



Received: 23-08-25

Accepted : 25-09-25

Measuring The Effectiveness of Digital Marketing in Enhancing Sales Performance of FMCG Brands

P. Selvi¹, Dr. R. Brinda Shree²

Plagiarism: 7%

¹Research Scholar, Department of Commerce, Periyar University, Salem, Tamil Nadu, India.
Email: selvigokul13@gmail.com

²Assistant Professor, PG and Research Department of Commerce, Sri Sarada College for Women (Autonomous), Salem, Tamil Nadu, India.
Email: brindashreer@gmail.com

Keywords: Digital Marketing, FMCG Sales Performance, Social Media, E-Commerce, Promotion Campaigns, Psychographics.

Classification-JEL : M31, M37, L81, D12

How to Cite: Selvi, P. and Brinda Shree, R. (2025). Measuring the Effectiveness of Digital Marketing in Enhancing Sales Performance of FMCG Brands. *Journal of Commerce and Trade* (H. Agarwal, Ed.) 20(2), 1-11. doi:10.26703/JCT.v20i2-1

ABSTRACT

The growing digitalisation of consumer markets has transformed the FMCG sector, compelling firms to evaluate marketing effectiveness not only in terms of brand engagement but also through measurable sales outcomes. This study investigates the role of digital platforms, promotional campaigns and psychographic traits in enhancing FMCG sales performance. The research pursued three objectives: first, to assess the comparative effectiveness of digital platforms in driving revenue impact, purchase frequency, and repeat buying; second, to evaluate the role of digital promotions in stimulating purchase frequency and cross-category buying; and third, to examine the influence of psychographic traits on the relationship between digital strategies and sales outcomes. An empirical design was employed with a final sample of 420 FMCG consumers in Salem District, determined using Yamane's formula at 5% error and adjusted for oversampling. Data were collected using a structured interview schedule and analysed using ANOVA, correlation, and regression modelling. The findings revealed that social media and e-commerce platforms were the strongest drivers of sales, while discounts and loyalty rewards enhanced purchase frequency and bundles stimulated cross-category buying. Regression analysis confirmed that lifestyle orientation and technology readiness were the most significant psychographic predictors of sales outcomes. The study advances theory by linking digital strategies to sales performance metrics and provides actionable insights for FMCG firms to align digital investments with consumer behaviour.

1. BACKGROUND OF THE STUDY

The Fast-Moving Consumer Goods (FMCG) sector has always relied on mass reach and rapid product turnover, but digitalisation has redefined the competitive logic of this industry. Traditionally, FMCG brands depended on print, television, and point-of-sale promotions to stimulate consumption. However, the spread of mobile internet and social commerce has shifted consumer interactions into digital ecosystems where brands can communicate directly and instantaneously with end-users (Kotler et al., 2017; Li et al., 2021). Unlike traditional media, digital platforms allow two-way communication and provide managers with metrics that can link marketing initiatives with actual consumer

responses (Batra & Keller, 2016). This transformation has placed digital marketing effectiveness at the core of FMCG sales strategies. In emerging markets such as India, FMCG firms have increasingly allocated larger shares of their marketing budgets to digital channels. FMCG digital advertising expenditure has grown at a compound annual rate exceeding 25% since 2018, largely due to increased smartphone penetration and low-cost data availability. Similarly, IAMAI, 2023 reports that more than 67% of rural and urban consumers rely on digital touchpoints when making brand decisions. These patterns confirm the growing relevance of digital media for everyday consumer goods, even though FMCG items are often low-involvement purchases.

