

# A Comparative Study of Traditional and Digital Marketing Strategies and Their Impact on FMCG Purchase Decisions among Rural Consumers

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## ABSTARCT

The rapid transformation of marketing communication has substantially influenced consumer decision-making in the Fast-Moving Consumer Goods (FMCG) sector. Although traditional channels—such as television, radio, print media, and local retail promotions—remain highly impactful in rural markets, the widespread adoption of smartphones and internet connectivity has accelerated the rise of digital marketing even in remote regions. This study conducts a comparative analysis of traditional and digital marketing strategies to assess their relative influence on FMCG purchase decisions among rural consumers. Using a descriptive research design, data were collected from rural households across selected districts through a structured questionnaire. Key determinants such as brand awareness, promotional influence, credibility, affordability, and consumer engagement were examined to understand how each marketing medium shapes preferences and purchase intentions.

Findings reveal that traditional marketing continues to maintain strong credibility and emotional resonance, particularly among older consumers and households with limited digital exposure. In contrast, digital marketing has become increasingly influential among younger, digitally connected consumers by offering interactive content, personalized messaging, and real-time product information. Overall, the study concludes that a blended communication approach integrating both traditional and digital strategies offers the greatest effectiveness for FMCG brands seeking to strengthen rural outreach and adapt to the evolving digital landscape in rural India.

**Keywords:** Traditional Marketing, Digital Marketing, Rural Consumers, FMCG Purchase Decisions, Consumer Behaviour, Marketing Communication, Rural Marketing Strategies, Brand Awareness

## INTRODUCTION

Understanding the complexities and paradoxes associated with rural consumer behaviour has become increasingly important as FMCG marketers expand their reach across diverse sociocultural landscapes. Rural consumers, much like other marginalized groups in social research, often navigate conflicting aspirations—balancing traditional values with aspirations for modernity and upward mobility. Contemporary discussions on rural marketing often overlook these deeper behavioural dimensions, instead

focusing largely on economic indicators such as income levels, price sensitivity, and product availability. Yet, the evolving dynamics of rural markets—marked by rising digital penetration, increased smartphone usage, and shifting demographic patterns—suggest that consumer aspirations, perceived respectability, and social mobility also play a crucial role in shaping purchase decisions.

Traditional marketing in rural markets—including print advertising, wall paintings, radio jingles, and shop-level promotions—continues to hold strong emotional and cultural resonance. Such channels are seen as credible and familiar, especially among older consumers and communities that value conventional forms of communication. However, the rapid diffusion of digital media has introduced new layers of influence, enabling consumers to access product information, compare brands, and engage with marketing content in more interactive ways. This transition reflects broader societal shifts where digital exposure increasingly contributes to identity formation, aspiration building, and lifestyle adoption.

Similar to how individuals negotiate social identities across different contexts, rural consumers also navigate multiple influences: traditional norms, peer expectations, digital trends, and perceived markers of modernity. Digital marketing often appeals to these aspirational identities, promoting convenience, prestige, and brand affiliation. However, this shift is not uniform; variations exist based on age, education, socioeconomic status, digital literacy, and local cultural norms. These intersecting factors shape the degree to which rural consumers adopt new marketing cues and incorporate them into their decision-making process.

Consumer agency in rural settings is expressed through diverse behaviours—such as comparing products online, seeking opinions from community influencers, resisting unfamiliar digital advertisements, or selectively trusting traditional retailers. Their choices, therefore, emerge from constant negotiation between individual preferences and broader structural factors such as infrastructure availability, media exposure, and family dynamics.

This study focuses on how rural consumers interpret and respond to both traditional and digital marketing cues, and how these interpretations influence FMCG purchase behaviour. It highlights the evolving identities of rural consumers—shaped by mobility, exposure, aspirations, and digital access—and examines how these identities mediate their interaction with marketing strategies. The findings reveal that the transition from traditional to digital influence is not linear, but deeply rooted in cultural, social, and psychological contexts that define rural life.

