

Review of FMCG Brand Building through the Digital Advertising

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Abstract

This review delves into the dynamic landscape of Fast-Moving Consumer Goods (FMCG) brand building, emphasizing the pivotal role of digital advertising in the contemporary marketing sphere. As traditional methods evolve, digital platforms emerge as catalysts for unparalleled brand visibility and engagement. Digital advertising offers FMCG brands an expansive canvas to craft compelling narratives and connect with consumers on a personal level. Leveraging social media, search engine optimization, and targeted campaigns, brands can now create bespoke experiences, fostering lasting relationships. Real-time analytics further enable brands to adapt swiftly, optimizing strategies for maximum impact. The review explores how social media platforms act as pivotal touchpoints, allowing brands to authentically communicate their values and product propositions. Influencer collaborations, interactive content, and user-generated campaigns are dissected as powerful tools for consumer participation and advocacy.

Introduction

Fast-Moving Consumer Goods (FMCG), where competition is fierce and consumer loyalty is paramount, the transformative impact of digital advertising has become increasingly apparent. This comprehensive review explores the multifaceted strategies employed by FMCG brands in leveraging digital platforms to build and strengthen their market presence. The digital landscape has witnessed a paradigm shift in recent years, challenging conventional marketing approaches and prompting FMCG brands to reevaluate their strategies. As consumers immerse themselves in a digital ecosystem, the importance of a robust online presence has become undeniable. This review aims to dissect the symbiotic relationship between FMCG brand building and the

dynamic world of digital advertising. Social media emerges as a central focus, representing a virtual marketplace where brands can not only showcase their products but also cultivate a unique brand persona. The exploration of social media strategies, including content creation, influencer partnerships, and user-generated campaigns, unveils how FMCG brands can establish a genuine connection with consumers, fostering brand loyalty in the digital space.

Analyzing consumer behavior through real-time data enables brands to tailor their messaging, optimize campaigns, and enhance overall marketing effectiveness. The intersection of e-commerce and digital advertising is also examined, highlighting the seamless integration that guides consumers seamlessly from discovery to purchase. As the digital advertising landscape continues to evolve, this review aims to equip FMCG brands with insights and strategies to navigate the challenges and seize the opportunities presented by the digital frontier. By embracing creativity, technology, and consumer insights, FMCG brands can not only survive but thrive in the ever-evolving digital marketplace, leaving an enduring imprint on consumers' minds.

FMCG

The Fast-Moving Consumer Goods (FMCG) sector serves as the cornerstone of the global consumer economy, offering a diverse array of products that touch the lives of people on a daily basis. These goods encompass a wide spectrum, ranging from food and beverages to personal care items and cleaning products. FMCG products are characterized by their ubiquity, affordability, and consistent consumer demand. As consumers rely on them for their routine needs, the FMCG sector enjoys a steady and resilient market even in the face of economic fluctuations.

One defining feature of the FMCG sector is its relentless pace, where products often have a limited shelf life, and rapid innovation is essential to stay competitive. This dynamic environment fuels intense competition among brands vying for consumer attention. Building brand loyalty becomes paramount, as consumers often develop strong affiliations with particular FMCG brands within product categories.

With a global footprint, many FMCG companies operate across borders, adapting their offerings to cater to diverse consumer preferences and navigating varied regulatory landscapes. Advertising and marketing play pivotal roles in this sector, with companies investing significantly in promotional campaigns, both through traditional channels and, more recently, in the digital sphere.

Efficiency in supply chains is crucial to ensure products are readily available to consumers when and where they need them. Sustainable practices have also gained prominence in response to growing environmental concerns, as consumers increasingly seek eco-friendly products and packaging.

Furthermore, the FMCG sector is undergoing a digital transformation, with the rise of e-commerce and online retailing reshaping how consumers access and purchase these goods. This transformation requires companies to adapt to new distribution channels and changing consumer shopping behaviors.

In summary, the FMCG sector stands as a linchpin of the global economy, characterized by its unwavering consumer demand, fierce competition, and a relentless pursuit of innovation. Its products have become an integral part of daily life for billions worldwide, making it an industry that continually evolves to meet the evolving preferences and expectations of consumers and the broader market.

