



# DIGITAL MARKETING INFLUENCE ON FMCG PRODUCTS CONSUMERS' BUYING INTENTION AND BEHAVIOUR

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## Abstract

The rapid growth of digital technologies has significantly transformed consumer buying behaviour, particularly in the Fast-Moving Consumer Goods (FMCG) sector. This study examines the impact of digital marketing tools—namely online advertising (search and display), social media marketing and online reviews, influencer marketing, and email and video marketing—on consumer buying intention and buying behaviour. The study is based on primary data collected from 153 respondents using a structured questionnaire and snowball sampling technique. Structural Equation Modeling (SEM) was employed to analyze the relationships among the variables. The findings reveal that online advertising, influencer marketing, and email and video marketing have a significant positive influence on buying intention, while social media marketing and online reviews do not show a significant effect on intention. Furthermore, all digital marketing variables significantly influence consumer buying behaviour, except influencer marketing, which shows a significant negative relationship. The study highlights that different digital marketing tools influence consumer intention and behaviour in distinct ways. The results provide valuable insights for marketers to design effective digital strategies in the FMCG sector by focusing on credibility, personalization, and customer engagement. Overall, the study emphasizes the growing importance of digital marketing in shaping modern consumer behaviour.

## Keywords

Digital Marketing, Online Reviews, Influencer Marketing, Email Marketing, Video Marketing,

## Introduction

Digital marketing for FMCG products in India is rapidly expanding, with significant online sales growth anticipated by 2026 as a result of over 900 million internet users. Key trends include a rise in digital ad spending to 25–30% of total marketing budgets, accelerated growth in e-commerce and quick-commerce, and the dominance of Direct-to-Consumer (D2C) brands expected to surpass ₹8,70,500 crore by 2025. Influencer and video marketing, especially in regional languages, are also pivotal. Social media platforms like Instagram and Facebook serve as primary marketing channels, while performance marketing emphasizes ROI. Contributing factors include high internet penetration, enhanced digital payment systems, and evolving consumer trust in online shopping.

## 1.1 Theoretical Background: Digital Marketing and Consumer Buying Behaviour

In today's market environment, characterized by the customers' orientation, there have been changes in consumer purchasing behavior mainly because of the growth of digital technologies. Digital marketing involves the use of various types of media to promote goods or services, including search engine, social media, email, websites and so forth. As observed by Dubey&Bajpai (2025), due to the increased availability of digital media, purchasing behavior of consumers has been changing, with consumers becoming more sensitive to the influence of various online marketing campaigns and other forms of digital engagement. Consumer behavior is always dynamic depending on a variety of parameters, among which are product characteristics, price, quality, packaging, age, social status, and generations, to name but a few. Among all age categories, youth represents the one that is most complex and fast changing. Indeed, according to Tirpude (2022), young people are greatly affected by trends and fashion, with their preferences changing rather quickly. They prefer shopping online to using traditional channels of shopping, compelling marketers to adapt and employ modern digital tactics. Digital marketing has changed the process of purchasing decisions made by consumers, giving the latter an opportunity to be more active in information search. Instead of relying solely on physical interactions, consumers now utilize digital platforms to compare products, read reviews, and assess alternatives before making purchase decisions. Jeyakumar and Saravanan (2023) emphasize that digital channels play a critical role in all stages of the buying process, from need recognition to post-purchase evaluation, thereby enhancing consumer empowerment and decision accuracy. Several digital marketing strategies have been considered important predictors of consumer behavior. In an empirical study conducted by Yadav, Chaturbedi, and Neupane (2024), it has been found that online advertisements, social media marketing, influencer marketing, email marketing, and video marketing positively and significantly affect consumer buying behavior. The use of online advertisements enhances brand visibility, whereas social media marketing creates an interactive and engaging environment between the consumers and the products. On the other hand, influencer marketing has gained importance in recent times because of its capacity to enhance consumer trust. In addition to that, the use of emails allows personal communication between consumers and the products, whereas video marketing enables greater understanding of products among customers. According to George and Manuel (2024), digital marketing strategies, especially social media marketing, play a very important role in shaping consumer behavior because they enable consumers to access real-time information. Another important predictor of consumer behavior in the current era is electronic word-of-mouth (e-WOM). This includes online reviews and recommendations of products by consumers. Consumers have come to depend on the opinions and experiences of other consumers to help make more informed choices. As noted by George and Manuel (2024), digital marketing through interactions such as online reviews not only increases trust but helps in strengthening brand-consumer connections resulting in purchase decisions. From a psychological point of view, digital marketing affects the behaviour of consumers in two major ways; emotionally and cognitively. Perceived usefulness, ease of use, trust, and satisfaction are some of the factors that determine consumer attitudes. In this regard, Chaudhary (2025) notes that consumer behaviour towards digital marketing is significantly mediated by their cognitive and emotional reactions including impulse buying behavior as well as their psychological response to the marketing tactics. Also, perceived usefulness is one of the main determinants that affect consumer behaviour towards digital marketing campaigns. Empirical literature has shown that digital marketing has a significant effect on consumer purchasing behaviour. For instance, Dubey and Bajpai (2025) note that all digital marketing strategies positively influence consumer behaviour especially that of the young population. Similar findings were established by Yadav et al. (2024) in their study showing the effectiveness of digital marketing strategies in improving consumer behaviour and purchase intentions. Moreover, the emergence of e-commerce has been instrumental in the development of omnichannel consumer behavior, which involves the blending of online and offline purchasing. Consumers frequently rely on online sources for collecting relevant information on product prices before making their purchases both online and offline. This emphasizes the importance for firms to design a harmonious approach in their marketing processes. Conclusion In summary, the theoretical framework of digital marketing and consumer behavior shows how digital media and technology have dramatically changed consumer interactions in markets. The use of digital marketing tools enables marketers to boost visibility and engagement in addition to influencing the cognitive, emotional, and social sides of consumer behavior. As consumer behaviors continue to change, especially among the youth who are tech-savvy, marketers will be required to incorporate more innovative digital marketing methods.