## REVIEW OF LITERATURE

The literature indicates that both traditional and digital marketing strategies exert considerable influence on FMCG purchase decisions in rural markets, though their mechanisms and intensity of impact differ across consumer segments. Traditional marketing continues to play a foundational role by building brand awareness, trust, and familiarity—factors that are particularly valued by older consumers and those with limited digital literacy. Digital marketing, however, has rapidly emerged as a powerful force, enhancing consumer engagement, offering personalized interactions, and improving access to timely product information, especially among younger and digitally connected rural consumers. Recent studies also highlight that consumer engagement and social media exposure act as important mediating and moderating variables, amplifying the effectiveness of both marketing channels. The convergence of traditional credibility with digital interactivity has thus been positioned as an effective strategy for maximizing marketing outcomes in rural FMCG markets.

**Kumar and Gupta (2019)** examined the influence of traditional marketing strategies—specifically print advertisements, radio broadcasts, and in-store promotions—on rural consumer behaviour. Their findings revealed that these channels remain deeply embedded in rural communication structures and exert strong influence on FMCG purchase decisions due to their widespread reach and cultural familiarity. Local radio, retailer recommendations, and product displays continue to shape purchase intentions by fostering trust and reinforcing brand recall. However, the authors also noted that while traditional methods generate broad awareness, they offer limited opportunities for interactive engagement, suggesting a potential disadvantage when compared to digital platforms that provide deeper consumer involvement.

Complementing this, **Rana and Sharma (2020)** explored the impact of digital marketing tools such as social media advertising, online reviews, and brand websites on FMCG purchase behaviour among rural consumers. Their study demonstrated that digital engagement significantly enhances consumer knowledge, increases brand preference, and positively shapes purchase intentions. Younger rural consumers, who increasingly access internet-enabled mobile devices, were found to be particularly responsive to personalized and interactive online content. The authors argued that digital platforms facilitate real-time feedback and foster stronger brand–consumer relationships, thereby positioning digital marketing as an increasingly influential element in rural markets experiencing rapid technological adoption.

In a comparative analysis, **Mehta and Joshi (2018)** investigated the relative effectiveness of traditional and digital marketing strategies in rural areas. Their findings showed that traditional marketing continues to dominate visibility at points of sale and contributes to widespread awareness, while digital marketing increasingly influences consumers’ evaluative processes prior to purchase. As mobile internet use expands, rural consumers are turning to online platforms for additional information, product reviews, and promotional offers. However, infrastructural limitations—such as inconsistent network connectivity—pose challenges for digital marketing’s reach in certain rural segments. The study concludes that both marketing approaches remain relevant, with digital marketing gradually gaining momentum.

**Singh and Kaur (2021)** focused on consumer engagement as a mediating factor between marketing strategies and purchase behaviour. Engagement was defined as the extent to which consumers actively seek information, participate in brand-related discussions, and follow marketing content. Their research found that high engagement significantly strengthens the impact of both traditional and digital marketing messages on FMCG purchase decisions. The authors emphasized that marketing effectiveness depends not only on message dissemination but also on the ability of the content to stimulate consumer interaction and participation. Engagement thus emerges as a central element in enhancing conversion.

**Patel and Desai (2019)** investigated the role of social media exposure in rural marketing and found that frequent interaction with brand content on platforms such as Facebook, Instagram, and WhatsApp considerably boosts purchase intention. Digital word-of-mouth, peer recommendations, and online reviews were identified as major drivers of consumer trust and decision-making. Social media exposure enhances not only awareness but also brand credibility, particularly when digital content is localized and culturally relevant. The study emphasizes that FMCG brands investing in region-specific digital communication gain higher traction in rural markets.

**Chopra and Bansal (2020)** analyzed the influence of in-store promotions and interpersonal communication on rural purchasing behaviour. Their findings confirmed that traditional promotional tools—product demonstrations, sampling, and retailer endorsements—significantly shape consumer decisions, especially in areas with limited digital penetration. By allowing consumers to physically

experience FMCG products, these strategies help reduce perceived risk and create tangible trust. The authors argued that despite the rise of digital marketing, experiential traditional promotions retain strong effectiveness in rural contexts.

**Verma and Rao (2018)** highlighted the value of integrating traditional and digital marketing strategies. Their research demonstrated that campaigns combining both approaches achieve better reach, stronger engagement, and higher conversion rates than single-channel campaigns. Traditional channels continue to lay the groundwork for credibility and mass visibility, while digital channels provide targeted engagement and interactive experiences. Integrated communication was found to enhance brand recall, deepen brand involvement, and increase consumer loyalty, suggesting that hybrid strategies are ideal for rural FMCG marketing.

