

## Impacts of Digital Marketing Strategies on Brand Loyalty of Fast Moving Consumer Goods

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### Abstract

Since the advent of the digital era, every bleak aspect of the market has shifted to the intangible digital world. Be it marketing, advertising, selling, or interactive platforms for customers, the digital world has taken the market by storm. Digital marketing offers a range of tactics that enable companies to target specific audiences, track consumer behavior, and measure the effectiveness of marketing. Digital marketing strategies have a significant impact on the sales of FMCG products. The study examines the impacts caused by digital marketing strategies on brand loyalty of FMCGs. The study is empirical in nature conducted based on the opinions of consumers using the digital marketing of FMCG products. The primary data are gathered by the researcher via a well-designed, organized, and complete questionnaire. A technique known as snowball sampling is being used to gather information from customers who are buying fast-moving consumer goods (FMCG) via digital marketing. After the reliability tests, the standard deviation and means of pilot test is used to determine that a sample size of 267 would be appropriate. In order to investigate the influence that digital marketing tactics have on the marketing of fast-moving consumer goods (FMCG), confirmatory factor modeling is used. The study imposes significant insights towards the impacts created by digital marketing strategies on brand loyalty of FMCG consumers. The role of digital marketing strategies is evident in the cause and effect relationship among the three factors which determine impacts caused on brand loyalty of FMCG products. The use of digital marketing methods may be of great assistance in bolstering the ties that already exist between businesses and their clientele.

*Keywords: Branding, Brand Focus, Brand Loyalty, Competition, Digital Marketing, FMCGs.*

## **Introduction**

Fast-moving consumer goods (FMCG) are products that are typically consumed or replaced frequently by consumers. These goods have a relatively short shelf life and are characterized by their high turnover rate, rapid sales, and low-cost nature. FMCG products are everyday essentials that people purchase regularly, often without much consideration or research. Some common examples of FMCG products include:-

### Food and Beverages:

This category includes items like milk, bread, snacks, canned goods, soft drinks, and ready-to-eat meals.

### Personal Care Products:

Products such as toothpaste, shampoo, soap, deodorant, and skincare items fall into this category.

### Household Cleaning Products:

Cleaning agents, detergents, disinfectants, and paper products like toilet paper and tissues are considered FMCG.

### Healthcare Products:

Over-the-counter medications, vitamins, and first-aid supplies are part of the FMCG sector.

### Cosmetics and Beauty Products:

Items like makeup, perfumes, and grooming products are also included in this category.

### Tobacco Products:

Cigarettes and other tobacco-related products are fast-moving consumer goods.

These products are widely distributed through various channels, including supermarkets, convenience stores, online retailers, and more. FMCG companies often engage in competitive marketing strategies to capture and retain market share in this highly dynamic and fast-paced industry.

As the market is flooded or oversupplied with an infinite number of items and a big number of brands, people who use a product or service are demanding more and more in the sophisticated market surrounding circumstances. It is

because the market is presenting them a wide variety of options to choose from. People in this day and age are becoming pickier about the items and services they purchase on the basis of the value. Consumers are working harder than ever to get the most out of their money and want to maximize their returns. In light of the same, modern marketers hunt for success strategies and means of accomplishing objectives in a hurried and agitated manner in order to keep a set of individuals who are loyal to the items or services that they are offering for sale. This is notably crucial for the low-priced, daily-use, unable to survive through harsh circumstances goods that are purchased again and again by the people at frequent intervals of time or space. These products are often referred to as fast-moving products and can generally be found at stores that sell Fast-Moving Consumer Goods (FMCGs).

The purchasing pattern of individuals with regard to FMCG are of particular interest to the marketer as these products are purchased repeatedly, and it is the act of purchasing something in exchange for money that ultimately results in the generation of volume, as well as money produced and desirable things obtained. Some research findings point to the fact that individuals, in general, are found to be fairly loyal to the brands of often purchased things. The strategies and means by which marketers may cultivate and maintain customer loyalty to their goods and services are a continuing focus of their attention. Nevertheless, retaining or maintaining clients in a market environment that is very competitive, risky, and unstable is in reality a very difficult proposal or viable plan of action to implement. The person who generally becomes loyal to a brand is one whose thoughts and beliefs are the most similar to that brand. However, people's thoughts and beliefs are bound to change over time, particularly from one generation to the next, and the brand that is adaptable enough to change its personality survives the longest. Simply put, brand loyalty is demonstrated when a person uses a concrete item to stand in for a concept or feeling based on a favorable point of view or manner of behavior that has been established in the minds of the people towards a specific brand of product or service. This, in turn, results in the individual making repeated purchases of something for money and recommending the same brand to other people.

Loyalty to a certain brand is undeniably one of the most essential and fascinating aspects connected to the actions of consumers who make use of a particular product or service. This is also an incredibly vital area for marketers to

explore things in order to ensure their continued survival and development in the face of intense competition from the environment.

