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Abstract: This study examines the influence of digital marketing on brand awareness within the multinational Fast-Moving Consumer Goods (FMCG) sector, focusing on how various digital strategies contribute to overall marketing effectiveness. Utilizing a sample of 277 respondents, the research employs descriptive statistics, correlation, and regression analyses to explore the relationships between digital marketing strategies, brand awareness outcomes, and perceived digital marketing effectiveness. The findings reveal that digital marketing strategies significantly enhance brand awareness and overall marketing effectiveness, underscoring the pivotal role of activities such as social media engagement, content marketing, and search engine optimization. Specifically, the regression analysis shows that digital marketing strategies have a positive and statistically significant impact on overall effectiveness, indicating that companies investing in these areas are better positioned to achieve higher levels of brand recognition and marketing success. However, the study also uncovers a complex relationship between brand awareness outcomes and overall effectiveness, where increased brand awareness does not directly correlate with enhanced digital marketing effectiveness. This suggests that while brand awareness is critical, its influence on marketing success is nuanced and may involve diminishing returns or additional mediating factors. The regression model explains a modest portion of the variance in marketing effectiveness, highlighting the need for a holistic evaluation approach that incorporates a broader set of performance metrics and contextual factors. The high reliability of the measures used affirms the robustness of the findings, which emphasize the importance of a strategic and integrated approach to digital marketing in the FMCG sector. Companies must continuously adapt and optimize their digital marketing strategies to align with dynamic market conditions and achieve sustainable success.

Keywords: digital marketing; brand awareness; FMCG sector; marketing effectiveness; social media; content marketing; SEO

1. Introduction

Digital marketing has revolutionized how companies interact with their customers and promote their brands, especially in the fast-moving consumer goods (FMCG) sector. As multinational FMCG companies expand their footprints across diverse markets, the role of digital marketing in shaping brand awareness has become increasingly significant. In this hyper-competitive landscape, brand awareness serves as a fundamental component of consumer decision-making and loyalty, making it imperative for companies to effectively leverage digital channels to capture and retain consumer attention. The FMCG sector is characterized by rapid consumption cycles, high consumer turnover, and intense brand competition. Products in this category range from everyday essentials like food and beverages to personal care items and household goods. Given the commoditized nature of many FMCG products, where functional differences are minimal, brand awareness often becomes the primary differentiator that influences consumer choices. As a result, building and maintaining strong brand awareness is essential for FMCG companies aiming to secure a loyal customer base and drive sales growth. The digital revolution has introduced a myriad of channels and platforms through

which brands can engage with their audiences. Social media, search engines, content marketing, email campaigns, and online advertising have transformed traditional marketing paradigms, offering more targeted, measurable, and interactive ways to reach consumers. The advent of social media platforms such as Facebook, Instagram, Twitter, and TikTok has enabled brands to create vibrant, interactive communities where they can engage directly with consumers, foster brand loyalty, and enhance brand visibility. For instance, multinational FMCG giants like Coca-Cola and Unilever have successfully harnessed social media to create compelling brand narratives that resonate with global audiences, driving higher levels of brand awareness and consumer engagement (Allen et al., 2018). Search Engine Optimization (SEO) is another critical component of digital marketing that significantly impacts brand awareness. By optimizing website content for search engines, FMCG brands can improve their visibility in search engine results pages (SERPs), thereby increasing the likelihood that potential customers will discover their products. Research indicates that high-ranking search results are associated with greater consumer trust and credibility, further enhancing brand awareness (Srivastava & Kalro, 2019). Moreover, content marketing, which involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, plays a pivotal role in establishing brand authority and recognition. Studies show that content marketing not only drives traffic to brand websites but also fosters deeper consumer engagement and brand recall (Lou et al., 2019). Email marketing remains a powerful tool for building brand awareness, particularly when integrated with personalized and targeted messaging. Despite the proliferation of social media and other digital channels, email marketing continues to deliver a high return on investment (ROI) and provides a direct line of communication with consumers. Effective email campaigns that offer valuable content and promotions can reinforce brand identity and keep the brand top-of-mind for consumers (Thomas et al., 2022). Additionally, Pay-Per-Click (PPC) advertising allows brands to reach targeted audiences through sponsored search engine results and display ads, further amplifying brand visibility. While the impact of PPC on brand awareness is often considered moderate compared to other digital marketing tactics, it provides a scalable way to boost exposure and attract potential customers (Lovett et al., 2019). The shift towards digital marketing has also been accelerated by changes in consumer behavior. With the rise of internet penetration and the ubiquity of smartphones, consumers increasingly rely on digital platforms for information, social interaction, and shopping. This digital shift has been particularly pronounced during the COVID-19 pandemic, which saw a surge in online activities as consumers adapted to social distancing measures and lockdowns. As a result, digital channels have become critical touchpoints for FMCG brands looking to engage with consumers and build brand awareness in an increasingly virtual world (Ewerhard et al., 2019). Moreover, the proliferation of data analytics and artificial intelligence (AI) has enabled brands to gain deeper insights into consumer behavior and preferences. Advanced analytics tools allow companies to track and measure the effectiveness of their digital marketing campaigns in real-time, providing actionable insights that can be used to optimize marketing strategies and improve brand awareness. For example, predictive analytics can help FMCG brands anticipate consumer needs and tailor their marketing messages accordingly, thereby enhancing the relevance and impact of their digital marketing efforts (Mariani & Wamba, 2020). In addition to these digital marketing strategies, the role of influencer marketing has gained prominence in recent years. Collaborating with social media influencers who have large and engaged followings allows FMCG brands to reach new audiences and enhance their brand credibility. Influencers can act as brand ambassadors, promoting products through authentic and relatable content that resonates with their followers. This form of marketing is particularly effective in building brand awareness among younger consumers who are more likely to trust recommendations from influencers over traditional advertising (Jin et al., 2019). Despite the myriad benefits of digital marketing, challenges remain in effectively measuring and attributing the impact of these strategies on brand awareness. The fragmented nature of digital channels and the complexity of consumer journeys make it difficult to accurately assess the contribution of each marketing tactic to overall brand awareness. Moreover, the rapidly evolving digital landscape requires FMCG companies to continuously adapt their strategies and stay abreast of emerging trends and technologies. Ensuring a cohesive and integrated approach

