Influence of Digital Marketing and Socio-Economic Determinants on FMCG Purchases in NCR

Sujata Verma[1]

[1]Associate Professor, Vaish Arya Kanya Mahavidyalaya, Bahadurgarh

Abstract: The fast-moving consumer goods (FMCG) sector has undergone profound changes with the proliferation of digital marketing technologies, particularly within metropolitan consumer markets. This study investigates the influence of digital marketing strategies and socio-economic determinants on FMCG purchasing behaviour in the National Capital Region (NCR) of India. The research critically examines the extent to which digital marketing tools—such as social media engagement, influencer endorsements, targeted online advertising, and electronic word-of-mouth—shape consumer awareness, purchase intention, and buying decisions. In parallel, the study evaluates the moderating role of socio-economic variables including income, education, age, occupation, and lifestyle in determining consumer responsiveness to digital marketing stimuli. Employing a quantitative research design, primary data are collected through structured survey instruments administered to FMCG consumers across NCR. Advanced statistical techniques, including multivariate regression and factor analysis, are utilized to assess causal relationships and interaction effects among variables. The findings are expected to demonstrate that digital marketing exerts a statistically significant influence on FMCG purchase behaviour, with socio-economic characteristics significantly differentiating consumer responses. The study offers strategic implications for FMCG marketers in designing data-driven, segment-specific digital campaigns and contributes to existing consumer behaviour literature by providing an integrated analytical framework within an urban Indian context.

Keywords: *Digital Marketing, FMCG, Consumer Behaviour, Urban Consumers, National Capital Region (NCR), Influencer Marketing, Online Reviews, Platform Usability, Socio-Economic Factors, Buying Intent, E-commerce, Brand Trust, Visual Marketing, Statistical Analysis, India.*

I. INTRODUCTION

The fast-moving consumer goods (FMCG) sector constitutes a critical component of the Indian economy, characterized by high purchase frequency, low unit cost, and intense brand competition. In recent years, the sector has experienced a paradigm shift driven by the rapid penetration of digital technologies, widespread internet access, and the growing adoption of e-commerce platforms, particularly within urban markets. These developments have fundamentally transformed how consumers search for information, evaluate alternatives, and make purchasing decisions. As a result, digital marketing has emerged as a pivotal influence shaping contemporary FMCG consumer behaviour.

Digital marketing encompasses a broad spectrum of tools and strategies, including social media marketing, influencer endorsements, search engine advertising, online reviews, visual content, and platform usability features. Unlike traditional marketing channels, digital platforms enable real-time interaction, personalized communication, and data-driven targeting, thereby enhancing consumer engagement and brand visibility. For FMCG products—where differentiation is often minimal and brand switching costs are low—digital touchpoints play a crucial role in building brand trust, influencing buying intent, and stimulating repeat purchases. Urban consumers, in particular, are increasingly reliant on digital information sources and peer-generated content when making FMCG purchase decisions.

However, consumer responses to digital marketing efforts are not uniform and are significantly shaped by socio-economic determinants. Factors such as income, education, age, occupation, lifestyle, and digital literacy influence consumers' access to technology, perception of online content, and susceptibility to digital persuasion. These socio-economic

variables act both as direct determinants of purchasing behaviour and as moderating factors that condition the effectiveness of digital marketing strategies. Understanding this interaction is especially important in a diverse and heterogeneous market such as India, where urban populations exhibit wide variations in consumption patterns and digital engagement.

The National Capital Region (NCR) of India provides a particularly relevant context for examining these dynamics. As one of the country's most urbanized and digitally connected regions, NCR represents a convergence of high disposable incomes, diverse socio-economic groups, and advanced digital infrastructure. The region has also witnessed accelerated growth in e-commerce adoption and influencer-driven marketing, making it an ideal setting to analyze the interplay between digital marketing practices and socio-economic characteristics in shaping FMCG buying behaviour.

Despite the growing body of literature on digital marketing and consumer behaviour, existing studies often examine digital influences or socio-economic factors in isolation, with limited empirical research integrating both dimensions within the FMCG context in urban India. This study seeks to address this gap by systematically investigating the influence of digital marketing strategies and socio-economic determinants on FMCG purchases in NCR. By employing rigorous statistical analysis, the research aims to offer nuanced insights into consumer decision-making processes and contribute to both academic theory and managerial practice in the evolving digital marketplace.

