

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL ECONOMIC UNIVERSITY NAMED AFTER VADYM
HETMAN**

**Faculty of International Economics and Management
Department of International Economics**

BACHELOR'S DEGREE PROGRAM «INTERNATIONAL ECONOMICS»
FIELD OF KNOWLEDGE 05 Social and behavioural sciences
SPECIALITY 051 «Economy»

Form of education: full-time

BACHELOR THESIS

Title «Digital technologies in the promotion of brands in the FMCG market»

By Zavedetska Mariia

(Signature)

Academic supervisor: Dr. of Economics, Professor
Denys Ilnytskyi

(Signature)

**Bachelor Thesis has been approved for defense
at Attestation Examination Commission (EC)**

Head of the Department: Doctor of Economics,
Professor

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(Signature)

Kyiv 2024

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AGREED

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INDIVIDUAL TASK

higher education applicant Zavedetska Mariia

full-time forms of education

Bachelor's Thesis

Title «Digital technologies in the promotion of brands in the FMCG market»

**The title of the Bachelor's thesis has been approved by the Rector's Order «07»
12.2023 №2231-CT**

The Bachelor's Thesis is based on materials from scientific publications, analytical reports of international companies and organizations, and reports of national institutions in the field of digitalization in the FMCG market.

Plan of Bachelor's Thesis and the terms of its submission to the Academic Supervisor

Chapter 1	Theoretical basis of the use of digital technologies in the promotion of brands in the global Fast-Moving Consumer Goods Market
Chapter 2	Research of the use of digital technologies in the promotion of brands in the global Fast-Moving Consumer Goods Market
Object of study:	The impact of technology on the competitive development of global markets for goods and services.
Subject of study:	The conditions, factors, trends, results, efficiency, challenges, and prospects of digitalization in the global FMCG market.
The purpose of the Thesis:	To develop recommendations for enhancing the development strategies of the domestic FMCG market segment through the use of digital technologies in brand promotion.

Specific tasks the applicant has to accomplish to meet the objective:

In chapter 1:

- to evaluate the significance and primary drivers of growth in the global FMCG market.
- to explore the fundamentals and progression of digital technologies in marketing, emphasizing major innovations and their effects on marketing strategies and consumer interaction.
- to determine the main metrics and approaches for studying the impact of digital technologies on brand management.

In chapter 2:

- to examine the latest technological and marketing advancements influencing the FMCG sector globally.
- to evaluate and contrast various digital strategies for enhancing brand visibility in the FMCG market.
- to review the success and impact of using digital methods for brand promotion in different regions and worldwide.
- to analyze future developments and potential outcomes for digital innovation in the FMCG industry.

**The task has been set
by the Academic Supervisor**

(signature)

Denys Ilnytskyy

20.12.2023

**The task was received by
the acquirer**

(signature)

Zavedetska Mariia

20.12.2023

Abstract

The Bachelor's thesis comprises 63 pages, 9 tables, 3 figures, the biography list consists of 72 names.

«Digital technologies in the promotion of brands in the FMCG market»

The object of study is the impact of technology on the competitive development of global markets for goods and services.

The subject of the study is the conditions, factors, trends, results, efficiency, challenges, and prospects of digitalization in the global FMCG market.

The purpose of the Bachelor Thesis is to develop recommendations for enhancing the development strategies of the domestic FMCG market segment through the use of digital technologies in brand promotion. This will be achieved by generalizing the theoretical foundations of the impact of technology on the competitive development of global markets and conducting a comprehensive analysis of the conditions, factors, trends, results, efficiency, challenges, and prospects of digitalization in the global FMCG market.

In accordance with the set objective, the following tasks were defined:

- to evaluate the significance and primary drivers of growth in the global FMCG market.
- to explore the fundamentals and progression of digital technologies in marketing, emphasizing major innovations and their effects on marketing strategies and consumer interaction.
- to determine the main metrics and approaches for studying the impact of digital technologies on brand management.
- to examine the latest technological and marketing advancements influencing the FMCG sector globally.
- to evaluate and contrast various digital strategies for enhancing brand visibility in the FMCG market.
- to review the success and impact of using digital methods for brand promotion in different regions and worldwide.
- to analyze future developments and potential outcomes for digital innovation in the FMCG industry.

Practical task of the obtained results will reveal the essence and advantages of digital strategies for the promotion of FMCG brands, which has an important theoretical significance for the development of modern marketing approaches. Methodological significance will consist in the development of recommendations for the practical use of digital tools in the promotion of brands, which will contribute to increasing their competitiveness and successful entry into the digital market.

The year of completion of the Bachelor's thesis is 2024.

The year of thesis defense is 2024.

Keywords: brand promotion, digital advertising, digital technology, e-commerce, FMCG market, market trends, social media marketing.

REVIEW
on the of qualification bachelor thesis
of the student of the Faculty of International Economics and Management
educational program “International economics”
Zavedetska Mariia

Title «Digital technologies in the promotion of brands in the FMCG market»

1. **Relevance of the topic:** The topic of the research is of high relevance for several reasons, which outline the necessity of economic actors being in line with global trends of transformations determined by technology development. Digital transformation of national economies, sectors and markets has become a new criterion for global divide and asymmetries. Digitalization of national and international markets makes them even more competitive and in total impacts the competitiveness of national economies and corporations. These and some other arguments make it important to research current state and prospects of digitalization of markets and brands on these markets.
2. **Positive features of the qualifying Bachelor's thesis:** the paper is an original, independent, meaningfully diverse study in which the author makes an attempt to systematize information from various sources on a topic that is gaining relevance in times of digital transformation. The factors of development of global fast-moving consumer goods market, technology and marketing trends in the development of the global FMCG-market and features of the use of digital technologies in the promotion of the company's brands could be found in this paper.
3. **The presence of independent developments of the author:** the author on the basis of expert opinions and analysis of primary sources made an attempt to analyse the assess the results of strategic use of digital technologies for promotion of brands in the international and regional FMCG markets, which is accompanied by outlining the perspectives and scenarios for development of digital technologies in the global fast-moving consumer goods market.
4. **The value of theoretical conclusions and practical recommendations:** the drawn conclusions and the proposed recommendations are sufficiently substantiated and can be recommended for use during the implementation of corporate digital marketing strategies in local and global fast-moving consumer goods markets.
5. **The presence of shortcomings:** the work corresponds to the current level of competencies of the student; contains minor stylistic flaws and is limited by the author's abilities to access and analyse sources of scientific and analytical literature. Deeper analysis of intellectual property management would be helpful for better results.
6. **General assessment of the bachelor's thesis and its admission to the defence EC:** the work is performed at an appropriate level and can be recommended for presentation and defence before the examination board. The total score is 44 points.

Academic Supervisor:
Doctor of Economics, Professor
of the Department of
International Economics

(signature) D. O. Ilnytskyy

" ____ " _____ 2024

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INTRODUCTION

Digital technologies play an increasingly important role in brand marketing in fast-moving consumer goods (FMCG) industry, which is a continuously changing landscape. Brands must innovate and modify their marketing tactics to remain competitive in light of the surge in digital ad spending, the spread of social media, and the expansion of e-commerce. The significant investment in digital marketing channels is highlighted by the projection that global digital ad spending would increase to \$617 billion in 2025 from \$378 billion in 2020. In addition, the global population of social media users is expected to reach 4.41 billion by 2025, from the current amount of over 3.6 billion [26].

The FMCG industry has had a notable transition towards e-commerce, as evidenced by the notable growth in e-commerce sales in 2023 and 2024. This change calls for strong online marketing campaigns and a digital footprint. Influencer marketing is predicted to grow from its estimated \$15 billion in 2023 to \$16.4 billion by 2024, demonstrating its critical role in fostering consumer confidence and product promotion. Furthermore, big data analytics and artificial intelligence (AI), which are expected to grow from \$20 billion in 2023 to \$40 billion by 2025, allow organizations to better analyze consumer behavior, target marketing campaigns, and maximize promotional methods [27].

The use of digital tools to promote brands in the FMCG sector is becoming more and more crucial in today's world, as digital technologies are drastically altering the way products and services are consumed. Brands must continually adapt and adopt cutting-edge digital methods to grab consumers' attention due to the expanding importance of social networks, shifting consumer purchasing behaviors, and the pace at which changes in the digital world are made.

Recent studies and publications emphasize the importance of digital technologies in the field of FMCG brand promotion. They highlight successful cases of using social networks, content marketing, mobile applications and other digital tools to increase brand awareness and competitiveness. The sphere of services

remains one of the least studied and least regulated segments of the global market. With this in mind, the following foreign and domestic researchers are studying this market: Agafonova L.G., Chebotar Yu.M., Chelenkov A.P., Gavrilyuk S.P., Filipenko A.S., Kireev O.P., Kotler F., Kovalenko Yu.S., Lukyanenko D.G., Olefir A.O., Rumyantsev A.P., etc. While these researchers have made significant contributions, there remains much to be explored, especially as digital innovations and consumer behaviors evolve, continuously shaping the landscape of FMCG brand promotion.

The purpose of the study is to develop recommendations for enhancing the development strategies of the domestic FMCG market segment through the use of digital technologies in brand promotion. This will be achieved by generalizing the theoretical foundations of the impact of technology on the competitive development of global markets and conducting a comprehensive analysis of the conditions, factors, trends, results, efficiency, challenges, and prospects of digitalization in the global FMCG market.

The main tasks of the research include:

- to evaluate the significance and primary drivers of growth in the global FMCG market.
- to explore the fundamentals and progression of digital technologies in marketing, emphasizing major innovations and their effects on marketing strategies and consumer interaction.
- to determine the main metrics and approaches for studying the impact of digital technologies on brand management.
- to examine the latest technological and marketing advancements influencing the FMCG sector globally.
- to evaluate and contrast various digital strategies for enhancing brand visibility in the FMCG market.
- to review the success and impact of using digital methods for brand promotion in different regions and worldwide.
- to predict future developments and potential outcomes for digital innovation

in the FMCG industry.

The object of the research is the impact of technology on the competitive development of global markets for goods and services.

The subject of the study includes the conditions, factors, trends, results, efficiency, challenges, and prospects of digitalization in the global FMCG market.

The research will be conducted through an analysis of scientific literature, a review of successful cases of digital technology use in FMCG brand promotion, and expert surveys and questionnaires with professionals in marketing and digital technologies.

The obtained research results will reveal the essence and advantages of digital strategies for the promotion of FMCG brands, which has an important theoretical significance for the development of modern marketing approaches. Methodological significance will consist in the development of recommendations for the practical use of digital tools in the promotion of brands, which will contribute to increasing their competitiveness and successful entry into the digital market.

The qualification thesis consists of an introduction, two chapters, conclusions, a list of references and appendices.

CHAPTER 1. THEORETICAL BASIS OF THE USE OF DIGITAL TECHNOLOGIES IN THE PROMOTION OF BRANDS IN THE GLOBAL FAST-MOVING CONSUMER GOODS MARKET

1.1. Role and factors of development of global fast-moving consumer goods market

The Fast-Moving Consumer Goods (FMCG) market, also known as the Consumer Packaged Goods (CPG) market, represents a significant and dynamic segment of the global economy. FMCG are popular, sought-after, and inexpensive products with high demand. The FMCG market encompasses a wide range of products that cater to daily consumer needs. Some common examples of FMCG products include food, drinks, personal hygiene items, and cleaning supplies. Specifically, this includes packaged foods, fresh produce, dairy products, snacks, and confectionery. Drinks like carbonated sodas and bottled water, juices, tea, and coffee also fall under this category. Toiletries include soap, shampoo, toothpaste, deodorants, and sanitary products, while cleaning products cover detergents, disinfectants, household cleaners, and paper products.

The key characteristics of FMCG products are their high turnover rates, low cost, and frequent consumption. These products are purchased frequently and consumed quickly, leading to regular restocking. They are generally inexpensive, making them accessible to a wide range of consumers. Due to their essential nature, FMCG items are consumed on a daily or weekly basis, ensuring constant demand. It includes widely circulated goods that are used at least once a month, intended for direct consumption by the final consumer. These products are not durable and are sold in packaged form. According to the classification of L. Goff, the main groups of FMCG products are personal care products, household chemicals, branded and packaged food and beverages, and alcohol and tobacco products [1].

The fierce competition in the FMCG industry encourages ongoing innovation in product development, marketing strategies, and operational efficiencies. In order

to adapt to the shifting demands and tastes of its clientele, FMCG companies are always creating new and enhanced products, which results in higher quality and more variabilities. Enhancing brand loyalty and gaining consumer interest require creative marketing and advertising tactics. Adoption of cutting edge technology and procedures boosts overall operational performance, lowers costs, and increases production efficiency.

The FMCG industry has a substantial impact on many different economic and social facets, which makes it an important player in the global economy. Its contribution to the GDP, the creation of jobs, and international trade serve to illustrate its significance. In many nations, the FMCG industry makes a significant contribution to the GDP. National economies are boosted by the manufacturing, sale, and distribution of fast-moving consumer goods [2]. Due to its consistent income stream, the FMCG industry is one of the main forces behind economic growth in many developing countries.

Additionally, the FMCG sector contributes significantly to employment opportunities in a number of sectors, including manufacturing, shipping, marketing, and retail. Jobs relating to the manufacture and distribution of FMCG items employ millions of people globally. Jobs in the industry range widely, from supply chain managers and manufacturing workers to sales and marketing specialists.

Another essential element of global trade is FMCG goods. Because the FMCG market is so worldwide, it makes cross-border trade easier and promotes economic globalization. To satisfy domestic demand and take advantage of global markets, nations import and export FMCG goods. Global economic integration is strengthened, economic cooperation is encouraged, and supply and demand are balanced thanks to this cross-border trade.

Success in the FMCG industry requires an understanding of consumer behavior. Among the elements affecting customer behavior are:

- Brand loyalty: Consumers often prefer specific brands for their perceived quality, consistency, and reliability.
- Price sensitivity: Competitive pricing strategies are essential for attracting

and retaining customers.