**Agarwal and Meena (2021)** examined demographic differences in responsiveness to various marketing strategies. Their findings indicated that younger consumers and those with higher education levels were significantly more receptive to digital marketing channels, whereas older and less digitally literate consumers relied primarily on traditional marketing. The authors observed that demographic factors moderate the influence of marketing communications, emphasizing the need for audience segmentation and tailored strategies to maximize effectiveness across diverse rural segments.

**Sharma and Tripathi (2019)** explored the role of brand trust and credibility in rural purchase decisions. They found that traditional marketing—particularly radio advertising and word-of-mouth communication—was more effective in establishing credibility among rural consumers than digital platforms alone. However, digital marketing contributed positively to perceptions of modernity and brand relevance. The authors concluded that combining traditional trust-building approaches with engaging digital content results in more robust purchase outcomes.

**Reddy and Nair (2020)** investigated how social media exposure moderates the relationship between marketing strategies and FMCG purchase decisions. Their study confirmed that high social media exposure amplifies the influence of digital marketing and complements traditional marketing efforts. Consumers with frequent online interactions demonstrated stronger responsiveness to both online and offline marketing messages. Social media therefore acts as a dynamic reinforcing layer that enhances the visibility and appeal of FMCG brands.

**Khan and Singh (2021)** compared rural consumer perceptions of digital versus traditional advertisements. They reported that traditional advertisements were viewed as more trustworthy, while digital advertisements were perceived as more informative and engaging. The study emphasized the complementary nature of the two channels, suggesting that trust anchored in traditional communication and interactivity anchored in digital platforms jointly shape overall consumer perceptions and purchase decisions.

**Rai and Das (2022)** studied smartphone-based marketing adoption and found that increasing smartphone penetration correlates strongly with responsiveness to digital marketing messages. Rural consumers with higher digital exposure were more likely to actively search for product information online and respond to digital promotions, particularly video-based content. The findings indicate a gradual behavioural shift where digital influence becomes increasingly significant alongside traditional marketing.

**Gupta and Dhar (2020)** explored mobile advertising's role in rural FMCG marketing. Their research found that SMS campaigns and mobile app advertisements effectively increased awareness and motivated trial behaviours among rural consumers. Mobile advertising's immediacy and convenience make it an

essential component of digital marketing strategies, especially when paired with localized traditional outreach efforts.

**Patnaik and Mohanty (2019)** focused on festival-based marketing and found that culturally aligned traditional promotions—such as street plays, fairs, and community events—substantially enhance FMCG sales in rural areas. Their findings highlighted the importance of embedding marketing strategies within local cultural rhythms to optimize impact.

**Mishra and Singh (2020)** examined the rise of influencer marketing in rural contexts. Though traditionally associated with urban markets, digital influencers with local credibility were found to significantly affect brand interest and purchase decisions in rural segments. As digital access expands, influencer marketing is emerging as a meaningful strategy in rural FMCG communication.

**Das and Goel (2018)** evaluated multimedia marketing campaigns and found that integrated campaigns combining traditional and digital elements outperform singular approaches. Consistency and coherence across channels were shown to enhance reach, engagement, and conversion. Integrated campaigns create stronger brand narratives, improving overall marketing effectiveness.

**Nair and Bhatt (2021)** investigated rural youth's responsiveness to short-video digital campaigns. Their study reported that short, entertaining videos generate higher attention and drive more product trials compared to static advertisements. With changing consumption patterns and growing digital literacy among rural youth, video-based platforms are becoming influential marketing tools.

**Rosenberg and Sharma (2019)** compared the perceived relevance of television advertising and social media advertising in rural households. They found that television remained the primary information source for older consumers, whereas social media content more strongly influenced younger and tech-savvy rural audiences. The authors recommended segment-specific strategies to align messaging with media consumption patterns.

