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IMPACT OF DIGITAL TRANSFORMATION IN MARKETING METHODS ON FMCG SECTOR W.R.T FOOD AND BEVERAGE PRODUCTS.

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Abstract:
Digitalization has increased tremendously in the marketing world. It helps to grab the attention of the consumer and also helps to increase the product reach and sales. Here, we report on how digital transformation has affected marketing methods in the Fast-Moving Consumer Goods sector. Digital Marketing methods are used by FMCG companies which helps them get data on the audience who is buying their products, like age group, gender, and how frequently people buy the product. This observation suggests that people's influence has changed their decision to buy the product. After seeing the advertisement, we collected data from Mumbai and the rest of Maharashtra. And to understand the platforms where they get to know about the products, e.g., social media, company websites, search engines, etc. The observation suggests that most people get to know about the product through digital platforms, and they also get detailed information about the product on websites or social media. It also suggests that the digital transformation in the marketing world is positive for consumers and the company as well.

Keywords:
FMCG (Fast Moving Consumer Goods), Food & Beverage Products (F&B), Digital Marketing Methods, Digital Transformation, Online Reviews & Ratings, Sales Conversion.

Introduction:

Fast-moving consumer goods (FMCG) encompass a variety of products, particularly those related to food and beverages. Within the context of FMCG, food and beverages represent a significant portion of the market, offering a diverse array of products that cater to daily needs and desires.

These products are characterized by their rapid turnover rates due to high consumer demand and short shelf lives. Additionally, FMCG products are typically low-priced and mass-produced, ensuring affordability and availability for a broad audience

Urban India accounts for 66% of overall FMCG consumption, with rural India accounting for the remaining 34%. However, rural India consumes more than 40% of major FMCG categories like personal care, fabric care, and hot beverages. According to ASSOCHAM's analysis, companies like Hindustan Unilever Ltd. and Dabur India earn half of their revenues from rural India, while Colgate Palmolive India and Marico account for approximately 37%.

Digital Transformation in Marketing Methods

The term "digital transformation" in marketing describes the process of enhancing and reimagining conventional marketing strategies and practices via the use of virtual technologies. In order to develop a more methodical and client-centric marketing strategy, it incorporates historical statistics together with advertising and marketing strategies.

Digital Transformation of FMCG Sector

For businesses in the Fast-Moving consumer Goods (FMCG) sector to adjust to shifting customer behaviors and market dynamics, digital transformation is essential. Some of the advantages of Digital transformation in FMCG sector has led to: Enhanced Customer Experience, Improved Supply Chain Management, Agile Innovation, Sustainable Practices.

Research Objectives for this study are : (1) To understand the Extent of Digital Transformation Adoption.(2) To assess the impact and effectiveness of Digital Marketing on Marketing Strategies. (3) To identify the challenges in adoption of digital transformation.

Literature Review

Bhavesh Gattani, Shamik Saha & Komal Gill (2023) studied the Impact of AI & Digital Marketing on FMCG (E-Commerce) and Consumer Purchase Patterns & stated that, for an influential digital marketing the marketing strategies should be aligned with users browsing history. Additionally, they said that reviews become powerful determinants that greatly impact judgments about what to buy, emphasizing the significance of encouraging favorable customer feedback. They also noticed that desire lists had a significant impact on impulsive purchases, which highlights the need of targeted advertising strategies. Additionally, the data highlights the significant importance of chatbot conversations and demonstrates how well they work to generate customer inquiries and engagement.

Priyanka Panday (2023) shown that consumers' decision-making processes might be significantly impacted by digital marketing, particularly in terms of problem recognition, buying behavior, and decisions. Using digital media to promote a business is a new concept known as "digital marketing." Companies who use digital marketing techniques will be able to outperform their competitors. Businesses can assess the efficacy of digital marketing using a range of indicators, including website traffic, social media engagement, leads produced, conversion rates, and return on investment (ROI).