## 2.1 Online advertising

Online marketing campaigns, especially search and display advertising, have a substantial impact on consumer purchase behaviour in the Fast-Moving Consumer Goods (FMCG) industry. Search advertisements are triggered by consumers searching for products online, thus aiding in the information search and evaluation phase of consumer decision making, whereas display advertisements, such as banners and video advertisements, add visual attraction and brand awareness through digital media. Display advertisements are important in the case of FMCG products since these are purchased frequently with low involvement levels, and repeated exposure to display advertisements increases brand recall and triggers impulse buying. Research studies by Yadav, Chaturbedi, and Neupane (2024) confirm that online advertisements have a positive effect on consumer purchase intention by providing timely and relevant information to consumers. Likewise, Jeyakumar and Saravanan (2023) state that digital channels enable consumers to compare product offerings, price comparisons, and features, thus influencing their purchasing decisions. In addition, visually appealing display advertisements and special offers influence consumer emotional reactions, thus leading to unplanned purchases, as noted by Chaudhary (2025). Online advertisements are made more effective through personalized and customized content, which is tailored to match consumer requirements and needs (Dubey and Bajpai, 2025). Overall, search and display advertising not only improve brand visibility but also influence both rational and impulse buying behaviour, making them essential tools in shaping consumer decisions in the digital era.

## 2.2 Social media and online reviews

There is no doubt that social media and customer reviews help shape consumer behaviour when it comes to purchases, especially in FMCG where consumers have to make purchase decisions frequently and which often depend on external factors. Firstly, social media serves as an interactive platform where consumers interact with brands, share their experiences and receive product information instantly. Such interactions greatly affect consumer attitudes, preferences and purchase intentions. For example, according to George & Manuel (2024), social media marketing improves consumer engagement and relationship between brand and consumer, thus affecting consumer behaviour and purchases made. In addition, e-WOM acts as another way of social proofing, which reduces uncertainties of consumers and increases trust in brand and its products. Consumers usually pay a lot of attention to experiences shared by other customers online when considering a purchase and, especially when it comes to FMCGs. Yadav, Chaturbedi and Neupane (2024) confirm that social media marketing affects consumer behaviour positively and significantly, thus helping to stimulate purchase intentions. Moreover, likes, comments and shares are essential in establishing brand awareness and credibility. The presence of user-generated content and peer recommendations often influences both planned and impulse purchases. Overall, social media and online reviews not only facilitate information sharing but also create trust, engagement, and emotional connections, making them critical determinants of consumer buying behaviour in the digital marketplace.