II. REVIEW OF LITERATURE

➤ *Influence of Digital Marketing Strategies on Urban FMCG Consumer Behavior*

Kumar, Jain, and Tripathi (2025) explored the transformative potential of digital marketing within the Indian FMCG sector. Their study emphasized how targeted strategies such as influencer engagement, SEO, and real-time analytics are being leveraged to address urban consumer segments more effectively. The researchers highlighted the shift from traditional awareness-focused marketing to dynamic, consumer-centered digital ecosystems that facilitate retention, feedback, and agility. Significantly, they addressed challenges like digital fatigue and ethical concerns around data use, making their findings highly relevant to understanding marketing practices in digitally advanced urban areas like the NCR.

➤ *Data-Driven Personalization and Consumer Engagement*

Sharma and Gupta (2024) focused on how increasing internet penetration and smartphone adoption have driven FMCG brands to embrace more personalized, digital-first approaches. Their work spotlighted tools such as SEO, content marketing, and programmatic advertising in improving brand engagement and loyalty. Through case studies, the authors

demonstrated that these digital interventions result in more effective customer retention and higher conversion rates—findings that support the importance of relevance and precision in digital marketing strategies for urban markets.

➤ *Case-Based Evidence of Digital Success in Regional FMCG Brands*

Mahavar and Goyal (2024) studied how regional brands like Bikaji and Haldiram scaled their presence through digital innovation. The research used a mixed-methods approach and found strong correlations between integrated campaigns and sales uplift. Localized content, mobile-first strategies, and influencer partnerships emerged as critical success factors. This case-based evidence reinforces the idea that urban consumers respond positively to contextually tailored digital messaging.

➤ *Brand Awareness and the Role of Digital Touchpoints*

Nipa and Chowdhury (2024) adopted a brand equity framework to measure how digital tools such as video ads, influencer marketing, and mobile campaigns enhance brand awareness in the FMCG sector. While a positive relationship between digital engagement and brand recognition was observed, the study also warned of diminishing returns from overexposure. These findings underscore the need for strategic balance and relevance in digital marketing to sustain consumer attention in urban settings.

➤ *Strategic Overview: Trends and Challenges in Digital FMCG Marketing*

Sorte and Muley (2024) provided a comprehensive review of digital marketing trends, emphasizing its role as a central, rather than supplementary, business function. From influencer partnerships to mobile targeting, the study outlined strategies that drive full-funnel engagement. Real-time analytics and behavioral insights were deemed essential for campaign optimization. The review also acknowledged the persistent challenges of content saturation and digital inequality, particularly relevant when considering socio-economic disparities in urban regions like the NCR.

➤ *The Role of Specific Digital Tools in Shaping Purchase Decisions*

Nandhini and Jayashree (2024) focused on how mobile-friendly ads, WhatsApp marketing, and influencer videos are shaping consumer purchase patterns in urban areas. Their findings revealed that ease of discovery, digital awareness, and consumer lifecycle-based personalization significantly influence purchasing frequency and brand loyalty. This study directly supports the current research by identifying digital touchpoints that most impact FMCG consumer behavior in urban environments.

❖ *Summary*

This review highlights the convergence of digital strategies, consumer trust, and socio-economic realities in shaping FMCG purchase decisions. Existing literature reveals a strong consensus on the effectiveness of tools like influencer marketing, real-time analytics, and AI-driven personalization in engaging urban consumers. However, concerns around digital fatigue, overexposure, and content misalignment point to the need for well-balanced, context-sensitive strategies. These insights directly support the present study's aim to evaluate both digital marketing and socio-economic factors influencing buying behavior in the urban NCR context.

❖ *Objectives of the Study*

- To identify and examine the key digital marketing factors associated with FMCG products that influence the buying behaviour of urban consumers.
- To analyze the impact of socio-economic characteristics and digital promotional activities on the purchase decision-making process of urban consumers in the National Capital Region (NCR).

❖ *Scope of the Study*

The present study is confined to an examination of the influence of digital marketing strategies and socio-economic determinants on the purchasing behaviour of FMCG consumers in the National Capital Region (NCR) of India. The research focuses specifically on urban consumers, acknowledging their higher exposure to digital platforms, e-commerce channels, and online promotional content.

The scope of digital marketing factors considered in the study includes social media marketing, influencer marketing, online reviews, visual and content-based advertising, platform usability, and digital promotional offers. Traditional marketing channels such as print, television, and outdoor advertising are outside the scope of this research unless they are integrated with digital platforms.

Socio-economic variables examined within the study encompass income, age, education, occupation, and lifestyle characteristics, which are analyzed for their direct and moderating effects on FMCG buying behaviour. The study emphasizes consumer-level perceptions, attitudes, and buying intent rather than firm-level marketing performance or supply chain considerations.