Prakhar Trivedi & Dr. Poonam Vij (2024) conducted a study on Impact of Digital Marketing on the FMCG brands w.r.t Patanjali Ayurvedic Products. The study conducted in the region of Delhi and Uttar Pradesh states the various Digital Marketing methods used by Patanjali Ayurveda such as Digital Presence, Content Marketing, SEO, Email Marketing, Influencer Collaborations, E- Commerce Integration. The use of these digital marketing platforms has led Patanjali to connect with its audience on a deeper level, inspire brand loyalty and contribute to the well-being of the individuals. According to the report, the company has been able to increase sales in the cutthroat consumer goods sector, interact with consumers, and raise brand awareness by utilizing digital marketing strategies. Its main research has also revealed that Patanjali Ayurveda generates more sales through digital channels, or e-commerce platforms, than it does through physical stores.

Mithun Nandy & Soma S Roy (2022) conducted a study on the Parle G brand's transition from traditional to digital marketing communications was carried out. According to the report, Parle G has modified its marketing communications to reflect shifting consumer preferences.

Parle G made a shift from Traditional Marketing to Digital Marketing by leveraging social media platforms such as Facebook to share emotional nostalgic moments. It also collaborated with Zapak.com to create special games to extend its digital presence. The study also reveals how Parle G and Ogilvy Mather collaborated to market "Aao Banaye Kal Ke Genius," the most ambitious and engaging effort. Numerous social media sites, including YouTube, Facebook, Twitter, blogs, etc., were used to promote the campaign. The study shows how Parle G has used different digital tools and technologies as a part of their marketing communication strategy. Company has collaborated with dating websites, used digital films and digital campaigns, etc over the span of 4 decades as a part of their marketing.

Bhagyashree Deogoankar (2023) conducted a study on Digital Transformation in B2B Marketing. The study proposes how businesses in the new age use various technologies like Cloud AI, Machine Learning. The study shows how various analyses such as Regression Analysis necessary for sales forecasts for B2B marketing are done efficiently and effectively by digital platforms such as Machine Learning in R Studio. The study also shows the various uses of Artificial Intelligence and Machine Learning in Business to Business Marketing which are ‘AI generated Digital Content Curation’, ‘Dynamic Pricing’ , ‘Lead Scoring and Propensity Modeling’ , ‘Voice Search and Content Chatbot’. It also states how Data Analytics has proved to be the biggest advantage for B2B Marketer because of its capacity to offer a potent blend of massive datasets comprising millions of customer records and AI/ML based prediction models. Big Data storage powered by a round-the-clock cloud architecture increases overall speed to almost real-time levels and offers comprehensive customer insights analytics for interacting with clients and customers.

Malathi Gottumukkala (2021) carried out research on how consumers felt about FMCG companies' use of digital marketing practices. The study investigated how digital marketing strategies affect a company's sales by looking at businesses such as Dabur, Amul, and Patanjali. It demonstrates how Dabur has expanded their consumer base by offering their goods for sale on websites like Grofers. It also details how Dabur's brand building and online exposure have benefited from these digital marketing initiatives. Additionally, it demonstrates how AMUL used social media sites like Facebook and Twitter to craft a successful marketing campaign centred on the Butter Girl. The study also shows the Impact of Digital Marketing on firm's sales using Pearson Correlation as an analyzing tool.
Evita Vitsentzatou, et.al (2022) conducted a study to look at how the rise of digital marketing has affected the marketing mix in the supply chain for food and beverage services. Using the gray decision-making trial and evaluation laboratory (DEMATEL) technique, experts identified and evaluated critical success factors for the digital transformation of the F&B Service Supply Chain. Three overarching categories—technology driven, industry driven, and consumer driven—were used to classify the fourteen crucial success elements that were found. Consumer satisfaction, online infrastructure, digital media platforms, and communications are important aspects for the digital transformation of the food and beverage service supply chain, as observed and deduced by the DEMATEL approach.
Furthermore, the most important component is said to be the cost of investment for corporate digitization and refocusing a marketing plan. The report also demonstrates how the COVID-19 epidemic sped up the digitization of businesses and how agility extended beyond technology to include a whole marketing paradigm.

Research Methodology
In this study the questionnaire was administered to 82 respondents/consumers. In this study the questionnaire was administered to 57 Consumers and 25 Distributors. These respondents comprised Maharashtra Region. The target respondents are from the age group of 21-50. The google questionnaire was administered to small, medium and large distributors in Maharashtra Region. This study had two questionnaires; One for the Consumer & other for the Company Professionals and Distributors.
The Sample Size (82),

Hypothesis:
To assess the impact and effectiveness of Digital Marketing on Marketing Strategies.
H0- Digital marketing has no significant impact on marketing strategies.
H1- Digital marketing has a significant impact on marketing strategies.