to digital marketing that aligns with broader brand objectives is crucial for maximizing the impact on brand awareness (Hewett & Lemon, 2019). Furthermore, the rise of digital marketing has also raised concerns about data privacy and consumer trust. As brands collect and utilize consumer data to personalize their marketing efforts, they must navigate the complexities of data protection regulations and address consumer concerns about privacy and security. Building transparent and ethical data practices is essential for maintaining consumer trust and ensuring the long-term effectiveness of digital marketing strategies (Behera et al., 2022). In this research, we seek to quantify the influence of various digital marketing strategies on brand awareness in the multinational FMCG sector. By analyzing data from a sample of 300 multinational FMCG companies, we aim to identify which digital marketing tactics have the most significant impact on brand awareness and provide insights into how these strategies can be optimized. The findings of this study will contribute to a deeper understanding of the relationship between digital marketing and brand awareness, offering valuable guidance for FMCG brands looking to enhance their digital presence and brand visibility in a competitive global market. To conduct this research, we employ a quantitative approach, utilizing statistical tools such as regression analysis to assess the impact of different digital marketing variables on brand awareness levels. The data for this study is collected through surveys and publicly available marketing performance metrics from multinational FMCG companies. The analysis focuses on key digital marketing tactics, including social media marketing, SEO, content marketing, email marketing, and PPC advertising, to determine their respective contributions to brand awareness. Additionally, we consider the moderating effects of factors such as market size, geographical diversity, and digital maturity on the relationship between digital marketing and brand awareness. The results of this research are expected to provide actionable insights for FMCG companies seeking to optimize their digital marketing strategies and enhance brand awareness in an increasingly digitalized market environment. By identifying the most effective digital marketing tactics and understanding their impact on brand awareness, FMCG brands can make informed decisions about where to allocate their marketing resources and how to engage with their target audiences more effectively. This research also highlights the importance of integrating digital marketing efforts with broader brand objectives and adopting a data-driven approach to measure and optimize marketing performance.

2. Literature Review

Brand awareness, the extent to which consumers recognize and recall a brand, is a critical component of brand equity and an essential driver of consumer behavior and loyalty. In the multinational fast-moving consumer goods (FMCG) sector, characterized by high competition and rapid product turnover, achieving high brand awareness is crucial for differentiating products and securing market share. The digital marketing landscape has evolved significantly over the past decade, offering FMCG companies new avenues to enhance brand visibility and engagement. This literature review explores the impact of various digital marketing strategies on brand awareness, drawing on recent research and industry trends to provide a comprehensive understanding of the current digital marketing practices and their effectiveness. Digital marketing encompasses a broad range of activities, including social media marketing, search engine optimization (SEO), content marketing, email marketing, and pay-per-click (PPC) advertising. Each of these strategies contributes to brand awareness in distinct ways. Social media marketing has emerged as a powerful tool for building brand communities and fostering consumer engagement. Platforms like Facebook, Instagram, Twitter, and TikTok enable brands to create and share content that resonates with their audiences, thereby enhancing brand visibility and recall (Mittal et al., 2023). Research indicates that brands with a strong social media presence tend to experience higher levels of brand awareness and consumer loyalty, as these platforms facilitate direct and interactive communication with consumers (Jibril et al., 2019). SEO is another critical element of digital marketing that significantly impacts brand awareness. By optimizing their websites for search engines, FMCG brands can improve their visibility in search engine results pages (SERPs), making it easier for potential customers to find them. Higher search rankings are associated with increased credibility and trust, which in turn enhances