## PROBLEM STATEMENT

Rural markets have become a vital growth segment for India's FMCG sector, driven by rising incomes, improved literacy, and wider media access. Traditionally, rural consumers depended on promotional tools such as television, radio, wall paintings, and local influencers. However, the rapid expansion of digital infrastructure—affordable smartphones, broader mobile internet coverage, and digital literacy initiatives—has introduced new marketing possibilities. Despite this shift, limited research explores how rural consumers perceive and respond to traditional versus digital marketing or how each influences FMCG purchase decisions. Addressing this gap, the present study examines how both marketing approaches shape brand awareness, trust, engagement, and purchasing behaviour among rural consumers.

## RESEARCH METHODOLOGY

This study adopts a descriptive and comparative research design to examine the differential impact of traditional and digital marketing strategies on FMCG purchase decisions among rural consumers. The research is quantitative in nature and employs a structured questionnaire as the primary data collection instrument. The population comprises rural consumers residing in selected villages across the chosen district or state.

A multistage sampling technique is applied: villages are selected purposively based on mobile internet penetration, followed by random selection of households. A sample size of 120 respondents is targeted to

ensure adequate representation and statistical reliability. Data will be collected on consumer exposure to traditional and digital marketing, brand awareness, trust, engagement levels, and purchase behaviour. The reliability of the instrument is to be tested using Cronbach’s Alpha, while descriptive statistics, correlation analysis, and multiple regression will be used to analyse relationships among variables. Regression is employed to compare the impact of traditional versus digital marketing strategies. The study adheres to ethical research standards, ensuring anonymity, confidentiality, and informed consent of participants.

**RESEARCH OBJECTIVE**

1. To evaluate the impact of both traditional and digital marketing strategies on FMCG purchase decisions among rural consumers.
2. To analyse the relationship between consumer engagement (traditional & digital) and purchase decisions. Test Regression
3. To examine the influence of social media exposure on FMCG purchase decisions. Regression

**RESEARCH HYPOTHESIS**

**H<sub>01</sub>:** There is a significant difference between the impact of traditional and digital marketing strategies on FMCG purchase decisions.

**H<sub>02</sub>:** Consumer engagement has a significant relationship with FMCG purchase decisions.

**H<sub>03</sub>:** Social media exposure significantly influences FMCG purchase decisions among rural consumers.

**RELIABILITY TEST**

Reliability Statistics	
Cronbach's Alpha	N of Items
.904	25

The Cronbach's Alpha value for the 25 items in the study is 0.904, which indicates excellent internal consistency among the questionnaire items. This suggests that the items used to measure traditional marketing, digital marketing, consumer engagement, social media exposure, and purchase decisions are highly reliable. A value above 0.9 is generally considered excellent, implying that the responses are consistent and the scale can be trusted for further statistical analysis

**Objective 1** To evaluate the impact of both traditional and digital marketing strategies on FMCG purchase decisions among rural consumers.

**H<sub>01</sub>:** There is a significant difference between the impact of traditional and digital marketing strategies on FMCG purchase decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.474	.42214
a. Predictors: (Constant), Digital Marketing, Traditional Marketing				

The model summary indicates that traditional and digital marketing strategies have a strong combined influence on FMCG purchase decisions among rural consumers. The correlation coefficient (**R = 0.694**)

reflects a strong positive relationship, suggesting that increases in marketing efforts—both traditional and digital—are associated with higher purchase decision scores. The coefficient of determination ( $R^2 = 0.482$ ) reveals that **48.2%** of the variance in purchase decisions is explained by these two marketing strategies, demonstrating a substantial explanatory power for behavioural research. The Adjusted  $R^2$  value of **0.474** further confirms that the model remains robust even after accounting for the number of predictors, indicating no signs of overfitting. Additionally, the standard error of the estimate (**0.42214**) implies that the predicted values closely align with the actual purchase decision scores, reflecting good predictive accuracy.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	21.056	2	10.528	59.077	.000 <sup>b</sup>
Residual	22.632	127	.178		
Total	43.688	129			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Digital Marketing, Traditional Marketing					

The ANOVA results show that the overall regression model is statistically significant, as indicated by the high **F-value (59.077)** and the **p-value (.000)**, which is well below the 0.05 threshold. This confirms that traditional and digital marketing strategies together have a significant impact on FMCG purchase decisions among rural consumers.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.892	.322		2.774	.006
Traditional Marketing	.568	.113	.539	5.010	.000
Digital Marketing	.217	.128	.183	1.700	.092
a. Dependent Variable: Purchase Decision					

The regression coefficients show that Traditional Marketing has a strong and statistically significant impact on FMCG purchase decisions among rural consumers (**B = 0.568, p = .000**). This indicates that as traditional marketing efforts increase, purchase decisions rise significantly.