- Convenience: This includes packaging innovations, product accessibility, and ease of use.
- Health and wellness trends: These trends drive demand for healthier and more sustainable product options

The Fast-Moving Consumer Goods sector is always changing due to a combination of economic, technological, and consumer reasons. Currently, a number of significant changes are reshaping the industry and impacting how businesses function and interact with their clientele. Here are some of the trends shaping the FMCG sector:

- Consumers are becoming more health-conscious, selecting items that encourage a healthy lifestyle. This trend includes organic meals, nutritional supplements, and goods made with natural ingredients. To address this demand, companies are reformulating existing goods and introducing new health-focused lines, portraying themselves as responsible and health-conscious brands.
- Customer preferences are shifting toward products with smaller ecological footprints due to environmental concerns. As a result, businesses are embracing environmentally friendly procedures including employing recyclable materials, cutting back on plastic, and putting in place energy-saving measures.
- The FMCG industry is being greatly impacted by digital commerce, as there is an increasing tendency toward online sales. For convenience, consumers gravitate toward buying FMCG products via internet platforms. Businesses are spending money on e-commerce software in order to improve their online visibility, optimize their processes, and offer a smooth online purchasing experience. This trend has been further accelerated by the pandemic, thus having a strong internet presence is crucial.
- Consumers of today want items that are tailored to their own demands. This trend encourages FMCG businesses to provide customized solutions, which

raises client happiness and loyalty. Personalized marketing messaging and unique product compositions are examples of personalization. Businesses can develop distinctive products and services that increase customer loyalty and retention rates by utilizing data analytics.

- The FMCG industry is increasingly relying on data-driven decision-making. Big data is used by businesses to understand customer behavior, industry trends, and operational efficiency. This data facilitates better supply chain management, marketing strategy optimization, and decision-making. Advanced analytics has become a crucial differentiator for top FMCG companies as it allows them to predict demand, customize products, and improve company performance [3].

The dynamic nature of the FMCG business is emphasized by these major themes. The sector is changing as a result of the increasing demand for health and wellness products, the move towards sustainable practices, the growth of online sales, the demand for customisation, and the focus on data-driven decision-making. Businesses who can adjust to these trends and innovate in line with them will have a strong advantage in the cutthroat FMCG sector [26]. We will go into more detail about particular marketing techniques and how they are used in the FMCG industry in the following section, giving you a thorough grasp of how to take advantage of these trends.

The worldwide market for fast-moving consumer goods has a significant impact on business growth, consumer behavior, and sociocultural trends. The development of the global FMCG market is influenced by a range of factors that can be broadly categorized into economic, technological, social, regulatory, environmental, cultural, and competitive factors (table 1.1).

The amount of money people spend on FMCG goods is significantly influenced by the state of the economy. The macroeconomic landscape, encompassing employment and inflation rates, has the potential to limit or stimulate consumer spending. Spending on FMCG tends to rise during economic expansion and fall during recessions. Furthermore, price wars and fierce competition result

from market saturation in industrialized areas, whereas rising incomes and expanded consumer bases present growth potential in new countries.

Table 1.1 - Factors influencing the development of the global FMCG market

Factors Category	Description
Economic factors	<ul style="list-style-type: none"> - Rising disposable incomes in emerging markets boost demand. - Economic growth and stability enhance consumer spending power. - Urbanization leads to changes in consumption patterns, increasing demand for FMCG products.
Technological factors	<ul style="list-style-type: none"> - Digitalization enhances marketing, sales, and distribution efficiency. - Online shopping platforms expand market reach and convenience. - Automation improves production efficiency and reduces costs.
Social factors	<ul style="list-style-type: none"> - Modern lifestyles demand convenience, increasing the preference for ready-to-use FMCG products. - Growing awareness about health influences product choices and demand for healthier options. - Aging populations and shifts in population demographics affect product demand.
Regulatory factors	<ul style="list-style-type: none"> - Regulations on product safety, quality standards, and environmental impact affect production and distribution. - Tariffs, trade agreements, and international relations influence market access and competition. - Increasing focus on environmental impact and sustainable practices.
Environmental factors	<ul style="list-style-type: none"> - Increasing consumer demand for sustainable and eco-friendly products. - Climate Change impact on raw material availability and production processes.
Cultural factors	<ul style="list-style-type: none"> - Cultural preferences and tastes influence product acceptance and marketing strategies. - Established brand preferences in different regions.
Competitive factors	<ul style="list-style-type: none"> - Challenges and opportunities for new entrants. - Speed and frequency of new product introductions by competitors.

Source: compiled by the author based on [29]

Innovations in technology have a significant effect on the FMCG industry. Increased customer access to the internet fuels e-commerce growth by enabling more people to shop online and helps businesses to gather insightful data on customer preferences and behavior. Due to the ease of on-the-go shopping and customized marketing made possible by social media and mobile apps, the market is further revolutionized by the widespread usage of smartphones.

The FMCG market is also heavily influenced by social considerations. The purchasing decisions of consumers are significantly influenced by their level of

product, health, and sustainability education. Knowing what to look for before making a purchase encourages knowledgeable customers to make more deliberate and educated decisions. Consumer trends and attitudes are greatly influenced by social media, where user-generated content and influencer marketing have a major impact on sales and brand perception.

In the FMCG sector, regulatory considerations are crucial. Stricter regulatory compliance might make production more expensive for FMCG companies, but it also gives them a competitive advantage by guaranteeing good product quality and safety. Protecting innovations and brands, stopping counterfeiting, and upholding brand reputation all depend on efficient intellectual property rights management.

The manufacturing of FMCG is heavily dependent on environmental considerations, including the availability of natural resources like water and agricultural products. A shortage of resources might result in higher expenses and problems with the supply chain. Because of the need to comply with regulations and meet consumer demand for environmentally friendly products, businesses are implementing sustainable practices to lessen their impact on the environment [27].

Due to cultural differences, FMCG businesses must modify their offerings and promotional tactics to conform to local customs and cultural values. Cultural sensitivity raises consumer acceptability and loyalty to a brand. Additionally, seasonal demand and cultural holidays have a big impact on FMCG sales, which is why businesses use these times to introduce limited-edition items and special incentives.

Despite the challenges of recent years, primarily the Covid-19 pandemic, and to a large extent even because of these challenges, the FMCG market is steadily moving forward. We are witnessing both changes in market trends and shifts in consumer behavior. Shoppers are increasingly moving away from conservative consumer views and becoming more open to new products, innovations, and new brand offerings.

Considering the characteristics of the FMCG market and modern consumer behavior trends, we can state that this market is increasingly becoming absolutely

dependent on innovations. With the increasing influence and importance of innovative products in the FMCG market, the question of correctly forming a marketing strategy to promote these products to the market becomes crucial. Therefore, let's establish what digitalization and digital technologies are, and what types of digital technologies exist.

Digital technologies are essential to contemporary consumer interactions and company operations and provide businesses with the tools needed to enhance consumer engagement, streamline operations, and drive sales. Some categories of digital technologies, together with definitions and real-world examples of their uses in the FMCG industry, are listed in Table 1.2 below.

Table 1.2 - Types of digital technologies

Type of technology	Description	Examples
Internet of Things (IoT)	Devices connected to the internet that collect and exchange data.	Smart home devices, wearable fitness trackers, connected cars
Artificial Intelligence (AI) and Machine Learning	Systems that simulate human intelligence and learn from data	Chatbots, recommendation engines, predictive analytics
Big Data and Analytics	Technologies for processing and analyzing vast amounts of data to uncover patterns and insights.	Data mining tools, business intelligence platforms, customer analytics
Cloud Computing	Delivery of computing services over the internet, allowing for scalable and flexible resource use.	Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform
Blockchain	A decentralized ledger technology that securely records transactions across multiple computers.	Cryptocurrencies like Bitcoin, smart contracts, supply chain tracking
Mobile Technologies	Tools and applications designed for mobile devices.	Mobile apps, mobile payment systems, location-based services
Social Media Platforms	Digital networks that facilitate communication and content sharing among users.	Facebook, Twitter, Instagram, LinkedIn
Augmented Reality (AR) and Virtual Reality (VR)	Technologies that create immersive digital experiences.	AR apps like Pokémon GO, VR headsets like Oculus Rift
E-commerce Platforms	Online systems for buying and selling goods and services.	Amazon, eBay, Shopify
Digital Marketing Tools	Technologies used to promote products and engage with customers online.	SEO tools, email marketing platforms, social media advertising tools

Source: compiled by the author based on [57]

The process of incorporating digital technologies into all facets of daily life

and business, or digitalization, is what changes how companies function and provide value to their clients. This entails leveraging digital technologies and procedures to improve efficiency, creativity, and production. Digital technologies are a broad category of devices and frameworks that generate, store, and manage data using digital information.

For today's FMCG consumers, physical products alone are not enough. They need a positive experience (customer experience) of interaction with the company and its products. That is why the marketing of fast-moving consumer goods is aimed at building brand value. This concept implies a unique offer from the product manufacturer, which compels the consumer to choose their product over a large number of competitors' products [2, p. 4-5]. Ensuring a high value of the offer is only possible through the implementation of a strategic approach in marketing.

Before digitalization, the global market operated with more manual, analog, and slower methods. Businesses relied heavily on mail, faxes, and phone calls for communication, making international transactions slower and more cumbersome. Market reach was often limited by geographical boundaries and the speed of communication. Companies maintained records on paper, which were prone to errors, loss, and were difficult to manage. Data analysis was labor-intensive and less efficient, often relying on manual calculations and reports. Many transactions required physical presence or physical exchange of documents and payments, and international trade and financial transactions took days or even weeks to complete. Businesses relied on traditional advertising methods like print media, billboards, and television, which had limited targeting capabilities, and interaction with customers was less frequent and less personalized.

Digitalization has become essential because it enhances speed and efficiency. Digital tools enable instant communication through emails, instant messaging, and video calls, speeding up decision-making and operations. Automation reduces the need for manual labor, minimizes errors, and increases productivity. Digital platforms allow businesses to reach global markets 24/7 without the need for a physical presence, while online advertising and social media provide targeted and

cost-effective marketing options, reaching a wider audience. Large-scale data collecting, archiving, and analysis are made possible by digitalization and can yield insightful information for tactical decision-making. Cloud services enable data accessibility from any location by providing scalable processing and storage capacity.

Digital tools allow for personalized marketing and customer service, improving customer satisfaction and loyalty. Social media and digital platforms provide avenues for direct customer engagement and feedback. Digital tools enable faster development and deployment of new products and services, allowing businesses to quickly adapt to market changes and customer needs, thereby staying competitive in a rapidly changing environment.

In the fast-paced realm of the Fast-Moving Consumer Goods market, digital tools have become indispensable for brand promotion. They offer various avenues to reach, engage consumers, and drive sales. However, not all digital tools are equally effective. This comprehensive analysis compares the effectiveness of different digital tools used for promoting brands in the global FMCG market:

- **Social Media Marketing:** Platforms like Facebook, Instagram, Twitter, and LinkedIn provide extensive reach and targeting capabilities. They allow brands to build communities, interact in real-time, and create viral content, fostering brand awareness, engagement, and loyalty.
- **Influencer Marketing:** Using social media influencers for collaboration allows you to take advantage of their hefty followings and reputation in particular markets. Conversions, product recommendations, and targeting specific audiences can all be accomplished with it.
- **Content Marketing:** Producing informative, timely, and dependable material highlights the advantages of products, engages readers, and builds memorable brand narratives. It creates long-lasting consumer relationships, trust, and brand authority.
- **Search Engine Optimization (SEO):** Optimizing website content and structure improves organic visibility and ranking on search engine results pages

(SERPs). It increases online visibility, drives organic traffic, captures high-intent search traffic, and enhances brand credibility.

- **Email Marketing:** Forwarding targeted promotional messages and newsletters directly to subscribers' email addresses delivers personalized offers, product updates, and exclusive content. It nurtures leads, drives repeat purchases, and increases customer lifetime value.
- **Mobile Marketing:** Location-based offers, seamless mobile shopping experiences, and on-the-go engagement are made possible by connecting with customers through SMS, mobile apps, and push notifications on their mobile devices. It effectively targets millennials and Gen Z consumers who heavily use mobile devices [28].

Digital tools play a crucial role in the promotion of brands within the FMCG market. Each tool offers unique benefits and caters to different aspects of consumer engagement and brand growth. By leveraging these tools effectively, FMCG brands can enhance their visibility, foster consumer loyalty, and drive sales. In the next section, we will delve deeper into specific marketing strategies and their applications in the FMCG market.

1.2. The essence and evolution of digital technologies in marketing activities of companies

In today's digital world, the transformation of marketing functions is taking place. While keeping its useful instruments, marketing is evolving and changing in the modern era. Marketing systems are now more concerned with comprehending the consumer decision-making process [1, p. 167]. Since individuals spend so much time online, marketers need to be just as successful there as they are in conventional media.

The essence of digital technologies in companies' marketing activities lies in the application of digital tools and platforms for promoting goods and services, interacting with customers, analyzing data, and improving marketing strategies. These technologies allow businesses to communicate more effectively with their

target audience, create personalized offers, track the results of their marketing campaigns, and respond more quickly to changes in market conditions, as highlighted by the current state of the information society, which identifies two stages of marketing development (Table 1.3).

Table 1.3 - Stages of development of marketing in the conditions of informatization society

No.	Stages	Period	Characteristics
1	Internet marketing	1995-2003	Distribution channel: Internet, stationary computers, laptops
			Operating environment: virtual
			Target audience: computer owners and laptops with Internet access
2	Digital marketing	2003 - present	Distribution channels: 1) Internet through stationary computers, laptops, tablets, smartphones 2) mobile devices 3) interactive digital television screens, POS terminals
			Operating environment: 1) real 2) virtual
			Target audience: 1) owners of Internet-accessible TVs, laptops, cell phones, tablets, and smartphones 2) proprietors of smartphones and mobile phones 3) individuals who utilize personal terminal services and see displays

Source: compiled by the author based on [32]

The first stage is internet marketing (1995-2003), which spread through stationary computers and laptops, functioning in a virtual environment, and the target audience consisted only of computer and laptop owners with Internet access. The second stage is digital marketing (2003 to the present), which spreads through all mobile devices and other devices with Internet access. Its scope of operation expands into the real environment, and the target audience includes mobile device owners.

The BCG report "Greasing the Wheels of the Internet Economy" includes data on 65 countries, divided into five categories, depending on the number of limiting factors for the development of digital technologies [30]. A nation's position in the integrated ranking is mostly determined by its level of infrastructure maturity, industry penetration, population acceptance of electronic services, and information availability. With a 50% weight coefficient, the level of telecommunications

infrastructure development is the most significant component. Each of the other three ranking components has an equal weight coefficient of 16.7%.