## 2.3 Influencer marketing

Influencer marketing has been developed as a key element in digital marketing strategies, which plays a vital role in influencing consumer behaviour. It uses social media celebrities to influence consumers by creating product awareness and promoting products in the market. The influencers are used as opinion leaders, whose opinions tend to be perceived as more credible and genuine compared to those of conventional advertisements. In line with Yadav, Chaturbedi, and Neupane (2024), influencer marketing plays a key role in influencing consumer purchasing behaviour because of its ability to enhance brand awareness and develop credibility in the minds of the target audience. This concept can be applied in the FMCG industry due to the nature of products sold and the manner in which consumers tend to make buying decisions. Influencers create awareness regarding their experiences with certain products, which eliminates any uncertainties related to making purchase decisions. Chaudhary (2025) notes that consumer behaviour is influenced by influencer marketing through psychological factors such as trust and emotional connections, leading to increased purchase intention. Additionally, influencer-generated content often integrates seamlessly into consumers' daily digital experiences, making marketing messages less intrusive and more engaging. Overall, influencer marketing not only enhances brand visibility but also strengthens consumer trust and emotional engagement, thereby playing a vital role in influencing buying behaviour in the digital era.

## 2.4 Email and video marketing

Email and Video Marketing are two crucial digital marketing approaches that play a significant role in influencing consumer buying behavior, especially within the FMCG industry where constant communication and fast decision-making become mandatory. Email marketing allows organizations to send personalized messages to consumers regarding products, promotions, or reminders to facilitate the development of relationships and repeated purchases. As Yadav et al. (2024) state, email marketing positively influences consumer buying behavior by sending timely and pertinent information about certain products or services. Video marketing represents an approach to communicate with customers through visual means, explaining the use and advantages of specific goods. The use of videos contributes to the improvement of consumer awareness about certain items and facilitates the formation of a positive attitude towards the product and its branding. As Jeyakumar&Saravanan (2023) claim, video content is extremely effective when it comes to attracting consumer attention and influencing their choice of goods.. Both email and video marketing also contribute to higher consumer engagement by combining information with personalization and entertainment. Overall, these tools not only improve awareness and product knowledge but also positively influence consumer attitudes and buying behaviour in the digital marketplace.

## 3.1 Research methodology

The study is intended to assess online shopper perception, especially in Thanjavur district. For collecting primary data Persons who were at least once buying the online mode were considered. The present research intends to gather 310 sample responses after all screen and editing data set, the research finalize 271 response. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test also shows that 271 size is appropriate for analysis. So the researcher uses the formula which could help to determine the appropriate sample size for this study. The confidence level is 95% ( $Z_{\alpha}$ ), and the margin of error is 5% (E) of this study and sample size determined as (Determining the sample size N required when estimating population proportion; unknown P stand). Measured Structural Equation Modeling is one of the noticeable methods to fulfill the research requirements of modern researchers, especially after usage AMOS software.

### Hypotheses of the study

- H1: Online advertising (search and display) has a significant positive influence on online buying intention of FMCG products.
- H2: Social media marketing and online reviews have a significant positive influence on online buying intention of FMCG products.
- H3: Influencer marketing has a significant positive influence on online buying intention of FMCG products.
- H4: Email and video marketing have a significant positive influence on online buying intention of FMCG products.
- H5: Online buying intention has a significant positive influence on online buying behaviour of FMCG products.
- H6: Online advertising (search and display) has a significant positive influence on online buying behaviour of FMCG products.
- H7: Social media marketing and online reviews have a significant positive influence on online buying behaviour of FMCG products.
- H8: Influencer marketing has a significant positive influence on online buying behaviour of FMCG products.
- H9: Email and video marketing have a significant positive influence on online buying behaviour of FMCG products.

