

# Click, Shop, Engage- The Impact of Digital Transformation on FMCG Consumer Behaviour

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## Abstract:

**Purpose:** The study regarding digital transformation with regards to consumer behaviour in fast-moving consumer goods (FMCG) industry. The result is a detailed analysis of the trends impacting online purchasing decisions, how consumers interact with digital channels, and overall satisfaction rates giving brands the inside track they need to succeed online.

**Methodology:** A survey-based approach was used to collect data among FMCG consumers in a south Indian city (Bangalore). Descriptive analysis and One-Sample t-tests were among the statistical tools applied to recognize shopping trends, digital engagement behaviours and the importance of different purchase drivers.

**Findings:** It is found a clear trend for a move to digital FMCG shopping with price, online reviews and promotions being the 3 most important trends. Survey respondents favour digital engagement via mobile apps with an almost equivalent inclination for online and in-store shopping. Consumers notice a optimistic shopping experience, with a high possibility of acclaiming brands based on their online communications.

**Practical Implications:** FMCG brands should focus on optimizing mobile apps, AI-driven recommendations and omnichannel strategies to drive digital engagement. In today's digital world, customized offers, better delivery services and marketing based on sustainability can help reinforce brand positioning and-create customer loyalty.

**Originality:** This study provides a well-informed data-driven understanding of FMCG consumer behaviour because of digital transformation. It provides never-before-seen data on digital engagement strategies, consumer preferences and e-commerce brand-building opportunities and adds to the evolving discussion on the space between e-commerce and social commerce.

**Keywords:** Digital Transformation, FMCG Consumer Behaviour, Online Shopping, Brand Engagement, E-commerce Strategies

## Introduction:

The arrival of digital technologies has drastically changed industries and the Fast-Moving Consumer Goods (FMCG) sector is no outlier. Digital transformation is the adoption of digital technologies across business processes to increase efficiency, enhance the customer experience, and drive business growth. With the world of consumer purchasing habits significantly shifting from brick-and-mortar retailing to a much more online-focused experience, the FMCG industry is evolving rapidly. This transformation is

driven by the progress in e-commerce, mobile apps, AI, big data analytics and social media, which have altogether reinvented consumer shopping behaviour.

The modern consumer has never been more informed, connected and demanding. As digital touchpoints proliferate e-commerce platforms, social media marketing, influencer recommendations and more personalized promotions consumers expect shopping experiences that are seamless, convenient and engaging. Due to the convenience of online shopping, factors like product reviews, instant price comparison, doorstep delivery and digital payments, have had a large impact on the decision-making of consumers in the FMCG segment. In turn, businesses are striving to incorporate these changes by devoting resources to digital strategies which boosting customer interactions, loyalty and retention.

Moreover, as several new generations on social media come on board, social commerce has become an important part of digital transformation, enabling brands to have real-time interactions with consumers, provide tailored recommendation and develop a community. AI-based chatbots, augmented reality (AR) product tests and data-driven marketing have also allowed fast-moving consumer goods (FMCG) companies to offer custom-made experiences that respond to unique consumer preferences. However, as digital tools become increasingly sophisticated, digital consumers have learned to expect the same of the companies they interact with.

The study aims to investigate the effect of digital transformation on FMCG consumer behaviour and explore changes in purchasing habits, brand loyalty and customer engagement in the digital age. It also assesses how digital tools impact consumer experiences & decision making. FMCGs can build successful approaches towards optimizing their online marketplace, growing trust with consumers and ultimately driving sustainable growth, by decoding the effect digital transformation has on consumer behaviour.

This interplay within the theoretical framework of digital consumer behaviour will enhance existing knowledge and yield practical recommendations for FMCG brands, which may want to improve or implement digital initiatives. With every emerging technology trend, organizations need to adopt a customer-centric approach to foster long-lasting relationships with their customer and maintain the edge in the competition.

### **Statement of the Problem:**

The FMCG industry has undergone a tremendous transformation in recent times, led to a large extent by the impact of digital technology on consumer behaviour as it drives changes in buying behaviour, brand loyalty and engagement. Although digital tools such as e-commerce, mobile apps and AI-driven recommendations can enrich ease, the level of their influence on consumer decision making is not completely studied. There is sufficient academic literature available on digital marketing strategies, but there is a dearth of literature that can provide a holistic view on how digitalization is influencing FMCG consumer behaviour. The research investigates the impact of digital transformation on buying behaviour, digital engagement and customer satisfaction, offering insights for companies to refine their digital strategies and improve consumer experiences.