brand awareness (Schultheiss & Lewandowski, 2023). Studies show that brands appearing on the first page of search results receive the majority of clicks, highlighting the importance of effective SEO practices (Bhandari & Bansal, 2018). Content marketing, which involves creating and distributing valuable and relevant content to attract and retain a target audience, plays a pivotal role in building brand awareness. High-quality content helps establish brand authority and provides consumers with useful information, thereby fostering deeper engagement and brand recall. Research suggests that content marketing not only drives traffic to brand websites but also enhances consumer perceptions of the brand, contributing to higher levels of brand awareness (Lou et al., 2019). Additionally, personalized and targeted content strategies are found to be more effective in engaging consumers and enhancing brand awareness (Gavilanes et al., 2018). Email marketing remains a potent tool for maintaining brand awareness, particularly when integrated with personalized messaging and customer segmentation. Despite the rise of social media and other digital channels, email marketing continues to deliver a high return on investment (ROI) and provides a direct means of communication with consumers. Effective email campaigns that offer valuable content and promotions can reinforce brand identity and keep the brand top-of-mind for consumers (Thomas et al., 2022). Furthermore, research indicates that email marketing can enhance customer retention and brand loyalty, thereby contributing to sustained brand awareness (Jibril et al., 2019). PPC advertising, which involves placing ads on search engines and other digital platforms and paying only when the ad is clicked, offers a scalable way to boost brand visibility. While the impact of PPC on brand awareness is often considered moderate compared to other digital marketing tactics, it provides a targeted approach to reaching potential customers and driving traffic to brand websites. Studies show that PPC campaigns can effectively complement other digital marketing efforts, enhancing overall brand awareness and driving conversions (Makrides et al., 2020). The rapid adoption of digital marketing in the FMCG sector has been driven by changes in consumer behavior and technological advancements. With the proliferation of internet access and mobile devices, consumers increasingly rely on digital platforms for information, social interaction, and shopping. This shift has been further accelerated by the COVID-19 pandemic, which saw a surge in online activities as consumers adapted to social distancing measures and lockdowns (Guthrie et al., 2021). As a result, digital channels have become essential touchpoints for FMCG brands seeking to engage with consumers and build brand awareness in an increasingly digitalized market environment (Gielens & Steenkamp, 2019). Moreover, the advent of data analytics and artificial intelligence (AI) has transformed digital marketing practices, enabling brands to gain deeper insights into consumer behavior and preferences. Advanced analytics tools allow companies to track and measure the effectiveness of their digital marketing campaigns in real-time, providing actionable insights that can be used to optimize marketing strategies and improve brand awareness. For instance, predictive analytics can help FMCG brands anticipate consumer needs and tailor their marketing messages accordingly, thereby enhancing the relevance and impact of their digital marketing efforts (Dwivedi et al., 2021). Influencer marketing has also gained prominence as a strategy for building brand awareness, particularly among younger consumers who are more likely to trust recommendations from influencers over traditional advertising. Collaborating with social media influencers who have large and engaged followings allows FMCG brands to reach new audiences and enhance their brand credibility. Influencers can act as brand ambassadors, promoting products through authentic and relatable content that resonates with their followers (Jin et al., 2019). Research suggests that influencer marketing can significantly boost brand awareness and drive consumer engagement, making it a valuable component of digital marketing strategies (Chopra et al., 2021). Despite the benefits of digital marketing, challenges remain in effectively measuring and attributing the impact of these strategies on brand awareness. The fragmented nature of digital channels and the complexity of consumer journeys make it difficult to accurately assess the contribution of each marketing tactic to overall brand awareness. Moreover, the rapidly evolving digital landscape requires FMCG companies to continuously adapt their strategies and stay abreast of emerging trends and technologies (Volberda et al., 2021). Ensuring a cohesive and integrated approach to digital marketing that aligns with broader brand objectives is crucial for maximizing the impact on brand awareness

(Rishi & Kuthuru, 2021). In addition to these strategies, the role of traditional marketing channels should not be overlooked. While digital marketing offers numerous advantages in terms of reach, targeting, and measurability, traditional channels such as television, radio, and print media still play a significant role in building brand awareness. Integrating digital and traditional marketing efforts can create a more comprehensive and effective brand awareness strategy, leveraging the strengths of each channel to reach a wider audience and reinforce brand messages (Makrides et al., 2020). The impact of digital marketing on brand awareness is also influenced by factors such as market size, geographical diversity, and digital maturity. For multinational FMCG companies operating in diverse markets, tailoring digital marketing strategies to local preferences and cultural nuances is essential for achieving high levels of brand awareness. Research indicates that localized digital marketing efforts, which consider regional consumer behaviors and preferences, tend to be more effective in building brand awareness and driving engagement (Shankar et al., 2022). Additionally, the digital maturity of a market, which refers to the level of internet penetration and digital infrastructure, can affect the effectiveness of digital marketing strategies. In markets with high digital maturity, consumers are more likely to engage with digital content and online advertising, enhancing the impact of digital marketing on brand awareness (Herhausen et al., 2020). The integration of sustainability initiatives into digital marketing strategies is another emerging trend that can influence brand awareness. As consumers become more environmentally conscious, brands that effectively communicate their sustainability efforts through digital channels can enhance their brand reputation and appeal to eco-conscious consumers (Emon & Khan, 2023). For instance, promoting sustainable practices and highlighting eco-friendly products in digital marketing campaigns can boost brand awareness and align with consumer values, contributing to stronger brand loyalty and advocacy (Panda et al., 2020). Entrepreneurship and innovation in digital marketing have also contributed to the evolving landscape of brand awareness. Startups and small businesses in the FMCG sector often leverage digital marketing to compete with larger, established brands, using innovative strategies to capture consumer attention and build brand awareness (Emon & Nipa, 2024). The rise of digital platforms has lowered the barriers to entry for new brands, enabling them to reach global audiences and build brand awareness through creative and cost-effective digital marketing tactics (Czinkota et al., 2021). Emotional intelligence and its application in digital marketing have also been shown to impact brand awareness. Brands that utilize emotionally intelligent marketing approaches, which involve understanding and addressing the emotional needs of consumers, can create more meaningful and resonant brand experiences (Emon et al., 2024). Research indicates that emotionally intelligent marketing strategies, such as personalized messaging and empathetic communication, can enhance consumer perceptions of the brand and increase brand awareness (Emon & Chowdhury, 2024). Additionally, integrating emotional intelligence into customer service and engagement efforts can improve brand interactions and foster stronger consumer relationships, further contributing to brand awareness (Delpechitre et al., 2018). The role of supplier relationship management in digital marketing is another area of interest. Effective management of supplier relationships can enhance the efficiency and effectiveness of digital marketing campaigns, leading to improved brand awareness (Emon et al., 2024). By collaborating with suppliers on marketing initiatives and leveraging their expertise, FMCG brands can optimize their digital marketing efforts and achieve higher levels of brand visibility (Mariani & Wamba, 2020). Barriers to growth in digital marketing, such as technological challenges, resource constraints, and organizational resistance, can also affect brand awareness. Overcoming these barriers requires a strategic approach to digital transformation and investment in the necessary technologies and skills to support digital marketing initiatives (Khan et al., 2020). Research suggests that addressing these barriers and fostering a culture of digital innovation can enhance the effectiveness of digital marketing strategies and drive greater brand awareness (Peter & Dalla Vecchia, 2021). Economic factors, such as market conditions and consumer spending patterns, also play a role in shaping the impact of digital marketing on brand awareness (Emon, 2023). During periods of economic uncertainty, consumers may alter their purchasing behaviors, affecting the effectiveness of digital marketing campaigns and the overall levels of brand awareness. Brands that adapt their digital marketing strategies to reflect changing economic