As digitalization becomes a thing, the online economy is also growing fast and it comes with high demand. This phenomenon is increasing the demand for Digital Marketing roles in many companies. FMCG companies are selling the customers' daily driver products and they span across many categories (food and beverages, baked goods, processed foods, cleaning products, beauty and cosmetics, office supplies, etc), thus FMCG companies need to be everywhere to reach the mass audience. Internet connections in real time are required for the operation of digital marketing, which includes the usage of emails, blogs, social media, and search engine optimization. It also covers additional channels, such as paid advertisements, applications, and online tools, as well as websites for businesses and business networking websites. Internet marketing, on the other hand, is mostly based on having an online presence and is accountable for growing sales via the use of websites, pay-per-click advertisements, and search engine traffic.

The concept of digital marketing refers to the practice of using a variety of various technologies in order to establish a number of distinct online channels for the purpose of communicating with and informing clients. Through two-way connection with customers, the goal of digital marketing is to assist and encourage marketing efforts with the end goal of achieving successful company and customer retention. In this way, digital marketing acknowledges the strategic significance of internet technology and creates a prepared strategy to attract clients and sway them towards digital services via e-communication. The organizations are able to retain clients by offering integrated targeted messaging, increasing their knowledge of the customers, and providing online services that are tailored to the specific requirements of each individual customer. In light of the rapid advancements in technology and the widespread use of the internet, digital marketing has emerged as an essential instrument for ensuring the long-term viability of companies.

### **Benefits of Digital Marketing for FMCG Brands**

A growing number of consumers now prefer to buy mass consumer products online rather than visiting a physical store. Reports from Google and Bain and Co show that around 11 billion dollar, or two-thirds of total sales of beauty and hygiene products, will be influenced by online marketing. A solid full-

funnel digital marketing strategy is a must for consumer goods brands today. Digital marketing for consumer goods companies does not mean going back to the proven 4 Ps of marketing. Rather, it involves using the marketing mix of mass consumer products to bring them up to date. The digital marketing techniques at FMCG not only allow marketers to capture the consumer in the final stage of purchase, but also establish a relationship with him from the beginning, something that was not possible before. This requires marketers to focus on a holistic consumer goods digital strategy, not only to influence customers, but also to personally involve them. Coca Cola was one of the first brands to put personalization and personalization at the forefront of its digital campaigns. This created a strong bond between the brand and the named individuals rather than anonymous customers.

A strong digital marketing strategy offers many benefits to consumer goods brands:

**Helps Distinguish the Brand** – Since the FMCG sector is characterized by a variety of similar products; it offers consumers the opportunity to choose from a wide range of products. Having a clear and defined marketing strategy helps create a unique brand identity. These somehow help consumers to form a solid opinion about the brand, which somehow influences their purchasing decisions.

**Brand Visibility** – Creating a unique and specific brand space within digital channels is important for consumer goods brands. This means that the brand name must be prominent when a user searches for it on social media channels such as Google, Facebook, YouTube, Instagram, Twitter, and LinkedIn. To do this, brands must protect their brand assets, such as domain names or social media identifiers. However, securing a top position in Google's organic rankings requires more than just the proper domain name. On average, Google receives more than 72,000 searches per second, making it the most widely used search engine in the world, followed by its subsidiary video search engine, YouTube. It is estimated that around 50 percent of Internet users use YouTube. Therefore, a strong online presence is vital for any brand.

**Innovative Way to Display the Brand** – Virtual shelf display is an important focus in consumer goods marketing. It helps to reach the target audience effectively, which makes the marketing strategy more profitable. Like

physical shelves, digital marketing also allows the companies to position their products in a contextual way. By using tools like AdWords Smart Display, products can be easily displayed while consumers can explore similar categories.

Currently, the FMCG market is valued at approximately \$670 billion, and by 2027, it is estimated to reach almost \$900 billion. With such a robust growth trajectory, this industry has tremendous potential for the future.

One of the most notable advantages of FMCG marketing lies in the inherent nature of these products.

Loyal customers are a strong foundation of this sector, with many individuals purchasing FMCG items frequently, sometimes even on a daily or weekly basis. These products are things we need in our everyday lives, and they are used by different types of people.

Even when times are tough and money is tight, these products are still in demand, which means the FMCG industry is very resilient and can handle difficult times well.

### **Challenges of FMCG sector**

However, amid the promising opportunities, FMCG marketing poses certain distinct challenges:

**Intense Competition:**

Due to the large number of customers in the FMCG market, many companies are attracted to it. This has made the market very competitive. It takes a lot of creativity and smart thinking to succeed in this busy market.

**Customer Attraction:**

When there are so many options in the market, it can be really difficult for a brand to get people to notice, especially if they don't already have a lot of loyal customers. To stand out, brands need to have really good marketing that speaks to the people they want to sell to.

**Loyalty Struggles**

FMCG products are often seen as basic goods that are similar to each other. This makes it hard for companies to keep customers loyal to them. People in this category often choose products based on the low price, sales, and special deals.

**Dynamic consumer behavior**

As the name fast-moving consumer goods (FMCG) companies suggest, the products/goods of FMCG on a daily basis are bought and sold on a fast-paced daily basis. However, rapid consumption doesn't guarantee loyalty to the company. There is a great possibility that they hop from particular brand to the rivals. Humans are capricious; it is embedded into the personality. Curiosity, changing wants and desires bring change in consumers' opinions and behavior. This makes it difficult for FMCG to grasp the changes in consumer behavior and trends.