### **Review of the Literature and Research Gap:**

#### **a) Digital Transformation and Consumer Behaviour**

Digital transformation has had a huge impact on consumer behaviour, changing how consumers shop on and off-line and consumers are looking for the shopping experience. **Kotler et al. (2021)** pointed out that contemporary consumers expect frictionless interactions across a number of digital touchpoints, which

are instrumental in driving their buying decisions. Consumer engagement has been revolutionized by the ease of access afforded by digital channels, combined with tailored marketing tactics leading to individualized purchasing decisions.

#### b) **E-commerce and FMCG Purchasing Trends**

The growth of e-commerce is here to stay, driving FMCG sales and online grocery shopping is on the rise. According to **Chaffey and Ellis-Chadwick (2020)**, the ability of digital platforms to facilitate online purchasing is another factor leading to their rapid growth as well as this phenomenon being more pronounced among early adopters or so-called tech-savvy urban consumers. The ease and diversity of options along with better pricing of e-commerce platforms have incentivized salvaging the digital presence of FMCG brands and fine-tuning the supply chain for the online sales.

#### c) **Role of Social Media in Consumer Engagement**

Social media platforms nowadays play a big role as a tool for consumer interaction and communication as well as brand management. FMCG brands use platforms such as Instagram, Facebook, and TikTok to improve consumer engagement through personalized marketing, influencer collaborations, and user-generated content, **Kaplan and Haenlein (2022)**. Social media also allows brands to create one-on-one communication and build meaningful connections with consumers, leading to customer loyalty and confidence in their favourite brands.

#### d) **Impact of Mobile Applications on FMCG Shopping**

Mobile apps support both digital search and discovery of FMCG through features such as push notifications, loyalty programs and AI-driven recommendations. Mobile apps also make the shopping experience so smooth that they increase user engagement and brand loyalty, **Sharma and Verma (2021)**. Consequently, raising a greater number of consumers who would prefer shopping via apps and therefore FMCG brands are more significantly investing on mobile-friendly platforms.

#### e) **Consumer Trust and Online Shopping**

Trust is still a vital factor that shapes online shopping behaviours. **Gefen et al. (2020)** found that when it comes to purchasing FMCG online the security, privacy and reliability of digital platforms play a crucial role in how consumers perceive the platforms and perform their purchases. As a result, brands that are more forward-looking consumers tend to foster strong trust and subsequent long-term business relationships, appropriate businesses engaged in transparent business practices, safe transactions and meaningful return policies.

#### f) **Price Sensitivity in Digital FMCG Purchases**

In the digital FMCG space, price is still king of the pile when it comes to consumer decision making. According to **Sheth (2021)**, consumers are heavily influenced by discounts, promotional offers, and dynamic pricing strategies. With cost-savvy consumers comparing prices through several digital channels before making a purchase decision, competitive pricing is a must to retain these customers.

#### g) **Effect of Online Reviews and Ratings on Consumer Decisions**

As per consumer behaviour, online reviews & ratings play an integral role in purchase decisions. **Chevalier and Mayzlin (2020)** noted that theoretical framing of how positive customer feedback and high ratings improve trust and lead to conversions in digital shopping. By engaging in online reputation management such as by encouraging customers to leave reviews and responding to feedback, FMCG brands can build credibility and attract new buyers.

#### h) **Omnichannel Shopping Experience and Consumer Satisfaction**

The seamless transition between digital and in-store shopping is vital in consumer satisfaction. **Verhoef**

et al. (2021) also explained the necessity of an omnichannel, where consumers are able to move fluidly between physical stores, mobile apps and e-commerce websites. Brands working in FMCG that successfully combine both digital and physical retail touchpoints provide consumers with a more seamless and enjoyable experience.

#### i) **Personalization and AI in Digital FMCG Shopping**

AI has revolutionized the digital FMCG shopping experience through personalization capabilities. They help brands customize their offerings, make it more convenient and improve their conversion rate through AI driven recommendations, chat-bots and predictive analytics, **Davenport and Ronanki (2022)**. Utilizing AI technologies, FMCG companies can provide better personalized marketing strategies which enhances customer satisfaction.

#### j) **Challenges in Digital FMCG Adoption**

While online FMCG shopping has grown rapidly, there remain many challenges towards full adoption. Digital literacy, internet accessibility and preference for in-store experience are some of the barriers to this effect, **Singh and Aggarwal (2021)**. In order to do so, brands have to create digital interfaces which are easy to use, encourage consumers regarding benefits of online shopping and figuring out the right mix of products and ways which can be made available via e-channels so that the user eventually converts.