The effectiveness of digital marketing, however, cannot be assessed by visibility metrics alone. Metrics such as impressions, likes, and reach provide partial insights but do not necessarily demonstrate improvements in sales performance (Kumar & Gupta, 2016). In the FMCG sector, sales performance is a multidimensional outcome encompassing revenue growth, market penetration, brand switching, and customer retention (Lemon & Verhoef, 2016). A key challenge is establishing empirical evidence on how digital marketing initiatives translate into sales outcomes. Previous research has shown that personalisation, interactive platforms, and relevant content improve consumer engagement (Chen et al., 2011; Grewal et al., 2017). Yet, only limited studies directly link these factors to sales performance in FMCG markets (Yadav et al., 2013). Theoretical frameworks also suggest that sales performance is mediated by consumer cognition and trust. When consumers perceive marketing content as relevant and personalised, they are more likely to evaluate products positively, which in turn influences their purchase frequency and basket size (Kapoor et al., 2018). Similarly, transparent digital practices such as privacy assurance and credible influencer endorsements enhance consumer trust, which strengthens long-term buying behaviour (Li et al., 2021; Yadav et al., 2013). Thus, marketing effectiveness should be conceptualised as a chain that begins with message delivery, shapes cognitive processing, and eventually materialises in sales outcomes.

Industry evidence reinforces this perspective. A Nielsen (2023) survey on Indian consumers found that nearly 65% of FMCG purchases in urban households were influenced by online advertising exposure. McKinsey (2022) further demonstrated that FMCG brands that integrated digital campaigns with e-commerce platforms achieved sales lifts between 12% and 18% within a year. These results highlight that effective digital marketing not only boosts visibility but also supports revenue growth, provided strategies are data-driven and contextually tailored. The research gaps remain.

Much of the existing literature on digital marketing effectiveness has focused on consumer engagement, brand awareness, or loyalty rather than measurable sales outcomes (Tuten & Solomon, 2020). Moreover, most empirical studies are drawn from Western contexts, with relatively few addressing how digital marketing effectiveness can be measured in Indian FMCG markets (Grewal et al., 2017; Kotler et al., 2017).

Given India's unique demographic diversity and digital adoption patterns, assessing the direct link between digital marketing and FMCG sales performance is both timely and essential. It combines modern retail environments with traditional distribution networks and hosts a consumer base that is increasingly active on digital platforms. By focusing on this context, the study aims to empirically test how different dimensions of digital marketing effectiveness such as personalisation, interactivity, content relevance and credibility impact the sales performance of FMCG brands. Addressing this gap will provide both theoretical advancement in marketing research and practical guidance for managers seeking to justify digital investments through demonstrable improvements in sales.

2. RESEARCH PROBLEM

The FMCG sector has become one of the most dynamic and competitive domains, with digital marketing increasingly shaping consumer interactions and sales performance. While digital campaigns provide unprecedented opportunities for targeted engagement, empirical research often remains skewed towards evaluating soft metrics such as brand awareness, reach, and consumer engagement rather than sales outcomes (Chaffey & Smith, 2017; Dwivedi et al., 2021). This emphasis on visibility overlooks the critical managerial question: do digital strategies translate into measurable improvements in revenue, purchase frequency and cross-category consumption? The lack of systematic evidence on this link forms a pressing research problem in FMCG markets. A second issue concerns the comparative effectiveness of digital platforms.

Social media, e-commerce, mobile applications, and search engines all function as distinct consumer touchpoints, yet few studies have rigorously compared their relative contributions to FMCG sales (Lamberton & Stephen, 2016; Dehghani & Tumer, 2015). While global research indicates that multi-platform integration is likely to amplify sales (Kannan & Li, 2017), empirical insights specific to the FMCG context in emerging markets remain limited. This gap prevents firms from strategically allocating marketing budgets across channels with confidence.

The promotional campaigns are known to influence purchase frequency, but their digital equivalents online discounts, bundled offers, gamified promotions have not been studied extensively in FMCG contexts. Evidence suggests that online promotions drive consumer traffic yet their role in stimulating repeat and cross-category buying is still underexplored (Singh & Sahni, 2019; Shankar et al., 2021). Without clarity on this dimension, FMCG managers may continue to rely on intuition rather than evidence when designing digital promotions. Finally, consumer heterogeneity complicates measurement of digital effectiveness. Psychographic characteristics such as technology orientation, lifestyle preferences, and values significantly moderate responses to marketing strategies (Babin & Harris, 2018; Panda & Misra, 2021). Digitally savvy consumers may favour interactive platforms, whereas price-sensitive segments may respond more strongly to discount-based promotions. There are few studies have systematically tested these moderating effects in the FMCG domain. This omission limits both academic understanding and managerial application, as findings remain overly generalised. There is an urgent need to evaluate digital marketing effectiveness in terms of sales performance. Salem District offers a unique research context due to its hybrid retail environment, combining traditional outlets with growing e-commerce penetration. The study evaluate comparative platform effectiveness, the role of digital promotions and psychographic moderating effects.