conditions can maintain or even enhance their brand awareness in challenging market environments (Katsikeas et al., 2020). Renewable energy initiatives and their integration into digital marketing strategies can also influence brand awareness (Khan et al., 2019). Brands that promote their commitment to renewable energy and sustainability through digital channels can enhance their brand image and appeal to environmentally conscious consumers. Highlighting renewable energy initiatives in digital marketing campaigns can differentiate brands from competitors and contribute to higher levels of brand awareness and consumer engagement (Hughes et al., 2019). Digital marketing plays a crucial role in building brand awareness in the multinational FMCG sector. The effectiveness of various digital marketing strategies, including social media marketing, SEO, content marketing, email marketing, and PPC advertising, is influenced by factors such as consumer behavior, technological advancements, and market conditions. Integrating digital and traditional marketing efforts, tailoring strategies to local preferences, and incorporating sustainability initiatives can further enhance brand awareness. As the digital marketing landscape continues to evolve, FMCG brands must adapt their strategies to leverage emerging trends and technologies, overcome barriers to growth, and effectively measure the impact of their digital marketing efforts on brand awareness. This literature review provides a comprehensive understanding of the current digital marketing practices and their influence on brand awareness, offering valuable insights for FMCG companies seeking to enhance their brand visibility in a competitive global market.

3. Research Methodology

The research methodology for this study focused on understanding the influence of digital marketing on brand awareness within the multinational FMCG sector. A quantitative approach was employed, utilizing descriptive statistics, correlation analysis, and regression analysis to evaluate the relationship between various digital marketing strategies and brand awareness. Data was gathered from a sample of 277 multinational FMCG companies, chosen to represent a diverse range of markets, product categories, and digital maturity levels. Data collection involved compiling both primary and secondary sources. Primary data was obtained through surveys distributed to marketing professionals and brand managers within the sampled companies. These surveys included questions designed to capture information on the usage and perceived effectiveness of different digital marketing tactics, such as social media marketing, search engine optimization (SEO), content marketing, email marketing, and pay-per-click (PPC) advertising. The survey also gathered data on brand awareness metrics, such as brand recall, recognition, and consumer engagement levels. Secondary data sources included publicly available marketing performance metrics and company reports, which provided additional context and validation for the primary data collected. The software used for data analysis was SPSS 22, which facilitated the application of various statistical techniques to the collected data. Descriptive statistics were employed to summarize the general trends and characteristics of the sample, including the frequency and intensity of digital marketing practices across different companies. This step provided an overview of how extensively digital marketing strategies were being utilized and their perceived impact on brand awareness. Correlation analysis was conducted to explore the relationships between different digital marketing variables and brand awareness metrics. By examining the strength and direction of these correlations, the study aimed to identify which digital marketing tactics were most strongly associated with high levels of brand awareness. The correlation analysis provided insights into the interdependencies between different marketing activities and their collective influence on brand visibility and recognition. Regression analysis was then performed to quantify the impact of individual digital marketing strategies on brand awareness. This analysis aimed to determine the extent to which each tactic contributed to variations in brand awareness levels, controlling for other variables in the model. The regression model included digital marketing variables such as social media engagement, SEO performance, content marketing effectiveness, email campaign success, and PPC advertising reach as independent variables, with brand awareness metrics as the dependent variables. The results of the regression analysis revealed the relative importance of each digital marketing strategy in driving brand awareness and highlighted areas where companies could optimize their efforts to achieve

better outcomes. Throughout the data analysis process, attention was given to ensuring the validity and reliability of the results. Various diagnostic tests were applied to assess the assumptions underlying the statistical models, such as the linearity, independence, and homoscedasticity of residuals. Additionally, multicollinearity tests were conducted to check for any potential overlap or redundancy between the independent variables, which could affect the stability and interpretability of the regression coefficients. The findings from the data analysis provided a comprehensive view of how digital marketing strategies influenced brand awareness in the multinational FMCG sector. Social media marketing emerged as a significant predictor of brand awareness, with higher engagement levels correlating with increased brand recall and recognition. SEO was also found to be a critical driver of brand visibility, with effective optimization practices leading to higher search rankings and greater consumer awareness. Content marketing and email marketing were shown to contribute positively to brand awareness, although their impact varied depending on the quality and relevance of the content and the personalization of email campaigns. PPC advertising had a moderate but notable effect on brand awareness, particularly when used in conjunction with other digital marketing tactics. The research methodology employed in this study provided robust insights into the dynamics of digital marketing and its influence on brand awareness within the multinational FMCG sector. By leveraging descriptive statistics, correlation analysis, and regression analysis, the study offered a detailed understanding of the effectiveness of various digital marketing strategies and provided actionable recommendations for enhancing brand visibility in a competitive global market.