While digital transformation in retail has been widely studied, a clear knowledge gap remains relating to how it has impacted behaviour among FMCG consumers. Additionally, most of those are not adopting to an ordinary day consumer products, thus find it harder to find an analysis of digital buy frequency and retention amongst liquid products (FMCG). Additionally, research predominantly targets millennials and Gen Z, overlooking middle-aged and older consumers who may have different adoption patterns and trust levels in digital platforms. Furthermore, existing studies are largely based on Western markets with limited insights into regional and cultural variations in digital adoption, particularly in emerging economies like India. There is also insufficient exploration of the role of digital engagement tools such as mobile apps, social media and e-commerce platforms, in shaping consumer satisfaction and brand advocacy in the FMCG sector. Addressing these gaps can provide a more comprehensive understanding of digital transformation's role in influencing FMCG purchasing behaviour.

#### **Objectives of the Study:**

Following are vital purposes of the study.

1. To analyze the impact of digital transformation on FMCG consumer purchasing behaviour, including purchase frequency and brand loyalty.
2. To explore the role of digital tools and platforms such as e-commerce websites, mobile apps and social media in enhancing consumer engagement with FMCG brands.
3. To assess consumer satisfaction with digital shopping experiences and identify the features that enhance digital engagement.

#### **Hypotheses of the Study:**

The following null and alternative hypotheses are framed to test the experiences of consumers with digital shopping.

**Null Hypothesis (H<sub>0</sub>):** "Consumers do not have a significantly positive experience with digital shopping"

**Alternative Hypothesis (H<sub>1</sub>):** "Consumers have a significantly positive experience with digital shopping"

**Research Methodology:**

1. **Research Design:** The study adopts a descriptive research design to analyze the impact of digital transformation on FMCG consumer behaviour. It examines purchasing patterns, brand loyalty, digital engagement and consumer satisfaction through a structured approach.
2. **Sampling Method and Sample Size:** A non-probability convenience sampling method is used to collect responses from consumers who frequently shop for FMCG products through digital platforms. The sample consists of 217 respondents from Bangalore City, ensuring a diverse representation across age groups, gender, occupation and income levels.
3. **Data Collection Method:** Primary data is collected through a structured questionnaire, distributed via online platforms and direct surveys. The questionnaire includes demographic details, shopping behaviour, factors influencing digital purchases and consumer engagement with digital platforms.
4. **Data Analysis Techniques:** The collected data is analysed using descriptive statistics, frequency distribution and one-sample t-tests to assess consumer satisfaction and brand recommendations. The results are presented using tables, bar charts and graphical representations for better interpretation.

**Tools and Techniques Used**

- a) **SPSS Software** is used for statistical analysis.
  - b) **One-Sample t-Test** is applied to test hypotheses related to consumer satisfaction.
  - c) **Mean and Standard Deviation** are calculated to measure the significance of consumer responses.
- This methodology ensures a systematic and data-driven approach to understanding how digital transformation influences FMCG consumer behaviour and engagement.

**Data Analysis and Discussion of Results:**

**I. Demographic Profile of the Respondents**

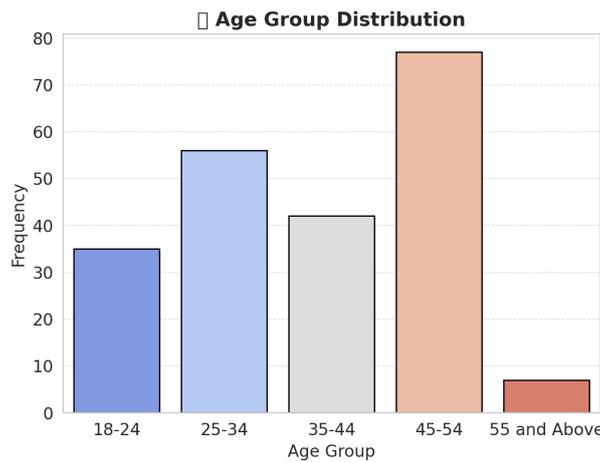
**Table 1: Showing demographic profile of the respondents**

Category	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Age Group</b>				
18-24	35	16.1	16.1	16.1
25-34	56	25.8	25.8	41.9
35-44	42	19.4	19.4	61.3
45-54	77	35.5	35.5	96.8
55 and above	7	3.2	3.2	100.0
<b>Gender</b>				
Male	49	22.6	22.6	22.6
Female	168	77.4	77.4	100.0
<b>Occupation</b>				
Student	35	16.1	16.1	16.1
Employed (Full-time)	175	80.6	80.6	96.8
Employed (Part-time)	7	3.2	3.2	100.0
<b>Monthly Income (₹)</b>				
Less than 10,000	49	22.6	22.6	22.6
10,001 to 20,000	56	25.8	25.8	48.4