To evaluate Digital Marketing's influence and feasibility on Marketing Strategies.
H0: Marketing strategies are not significantly impacted by digital marketing.
H1: Marketing strategies are significantly impacted by digital marketing.

To identify the challenges in adoption of digital transformation.
H0: There are no significant challenges hindering the adoption of digital transformation initiatives within organizations.
H1: There are significant challenges hindering the adoption of digital transformation initiatives within organizations.
Data Analysis and Interpretation

How often do you purchase a FMCG food and beverage product?								
			4-5 times a week	**Dail y**	**Once a mont h**	**Once a quarte r**	**Once a week**	**Total**
		No. Of People	12	13	8	0	4	37

Residing location	Mumbai & Mumbai Suburbs, Navi Mumbai	% within How often do you purchase a FMCG food and beverage product?	32.4%	35.1 %	21.6%	0.0%	10.8 %	100.0 %
	Rest of Maharashtra	No. of People	7	5	0	1	7	20
		% within How often do you purchase a FMCG food and beverage product?	35.0%	25.0 %	0.0%	5.0%	35.0 %	100.0 %
Total Count			19	18	8	1	11	57
l Purchase frequency in % of a Food & Beverage Product.			33.3%	31.6 %	14.0%	1.8%	19.3 %	100.0 %

From the data provided, it's evident that the majority of respondents from Mumbai and its suburbs purchase FMCG food and beverage products either daily (35.1%) or 4-5 times a week (32.4%). This suggests a high frequency of consumption in this urban area. Conversely, in the rest of Maharashtra, a significant proportion (35.0%) purchase FMCG products once a week, with a smaller percentage buying daily (25.0%). Overall, the data indicates that FMCG food and beverage products are purchased frequently, with 33.3% of respondents buying them 4-5 times a week and 31.6% purchasing daily across both regions. This high frequency of purchase underscores the essential nature of these products in consumers' lives, likely driven by factors such as convenience, habit, and availability.

1. Age * How often do you purchase a FMCG food and beverage product?								
			How often do you purchase a FMCG food and beverage product?					**Total**
			5 times a week	**Daily**	**Once a month**	**Once a quarter**	**Once a week**	
Age	**21-30**	**No of People**	18	17	8	1	11	55
		Purchase in %	32.7%	30.9%	14.5%	1.8%	20.0 %	100.0 %
	31-40	**No of People**	1	1	0	0	0	2
		Purchase in %	50.0%	50.0%	0.0%	0.0%	0.0%	100.0 %
		Total No. of People	19	18	8	1	11	57

The cross tabulation between age and the frequency of purchasing FMCG food and beverage products reveals some interesting patterns. In the 21-30 age group, the majority of respondents purchase these products either 4-5 times a week (32.7%) or daily (30.9%), indicating a high frequency of consumption among young adults. However, in the 31-40 age group, the sample size is smaller, with equal proportions (50.0%) purchasing FMCG products either 4-5 times a week or daily. This suggests that while younger individuals tend to purchase FMCG products more frequently, the frequency decreases slightly in the 31-40 age group. Overall, the data underscores the significance of age in determining the frequency of purchasing FMCG food and beverage products, with younger individuals exhibiting a higher frequency of consumption compared to their older counterparts.

2. Do you ever research food and beverage products online (ingredients, reviews, etc.) before purchasing them?

			No	Yes	Tota l
Age	21-30	Count	16	39	55
		% of people do research of food and beverage products online (ingredients, reviews, etc.) before purchasing them?	28.1 %	68.4 %	96.5 %
	31-40	Count	0	2	2
		% within Do you ever research food and beverage products online (ingredients, reviews, etc.) before purchasing them?	0.0 %	3.5 %	3.5 %
		Total Count	**16**	**41**	**57**