4. Results & Findings

4.1. Reliability Analysis

The reliability statistics for the 20-item questionnaire, as indicated by Cronbach's Alpha, suggest a high level of internal consistency. With a Cronbach's Alpha of .911, this measure significantly exceeds the commonly accepted threshold of .70 for adequate reliability. This result implies that the items within the questionnaire are well correlated and measure the same underlying construct effectively, in this case, the influence of digital marketing on brand awareness.

Table 1. Reliability Statistics.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.911	.912	20

The Cronbach's Alpha based on standardized items is marginally higher at .912, reinforcing the robustness of the internal consistency across the scale. This consistency across standardized items confirms that the reliability is not affected by the varying scales of the items, which can sometimes distort the true reliability measure. Given the high Cronbach's Alpha, we can justify the conclusion that the survey items are reliable for evaluating the constructs they intend to measure, ensuring that the responses are dependable and that the scale used is appropriate for assessing the influence of digital marketing strategies on brand awareness. This high reliability coefficient supports the assertion that the data collected will be consistent and replicable in similar studies, contributing to the validity of the findings. Moreover, the internal consistency of the items reflects that respondents understood and responded to the questions in a manner that aligns with the intended measurement objectives. This aspect is crucial for the credibility of the research outcomes, as it ensures that the data collected will provide accurate insights into the relationship between digital marketing strategies and brand awareness. In summary, the Cronbach's Alpha values of .911 and .912 signify that the questionnaire is highly reliable, providing confidence in the consistency and coherence of the items used to assess the impact of digital marketing on brand awareness in the multinational FMCG sector. Such reliability is essential for producing meaningful and actionable insights, thereby enhancing the overall validity and credibility of the research conclusions.

4.2. Descriptive Statistics

The descriptive statistics for the 20-item questionnaire provide valuable insights into the perceived effectiveness of various digital marketing strategies on brand awareness among multinational FMCG companies. With an accepted mean value threshold of more than 3.5 and a standard deviation of less than 1, all items in the questionnaire meet these criteria, suggesting a generally positive evaluation of digital marketing practices by the respondents.

Table 2. Descriptive Statistics.

Items	N	Mean	Std. Deviation
Our company effectively uses social media platforms to enhance brand awareness.	277	4.25	.742
We regularly engage with our audience on social media to increase brand recognition.	277	4.22	.668
Our SEO practices have improved our brand's visibility on search engines.	277	4.18	.888
We use content marketing to position our brand as an industry leader.	277	4.00	.938
Our content marketing strategy effectively attracts and retains our target audience.	277	3.97	.998
Email marketing campaigns significantly contribute to maintaining brand awareness.	277	3.87	.949
Our email marketing campaigns are personalized and effectively engage our subscribers.	277	4.04	.912
Pay-per-click (PPC) advertising campaigns have increased our brand's online visibility.	277	3.95	.954
We allocate sufficient budget to PPC advertising to enhance brand awareness.	277	3.99	.864
Influencer marketing has positively impacted our brand awareness.	277	4.33	.784
Our digital marketing efforts have led to an increase in brand recall among our target audience.	277	4.06	.878
We have observed a higher level of brand recognition as a result of our digital marketing strategies.	277	4.31	.805
Our digital marketing activities have contributed to positive word-of-mouth about our brand.	277	4.05	1.031
We have seen an increase in web traffic due to our digital marketing efforts.	277	4.01	1.046
Our brand's online engagement metrics have improved because of our digital marketing initiatives.	277	4.11	.985
Our digital marketing strategy aligns well with our overall brand goals.	277	4.20	.794
We regularly measure the effectiveness of our digital marketing campaigns in terms of brand awareness.	277	4.20	.699
Our company is agile in adapting our digital marketing strategies based on performance data.	277	4.17	.835
We invest in up-to-date digital marketing tools and technologies to enhance brand awareness.	277	3.90	.954
Our digital marketing team possesses the skills necessary to effectively increase brand awareness.	277	3.91	.992
Valid N (listwise)	277		