S.no	Endogenous variables < Exogenous variables	Estimate	S.E.	C.R.	P
H1	Buying intent VS Online advertising	.232	.071	3.283	.001
H2	Buying intent VS Social media marketing and online reviews	.110	.077	1.418	.156
H3	Buying intent VS Influencer marketing	.304	.071	4.275	***
H4	Buying intent VS Email and video marketing	.265	.084	3.173	.002
H5	Consumer behaviour vs buying intention				
H6	Buying intent VS Online advertising	.145	.063	2.292	.022
H7	consumer purchase behavior vs Social media marketing and online reviews	.285	.084	3.133	.000
H8	Consumer behavior VS Influencer marketing	-.284	.133	-2.134	.033
H9	consumer behavior vs Email and video marketing	.274	.071	3.275	***

Source: AMOS output

#### 4.1 Results and Discussions

Findings related to purchase intention reveal that digital marketing variables play varying roles with respect to FMCG consumers. The findings for H1 suggest that online advertising has a significant and positive effect on purchase intention ( $\beta = 0.232$ ,  $p = 0.001$ ), demonstrating the effectiveness of search ads and display ads in encouraging FMCG consumers to purchase. Findings from H2 do not support any positive effect of social media marketing and online review on purchase intention ( $\beta = 0.110$ ,  $p = 0.156$ ), indicating that social media marketing and online review may not be effective with regard to this aspect. H3 suggests a high and significant positive relationship between influencer marketing and purchase intention ( $\beta = 0.304$ ,  $p < 0.001$ ), revealing the importance of influencers in influencing consumers' purchase decision-making process. In addition, H4 is also found to have a significant effect on purchase intention ( $\beta = 0.265$ ,  $p = 0.002$ ). While H5 states that buying intention influences consumer behaviour, lack of statistical figures makes the statement empirically challenging to establish. With regard to actual consumer buying behaviour, the findings indicate that most hypotheses are supported. H6 confirms that online advertising has a significant positive effect on buying behaviour ( $\beta = 0.145$ ,  $p = 0.022$ ), demonstrating its role in driving purchases. H7 is also supported, as social media marketing and online reviews significantly influence consumer behaviour ( $\beta = 0.285$ ,  $p < 0.001$ ), emphasizing the importance of peer influence and digital engagement. H8 presents a significant but negative relationship between influencer marketing and consumer behaviour ( $\beta = -0.284$ ,  $p = 0.033$ ), suggesting that excessive or less credible influencer promotions may negatively affect purchase decisions. Finally, H9 is supported, as email and video marketing show a significant positive impact on consumer behaviour ( $\beta = 0.274$ ,  $p < 0.001$ ), reinforcing their effectiveness in converting consumer interest into actual purchases.

#### 5.1 Managerial Suggestions

There are some implications from this study that can benefit marketers in the FMCG industry. First, because online ads have a significant positive impact on buying intention and behaviour (H1 & H6), organizations will have to increase their spending on online targeted advertising through search and display ads. Second, influencer marketing has a significant positive impact on buying intention (H3), while it negatively impacts buying behaviour (H8). As a result, FMCG companies must carefully select their influencers in order to maintain authenticity and prevent skepticism from consumers. Third, even though social media marketing and online reviews have no significant impact on buying intention (H7), they significantly impact consumer behavior (H2). Thus, FMCG organizations need to monitor consumers' online opinions and engage with consumers actively through social media platforms. Finally, email marketing and video marketing have a consistently positive influence on both buying intention and behavior (H4 & H9), and personalized marketing through emails and interesting video clips must be considered as priority tasks.

## conclusion

In conclusion, this study highlights the significant role of digital marketing in shaping the online consumer buying behaviour of FMCG products. The results demonstrate that different digital marketing tools influence consumer behaviour in distinct ways. Online advertising, influencer marketing, and email and video marketing positively impact buying intention, while social media and online reviews play a more prominent role in directly influencing actual buying behaviour. The negative relationship observed between influencer marketing and consumer behaviour suggests the need for more authentic and trustworthy promotional strategies. Overall, the study confirms that digital marketing is a powerful driver of both consumer intention and behaviour in the FMCG sector. As consumer preferences continue to evolve in the digital era, marketers must adopt innovative, data-driven, and customer-focused strategies to effectively engage consumers and enhance their purchasing decisions.

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