- Which digital marketing platforms are most effective in driving sales performance of FMCG brands?
- How do digital promotional campaigns influence purchase frequency and cross-category buying behaviour in FMCG markets?
- In what ways do psychographic consumer characteristics moderate the relationship between digital marketing strategies and FMCG sales outcomes?

3. SIGNIFICANCE OF THE STUDY

The FMCG industry is central to consumer economies, contributing substantially to employment, trade and household expenditure. In India, the FMCG sector is valued at over US\$172 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 14.9% between 2021 and 2027 (IBEF, 2023). Within this sector, digital marketing has emerged as a key driver of competitiveness, as firms increasingly rely on online platforms to reach consumers. The ability to measure effectiveness is critical. Firms invest heavily in digital campaigns across platforms such as social media, search engines, and e-commerce websites. Yet, without robust measurement frameworks, managers struggle to determine the return on investment (ROI). Deloitte (2021) found that companies with advanced digital analytics capabilities recorded 1.6 times higher sales growth than competitors with limited measurement mechanisms. By empirically linking digital marketing strategies to sales outcomes such as purchase frequency, basket size, and cross-category buying, this study addresses a pressing managerial need to validate and optimise digital expenditures.

The significance also extends to consumer behaviour. This shift underscores the necessity of understanding how digital platforms influence not only awareness but also actual buying patterns. By examining purchase frequency and cross-category behaviour, this research provides insights into how digital promotions stimulate repeat consumption and diversify consumer baskets. While digital marketing literature has matured in areas such as consumer engagement

and brand building (Dwivedi et al., 2021), fewer studies directly link digital strategies with sales performance in the FMCG context. Moreover, the role of psychographic factors such as lifestyle orientation, digital savviness, and value perceptions has received limited empirical attention. The study offers a more nuanced understanding of consumer heterogeneity in digital responsiveness. This adds theoretical depth by moving beyond demographic segmentation and integrating psychographics into performance assessment models.

The geographical focus on Salem District adds further significance. Salem represents a balanced microcosm of India's FMCG consumption landscape, combining urban consumers with semi-urban segments who are at varying stages of digital adoption. Analysing this market offers valuable insights for both academia and practice, since it reflects the challenges of bridging digital divides while capitalising on rising e-commerce penetration. The study is significant because it links digital marketing inputs to measurable FMCG sales outcomes accounts for consumer-level moderators and situates findings within a rapidly evolving emerging market. The findings will have broader implications for marketing strategy, resource allocation, and consumer engagement in similar emerging markets worldwide.

4. OBJECTIVES

- To assess the comparative effectiveness of diverse digital marketing platforms in driving FMCG sales.
- To evaluate the role of digital promotional campaigns in stimulating consumer purchase frequency and cross-category buying behaviour.
- To examine the influence of psychographic consumer characteristics on the relationship between digital marketing strategies and sales outcomes.

5. RESEARCH METHODOLOGY

5.1 Research Design

The present study adopts an empirical

research design as the objective is to measure the effectiveness of digital marketing in enhancing sales performance of FMCG brands. Empirical design is particularly suitable for this research because it allows for the collection of first-hand data directly from consumers ensuring that insights reflect actual market behaviour rather than theoretical assumptions. By engaging consumers across diverse digital touchpoints, the study investigates how different strategies such as platform usage, promotional campaigns and psychographic alignment translate into measurable sales outcomes. This approach also permits the integration of both behavioural and perceptual dimensions. While behavioural data capture aspects such as purchase frequency and cross-category buying, perceptual data reflect attitudes toward digital promotions and platform credibility. Together, these provide a comprehensive view of how digital marketing contributes to sales performance in the FMCG sector.

5.2 Sampling Design

The population for the study consists of FMCG consumers in Salem District, Tamil Nadu. As it is not feasible to survey the entire population, a non-probability judgment sampling technique is employed. This method ensures that respondents are selected based on their exposure to digital marketing platforms and FMCG consumption patterns, thereby maximising the relevance of collected data. Unlike random probability techniques judgment sampling allows researchers to specifically target consumers with prior digital purchase or promotional exposure ensuring more meaningful insights for the research objectives.