20,001 to 30,000	35	16.1	16.1	64.5
30,001 to 40,000	56	25.8	25.8	90.3
40,001 to 50,000	14	6.5	6.5	96.8
50,001 and above	7	3.2	3.2	100.0
<b>Total</b>	<b>217</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data through Questionnaire

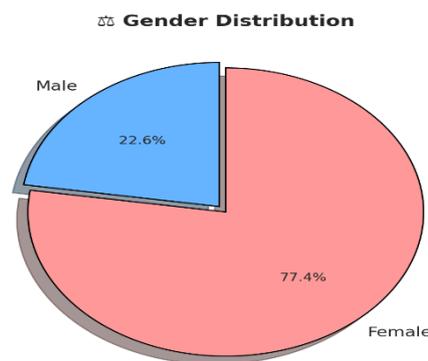
**a) Age Group Distribution**



The majority of respondents belong to the **45-54 years** age group, accounting for **35.5%** of the total sample. This indicates that middle-aged individuals form the largest segment of the study. The second-largest group is **25-34 years** (25.8%), followed by **35-44 years** (19.4%), showing that a significant portion of respondents are working professionals. The **18-24 years** group represents **16.1%** of the sample, likely consisting of students or early-career individuals.

A very small proportion (**3.2%**) of respondents are **55 and above**, indicating minimal representation from older individuals. The dataset predominantly includes middle-aged and working professionals, which could influence consumer behaviour trends, preferences, and decision-making patterns.

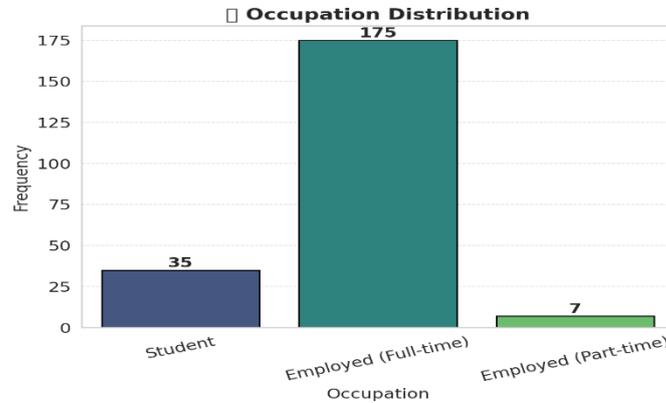
**b) Gender Distribution**



The gender distribution is significantly skewed, with **77.4% of respondents being female** and only **22.6% male**. This suggests that the study’s findings may be more representative of female consumer behaviour and decision-making patterns. If gender balance is required for a broader analysis, the dataset may need more male representation. Since female respondents dominate the dataset, insights derived from

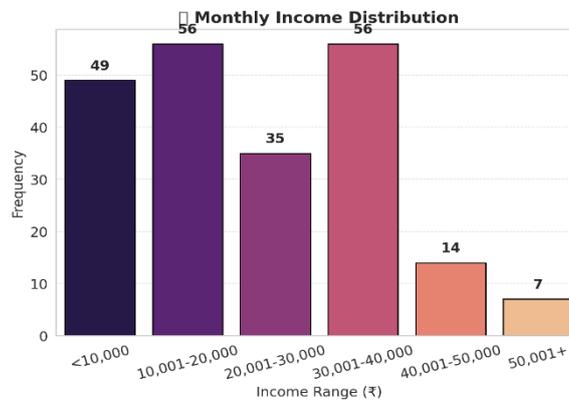
the study may be more applicable to female consumer trends unless a balanced gender representation is ensured.

### c) Occupation Distribution



A vast majority (80.6%) of respondents are full-time employed, indicating that most participants are financially independent working professionals. 16.1% of respondents are students, which aligns with the 18-24 years age group, showing that younger individuals, likely in educational institutions, form a notable part of the study. A small percentage (3.2%) consists of part-time employees, suggesting limited representation from gig workers or freelancers. Since most respondents are full-time employed, their perspectives may reflect the financial stability and spending habits of working professionals rather than students or part-time earners.