The idea of integrated marketing communications serves as the foundation for contemporary marketing initiatives. In order to ensure the successful impact of the company's communication programs for brand promotion, this concept entails planning marketing communications. To do this, it is necessary to evaluate the strategic role of each element (advertising, sales promotion, PR, personal selling, exhibitions, packaging, direct marketing, etc.) in the promotion strategy and determine their ideal combination.

Digital marketing and its instruments, which are intended to incorporate every conceivable type of digital channel for brand promotion, are an essential component of the contemporary complex of integrated marketing communications. There are few trends that have had as much of an impact on business as digital technology, which currently represent a significant sphere. Nowadays, 25% or more of business marketing budgets are allocated to digital methods. Businesses who make use of every digital channel and communication tool available to them often see a 25% increase in profitability. Because of this, marketers in the present era need to be largely proficient in the area of digital marketing [31].

Digital marketing is a modern means of communication between an organization and the market, using digital channels to promote products or enterprises for effective interaction with potential or real consumers in virtual and real environments. Digital marketing, as defined by T.P. Danko and O.V. Kitova, is marketing that guarantees customer and business partner connection through the use of electronic devices and digital information and communication technology. It is, more broadly, the application of digital information and communication technology to marketing activities [30, p. 261].

Furthermore, it is essential to differentiate between the terms electronic marketing, Internet marketing, and digital marketing. By leveraging information and communication technology to create and exchange goods and services, electronic marketing is a social and managerial activity that aims to meet the needs of

consumers on the Internet. Developing marketing communications via the Internet was a common definition of Internet marketing throughout its early stages. It should be noted that this is only a marketing tool with unique qualities, not a distinct field. Only a portion of the company's marketing tasks may be completed with the help of internet marketing [28]. Later, Internet marketing was interpreted as a new type of marketing that includes traditional elements (product, distribution, promotion, marketing research) implemented through Internet tools in a remote, interactive mode, thus allowing for the acceleration, cost reduction, and qualitative execution of all marketing processes [14, p. 60]. Today, Internet marketing represents a set of activities aimed at increasing the ranking of an Internet resource in the network, boosting its traffic, and consequently attracting new clients and growing the organization.

The goal of Internet marketing is to increase the efficiency of the website as a modern business tool [71]. There are quite different opinions among scholars regarding the interpretation of Internet marketing: from viewing Internet marketing as a promotion tool to defining it as the theory and methodology of marketing activities in a new hypermedia environment.

Digital marketing represents the practice of using all elements of traditional marketing on the Internet, encompassing the main components of the marketing mix: price, product, place of sale, and promotion. The primary goal is to maximize the effect from the site's potential audience. Here are the main components of the digital marketing system :

1. Product: The products sold online must be of high quality since they compete not only with other websites but also with traditional stores.
2. Price: It is believed that prices online are lower than in physical stores due to cost savings. It involves price control and comparison with competitors.
3. Place: The point of sale, specifically the website. Significant factors include graphic design, website usability, and the quality of handling inquiries from the site. Attention must be paid to loading speed, integration with payment systems, delivery conditions, and customer service before, during, and after

the sale.

4. Promotion: A system of measures for promoting both the website and the product in general on the web. Numerous tools are included in it, such as search engine optimization, email marketing, affiliate marketing, contextual advertising, banner advertising, viral marketing, stealth marketing, interactive advertising, and blog integration. [37].

Digital marketing emerged in the early 1990s when text-based websites began posting information about products. Digital marketing refers to the promotion of a brand and attracting customers through all possible digital channels—social networks, the Internet, email newsletters, contextual advertising, content marketing, and so on. It also uses other tools to attract customers from the offline environment, such as SMS and mobile phone applications. In short, it is the comprehensive promotion of a product or service using various types of marketing (online and offline).

Digital marketing is evolving into a contemporary marketing strategy, in tandem with the quickly evolving digital technologies and marketing tools. A contemporary instrument for promoting goods, trademarks, or brands across all digital platforms is digital marketing (television, Internet, radio, mobile phones, etc.). Although digital marketing and Internet marketing are related, digital marketing has created unique strategies that allow it to reach the target audience even when it's not online (via SMS/MMS, phone apps, streetside advertisements, etc.). Mobile marketing, advertising displays, POS terminals, exposition LCD stands with presentations, QR codes in periodicals and posters, and more are all actively used in digital marketing.

Digital marketing encompasses more than just the sale of educational goods in the modern world. At this point, trading information space, software, business methods, and numerous other goods and services are all involved. Because they provide small and medium-sized businesses with local advertising services, companies like Google and Bing have revolutionized and segmented the online advertising market.

The main tools of digital marketing include: SEO (Search Engine Optimization), Search Engine Marketing (SEM), e-Customer Relationship Management (ECRM), contextual advertising, Social Media Marketing (SMM), Big Data technology, Real-Time Bidding (RTB), Word of Mouth Marketing (WOM), online Public Relations (PR 2.0), Video Search Marketing (VSM), Affiliate Marketing (AM), and retargeting.

The phrase "digital marketing" usually refers to the utilization of direct response marketing techniques, which are conventionally employed in radio, television, and direct mail advertisements, in the context of internet commerce. Because these techniques can precisely measure statistics and keep in relatively constant contact with customers—whether in the B2B or B2C sector—they are highly effective when employed online.

Online marketing, sometimes referred to as digital marketing, is a component of e-commerce. Internet integration, information management, public relations, customer service, and sales are some of its components. The increased accessibility of the internet has led to a rise in popularity for e-commerce and internet marketing, which are now essential components of any typical marketing effort. The B2B market and consumer sector are both seeing growth in the internet marketing and advertising space, as seen by the daily opening of new online stores.

The B2B industry and the consumer sector are both seeing growth in the internet marketing and advertising space, as demonstrated by the daily opening of new online stores. The increased accessibility of digital platforms and the shift in consumer behavior toward online buying are the main drivers of this growth. Businesses are increasing their investments in digital marketing strategies in order to remain competitive as they continue to adjust to these developments. There are two types of digital marketing:

- Pull form: The customer contacts the brand on their own, selecting the information (content) they require. Here, the audience makes use of what is provided.
- Push form: Regardless of the user's preferences, information is sent to them

(spam, sms mailing, etc.). One major disadvantage of this method is that information obtained in this way sometimes goes unnoticed, making efforts made in this regard somewhat fruitless [15].

Rapid advancements in digital technologies have revolutionized marketing, necessitating new approaches from companies in order to effectively reach their target markets. There are twelve key digital marketing guidelines that must be followed in order to win in this ever-changing environment [71]:

1. Customers and clients should not be seen as passive watchers or as just a target audience, but rather as actively participating participants who are makers, distributors, and commentators. The emphasis needs to move from making impressions to fostering continuous engagement, as the role of customers as participants grows. Today, the companies with the best relationships with their customer's win.
2. It is necessary to reconsider the approach to traditional metrics of reach and frequency. The success of digital marketing lies in its ability to involve people continuously in the communication process.
3. It is important to determine which set of channels will achieve the best results. For many years, most content created in the field of digital marketing was mainly reduced to advertising.
4. Content will increasingly become independent of specific distribution methods and restrictions related to supported device types. To ensure constant consumer interest, relevant, high-quality content is necessary.
5. A significant portion of content will be created by the consumers themselves. The role of marketers will be to stimulate and encourage content creation by consumers in line with the overall brand policy.
6. Communication with participants should be conducted only with their permission and based on the stated preferences of each. Companies will achieve greater returns from the information that consumers want to share on social networks and among themselves, to form an optimal media plan.
7. A considerable number of new media possibilities, many of which use a pay-for-

performance basis, require marketers to grasp the fundamentals. Image management is one of the marketing factors that is impacted by the shift to digital media. Gone are the days when marketers could shape a company's perception. Companies need to transition from managed PR to digital influence, just as conventional media gives way to new media. The definition of trustworthy information is altered by digital media.

8. In a digital world where consumers act faster than companies, it is impossible to control the news. Instead, marketers will have to change their approach and become key participants in the communication process, using all available digital technologies and tools, not to impose their will, but to protect their viewpoint.

9. The emphasis will move from integrating marketing communications to consolidating work with each customer, making today's approaches to marketing communications integration in general inadequate. A constant conversation with each individual customer will be possible by utilizing their data.

10. Data will become the circulatory system of marketing. Marketers will use it to create a more detailed description of consumer psychographics and behavior. This rule is also related to the need for a more dynamic brand management process.

11. A marketing approach based primarily on decision-making from statistical information does not meet today's requirements. Marketers must use real-time data analysis to make quick, informed changes to their digital marketing actions.

12. The use of targeted channels requires the optimization of the marketing mix to ensure continuous improvement in consumer interaction.

The main advantages of internet marketing are as follows: interactivity, the ability for highly precise targeting, and the ability to conduct post-click analysis, which leads to the maximum improvement of indicators such as website conversion and ROI of internet advertising. Internet marketing includes components such as:

- Media advertising
- Contextual advertising
- Search marketing in general and SEO in particular
- SMO and SMM

- Direct marketing using email, RSS, etc.
- Viral marketing
- Guerrilla marketing

There are specific company models that are linked to internet marketing. Business-to-business (B2B) and business-to-consumer (B2C) are the two primary models. Businesses that transact with one another are considered B2B, whereas direct sales to the final customer are considered B2C. Primarily, the B2C model emerged. The B2B plan was eventually introduced and proved to be more intricate. "Peer-to-peer" (P2P) is the third and less common paradigm, in which regular internet users trade and sell things to one another. Examples are the file-sharing network Kazaa and the worldwide auction site eBay.

In addition to digital marketing, there is, as we have already mentioned, traditional marketing, which does not represent a digital method of promoting goods and services from businesses to consumers but remains the most recognizable form of marketing. Is there anything common between these two concepts? Which one prevails: digital or traditional marketing? Some comparisons are presented below (Table 1.4).

Table 1.4 - Comparison of digital and traditional marketing

Traditional Marketing	Digital Marketing
Comprises telephone, print, broadcast, and direct mail	Consists of search engine optimization, affiliate marketing, social networking, text messaging, email, newsletters, and online advertising.
There's no dialogue with the viewers	Engagement with the audience takes place
It is simple to measure the outcomes	The outcomes are simple to quantify
Long-term plans are made for advertising campaigns	Campaigns for advertising are scheduled to run for a brief duration
An expensive and drawn-out procedure	A rather quick and inexpensive method of promotion
Reducing the consumer audience's reach because of scarce chances	Expanded audience reach by utilizing a variety of platforms and chances
A 24/7 position is impossible	A 24/7 position is possible
Communication is one-way	Communication is two-way
Answers can be received only during work	The response or feedback may appear at any time

Source: compiled by the author based on [33]

Analysis of the advantages has shown that digital marketing is the most

effective type of marketing, as it provides the opportunity to create the highest quality environment for both the consumer and the producer. This includes saving money and time, avoiding unnecessary costs, and establishing a strong connection between the buyer and the supplier.

1.3. Indicators and methods for research of use of technologies for management of brands in the FMCG market

It is crucial for businesses to understand how to evaluate the effectiveness of marketing activities so that companies can achieve impactful results on their target audience with minimal costs. A comprehensive digital strategy combines several tools, each requiring specific resources. Different tools can yield different results. By tracking and calculating these results, it is possible to determine which tools generate more profit, which tools are unsuitable for a particular company due to industry specifics or target audience, and at which stages effectiveness decreases, necessitating adjustments.

The effectiveness of digital marketing is the degree of return on investment. To evaluate the effectiveness of a strategy, various indicators need to be used, as each tool has its own metrics for assessment. Strategy evaluation can focus on two directions:

1. Assessing specific strategic options to determine their relevance to the organization.
2. Comparing the strategy results with the level of goal achievement.

First and foremost, economic indicators need to be calculated for all channels. The main metrics for SEO effectiveness include:

- Volume of organic traffic from search engines, click-through rate (CTR) in search results
- Conversion rate (CR) of SEO traffic into orders

Unlike SEO, which can attract traffic for a long time with one-time investments, pay-per-click (PPC) advertising works only when there is a budget for

impressions in the advertising accounts. It is a very flexible tool that can be quickly adjusted and allows for prompt changes to the ads. The main metrics for PPC advertising are:

- Number of clicks
- Number of impressions
- Click-through rate (CTR)
- Cost per click (CPC)
- Conversion rate (CR) of advertising traffic into orders

Important audience engagement metrics can be found in the website's statistics counters, such as bounce rate, page depth, and time on site. These metrics indirectly characterize the quality of the attracted audience: the lower the bounce rate and the higher the page depth and viewing time, the more interested and convertible the audience coming from advertisements.

Targeted advertising refers to ads on social networks shown to users based on targeting criteria (gender, age, geography, interests, etc.). These ads often stand out from contextual ads because they are more personalized and better match the profile and needs of the company's potential buyer. However, the metrics used to evaluate the effectiveness of targeted advertising are almost identical.

In the context of SMM, it involves managing a community and filling it with content, as well as communicating with users in comments or messages. Key SMM metrics can be divided into several groups:

1. For evaluating subscriber dynamics: number of subscribers and unsubscribes, audience growth rate, number of post views, reach;
2. For evaluating feedback: (likes and comments relative to audience size, number of Share actions relative to the number of posts, Engagement Rate (ER));
3. For evaluating website transitions and purchases: (click-through rate (CTR) of links to the website, traffic volume, conversion to purchases for social media traffic, cost per lead (CPL)).

Specific SMM metrics should be selected based on marketing goals. It is not

effective to set maximum targets for all metrics simultaneously, as the methods to achieve them differ. After evaluating each tool, it is essential to calculate ROI (Return on Investment). ROI is a crucial metric for assessing effectiveness, indicating whether investments are paying off or if profits are less than the expenses. It is also important to track the ROI dynamics over extended periods. A sharp drop in ROI indicates the need to analyze the strategy and identify the causes of decreased effectiveness. ROI can be calculated for any internet marketing tool or all efforts combined.

$$\text{ROI} = \frac{\text{Revenue}-\text{Costs}}{\text{Costs}} * 100\% \quad (1.1)$$

To understand brand development, it is necessary to evaluate parameters characterizing its perception and promotion. Numerous methodologies by domestic and international authors use multi-level approaches to assess brand effectiveness, based on a broad classification of metrics: strategic, tactical, perceptual, behavioral, market, and financial [4]. Comprehensive brand performance evaluation technologies are relevant both for summarizing investment outcomes in brand development and for understanding the cause-and-effect relationships of communication decisions under brand management [5].