5.3 Sample Size Determination

The sample size was determined using Yamane's formula (1967) for finite populations:

$$n = \frac{1}{e^2}$$

Where:

- n = required sample size
- N = population size
- e = level of precision (0.05 for 95%

confidence)

Since the actual population of FMCG consumers in Salem District is very large, the calculation assumes an effectively infinite population. Under these conditions, the Yamane formula reduces to:

$$n = \frac{1}{(.05)^2}$$

Thus, the required minimum sample size is 400 respondents.

To account for potential non-response and incomplete schedules, 50 additional respondents were oversampled, yielding a targeted total of 450 schedules. After administering the survey, 30 schedules were rejected due to incomplete responses, resulting in a final valid sample of 420 respondents.

5.4 Data Collection

Primary data were collected through a structured interview schedule. This schedule was divided into three sections:

- Demographic Profile: Age, gender, education, income, and digital literacy level.
- Digital Marketing Dimensions: Questions measuring perceptions of various digital platforms (social media, search, mobile apps, e-commerce), exposure to digital promotions and experiences with personalised campaigns.
- Sales Performance Outcomes: Indicators of purchase frequency, basket size, cross-category buying, and repeat purchase behaviour. Psychographic questions were also included to assess lifestyle, attitudes and technology orientation as moderators.

The instrument was pilot-tested with 40 respondents to ensure clarity and reliability. Feedback was incorporated to refine items, particularly those relating to cross-category purchases and promotional sensitivity.

5.5 Analytical Framework

The analytical framework was structured to align with the three research objectives:

Objective 1: To assess the comparative effectiveness of diverse digital marketing platforms in driving FMCG sales.

- Independent Variables:* Digital platforms (Social media, Search engines, Mobile apps, E-commerce).
- Dependent Variables:* Sales performance indicators (revenue impact, purchase frequency, repeat buying).
- Tools:* One-way ANOVA to compare mean sales impact across platforms; regression analysis to estimate platform-specific contributions.

Objective 2: To evaluate the role of digital promotional campaigns in stimulating consumer purchase frequency and cross-category buying behaviour.

- Independent Variables:* Types of digital promotions (Discounts, Bundles, Loyalty rewards, Gamified campaigns).
- Dependent Variables:* Purchase frequency (number of times FMCG products are bought per month), cross-category buying (number of different FMCG categories purchased).
- Tools:* Two-way ANOVA to test campaign effects on sales outcomes; correlation analysis to measure associations.

Objective 3: To examine the influence of psychographic consumer characteristics on the relationship between digital marketing strategies and sales outcomes.

- Independent Variables:* Psychographic traits (Lifestyle orientation, Technology readiness, Attitudes toward digitalisation, Value orientations).
- Moderating Role:* Psychographics moderating the effect of digital marketing strategies.
- Dependent Variables:* Sales outcomes (repeat buying, basket size, overall sales contribution).
- Tools:* Regression Modelling

5.6 Area of Study

The study was conducted in Salem District, Tamil Nadu, a region that provides an ideal microcosm of FMCG consumption in India. Salem represents both urban and semi-urban consumer segments, combining modern retail infrastructure with traditional outlets. Its consumer base is characterised by rising

disposable incomes, increasing internet penetration, and growing smartphone usage, which makes it particularly relevant for assessing digital marketing effectiveness. The mix of consumers who are digitally savvy and those who are transitioning to online platforms provides valuable heterogeneity for testing the moderating effects of psychographics. Moreover, the presence of multiple FMCG distribution channels—from kirana stores to organised retail and e-commerce delivery—ensures that the study captures the full spectrum of digital marketing exposure and its impact on sales.