FMCG Digital Strategy Techniques

FMCG firms have access to a variety of channels in digital media to sell their products. Additionally, these varied platforms assist companies in achieving a variety of marketing goals, such as raising brand recognition, generating conversions, and fostering customer loyalty.

Build strong communities through content marketing

For a very long time, FMCG brand marketing strategies were centred on the one-sided promotion of their goods. However, current FMCG digital marketing trends are changing the

emphasis to producing user-centric content that really adds value to the lives of customers. You may encourage discussion among your customers and establish enduring communities by producing educational material. Building a devoted customer base requires a strong community. Through a variety of effective and inventive content marketing techniques, digital marketing may assist grow the community around your business.

Utilizing content marketing strategically is crucial since it establishes your authority in the field. For instance, Johnson & Johnson developed BabyCenter.com, a website where mothers may exchange knowledge and interact in useful forums. While not directly associated with Johnson & Johnson, every advertisement that appeared on BabyCenter.com was for the company. As a result, Johnson & Johnson was able to develop a strong mothers' group that they could use to market their goods. This kind of user-focused marketing is exclusive to digital marketing and aids companies in more successfully promoting their goods.

Making SEO-friendly content is another aspect of content marketing that is crucial for FMCG firms. It is essential to include both a solid SEO strategy and content amplification tactics since doing so will increase consumer awareness of your business by bringing customers to your website. Additionally, having content that is keyword-optimized makes it easier for customers to discover you when they are searching, which greatly increases the trust of your brand in that industry.

Strengthen digital presence through social media

Undoubtedly, one of the most important digital marketing channels is Facebook. You can identify your target market, improve your marketing plan, and even increase conversions with the use of sophisticated social media analytics tools. You may broaden your target demographic and reach them with your campaigns by using the Facebook custom audience tool. FMCG companies may utilize Facebook to learn more about customer behaviour. For instance, Raaga Professionals creatively combined market research with product promotion by conducting a Facebook poll of their followers.

However, neither you as a company nor your customers should limit their use of social media to Facebook. To have the most effect, digital marketing for FMCG firms has to be integrated across

a variety of channels. This includes the advertisements that appear before YouTube videos, Twitter campaigns, Instagram posts, and much more. Even SEO-friendly content is a part of effective FMCG digital marketing, ensuring that your brand appears when customers look for a corresponding requirement. Google Ads are another crucial channel for FMCG marketing as the number of FMCG items appearing online rises.

Use the power of videos to help your brand stand out

One of the most popular types of material is now videos. This resurgence in interest in video material is seen by the tremendous rise of websites like YouTube and TikTok. Because of this, a solid video strategy should be a part of any effective digital strategy for an FMCG company. Utilizing videos for your product has a number of benefits, one of which is the limitless creative potential it provides.

We strayed from the conventional product-centric video formats for our Wonderchef video campaign and instead attempted to explore video themes that may provoke discussion among our audience. One key finding was that many males were not even familiar with the fundamentals of cooking since the kitchen was historically seen as a "woman's domain." We developed the "Dear Man Hold the Pan" campaign to draw attention to this inequity and to urge men to assume greater responsibility in the kitchen. In this video, we interview many Mumbai-based guys who answer some fundamental culinary issues. Naturally, many people were unable to respond, and many more provided really absurdly incorrect replies. This hilarious film with a powerful social message immediately gained popularity on social media.

Consistently engage with your audience to encourage brand loyalty

FMCG advertising have historically been one-sided, with firms telling customers about their goods via print, radio, and television adverts. Advertising was often done to promote new goods or services. It is pricey and only allows for one-way communication to purchase space in conventional media. Brands were unable to regularly interact with their customers because of this.

Digital media is undergoing a profound transformation, redefining the landscape of user engagement and surpassing the capabilities of traditional marketing. In the realm of current

FMCG digital marketing trends, the objective is to establish your brand as a constant presence in the lives of your consumers. By creating shareable content, providing valuable information, and fostering meaningful engagement, brands can maintain relevance and ensure that customers remember their brand when making purchase decisions. For instance, as part of their digital marketing strategy, Whole Foods successfully employed chatbots to engage customers and guide them toward making informed purchasing choices.