#### Distribution channel

The most pertinent factor that contributes to the success of any FMCG company is undoubtedly having an effective web of distribution channels. For this, it is required that the companies have greater awareness about all sorts of medium channels to reach out to their consumers. However, with the expanding market and progressive medium changes, some FMCG companies lack insights into various sales channels.

#### Regional Considerations:

While many FMCG companies operate globally or nationally, achieving success in this industry relies on comprehending and accommodating regional disparities and preferences. Adjusting strategies to local markets is crucial for sustained growth.

Even though FMCG products have a few challenges, a good marketing strategy can alleviate all these and help companies to succeed.

#### Review of Literature

##### **Santos, Z. R., Coelho, P. S., & Rita, P. (2022)<sup>1</sup>**

Two ideas that have received a lot of attention in recent research as facilitators of brand benefits are consumer-brand identification and consumer participation in social media brand communities (SMBC). This research examined the significance of these two ideas and how they combine to influence brand loyalty in the FMCG market. This quantitative research confirms previous qualitative findings that information seeking, brand passion, emotions of community connection, and self-expression in the community are the primary motivators for consumer participation in SMBC in the FMCG industry. Brand trust and loyalty are enhanced when consumers actively participate in and identify with

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<sup>1</sup>Santos, Z. R., Coelho, P. S., & Rita, P. (2022). Fostering Consumer-Brand Relationships through social media brand communities. *Journal of Marketing Communications*, 28(7), 768-798

the brand. Since consumer-brand identity has a negative moderating effect on the connection between SMBC participation and brand loyalty, it follows that the effect of SMBC participation on brand loyalty is greatest when consumer-brand identification is low. This research demonstrated the importance of SMBC as a platform for interaction between businesses and customers, facilitating the identification of shared goals and priorities.

**Verma, R., & Kumar, M. (2022)<sup>2</sup>**

Customers are more likely to be engaged in a positive experience thanks to the customized and interactive relationships that may be established thanks to web technology also. Effective E-CRM is promoted by using the free, innovative tools and methods of social media. Brand extension is a marketing technique wherein corporations like ITC, HUL, P&G, and many others utilize brand equity amongst loyal consumers by launching new products under an already established brand name. This research set out to look at how different techniques for extending the FMCG ITC Aashirwaad Social CRM brand affected customer involvement and the value of the company overall. Perceived product extension fit, brand image, brand experience, and brand love are also examined, along with their impact on consumer engagement behavior. The current research used structural equation modeling with a sample size of 462 respondents to test and verify the suggested model. The research showed that brand's equity and level of consumer involvement may be influenced by a company's approach to social CRM brand extensions.

**Mitiku, A. (2021)<sup>3</sup>**

This study looked at how Awash wine's digital marketing strategy has affected its brand recognition and customer loyalty. The marketing staff and Awash wine drinkers both were taken into account during the paper's assessment. The significance of this issue stems from the belief that the extent of a brand's presence on digital marketing platforms directly correlates to its level of awareness and visibility in Ethiopia's alcoholic beverage sector. But in this fast-moving sector, Awash wine has to concentrate on preserving the brand expansion of its goods. A sufficient number of answers were received via the questionnaire,

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<sup>2</sup> Verma, R., & Kumar, M. (2022). Brand Extension in FMCG Sector Through Social Media Enabled CRM and Investigating Its Impact on Brand Equity in *Building a Brand Image through Electronic Customer Relationship Management* (pp. 201-236). IGI Global

<sup>3</sup> Mitiku, A. (2021). *The impact of digital marketing on brand awareness and brand loyalty: the case of Awash Wine SC* (Doctoral dissertation, ST. MARY'S UNIVERSITY).



and they were evaluated using SPSS version 20 to draw conclusions regarding a variety of determining variables, including respondents' familiarity with social media, branding, brand awareness, digital marketing, and awash wine goods. Research showed that combining pay-per-click (PPC) advertising with more traditional forms of advertising and social media marketing may boost brand awareness and loyalty. In addition, the research's findings suggested a high association between online interaction and both brand recognition and brand loyalty. Engaging in online advertising has helped Awash wine stand out, and it motivated people to buy the brand again.

**Aji, P., Nadhila, V., & Sanny, L. (2020)<sup>4</sup>**

This research aimed to find out whether organizations who engage in social media marketing activity (SMMA) see an increase in brand equity, e-WOM sharing, and consumer desire to buy. This study aims to examine how SMMA influences consumers' propensity to make a purchase. Scholars made an effort to synthesize the findings of prior investigations for the benefit of future readers and scholars. Structural equation modeling findings validated the present model and showed SMMA to have a beneficial impact on brand value. In addition, e-WOM was positively affected by brand equity, and it continued to have a constructive effect on consumers' propensity to make a purchase.