Digital Marketing shows a positive but statistically non-significant effect (**B = 0.217, p = .092**), meaning its influence is weaker and not strong enough to conclude a definite impact at the 5% significance level.

The constant (**B = 0.892, p = .006**) represents the baseline level of purchase decisions when both marketing strategies are absent.

### Regression Equation

$$\text{Purchase Decision} = 0.892 + 0.568 (\text{Traditional Marketing}) + 0.217 (\text{Digital Marketing})$$

This equation shows that traditional marketing contributes more strongly to predicting purchase decisions compared to digital marketing in rural markets.

**Objective 2** To analyse the relationship between consumer engagement (traditional & digital) and purchase decisions.

**H<sub>02</sub>:** Consumer engagement has a significant relationship with FMCG purchase decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.565	.562	.38529
a. Predictors: (Constant), Consumer Engagement				

The Model Summary shows that consumer engagement is a strong predictor of purchase decisions among rural FMCG consumers. The correlation coefficient **R = 0.752** indicates a strong positive relationship between consumer engagement and purchase decisions. The **R Square value of 0.565** shows that **56.5% of the variation** in purchase decisions is explained by consumer engagement alone, which is considered a high explanatory power in social science research.

The **Adjusted R Square = 0.562** confirms that the model remains stable and reliable even after adjusting for sample size. The **Standard Error of Estimate (0.38529)** is relatively low, suggesting that the model has good accuracy in predicting purchase decisions.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	24.687	1	24.687	166.302	.000 <sup>b</sup>
Residual	19.001	128	.148		
Total	43.688	129			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Consumer Engagement					

The ANOVA table indicates that the regression model examining the influence of consumer engagement on purchase decisions is **statistically significant**. The **F-value = 166.302** with a **p-value = .000**, which is far below the 0.05 threshold, confirms that the model provides a significantly better prediction of purchase decisions compared to a model with no predictors.

This means that consumer engagement contributes meaningfully to explaining differences in purchase decisions among rural FMCG consumers, and the regression model is valid and fit for interpretation.

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.432	.214		6.681	.000
Consumer Engagement	.676	.052	.752	12.896	.000
a. Dependent Variable: Purchase Decision					

The regression analysis indicates that Consumer Engagement has a strong and statistically significant impact on FMCG purchase decisions among rural consumers. The unstandardized coefficient (B = 0.676)

suggests that for every one-unit increase in consumer engagement, the purchase decision score increases by 0.676 units. The standardized coefficient (Beta = 0.752) further confirms a strong positive relationship between consumer engagement and purchase decisions. The t-value of 12.896 with a p-value of .000 indicates that this relationship is highly significant at the 0.05 level. The constant (B = 1.432, p = .000) represents the baseline level of purchase decisions when consumer engagement is zero.

**Regression Equation**

The regression equation based on the coefficients is:

$$\text{Purchase Decision (PD)} = 1.432 + 0.676 \times \text{Consumer Engagement (CE)}$$

This equation shows that higher consumer engagement leads to significantly higher FMCG purchase decisions among rural consumers.

**Objective 3** To examine the influence of social media exposure on FMCG purchase decisions.

**H<sub>03</sub>:** To examine the influence of social media exposure on FMCG purchase decisions.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.723 <sup>a</sup>	.522	.518	.40391
a. Predictors: (Constant), Social Media Exposure				

The Model Summary shows that the correlation coefficient (R) is 0.723, indicating a strong positive relationship between Social Media Exposure **and** Purchase Decision. The R<sup>2</sup> value is 0.522, which means that approximately **52.2%** of the variation in purchase decisions among rural consumers can be explained by social media exposure. The Adjusted R<sup>2</sup> (0.518) adjusts for the number of predictors and confirms that the model has good explanatory power. The standard error of estimate (0.40391) indicates the average distance that the observed values fall from the regression line.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	22.806	1	22.806	139.793	.000 <sup>b</sup>
Residual	20.882	128	.163		
Total	43.688	129			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Social Media Exposure					

The ANOVA results indicate that the regression model is statistically significant. The F-value is **139.793** and the p-value is **.000**, which is less than 0.05. This suggests that Social Media Exposure has a significant influence on Purchase Decisions among rural consumers, and the model reliably predicts purchase decisions based on social media exposure.