Widen consumer base through Influencer Marketing

In the study of FMCG digital marketing, one of the most noteworthy trends is the prevalence of influencer marketing. Companies within this sector are increasingly harnessing the power of influencers to tap into their extensive follower bases and elevate awareness of their products. Influencer marketing holds particular allure for FMCG businesses, as it leverages the trust and credibility that consumers place in these respected figures. When an influencer they admire recommends an FMCG brand, customers are more inclined to place their trust in and engage with that brand.

Literature review

Bright, Joe & Siby, Bright (2021) In the context of a single restaurant, this article offers a framework for researching how internet-based digital advertising platforms affect customer behavior. It delves into the wider world of digital marketing and its role in influencing consumer behavior, notably in fostering an independent restaurant's expansion and brand equity. The paper explores the impact of digital marketing on consumer behavior as well as its role in creating a distinctive brand identity in addition to giving an outline of the field. It delves deeper into the essential components of digital marketing and how it helps build a powerful brand identity. Three important factors that impact digital marketing are also identified and examined in this article: customer responses, brand awareness, and social media marketing techniques.

Rajamohan, .Rajamohan & John, Jenefer & Sathish, A. (2021) The global repercussions of the COVID-19 pandemic have been unparalleled, with particularly severe consequences felt in economically disadvantaged nations like India. Among India's most significant industries is the Fast-Moving Consumer Goods (FMCG) sector, encompassing a diverse array of businesses, including home and personal care, characterized by robust demand, frequent consumption, and

affordability. This study seeks to delve into the impact of the COVID-19 pandemic on the FMCG industry, shedding light on how various factors such as labor migration back to home regions, logistical challenges, and shifts in consumer preferences, such as a sudden surge in demand for cosmetics and sanitary products, have influenced the FMCG sector.

Saha, Amitava & De, Kushal (2021) The goal of branding is to create a distinctive name, symbol, design, or mix of these to recognize a producer's products. The brand of a product has a substantial impact on its ability to generate demand and maintain customer engagement. Because fast-moving consumer goods (FMCG) items have many comparable alternatives, branding is critical because sales ultimately depend on the customer's ability to recall the product. Because replacements are readily available, marketers strive for brand connection, brand distinction, and brand awareness. For this study, fifty of the top FMCG products from nine different industries were chosen, and their branding techniques and significant advertising themes were evaluated. Marketers place a high value on the brand name, logo, and tagline. The aggressiveness with which companies are marketed through marketing promotes competition.

Siriwardana, Anushka (2020) Social media, an omnipresent technology embraced by billions worldwide, has swiftly become an integral facet of our contemporary existence. It serves as a conduit for open communication among individuals and offers marketers a diverse array of avenues to connect with and engage their target audience. The remarkable triumph of social media as a marketing communication platform has brought forth a multitude of challenges for marketers, primarily due to its dynamic and ever-evolving nature. It stands apart from traditional marketing channels, prompting businesses to recognize the necessity of active participation in ongoing social media dialogues to cultivate and augment their consumer brand. Consequently, there is an increasing investment in bolstering online presence. Concurrently, a growing number of individuals are shifting their reliance from conventional media outlets to social media as their primary source of information about products, services, and brands. The central focus of this essay centers on delving into the future trajectory of social media, with a particular emphasis on consumer goods manufacturers. The deductive research method was employed, aiming to assess recent academic literature and research concerning social media marketing. This comprehensive analysis spans its historical evolution, current applications, inherent advantages and disadvantages, and best practices. Additionally, the study seeks to underscore the pivotal role

social media plays in the marketing and branding of consumer goods in the digital age. The in-depth exploration unequivocally illustrates that social media stands as a dominant force within the contemporary marketing landscape.

