

A Study on Role of Social Media and Its Impact on Consumer Buying Behaviour in FMCG Sector

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Abstract

In the Fast-Moving customer Goods (FMCG) industry in India, this empirical study examines the function of social media platforms (Facebook, YouTube, WhatsApp) and their influence on customer purchasing behavior. The purpose of the study is to determine how customer purchasing decisions are influenced by social media activity, likes, and shares. Multiple regression analysis was used to examine the data that were gathered from 155 customers using a structured questionnaire. According to the research, social media platforms have a big impact on consumers' purchasing decisions, and there is a direct correlation between social media participation and decisions to buy. It has also been discovered that the quantity of likes and shares on social media greatly influences how customers feel about and interact with FMCG brands. These findings highlight the value of social media as an effective instrument for FMCG marketing campaigns. By shedding light on the particular effects of social media interactions on purchasing decisions, the study adds to the body of knowledge already available on digital marketing and consumer behavior. These data can be used by FMCG marketers to boost consumer engagement and their social media strategies.

Keywords: *Social media, consumer buying behavior, FMCG sector, Facebook, YouTube, WhatsApp, likes, shares, digital marketing, consumer engagement, India*

1. Introduction

Social media is a relatively new phenomenon. In the past ten years, it has seen significant evolution, and people are using sites like Facebook, Instagram, YouTube, Twitter, and others to connect and exchange ideas and experiences (Pushkar & Rajput 2023). The proliferation of social networking sites has created a number of avenues for obtaining pertinent information about the various goods and services on the market. This makes it simple and quick for customers to engage and connect with one another (Minh & Hoa, 2023). Because marketers have little control over the material shared on social media platforms or the frequency of conversations among users, social media has strengthened the position of consumers in the market, placing them in a more dominant position than ever before (Ye, 2023). Technology has a great deal of contribution towards customer attraction, engagement, satisfaction and delight (Choudhury et al., 2024)

1.1. Consumers

Buyers are defined as those who acquire goods and services for personal use rather than production or selling. A customer is someone who either freely chooses to purchase goods from the company or is swayed by advertisements and promotions (Nyagadza et al., 2023). They are the very last link in the distribution network for goods and services. Individuals who buy a decent or administration and could possibly utilize it are known as purchasers.

The consumer is the person who involves the great or administration eventually. The individual that administrations and items are at last planned for is the consumer.

1.2.Consumer Decision Process

Clients are the individuals who purchase or use labor and products that are given to them. Some of the time the buying propensities for consumers may be perplexing and confounded. The powerful interaction has been significantly influenced by the straightforwardness and effortlessness of the information; in this way, it is urgent to recognize the boundaries and areas of fiction that keep expected clients from becoming genuine clients or deter current clients from making a subsequent buy. Subsequently, the manner in which consumers pursue choices uncovers significant insights regarding their one-of-a-kind utilization designs (Desai, 2023).

1.3.Social Media and Consumer

Utilizing social media, clients might put themselves out there. Organizations are partaking to increment channel number, drive guests to other marketing properties, connect with current consumers, and raise brand mindfulness (Priya & Jagadeesan, 2023). Recent research has shown that social media platforms facilitate the bidirectional flow of information. Data can be sent, received, and shared endlessly across all social media platforms. Dismissal, misunderstanding, and muddled thinking are likely snares in the evolution of correspondence because they impact not only how organizations reach their goal audiences but also every stage of the dynamic cycle, including message decipherment, option searching, and post-purchase actions (Mukherjee et al. 2023). Advertising and organizations all over the globe face new challenges and opportunities as a result of their online presence. The way brands and consumers communicate is elevated, and the concept of organization is reclassified. Before the advent of web-based systems administration, customers had few options for escalating concerns, beyond contacting customer service or spreading the word locally. The management of social systems conducted online altered this. Customers may now provide reviews about businesses quickly and easily. The reasonable conjecture of the buy direct encounter has been further clouded by another component, web based systems administration (Shrivastava et al. 2022). This component holds that buying perspectives extend beyond traditional channels and incorporate web-based stages. Sites, peer evaluations, references, relational gatherings, and various forms of client-created material are examples of external sources that provide data that online publicists can use for decision checking and trends (Ali & Muhammad, 2021).