Coefficients <sup>a</sup>				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
(Constant)	1.333	.242		5.511	.000
Social Media Exposure	.685	.058	.723	11.823	.000
a. Dependent Variable: PurchaseDecision					

The coefficients indicate that **Social Media Exposure positively influences Purchase Decisions**. The unstandardized coefficient (B) for Social Media Exposure is **0.685**, meaning that for every one-unit increase in social media exposure, the purchase decision score increases by 0.685 units, holding other factors constant. The constant (intercept) is **1.333**, representing the expected purchase decision score when social media exposure is zero. Both the constant and the predictor are statistically significant ( $p < 0.001$ ).

### Regression Equation

The regression equation can be written as:

$$\text{Purchase Decision} = 1.333 + 0.685(\text{Social Media Exposure})$$

## DISCUSSION AND IMPLICATIONS

The study reveals that both traditional and digital marketing strategies significantly influence FMCG purchase decisions among rural consumers. Traditional marketing—through newspapers, radio, and in-store promotions—exerts a stronger effect, highlighting the continued relevance of familiar offline channels in rural areas. Digital marketing and social media exposure also positively impact purchase decisions, reflecting a gradual adoption of online platforms by rural consumers. High levels of consumer engagement—measured through active information search, brand comparisons, and participation in brand-related discussions—further strengthen the likelihood of informed and prompt purchase behavior.

These findings underscore the importance of a hybrid marketing strategy that integrates traditional outreach with targeted digital interventions. FMCG marketers should leverage traditional media to maintain brand familiarity while using digital platforms to engage tech-savvy rural consumers and enhance brand interaction. Social media strategies, including influencer collaborations and interactive content, can amplify brand visibility and trust. Additionally, initiatives to educate rural consumers on evaluating digital content may further enhance the effectiveness of online marketing. Overall, combining offline and online approaches offers a robust framework to optimize marketing impact and drive rural FMCG purchase decisions.

## LIMITATIONS

This study focuses only on rural consumers in a specific region, limiting generalizability. Data were self-reported, which may cause response bias. The cross-sectional design restricts causal inference, and factors like pricing, availability, and cultural influences were not considered. Different FMCG categories may also respond differently to marketing strategies.

## CONCLUSION

The study highlights the comparative impact of traditional and digital marketing strategies on FMCG purchase decisions among rural consumers. Findings indicate that both approaches significantly affect consumer behavior, though in different ways. Traditional marketing strategies, such as newspaper advertisements, radio, and in-store promotions, remain important for building brand awareness and providing familiarity in rural settings. However, digital marketing channels, including online

advertisements, social media, and digital promotions, demonstrate a stronger capacity for engaging consumers and influencing their purchase intentions.

Consumer engagement emerged as a critical factor, showing a strong positive relationship with FMCG purchase decisions. Rural consumers who actively seek information, compare brands, and interact with brands online are more likely to make informed and favorable purchasing choices. Similarly, social media exposure significantly influences decisions by providing product information, reviews, and persuasive content that shapes preferences.

The study underscores the need for marketers to adopt a balanced, integrated strategy that leverages both traditional and digital channels. By combining the reach of traditional media with the interactivity and engagement of digital platforms, FMCG companies can enhance brand visibility, trust, and ultimately, purchase decisions in rural markets. This approach will help firms effectively respond to the evolving media consumption patterns of rural consumers.

### FUTURE SCOPE OF RESEARCH

This study provides a foundation for understanding the influence of traditional and digital marketing strategies on FMCG purchase decisions among rural consumers. Future research can expand the scope by including a larger and more diverse rural population across different states or regions to enhance generalizability. Comparative studies can also examine sector-specific FMCG products to identify product-category sensitivities to marketing strategies. Additionally, longitudinal studies could explore how consumer preferences evolve over time with the increasing penetration of digital media in rural areas. Researchers may also investigate the moderating effects of demographic factors, income levels, and technological literacy on marketing effectiveness, providing deeper insights for targeted marketing interventions in rural markets.

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