ABASIN, Mohammad & Huseynov, Farid (2020) The FMCG (Fast-Moving Consumer Goods) sector has a profound impact on the market, shaping various facets of the economy and consumer behavior. These everyday products, ranging from food and beverages to personal care items, have become an essential part of our lives. Economically, the FMCG industry is a significant contributor, reflecting consumer sentiment and overall economic stability. Consumer preferences for healthier, sustainable, and convenient products drive innovation and trends within the market. The FMCG sector's size and reach are substantial, encompassing a wide range of products and brands, influencing the retail landscape significantly. Various retail channels, including traditional brick-and-mortar stores and e-commerce platforms, compete to offer these products to consumers, fostering competition and efficiency in the retail sector. Efficient supply chains and logistics are paramount in ensuring the availability and affordability of FMCG products, and innovations in this domain directly impact market dynamics. Marketing and advertising play a crucial role, with FMCG companies being among the largest spenders in these areas. Their promotional strategies and advertising campaigns shape consumer perceptions and drive market trends. The FMCG industry's rapid product life cycles necessitate continuous adaptation and innovation to meet changing consumer demands. As many FMCG companies operate globally, they introduce diverse product offerings tailored to different regions and cultures, promoting market globalization.

Modak, Kali & Sinha, Kumkum (2019) In today's environment, advertising is crucial. We cannot envision a good marketing plan without the effective execution of an advertising strategy. A successful marketing plan is always the result of an effective advertising strategy. Advertising aids in both consumer acquisition and retention. It is essential to establish an efficient advertising plan in this cutthroat business climate. We attempted to investigate the new patterns in Indian advertising for fast-moving consumer products in this conceptual research.

Joseph John, Jose Prabhu (2019) In the modern digital era, startup businesses encounter a fresh set of challenges and prospects. The utilization of electronic media by these startups to introduce

their products or services to the market is referred to as digital marketing. The primary objective of digital marketing is to attract customers and offer them the opportunity to engage with the business through advanced digital channels. The focus of this essay is on the value of advanced advertising for newly founded businesses and their clients. We examine how computerised displaying has affected recent corporate transactions. Additionally, this research introduces the comparisons between conventional advertising and cutting-edge displaying. This study has shown several forms of advanced digital marketing, online advertising, its feasibility, and its impact on new startup sales.

Reddy, T & Vijaya, M & bhaskarreddy (2018) In the Fast-Moving Consumer Goods (FMCG) sector, promotions that emphasize product or brand benefits are often coupled with distribution initiatives in rural areas. Customer satisfaction can be considered as the cumulative result of various customer experiences, which is essentially the net result of positive experiences minus negative ones. This satisfaction occurs when there is a strong alignment between consumer expectations and the actual experiences encountered. As a consequence of socioeconomic and political developments over the last five years, we can now see a trend toward branded fast moving consumer goods (FMCGs) in rural regions. Due to this, rural communities now have more potential marketplaces than metropolitan ones. The socioeconomic, political, and cultural developments had a significant impact on the way of life of rural residents who bought branded FMCG items. Because at least one family member is pursuing higher education, government initiatives to encourage education in disadvantaged regions have increased brand recognition among consumers. The many government programmes are also beneficial for provincial residents (rural residents), helping to enhance their income, image, and mindfulness, which in turn leads to a shift in their lives and the purchase of branded goods. Sales promotion is a short-term incentive used to attract customers to acquire or sell goods and services. It comprises all of the actions taken by manufacturers, retailers, or businesspeople to increase sales over time. The goal of sales promotion is to entice customers to buy a certain product, stimulate repeat purchases of that product, and make it possible for repeat purchases of that item.

