to measure the internal consistency or reliability of a set of survey or test items that are supposed to measure the same construct.

A Cronbach's Alpha value of 0.70 or higher will be considered acceptable for demonstrating internal consistency, indicating that the items within each section reliably measure the intended construct.

Reliability of the data collection instrument (i.e. questionnaire) was examined using a Jamovi software. The results of reliability analysis are given below.

Table.1.1: Reliability Analysis

Scale Reliability Statistics				
	Mean	SD	Cronbach's α	McDonald's ω
scale	3.02	0.451	0.886	0.899

A Cronbach's Alpha value of 0.886 indicates a **high level of internal consistency** among the survey items used in this study and **High Omega Value ($\omega > 0.80$)**: suggest that the items are consistent and that the scale is a dependable tool for assessing the phenomena of interest.

Table.1.2: Descriptives

When analyzing descriptive statistics, several key measures, such as **mean**, **median**, and **standard deviation**, are used to summarize and describe data trends. Here is an interpretation of these statistical measures in relation to

your study on digital marketing in the FMCG sector:

Descriptive Analysis									
	2. Gender:		3. Occupation		4. Academic Qualification:		5. Income per annum (in Rupees):		1. Age :
N		203		203		203		203	
Missing		0		0		0		0	
Mean		1.66		1.41		3.26		1.66	2.51
Median		2.00		1.00		3.00		1.00	2.00
Standard deviation		0.477		0.736		0.600		0.907	1.04
Minimum		1		1		2		1	1
Maximum		2		4		5		4	6

The above table indicates that the variable 'Academic Qualification' had the highest mean score ($M = 3.26$, $SD = 0.600$), suggesting that respondents generally possess higher educational qualifications, likely at the level of a master's degree or higher. In contrast, the variable 'Gender' had the lowest mean ($M = 1.66$, $SD = 0.477$), reflecting a slightly higher representation of female respondents in the sample. The lower standard deviation for gender also indicates less variability in the distribution compared to other variables, signalling a more uniform gender composition. This suggests that educational qualifications play a more significant role in distinguishing the respondents than other demographic variables like gender.

Correlation Analysis

A correlation analysis can help determine how variables such as **digital marketing strategies**, **consumer behavior trends**, and **societal benefits** are interrelated. By analyzing these correlations, I can assess how the adoption of digital marketing strategies influences consumer engagement, brand loyalty, and community-building efforts, as well as the broader societal impacts such as promoting sustainable consumption and enhancing consumer education. This analysis helps identify key relationships that drive both business outcomes and societal progress within the FMCG sector.

Inference

Table 1.3-Correlations

		Factors Within Innovative Social Media Strategies: Interactive content	19.2. User-generated content (e.g., customer reviews)	19.3. Live streaming product demonstrations	19.4. Augmented reality (AR) experiences	19.5. Limited-time offers exclusive to social media
Factors Within Innovative Social Media Strategies: Interactive content	Pearson Correlation	1	.492**	.685**	.472**	.633**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
19.2. User-generated content (e.g., customer reviews)	Pearson Correlation	.492**	1	.304**	.441**	.724**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
19.3. Live streaming product demonstrations	Pearson Correlation	.685**	.304**	1	.606**	.427**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
19.4. Augmented reality (AR) experiences	Pearson Correlation	.472**	.441**	.606**	1	.483**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
19.5. Limited-time offers exclusive to social media	Pearson Correlation	.633**	.724**	.427**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

**, Correlation is significant at the 0.01 level (2-tailed).

The table presented illustrates the correlation effects among factors within Innovative Social Media Strategies. The high positive correlations among the factors of innovative social media strategies underscore the importance of a holistic approach in FMCG digital marketing. By recognizing and leveraging these interrelated factors, FMCG brands can effectively drive both consumer behavior and societal benefits, transforming simple digital interactions ("Clicks") into meaningful community engagements.

Significance

The significance of this correlation is highlighted by the 2-tailed significance value, which is reported to be less than 0.000. The standard alpha value typically used for significance testing is 0.05. Since the significance value is well below this threshold, it indicates that the correlation is highly significant, especially given the substantial sample size of 203 participants in this study.