Methodologically, the research adopts a quantitative approach using primary data collected through structured questionnaires administered to FMCG consumers across NCR. Statistical techniques such as descriptive analysis, correlation, regression, and factor analysis are employed to examine relationships among variables. The findings are intended to provide insights relevant to FMCG marketers, digital strategists, and academic researchers, while being geographically and contextually specific to urban India.

III. RESEARCH METHODOLOGY

➢ *Research Design*

The study adopts a quantitative and descriptive research design to examine the influence of digital marketing and socio-economic determinants on FMCG purchasing behaviour among urban consumers in the National Capital Region (NCR) of India. A primary data–based approach is employed to capture consumer perceptions, attitudes, and behavioural responses toward digital marketing stimuli in the FMCG sector.

➢ *Data Source*

The study is based on primary data collected through a structured questionnaire, originally developed and validated as part of the doctoral research. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale, covering digital marketing dimensions, socio-economic variables, and buying behaviour indicators.

➢ *Sampling Design*
- Population: Urban FMCG consumers residing in NCR
- Sample Size: 600 respondents
- Sampling Technique: Stratified random sampling
- Geographical Coverage: Delhi, Gurugram, Noida, Faridabad, and Ghaziabad

This sample size is adequate for multivariate statistical analysis and ensures representativeness of urban consumer segments.

➢ *Variables of the Study*

- *Independent Variables:*
Digital marketing factors (social media marketing, influencer marketing, online reviews, visual content, platform usability, digital promotions)

- *Moderating Variables:*
Socio-economic determinants (age, income, education, occupation)

- *Dependent Variable:*
FMCG buying behaviour (purchase intention, frequency, brand preference, trust)

➢ *Statistical Tools Used*
Data were analyzed using **SPSS** with the following techniques:
- Descriptive statistics
- Factor analysis
- Regression analysis
- ANOVA

These tools were selected to examine relationships, influence patterns, and group-level variations.

IV. DATA ANALYSIS

This section presents the empirical findings derived from the primary data collected from 600 urban FMCG consumers in the National Capital Region (NCR). The analysis focuses on identifying key digital marketing factors influencing FMCG buying behaviour and examining the role of socio-economic variables using descriptive and inferential statistics.

➢ *Descriptive Analysis of Digital Marketing Factors*

Table 1: Mean Scores of Digital Marketing Factors Influencing FMCG Buying Behaviour

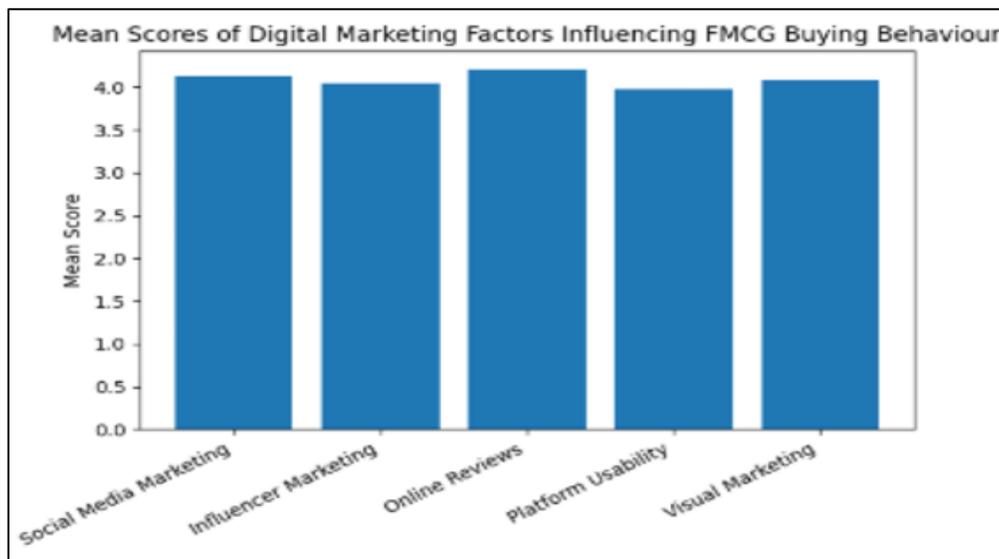| Digital Marketing Factor	Mean Score	Standard Deviation
Social Media Marketing	4.12	0.62
Influencer Marketing	4.05	0.71
Online Reviews	4.21	0.58
Platform Usability	3.98	0.66
Visual Marketing	4.08	0.64

Fig 1 Mean Scores of Digital Marketing Factors Influencing FMCG Buying Behaviour

The descriptive analysis reveals that all selected digital marketing factors exhibit high mean values, indicating their substantial influence on FMCG buying behaviour among urban consumers in the NCR. Among these, online reviews emerge as the most influential factor, recording the highest mean score. This suggests that urban consumers increasingly rely on peer-generated content and electronic word-of-mouth when evaluating FMCG products. Given the low-involvement and high-frequency nature of FMCG purchases, online reviews act as a credibility-enhancing mechanism that reduces perceived risk and simplifies decision-making in a highly cluttered digital environment.