However, performance indicators of brand development investments (especially metrics like ROMI and ROI) lead only to final evaluations of marketing activities, without revealing the understanding of the returns from the promotional measures taken within the marketing process.

1. Purchase Action Ratio (PAR) is a metric helps determine how willing potential buyers, who are aware of the brand, are to make a purchase:

$$\text{PAR} = \frac{\text{Number of people who made (or are making) purchases of a specific brand}}{\text{Number of people who know about the brand (recall, recognize it)}} \quad (1.2)$$

The PAR metric allows us to determine the brand's ability to push members of the target audience, for whom the brand is known, to make a purchase. In the research, it is important to consider the number of buyers who have not only heard

about the brand but have been able to recall the brand's association with a specific product or service, i.e., those who remember it. This assessment concerns the real attachment of the brand to a product or need that matters to the customer.

In the above formula, the denominator indicates the number of representatives of the target audience. The numerator shows the number of people who are buying. Here, it is important for the researcher to understand that the survey can consider either all buyers who have ever purchased the product (or service) and continue to do so currently, or only those who maintain their purchasing activity towards the brand [11]. This significant clarification allows for obtaining more specific values of the PAR coefficient.

2. The next indicator characterizing the effectiveness of marketing investments and brand promotion is the Brand Advocacy Ratio (BAR). This measures how well a company converts people who are aware of the brand into loyal advocates. It is calculated as the ratio of the number or percentage of target audience members who spontaneously recommend the brand to other buyers, to the number of buyers who recall the brand. Specifically, the formula is:

$$\text{BAR} = \frac{\text{Spontaneous Advocacy}}{\text{Spontaneous Recognition (Brand Awareness)}} \quad (1.3)$$

Where spontaneous advocacy is the number of target audience members who recommend the brand to other buyers

spontaneous recognition is the number of people who recall or recognize the brand.

When determining the advocacy metric, it is important to consider those who maintain loyalty to the brand and are willing to recommend it at the time of the survey. This ensures an accurate measure of how effectively the brand converts awareness into active support. Key parameters for evaluating the PAR (Purchase Action Ratio) and BAR (Brand Advocacy Ratio) are:

- Awareness indicates that a target audience member knows about the existence of a particular brand, product, service, territory, event, or individual.
- Attractiveness reflects how well the brand image meets the expectations and

perceptions of the target audience regarding its ability to fulfill existing needs [12].

- Inquiry demonstrates the desire of target audience members to obtain additional information about the brand, dispel doubts, or reinforce expectations.
- Action shows the number of people who have made and continue to make purchases of a particular brand.
- Advocacy demonstrates the number of target audience members who are willing to recommend the brand to their circle [3].

The listed parameters form a sequence of stages that lead the customer from awareness to realizing the attractiveness of the brand. Then, through the inquiry stage, the customer progresses to action and advocacy. Moreover, analyzing the PAR and BAR metrics not only provides insights into the promotion of a specific brand but also into the brand's development within a competitive environment. This opens up additional opportunities to address the brand's strengths and weaknesses.

B2C promotion should be considered in the context of communication and visibility. This refers to what the product (brand) says about itself and through which channels the product (brand) communicates this message. Among the most common communication channels for FMCG brands are:

- TV: Advertising on TV channels, sponsoring TV shows, integrations into TV series, etc.
- Digital: Advertising on websites and social media (Google, YouTube, Facebook, Instagram, Rozetka, etc.), as well as integrations into digital series.
- Influencers: Paid or barter placements on the private pages of influencers on social media.
- Out-of-Home (OOH) Advertising: City lights, billboards, public transportation, etc.
- In-store: POS materials, shelf displays, audio and video advertising at points of sale, DMP (Direct Marketing Programs), etc.

Simultaneously, B2B promotion involves establishing distribution across all

possible sales channels. A dedicated sales team and specialized sales agents work to build this distribution network. Let's examine the key distribution channels for FMCG products:

- Organized Trade (OT): Includes national chains of hypermarkets, supermarkets, and minimarkets (NKA), as well as local chains (LKA).
- Away From Home (AFH): Encompasses the HoReCa category and impulse purchase points (e.g., gas stations).
- Traditional Trade (TT): Consists of non-chain retail points, such as kiosks, counters, and self-service stores.
- E-commerce: Specialized websites (e.g., Rozetka, Zakaz.ua).
- Specialized Sales Points: For certain product categories, such as household goods stores like Prostore, Eva, and Watsons for hair care products.

However, the presence of an innovative brand or product in either communication channels or distribution channels does not guarantee purchase interest. Interest depends on what the product or brand communicates about itself—namely, the communication component or the brand's communication platform.

High customer demand, quick product turnover, and fierce rivalry define the fast-moving consumer goods industry. Effective brand management is essential for businesses to differentiate their offerings, foster customer loyalty, and increase sales in such a dynamic marketplace. The FMCG industry's brand management landscape has changed significantly since the introduction of digital technologies. This subject looks at the metrics and research techniques used to examine how technology is being used in the FMCG industry for brand management.

Technology has become more and more important in the field of brand management in the Fast-Moving Consumer Goods industry. In order to effectively navigate this dynamic landscape, it is imperative to comprehend important indications and utilize appropriate study approaches. Indicators for research will be covered in detail, along with how different metrics highlight the role that technology plays in brand management in the FMCG sector. It will then shift to examining the research methodologies, including the approaches used to obtain information and

examine the use of technology in brand management procedures.

Here is a list of indicators to delve into the methods used and to gather insights and analyze the integration of technology into brand management practice:

- **Online Visibility and Engagement:** Measures such as website traffic, social media followers, likes, shares, comments, and engagement rates can be used to assess the efficacy of digital marketing strategies and the degree of customer-brand relationship.
- **E-commerce Performance:** KPIs that show how well a brand uses technology for online sales and distribution include sales volume, conversion rates, customer reviews, and ratings.
- **Data analytics and insights:** Market share, product preferences, purchasing trends, and customer segmentation are examples of metrics that offer useful data for strategic decision-making in brand management.
- **Smartphone Apps and Digital Platforms:** Data showing in-app purchases, session length, active users, and app downloads show how well a brand can interact with customers and improve their mobile purchasing experience.
- **Creative Campaigns and Content:** Digital projects' effects on consumer engagement and brand perception are measured by metrics including sentiment analysis, virality, reach, and engagement of the campaigns.

A range of techniques are used to collect thorough data and insights when researching the application of technologies for brand management in the FMCG industry. Some successful research techniques are given in Table 1.5.

There are additional methodologies that can offer useful insights into the application of digital technologies for brand management in the FMCG industry, in addition to the primary research methods. Observational research and secondary data analysis are two of these techniques. A wealth of information may be obtained by looking through whitepapers, industry publications, and recent academic studies on the use of digital technologies in the FMCG industry. These sites include comprehensive data and research on industry trends, new technology, and the overall impact of digital tools on brand management. Seeing how consumers behave both

online and offline might provide insight into how digital technologies influence buying decisions. This strategy combines social media, e-commerce, and digital platform monitoring with in-store activity tracking.

Table 1.5 - Methods for research of use of technologies for management of brands in the FMCG market

Method	Description
Surveys and Questionnaires	Gathering information directly from customers on their online interactions with FMCG firms; collecting opinions from experts in the field regarding current developments, difficulties, and the efficiency of different technologies for brand management.
Interviews and Focus Groups	Qualitative insights into the tactics and tools employed in brand management can be obtained through in-depth interviews with marketing experts. Holding focus groups with customers to learn about their opinions and experiences on digital platforms.
Case Studies	Examine case studies of prosperous FMCG companies that have managed their brands well by utilizing digital technologies. Analyze the methods they utilized, the tools they utilized, and the results they produced.
Data Analytics and Market Research	To monitor online presence, interaction, and customer activity. Examine e-commerce platform data, including sales volume, conversion rates, and customer reviews, to evaluate how digital strategies affect online sales.
Content Analysis	Examine the kinds of content, how often they are posted, the engagement statistics, and the general attitude of the audience. To determine how customers feel about a brand's advertisements, content, and general online presence.
Experimental Research	A/B testing to evaluate the efficacy of various digital marketing tactics, including social media adverts, email campaigns, and website designs.

Source: compiled by the author based on [51]

There are additional methodologies that can offer useful insights into the application of digital technologies for brand management in the FMCG industry, in addition to the primary research methods. These methods include secondary data analysis and observational studies. Examining current academic research, whitepapers, and industry reports on the application of digital technology in the FMCG sector can provide a plethora of knowledge. These resources offer in-depth information and analysis on emerging technologies, market trends, and the general effect of digital tools on brand management. Gaining insight into how digital technologies affect purchase decisions can be achieved through observing consumer behavior in both online and offline settings. This approach includes monitoring in-

store activities together with interactions with social media, e-commerce sites, and digital platforms.

In the FMCG industry, digital technologies are used to promote brands by combining hearsay, personal experiences, and rational and emotional views shaped by a comparison of all the brand's features. A brand's name quickly sets off a series of associations that include assurances of quality, dependability, innovation, accessibility, consumer appeal, and high value. It also fosters the development of long-lasting, trust-based connections and ensures the brand's market expansion.

In order to increase brand awareness, engage customers, and boost sales, brand promotion experts say that this subject entails utilizing digital platforms and technology. In order to craft an engaging brand narrative and connect with customers on a personal level, a variety of strategies are used, including influencer partnerships, social media marketing, SEO, and targeted advertising.

Digital technologies are essential for tracking consumer activity, keeping an eye on brand sentiment, and gauging the success of marketing initiatives. By giving brands useful insights into customer preferences, trends, and market dynamics, data analytics technologies help them remain ahead of the competition and make real-time strategy adjustments.

In general, digital technology have transformed the FMCG industry's approach to brand promotion by enabling companies to reach a larger audience, increase engagement, and produce quantifiable outcomes. In order to remain competitive and relevant in the rapidly changing digital landscape of today, brands need to maintain a flexible and inventive approach to digital marketing as technology continues to advance.

For today's FMCG consumers, physical products alone are insufficient. They seek a positive customer experience through their interactions with both the company and its products. Therefore, FMCG marketing focuses on building brand value, which entails offering a unique product proposition that compels consumers to choose it over numerous competitors' offerings [2, p. 4-5]. Achieving a high-value proposition necessitates a strategic marketing approach.

There is no universal marketing strategy for consumer goods. The strategy a company selects depends on its specific goals, such as targeting a particular number of segments, expanding distribution channels, diversifying, or maintaining market share. A strategy encompasses well-defined actions aimed at achieving a company's specific objectives (table 1.6). The development of a marketing strategy involves four main stages [3]:

Table 1.6 Stages of creating a marketing strategy

Brief Description	Activities
Analysis of the marketing macroenvironment	<ul style="list-style-type: none"> - Identifying macroeconomic trends - Analyzing demographic, cultural, social, political, legal, and technological factors - Assessing environmental factors such as ecological and climate issues
Strategy Development	<ul style="list-style-type: none"> - Analyzing the market, competitors, market segmentation, and continuous monitoring - Defining target market segments - Developing positioning strategy, customer relationship strategies, and strategies with other market participants
Marketing Program Development	<ul style="list-style-type: none"> - Creating brand strategy, promotion strategy, digital strategy, sales strategy, and pricing strategy
Implementation and Management	<ul style="list-style-type: none"> - Preparing marketing plan and budget for implementation - Implementing practical actions to execute the plan - Monitoring and controlling the results

Source: compiled by the author based on [29]

The steps necessary to develop a thorough marketing strategy are shown in Table 1.6. Creating a successful marketing strategy is a complex process that needs to be carefully planned and carried out. The table provides an organized framework for companies to follow by outlining the important processes or stages involved in this process.

Businesses can methodically create a strategy that supports their aims and objectives by adhering to these stages. From the initial analysis to the strategy's implementation and evaluation, each step of the process is important to understand in strategic planning. This chart provides a clear road map for success in the cutthroat industry, making it an invaluable resource for businesses looking to develop or improve their marketing strategies.

The primary strategies in the FMCG market are crafted to maintain

competitiveness and foster growth within a rapidly changing market environment. These approaches are crucial for adapting to evolving consumer preferences and shifting market dynamics. The strategies encompass [8]:

The multi-brand strategy involves a manufacturer offering two or more brands within a single product category. Typically, these brands differ in their characteristics and aim to satisfy various purchasing motives. British American Tobacco successfully implements this strategy, with a brand portfolio exceeding 100 items, including well-known brands such as Kent, Lucky Strike, Rothmans, and the low-risk product Glo. This approach allows British American Tobacco to target a broad range of consumer segments, even within a constrained market. The challenge for the tobacco industry is its limited scope compared to sectors like the food industry. Due to the principles of responsible marketing, tobacco companies cannot expand their market share by attracting new smokers.

One popular strategy type in the FMCG industry is diversification, which falls under the category of growth strategies. I. Ansoff defines it as enabling the business to leverage existing advantages in new business ventures when there is a lot of environmental uncertainty [11]. There are various forms of diversification (table 1.7).

Table 1.7 - Types of diversification and their characteristics

Type of Diversification	Description
Concentric (Vertical)	Involves introducing a new product related to previously existing products. Advantages include control over production and close contact with the end consumer.
Horizontal	Involves expanding the product range with items unrelated to the previous product line. The combination of activities provides greater impact than individual ones. If the market shrinks, companies may need to completely change their direction of activity.
Conglomerate	Involves producing products unrelated to the technologies or market on which the company operates. Requires significant financial investment. Can be implemented by creating a brand for a new market or by acquiring an existing one.

Source: compiled by the author based on [13]

Table 1.7 provides an overview of different types of diversification strategies along with their characteristics. Diversification is a strategic approach where a

company enters into new markets or produces new products in order to achieve business growth or reduce risk. The table outlines three main types of diversification: Concentric (Vertical), Horizontal, and Conglomerate. Each type is accompanied by a brief description highlighting its key characteristics and potential implications for companies implementing these strategies.

