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Impact of Digital Marketing Strategies on FMCG Product Sales

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ABSTRACT: The Fast-Moving-Consumer-Goods (FMCG) industry presents a competitive market to operate within, one in which the rise of digital platforms has changed consumer discovery and buying patterns. The current research study aims to examine the influence of Social Media Marketing, Digital Advertising and Promotions, Online Reviews and Influencer Marketing, and Consumer Purchase Behaviour on the FMCG Product Sales. A descriptive study design was chosen, and the quantitative data were collected from a sample of 105 participants. Percentage Analysis, Descriptive Statistics, Reliability Analysis, Pearson's Correlation, Multiple Regression, and Chi-Square tests were run from Statistical Package for Social Sciences (SPSS). The results reveal that digital marketing has a significant positive effect on consumer behaviour and FMCG product sales. Online Reviews and Influencer Marketing and Consumer Purchase Behaviour significantly directly affect FMCG Product Sales. Overall, the study concludes that consumer-oriented digital marketing strategies could impact consumer buying behaviour and increase FCGM sales.

KEYWORDS: Digital Marketing, FMCG, Social Media Marketing, Digital Advertising, Promotions, Online Reviews, Influencer Marketing, Consumer Purchase Behaviour, FMCG Product Sales, Consumer Behaviour.

I. INTRODUCTION

The Fast-Moving-Consumer-Goods (FMCG) sector is a crucial market segment that consists of numerous manufacturers and traders that produce and sell goods that people buy on a regular basis, including food, drinks, personal care products, and other consumer goods. Given the current global trends towards the increasing use of the Internet, smartphones, social media networks, online shopping, and digital communications, consumer behaviour and marketing activities are changing dramatically. In such circumstances, such digital marketing approaches as Social Media Marketing, Digital Advertising and Promotion, and Online Reviews and Influencer Marketing can be used to reach consumers, create awareness about the firms' products, provide customer information, and promote sales of their goods. Notably, online reviews and word of mouth from influencers can shape consumer trust, whereas digital advertising and promotions can persuade customers to purchase the promoted products. Thus, it is essential for businesses to consider the impact of Consumer Purchase Behaviour on their sales to find the strongest marketing tool to maximize the sales of their FMCG items. The current study aims to examine the effect of digital marketing approaches and Consumer Purchase Behaviour on FMCG Product Sales to determine what factors can influence the selling process to maximize profits. It will allow the researchers to advise different FMCG businesses on how to optimize their strategies toward digital marketing to get more benefits and achieve success.

II. REVIEW OF LITERATURE

Evans (2008) explored the nature of social media in a digital environment. The author's point of view is that the phenomenon represents an interactive platform through which individuals operate by creating, sharing, and exchanging information with one another and with the same community for specific purposes. The work emphasizes that this tool supports dual communication between business and customers and facilitates the enhancement of the company's image and relationships with clients.

Ali, Thumiki and Khan (2012) conducted a survey among South Indian residents to identify buying behaviour tendencies toward Fast Moving Consumer Goods (FMCG) and factors that they consider while purchasing. The results



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of the study revealed that the most popular were the recommendations of traders, products' quality, affordability, and lifestyle improvement. The work highlights the importance of considering regional peculiarities and implementing different marketing strategies for every customer group.

Kumar (2013) investigated the influence of traditional marketing approaches on people's buying behaviours. In the work, the author focuses mostly on FMCG products and analyses how traditional promotion tools, including TV channels, in-store promotions, and newspapers, impact customers' interests and purchasing tendencies. Kumar emphasized the significance of using these marketing tools in combination with traditional means to increase the efficiency of promotion and attract more clients.

Yasmin (2015) explored the effectiveness of online and offline marketing tools in terms of promoting FMCG products. Yasmin explored how social media, celebrity endorsements, online advertising, and traditional promotions influence clients' satisfaction, buying processes, and product awareness. The results of the study revealed that developing an integrated marketing model that covers both online and offline aspects may be more effective and profitable than using separate tools.