**Kamal, S., Afridi, W. A., & Hashim, H. (2020)<sup>5</sup>**

Social media marketing (SMM) on platforms like Facebook, Instagram, and YouTube have been key to the recent explosive rise of digital marketing. This study's overarching goal was to learn how successful digital marketing has been in Dhaka, Bangladesh's fast-moving consumer goods sector. This study's goal was also to determine whether or not brand equity (BE), defined here as a composite measure of the perception of the brand, brand awareness, brand preference, and brand loyalty, is related to several facets of SMM initiatives, including but not limited to: entertainment, engagement, trendiness, personalization, and word of mouth. In the undercurrent of literature, an empirical structure is structured to offer better comprehension and to graphically illustrate the relevant theory. We used a convenience sample of 104 people was covered

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<sup>4</sup> Aji, P., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91-104.

<sup>5</sup> Kamal, S., Afridi, W. A., & Hashim, H. (2020). Effectiveness of Digital Marketing on Building Brand Equity in the FMCG Industry.

for the survey. The data were analyzed and conclusions were drawn using the SPSS program. Furthermore, the research hypotheses were examined for their relevance.

**Sundström, M., & Hjelm-Lidholm, S. (2020)<sup>6</sup>**

The complicating matter was the widespread adoption of an incomplete understanding of customer loyalty and relationship management strategies in fast-moving consumer goods (FMCG) industries. The authors adopted a human resources lens to the topic of customer loyalty inside a business, presenting a conceptual framework and model based on research from the field of human resources. High staff turnover is a problem for many businesses because of the money it takes to replace departing workers. This raises the issue of how to best organize the customer as an external human resource in order to foster customer loyalty. The conceptual model added practical value by suggesting that insights into customer loyalty may be gleaned from the study of effective staff recruitment and employee motivation.

**Sadek, H., Elwy, S., & Eldallal, M. (2018)<sup>7</sup>**

This study aimed to examine the effects of both official and unofficial Facebook brand communications on Egypt's fast-moving consumer goods (FMCG) industry's five dimensions of consumer-based brand equity (CBBE). This paper employed a quantitative technique, which includes the delivery, collection, and analysis of a substantial survey questionnaire. Questionnaires were distributed both in person and online. Using a quota sampling technique meant to accurately represent Egypt's population, data from 400 individual customers were analyzed using structural equation modeling (SEM). In the CBBE framework, firm-created social media brand communication was only shown to have a substantial positive influence on four of the variables (brand awareness, brand perceived quality, brand associations, and brand trust). User-generated social media brand communication has little impact on consumers' evaluations of a company's quality, commitment to their products, or faith in their reliability. User-generated content in the form of social media posts about brands has been found to lower both brand recognition and positive connections with such brands.

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<sup>6</sup> Sundström, M., & Hjelm-Lidholm, S. (2020). Re-positioning customer loyalty in a fast moving consumer goods market. *Australasian Marketing Journal (AMJ)*, 28(1), 30-34.

<sup>7</sup> Sadek, H., Elwy, S., & Eldallal, M. (2018). The impact of social media brand communication on consumer-based brand equity dimensions through Facebook in fast moving consumer goods: The case of Egypt. *Journal of Business and Retail Management Research*, 12(2).

**Ahmed, R., Kumar, R., Baig, M., & Khan, M. (2015)<sup>8</sup>**

Finding out how digital media may help businesses boost profits and improve product promotion was the driving force behind this study. The study also aimed to gauge the extent to which the general public is familiar with the distinction between traditional and digital media. The study is unique in its exploratory nature and qualitative methodology. In leaders in the digital media industries were interviewed. This study's results, in contrast to those of traditional media, suggested that smart marketing may boost brand awareness and sales in Pakistan. The shift from conventional to digital advertising has opened up vast opportunities for the digital media to play a pivotal part in building illustrious brands, as this article has shown.

**Rashid, P. (2014)<sup>9</sup>**

The goal of this thesis was to provide new empirical evidence for integrated marketing communication (IMC) strategies in the fast-moving consumer goods (FMCG) sector. More narrowly, the research looks at how communication may have a significant impact on awareness, associations/image, and sales. The results demonstrate that awareness, associations, and sales are little impacted by digital marketing's communication channels. Traditional marketing communication channels are more effective in influencing light users than heavy users, according to a comparison of the two groups. Awareness was shown to be more affected by social media content produced by people in the heavier category, as opposed to the company itself. The social media efforts of the focus company and others were shown to have synergistic impacts.

**Matarid, N. M., Youssef, M. A. M., & Alsoud, G. A. (2014)<sup>10</sup>**

This study examined the practice of expanding a brand in fast-moving consumer goods (FMCG) in the Egyptian food and beverage sectors. Consumer-Based Brand Equity was the focus of this empirical study, with Brand Equity itself being determined by the same three parameters (perceived quality, Brand Loyalty, and Brand Association) that make up Brand Extension. The results demonstrated a positive and robust relationship between brand growth and consumer-based

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<sup>8</sup> Ahmed, R., Kumar, R., Baig, M., & Khan, M. (2015). Impact of digital media on brand loyalty and brand positioning. Available at SSRN 2708527.

<sup>9</sup> Rashid, P. (2014). Managing Brand Equity in an Integrated Marketing Communication Strategy:-A Case Study in the FMCG industry of the effectiveness and synergies of digital marketing channels.