The product life cycle strategy is particularly relevant for the FMCG market due to the inherently short life cycle of consumer goods. Generally, the life cycle of a product (LC) refers to the period during which the product can achieve the objectives set by the manufacturer. The product life cycle concept outlines the evolution of sales volumes and profit from the sale of goods, providing strategic measures and marketing tactics from the moment the product enters the market until it is withdrawn from production [72].

In modern business conditions, a key priority is creating brand loyalty to retain consumers. Loyalty, in a broad sense, is a consumer's preference for a particular product or service, formed through feelings, emotions, and thoughts about that product or service. It is reflected in consumers' positive attitudes towards goods, services, trademarks, logos, appearance, staff, and points of sale.

Customer loyalty to brands involves a favorable perception of the enterprise's activities, services, personnel, and image, rooted primarily in the emotional sphere. The need to develop and implement a brand loyalty system arises from heightened market competition and the potential of innovative marketing tools. A consumer loyalty system can be depicted as a mechanism with five interconnected blocks: integration into the company's marketing management structure, loyalty goals, financial support for program implementation, database formation and management, and selecting a mechanism for creating and evaluating the effectiveness of the loyalty program [8, p.26].

The primary objective of a company's brand loyalty program is to cultivate strong connections with customers, fostering their long-term loyalty by consistently meeting their individual needs for specific goods and services. When establishing the goal of a loyalty program, it's essential to consider key requirements such as

quantifiability, clarity, hierarchy, mutual agreement, and feasibility. Loyalty initiatives necessitate sustained financial investment, including resources for program development, participant recruitment, service center establishment, database creation and management, and effective communication channel implementation.

Implementing a loyalty program entails more than just purchasing software; it requires operational organization aimed at fostering closer relationships with consumers. The objective is to cultivate a positive perception of the seller and position the enterprise as the preferred choice in its category for consumers. A loyalty program serves as a disguised form of cooperation with consumers, facilitating the establishment of strong consumer-company relationships. While the costs associated with creating a loyalty program may appear as expenses, they should be viewed as investments in strategic marketing tools, essential for maintaining competitiveness amidst heightened competition [72, p.29].

The approach to building a communication platform is the most ambiguous and unstructured element of a marketing strategy for promoting innovative products. This is because the formation of marketing communication messages is governed only by the characteristics of the consumer market and the product's target audience. In other words, when developing marketing communication, attention is paid to the cultural and religious characteristics of the market's consumers, as well as the age, gender, educational, and interest-specific features of the product's target audience. Beyond these considerations, it remains a free-form, essentially creative task that cannot and should not be generalized into a single algorithm.

CHAPTER 2. RESEARCH OF THE USE OF DIGITAL TECHNOLOGIES IN THE PROMOTION OF BRANDS IN THE GLOBAL FAST-MOVING CONSUMER GOODS MARKET

2.1. Key technology and marketing trends in the development of the global FMCG market

The research focuses on the development issues of a very specific market—the Fast-Moving Consumer Goods market. This market consists of consumer goods for broad consumption, characterized by rapid turnover, high demand, ease of substitution, low cost, and low consumer involvement. The high purchase frequency by the same consumers reduces their interest in the process, leading them to spend minimal time choosing between a large number of substitute products, which results in extremely high market competition.

With a nominal growth increase of 6.3% globally in 2022, the fast expanding FMCG sector showed sustained growth, according to statistics from NIQ's Retail Measurement Service (RMS). The fastest-growing categories were snack and pet care, with growth in paper, dairy, and frozen foods also surpassing that of FMCG as a whole. The FMCG sector is booming, according to these figures, and several categories have very promising futures.

Companies must continuously add new goods to their lineup, maintain reasonable prices, and abide by merchandising guidelines—such as making sure products are prominently displayed and simple to find in retail spaces—if they hope to acquire and hold positions in this market. A high degree of dynamism also denotes the capacity to promptly adjust to shifting market circumstances by keeping an eye on trends and taking rapid actions.

The FMCG market includes tens of thousands of products, which can be divided into the following main segments: food and beverages, decorative cosmetics, personal hygiene products, cleaning and laundry supplies, pharmaceutical products, and other short-term use items. Table 2.1 presents the main

players in the FMCG market.

Table 2.1 – Key Players in the FMCG Market

Companies	Market capacity, mln \$	Net profit, mln \$	Dividend yield	Market coverage, %
Nestle SA	253,268	9,066	2,8	23,8
Kraft Heinz	108,322	2,368	2,6	1,8
Danone	48,360	1,749	2,3	8,0
General Miller	42,089	1,697	2,6	8,7
Associated British Foods	31,227	564	1,3	15,2
Kellogg	28,878	619	2,4	4,4
Conagra Foods Inc	20,093	-677	2,2	3,0

Source: compiled by the author based on [14]

Thus, the data in Table 2.1 show that Nestlé ranks first in all indicators. Nestlé uses the 7-S model to enhance and regulate productivity on a global scale. The 7-S model, a McKinsey approach, identifies the key elements to focus on. Global market forces impact organizational efficiency, prompting leaders to rethink strategies, systems, and structures to achieve business success. Competition, consumer demand, and regulations are examples of factors that compel the company to consider clearly defined approaches, direct behavior, and improve organizational hierarchy. The company's structure is determined by interdepartmental interaction, team dynamics, and centralized and decentralized decisions.

Global market forces compel the company to develop tools and approaches for performance control and evaluation. Operating in a competitive global market requires the company to adopt key principles of success and productivity. Nestlé sells nutritious food products to third-world countries at reasonable prices. The company has strong brand recognition, providing a competitive advantage. Nevertheless, maintaining shared values, relevant skills, and diversity has contributed to the company's success.

Manufacturers normally sell their products to wholesalers, who subsequently resell them to retailers, who resell them to consumers in the FMCG industry. Nestlé, for instance, sells its goods to ASDA, Morrisons, Sainsbury's, Tesco, and Co-ops,

which subsequently resell them to their clientele [14].

Because it relieves FMCG brands of the burden of maintaining a manufacturing firm, transportation, and points of sale, this business model is highly popular. It's also critical to remember that FMCG companies require high unit sales in order to turn a profit. This is because, given their cheap cost, consumer goods must be sold in larger quantities in order to turn a profit.

This pressure is somewhat reduced by relying on retailers, as they handle the sales on behalf of the brand. However, using a centralized retailer is not the only path for FMCG brands. More companies are beginning to sell directly to consumers (D2C), cutting out the middlemen, because D2C marketing provides many advantages.

Despite being challenging to manage, as you need to be able to produce, ship, and distribute your products independently, this approach brings brands closer to their customers. Many brands are also beginning to offer subscription services, allowing customers to replenish their products while receiving high-quality items from a trusted brand. By definition, FMCG products are low-cost, consumable items that are quickly sold, used, and replaced in a continuous cycle.

This makes the subscription model an ideal choice, providing brands with a steady stream of customers. Dollar Shave Club is an example of an FMCG brand that achieved exceptional results when it launched subscriptions for shaving cream and razors. In fact, the brand performed so well that Unilever bought the company for a staggering 1 billion pounds—evidence that the D2C model truly works.

Clif Bar & Company is an American company that produces energy products and drinks. They operate a DTC store selling Clif bars, Luna bars, and other products. They run promotional offers in their store, such as 20% off the entire site with a public coupon code CBCFF2021 from November to December. The promo code can be used once per customer, can't be used for wholesale or subscription orders, and cannot be combined with other promotions and offers.

Glossier is a DTC cosmetics and personal care brand. They have launched several promotions, such as automatically applied discounts (e.g., 20% off the entire

site or 25% off the entire site, excluding gift card purchases) or personalized coupons (e.g., \$5 off with a unique coupon code that can be used once).

Nespresso, a brand of Nestle, is a global leader in the production of coffee machines, capsules, and accessories. They often offer a discount code WELCOMEBACK for \$10 off orders over \$45. This code is sent through various themed newsletters throughout the year to inactive customers.

M&M's, a chocolate candy brand owned by Mars, recently started selling directly to consumers through their online store My&M's. They have offered several promotions, such as 25% off the entire site and free shipping on orders over \$49 (and under \$500), valid with a unique coupon code distributed via email as part of a reactivation campaign [28].

The main trends in the FMCG market include increasing competition, the constant introduction of new products, and the shortening of product life cycles. Growth is one of the key sources of increased shareholder value for FMCG companies. Currently, one-third of the total market value of international consumer goods companies is linked to growth. For this reason, dynamically developing markets deserve special attention from these companies, although most of them underestimate the potential in this area: only 30% of the revenue of the 15 largest consumer goods companies is generated in emerging markets.

Decision-makers in multinational FMCG companies must understand and account for changes in the consumption growth of everyday goods, both geographically and by category. However, deciding how to allocate resources among a rapidly growing number of potential consumers can be challenging. Strategy development depends on understanding which areas will offer the highest anticipated returns in specific categories.

The challenge of choosing the right competitive strategy lies in combining customer acquisition and retention methods with developing comprehensive long-term growth and development plans for the company. One of the main priorities in a company's policy is consumer demand. It largely determines the profitability and survival of the company. However, consumer demand in one country is limited, and

to expand their scope of activities, many firms enter international markets. Some of them eventually developed into multinational corporations.

One of the most crucial factors in planning a long-term strategy is research and innovation, particularly the impact of artificial intelligence, which is increasingly encompassing the field of international marketing [16]. The investment of money and time in development transforms into technologies that become one of the main competitive advantages of a company, especially significant in the context of the digitalization of the global economy [17].

Marketing is one of the most important factors in generating demand for consumer goods. Most large multinational corporations focus primarily on brand formation and development in this area. In the context of using international branding tools, the following strategies are adopted by FMCG companies to make their brands stand out compared to competitors.

Companies frequently develop many brands within the same category in the FMCG industry. Since one brand cannot satisfy the whole market, the primary driving force behind this approach is the aim to gain as much market share as possible through the release of products in many categories and sectors. To ensure that no market segment was overlooked, Unilever, for instance, introduced the brands Dove in the premium class, Lifebuoy in the economic class, and Lux, Liril, and Rexona in the intermediate segment [18].

Brand/line extension involves introducing products from the same category into different price segments to capture the largest possible market share. Some companies expand their offerings by releasing well-known products in various sizes and price combinations, such as shampoos and creams in small packages or detergents (like Tide and Ariel) in single-use packaging.

In the process of introduction of new products manufacturers that do not develop and release new products face a significant risk of stagnation in the future. Existing products must also be adapted to changing consumer needs and tastes, as well as new technologies, due to the shortened product life cycle and increased global market competition.

In adaptation of the brand for the local market the high level of competition in the FMCG market leads to the reality that any product can easily be replaced by a substitute. For survival and successful operations, manufacturing companies need to create a tool that distinguishes their product from others, which, for large multinational corporations, is the brand. Proper positioning allows finding a market niche and target audience.

The first step that a multinational corporation (MNC) takes when entering a new market is adaptation. This includes reorienting the marketing campaign, positioning, and, in some cases, even the brand name according to the traditions and cultural values of the country where the MNC plans to operate [72]. Therefore, a necessary prerequisite for this adaptation is a thorough study of the new market: potential competitors, their strategies, purchasing habits, geographic and social structure of the population, and its purchasing power.

The multi-brand strategy is successfully implemented by the tobacco manufacturer British American Tobacco. The company's brand portfolio includes more than 100 items and includes well-known brands such as Kent, Lucky Strike, Rothmans, and the reduced-risk product Glo. British American Tobacco tries to reach as many consumer segments as possible with limited market opportunities. The challenge for the tobacco industry is that it is not as comprehensive as, for example, the food industry [20].

Adhering to the principles of responsible marketing, tobacco companies cannot increase their market share by encouraging new consumers to smoke. This is why the multi-brand strategy is the optimal choice for creating products for several target audiences with different income levels.

Premium brands like Hennessy and Moët & Chandon liquors, as well as perfumes and cosmetics from Louis Vuitton and Givenchy, are produced by the French conglomerate LVMH. After the coronavirus pandemic hit Europe, the business started giving antiseptics to the French health authorities for free [19].

The flanking strategy requires caution (competitor brands should not learn about the company's plans during the development phase of a new product).

Typically, a flank attack can come in the form of a price advantage, production volume, the involvement of new distribution channels, etc.

A successful example of a flanking strategy in the FMCG market is Unilever's experience with the CloseUp brand. The manufacturer not only changed the appearance of the toothpaste but also combined a teeth whitener and a mouthwash in one product, something competitors like Colgate-Palmolive and Procter & Gamble had not done before. The first flanking move was successful, so Unilever repeated the attempt and launched a fluoride product called Aim. This enabled the company to capture about 20% of the market.

Among FMCG market representatives, Procter & Gamble successfully implements the strategy of expanding product lines and brands. The personal care and household products manufacturer has around 300 brands. For example, several laundry detergent brands known to Ukrainian consumers include Ariel, Gala, Lenor, and Tide [58]. The company identifies six main components of its success, including the strategy of expanding product lines and brands.

The second-biggest grocery store chain in the United Kingdom, Sainsbury's, is a shining illustration of how crucial it is for a business to be able and willing to change and advance its brand objectives. The business used a successful marketing plan that included rebranding to attain success. When the supermarket company realized how important health and wellbeing were to its target audience, it altered its tagline from "Live Well for Less" to "Helping Everyone Eat Better" [48].

While low prices will always be an attractive factor for commercial companies, Sainsbury's acknowledged that its customers were more interested in healthy, eco-friendly products, and ensured that its brand's goal reflected these values. Sainsbury's attributed much of its success as a supermarket to this change. Therefore, the foundation of the marketing activities of international companies in the studied market lies in defining the uniqueness of their brand.