Verhoef (2015) explored customer response to various marketing approaches. According to the author, young people tend to shop online and use social media to research and compare prices, while older generations prefer traditional marketing tools, including newspapers. The researcher argues that it is essential to pay attention to the target audience while developing a marketing strategy, taking into account their preferences and peculiarities.

Rana (2020) analysed the impact of digital marketing on customers' buying behaviours and attitudes. The author stated that in the case of using a wide range of online marketing tools, including social media networks, online product reviews, and advertisement, people feel safer and more comfortable while shopping. Rana added that the digital environment increases the possibility of interaction between clients and companies, which is vital for satisfying customers' needs.

Ali and Muhammad (2021) investigated the effect of various promotional tools on customers' buying behaviour. The study revealed that such marketing methods as discounts, free samples, coupons, and buy one get one options attract clients' attention and effectively increase sales. In addition, the study identified the critical impact of these tools on such factors as customer satisfaction, brand loyalty, market share, and profit.

Vanitha (2024) explored the effectiveness of various marketing strategies that Fast-Moving Consumer Goods (FMCG) companies apply to promote their products. According to Vanitha (2024), in the case of urban respondents, social media marketing was found to be more effective, and, at the same time, rural respondents indicated that traditional modes of advertising, such as newspaper promotions and TV advertisements, are more effective. The study showed that such strategies as discounts, buy one get one, and samples influence the purchasing behaviour of clients, and factors such as product quality, price, and brand image significantly determine their choices.

Shahzad and Munir (2024) investigated the influence of promotional strategies on consumers' buying behaviour and perception. According to Shahzad and Munir (2024), such marketing tools as advertisement, discount coupons, loyalty schemes, and in-store promotions attract clients' attention and positively influence their perception and image of the promoted products and brands. The study showed that various factors, including digitalization of promotions, affect clients' loyalty, brand image, and buying behaviour.

III. RESEARCH GAP

The review of the existing literature suggests that digital marketing practices have become an integral element of contemporary consumer behaviour; however, there are several research gaps in this area. First, the majority of the prior research reports isolated examination of specific digital marketing tactics, such as social media, digital advertisements, online reviews, or influencer marketing, with limited consideration of their combined impact on the outcome variable. Second, although brand image, customer engagement, purchase intent, and brand equity mediate the relationship between various digital marketing tactics and sales performance, the role of these constructs in the FMCG context is understudied. Furthermore, the current literature provides limited evidence on the direct effect of digital marketing



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interventions on the sales of consumer goods in the FMCG sector. The mediating role of consumer purchase behaviours in the said relationship was not accounted for in most of the preceding analyses. Notably, as compared to other industries, the FMCG segment is characterized by a high reliance of customers on price, convenience, and brand reputation when making their purchase decisions, as well as word-of-mouth and other forms of referrals. Thus, to address these research gaps, this article undertakes a comprehensive analysis of the effect of social media marketing, digital advertising and promotions, online reviews and influencer marketing on the consumer purchase behaviours and FMCG product sales through Pearson's Correlation and Multiple Regression Analysis, which will enable the isolation of the primary predictors and the examination of the nature of their relationships with the outcome variable.

OBJECTIVES OF THE STUDY

- To assess the impact of digital marketing strategies on the sales of consumer goods, particularly Fast-Moving Consumer Goods.
- To analyse the influence of Social Media Marketing, Digital Advertising, and Promotions as well as Online Reviews and Influencer Marketing, on consumer purchase behaviour towards FMCG.
- To examine the effect of consumer purchase behaviour on the sales of FMCG.

HYPOTHESIS

Hypothesis 1

Null Hypothesis (H_0): There is no significant impact of Social Media Marketing, Digital Advertising and Promotions, and Online Reviews and Influencer Marketing on Consumer Purchase Behaviour.

Alternative Hypothesis (H_1): There is a significant impact of Social Media Marketing, Digital Advertising and Promotions, and Online Reviews and Influencer Marketing on Consumer Purchase Behaviour.