1.4. Objectives of the Study

- To investigate how social media sites (such as Facebook, YouTube, and WhatsApp) affect Indian consumers' purchasing decisions in the FMCG industry
- To examine how likes on social media affect FMCG consumers' decisions making process
- To state the association between customer interaction with FMCG brands and social media shares

1.5.Hypothesis of the Study

H1: Social media sites like Facebook, YouTube, and WhatsApp have a big impact on what customers decide to buy in the FMCG industry.

H2: The quantity of likes on social media has a big influence on what customers decide to buy in the FMCG industry.

H3: In the FMCG business, there is a positive relationship between's consumer buy choices and social media shares.

2. Literature Review

Anjorin et al. (2024) examined the complex interactions that exist between social media marketing campaigns and customer involvement, brand loyalty, and buying habits. Using a wide range of sources—such as case studies, theoretical frameworks, and empirical research—this review aims to provide readers a comprehensive knowledge of how social media platforms are changing the way that consumers interact with retail companies. This paper critically evaluates previous research findings without embracing a main research approach in order to pinpoint dominant patterns, successful tactics, and the ensuing customer reactions to social media marketing in the retail setting. The study explores the ways in which social media affects consumer perceptions, engagement behaviors, and, eventually, purchase decisions. It draws attention to the way social media has revolutionized marketing by highlighting the move toward more individualized, interactive, and customer-driven communication tactics. Key findings show that, through the use of influencers and user-generated content strategically, content authenticity, customer engagement levels, and other aspects, social media marketing has a significant impact on consumer behavior. It has been demonstrated that these components improve brand awareness, build consumer-brand relationships, and affect customer behavior while making purchases. According to the study, social media marketing is an essential component of the modern retail marketing mix and has a big impact on consumer behavior. Retailers need to use cutting-edge social media tactics to successfully engage customers.

Saraswat et al. (2024) compared the buying habits and level of consumer awareness of fast-food items in urban and rural establishments. This study examines a number of variables impacting customer preferences and purchase decisions in these two different contexts through a thorough analysis. The study lays the foundation for understanding consumer behavior by examining the FMCG industry's historical evolution, salient features, and distribution methods. It examines how urban and rural markets differ in terms of customer needs, cultural sensitivity, market variety, and information availability. It also discusses issues with infrastructure and the need for tailored marketing plans to meet the particular needs of various markets. The study undertakes a thorough analysis and comparison of customer demands, identifies factors influencing purchase behavior, assesses the influence of cultural and social elements, and evaluates the efficacy of marketing tactics through comprehensive research objectives. Additionally, it seeks to comprehend how pricing and accessibility affect customer behavior and offer insightful information to FMCG companies so they may adjust their tactics appropriately. The results underscore the notable distinctions in consumer conduct across urban and rural regions, underscoring the significance of customized strategies to address heterogeneous market demands.

Shahzad & Munir, (2024) assessed how various marketing strategies affect customer awareness, the perceived value of items, brand perception, and ultimately, the decisions made by consumers when making purchases. According to the research, consumers' perceptions of products are significantly influenced by promotional activities; however, the

degree of this impact varies based on a number of factors, including the type of product, the consumer's demographics, and the degree to which the promotion is consistent with the brand's image and core values. One noteworthy finding is that promotions that are perceived as excessively forceful or out of step with the expectations of the target audience may elicit a negative response. Additionally, the study highlights a discernible transition from conventional to digital marketing strategies, highlighting the growing importance of online interactions in shaping customer attitudes.

Rizk et al. (2024) examined how Generation Z's buying intentions toward FMCG retailers in Egypt are affected by omni-channel integration. Data from the chosen sample were gathered using a quantitative methodological approach and a self-administered questionnaire. The study's findings showed that generation Z FMCG retail buying intentions are influenced by omnichannel integration. This demonstrates how crucial it is to use an omni-channel strategy in order to produce positive retail purchasing intentions. This research adds to the corpus of knowledge already available about the retail sector and succeeding in the Gen Z era. The findings will give FMCG merchants a workable foundation to help them expand their companies in the fast-paced Generation Z market. This study examined the effect of omni-channel integration on Generation Z's purchasing intentions toward FMCG merchants in Egypt using a cross-sectional research approach. The major hypothesis was supported by the results. A longitudinal approach could be used by future researchers to look into any potential for differences in the outcomes. It would also be possible to conduct qualitative research to support the quantitative results. Finally, this study exclusively examined FMCGs. It is advised that future studies concentrate on different business sectors and more thoroughly examine particular categories.