Technological breakthroughs and changing customer preferences are driving a rapid transition of the global FMCG market. Prominent corporations are implementing inventive approaches to maintain their competitiveness and satisfy the

needs of contemporary customers. Here are some significant marketing and technological developments that are influencing the growth of the global FMCG market, along with instances from leading businesses:

- E-commerce and Digital Transformation: Amazon's strong e-commerce infrastructure has changed the FMCG business. Its cutting-edge product suggestion algorithms, quick delivery, and easy-to-use interface have revolutionized online shopping. Amazon's "Subscribe & Save" and "Dash Button" services make it simpler for customers to reorder their preferred FMCG products with little effort by streamlining the purchasing procedure for daily commodities.
- Data analytics and personalization: Unilever uses artificial intelligence (AI) and sophisticated data analytics to customize product suggestions and marketing campaigns. Unilever customizes its marketing strategies to suit the tastes of each individual by evaluating data on customer behavior. For example, the company's All Things Hair project makes use of AI to offer individualized product recommendations and hair care advice based on input from users.
- Eco-friendly and sustainable practices: Procter & Gamble has made a commitment to sustainability by encouraging sustainable product packaging and cutting waste through its Ambition 2030 goals. The company has made investments in creating eco-friendly goods like Tide Purclean, the first plant-based detergent with the cleaning power of Tide, and has implemented recyclable packaging for many of its products.
- Mobile Commerce and Payment Solutions: Taobao, the mobile commerce platform from Alibaba, incorporates mobile payment options like Alipay and provides a wide selection of fast-moving consumer goods. Customers can now easily shop and pay for products on their mobile devices thanks to this integration, which streamlines the shopping process. Additionally, the platform makes use of augmented reality to improve the shopping experience by letting consumers visually try things before they buy them.
- Focus on Health and Well-Being: Nestlé has reformulated its products to have less sugar, salt, and fat in an effort to promote health and wellness. Under the Garden

Gourmet brand, the company has also launched new product lines aimed at health-conscious consumers, such as plant-based beverages and meals. Nestlé is responding to the increased consumer demand for wholesome and nutritious foods by putting more of an emphasis on healthier product options.

- Influencer and social media marketing: Coca-Cola has successfully engaged younger consumers through influencer marketing and social media. Personalized Coke bottles were used in campaigns like "Share a Coke", and partnerships with well-known influencers have increased customer involvement and brand loyalty. The business uses social media sites like Facebook, YouTube, and Instagram to reach a large audience and produce viral content.

- Omnichannel Marketing: Walmart has implemented an omnichannel strategy to effectively merge its virtual and physical retail encounters. The Walmart app and "Buy Online, Pick Up In Store" (BOPIS) are two examples of how the corporation provides customers with convenience and flexibility. Walmart's technological investments, which include AI-powered inventory management and automated fulfillment centers, guarantee effective operations and improve the consumer experience.

Changes in customer preferences and technical breakthroughs are driving a rapid evolution of the global FMCG market. Amazon, Unilever, Procter & Gamble, Alibaba, Nestlé, Coca-Cola, and Walmart are leading the way in adopting innovative strategies and technology to stay competitive. As the FMCG business continues to shift due to these changes, organizations must continue to be flexible and customer-focused. To build strong, enduring brands, they might do this by leveraging digital technologies and eco-friendly business practices. In the sections that follow, we will go more into the specific marketing strategies employed by these companies and look at how they impact brand development and market positioning.

After the pandemic broke out, the FMCG industry saw substantial adjustments that still have an impact on its growth and adaptability. The speed with which decisions were made and carried out was one of the major trends; during times of crisis, this became particularly crucial. As rivals aggressively attempt to catch up,

technologically astute businesses take the lead by growing their market share.

The emergence of the "shop near home" concept is the second significant trend. Customers are prioritizing convenience more and more, which has led FMCG businesses to devote substantial resources to creating ultra-proximity stores featuring individualized offers and cutting-edge services.

Analytics and customization make up the third trend. It is crucial to comprehend customer wants and behavior in order to successfully compete in the FMCG industry. Numerous businesses currently employ tools for consumer data analysis and make plans to enhance marketing tactics by utilizing the newest IT solutions for data collection, analysis, and planning.

The global FMCG logistics market reached a valuation of USD 1,059 billion in 2021 and is expected to grow at a CAGR of 4.86%, reaching USD 1,549 billion by the end of the forecast period [60].

The growth of the global FMCG logistics market is attributed to several factors, including the increasing penetration of e-commerce in the FMCG logistics sector, evolving lifestyles, changing consumer preferences, rising disposable income, the emergence of technology-driven logistics services, and the adoption of IoT-enabled connected devices.

2.2. Features of the use of digital technologies in the promotion of the company's brands

The lack of awareness during the transition from push logic to pull marketing leads to increased complexity. Insufficient centralization of data management and the inability to restructure the internal organization to digital processes mean that IT solutions and customer relationship management systems are not equally accessible to everyone in the organization.

To fully leverage the potential of digital technologies in analytics, cloud computing, mobile devices, and social media, the digital transformation process must be addressed strategically. One of the biggest challenges for companies is identifying the appropriate digital capabilities, primarily due to the lack of direct

relationships with consumers and limited access to end-user data.

The digital revolution is often perceived by companies as a technological issue, prompting the addition of yet another channel to reach consumers. The implementation of this channel should be undertaken strategically across the entire company, not just tactically led by the IT department.

The numerous options and recommendations available online encourage a customer-centric approach throughout the entire customer journey. Due to the fact that most consumers buy groceries, toiletries, and other consumables at supermarkets or other independent retail locations, FMCG firms have historically generated the majority of their revenues offline [30].

However, in recent years, the development of digital technologies has led to changes in consumer expectations and an increased demand for convenience, better relationships with brands, and multichannel experiences. Many consumer goods manufacturers, such as P&G and Unilever, still use traditional marketing media like television for the majority of their advertising. For instance, in 2021, P&G spent \$11.5 billion on marketing, making it the largest advertiser in the world. While they haven't disclosed how these marketing expenditures were distributed, a significant portion is directed toward traditional media channels.

However, P&G is starting to see the benefits of influencer marketing; in fact, some of its divisions have posted job openings for managers of influencer marketing. Partially in response to Ohio Governor Mike DeWine's request, P&G teamed together with TikTok celebrity Charli D'Amelio in 2020 to help develop a solution to encourage youth to stay at home during COVID-19. D'Amelio choreographed a dance that served as the focal point of the #DistanceDance campaign. To the satisfaction of P&G and those battling COVID-19, the challenge went viral.

According to Kantar Worldwide, global online sales of fast-moving consumer goods grew seven times faster than overall FMCG sales in the year ending June 2019. But brands are not only investing in e-commerce. In 2019, FMCG brands spent an average of \$79 billion on digital marketing.

There has been a consistent trend in the last ten years toward an increase in

internet sales. But as soon as Covid struck, individuals were unwilling to shop in person—in fact, they were deliberately discouraged during lockdowns—which led to a sharp increase in internet sales. To stop the virus from spreading, many people opted to stay at home, which led to a widespread preference for digital channels over congested malls and in-person shopping [24].

Global retail e-commerce sales reached \$1,336 billion in 2014. This amount increased to \$2,982 billion by 2020. It almost quadrupled again by 2022, hitting almost \$5,542 billion [65].

It is evident that FMCG companies have observed this trend and understood that they must change with the times in order to preserve their market share. Customers were also assisted in following this change by influencers. Influencers have the ability to provide material that highlights to customers the advantages of purchasing their goods online. In order to become a well-liked pizza option for gamers, Pizza Hut UK delivery collaborated with influencers. They worked with Kairos Media to create a tailored influencer marketing and gaming strategy with an emphasis on forging solid community pillars.

Using social media helps FMCG companies increase awareness and build communities around their brands. It is also evident that social media can influence sales, as brands visible on these platforms can more easily achieve significant results. FMCG brands use social media for various purposes, such as sharing product information — showcasing the unique selling points (USPs) of their products, highlighting features, promoting deals, or simply announcing availability.

The interaction cycles that L'Oreal Paris uses in their posts involve responding to comments and encouraging more. Vimto requests comments from their followers and their favorite flavor in a straightforward post. Twitter polls and quizzes are also used by FMCG brands.

During the Christmas season, Maltesers conducted a quick poll on the flavor of Christmas truffles. This allowed them not only to get feedback but also to introduce their relatively new product (white and milk truffles) to the world.

ParmCrisps uses social media to tell the story of the production life of its products (figure 2.1):



Figure 2.1- Advertising ParmCrisps [26]

Iceland Foods prefers a more straightforward approach, promoting current offers (figure 2.2):



Figure 2.2 - Iceland Foods Social Media Advertising [26]

Just Milk decided to give away two elaborate camping chairs (which are actually worth a decent amount of money at Walmart) in one of their contests, generating nearly 200 reactions, over 200 comments, and 60 shares on social media.

For FMCG businesses to produce engaging content that draws consumers and advances their brands, they need a content strategy. Content can be in the form of social media updates, videos, infographics, blogs, or other formats. The FMCG brand must identify the appropriate social media platform to maximize impact. For example, Pepsi India uses a whimsical and humorous content strategy to connect with their youthful audience on Instagram (figure 2.3).



Figure 2.3 - Pepsi India Social Media Advertising [26]

FMCG companies must ensure that their content is relevant, valuable, and aligned with the tone and style of their brand so that customers know what to expect. It's important to make sure the content is pertinent to the target audience and offers them value.

For example, Heinz decided to make their products more noticeable by highlighting them as ingredients in various recipes. Additionally, the digital marketing strategy for consumer goods should have its own brand tone and principles to follow across all online channels. In their social media posts, Innocent Drinks decided to take a witty and ironic approach to their content. Instead of being just another drink page, they make their Facebook page humorous and very British.

Every FMCG brand may not be able to open an online store. Some choose to solely do business offline, while others are only accessible through online marketplaces or e-commerce sites. Nonetheless, FMCG companies can effectively reach out to clients who require product knowledge but lack the time or capacity to peruse physical store aisles by using online marketplaces.

Nevertheless, FMCG companies can offer their goods directly to customers online, which is frequently sufficient justification for setting up a modest e-commerce website. Customers may now shop and buy things from the comfort of their homes thanks to this. An online store should ideally be simple to access on any platform and include details about the products, including usage instructions and ingredient lists. Additionally, having an online store as part of an FMCG digital marketing strategy allows you to sell products directly on social media.

Unilever is one such major brand company that invests significant effort and resources into understanding customers through its global marketing information system. Anyone closely associated with Unilever has access to over 70,000 research documents to understand customer information and patterns in both local and international markets [27].

Dermalogica, a Unilever brand and a client of Pepperi, engages its influencers on social media for product launches. By launching six new products each year and distributing over 5,000 products per launch, Dermalogica aimed to increase sales and raise consumer awareness, but this also increased the workload on the customer service department. Dermalogica wanted to eliminate the customer service step involved in processing free orders sent to social media influencers or placing other free orders to support business growth through customer acquisition, customer engagement activities, and more.

Knorr, a brand under Unilever, recently launched a marketing campaign called "Love at First Taste". The campaign was based on research showing that most people are attracted to those who enjoy the same flavors they do. Knorr found singles with similar tastes, set them up on blind food dates, and filmed the results. The recorded videos were posted on social media and sent to food lovers. These clips went viral within the first three weeks, garnering 100 million views. This unique approach helped Knorr capture the attention of millennial food enthusiasts and increase brand awareness.

One of the Coca-Cola's most popular campaigns is the video titled "Share a Coke". This brand's success is not only due to its products but also to its marketing advertisements, videos, and campaigns. Today, almost everyone who thinks of Coca-Cola sees two colors: red and white. Dove is a brand associated with social campaigns. One of the most significant campaigns is "Reverse Selfie". Through this initiative, Dove aims to draw attention to how popular social media apps distort reality, which can genuinely affect the mental health of teenagers, young adults, and middle-aged individuals.

In the FMCG sector, one of the latest trends is the increasing demand for

organic, sugar-free, home-grown, chemical-free, natural, easy-to-consume, and health-beneficial products. As consumers, we all want to consume products that do no harm to us or the producers. As urban dwellers, we are concerned about stress, environmental pollution, lack of time, etc.; thus, products that offer health benefits are generally preferred over those that do not.

The Australian vitamin and supplement brand, Blackmores, launched its own AI assistant called Well-Bot on Facebook Messenger to help customers fulfill their New Year's resolutions to be healthier. The Well-Bot AI assistant is fun and engaging but also helps increase sales by guiding customers toward the vitamins and supplements they need to achieve their fitness goals. It also provides personalized fitness, beauty, nutrition, and well-being plans. Simultaneously, Blackmores gathers valuable information about its customers' health and habits, generating new interest.

The one-way nature of traditional FMCG marketing techniques limited communication. With social media, the new emphasis on two-way digital marketing has begun to take hold. With this strategy, customers can discuss companies instead of just listening to them talk about themselves. Brands may interact with consumers and stay current by using shared content. For FMCG brands, this type of content marketing functions as word-of-mouth advertising.

For example, Doritos India and Instagram fans recently engaged in a playful exchange. #BlameItOnTheCrunch was the hashtag used by the brand to urge its followers to share a photo of themselves holding a Doritos bag.

Studies indicate that consumers are prepared to shell out more money for customized goods. Customers in the UK pay a 20% premium for tailored items, according to a Deloitte YouGov study. Personalized packaging is still available for several FMCG brands, such as Coke, Marmite, and Nutella [26]. From the examples above, it is evident that the implementation of digital technologies is crucial for understanding consumer preferences and behaviors, thereby transforming business practices in FMCG companies. This shift is widely recognized as a cultural change for some traditional FMCG brands and requires significant investments. However, it is essential to remain competitive in the evolving market landscape and meet the

changing needs of customers.

2.3. Assessment of results of strategic use of digital technologies for promotion of brands in the global and regional FMCG markets

The Fast-Moving Consumer Goods industry has experienced a significant shift in the way firms interact with customers and market their products in an era characterized by digital revolution. The widespread adoption of digital technology has led FMCG companies to adopt inventive tactics aimed at augmenting brand visibility, stimulating consumer engagement, and ultimately driving sales both domestically and internationally. This introduction lays the groundwork for an examination of the strategic use of digital technology by FMCG brands for marketing, with an emphasis on standout businesses that have demonstrated quantifiable success through their creative solutions. Let's examine some amazing instances of FMCG businesses using digital tools and platforms to reinvent brand promotion and draw in customers in the current digital era.