### d) Monthly Income Distribution



The highest proportions of respondents fall in the ₹10,001-20,000 (25.8%) and ₹30,001-40,000 (25.8%) income brackets, indicating a mix of lower-middle and upper-middle-income groups. A significant 22.6% of respondents earn less than ₹10,000, which likely represents students or individuals in early-career stages. The ₹20,001-30,000 income group makes up 16.1%, forming a balanced spread across middle-income levels. Higher-income groups (₹40,001-50,000 and ₹50,001+) collectively represent only 9.7% of the sample, suggesting that high-earning individuals are underrepresented. The majority of respondents belong to middle-income categories, suggesting their spending behaviour and purchasing power could influence market trends, affordability considerations, and price sensitivity.

### Consumer Behaviour and Preferences

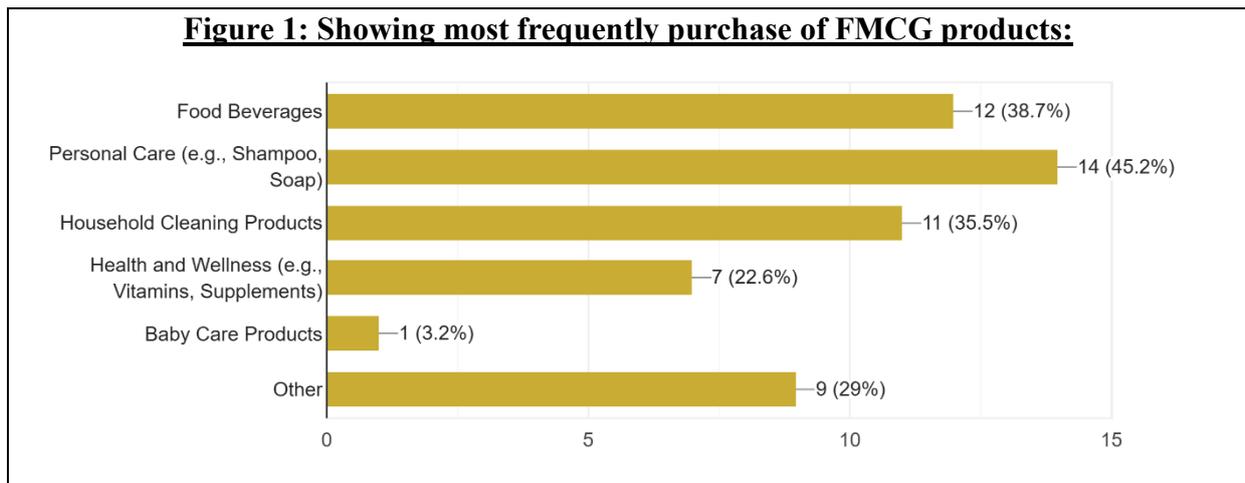
This analysis explores the impact of digital transformation on FMCG consumer purchasing behaviour, including purchase frequency and brand loyalty.

**Table 2: Showing often purchase FMCG products online (e.g., groceries, personal care items, beverages)**

Period	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	14	6.5	6.5	6.5
Weekly	77	35.5	35.5	41.9
Monthly	119	54.8	54.8	96.8
Occasionally	7	3.2	3.2	100.0
Total	217	100.0	100.0	

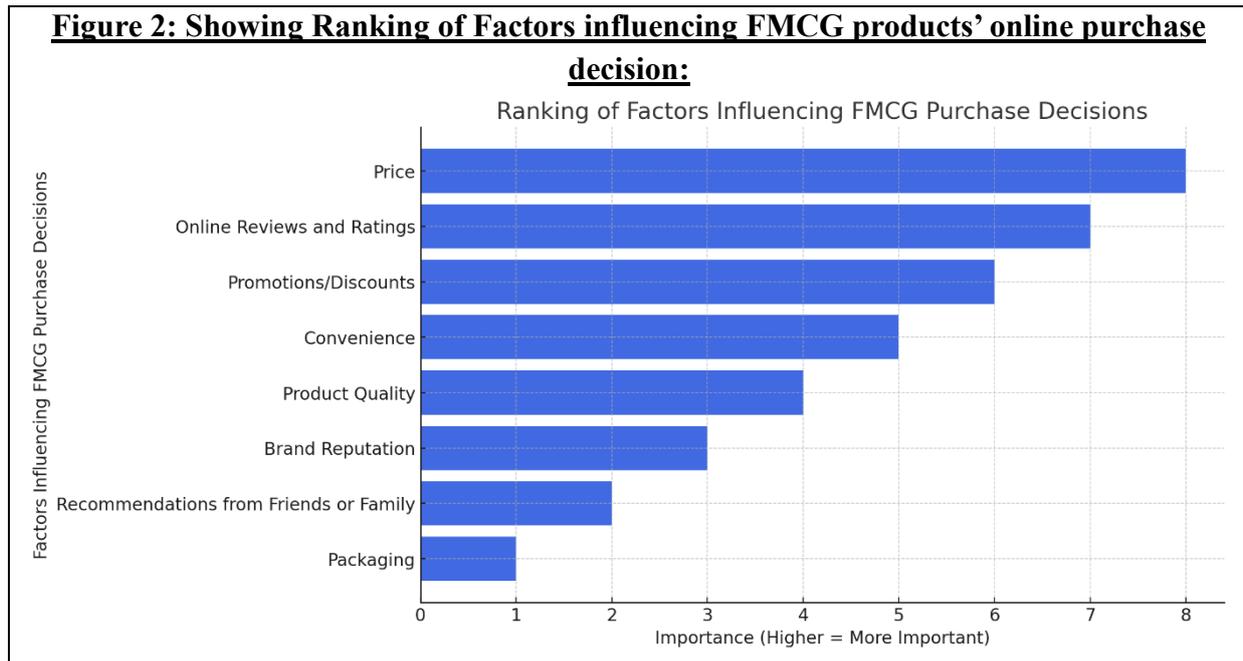
Source: Primary Data through Questionnaire