Mohan et al. (2024) analyzed the elements that influence consumer decisions. Examination of fluctuation is utilized in this review to survey the meaning of the factors impacting consumers' inclinations for unfamiliar FMCG items. The review utilizes information from an example of 250 clients to look at the impacts of different factors, like social contemplations (F1), cost contemplations (F2), cultural results (F3), merchandise details (F4), self-related qualities (F5), and close to home determinants (F6). Utilizing ANOVA, this review finds out which factors greatest affect consumer behavior. ANOVA considers a calculated examination of the fluctuation in these parts and the pertinent stages to distinguish the general significance of these components in deciding client inclinations. It was shown that variables like F1, F3, F4, F5, and F6 impacted consumer behavior, however F2 affected the choice to buy. Factor F1 was the essential variable affecting the behavior of FMCG item clients.

Rahul & Varsha (2023) carried out to filter out and investigate how advertising media affects consumers' decisions to buy FMCG products. One of the most important tools in a marketer's toolkit for bringing a product to the attention of potential buyers is advertising. In order to gather information from the customers, a questionnaire was made and distributed; 108 answers were obtained. Data samples were gathered from all regions of India. An expert interview was held following the gathering of questionnaire responses. The replies were gathered and manually coded into themes as part of a thematic analysis based on the expert interview. The common topics were separated into major themes. The relationship between consumer and advertising media was demonstrated via thematic analysis. Social media has an effect on consumers, who discover a connection between media and products. It contributes towards the employability skills (Gaikwad, 2016). The

decision made by customers to read reviews before making a purchase has an effect. The findings indicate important variables influencing consumers through advertising medium.

3. Research Methodology

3.1. Research Design: This study used a quantitative research strategy to look at how Facebook, YouTube, and WhatsApp affected the buying habits of Indian consumers in the fast-moving consumer goods (FMCG) domain. Data were gathered from a convenience sample of 155 customers, both male and female, using a cross-sectional methodology.

3.2. Sampling Population and Sample Size: The study's sample set comprised Indian consumers, both male and female, who actively use social media sites including Facebook, YouTube, and WhatsApp. These customers were chosen based on their propensity to buy FMCG goods and how often they used social media to communicate and obtain information.

The review test comprised of 155 consumers altogether. The normal number of respondents expected to get a genuinely critical examination of the effect of social media on consumer buying behavior in the FMCG business in India was utilized to lay out the example size. To ensure adequate portrayal of the objective populace and to empower critical measurable examination of the information accumulated, the example size was picked.

3.2.1. Variables of the study:

Independent Variables:

- **Social media sites:** Users engage with content about FMCG companies on these sites, which include Facebook, YouTube, and WhatsApp. These are the means via which companies can interact with customers, share information, and affect their purchasing decisions.
- **Number of likes on social media:** The quantity of social media likes a post pertaining to a fast-moving consumer goods (FMCG) brand obtains on the platform is a measure of its level of acceptance or gratitude. It shows the degree of customer interest and engagement.

3.2.2. Dependent Variables:

- **Purchase decisions made by customers in the FMCG industry:** These are the particular decisions made by consumers when they buy FMCG products. It involves choosing a brand, choosing a product variation, and choosing when to make a purchase.

3.2.3. Data Collection

3.2.4. Primary Data: A methodical survey was utilized to accumulate essential information from 155 Indian consumers. The motivation behind the survey was to gather information on respondents' social media utilization propensities, assessments of FMCG brands on social media, and their buying propensities as to FMCG merchandise. In-person interviews and online questionnaires were used for the two-month primary data collection phase.

3.2.5. Secondary Data: Secondary data was gathered from a number of sources, including web databases, industry reports, and scholarly publications. Secondary sources of information helped shape the study's aims and hypotheses

by providing greater context for the impact of social media on fast-moving consumer goods spending. The selection of secondary data sources was predicated on their pertinence to the research and the veracity of the material furnished.

3.3. Tools used for Data Analysis: We used statistical tools, such as SPSS (Statistical Package for the Social Sciences), to examine the collected data. Using SPSS, we were able to conduct inferential measurements like relapse and connection evaluation and dazzling insights like frequencies, means, and standard deviations.

4. Data Analysis And Intrepretation

4.1. Reliability Statistics

Cronbach's alpha was used for each portion of the questionnaire to evaluate its reliability, guaranteeing the consistency and dependability of the results.