6. ANALYSIS AND INTERPRETATIONS

The analysis integrates statistical tools including ANOVA, regression and correlation to evaluate the objectives. Results reveal that digital marketing platforms vary in their effectiveness with social media and e-commerce emerging as dominant drivers of FMCG sales. Promotional campaigns significantly influence purchase frequency and encourage cross-category buying underscoring their role in sustaining consumer engagement. Regression analysis demonstrates that psychographic characteristics such as lifestyle and technology readiness moderate sales outcomes, highlighting consumer heterogeneity. The findings validate that digital marketing effectiveness is measurable through sales performance indicators and confirm its strategic importance for FMCG brands in Salem District.

The ANOVA outcomes for Objective 1 reveal statistically significant differences in the effectiveness of digital platforms in shaping FMCG sales performance, measured through revenue impact, purchase frequency and repeat buying. The results confirm that the four platforms social media, search engines, mobile apps, and e-commerce websites—do not exert uniform influence on consumer purchasing behaviour. Instead, certain platforms emerge as stronger drivers of measurable sales outcomes highlighting the need for strategic prioritisation by FMCG brands. For revenue impact, the analysis indicates a clear variation in mean performance across platforms ($F = 8.462$, $p < 0.001$). Social media and e-commerce platforms generated the most pronounced revenue contributions, reflecting their dual ability to create brand visibility while facilitating direct transactions. Social media campaigns often linked to influencer collaborations and targeted advertising, effectively build purchase intention and convert awareness into sales. E-commerce platforms, on the other hand, directly link promotions to transaction opportunities, which accelerates sales closure. In contrast, search engine marketing and mobile applications displayed weaker revenue contributions, likely due to their supporting rather than central role in consumer decision-making. The results for purchase frequency also demonstrate significant differences ($F = 7.941$, $p < 0.001$). Consumers

Table 1:

One-Way ANOVA – Comparative Effectiveness of Digital Platforms on FMCG Sales Performance

Dependent Variable	Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (P)
Revenue Impact	Between Groups	21.374	3	7.125	8.462	<0.001**
	Within Groups	350.291	416	0.842		
	Total	371.665	419			
Purchase Frequency	Between Groups	18.629	3	6.210	7.941	<0.001**
	Within Groups	325.478	416	0.782		
	Total	344.107	419			
Repeat Buying	Between Groups	15.932	3	5.311	6.437	<0.001**
	Within Groups	343.652	416	0.827		
	Total	359.584	419			

(** - Significant Relationship @ 1%; * - Significant Relationship @ 5%)

exposed to promotional content on e-commerce websites and social media reported higher repeat purchases compared to those relying on search engines or mobile applications. This finding aligns with prior research suggesting that platforms offering continuous promotions and personalised recommendations stimulate habitual buying. Mobile apps despite their convenience, appear less influential in driving frequency due to limited engagement unless supported by strong push notifications or loyalty schemes. The analysis further reinforces the dominance of social media and e-commerce ($F = 6.437$, $p < 0.001$). Social media sustains consumer engagement through brand communities and ongoing content, thereby nurturing long-term loyalty.

E-commerce platforms promote repeat buying through subscription models, bundled promotions, and algorithm-driven recommendations. Search engines, while useful for discovery, rarely build loyalty, explaining their relatively weaker contribution to repeat buying. Similarly, mobile apps tend to support repeat purchases only when backed by established brand ecosystems. The ANOVA results suggest that social media and e-commerce platforms are the most effective in enhancing FMCG sales

integration.

The results for Objective 2 demonstrate that digital promotional campaigns significantly influence both purchase frequency and cross-category buying behaviour of FMCG consumers. The two-way ANOVA findings reveal that promotion type (discounts, bundles, loyalty rewards and gamified campaigns) exerts a strong main effect ($F = 7.852$, $p < 0.001$) on consumer outcomes. Similarly, the behavioural dimension—whether measured as purchase frequency or cross-category buying—also exhibits a significant effect ($F = 13.142$, $p < 0.001$). Importantly, the significant interaction effect ($F = 3.266$, $p = 0.021$) highlights that not all promotion types influence both behaviours equally suggesting that FMCG firms must tailor campaigns to achieve specific outcomes.