<sup>10</sup> Matarid, N. M., Youssef, M. A. M., & Alsoud, G. A. (2014). The impact of brand extension strategy on the brand equity of fast moving consumer goods (FMCG) in Egypt. *European Journal of Business and Management*, 6(21), 154-164.

brand equity among the fast Moving Consumer Goods (FMCG) industry in Egypt. Recognition of the brand, customers' perception of the brand, and the degree of uniqueness displayed by the consumer (excluding imitation) are all important contributors to a company's brand equity.

### **Research Gap**

According to the earlier research studies that were reviewed, consumers are undeniably fascinated by digital marketing, make extensive use of the aforementioned networks, and are, to some degree, swayed by the effects of digital advertising. Majority of the studies that have been done, have focused on the more economically developed western globe. Although there is a growing trend of consumers and brand marketers in India adopting social media platforms, digital usage is still in its infancy in India, and there is almost no research done on the digital media-oriented consumption habits of consumers, as well as their attitude, perception, and nature of involvement on digital marketing networks. This is despite the fact that there is a growing trend of consumers in India adopting social media platforms. In addition, there is a paucity of study on the responsiveness of millennial towards the marketing activities of brands that are carried out on digital modes, as well as their attitudes, views, motives, and expectations from digital modes and lifestyle brands that are presented in this medium. The effects of digital marketing tactics on brand loyalty have not been well quantified in the existing body of research, which is the primary emphasis of this study.

### **Statement of the Problem**

A company's greatest chance of reaching new customers is via digital channels. By establishing a more personal connection with their target audience, these media outlets have become a game-changer for many companies. More and more businesses are launching new social activities and making use of other digital marketing channels than ever before. The companies that use digital marketing strategies have matured in their approach. Many major corporations across the world now incorporate social media marketing into their overall advertising strategies. When it comes to researching, shopping for, and analyzing businesses, customers increasingly turn to digital marketing as the dominant digital communication medium. Even if a brand's website has high-quality, informative information, it needs strategic marketing to ensure it doesn't fall behind the pack. These days, businesses use digital marketing to do anything from

announce a new product to have ongoing conversations with existing clients. Several marketers have employed digital marketing to promote their companies and have achieved exceptional success. In today's rapidly evolving business environment, digital marketing significantly contributes to the development of a company's product or service's brand. Digital marketing keeps customers better informed and sways them throughout their purchase decision. Digital marketing exposes consumers to several models, prompting them to question whether or not those models are a good match for their own needs. The brand's creators are relentless in their pursuit of the intended consumers via several avenues of contact. One of the avenues of communication that promises to foster expansion and deepen customer loyalty to brands is digital marketing. There is still some confusion about how to use various social media channels for optimal client interaction and improved customer relationship management. This research investigates the effectiveness of digital marketing in fostering customer participation, brand engagement, and brand loyalty.

### **Research Question**

- What are the vital impacts that are created by digital marketing strategies on brand loyalty of FMCGs?

### **Significance of the Study**

Today, it's not enough to rely just on tried-and-true methods of advertising to attract customers, launch new ventures, or increase brand recognition for established enterprises. If businesses are serious about long-term success, they need to use digital marketing strategies to maintain ties with customers and adapt to an ever-evolving market. To do this, businesses need to develop and implement effective digital marketing strategies, for which they will require a thorough familiarity with their target audience and the perspectives they hold. Despite being in its infancy, digital marketing is making ripples throughout the internet in India, with companies of all shapes and sizes jumping on the social media bandwagon. Organizations require a firm theoretical grounding in digital marketing and the usage aspects (such as access via mobile devices) in order to put precise marketing plans into action. To make informed decisions regarding marketing communication through the precise evaluation of many facets of digital marketing, a strategy that takes a more holistic approach is required. Furthermore, there is lack of studies that examine how customers' purchasing habits and brand loyalty are affected by the digital marketing strategies employed by the firms which

selling are fast-moving consumer goods (FMCG). Customers as individuals are the primary beneficiaries of the expanding influence of digital marketing strategies. Information technology has had a profound impact on their daily lives, making them the first generation to have lived their whole lives in digital settings. Although there is an urgent need to understand how clients use digital marketing, there is a shortage in the number of research that has evaluated the expansion of digital marketing strategies. Despite the increasing popularity of digital marketing media for branding purposes, the chance of digital advertising channels to impact the brand loyalty of consumers of fast-moving consumer goods (FMCG) remains unexplored.

### **Objective of the Study**

- To examine the impacts caused by the digital marketing strategies on brand loyalty of FMCGs.