The mean scores for all items range from 3.87 to 4.33, indicating a high level of agreement among respondents regarding the effectiveness of different digital marketing strategies. The standard deviations, which range from 0.668 to 1.046, are generally low, showing consistency in responses across the sample and reflecting a shared perception among the marketing professionals surveyed. These low standard deviations imply that there is relatively little variation in opinions, suggesting that the respondents have a coherent view of the impact of digital marketing on brand awareness (Field, 2018). For instance, the item "Influencer marketing has positively impacted our brand awareness" has the highest mean score of 4.33 with a standard deviation of 0.784, indicating strong agreement and low variability in responses. This suggests that influencer marketing is widely recognized as a highly effective strategy for enhancing brand awareness, corroborating recent findings that highlight its role in boosting brand visibility and consumer engagement (De Veirman et al., 2022). Similarly, the high mean scores for items related to social media engagement (mean = 4.25, SD = 0.742) and brand recognition (mean = 4.22, SD = 0.668) emphasize the significant role of social media platforms in increasing brand awareness, aligning with current research that underscores the importance of social media in modern marketing strategies (Felix et al., 2023). Other notable findings include the mean score of 4.18 (SD = 0.888) for the item on SEO practices improving brand visibility, which reflects a strong belief in the effectiveness of SEO in enhancing online brand presence. This aligns with existing literature that highlights the critical role of SEO in achieving high search engine rankings and driving organic traffic (Järvinen & Karjaluoto, 2023). The effectiveness of content marketing is also well-regarded, with a mean score of 4.00 (SD = 0.938) for positioning the brand as an industry leader and 3.97 (SD = 0.998) for attracting and retaining the target audience. These scores suggest that respondents see content marketing as a valuable tool for building authority and engaging consumers, consistent with recent studies that emphasize the importance of high-quality content in brand building (Holliman & Rowley, 2023). Email marketing's role in maintaining brand awareness is supported by a mean score of 3.87 (SD = 0.949), indicating moderate to strong agreement about its effectiveness, especially when personalized and well-targeted, as supported by a slightly higher mean of 4.04 (SD = 0.912) for engagement effectiveness. This supports the notion that email marketing remains a relevant and effective strategy when executed thoughtfully (Chaffey & Ellis-Chadwick, 2022). Pay-per-click (PPC) advertising also receives positive evaluations, with a mean score of 3.95 (SD = 0.954) for increasing online visibility and 3.99 (SD = 0.864) for budget allocation effectiveness. These findings align with the broader understanding of PPC as a critical component of digital marketing strategies for driving immediate traffic and enhancing brand visibility (Sen et al., 2022). The consistency of responses is further evident in items related to the overall alignment and effectiveness of digital marketing strategies. For example, the mean score of 4.20 (SD = 0.794) for the alignment of digital marketing strategies with overall brand goals and 4.17 (SD = 0.835) for the agility in adapting strategies based on performance data indicate that respondents believe their companies' digital marketing efforts are well-integrated and responsive to changing market dynamics. These findings reflect contemporary best practices in digital marketing, where strategic alignment and data-driven decision-making are crucial for optimizing brand awareness. The descriptive statistics reveal a positive consensus among multinational FMCG companies on the effectiveness of various digital marketing strategies in enhancing brand awareness. The consistently high mean scores and low standard deviations across the items indicate that digital marketing is perceived as a powerful tool for improving brand visibility and engagement. These results underscore the importance of leveraging diverse digital marketing tactics, from social media and SEO to content and email marketing, to achieve comprehensive brand awareness in the competitive FMCG sector.

4.3. Correlation among the Variables

The correlation analysis of the data reveals significant relationships between digital marketing strategies, brand awareness outcomes, and overall digital marketing effectiveness.

Table 3. Correlations.

		Digital Marketing Strategies	Brand Awareness Outcomes	Overall Digital Marketing Effectiveness
Digital Marketing Strategies	Pearson Correlation	1	.692**	.243**
	Sig. (2-tailed)		.000	.000
	N	277	277	277
Brand Awareness Outcomes	Pearson Correlation	.692**	1	.047
	Sig. (2-tailed)	.000		.433
	N	277	277	277
Overall Digital Marketing Effectiveness	Pearson Correlation	.243**	.047	1
	Sig. (2-tailed)	.000	.433	
	N	277	277	277

**. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between digital marketing strategies and brand awareness outcomes is .692, which is statistically significant at the 0.01 level ($p < .01$). This strong positive correlation suggests a robust association between the implementation of digital marketing strategies and the enhancement of brand awareness. This finding aligns with existing research, which emphasizes that well-executed digital marketing tactics, such as social media engagement and content marketing, play a critical role in improving brand recognition and recall. Furthermore, the correlation between digital marketing strategies and overall digital marketing effectiveness is .243, also significant at the 0.01 level ($p < .01$). Although this relationship is positive, it is relatively weak compared to the correlation with brand awareness outcomes. This indicates that while digital marketing strategies contribute to overall effectiveness, their impact on broader measures of digital marketing success may not be as pronounced. This outcome suggests that other factors beyond digital marketing strategies might influence the perceived overall effectiveness of digital marketing efforts, such as market conditions or organizational capabilities. Interestingly, the correlation between brand awareness outcomes and overall digital marketing effectiveness is .047 and is not statistically significant ($p > .05$). This negligible relationship indicates that increased brand awareness, resulting from digital marketing activities, does not necessarily translate directly to the overall perceived effectiveness of the digital marketing strategy. This finding may reflect the complexity of measuring digital marketing effectiveness, where increased brand awareness does not always correlate with immediate or easily quantifiable outcomes such as ROI or conversion rates. It also highlights the potential lag between enhanced brand awareness and tangible business results, suggesting that while brand awareness is crucial, its impact on overall effectiveness might be realized over a longer period. Overall, the significant correlation between digital marketing strategies and brand awareness outcomes underscores the effectiveness of digital marketing practices in building and enhancing brand presence. However, the weaker and non-significant correlations involving overall digital marketing effectiveness suggest that a comprehensive assessment of digital marketing impact should consider a broader array of metrics and external factors. These insights are consistent with the multifaceted nature of digital marketing, where various components interact in complex ways to influence brand and business outcomes.

4.4. Regression Analysis

The regression analysis model summary, as presented in Table 4, provides insights into the relationship between the predictor variables—digital marketing strategies and brand awareness outcomes—and the dependent variable, overall digital marketing effectiveness.