From the data provided, it's evident that a significant portion of individuals, approximately 96.5%, engage in researching food and beverage products online before making a purchase. Among those aged 21-30, 39 out of 55 individuals, which accounts for 68.4%, conduct such research. However, in the age group of 31-40, only 2 out of 57 individuals, making up 3.5%, engage in this behavior. This suggests that younger adults are more inclined to research food and beverage products online before purchasing compared to older adults. The data underscores the increasing reliance on online information for making informed consumption decisions, particularly among younger demographics. The trend reflects a growing consumer awareness regarding product ingredients and reviews, possibly influenced by health concerns, dietary preferences, and accessibility to online resources. Overall, the findings highlight the importance of online platforms in shaping consumer behavior and influencing purchasing decisions in the food and beverage industry.

3. Residing location * Do you ever research food and beverage products online (ingredients, reviews, etc.) before purchasing them?

			Do you ever research food and beverage products online (ingredients, reviews, etc.) before purchasing them?		Total
			No	Yes	
Residing location	Mumbai & Mumbai Suburbs, Navi Mumbai	Count	8	29	37
		% of People doing online research in Mumbai & Suburbs & Navi Mumbai	50.0%	70.7%	64.9%
	Rest of Maharashtra	Count	8	12	20
		% of People doing online research in Rest of Maharashtra	50.0%	29.3%	35.1%
Total Count			16	41	57
			100.0%	100.0%	100.0%

The crosstabulation of residing location and researching food and beverage products online reveals

interesting insights. In Mumbai & suburbs & Navi Mumbai, 70.7% of individuals engage in online research before purchasing, compared to 29.3% in the rest of Maharashtra. This suggests a higher inclination towards online research among individuals residing in Mumbai & suburbs & Navi Mumbai. Conversely, in the rest of Maharashtra, a larger proportion, 50%, do not engage in online research compared to 29.3% in Mumbai & suburbs & Navi Mumbai. The data indicates a significant regional disparity in online research behavior regarding food and beverage products. Mumbai & suburbs & Navi Mumbai residents exhibit a greater reliance on online information for informed purchasing

decisions. Factors such as urban lifestyle, access to technology, and consumer awareness may contribute to this disparity. Businesses must comprehend geographical variations in consumer behavior in order to properly customize their marketing strategy. The findings underscore the importance of localized marketing approaches to cater to diverse consumer preferences across different regions within Maharashtra.

4. How do you find the information about F&B Product?		
Mode of Information	**No. of Respondents**	**Percentage of use (%)**
Social Media	43	75.44
Advertisements	45	78.95
Word of Mouth	32	56.14
In-store Displays	31	54.39
Company Website	15	26.32
Search Engines	20	35.09
Blogs and Reviews	15	26.32
Total no. of Respondents	57	

Based on the data provided, it's evident that social media and advertisements are the most prominent modes of information for F&B (Food and Beverage) products, with 75.44% and 78.95% of respondents respectively using them. Word of mouth and in-store displays also play significant roles, with 56.14% and 54.39% respectively. However, company websites, search engines, and blogs/reviews are less utilized, each with around 26-35% of respondents relying on them. This indicates a heavy reliance on visual and interactive platforms for FnB product information dissemination. Marketers should prioritize social media and advertisements while also considering the impact of word of mouth and in-store displays in their strategies to reach consumers effectively.

5. Age* How much influence do online reviews and ratings have on your decision to try a new FMCG food or beverage product?							
			How much influence do online reviews and ratings have on your decision to try a new FMCG food or beverage product?				**Total**
			Minimal Influence	**No Influence**	**Somewhat Influential**	**Very Influential**	
Age	**21-30**	**No. Of People**	13	1	24	17	55
		% of Total	22.8%	1.8%	42.1%	29.8%	96.5%
	31-40	**No. Of People**	2	0	0	0	2
		% of Total	3.5%	0.0%	0.0%	0.0%	3.5%
Total		**Total no. Of People**	15	1	24	17	57

From the crosstabulation, it's evident that the majority of respondents across different age groups find online reviews and ratings influential to some extent in their decision to try new FMCG food or beverage products. Specifically, 42.1% of respondents find them somewhat influential, while 29.8% find them very influential. Only a small portion, 22.8%, feel minimal influence, and there's a negligible percentage, 1.8%, who feel no influence at all. Interestingly, among the younger age group (21-30), a higher percentage finds online reviews and ratings influential compared to the older age group (31-40), where the influence seems to be minimal. Overall, data indicates that consumers' decisions in the FMCG food and beverage business are significantly influenced by online reviews and ratings, particularly among younger groups.