### **Research Methodology**

An empirical research approach is used because it gives the researcher the opportunity to conduct interviews with individuals who not only have knowledge but also a comprehensive comprehension of the topics. Because of the analytical and empirical character of the research, its findings are derived from primary data. The primary data are gathered by the researcher via a well-designed, organized, and complete questionnaire. This questionnaire was drafted by the researcher with consideration given to the theoretical literature, previous research results, and the aims of the research project. The major objective of this research is to investigate the impact that digital marketing has had on consumer loyalty to brands. A technique known as snowball sampling is being used to gather information from customers who are buying fast-moving consumer goods (FMCG) via digital marketing. This is being done in order to fulfill the requirements of this study. Following the completion of the reliability tests, the Z formula determined that a sample size of 267 would be appropriate. It was decided that doing personal interviews would be the most effective method for getting feedback from customers who made their FMCG purchases utilizing digital media. The following methods were used in order to carry out an analysis of the data with regard to the objectives that were agreed upon for the research project in order to ensure that it was successful. In order to investigate the influence that digital marketing tactics have on the marketing of fast-moving consumer goods (FMCG), confirmatory factor modeling was used.

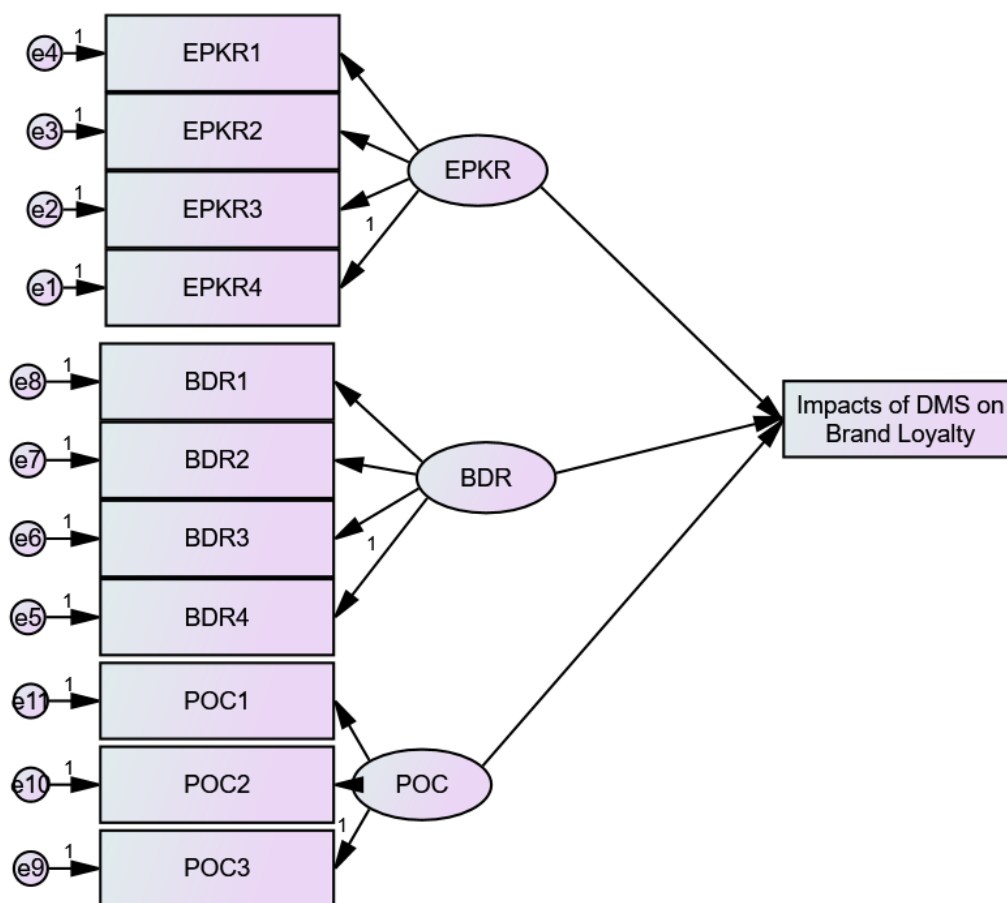
## Analysis and Interpretations

The confirmatory factor modeling was used for examining the effect of digital marketing strategies on brand loyalty of FMCG consumers in the study area. The role of the digital marketing strategies in building brand loyalty is vital for examining the consumer behavior of FMCG products. The impacts of digital marketing strategy is assessed with the following factors and variables determined from the opinions of consumers who are making purchases based on digital marketing.

- |             |   |   |             |
|-------------|---|---|-------------|
| <b>I.</b>   | <b>Enhanced Product Knowledge and Reach</b> | - | <b>EPKR</b> |
| a.          | Increased product knowledge                 | - | EPKR1       |
| b.          | Information reach is enhanced               | - | EPKR2       |
| c.          | Product composition are enlightened         | - | EPKR3       |
| d.          | Utilities are explained in detail           | - | EPKR4       |
| <b>II.</b>  | <b>Better Delivery and Redressal</b>        | - | <b>BDR</b>  |
| a.          | Accurate delivery date of products          | - | BDR1        |
| b.          | Possibility of Tracking the products        | - | BDR2        |
| c.          | Efficacy in organisation of distribution    | - | BDR3        |
| d.          | Appropriate redressal                       | - | BDR4        |
| <b>III.</b> | <b>Promotional Offers and Cash back</b>     | - | <b>POC</b>  |
| a.          | Competitive prices are getting lower        | - | POC1        |
| b.          | Higher promotion offers                     | - | POC2        |
| c.          | Getting cash-backs and instant discount     | - | POC3        |

## Structural Equation Modelling

The elements that have been mentioned are used to assess the aspects of digital marketing tactics that have an influence on brand loyalty. These factors are then put to use in the process of developing a model based on confirmatory factor modeling with structural equations.