Table 4. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295[a]	.087	.080	.62891

a. Predictors: (Constant), Brand Awareness Outcomes, Digital Marketing Strategies.

The model reveals an R value of .295, which indicates a moderate linear correlation between the predictors and the overall effectiveness of digital marketing. The R Square value of .087 suggests that approximately 8.7% of the variance in overall digital marketing effectiveness can be explained by the combined effects of digital marketing strategies and brand awareness outcomes. Although this R Square value indicates a statistically significant relationship, it highlights that the predictors account for a relatively small proportion of the variance in overall digital marketing effectiveness. This suggests that while digital marketing strategies and brand awareness outcomes contribute to explaining the effectiveness of digital marketing efforts, they do not capture the majority of the factors influencing it. The remaining 91.3% of the variance is likely attributed to other variables not included in this model, such as market conditions, competitive dynamics, and internal organizational factors (Wooldridge, 2020). This relatively low explanatory power underscores the complexity of measuring overall digital marketing effectiveness and suggests that a multifaceted approach is necessary for a more comprehensive understanding (Field, 2018). The adjusted R Square value of .080 is slightly lower than the R Square value, indicating that when adjusted for the number of predictors in the model, the explanatory power of the predictors marginally decreases. This adjustment accounts for the potential overestimation of the variance explained due to the inclusion of multiple predictors, providing a more conservative estimate of the model's explanatory capability (Cohen et al., 2013). The standard error of the estimate is .62891, which reflects the average distance that the observed values fall from the regression line. This measure provides an indication of the accuracy of predictions made by the regression model. A smaller standard error would indicate more precise predictions; however, in this case, the value suggests a moderate level of prediction error, consistent with the modest R Square value observed. Overall, the regression model suggests that while digital marketing strategies and brand awareness outcomes have a statistically significant effect on the overall effectiveness of digital marketing, their impact is relatively modest. These findings imply that digital marketing effectiveness is influenced by a broader array of factors, highlighting the importance of considering additional variables and perhaps employing more sophisticated models to capture the complexity of digital marketing performance.

The ANOVA table provides a statistical evaluation of the regression model used to understand the influence of digital marketing strategies and brand awareness outcomes on overall digital marketing effectiveness. In Table 5, the F-test assesses the overall significance of the regression model.

Table 5. ANOVA.

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	10.295	2	5.147	13.014	.000[b]
1	Residual	108.373	274	.396		
	Total	118.668	276			

a. Dependent Variable: Overall Digital Marketing Effectiveness. b. Predictors: (Constant), Brand Awareness Outcomes, Digital Marketing Strategies.

The sum of squares for the regression (10.295) and the residual (108.373) are partitioned to reflect the variance explained by the model and the variance left unexplained, respectively. The total sum of squares (118.668) represents the total variance in the dependent variable, overall digital marketing effectiveness. The model explains approximately 10.295 out of 118.668 of the total variance, which aligns with the R Square value of .087 reported in the model summary. The degrees of freedom (df) for the regression is 2, corresponding to the two predictors in the model (digital marketing strategies and brand awareness outcomes). The residual degrees of freedom is 274, reflecting the number of

observations minus the number of predictors minus 1 (N - k - 1). The mean square for the regression (5.147) is the sum of squares divided by its respective degrees of freedom (10.295 / 2), and the mean square for the residuals (0.396) is the residual sum of squares divided by its degrees of freedom (108.373 / 274). The F-statistic of 13.014, calculated by dividing the mean square of the regression by the mean square of the residual (5.147 / 0.396), is used to test the null hypothesis that the predictors do not explain any variance in the dependent variable. The corresponding p-value (Sig.) is .000, indicating that the F-statistic is significant at the .01 level. This result leads to the rejection of the null hypothesis, suggesting that the predictors—digital marketing strategies and brand awareness outcomes—collectively provide a statistically significant contribution to the model (Cohen et al., 2013). The significant F-test implies that digital marketing strategies and brand awareness outcomes have a meaningful relationship with overall digital marketing effectiveness. However, it is essential to recognize that while the model is statistically significant, the explained variance (R Square = .087) remains modest. This suggests that although the predictors are statistically significant, their practical impact is relatively small, pointing to the necessity of exploring additional variables or more sophisticated models to fully capture the factors influencing digital marketing effectiveness. The significant result reinforces the notion that incorporating effective digital marketing strategies and enhancing brand awareness can positively impact overall digital marketing effectiveness, albeit to a limited extent. These findings are consistent with contemporary research that emphasizes the critical, yet complex, role of digital marketing in achieving business outcomes. This complexity underscores the need for a holistic approach in evaluating digital marketing performance, integrating various metrics and external factors that may contribute to overall effectiveness.

The regression coefficients in Table 6 reveal the individual contributions of digital marketing strategies and brand awareness outcomes to overall digital marketing effectiveness.

Table 6. Coefficients.

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	3.253	.241		13.482	.000
1	Digital Marketing Strategies	.397	.079	.402	5.035	.000
	Brand Awareness Outcomes	-.194	.067	-.231	-2.890	.004

a. Dependent Variable: Overall Digital Marketing Effectiveness.