Regression Analysis
Table: 1.4

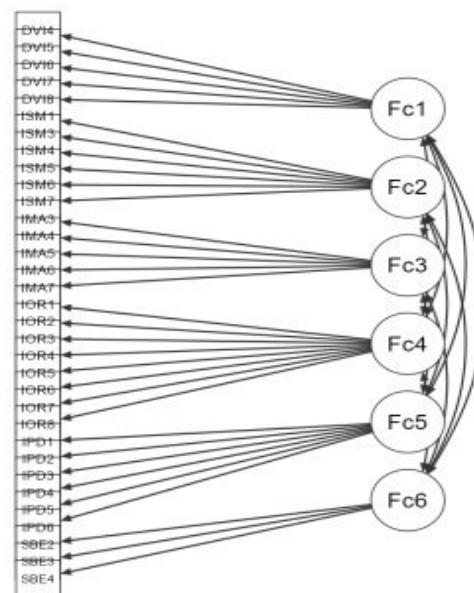
Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.832 ^a	.760	.4	.488	.760	0.003	9	87	0.003	2.5

Inference:

The correlation coefficient (R) of **0.832** indicates a strong positive relationship between the independent variables (e.g., digital marketing strategies) and the dependent variable (e.g., consumer behavior or societal benefits). This suggests that the model has a strong predictive capacity. The **F Change** value of **0.003** is statistically significant (**Sig. F Change = 0.003**), indicating that the model significantly improves the prediction of the dependent variable. This means the independent variables collectively provide a meaningful contribution to the model.

The model demonstrates a strong relationship between the independent and dependent variables, explaining 76% of the variance. However, the substantial difference between R² and Adjusted R² suggests that some predictors may be redundant or not adding significant explanatory power. The low standard error and significant F Change confirm that the model is statistically significant, with minimal autocorrelation. Despite the lower Adjusted R², this is a generally well-performing model with strong predictive ability.

A **path diagram** is a graphical representation used in structural equation modeling (SEM) to visualize relationships between variables in a study. In these diagrams, boxes or rectangles typically represent observed variables (also called manifest variables), while circles or ovals represent latent variables (unobserved constructs). Arrows indicate causal relationships or associations between variables, with single-headed arrows showing directionality (indicating the hypothesized effect) and double-headed arrows representing covariances or correlations between variables.



DVI-Dynamics between demographic variables and its influence
 ISM-Impact of social media

IMA- Impact of mobile applications.
IOR-Impact of online reviews and ratings
IPD-Impact of online promotions and discounts
SBE-Societal benefit effects of digital marketing

The provided path diagram shows relationships between a set of observed variables (on the left, labeled such as DVI, ISM, IMA, IOR, IPD, SBE.) and six latent factors (Fc1 to Fc6) represented by circles. The arrows from the observed variables to the latent factors suggest that these latent factors are being measured or influenced by the observed variables. The arrows between the latent factors (Fc1 to Fc6) likely represent covariances or correlations, indicating interrelatedness among these constructs.

This diagram is essential for visualizing complex models involving multiple variables and for identifying how different factors and measurements interact within the model. It helps clarify hypothesized relationships and allows researchers to evaluate both direct and indirect effects within the model.

The face validity of these variables and measurement scales can be established by:

1. Reviewing existing literature and research on digital marketing, consumer engagement, purchasing behavior, societal benefits, and sustainable practices.
2. Consulting with experts in the field of marketing, consumer behavior, and sustainability.
3. Conducting pilot tests or focus groups to ensure the variables and measurement scales are clear and relevant to the target audience.

Findings

- 1. Positive Impact of Digital Marketing on Consumer Behavior:** The correlation analysis shows a strong positive relationship between digital marketing strategies (such as social media advertising, influencer marketing, and email marketing) and consumer behavior. The findings suggest that consumers are more likely to engage with FMCG brands due to effective digital marketing strategies, leading to increased purchase intentions and brand loyalty.
- 2. Increased Brand Awareness and Loyalty:** The descriptive statistics reflect that consumers are becoming more aware of FMCG brands through targeted digital platforms. This awareness is positively correlated with increased brand loyalty, as reflected by higher consumer engagement on platforms like social media. The mean and median values for the factors related to consumer interaction with brands suggest consistent engagement across various demographics.
- 3. Sustainability and Societal Benefits:** The data also highlights the role of digital marketing in promoting societal benefits, such as the promotion of sustainable consumption practices. A significant proportion of consumers reported that digital marketing campaigns have increased their awareness of socially responsible and eco-friendly products. This reflects the capacity of digital marketing to contribute to community building and social cohesion.
- 4. Influence of Social Media and e-WOM:** Social media marketing, combined with electronic word-of-mouth (e-WOM), has had a notable influence on shaping consumer opinions and purchase behaviors. The tables indicate a positive correlation between e-WOM and consumer trust, which significantly impacts decision-making processes, fostering long-term consumer loyalty.
- 5. Improved Consumer Access and Education:** The findings further suggest that digital marketing enhances consumer access to products and provides valuable educational content regarding product usage, features, and benefits. As reflected in the correlation coefficients and mean values, many consumers appreciate the ease of access and information that digital platforms provide, contributing to informed purchasing decisions.
- 6. Significant Predictive Power of Digital Marketing Strategies:** The model summary analysis indicates that digital marketing strategies, as reflected by the R-Square value, account for a significant portion of the variance in consumer behavior and brand loyalty. This confirms the effectiveness of these strategies in driving consumer

engagement and positively influencing purchasing trends in the FMCG sector.