Hypothesis 2

Null Hypothesis (H_0): There is no significant impact of Social Media Marketing, Digital Advertising and Promotions, Online Reviews and Influencer Marketing, and Consumer Purchase Behaviour on FMCG Product Sales.

Alternative Hypothesis (H_1): There is a significant impact of Social Media Marketing, Digital Advertising and Promotions, Online Reviews and Influencer Marketing, and Consumer Purchase Behaviour on FMCG Product Sales.

IV. METHODOLOGY

Research Design

Research design refers to the systematic structure or framework which guides the entire research process and facilitates the achievement of research objectives. It defines how a researcher should perform the various steps involved in the study including data collection, analysis and interpretation. Using an appropriate research design is essential since it supports accuracy and objectivity of the results. It also promotes reliability of the results and assists the researcher by providing a roadmap which can be used to carry out the procedures for collecting and analysing data correctly. The research design and methodology used in this study are described below.

Descriptive Research Design

The current study utilizes a descriptive research design to investigate the effect of digital marketing strategies on Fast-Moving-Consumer-Goods (FMCG) sales. The descriptive design was selected since it enables the researcher to establish consumer attitudes, perceptions and behaviour towards the influence of digital marketing strategies on FMCG sales. This study aims to identify and describe the relationship between the various variables involved and therefore, a descriptive research design was appropriate to achieve the objectives. This type of study helps provide information on what is happening among the targeted population with regard to the variables studied.

Social Media Marketing, Digital Advertising and Promotions, Online Reviews and Influencer Marketing and Consumer Purchase Behaviour were identified as the main variables influencing FMCG Product Sale which is the dependent variable.

Sampling Methodology

Population: Consumers of Fast-Moving-Consumer-Goods Products and exposed to digital marketing media

Sample size: 105 respondents

The convenience sampling approach was used in selecting the study sample size of 105 respondents from the targeted population.



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Data Collection

Primary data: Questionnaires were administered to the selected respondents using google forms to gather information pertaining to the research problem under investigation.

Secondary data: Relevant information was gathered from various existing resources including books, journals, research papers, previous works, and other online material. This information provided background details on the topic and was used to complement the results of the primary investigation.

Measurement Scale

A five-point Likert scale was used for the questionnaires. This scale allowed the respondents to indicate their degree of agreement or disagreement with the items included in the questionnaire. The scale ranged from strongly disagree to strongly agree. This helped the researcher to score the responses and report quantitative results.

Statistical Tools

Statistical Package for Social Sciences (SPSS) was used to analyze the data collected. The following statistical tools were used:

1. Percentage analysis
2. Descriptive statistics
3. Reliability analysis
4. Pearson's Correlation analysis
5. Multiple regression analysis
6. Chi-square analysis

Percentage analysis was used to report the demography of the study participants. Descriptive statistics were used to summarize the data by providing the mean and standard deviation of the results. The reliability of the results was determined using Cronbach's Alpha analysis. The relationship between the various variables was determined using Pearson's correlation analysis. The effect of the independent variables on the dependent variables was examined using multiple regression analysis. On the other hand, the chi-square test was used to determine the association between independent and dependent variables.

Ethical Considerations

Prior to collecting the data, the researcher sought permission from the participants to use the information provided in the questionnaires for research purposes. Participants were also reminded that they had the right to withdraw from the study at any time if they felt uncomfortable providing the required information. The privacy and confidentiality of the participants were respected throughout the research process and the results of the study were reported objectively.

V. ANALYSIS AND INTERPRETATION

Demographic Profile

Out of the 105 respondents, almost half (48.6%) belonged to the 18–24 years age group. A vast majority (64.8%) were male whereas 34.3% were female and 1.0% preferred not to disclose. Further, 68.6% respondents were unmarried. In terms of education, 40.0% were undergraduates and 36.2% were postgraduates. In terms of occupation, 45.7% were students and 31.4% were employed in the private sector. Lastly, 42.9% had an income of below ₹20000. This profile suggests that there is a large representation of young and tech-savvy customers in the sample. This is important for the current research as it focuses on digital marketing and its impact on the purchase decision-making process of fast-moving consumer goods (FMCG).