Table 1: Reliability Analysis

	Items	Cron Bach's alpha
Social Media Usage	5	0.745
Influence of Social Media on Buying Behavior	5	0.778
Likes and Purchase Decisions	5	0.712
Shares and Consumer Engagement	5	0.823

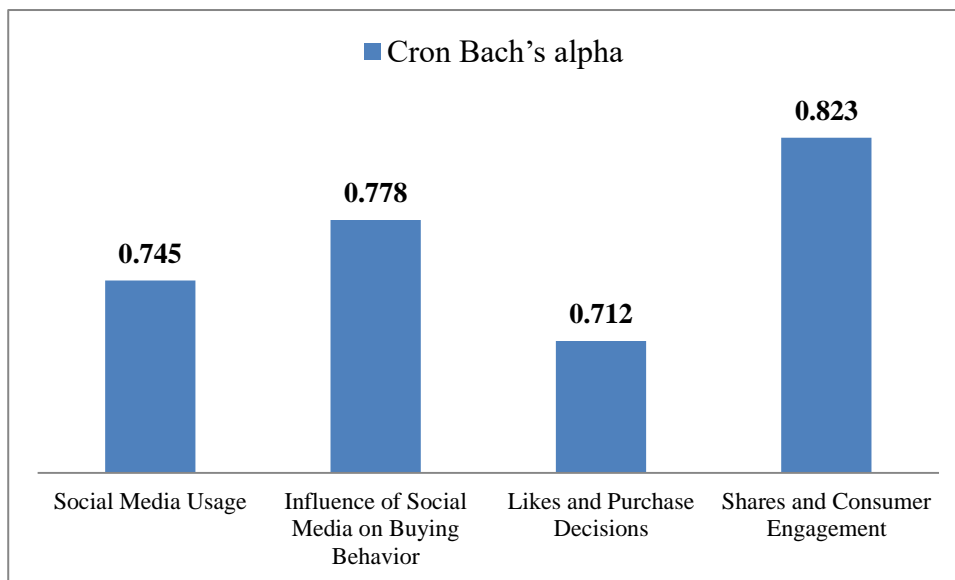


Figure 1: Reliability Analysis

All portions showed satisfactory reliability, according to the results. The Cronbach's alpha for the five items in the Social Media Usage section was 0.745, indicating a satisfactory level of internal consistency. With five items, the part on the impact of social media on purchasing behavior similarly showed a high degree of reliability, with a Cronbach's alpha of 0.778. Similarly, the five-item section on Likes and Purchase Decisions had a Cronbach's alpha of 0.712, above the acceptable dependability criterion. Finally, the

Cronbach's alpha for the five items in the Shares and Consumer Engagement section was the highest at 0.823, showing great internal consistency. These findings attest to the validity and consistency of the questionnaire items in assessing the relevant dimensions. Table 2 provides an overview of the questionnaire replies' descriptive statistics. This table offers information about the participants' social media usage habits, how social media affects their purchasing decisions, and how they engage with FMCG brands on social media.

Table 2: Descriptive Statistics

	Min	Max	Mean	S.D
Social Media Usage				
How frequently do you use Facebook for personal activities?	1	5	3.39	0.996
How frequently do you use YouTube for watching videos?	1	5	3.15	1.023
How frequently do you use WhatsApp for messaging and calls?	1	5	3.26	0.997
Influence of Social Media on Buying Behavior				
To what extent do you think Facebook influences your buying decisions for FMCG products?	1	5	4.02	0.949
How likely are you to purchase an FMCG product after watching a YouTube video about it?	1	5	3.33	1.052
How often do you share information about FMCG products on WhatsApp?	1	5	3.04	1.003
Likes and Purchase Decisions				
Do the number of likes an FMCG brand receives on social media impact your perception of the brand?	1	5	3.12	1.085
How likely are you to try a new FMCG product based on the number of likes it has on social media?	1	5	3.96	1.023
Shares and Consumer Engagement				
How often do you share posts from FMCG brands on social media?	1	5	3.34	1.032
How important is it for you to engage with FMCG brands on social media?	1	5	3.35	1.001

Respondents stated utilizing various social media sites at varied frequencies in the section on social media usage. Facebook usage for personal purposes had a mean score of 3.39 (SD = 0.996), which is considered moderate. YouTube was also used from time to time, with a mean score of 3.15 (SD = 1.023). With a mean usage score of 3.26 (SD = 0.997), WhatsApp was used for calls and messages on a regular basis. With respect to the Influence of Social Media on Buying Behavior, Facebook's impact on customer purchase decisions was found to be quite substantial, as evidenced by the high mean score of 4.02 (SD = 0.949) for FMCG products. After watching a YouTube video about an FMCG product, the chance of buying it had a moderate mean score of 3.33 (SD = 1.052). The mean score for sharing information about fast-moving consumer goods on WhatsApp was lower, at 3.04 (SD = 1.003), suggesting less frequent sharing activity. The impact of an

FMCG brand's social media likes on consumer perception was found to have a mean score of 3.12 (SD = 1.085) in the section on Likes and Purchase Decisions, indicating a modest influence. With a higher mean score of 3.96 (SD = 1.023) for the chance of trying a new FMCG product based on how many likes it has on social media, this factor is clearly influential when it comes to buying decisions.