6. Residing location * How much influence do online reviews and ratings have on your decision to try a new FMCG food or beverage product?

			How much influence do online reviews and ratings have on your decision to try a new FMCG food or beverage product?				Tot al
			Minimal Influence	No Influence	Somewhat Influential	Very Influential	
Residing location	Mumbai & Mumbai Suburbs, Navi Mumbai	No. Of People	9	1	19	8	37
		% of Total	15.8%	1.8%	33.3%	14.0%	64.9%
	Rest of Maharashtra	Count	6	0	5	9	20
		% of Total	10.5%	0.0%	8.8%	15.8%	35.1%
Total		Total no. Of People	15	1	24	17	57
		% of Total	26.3%	1.8%	42.1%	29.8%	100.0%

From the crosstabulation, it's evident that among respondents residing in Mumbai and its suburbs, Navi Mumbai, a significant portion, 64.9%, find online reviews and ratings influential in their decision to try new FMCG food or beverage products. Specifically, 33.3% find them somewhat influential, while 14.0% find them very influential. In contrast, only a minority, 15.8%, feel minimal influence, and there's a negligible percentage, 1.8%, who feel no influence at all. In the rest of Maharashtra, the influence of online reviews and ratings is slightly lower, with 42.1% finding them influential. However, the influence is still notable, with 15.8% finding them very influential. This suggests that online reviews and ratings hold substantial sway over consumer decisions in both Mumbai and the rest of Maharashtra, albeit to varying degrees.

7. Has your purchasing behavior changed due to online information or digital marketing?			
		Frequency	Percent
Valid	No	17	29.8
	Yes	40	70.2
	Total	57	100.0

Yes, the majority of respondents, 70.2%, indicated that their purchasing behavior has changed due to online information or digital marketing. Conversely, 29.8% of respondents reported no change in their purchasing behavior. This suggests that online information and digital marketing significantly influence consumer purchasing decisions, indicating a shift towards digital channels in shaping consumer behavior.

purchase a food or beverage product after seeing it advertised or promoted online?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Likely	29	50.9	50.9	50.9
	Not likely	3	5.3	5.3	56.1
	Somewhat Likely	14	24.6	24.6	80.7
	Very Likely	11	19.3	19.3	100.0
	Total	57	100.0	100.0	

From the data, it's evident that a significant portion of respondents, 50.9%, are likely to purchase a food or beverage product after seeing it advertised or promoted online. Additionally, 24.6% of respondents feel somewhat likely to make a purchase, while 19.3% express a very high likelihood of purchasing. Only a small percentage, 5.3%, indicate that they are not likely to make a purchase after seeing online advertisements or promotions for food and beverage products. Overall, research indicates that customer behavior regarding food and beverage purchases is significantly influenced by online

advertising and promotions, since most consumers respond favorably to these kinds of digital marketing initiatives.

10. Has your company adopted any digital tools or platforms to streamline the distribution process (order management, inventory tracking, and delivery optimization)?			
		Frequency	**Percent**
Valid	In Development	2	7.7
	No	1	3.8
	Yes	23	88.4
	Total	26	100.0

Based on the data provided, it appears that the vast majority of the company's distribution process has been streamlined through the adoption of digital tools or platforms, with 88% of respondents indicating "Yes." This suggests a strong inclination towards leveraging technology to enhance order management, inventory tracking and delivery optimisation. Additionally, 8% of respondents stated that such tools are currently being developed indicating a proactive approach towards further optimisation. Only 4% of respondents reported not having adopted any digital tools, indicating a relatively low percentage of companies in the sample that have not embraced digitalisation in their distribution processes. Overall, the data reflects a trend towards utilizing digital solutions to improve efficiency and effectiveness in distribution operations, highlighting the importance of technology in modern supply chain management practices.