Descriptive Analysis

Based on the descriptive analysis, it can be concluded that overall respondents had a positive perception of the effect of digital marketing on the consumer product sales. For instance, the mean scores of item statements for Online Reviews and Influencer Marketing ranged between 3.45 and 4.00. The mean scores for Consumer Purchase Behaviour ranged between 3.39 and 3.96 whereas those for FMCG Product Sales ranged between 3.33 and 3.75. Further, most item statements had standard deviation values between 0.812 and 1.183. This implies that the respondents mostly agreed that social media, online advertisement, promotion, deals, offers, reviews, influencers, and digital marketing activities have a significant effect on their awareness, purchase decision-making process, and buying behaviour in relation to FMCGs.



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Pearson Correlation Analysis

Relationship with SALES	r	Significance	Interpretation
Social Media Marketing	0.497	$p < 0.001$	Moderate positive relationship
Digital Advertising	0.359	$p < 0.001$	Positive relationship
Online Reviews	0.447	$p < 0.001$	Moderate positive relationship
Influencer Marketing	0.351	$p < 0.001$	Positive relationship
Consumer Buying Behaviour	0.392	$p < 0.001$	Positive relationship

The correlation matrix of the constructs provided in the study suggests that each of the variables has a positive and statistically significant relationship with FMCG Product Sales. The obtained correlation coefficients vary from 0.351 to 0.497, suggesting a moderate level of association. The highest correlation with sales was found for Social Media Marketing and Sales ($r = 0.497$, $p < 0.001$), followed by Online Reviews and Sales ($r = 0.447$, $p < 0.001$). In turn, Consumer Buying Behaviour also has a positive association with sales ($r = 0.392$, $p < 0.001$), while Digital Advertising ($r = 0.359$, $p < 0.001$) and Influencer Marketing ($r = 0.351$, $p < 0.001$) have positive relationships with sales. Thus, based on the findings, it can be concluded that all the digital marketing variables and Consumer Buying Behaviour are positively and significantly related to FMCG Product Sales, which suggests that the sales may be improved by considering these aspects.

Multiple Regression: Consumer Buying Behaviour

Predictor	β	t	p-value
Social Media Marketing	0.206	2.089	0.039
Digital Advertising	0.295	3.111	0.002
Online Reviews & Influencer Marketing	0.390	3.575	<0.001

The regression model demonstrated $R = 0.826$ and $R^2 = 0.682$ which suggests that 68.2% of the variance in the Consumer Buying Behaviour is predicted by the selected digital marketing strategies. The model was statistically significant ($F = 72.231$, $p < 0.001$). All three predictors had a significant positive effect, with Online Reviews & Influencer Marketing having the strongest one ($\beta = 0.390$, $p < 0.001$).

(H₀): There is no significant impact of Social Media Marketing, Digital Advertising and Promotions, and Online Reviews & Influencer Marketing on the Consumer Buying Behaviour.

(H₁): There is a significant impact of Social Media Marketing, Digital Advertising and Promotions, and Online Reviews & Influencer Marketing on the Consumer Buying Behaviour.

Decision: (H₀) is rejected and (H₁) is supported.

Multiple Regression: FMCG Product Sales

Predictor	β	t	p-value
Social Media Marketing	0.099	0.960	0.339
Digital Advertising	0.062	0.607	0.545
Online Reviews & Influencer Marketing	0.296	2.505	0.014
Consumer Buying Behaviour	0.428	4.217	<0.001



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The second regression model generated $R = 0.820$ and $R^2 = 0.672$ which means that 67.2% of the variance in the dependent variable is explained by the four predictors. The model was statistically significant ($F = 51.208$, $p < 0.001$). The variables of Consumer Buying Behaviour ($\beta = 0.428$, $p < 0.001$) and Online Reviews & Influencer Marketing ($\beta = 0.296$, $p = 0.014$) had a positive significant effect on the dependent variable, while the other two variables were insignificant.