The majority of respondents (54.8%) purchase FMCG products online on a **monthly basis**, indicating a preference for bulk buying and planned shopping. A significant 35.5% shop weekly, suggesting habitual online purchases driven by convenience. Only 6.5% make daily purchases, likely for urgent necessities, while 3.2% shop occasionally, indicating a lower reliance on online FMCG shopping. This trend highlights that most consumers prefer structured purchasing patterns rather than frequent, spontaneous online FMCG shopping.



Source: Primary Data through Questionnaire

The most frequently purchased FMCG category online is **Personal Care products (45.2%)**, indicating strong consumer demand for items like shampoo, soap, and skincare. **Food and Beverages (38.7%)** and **Household Cleaning Products (35.5%)** follow closely, showing that daily essentials are also popular online purchases. **Health and Wellness products (22.6%)**, such as vitamins and supplements, are purchased by a smaller but notable segment of consumers, reflecting growing health consciousness. **Baby Care Products (3.2%)** have the least demand, likely due to niche consumer needs. The **‘Other’ category (29%)** suggests additional FMCG products being purchased, possibly including pet supplies, cosmetics, or specialty health items. This illustrates that e-commerce has taken over the consumer choices regarding personal care products, food, and household items.



**Source: Primary Data through Questionnaire**

The above bar chart is showing the most important factors of consumer purchase decision for FMCG in online in the order of their importance. Above all, Price clearly emerges as the most important attribute which makes it evident that consumers' key consideration is value for money. Therefore, price strategies are among the most significant ways to attract and maintain customers in FMCG market. Next to price, the second most important factor is Online Reviews and Ratings which confirms the increasing impact of digital feedback on purchasing behaviour. Due to the consumers increasingly relying on opinions of online reviews, its crucial to ensure online reputation and utilize customer reviews for developing trust. Promotions and Discounts ranked third showing that special offers and reductions have a strong impact on consumer purchasing decisions. This demonstrates the power of promotional campaigns to generate sales and drive brand preference in a price-influenced category. Coming fourth is Convenience, meaning that consumers care about the ease of access and having a frictionless shopping experience. And whether that's with organized store layouts, fast delivery options or easy checkout processes, convenience can be a powerful competitive advantage. Robust, Product Quality is fifth, meaning that while quality is important, it's not as heavy a factor as price and promotion. When value between price and promotions is perceived as good, consumers may be willing to trade on quality. Brand Reputation, in sixth place, indicates that although trust and loyalty usually come with a great brand, a well-known name is not the most significant contributor to purchasing decisions. This shows that new brands are still able to compete by leveraging value and digital marketing and promotions. Friends or Family recommendations come seventh in leading influences, signalling the importance of word of mouth is waning against the backdrop of knowledge available via online reviews. The change indicates consumers and users now tend to trust cross social proof more than only personal recommendations. And last but not least, Packaging is the least important factor. Indeed, visually appealing packaging may catch a consumer's eye, but it has much less significance in consumers' final purchase decisions compared with price, promotions or consumer reviews. Consumers want more than beauty, so brands need to showcase more than looks they need to offer value-based messaging and product functionality.