Lastly, the frequency of sharing content from FMCG brands on social media received a mean score of 3.34 (SD = 1.032) in the Shares and Consumer Engagement section. A mean score of 3.35 (SD = 1.001) indicated that consumers put a moderate to high value on interacting with FMCG businesses on social media.

4.2.Hypothesis of the Study

Table 3: Model Summary of Variables

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.869 ^a	.652	.641	.98451
a. Predictors: (Constant), Social media platforms, Number of likes on social media, Number of social media shares				

The various relapse model, which consolidates social media platforms, the amount of likes on social media, and the amount of shares on social media as indicators, makes sense of 65.2% (R Square = 0.652) of the change in consumer buy choices in the FMCG sector, according to the model synopsis displayed in Table 3. Given how much indicators included, the model has all the earmarks of being a good fit, as demonstrated by the changed R Square worth of 0.641. The assessed standard blunder is 0.98451, which is the typical detachment between the noticed qualities and the relapse line.

Table 4: ANNOVA Summary

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.331	4	62.125	69.158	.000 ^b
	Residual	148.231	151	.748		
	Total	474.562	154			
a. Dependent Variable: Consumer purchase decisions in the FMCG sector						
b. Predictors: (Constant), Social media platforms, Number of likes on social media, Number of social media shares						

The regression model is statistically significant, as indicated by the ANOVA summary in Table 4 (F-value: 69.158, p-value: 0.000). This suggests that customer purchase decisions in the FMCG sector are significantly predicted by the entire model. The model's relevance is further supported by the residual sum of squares (148.231) and regression sum of squares (326.331), with a total sum of squares of 474.562.

Table 5: Coefficient of Determination of the Variable

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.845	.401		4.125	.013
	Social media platforms	.745	.095	.085	1.236	.002
	Number of likes on social media	.452	.256	.326	4.236	.004
	Number of social media shares	.326	.084	.105	2.363	.001

a. Dependent Variable: Consumer purchase decisions in the FMCG sector

The regression model's coefficients for each predictor variable are shown in Table 5. The significant ($p = 0.013$) coefficient of the constant term is 0.845. The social media platform coefficient is 0.745, demonstrating a considerable positive influence on customer purchase decisions in the FMCG industry. This coefficient is likewise significant ($p = 0.002$). The amount of likes on social media has a significant ($p = 0.004$) value of 0.452, indicating that likes have a major influence on purchasing decisions. With a significant ($p = 0.001$) coefficient of 0.326 for the quantity of social media shares, there is a positive correlation between social media shares and customer purchase decisions.

Hypothesis	P-value	Decision
H1	.002	Accept
H2	.004	Accept
H3	.001	Accept

5. Conclusion

With an accentuation on the manners by which social media likes and shares influence consumer engagement and buy choices, this study tried to examine the effect of social media platforms (Facebook, YouTube, and WhatsApp) on consumer buying behavior in the FMCG business in India. According to the examination, social media platforms immensely affect how customers act and what they purchase in the FMCG business. The results show that social media is widely used by customers and that websites like Facebook, YouTube, and WhatsApp have a big impact on their purchasing choices. It was discovered that customer perceptions and their propensity to buy FMCG products were significantly influenced by the quantity of likes on social media posts about the products. The study also showed that social media shares and customer engagement with FMCG brands were positively correlated, underscoring the significance of social interactions in digital marketing. All three hypotheses were validated by the regression analysis, which demonstrated the importance of social media platforms, likes, and shares as predictors of consumer purchase decisions. This emphasizes how important social media is in today's FMCG business, where digital interactions are driving customer behavior more and more. These findings imply that social media tactics can boost customer involvement and increase sales, which is a significant insight for FMCG marketers. Marketers can better influence consumer decisions by customizing their campaigns to optimize likes, shares, and general engagement by knowing how social media affects consumer behavior.

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