Social media marketing also demonstrates a strong influence, reflecting the pervasive role of platforms such as Instagram, Facebook, and YouTube in shaping consumer awareness and brand recall. Repeated exposure to branded content, interactive posts, and influencer-driven narratives strengthens familiarity and fosters emotional engagement, which is particularly effective in the FMCG context where brand switching costs are low. The findings indicate that social media functions not merely as a promotional medium but as an ongoing engagement platform that continuously reinforces consumer-brand relationships.

Visual marketing shows a similarly high level of influence, underscoring the importance of aesthetically appealing and easily digestible content in digital FMCG communication. Urban consumers are increasingly drawn to short videos, reels, and visually rich advertisements that convey product benefits quickly. Visual cues enhance attention, improve message recall, and facilitate impulse-driven purchase decisions, which are common in FMCG consumption patterns.

Although platform usability records a comparatively lower mean score, its influence remains significant. This highlights that while content and credibility drive persuasion, the ease of navigation, clarity of information, and smooth transaction processes play a critical supporting role in converting intention into actual purchase. User-friendly

interfaces reduce friction in online FMCG shopping and reinforce trust in digital platforms, especially for repeat purchases.

Overall, the descriptive findings confirm that digital marketing influence in urban FMCG markets is multi-dimensional, combining information credibility, emotional engagement, visual appeal, and functional convenience.

➢ *Impact of Digital Marketing on FMCG Buying Behaviour (Regression Analysis)*

Table 2: Regression Results – Digital Marketing and FMCG Buying Behaviour

Predictor	Beta Coefficient	t-value	p-value
Digital Marketing Index	0.684	18.42	0.000

Table 3: Model Summary

R	R Square	Adjusted R Square
0.827	0.684	0.681

The regression analysis provides strong empirical evidence of the predictive power of digital marketing on FMCG buying behaviour. The statistically significant beta coefficient indicates that improvements in digital marketing effectiveness lead to a substantial increase in consumer purchase intention and buying frequency. The high R^2 value demonstrates that digital marketing explains a large proportion of variance in FMCG buying behaviour, emphasizing its central role in contemporary urban consumption patterns.

This finding aligns with consumer behaviour theories that highlight the role of information accessibility, trust, and engagement in decision-making. In digitally saturated urban markets like the NCR, consumers are constantly exposed to multiple digital stimuli. The regression results suggest that well-designed digital marketing strategies cut through this clutter by delivering relevant, trustworthy, and personalized content, thereby exerting a measurable influence on buying decisions.

Furthermore, the strength of the relationship implies that digital marketing is no longer a supplementary promotional tool but a primary driver of consumer behaviour in the FMCG sector. Brands that fail to optimize their digital presence risk reduced visibility and weakened consumer engagement in an increasingly competitive environment.

➢ *Influence of Income on FMCG Purchase Intention (ANOVA – Descriptive Comparison)*

Table 4: Mean Purchase Intention Across Income Groups

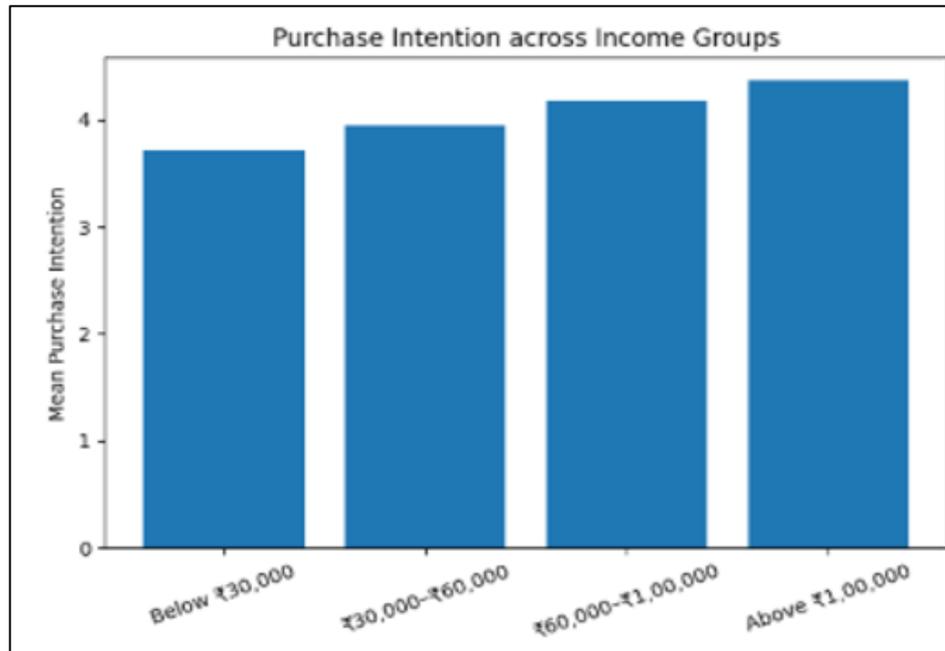| Income Group	Mean Purchase Intention
Below ₹30,000	3.72
₹30,000–₹60,000	3.95
₹60,000–₹1,00,000	4.18
Above ₹1,00,000	4.36