**Chart -1**

***Tested Model - Impacts of Digital Marketing Strategies on Brand Loyalty***

The model explains the effects of digital marketing techniques on brand loyalty based on consumers’ opinions. The level of influence is tested with the above path model which quantifies casual relationship using regression estimates and factor loadings. The modeling gives a thorough study of the cause and influence of digital marketing strategies on brand loyalty based on these criteria. The model prediction will be highly useful for marketing companies to estimate brand loyalty based on the strategies used for improving the reach of their products. The impacts are measured based on underling relationship among the factors and variables involved in the model.

**Table-1 – Number of Variables**

S.No	Information	Counts
1.	Number of Variables in the Model	26
2.	Number of Exogenous Variables	12



3.	Number of Endogenous Variables	14
Sample Size		267

(Source: Primary Data)

### Maximum Likelihood Model

Utilizing regression weights, the maximum likelihood method offers an explanation of the connection that exists between the components and variables that constitute the digital marketing strategy. This is accomplished by referring to the maximum likelihood matrix. There is a major link that exists between a large association between the numerous components that are a part of the study that aims to examine the effect of digital marketing strategy on brand loyalty and this relationship is significant. The research tries to assess the influence that digital marketing strategy has on brand loyalty. The results of the research which are subsequently weighted using regression are used to create the conclusion of the effect analysis. This conclusion is obtained from the findings of the inquiry.

**Table -2**  
**Likelihood Estimates**

			Estimate	S.E.	C.R.	P	Label
EPKR	<---	EPKR	1.000				
EPKR	<---	EPKR	1.057	.080	13.211	***	
EPKR	<---	EPKR	-.029	.145	-.200	***	
EPKR	<---	EPKR	.139	.115	1.208	***	
BDR	<---	BDR	1.000				
BDR	<---	BDR	.980	.149	6.580	***	
BDR	<---	BDR	-.038	.068	-.557	***	
BDR	<---	BDR	.470	.075	6.282	***	
POC	<---	POC	1.000				
POC	<---	POC	.843	.145	5.821	***	
POC	<---	POC	.988	.167	5.926	***	
Impacts of DMS on Brand Loyalty	<---	EPKR	1.813	.144	12.605	***	
Impacts of DMS on Brand Loyalty	<---	BDR	.101	.074	1.367	***	
Impacts of DMS on	<---	POC	3.041	.416	-7.315	***	

			Estimate	S.E.	C.R.	P	Label
Brand Loyalty							

(\*\*\*- indicates significance @ 1 % level and \*\*- indicates significance @ 5 % level)

The cause and effect impacts created by the three factors of digital marketing strategies are strongly influencing the brand loyalty of consumers. The diverse areas of the digital marketing strategies are identified and their relationship with the variables is measured by the beta estimates. The impacts created by the digital marketing strategies are evident in the areas of Enhanced Product Knowledge and Reach, Better Delivery and Redressal and Promotional Offers and Cash-back. These impacts are creating significant influence on brand loyalty towards FMCG products based on digital marketing strategies.

### Confirmatory Factor Modelling

The following model has been calibrated based on the parameters that assess the confirmatory factor model and this framed model analyzes the effects that were caused by the digital marketing techniques on the brand loyalty of customers in the research region.