In terms of purchase frequency, the correlation analysis indicates that discounts ($r = 0.61$, $p < 0.01$) are the most effective promotional tool. Price reductions continue to act as a strong trigger in price-sensitive FMCG markets, where even marginal savings encourage consumers to purchase more often. Loyalty rewards also demonstrate a positive association ($r = 0.55$, $p < 0.01$) with repeat buying underlining the role of

Table 2:

Two-Way ANOVA – Effect of Digital Promotions on Purchase Frequency and Cross-Category Buying

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (P)
Promotion Type	18.436	3	6.145	7.852	<0.001**
Sales Behaviour (PF vs. CB)	10.291	1	10.291	13.142	<0.001**
Promotion x Behaviour	7.684	3	2.561	3.266	0.021*
Error	325.910	412	0.791		
Total	362.321	419			

Note: PF = Purchase Frequency, CB = Cross-Category Buying; *** $p < 0.001$, $p < 0.05$

performance across all three indicators while search engines and mobile applications play more complementary roles. This outcome highlights that FMCG firms should allocate greater marketing resources to interactive and transactional platforms while redesigning search and app-based strategies to focus on supporting discovery, convenience and cross-platform

**Table 3: Correlation Matrix –
Digital Promotions and Sales Outcomes**

Variables	Purchase Frequency	CCB [#]
Discounts	0.61*	0.42**
Bundles	0.49**	0.58*
Loyalty Rewards	0.55*	0.47**
Gamified Campaigns	0.34*	0.39*

(*Significance: *** $p < 0.01$, ** $p < 0.05$, $p < 0.10$)

[#] Cross-Category Buying

structured retention mechanisms in building long-term consumer relationships. These findings confirm that frequency-driven promotions tend to be anchored in value-perception strategies, where consumers return to brands that consistently provide economic or reward-based advantages. For cross-category buying, bundles emerged as the most influential promotional mechanism ($r = 0.58$, $p < 0.01$). Bundling encourages consumers to explore complementary products such as pairing snacks with beverages or personal care products with household items thereby broadening consumption baskets. Discounts were moderately associated with cross-category expansion, but their primary strength remained within single-category intensification. Loyalty rewards, while significant, operated more effectively for repeat purchases rather than diversifying product baskets. Interestingly, gamified campaigns, though comparatively weaker ($r = 0.34\text{--}0.39$, $p < 0.05$), showed a niche but growing appeal, particularly among younger, digitally savvy consumers who value interactive and entertainment-oriented brand experiences. These results suggest that no single promotional type is universally effective across all outcomes. Discounts and loyalty schemes are highly effective for stimulating frequent purchases, while bundles are better suited for encouraging cross-category expansion. Gamification, although emerging, provides innovative engagement opportunities for specific psychographic segments. The evidence reinforces the need for FMCG firms to adopt a differentiated promotional strategy, aligning the type of campaign with desired behavioural outcomes. The study implies

strategically balancing discounts, loyalty mechanisms, bundles and gamification companies can optimise sales performance across both frequency and breadth of consumption.

The regression results reveal that psychographic traits exert a significant influence on FMCG sales outcomes, explaining 46% of the variance ($R^2 = 0.46$) in repeat buying, basket size, and overall sales contribution. This demonstrates that consumer psychology, beyond demographic characteristics, plays a pivotal role in moderating the effectiveness of digital marketing strategies. Among the predictors, lifestyle orientation ($\beta = 0.28$, $p < 0.001$) emerged as the strongest determinant of sales outcomes. Consumers with health-conscious, convenience-oriented and aspirational lifestyles were more responsive to digital marketing campaigns, leading to larger basket sizes and higher repeat purchases. This finding reflects the alignment between lifestyle-driven motivations and digital platforms that provide customised offers and content.

Technology readiness ($\beta = 0.25$, $p < 0.001$) was the second most influential factor. Digitally savvy consumers with higher comfort levels in using online apps, e-commerce, and payment gateways demonstrated stronger purchase contributions. These consumers are early adopters of digital trends making them more responsive to platform-driven campaigns and interactive promotions. Attitudes toward digitalisation ($\beta = 0.22$, $p < 0.001$) also had a significant effect highlighting that positive perceptions of digital commerce such as trust in online payments belief in convenience, and perceived efficiency enhance sales performance.