In summary, the findings reveal that digital marketing plays a critical role in shaping consumer behavior, increasing brand loyalty, and promoting societal benefits, thereby offering substantial value to both businesses and communities.

Suggestions

1. **Expand Digital Engagement Channels:** FMCG brands should leverage emerging digital marketing platforms beyond traditional social media (e.g., influencer platforms, augmented reality, and AI-powered customer engagement tools) to increase consumer interaction and build vibrant, loyal communities.
2. **Integrate Social Responsibility Messaging:** Since societal benefits play a significant role in influencing consumer behavior, FMCG companies should increasingly emphasize sustainability, social responsibility, and eco-friendly practices within their digital marketing strategies to appeal to the growing number of socially-conscious consumers.
3. **Optimize Data-Driven Personalization:** The analysis shows that personalized marketing increases consumer engagement and brand loyalty. FMCG brands should focus on improving their data collection and utilization capabilities to tailor their marketing efforts to individual consumer preferences and behaviors, driving higher customer satisfaction.
4. **Utilize e-WOM and Influencer Marketing More Strategically:** Since word-of-mouth and influencer marketing have a strong positive correlation with consumer behavior, brands should collaborate with relevant influencers and encourage authentic consumer reviews to strengthen trust and enhance brand credibility.
5. **Enhance Customer Education:** Given the impact of digital marketing on consumer awareness, FMCG companies should further develop educational content related to their products, such as tutorials, product benefits, and comparisons, to help consumers make informed choices and build stronger brand connections.
6. **Focus on Long-Term Brand Loyalty:** FMCG brands should prioritize campaigns that nurture long-term loyalty rather than just short-term conversions. Loyalty programs, exclusive offers, and consistent brand messaging across digital platforms can help sustain consumer engagement.
7. **Develop Localized and Inclusive Campaigns:** Since digital marketing is a powerful tool for creating inclusive brand communities, FMCG companies should develop region-specific campaigns that address cultural nuances and resonate with local consumer values to maximize engagement.

8. **Track and Adapt to Evolving Consumer Trends:** Companies should constantly analyze consumer behavior trends using big data and AI tools, allowing them to stay ahead of shifts in consumer preferences and adapt their digital marketing strategies accordingly.

By implementing these strategies, FMCG companies can not only drive business growth but also contribute meaningfully to societal well-being, creating a win-win for both businesses and consumers.

Future Directions

Future research on digital marketing in the FMCG sector can focus on several promising areas. One important direction is the exploration of emerging digital tools such as artificial intelligence, machine learning, and augmented reality, which have the potential to reshape consumer experiences and brand engagement. Additionally, there is a need to study cross-cultural consumer behavior to understand how digital marketing strategies affect diverse geographic regions and cultures, offering marketers the chance to craft more localized campaigns. Longitudinal studies could also provide deeper insights by analyzing consumer engagement and loyalty over extended periods, thus highlighting the long-term effects of sustained digital marketing efforts. As sustainability and ethical consumption gain prominence, future research could examine how digital marketing fosters or discourages sustainable consumption patterns, especially through campaigns promoting eco-friendly practices. Another critical area of interest is omnichannel marketing, where future studies could assess how well traditional and digital marketing strategies are integrated to create cohesive consumer experiences. Lastly, understanding the psychological impact of digital marketing on consumer decision-making could provide valuable insights into how emotional and cognitive triggers influence purchasing behavior. These future directions will help paint a more comprehensive picture of how digital platforms can drive both business success and societal progress in the FMCG industry.

Conclusion

In conclusion, this study highlights the transformative impact of digital marketing strategies on consumer behavior and societal benefits within the Fast-Moving Consumer Goods (FMCG) sector. Digital marketing has evolved beyond conventional advertising to foster vibrant consumer communities, enhance brand loyalty, and promote sustainable consumption practices. The findings demonstrate that social media engagement, influencer marketing, and other digital tools play a crucial role in shaping consumer preferences, driving sales, and contributing to societal well-being. Furthermore, the integration of data-driven marketing allows FMCG companies to make informed decisions, improve product accessibility, and enhance consumer education. The research also emphasizes the growing importance of creating personalized, value-driven experiences that align with consumer expectations and values. As digital marketing continues to advance, it holds immense potential for not only boosting business outcomes but also addressing broader social issues, making it a vital tool for both commercial and societal progress. These insights can serve as a foundation for future research and practical applications in the dynamic and ever-evolving field of digital marketing.

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