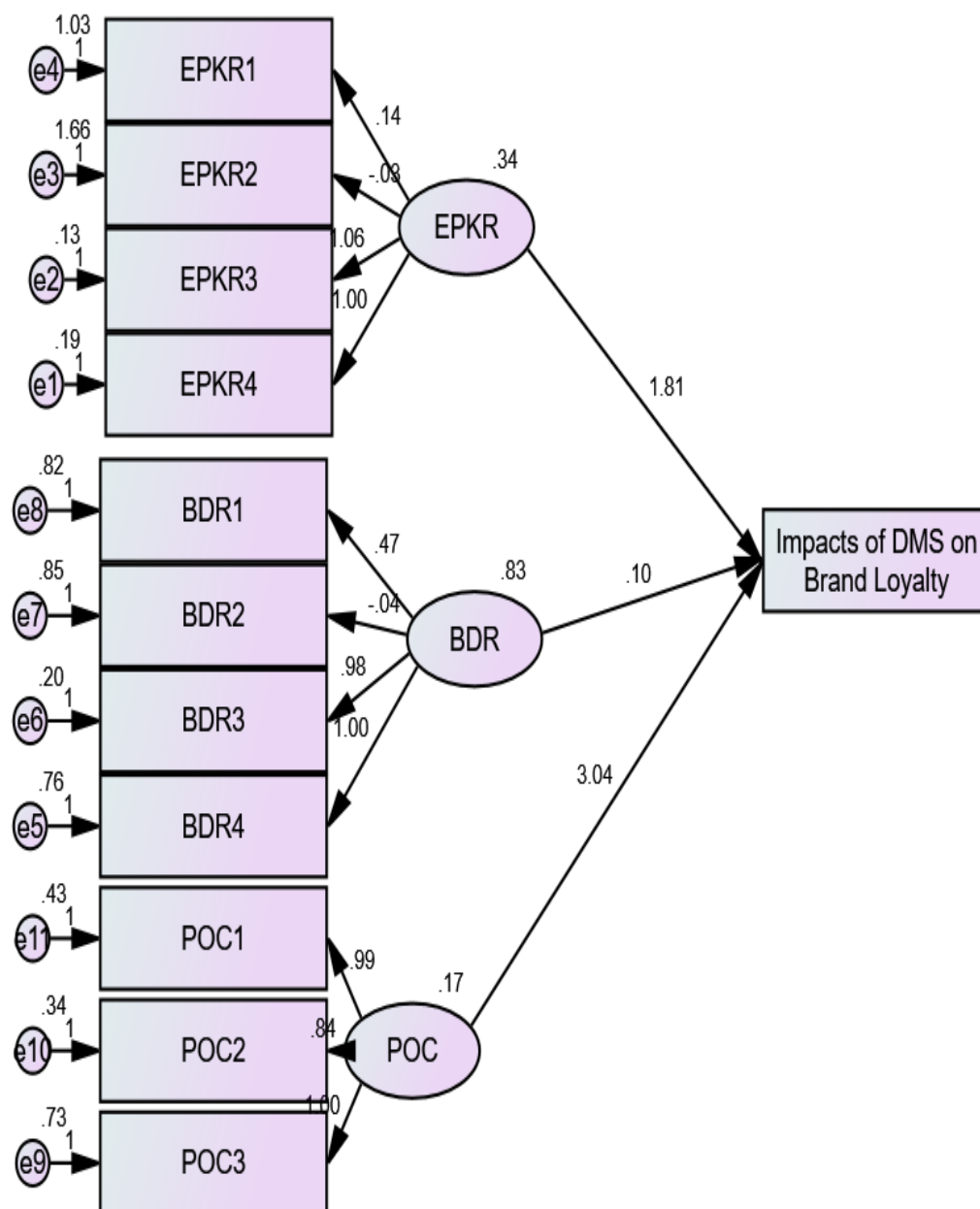


Chart -2

Fitted Model - Impacts of Digital Marketing Strategies on Brand Loyalty

Table - 3

### Goodness of Fit Indices

Indices					
<b>Chi-Square (CMIN)</b>	<b>Actual Value</b>	<b>Suggested Value</b>	<b>Goodness of Fit (GFI)</b>	<b>Actual Value</b>	<b>Suggested Value</b>
	<b>4.216</b>	< 5.00 ( Hair et al., 1998)		<b>0.931</b>	> 0.80 (Joreskog and Sorbom, 1981)
<b>Adjusted Goodness of Fit (AGFI)</b>	<b>Actual Value</b>	<b>Suggested Value</b>	<b>Normed Fit Index (NFI)</b>	<b>Actual Value</b>	<b>Suggested Value</b>
	<b>0.894</b>	> 0.80 (Joreskog and Sorbom, 1981)		<b>0.879</b>	> 0.80 (Joreskog and Sorbom, 1981)
<b>Comparative Fit Index (CFI)</b>	<b>Actual Value</b>	<b>Suggested Value</b>	<b>Root Mean Squared Residual (RMR)</b>	<b>Actual Value</b>	<b>Suggested Value</b>
	<b>0.910</b>	> 0.90 (Daire et al., 2008)		<b>0.042</b>	< 0.08 ( Hair et al. 2006)
<b>Standardised Root Mean Squared Residual (RMSEA)</b>	<b>Actual Value</b>	<b>Suggested Value</b>			
	<b>0.075</b>	< 0.09 ( Hair et al. 2006)			

The model assessed reveals the impacts created by the digital media marketing on brand loyalty of FMCG consumers. The study imposes significant insights towards the impacts created by digital marketing strategies on brand loyalty of FMCG consumers. The role of digital marketing strategies is evident in the cause and effect relationship among the three factors which determine the impacts caused on brand loyalty of FMCG products.

### Discussions and Conclusion

Companies now have a digital tool at their disposal called digital marketing that allows them to communicate with their consumers. Customers have become more trusting of digital marketing as a result of the relationships that businesses have established with them via the use of a variety of apps as a form of contemporary marketing tool. A stronger connection may be built between two parties when both the parties have a better awareness of each other's needs and are able to have more enjoyable interactions with one another. Customer happiness, customer retention, and, in the long term, brand loyalty are the results that may be achieved through the cultivation of a mutual trust and relationship between businesses and their clientele. Customers who are loyal to a brand are more likely to remain committed to making repeated purchases of that brand's offerings, to recommend that brand to others, and to have a strong attachment to that brand as opposed to those of the company's competitors. The results of this

research provide adequate evidence for the hypothesis that digital marketing methods have an impact on brand loyalty. More advantages accrue to businesses that make extensive use of social media for marketing purposes, with the goals of both preserving existing client relationships and locating potential new ones. The use of digital marketing methods may be of great assistance in bolstering the ties that already exist between businesses and their clientele.

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