Table 4: Multiple Regression Analysis – Effect of Psychographic Traits on FMCG Sales Outcomes

Predictor Variable	Std. Beta (β)	Unstd. Estimate (B)	SE	t	Sig. (P)
Lifestyle Orientation	0.28	0.317	0.072	4.403	<0.001**
Technology Readiness	0.25	0.292	0.069	4.232	<0.001**
Attitudes toward Digitalisation	0.22	0.265	0.074	3.581	<0.001**
Value Orientations	0.19	0.221	0.071	3.112	0.002**
Model Summary					
$R^2 = 0.76$, Adjusted $R^2 = 0.65$				$F = 87.13$	<0.001**

(*Significance: *** $p < 0.001$, * $p < 0.01$)

Consumers who view digitalisation as beneficial are more likely to engage in repeat buying and larger purchases through digital platforms. Finally, value orientations ($\beta = 0.19$, $p = 0.002$) contributed moderately, showing that consumers with strong value-based considerations (e.g., price sensitivity, brand loyalty and ethical consumption) also respond meaningfully to digital strategies, albeit to a lesser extent compared to lifestyle and technology orientation.

The regression analysis confirms that psychographic variables significantly shape how consumers respond to digital marketing strategies influencing both repeat buying and cross-category sales growth. FMCG firms must therefore integrate psychographic segmentation into their marketing analytics moving beyond demographics to capture lifestyle aspirations, digital readiness and value orientations. Such an approach ensures more precise targeting and maximises the sales impact of digital investments.

7. FINDINGS

7.1 Digital platforms exert unequal influence on FMCG sales performance

Social media and e-commerce emerged as the most impactful drivers of revenue generation, purchase frequency and repeat buying whereas search engines and mobile apps played more supportive roles.

7.2 Social media has dual advantages

It enhances both visibility and sales conversion by combining influencer credibility with interactive brand content, making it a critical platform for both immediate and long-term sales performance.

7.3 E-commerce platforms directly translate promotions into transactions

They drive stronger purchase frequency and repeat buying compared to other platforms due to embedded offers, subscription models, and recommendation systems.

7.4 Mobile apps and search engines are less effective as standalone platforms

They primarily facilitate discovery and convenience, suggesting that their strategic role

lies in complementing social media and e-commerce channels rather than acting as primary sales drivers.

7.5 Promotional campaigns significantly shape consumer purchase behaviour

Discounts and loyalty rewards were particularly effective in enhancing purchase frequency, showing that economic value and retention benefits remain strong motivators in FMCG consumption.

7.6 Cross-category buying is most strongly influenced by bundles

Bundled promotions encouraged consumers to purchase complementary products, effectively expanding their consumption baskets and contributing to overall sales growth.

8. DISCUSSIONS

The study establishes that digital marketing significantly enhances FMCG sales performance, but its effectiveness depends on the alignment of platforms, promotional strategies and consumer psychographics. Social media and e-commerce platforms emerged as the most influential drivers of revenue, purchase frequency and repeat buying while search engines and mobile apps served complementary roles. Promotional campaigns demonstrated varied effects: discounts and loyalty rewards strengthened purchase frequency, bundles expanded cross-category buying and gamified campaigns appealed to younger consumers. Regression results further highlighted those psychographic traits particularly lifestyle orientation and technology readiness were strong predictors of sales responsiveness, surpassing demographic influences. These insights advance digital marketing theory by linking strategies directly with sales outcomes moving beyond engagement metrics to performance-based evaluation. The findings emphasise adopting differentiated strategies across platforms, tailoring promotions to behavioural outcomes and incorporating psychographic profiling into digital targeting to maximise FMCG sales performance in diverse consumer markets.

9. CONCLUSION

This study set out to evaluate the structural influence of digital marketing strategies on the sales performance of FMCG brands with a particular focus on platforms, promotional campaigns and consumer psychographic traits. The findings collectively demonstrate that digital marketing is no longer a supplementary communication tool but a decisive driver of measurable sales outcomes in the FMCG sector. Social media and e-commerce consistently generated stronger impacts on revenue, purchase frequency and repeat buying while search engines and mobile applications played supportive roles. This evidence suggests that FMCG firms must strategically prioritise investments in interactive and transactional platforms to achieve sustained growth, while using search and apps as complementary touchpoints for discovery and convenience. Discounts and loyalty rewards emerged as powerful tools for stimulating repeat purchases and retaining consumers, while bundles were most effective in encouraging cross-category buying and expanding consumption baskets. Gamified campaigns, though less influential in immediate sales outcomes, demonstrated potential among younger, digitally engaged consumers. These findings highlight the importance of adopting a differentiated promotional portfolio that aligns campaign design with specific sales objectives. Lifestyle orientation and technology readiness emerged as the most influential predictors of repeat buying, basket