Crosstab				
		Do you believe digital channels have made distribution and selling FMCG food and beverage products more efficient?		
		No	Yes	Total
Has your company adopted any digital tools or platforms to streamline the distribution process (order management, inventory tracking, delivery optimization)?	In Development	0	2	2
	No	0	1	1
	Yes	1	21	22
Total		1	24	25

The above data shows whether the digital channels have made efficient transformation in distribution and selling of FMCG food and beverage products. The data shows that weather the company has adopted any digital tools or platforms to streamline the distribution process like order management inventory tracking, delivery optimization. The following are the responses assembled: (1) Out of 25 companies, 2 companies are still in the development phase of digital channels. (2) 22 Companies have adopted digital tools and channels to optimize there distribution network and 21 of them believe that it has proved more efficient than the traditional methods.

12. Has your company adopted any digital tools or platforms to streamline the distribution process (order management, inventory tracking, delivery optimization)?			
		Frequency	Percent
Valid	In Development	2	8.0
	No	1	4.0
	Yes	22	88.0
	Total	25	100.0

The data provided indicates that 88% of respondents have already adopted digital tools or platforms to streamline their distribution processes, including order management, inventory tracking, and delivery optimization. This high adoption rate underscores a strong inclination towards leveraging technology for operational enhancement. Additionally, 8% of respondents mentioned that such tools are currently in development, indicating a proactive approach towards further optimization. Only 4% of respondents

reported not having adopted any digital tools, suggesting a relatively low percentage of companies within the sample that have not embraced digitalization. Overall, the data reflects a significant trend towards utilizing digital solutions in distribution operations, highlighting the importance of technology in modern supply chain management practices.

13. How has the use of digital tools impacted the efficiency of your distribution network?		
	Frequency	Percent
Reduction in lead time	13	52.0
Higher Order Accuracy	19	76.0
Cost reduction	8	32.0
Total	25	100.0

14. What digital marketing channels does your company prioritize?		
Digital Channels	**Frequency**	**Percent**
Social media (Facebook, Instagram, etc.)	22	88.0
Content marketing	20	80.0
Company website	17	68.0
Influencer marketing	15	60.0
Search Engine Optimization (SEO)	10	40.0
Email marketing	8	32.0
Pay-per-click (PPC) advertising	6	24.0
Total	**25**	**100.0**

From the data provided, it's evident that the company prioritizes several digital marketing channels, with social media being the most emphasized (88%), followed closely by content marketing (80%) and the company website (68%). Additionally, influencer marketing (60%) and search engine optimization (40%) are also significant priorities, though to a slightly lesser extent. Email marketing (32%) and pay-per-click advertising (24%) are utilized by a smaller percentage of respondents. Regarding the impact of digital tools on the efficiency of the distribution network, the data suggests significant improvements. Specifically, 52% of respondents reported a reduction in lead time, indicating quicker processing and delivery of orders. Furthermore, 76% mentioned higher order accuracy, suggesting that digital tools have enhanced precision and reliability in order fulfillment processes. Additionally, 32% reported cost reduction, indicating that the adoption of digital tools has contributed to overall operational efficiency and cost-effectiveness within the distribution network. Overall, the data highlights the positive effects of digitalization on distribution network efficiency, with improvements in lead time, order accuracy, and cost-effectiveness.

15. How has the growth of digital marketing and e-commerce impacted your overall sale trajectory?			
		Frequency	**Percent**
Valid	Constant Growth	2	8.0
	Linear Growth	2	8.0
	Positive Growth in Sales	21	84.0
	Total	25	100.0

The data suggests a significant impact of digital marketing and e-commerce on overall sales trajectory, with 84% of respondents reporting positive growth in sales. This indicates a clear trend towards leveraging digital channels for marketing and sales efforts. While 8% indicated constant growth and another 8% reported linear growth, it's evident that the majority are experiencing an upward trajectory, likely due to the reach and efficiency afforded by digital platforms. This emphasizes how crucial it is to modify tactics in order to take advantage of the opportunities that the digital landscape presents. Overall, the evidence points to a shift in the acceptance of e-commerce and digital marketing as essential elements of corporate growth strategies, which has a beneficial impact on sales performance.