(H₀): There is no significant impact of Social Media Marketing, Digital Advertising and Promotions, Online Reviews & Influencer Marketing, and Consumer Buying Behaviour on FMCG Product Sales.

(H₁): There is a significant impact of Social Media Marketing, Digital Advertising and Promotions, Online Reviews & Influencer Marketing, and Consumer Buying Behaviour on FMCG Product Sales.

Decision: (H₀) is rejected and (H₁) is supported.

Chi-Square Analysis

Variables	Pearson χ^2	df	p-value	Decision
Education × Online Customer Reviews	32.889	20	0.035	Significant
Gender × Consumer Buying Behaviour	11.112	8	0.195	Not significant
Age × Purchase Frequency	25.416	20	0.186	Not significant

The Chi-Square results show that educational qualification has a significant association with the perception of the consumer towards online reviews ($\chi^2 = 32.889$, $p = 0.035$). However, there are no significant associations between gender and Consumer Buying Behaviour ($\chi^2 = 11.112$, $p = 0.195$) as well as age and purchase frequency ($\chi^2 = 25.416$, $p = 0.186$). Therefore, it can be concluded that the level of education could be a differentiating factor influencing the perception of online reviews. On the other hand, the insignificant associations indicate that gender and age do not have statistically significant effects on the buying behaviour of the consumers.

VI. FINDINGS OF THE STUDY

- According to the demographic analysis, most of the respondents were aged 18–24 years (48.6%), male (64.8%), unmarried (68.6%), undergraduates (40%), students (45.7%), and belonged to the lower income group. Thus, the respondents were mostly young and highly engaged in digital technologies.
- According to the reliability analysis, the developed research instrument was found to be reliable since the Cronbach's Alpha value was between 0.7 and 1 for all items. In particular, the Cronbach's Alpha was 0.834 for Social Media Marketing, 0.815 for Digital Advertising and Promotions, 0.795 for Online Reviews and Influencer Marketing, 0.804 for Consumer Purchase Behaviour, and 0.920 for FMCG Product Sales.
- As shown in the descriptive analysis, the respondents had a positive perception of Social Media Marketing, Digital Advertising and Promotions, Online Reviews and Influencer Marketing, Consumer Purchase Behaviour, and FMCG Product Sales. In particular, the respondents positively evaluated those online reviews, ratings, and recommendations, as well as digital advertising and promotions, impact their purchase decisions.
- According to the Pearson Correlation Analysis, all the proposed constructs had positive and significant correlations with each other. In particular, with FMCG Product Sales, Social Media Marketing had the strongest correlation among the major digital marketing activities ($r = 0.497$, $p < 0.001$), followed by Online Reviews ($r = 0.447$, $p < 0.001$), Consumer Buying Behaviour ($r = 0.392$, $p < 0.001$), Digital Advertising ($r = 0.359$, $p < 0.001$), and Influencer Marketing ($r = 0.351$, $p < 0.001$).
- According to the Multiple Regression Analysis, the significant variables which affect the Consumer Purchase Behaviour are Social Media Marketing, Digital Advertising and Promotions, and Online Reviews and Influencer Marketing. The model explains 68.2% of the variance in Consumer Purchase Behaviour ($68.2 R^2 = 0.682$), and the overall model is statistically significant ($F = 72.231$, $p < 0.001$). Additionally, Online Reviews and Influencer Marketing was identified as the best individual predictor of the outcome variable ($\beta = 0.390$).
- The second Multiple Regression Analysis explores the relationship between the Social Media Marketing, Digital Advertising and Promotions, and Online Reviews and Influencer Marketing and the effect on the FMCG Product Sales



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with the Consumer Purchase Behaviour as the moderator variable. The model explains 67.2% of the variance in the FMCG Product Sales and is statistically significant ($F = 51.208$, $p < 0.001$). It was found that both Consumer Purchase Behaviour and Online Reviews and Influencer Marketing directly predict the sales volume of the FMCG products.