In the FMCG industry, the strategic integration of digital technologies has improved brand visibility, deepened customer engagement, yielded priceless data insights for improving marketing strategies, and resulted in measurable increases in sales performance. These developments have driven sustained growth and competitive advantage both locally and internationally. The examples that follow highlight the various ways that FMCG companies use digital technologies to engage with customers, increase sales, and create enduring connections. These examples highlight the industry-changing effects of digital innovation:

Companies in the FMCG sector, such as PepsiCo and Coca-Cola, have significantly increased sales and brand engagement by utilizing digital technologies. Coca-Cola's "Share a Coke" campaign, which included customizable bottles, increased sales in the United States by 2% and in Australia by 7%. It also increased the company's Facebook following by over 25 million people. PepsiCo's "Pepsi Refresh Project" received over 80 million votes and a 7% rise in brand favorability

from participants, all thanks to its \$20 million allocation to support community projects [16].

Users are encouraged to document their runs, create goals, and interact with other runners globally by using Nike's "Nike+ Run Club" app. With over 100 million downloads since its release, the app has helped Nike's digital sales rise 13% and demonstrates the brand's dedication to building a vibrant community and encouraging direct-to-consumer interaction [14].

Red Bull has achieved unprecedented success with their content marketing approach, which includes live-streaming extreme sports events on social media and operating a YouTube channel. Red Bull's digital efforts have resulted in a 16% rise in global sales and cemented the company's position as the industry's top energy drink brand, with over 10 million YouTube followers and billions of views on its videos.

Members of Nespresso's "Nespresso Club" loyalty program are eligible for exclusive offers, such as early access to new products and tailored suggestions. With more than 10 million members globally, the Nespresso Club has helped the brand retain 20% more customers and grow online sales by 25% [18].

Social media users have taken notice of Oreo's innovative digital marketing, such as the "Daily Twist" series that features current and culturally relevant material. The brand has seen a 10% boost in brand mentions and a 5% increase in market share among millennials as a result of its active presence on social media platforms like Twitter and Instagram. This shows the value of real-time engagement and storytelling in fostering brand affinity [19].

With just a button click, customers can easily and conveniently reorder FMCG products thanks to Amazon Dash buttons. Over 10 million FMCG orders have been made possible by Amazon Dash since its launch, demonstrating the expanding trend of linked devices and the incorporation of e-commerce into daily activities.

With its "Makeup Genius" app, the multinational beauty giant L'Oréal welcomed digital innovation and saw a phenomenal 33% growth in digital sales of its cosmetics goods in addition to over 20 million downloads globally. FMCG

products were among the top-selling categories at Amazon's Prime Day event, which brought in over \$3.5 billion for third-party sellers despite not being solely focused on the FMCG industry [18].

Through influencer relationships and digital platforms, Colgate-Palmolive's "Haz el Uso Racional del Agua" campaign in Latin America promoted water conservation on a regional level. More than 15 million people were reached by this campaign, which increased brand favorability by 10% and toothpaste sales in the area by 5% [16].

In today's global marketplace, when companies are becoming more alike and individual consumer goods and services are becoming less unique, the capacity to identify and emphasize distinctive qualities becomes critical to the survival of a firm. Thus, as a result of integration into the global arena, it becomes necessary to promote efficient communication between producers and customers, which is made possible by the strategic approach known as branding. This procedure, which is essential to the creation and maintenance of brand identity, is a pillar for businesses looking to stand out in a crowded market.

It is crucial to assess the outcomes of strategic use of digital technology in brand marketing for FMCG companies operating in both local and international markets. This kind of assessment offers priceless information on how well marketing campaigns are working, enabling businesses to improve the performance of their plans. It assists in determining which digital strategies produce the best results, enabling well-informed resource allocation decisions.

Additionally, by evaluating the results of digital activities, businesses can maintain an advantage over rivals by refining their strategies to more effectively connect with target audiences and, eventually, strengthen brand positioning and market share. To put it simply, assessing the outcomes of strategic use of digital technology guarantees that marketing endeavors are both effective and in line with the constantly changing needs and trends found in the FMCG industry.

Delving into the trends characterizing the evolution of global branding, it is discernible that over the preceding decade, there has been a notable intensification

in capital investments directed towards the development of brands among the foremost companies on a global scale.

Examining the patterns that define the growth of global branding, it is apparent that during the previous 10 years, there has been a noticeable increase in capital expenditures for the creation of brands among the leading corporations worldwide. The unique aspect of branding implementation worldwide is that businesses striving to establish a strong brand update their offerings frequently, emphasizing cutting-edge business technologies and the newest advancements in the industry. The majority of businesses worldwide are run by a collection of brands targeted at several market segments rather than by a single brand. Globally operating consulting firms like MPP Consulting assess brands and generate ratings based on financial metrics and the future growth potential of both businesses and their brands to identify the most valuable brands and their true market value.

The purpose of the survey (APPENDIX B) was to gauge participants' opinions regarding the opportunities and difficulties Fu-Wang Foods Limited faces in the international market. Twenty respondents with a range of demographics participated in the survey. The initial stage involved gathering data regarding the participants' ages, genders, and employment roles. Men in their 25s to 34s who are employed as managers or employees made up the majority of survey respondents.

Next, questions about Fu-Wang Foods Limited's biggest problems and the significance of digital marketing were posed to the participants in order to help them adjust to the digital era. The majority of participants concurred that shifting customer tastes and escalating competition represent the company's two biggest obstacles, and that digital marketing is crucial. The participants were then questioned regarding their knowledge of Fu-Wang Foods Limited's usage of digital marketing techniques and their efficacy in raising sales, drawing in clients, and enhancing brand awareness. The majority of participants said they were either fully or partially aware of these tactics and that they worked effectively for them. All things considered, the survey's findings show that most respondents think digital marketing is crucial and that it can help them keep a competitive edge.

Twenty people with a range of characteristics participated in the survey (appendix A). Men made up 60% of the poll respondents, while women made up 35% of the sample. Other gender group representatives were also present (3%), while 2% of participants declined to disclose their gender.

According to age group, the age group of 25–34 years old accounted for the largest share of survey respondents (30%), while the age groups of 55–64 years old (3%) and 65 and older (2%), had the lowest share of respondents. The bulk of respondents (40%) had jobs as employees, followed by managers (20%), students (25%), and business owners (10%). 2% of participants declined to state where they stood.

The primary obstacles facing Fu-Wang Foods Limited in the global market, according to a study of survey respondents' comments, are shifting consumer tastes (65%) and escalating competition (55%). For instance, half of the survey participants (50%) agreed on the relevance of digital marketing in terms of adapting to the digital era.

The majority of participants—85%—state that they are either fully or somewhat aware of Fu-Wang Foods Limited's use of digital marketing techniques. Search engine optimization (SEO) (60%) and email marketing (55%) are the most popular ones, followed by social media marketing (70%).

The success of Fu-Wang Foods Limited's digital marketing methods was also discussed by the participants. According to most replies, these tactics were quite successful in raising brand recognition (85%) and attracting new customers (85%). Although the majority still believes they are effective (85%), there is less support for their ability to increase sales. According to the survey's overall findings, 90% of respondents said they thought digital marketing might help businesses stay competitive in the global market.

2.4. Perspectives and scenarios for development of digital technologies in the global fast-moving consumer goods market

Digital technology breakthroughs are driving a fundamental revolution in the FMCG industry. FMCG companies are under pressure to update their technology infrastructure in order to remain competitive as the globe embraces digitization more and more. This transformation has an impact on the organizations themselves as well as the people that work there, resulting in creative changes to career pathways.

On the road to digital transformation, companies need to consider many questions, from what exactly they want to transform to what modern technologies best suit their needs. It is also important to understand that digital transformation cannot happen in isolation from other processes. Tim Henley, head of Deloitte's global manufacturing and construction services group, said that the process of transformation is not limited to the introduction of technology. A real digital transformation should play a major role in the company and cover all aspects of its activity [7].

Digital transformation is not a one-size-fits-all solution for all processes. Mark Kotteler, executive director of Deloitte's Center for Integrated Research, said that organizations are striving to strike a balance between optimizing current operations and realizing the transformational opportunities offered by Industry 4.0. For successful planning and actions with investments, digital transformation must be taken into account in the company's strategic perspectives and operational structure. Those who are best prepared for Industry 4.0 will be able to take full advantage of the transformative potential of technology at every level of the organization [7].

The study identified four primary contradictions because nearly all organizations are prepared for Industry 4.0:

- In the strategic paradox, 94% of respondents said that digital transformation is a key concern for businesses, but 50% of business leaders and 68% of respondents believe that digital transformation presents a chance to increase profitability. According to this, respondents might link strategic growth to improvements in operational performance, but they might not link digital transformation to revenue growth brought about by the creation of new products or business models. A lot of

people view digital transformation as a defensive investment that should be made for corporate security rather than growth. Going beyond defensive investments can help spur innovation and provide organizations with new organizational options [9, p. 26].

- As noted in the inventive paradox, business executives observe that the majority of digital transformation initiatives are motivated by operational objectives and higher productivity, i.e., by utilizing technology to make sure that the organization's present activities are performed more effectively. But since innovation can also yield good indications of investment performance, businesses can strengthen their own investment-stimulating strategies. Due to competitors' ability to outrun one another in terms of investment, this factor is becoming more and more crucial.

According to the supply chain paradox, corporate executives believe that the supply chain is the most crucial area for future investment; nevertheless, just 34% of respondents believe that supply chains are a catalyst for innovation. Remarkably, just 22% of supply chain directors are heavily involved in decisions about digital transformation. Directors of supply chain management need to have their roles reevaluated by organizations, and their roles should be more closely aligned with wider strategic goals [25, p. 29].

In the staff paradox, just 15% of respondents stated their companies needed to restructure their personnel and skill requirements, while the majority of respondents think their organizations have the proper people to assist the digital transformation process. For businesses, recruiting, developing, and keeping highly skilled professionals continues to be the most pressing organizational and cultural issue. It's interesting to note that the survey's findings imply that respondents are more likely to be happy with their organizations' personnel the more often they use these revolutionary technologies. People who regularly utilize these tools think that 92% of their work is done by the correct people in their company. There is a severe shortage of these individuals and insufficient professional growth among those who hardly use digital technology.

Companies should learn to anticipate HR demands, engage in staff development, and involve employees in the digital integration process because employees are greatly impacted by digital transformation. Data transfer and interchange between the physical world and computer systems is the process of leveraging information from connected assets to make decisions, which is essential to achieving the full potential of the Fourth Industrial Revolution [13, p. 29].

The study's findings indicate that businesses in the mining, oil and gas, manufacturing, and energy sectors are aware of the potential that Industry 4.0 offers. Establishing more operational, intelligent, and networked processes will enable businesses to get through obstacles and discover a true route to Industry 4.0. The quantity of trade transactions in the digital economy is significantly higher than in the old one. This is made possible in an open network society by the dismantling of geographical borders. In an economy like this, data is the primary asset.

In his research of the notion of digital transformation, Howard King—a data analysis specialist at the Rufus Leonard agency—identified the three primary forces behind it, namely evolving customer demands, technological advancements, and heightened competition [27, p. 25]. A combined study by Capgemini Consulting and Sloan School of Management [19] of financial performance metrics confirms the significance of management's role in the process of digital business transformation. The study's findings demonstrated that you cannot afford to neglect the digital transformation, as there will be a 24% annual decline in earnings in this scenario when compared to competitors.

In the modern world, the advancement of digital technologies has a significant impact on how many economic sectors are changing, including the consumer goods industry. These technological advancements have a significant impact on the rapidly evolving global FMCG market and present numerous opportunities for growth in the future. Let's look at some potential outcomes and directions for the growth of digital technology in this industry, along with some concrete instances of their use.

- Scenario 1: Enhancing Consumer Expertise with Augmented Reality (VR)

Imagine FMCG firms use augmented reality technology to develop virtual

showrooms that are immersive and allow customers to engage with items in a dynamic setting. For instance, the Coca-Cola firm could develop an online platform where customers could sample several drink varieties and find out more about the ingredients and health advantages of each one. This is a hypothetical situation where FMCG companies use augmented reality (AR) technology to build dynamic virtual showrooms where customers can interact with products. Coca-Cola, for example, may create an online platform where consumers could try out several drink varieties and learn about the components and advantages of each one. Through consumer immersion in this virtual experience, companies may improve brand engagement and offer insightful information about their products.

- Scenario 2: Personalization through data analysis

FMCG businesses can customize their product offers and marketing strategies by utilizing artificial intelligence and data analytics. For instance, Amazon is able to examine the purchases made by its clients and present them with tailored offers according to their tastes and past purchases. In this scenario, FMCG firms use artificial intelligence (AI) and data analytics to tailor their product offerings and marketing activities. For instance, Amazon customizes offers based on past purchases and individual tastes by using purchase data from customers. Businesses are able to increase sales and create brand loyalty by using consumer behavior analysis to give personalized marketing messages and product recommendations.

- Scenario 3: Optimizing logistics and packaging with IoT

FMCG companies can increase efficiency by implementing "smart" technologies in shipping and product packaging. To manage inventory levels and prevent distributing out-of-date products, PepsiCo, for instance, may deploy sensors in beverage containers. In this case, FMCG companies use smart technology to improve efficiency, like the Internet of Things (IoT) and product packaging. To ensure prompt refilling and save waste, PepsiCo could, for example, incorporate sensors into beverage packaging to track inventory levels in real-time. Businesses optimize supply chain processes, cut expenses, and boost overall efficiency by utilizing IoT-enabled solutions.

- Scenario 4: Development of voice commerce

Voice technology can help FMCG firms streamline the purchasing process. Procter & Gamble, for instance, might train voice assistants to recognize and understand its items, enabling customers to place voice orders. In this case, FMCG businesses use voice technologies to make the buying process easier for customers. Procter & Gamble might, for instance, train voice assistants to allow users to place product orders with simple voice requests. Businesses may meet consumer desires for smooth interactions and increase sales by providing a convenient and frictionless buying experience through voice commerce.

FMCG brands can build long-term relationships with their target audience by using brand representatives, primarily influencers. 50% of IG users say they are more interested in a brand if they see its advertisement on Instagram. FMCG companies can leverage this by investing in natural forms of advertising, such as influencer marketing. As the name suggests, influencers are individuals who have sway over a specific target group and can reach the masses. They can become brand ambassadors if companies collaborate with them successfully and they genuinely like what the companies offer [20]. People tend to trust those they look up to, and influencer marketing is based on this principle. Someone who is well-known for one or more abilities is an influencer. They are dependable in maintaining their word and are well-known in the community.