size, and overall contribution to sales. Attitudes toward digitalisation and value orientations also contributed, albeit to a lesser extent. This underscores the importance of moving beyond demographic segmentation to incorporate psychographic profiling into marketing strategies. By doing so, FMCG firms can design campaigns that resonate more deeply with consumers' lifestyles, digital readiness, and value preferences. The study contributes by shifting the focus of digital marketing research from engagement-based metrics to performance-based outcomes such as purchase frequency, basket expansion and revenue growth. It integrates platform, campaign, and consumer dimensions into a holistic framework that captures how digital strategies translate into tangible business results. This extends existing marketing theory by showing how digital strategies and consumer psychology interact to shape sales outcomes in FMCG. The study provides actionable recommendations. Firms should allocate greater resources to social media and e-commerce diversify promotional strategies across behavioural goals and integrate psychographic segmentation into targeting frameworks. In a competitive sector where margins are low and consumption is frequent such evidence-based decision-making is essential for sustaining growth. This research demonstrates that digital marketing effectiveness is not uniform but contingent on strategic alignment with platforms, promotions and psychographic characteristics. ■

REFERENCES

1. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Hoboken, NJ: John Wiley & Sons.
2. Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122–145. <https://doi.org/10.1509/jm.15.0419>
3. Internet and Mobile Association of India. (2023). *Digital adoption in India: Annual report*. IAMAI.
4. Kumar, V., & Gupta, S. (2016). Conceptualizing the evolution and future of advertising. *Journal of Advertising*, 45(3), 302–317. <https://doi.org/10.1080/00913367.2016.1199335>
5. Chen, Y., Fay, S., & Wang, Q. (2011). The role of marketing in social media: How online consumer interactions influence product sales. *Journal of Marketing*, 75(4), 118–132.
6. Yadav, M. S., de Valck, K., Hennig-Thurau, T., Hoffman, D. L., & Spann, M. (2013). Social commerce: A contingency framework for assessing marketing potential. *Journal of Interactive Marketing*, 27(4), 311–323. <https://doi.org/10.1016/j.intmar.2013.09.001>
7. Kapoor, K., et.al. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>

8. Li, H., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
9. Nielsen India. (2023). FMCG consumer outlook survey 2023. NielsenIQ.
10. McKinsey & Company. (2022). How FMCG brands can win with digital acceleration. McKinsey Insights.
11. Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing* (3rd ed.). Sage Publications.
12. Grewal, D., Roggeveen, A. L., Sisodia, R., & Nordfält, J. (2017). Enhancing customer engagement through consciousness and cognition: A framework for future research. *Journal of Retailing*, 93(4), 395–408. <https://doi.org/10.1016/j.jretai.2017.04.001>
13. Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (6th ed.). Routledge.
14. Dwivedi, Y. K., Ismagilova, E., Hughes, L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168.
15. Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0411>
16. Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. *Computers in Human Behavior*, 49, 597–600.
17. Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review, and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
18. Singh, P., & Sahni, M. (2019). The impact of targeted promotions on consumer purchase frequency. *Marketing Science*, 38(5), 773–792
19. Shankar, V., Inman, J. J., Mantrala, M., Kelley, E., & Rizley, R. (2021). Innovations in retail marketing and sales promotion. *Journal of Retailing*, 97(1), 13–26. <https://doi.org/10.1016/j.jretai.2020.11.003>
20. Panda, T. K., & Misra, S. (2021). Psychographic segmentation in emerging markets: A case of digital consumers. *Journal of Consumer Marketing*, 38(5), 593–606. <https://doi.org/10.1108/JCM-06-2020-3920>
21. IBEF. (2023). Fast moving consumer goods industry in India. India Brand Equity Foundation.