Sadek, Heba & Elwy, Sarah & Eldallal, Mohamed (2018) This study examines the impact of social media brand communication, both generated by users and firms, on five dimensions of Consumer-Based Brand Equity (CBBE) within the Fast-Moving Consumer Goods (FMCG)

sector in Egypt. The research adopts a quantitative approach, involving the distribution, collection, and analysis of a substantial questionnaire survey. Surveys were administered both in person and electronically. Data from 400 customers were collected using the quota sampling method to ensure representation of the Egyptian population, and Structural Equation Modeling (SEM) was employed for data analysis. The study's findings highlight the significant positive influence of firm-generated social media brand communication on four CBBE dimensions: brand awareness, brand perceived quality, brand associations, and brand trust. However, user-generated social media brand communication does not significantly impact brand perceived quality, brand loyalty, and brand trust. Furthermore, it reveals that user-generated social media brand communication has a negative effect on brand awareness and brand associations. By investigating the effects of two distinct types of social media brand communication – firm-created and user-generated – on five CBBE dimensions in a unique context, the Egyptian FMCG industry, this study contributes valuable insights to the existing body of knowledge. It provides essential information for marketing experts and brand managers seeking to understand how CBBE dimensions can be cultivated through these two distinct forms of social media communication.

Faisal, Syed & Khan, Ahmad & Abdullah, Omar (2017) The Indian Security Market has witnessed fluctuations in various industries, including the Fast-Moving Consumer Goods (FMCG) sector, over the years. These fluctuations have encompassed aspects such as profitability, dividend distribution policies, consumer preferences and choices under real market conditions, and the establishment of investor trust. We began to notice that the Indian consumer products sector has had tremendous expansion and rivalry on both the domestic (Indian) and international levels, which has resulted in strong demand and intense competition among various FMCG firms notwithstanding difficult economic conditions. We were inspired to produce this paper focused on many areas of the FMCG sector by our knowledge, expertise, and experience in that industry. This research intends to analyse different FMCG company brands from the perspectives of implicit stock market performance, real accomplishment, and market performance in terms of customer preferences and choices. Only the FMCG industry was chosen for our research in order to be more focused and precise and because of time restrictions, this was not a feasible option. With this rationale, our experts directed their attention to a specific sector within the BSE index, which serves as a reflection of the Indian security market. Among

the various sectors encompassed by the BSE's SENSEX 30, we specifically singled out the FMCG sector. In the course of our research, it becomes apparent that Hindustan Unilever Limited (HUL), despite facing numerous challenges in the Indian Stock Market, has emerged as a truly remarkable company.

Rahman, Mahfuzur (2017) The study primarily centered around performance-related aspects, specifically the extent to which certain factors influenced consumer buying behavior in Comilla's Fast-Moving Consumer Goods (FMCG) sector. Building upon the theoretical framework constructed from literature research, ten hypotheses were formulated. A convenience sampling method was employed to select the sample group. Data was collected from 100 customers across various categories through an 18-item survey. The questionnaire, developed through exploratory research, was utilized to assess customer purchasing patterns. SPSS 16.0 was employed for data analysis. The multiple regression analysis yielded significant findings, indicating a strong correlation between the independent variables and the dependent variable, which is consumers' purchase choices. The study examined ten characteristics (Cost, Product Variety, Salesperson, Product Quality, Advertising, Product Display, Income Level, Demand, Familiar Retailers, and Personality), revealing that nine of them had a positive and significant impact on customers' purchase decisions. Notably, individual respondent personality did not exert a significant influence on these choices. As a result, the study's outcomes hold considerable significance and are likely to have a lasting impact on how both customers and the entire FMCG industry make decisions. Furthermore, this research could serve as a valuable reference point for future investigations into customer behavior and attitudes.

Conclusion

Leveraging the potency of digital advertising in the realm of FMCG brand building constitutes a transformative exploration into strategies and their resultant impact. This study dives into the dynamic landscape of digital marketing, dissecting its strategies and evaluating their effectiveness on FMCG brands. By scrutinizing the symbiotic relationship between digital advertising methodologies and brand influence, this research aims to unveil actionable insights for marketers seeking to navigate and harness the power of the digital realm. From dissecting engagement strategies to evaluating the overall impact on brand perception, the study delves into the multifaceted dimensions of digital advertising within the context of FMCG, offering a

comprehensive understanding of the strategies that resonate most effectively with consumers. Through an exploration of the evolving digital advertising landscape, this research endeavors to shed light on the transformative potential of these strategies for FMCG brand building, providing a roadmap for brands to enhance visibility, engage consumers, and fortify their market presence.

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