And above all, it indicates that FMCG consumers value cost-effectivity, influence on digital and convenience much more than classic branding elements. To improve their standing in comparison with their competitors, brands must concentrate on competitive pricing, better online engagement and effective marketing to influence consumers and encourage loyalty.

### Digital Transformation and Consumer Engagement

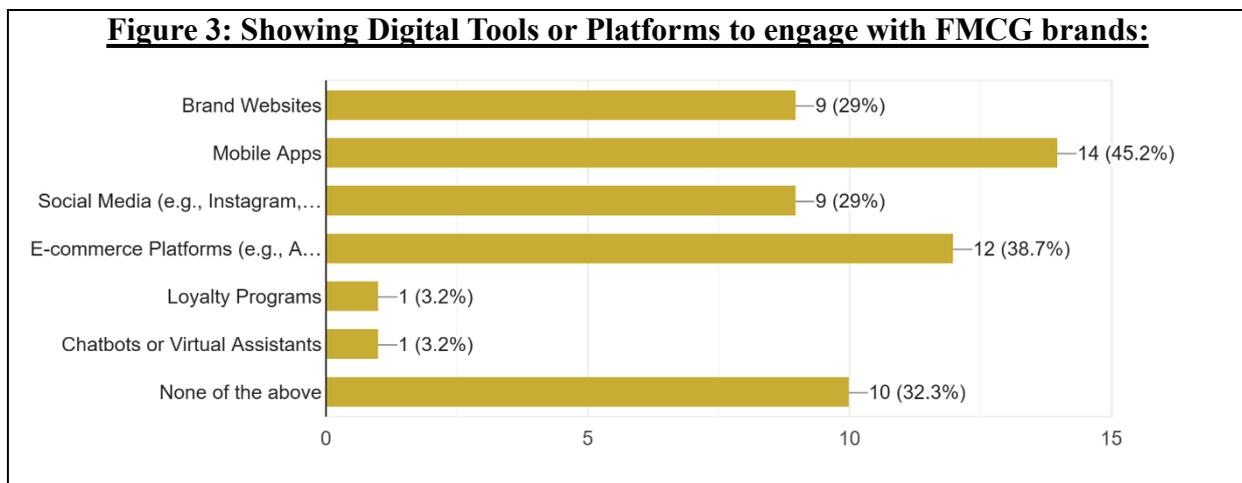
The study analyses how digital tools and platforms, including e-commerce websites, mobile apps and social media, impact and can enhance consumer engagement with FMCG brands.

**Table 3: Showing Shop for FMCG products**

Platforms	Frequency	Percent	Valid Percent	Cumulative Percent
In-store	112	51.60	51.6	51.6
Online	101	46.55	46.55	98.15
Both in-store and online	4	01.85	01.85	100.00
Total	217	100.0	100.0	

**Source: Primary Data through Questionnaire**

The data highlights that the slight majority of consumers (51.6%) shop via store for Fast Moving Consumer Goods (FMCG), showing the traditional mode is still at the top. Reasons may include physically examining products, instant availability and the experience of shopping itself. Meanwhile, **46.55% of respondents shop online**, showcasing a nearly equal preference for digital channels. The growing reliance on **e-commerce and mobile apps** for FMCG shopping suggests that consumers value **convenience, home delivery and online discounts**. Only **1.85% of consumers use both in-store and online platforms**, implying that most shoppers have a clear preference rather than adopting a hybrid shopping approach. This trend suggests that while digital transformation is reshaping consumer habits, **brick-and-mortar stores still play a crucial role** in FMCG shopping. Brands should focus on **seamless omnichannel experiences** to cater to both traditional and digital shoppers effectively.



**Source: Primary Data through Questionnaire**

The most commonly used digital platform for engaging with FMCG brands is **Mobile Apps (45.2%)**, indicating that consumers prefer dedicated apps for shopping, promotions and brand interactions. **E-commerce platforms (38.7%)** like Amazon and Flipkart are also widely used, reflecting a strong reliance on online marketplaces for FMCG purchases.

**Brand Websites (29%)** and **social media (29%)** are equally popular, suggesting that some consumers engage directly with brands for information, reviews or promotions. However, **Loyalty Programs (3.2%)** and **Chatbots/Virtual Assistants (3.2%)** have minimal usage implying that these engagement tools are either underutilized or not perceived as valuable.

Notably, **32.3% of respondents selected ‘None of the above’**, indicating that a significant portion of consumers do not actively engage with FMCG brands through digital platforms possibly due to traditional shopping preferences or lack of awareness. This highlights the need for brands to enhance digital engagement strategies to attract more consumers.