- According to the Chi-Square analysis, there is a significant association between the Educational Qualification and Online Customer Reviews ($\chi^2 = 32.889$, $p = 0.035$). Hence, it could be concluded that the participants with different educational backgrounds have different views and tendencies towards online customer reviews when purchasing FMCG products.
- There was found to be no statistically significant association between Gender and Consumer Buying Behaviour ($\chi^2 = 11.112$, $p = 0.195$), or the Age and the Purchase Frequency ($F = 72.2310$, $F = 72.2311$). Therefore, it could be concluded that there is no association between these variables at the 5% confidence level.

VII. SUGGESTIONS

- FMCG companies should focus on Online Reviews and Influencer Marketing as they have a significant impact on the Consumer Purchase Behaviour and FMCG Product Sales.
- Companies should motivate customers to write reviews and rate products as online reviews build consumer trust and allow comparing different FMCG brands.
- FMCG companies should cooperate with influential people and promote their products/services in social media to raise awareness about them and get more customers.
- Digital ads and marketing campaigns launched by companies should be tailored to meet the needs and requirements of target customers.
- Companies should introduce discounts, cashback, loyalty points, and other promotions to stimulate more purchases and keep regular customers.
- FMCG companies should track the progress and analyze statistics to identify successful marketing campaigns and measure the marketing ROI.
- Since Consumer Purchase Behaviour was considered as the most influential indicator associated with FMCG Product Sales, companies should conduct research to find out the target market's preferences, concerns, expectations, and purchasing intentions.
- FMCG companies should use a combination of digital and traditional marketing methods to ensure that all types of customers can find the brand and purchase their products/services.
- Companies should follow a customer-centric approach and collect and analyze data concerning buyers' preferences, behaviour, and purchasing patterns.
- Marketing professionals should be trained in emerging digital marketing trends, such as social media analytics, artificial intelligence, and SEO to get more customers.
- There is a need for future researchers to involve a bigger sample size, different geographic regions, and examine the impact of various factors (e.g. customer satisfaction, brand image, product features, cost, availability) on FMCG Product Sales.

VIII. CONCLUSION

The study reveals that digital marketing techniques have a significant impact on Consumer Purchase Behaviour and FMCG Product Sales. The results of the analysis conducted on the data collected from 105 respondents indicate positive and significant statistical relationships between the selected variables. The regression analysis identified Social Media Marketing, Digital Advertising and Promotion, and Online Reviews and Influencer Marketing as factors that significantly influence Consumer Purchase Behaviour, with Online Reviews and Influencer Marketing having the highest impact. The same marketing factors were found to have a positive effect on FMCG Product Sales, with Consumer Purchase Behaviour and Online Reviews and Influencer Marketing being the most substantial ones. The Chi-Square analysis revealed significant relationships between the level of education and the perception of online customer reviews, whereas gender and age were found to have no significant relationship with Consumer Buying Behaviour and Purchase Frequency. As such, online reviews, influencer marketing, engaging social media posts, personalized advertisements, and other digital marketing techniques should be prioritized by FMCG companies in order to optimize their customer engagement strategies, improve their position in the market, and increase sales.



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IX. FUTURE SCOPE OF THE STUDY

Further research can be done in the future to expand the results of the present study, which may include a bigger sample size and diverse regions to generalize the results. The study can also be done to include other variables such as satisfaction, brand image, product quality, price, and customer engagement in predicting the sales of fast-moving consumer goods. The study can also compare other categories of fast-moving consumer goods or social media networks that best predict sales to understand various aspects of sales and the best way to predict them. Lastly, more research can be done to analyse how sales of fast-moving consumer goods are predicted over time, focusing on the changing trends of customers and digital media.

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