In this type of marketing, a company asks influencers to create content using the brand's product or service and to generate discussion and buzz among their followers about it. An influencer can boost trust in the brand and its product, which is particularly important for FMCG brands. After establishing a relationship with an influencer, a fast-moving consumer goods firm may choose to divert part of its consumer-focused content towards other marketing initiatives. The reason for this is because influencers have demonstrated their capacity to produce material of a high caliber that audiences find valuable. This footage, which frequently demonstrates how the brand's products may be used in everyday settings, comes out as far more relatable and genuine than anything an adroit advertising agency can produce for the

brand.

Since the number of online purchases has increased since the start of the pandemic, this trend is expected to remain steady for years to come. Both online and offline grocery shoppers are increasingly focused on saving money, time, and energy when buying essentials. FMCG brands should leverage this new norm by using e-commerce as key touchpoints.

Influencers can engage customers on social media by promoting the brand and its products to their followers, which is an excellent way to broadly market fast-moving consumer goods. Just one Instagram post by Chiara Ferragni garnered over 220,000 likes. With over 26 million followers, the reach of a single post featuring relatively natural Pantene advertising is calculated in the millions.

User-generated content can be a great solution for FMCG brands looking to use organic posts to promote their products. With a bit of encouragement, brands can gather a substantial number of photos, comments, etc., which can be used in their communication after obtaining user consent.

Who Gives A Crap, an Australian toiletries brand, encouraged its customers to send photos of Christmas decorations made from toilet paper wrappers. PG Tips, a British tea brand, made reposting their drinking content a cornerstone of their digital marketing strategy for FMCG products. Many FMCG brands use paid social media advertising. With tools like the Facebook Ad Library for campaign creatives on FB and IG or Moat for shared ads, you can learn about your competitors or get inspired by their ideas [35].

Including SEO-optimized content is also important as it attracts consumers to the brand's website, making them more aware of what is offered. SEO content helps consumers find brands when they search for relevant needs, thereby building trust in the industry. Investing in SEO (Search Engine Optimization) and PPC (Pay-Per-Click) advertising are critical components of a successful digital marketing strategy. However, recent statistics indicate that SEO offers more long-term benefits compared to PPC advertising. According to a recent study by Search Engine Journal, SEO leads have a 14.6% close rate, while outbound leads generated through PPC

have a close rate of 1.7%.

Additionally, a survey by Databox revealed that SEO is the most popular lead-generation tactic, with 70% of respondents indicating its high effectiveness. While PPC can deliver quick results and immediate ROI, SEO is a more sustainable and cost-effective approach in the long run. The current economic situation has led to reduced marketing budgets.

As people receive more emails from brands daily, they become bored and lose interest in the offers. However, FMCG companies can leverage the latest innovation in marketing known as automated email marketing [14]. Previously, people used bulk emails to send generic messages and offers, but now actions and settings can be used to create personalized experiences for each recipient. This form of email marketing is also known as drip marketing. For example, when a customer registers, they receive a welcome email. If they add items to their cart but do not complete the purchase, they receive another email prompting them to finish the purchase.

Automated and personalized emails based on the customer journey are a great way to connect with and engage customers. Creating specific emails triggered by actions allows for communication and encourages purchases. Such emails can also target consumers who have already made a purchase.

Social media has changed the way companies communicate with users. Like other industries, FMCG can use UGC (User-Generated Content) strategies to get users to promote their products. This allows users to talk about the brand, and when friends or family see their posts and stories, it builds trust in the brand.

Analytics in social media can help FMCG brands expand and reach their target audience through advertising campaigns. Each social media platform caters to different needs and attracts different target audiences. While Instagram appeals to younger demographics, Facebook is highly effective for marketing to all age groups. Pinterest is an excellent platform for visual content and informational campaigns, while YouTube is great for long-form visual content. UGC (User-Generated Content) requires users to promote FMCG products or services by posting stories or messages, tagging the brand, and sharing hashtags for special events. This type of

content has become a powerful form of digital word-of-mouth marketing and is considered one of the most reliable and authentic sources of digital marketing.

It's no surprise that many FMCG brands have their official stores on almost all shopping platforms. Customers can efficiently shop by scrolling through their favorite shopping apps. This environment provides a more enjoyable experience in finding, selecting, and quickly purchasing the desired product. Currently, online reviews are one of the most important factors influencing purchase intent. Every online store has a review section where anyone who has bought a product can leave feedback. These reviews help increase the reliability of the product and boost customer confidence in the product's quality and usability. ORM (Online Reputation Management) is the process of encouraging customers to write online reviews about the brand, as they are typically the most engaged users of the products. FMCG companies can leverage positive reviews and recover from negative reviews using a suitable ORM strategy [65].

Perspectives and scenarios for the development of digital technologies in the global fast-moving consumer goods market are steering professionals towards specialization as the cornerstone of success. In an evolving FMCG landscape, the focus is shifting towards specialized expertise rather than generalized skills. Proficiencies in areas like data analytics, cybersecurity, and digital development are increasingly coveted, rendering generalized skills less impactful. The metamorphosis of the FMCG sector is spawning new career trajectories. In the realm of data and analytics, roles such as Data Analysts, Data Engineers, Machine Learning Engineers, and Data Scientists are in high demand. Moreover, the emergence of Chief Data Officers and Chief Data Scientist Officers underscores their pivotal role in shaping FMCG companies' digital strategies.

Additionally, professionals adept at designing and integrating digital application and platform architectures, including Data Architects, Solution Architects, Application Architects, and Integration Architects, are instrumental in driving the digital transformation agenda. Chief Enterprise Architect Officers play a crucial oversight role in orchestrating overall architectural and integration strategies.

Digital and web development expertise is also highly sought after, with roles like Web Designers, Full Stack Developers, and Mobile Application Developers experiencing a surge in demand. Furthermore, professionals capable of spearheading organizational and market-level changes, such as Change Managers, Transformation Managers, and Chief Transformation Officers, are indispensable in navigating the digital evolution of FMCG companies.

In tandem, there's a rising need for individuals capable of cultivating new competencies in trade promotion, supply chain automation, integrated business planning, and revenue management. This demand fuels the emergence of roles like Product Managers, Platform Directors, Agile and Scrum Masters, equipped with deep business acumen and specialized skills in areas such as AI and data analysis.

Lastly, as data proliferation surges, professionals adept at managing and safeguarding digital assets, like Cybersecurity Analysts, Cybersecurity Engineers, and Chief Information Security Officers, play a pivotal role in fortifying the digital infrastructure of FMCG companies, ensuring a smooth transition towards digital transformation [66].

Digitalization presents a crucial opportunity also for Ukraine to enhance its economic growth, improve public services, and increase global competitiveness. According to the Shopper Trends 2022 study by the American company NielsenIQ, which conducts marketing research in Ukraine and worldwide, 27% of Ukrainian FMCG market consumers state that they are ready to experiment—meaning that more than one-quarter of the market is willing to buy and test product innovations offered by brands. In 2022, this figure increased by 2 percentage points compared to the previous year (27% in 2022 versus 25% in 2021) [5]. Ukraine stands to gain significantly from embracing digitalization. By investing in digital infrastructure, supporting innovation, enhancing digital education, implementing e-governance, prioritizing cybersecurity, promoting digital inclusion, developing a supportive regulatory framework, and collaborating internationally, Ukraine can harness the full potential of digital technologies. These steps will drive economic growth, improve public services, and enhance the overall quality of life for its citizens.

CONCLUSIONS

The FMCG market is characterized by intense competition, with numerous brands vying for consumer attention. Due to this high competition and low pricing, FMCG companies strive to capture their customers' interest. The consumer goods market has a long history of steady growth driven by mass brands. However, the model that has historically driven success in the industry is now under significant pressure due to changing consumer behaviors and evolving distribution channels. To thrive in the coming decades, FMCG manufacturers need to reduce their reliance on mass brands and offline mass channels and adopt a flexible operational model focused on brand relevance rather than synergy.

1. The relevance and advantages of digital marketing for the fast-moving consumer goods (FMCG) industry are now evident. More and more consumers prefer to purchase FMCG products on digital platforms from the comfort of their homes, rather than visiting physical stores. The COVID-19 crisis has only accelerated this digital trend.
2. This massive shift in consumer behavior has forced an industry that has relied on standard marketing methods for over half a century to reassess its marketing strategies. A comprehensive digital marketing strategy for FMCG forms a crucial element of product sales, encouraging customers to make purchases in the current market scenario.
3. Unlike traditional marketing, which focuses on product promotion, digital marketing aims to create content that provides significant value to consumers. Research has shown that digital analytics tools have been expanded to help FMCG brands track and measure every aspect of their marketing strategies. Launching an e-commerce website is essential for the long-term success of FMCG brands.
4. Digital communication, especially through social media, eliminates entry barriers, allowing brands to promote their products without spending heavily on advertising campaigns. With the boom in online shopping comes the rapid development of Direct to Consumer (Dtc), enabling brands to sell their products

without relying on retailers. Digitally native vertical brands that have gained popularity online are now entering the FMCG market, using e-commerce websites to distribute their consumer goods.

5. Overall, the modern approach to developing a marketing communications system for a product brand involves shifting from a push strategy (where the brand imposes its products and services on consumers through standard promotional methods) to a pull strategy—where the content published by the brand and the innovative communication techniques used prompt consumers to show interest in products and services on their own.

6. Customer loyalty is crucial in the FMCG sector. All marketing trends, from social media to online reputation management, aim to differentiate the company from its competitors and build customer loyalty. The broader use of digital marketing for FMCG companies can be attributed to several factors, such as the growing number of digital users, the ease of setting up a marketing strategy, and the ability to target consumers worldwide. However, expanding reach comes with challenges. To keep consumers engaged and loyal, and to encourage repeat purchases, it is necessary to focus on well-defined plans and strategies.

7. Digital marketing benefits FMCG brands in several ways due to their short shelf life, low cost, and large retail audience, opening the door to endless marketing opportunities. Additionally, FMCG brands can create captivating campaigns and offer appealing presentations to their customers through their digital marketing strategy.

By leveraging digital channels, FMCG businesses can not only enhance customer engagement but also gain valuable insights into consumer behavior and preferences. Ultimately, a successful multichannel strategy can drive sales, increase brand loyalty, and boost revenue. As the competition for consumer attention continues to intensify, prioritizing multichannel marketing will be essential.

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APPENDIXES

APPENDIX A

Survey Questionnaire [68]

1. Gender

2. Age

3. Designation

4. What do you perceive as the main challenges faced by Fu-Wang Foods Limited in the FMCG market? (Select all that apply)

- Increasing competition
- Changing consumer preferences
- Limited digital presence
- Lack of brand awareness
- Difficulty in customer engagement
- Other (please specify)

5. How important do you think digital marketing is for FMCG companies like Fu-Wang Foods Limited in adapting to the digital age?

- Extremely important
- Important
- Somewhat important
- Not important
- Not sure

6. Are you aware of the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age?

- Yes, very aware
- Yes, somewhat aware
- No, not aware

7. If yes, please specify the digital marketing strategies used by Fu-Wang Foods Limited. (Select all that apply)

- Social media marketing
- Search engine optimization (SEO)

- Email marketing
- Content marketing
- Influencer marketing
- Other (please specify)

8. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving their brand awareness?

- Very effective
- Somewhat effective
- Not effective
- Not sure

9. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving customer engagement?

- Very effective
- Somewhat effective
- Not effective
- Not sure

10. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in increasing sales?

- Very effective
- Somewhat effective
- Not effective
- Not sure

11. Do you think other companies in the FMCG market can use digital marketing to stay ahead of their competitors?

- Yes, strongly agree
- Yes, somewhat agree
- No, disagree
- Not sure

Table 2.2 - Survey results [68]

Demographics	Percentage
Gender	
Male	60%
Female	35%
Other	3%
Prefer not to say	2%
Age	
Under 18	5%
18 - 24	20%
25 - 34	30%
35 - 44	25%
45 - 54	15%
55 - 64	3%
65 and above	2%
Designation	
Student	25%
Employee	40%
Manager	20%
Business Owner	10%
Other	3%
Prefer not to say	2%
Main Challenges Faced by Fu-Wang Foods Limited	
Increasing competition	55%
Changing consumer preferences	65%
Limited digital presence	40%
Lack of brand awareness	50%
Difficulty in customer engagement	45%
Other	15%
Importance of Digital Marketing	
Extremely important	50%
Important	40%
Somewhat important	8%
Not important	1%
Not sure	1%
Awareness of Digital Marketing Strategies Used by Fu-Wang Foods Limited	
Yes, very aware	35%
Yes, somewhat aware	50%

No, not aware	15%
Effectiveness of Digital Marketing Strategies	
Improving brand awareness	
Very effective	40%
Somewhat effective	45%
Not effective	10%
Not sure	5%
Improving customer engagement	
Very effective	35%
Somewhat effective	50%
Not effective	10%
Not sure	5%
Increasing sales	
Very effective	30%
Somewhat effective	55%
Not effective	10%
Not sure	5%
Opinion on Digital Marketing for Competitiveness	
Yes, strongly agree	60%
Yes, somewhat agree	30%
No, disagree	5%
Not sure	5%
Overall Insights	
The majority of respondents are male and fall into the age range of 25-34.	
Most respondents are employees with a fair representation of students.	
Changing consumer preferences and increasing competition are perceived as the main challenges faced by Fu-Wang Foods Limited.	
Digital marketing is considered extremely important by half of the respondents.	
While a significant portion of respondents is aware of digital marketing strategies used by Fu-Wang Foods Limited, there is room for improvement in awareness.	
The effectiveness of digital marketing strategies in improving brand awareness and customer engagement is generally perceived positively.	
The majority strongly agrees that other companies in the FMCG market can use digital marketing to stay ahead of their competitors.	

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5.05% Схожість

Найбільша схожість: 0.43% з Інтернет-джерелом (<https://blog.usetada.com/digital-marketing-strategies-for-the-fmcg-in...>)

4.79% Джерела з Інтернету

345

Сторінка 70

1.31% Джерела з Бібліотеки

132

Сторінка 74

0% Цитат

Вилучення цитат вимкнено

Вилучення списку бібліографічних посилань вимкнено

0% Вилучень

Немає вилучених джерел