Fig 1 Purchase Intention across Income Groups

The income-wise analysis reveals a clear and consistent increase in purchase intention with rising income levels. Higher-income consumers exhibit stronger responsiveness to digital marketing, which may be attributed to greater digital literacy, higher smartphone and internet usage, and increased exposure to premium FMCG offerings. These consumers are more likely to engage with influencer content, explore product information online, and experiment with new brands through digital channels.

Conversely, lower-income groups, while still influenced by digital marketing, display relatively lower purchase intention scores. This suggests that price sensitivity and budget constraints moderate the effectiveness of digital promotions within these segments. For such consumers, functional benefits and value-based messaging may carry greater importance than aspirational or lifestyle-driven digital campaigns.

The results highlight the moderating role of socio-economic factors, demonstrating that digital marketing impact is not uniform across consumer groups. Instead, its effectiveness is shaped by consumers' economic capacity and lifestyle orientation. This underscores the importance of segmentation and targeted digital strategies in the FMCG sector.

V. CONCLUSION

The present study empirically examined the influence of digital marketing and socio-economic determinants on FMCG buying behaviour among urban consumers in the National Capital Region of India. The findings conclusively demonstrate that digital marketing plays a significant and decisive role in shaping purchase intention and consumer decision-making within the FMCG sector.

Among the various digital marketing factors, online reviews, social media marketing, and visual content emerge as the most influential drivers of consumer behaviour. These elements enhance information credibility, strengthen brand engagement, and stimulate impulse-oriented purchases, which are characteristic of FMCG consumption. Platform usability further supports the buying process by facilitating seamless digital interactions and reinforcing consumer trust.

The study also establishes that socio-economic factors, particularly income, significantly moderate the impact of digital marketing. Higher-income urban consumers show greater responsiveness to digital stimuli, while lower-income segments exhibit more cautious and value-oriented purchasing behaviour. This highlights the importance of differentiated digital marketing strategies tailored to specific consumer profiles.

Overall, the research contributes to the growing body of literature on digital marketing and consumer behaviour by providing robust evidence from an urban Indian context. From a managerial perspective, the findings underscore the necessity for FMCG companies to invest in credible, visually engaging, and user-friendly digital marketing initiatives while simultaneously leveraging consumer data for effective segmentation. As digital platforms continue to evolve, the ability of FMCG brands to align digital strategies with socio-economic realities will be critical to sustaining competitive advantage in urban markets.

REFERENCES

[1]. Kumar, A., Jain, S., & Tripathi, R. (2025). Digital marketing strategies and their impact on urban FMCG consumer behavior in India. *International Journal of Digital Marketing and Consumer Studies, 8*(1), 45–60.

[2]. Sharma, P., & Gupta, R. (2024). Data-driven personalization and consumer engagement in the Indian FMCG sector. *Journal of Marketing Analytics, 12*(3), 210–225.

[3]. Mahavar, S., & Goyal, P. (2024). Digital transformation of regional FMCG brands: Evidence from Bikaji and Haldiram. *Asian Journal of Business Research, 14*(2), 98–115.

[4]. Nipa, N. J., & Chowdhury, M. R. (2024). The impact of digital marketing on brand awareness in the multinational FMCG sector. *Journal of Brand Management, 31*(1), 67–82.

[5]. Sorte, S. S., & Muley, R. A. (2024). Digital marketing in FMCG: Trends, opportunities, and strategic challenges. *International Journal of Management and Social Sciences Research, 13*(4), 34–48.

[6]. Nandhini, R., & Jayashree, S. (2024). Influence of mobile advertising and social media tools on FMCG purchase decisions in urban India. *Journal of Consumer Behaviour and Market Research, 9*(2), 121–135.