Findings

Consumer Findings:

Product Purchase: The majority of respondents from Mumbai and its suburbs purchase FMCG food and beverage products either daily (35.1%) or 4-5 times a week (32.4%). In the Rest of Maharashtra, a significant proportion (35.0%) purchase FMCG products once a week, with a smaller percentage buying daily (25.0%).

Product Research: In Mumbai & suburbs & Navi Mumbai, 70.7% of individuals engage in online research before purchasing, compared to 29.3% in the rest of Maharashtra. This suggests a higher inclination towards online research among individuals residing in Mumbai & suburbs & Navi Mumbai.

Source of Product Information: Advertisements (TV, Billboards, etc) & Social media are the most prominent modes of information for F&B (Food and Beverage) products, with 78.95% & 75.44% of respondents respectively using them. Word of mouth and in-store displays also play significant roles, with 56.14% and 54.39% respectively.

Influence of Reviews & Ratings on Buying Decision of New products: People residing in Mumbai and its suburbs, Navi Mumbai, a significant portion, 64.9%, find online reviews and ratings Influential, while 14.0% find them Very Influential in their decision to try new FMCG food or beverage products. In the rest of Maharashtra, the influence of online reviews and ratings is slightly lower, with 42.1% finding them Influential with 15.8% finding them Very Influential.

Willingness of person to purchase the product when promoted online: 50.9%, are likely to purchase a food or beverage product after seeing it advertised or promoted online. Additionally, 24.6% of respondents feel somewhat likely to make a purchase. Only a small percentage, 5.3%, indicate that they are not likely to make a purchase after seeing online advertisements or promotions for food and beverage products.

Company Findings:

Adoption of Digital Tools in Distribution Process: The vast majority of the company's distribution process has been streamlined through the adoption of digital tools or platforms, with 88% of respondents confirming the adoption of Digital tools.

Impact of Digital Tools in Distribution Process: The adoption of Digital Tools have positively impacted the Distribution process of majority of companies by Higher Order Accuracy, Reduction in Lead time and Cost Reduction.

Company's preferred Digital Channels: Majority of company now priorities Digital Marketing Channels over traditional marketing methods, with social media being the most emphasized (88%), followed closely by content marketing (80%) and the company website (68%). Additionally, influencer marketing (60%) and search engine optimization (40%) are also significant priorities.

Digital Marketing Impact on Sales: Research suggests a significant impact of digital marketing and e-commerce on overall sales trajectory, with 84% of respondents reporting positive growth in sales. This indicates a clear trend towards leveraging digital channels for marketing and sales efforts.

Conclusion & Recommendations: The research undertaken highlights the transformative impact of digitalization on marketing methods within the Fast-Moving Consumer Goods (FMCG) sector, specifically focusing on Food and Beverage products. Through an in-depth analysis of industry trends, consumer behavior, and company strategies, several key conclusions have emerged.

Consumer Behavior:

The Purchase Frequency: Consumers in Mumbai and its suburbs purchase FMCG food and beverages more frequently than those in the rest of Maharashtra. **Research Habits:** Online research is significantly higher among consumers in Mumbai compared to the rest of Maharashtra. **Information Sources:** Traditional media (advertisements) and social media are the top sources of information for FMCG products across all regions. Word-of-mouth and in-store displays also play a significant role. **Influence of Online Reviews:** Online reviews and ratings significantly influence purchasing decisions, especially for new products, with a stronger influence in Mumbai compared to other regions. **Impact of Online Promotions:** Online advertising and promotions have a positive impact on purchase decisions, with a higher likelihood to purchase among Mumbai residents.

Company Strategies:

Digital Adoption: The vast majority of companies have adopted digital tools to streamline their distribution processes, leading to improved accuracy, reduced lead times, and cost reductions. **Digital Marketing Focus:** Companies prioritize digital marketing channels over traditional methods, with social media being the most emphasized, followed by content marketing, website development, influencer marketing, and search engine optimization. **Sales Growth:** The research indicates a positive impact of digital marketing and e-commerce on sales, suggesting a successful shift towards these channels.

Overall these findings suggest a growing importance of digital marketing and e-commerce for FMCG food and beverage companies in India. Consumers are increasingly researching products online and are influenced by online reviews and promotions. Companies that leverage digital tools throughout the distribution process and prioritize digital marketing channels are likely to see positive sales growth.

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