### Consumer Satisfaction and Digital Engagement

To assesses consumer satisfaction with digital shopping experiences and identify the features that enhance digital engagement, the study aimed to assess consumer satisfaction with digital shopping experiences and their likelihood of recommending FMCG brands. The **One-Sample Test** was conducted to determine whether consumers have a significantly positive experience with digital shopping and whether they are likely to recommend FMCG brands.

**Null Hypothesis (H<sub>0</sub>):** “Consumers do not have a significantly positive experience with digital shopping”

**Alternative Hypothesis (H<sub>1</sub>):** “Consumers have a significantly positive experience with digital shopping”

Variables	Test Value = 0								
	N	t	df	Mean	Std. Deviation	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Digital Shopping Experience	217	37.951	216	2.2903	.88900	.000	2.29032	2.1714	2.4093
Recommendation of FMCG Brand	217	46.597	216	2.1935	.69346	.000	2.19355	2.1008	2.2863

Source: Primary Data through Questionnaire

The **p-value (0.000) is less than 0.05**, so the null hypothesis (H<sub>0</sub>) is **rejected**. This means that consumers are significantly likely to recommend FMCG brands based on their digital shopping experiences. Comparing the t-values it is found that 46.597 for the overall shopping experience which seems even better than the digital shopping experience which is a great statistic. The 95% Confidence Interval (2.1008 to 2.2863) also strengthens the evidence that consumers are expected to recommend brands. The results illustrate that consumers are not only having a positive experience with digital shopping; they are also likely to recommend FMCG brands on account of their experiences. Highlights Digital engagement strategy significantly fuels customer satisfaction and brand recommendation. FMCG brands must

emphasise on enhancing their digital footprint, user experience and customer support to deepen consumer engagement with the brand and drive advocacy.

### Findings:

Here are major findings from the study.

**Consumer Preferences & Behaviour:** The majority of consumers, at 54.8%, purchase FMCG online on a monthly basis with personal care products leading the category.

**Factors Driving Digital Purchases:** Price, online reviews & promotions are the biggest drivers with a look at convenience & brand reputation.

**Digital Engagement:** 51.6% still vote for brick-and-mortar stores but 46.55% say they shop online with mobile apps dominating tools.

**Consumer Satisfaction & Brand Advocacy:** Consumers have a positive digital shopping experience and are more likely to recommend brands based on that experience.

### Recommendations:

The key recommendations of the study are below.

**Enhancing Digital Shopping Experience:** To further facilitate the digital shopping experience, FMCG brands ought to optimize their mobile apps providing intuitive user interfaces, personalized recommendations and seamless checkout procedures. Furthermore, enhancing product descriptions and fostering genuine customer reviews will contribute to establishing trust and influence purchasing decisions.

**Strengthening Consumer Engagement & Loyalty:** To attract price-sensitive consumers, brands should introduce exclusive app-based discounts, flash sales and loyalty rewards. Moreover, since social media engagement remains low, businesses should leverage influencer marketing, interactive content and social commerce strategies to enhance their digital presence.

**Bridging the Gap Between Digital & Physical Retail:** Since many consumers still prefer in-store shopping, brands should implement omnichannel strategies like click-and-collect services and AI based in-store experiences to create a seamless shopping journey. Additionally, improving delivery efficiency, ensuring faster shipping options and offering flexible return policies will encourage more consumers to adopt digital shopping.

**Boosting Brand Reputation & Trust:** Consumers value sustainability and ethical practices. Thus, FMCG brands should highlight eco-friendly packaging, ethical sourcing and CSR initiatives in their digital marketing efforts. Additionally, the integration of AI-powered customer service tools like chatbots will enhance customer service by offering immediate answers and tailored shopping guidance.

### Conclusion:

The research explains that through enhanced convenience, engagement and brand loyalty, digital transformation has profoundly impacted FMCG consumer behaviour. Although a large number of consumers prefer physical stores, the growing trend are sighted for mobile apps, e-commerce platforms and digital reviews show that the consumers are heading towards a highly digital world. The findings confirm that price sensitivity, online reviews and promotional offers are the primary drivers of digital FMCG purchases.

Consumers have a positive experience with digital shopping and are likely to recommend brands based on their digital interactions. To capitalize on these trends, FMCG brands must optimize their digital platforms, enhance promotional strategies and bridge the gap between online and offline retail. By leveraging AI-driven personalization, omnichannel retailing and trust-building strategies, brands can ensure sustainable consumer engagement and long-term brand loyalty in the digital FMCG landscape.

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