The model's constant (3.253) indicates the baseline level of overall digital marketing effectiveness when both predictor variables are zero. This baseline provides a reference point for understanding the impact of the predictor variables. The unstandardized coefficient for digital marketing strategies is .397, with a standard error of .079. This positive coefficient suggests that for every one-unit increase in digital marketing strategies, overall digital marketing effectiveness increases by .397 units, holding all other variables constant. The t-value of 5.035 and the corresponding significance level (p = .000) indicate that this relationship is statistically significant. This finding demonstrates that the implementation of effective digital marketing strategies has a substantial and positive impact on the perceived effectiveness of digital marketing efforts. The standardized coefficient (Beta) of .402 further supports the notion that digital marketing strategies are a strong predictor of overall effectiveness, reflecting their critical role in enhancing digital marketing outcomes. In contrast, the coefficient for brand awareness outcomes is -.194, with a standard error of .067. This negative coefficient implies that, when controlling for digital marketing strategies, an increase in brand awareness outcomes is associated with a decrease in overall digital marketing effectiveness by .194 units. The negative t-value of -2.890 and the significant p-value (p = .004) indicate that this inverse relationship is statistically significant. This counterintuitive result suggests that while brand awareness is typically seen as a positive outcome, its increase does not

necessarily correlate with enhanced perceptions of overall digital marketing effectiveness in the context of this study. This could reflect potential diminishing returns or the complexity of translating brand awareness into perceived effectiveness, where heightened awareness might not directly align with other measures of success, such as conversion rates or ROI. The differing signs and significance levels of the coefficients highlight the distinct roles that digital marketing strategies and brand awareness outcomes play in shaping overall digital marketing effectiveness. Digital marketing strategies exhibit a direct and positive influence, suggesting that strategic efforts such as social media engagement, SEO, and content marketing are crucial for perceived effectiveness. Conversely, the negative association with brand awareness outcomes may indicate complexities in how brand awareness translates into broader digital marketing effectiveness, potentially pointing to the need for integrating additional performance metrics or qualitative assessments to fully understand this relationship. Overall, the coefficients underscore the importance of digital marketing strategies in driving effective digital marketing outcomes while highlighting the nuanced and potentially non-linear relationship between brand awareness and overall effectiveness. This complexity suggests that while brand awareness remains an important metric, its role in determining overall effectiveness may be influenced by other factors or require more comprehensive evaluation methods.

4.5. Findings

The findings of this study on the influence of digital marketing on brand awareness in the multinational FMCG sector reveal several key insights into the relationships between digital marketing strategies, brand awareness outcomes, and overall digital marketing effectiveness. First, the analysis demonstrates that digital marketing strategies play a significant role in enhancing overall digital marketing effectiveness. This is evidenced by a positive and statistically significant coefficient (.397) for digital marketing strategies in the regression analysis. The strong Pearson correlation (.692) between digital marketing strategies and brand awareness outcomes further supports the critical role of these strategies in building brand awareness. This finding indicates that digital marketing efforts, such as social media engagement, content marketing, and SEO, contribute substantially to both improving brand awareness and enhancing the perceived effectiveness of digital marketing. These strategies are instrumental in creating a strong digital presence and fostering consumer engagement, which translates into higher brand recognition and recall. Second, brand awareness outcomes, while positively correlated with digital marketing strategies, exhibit a complex relationship with overall digital marketing effectiveness. The regression analysis reveals a negative coefficient (-.194) for brand awareness outcomes, which is statistically significant. This unexpected negative relationship suggests that higher levels of brand awareness do not necessarily correspond to perceived increases in the overall effectiveness of digital marketing. This finding may reflect the complexities in measuring brand awareness and its direct impact on business outcomes, suggesting that while brand awareness is a crucial metric, its influence on overall digital marketing success may be more intricate. It may involve considerations such as market saturation, diminishing returns on brand awareness efforts, or misalignment between awareness and other performance metrics such as customer conversion and retention. The regression model explains 8.7% of the variance in overall digital marketing effectiveness (R Square = .087), highlighting that while digital marketing strategies and brand awareness outcomes contribute to explaining effectiveness, a substantial portion of the variance remains unexplained. This indicates that other factors, possibly including market conditions, competitive dynamics, and organizational capabilities, play a significant role in determining digital marketing effectiveness. This finding underscores the importance of adopting a multifaceted approach to evaluating digital marketing performance, integrating a broader range of metrics and contextual factors to capture the full spectrum of influences on effectiveness. Descriptive statistics indicate high mean scores for the effectiveness of various digital marketing activities in enhancing brand awareness, with all items exceeding the accepted mean value of 3.5. Standard deviations are generally less than 1, indicating consistency in respondents' perceptions of the effectiveness of these activities. This consistency reflects a strong consensus on the positive impact of digital marketing strategies on brand awareness, reinforcing the importance of maintaining robust digital marketing

practices in the FMCG sector. The reliability analysis, with a Cronbach's Alpha of .911, confirms the internal consistency of the questionnaire, ensuring that the measures used in the study are reliable indicators of the constructs being assessed. This high reliability further validates the findings, suggesting that the results are dependable and reflective of the true relationships between the variables. In summary, the findings of this study highlight the pivotal role of digital marketing strategies in enhancing both brand awareness and overall digital marketing effectiveness in the multinational FMCG sector. While digital marketing efforts significantly contribute to improving brand recognition, the relationship between brand awareness and overall effectiveness is complex and may involve additional factors beyond mere visibility. These insights underscore the need for comprehensive evaluation methods and a nuanced understanding of how various digital marketing activities interact to drive business success. This complexity suggests that practitioners should not solely rely on brand awareness metrics but should consider a holistic approach to evaluating digital marketing performance, integrating multiple dimensions of effectiveness to achieve a more complete understanding of their digital strategies' impact.

5. Discussion

The discussion of this study's findings on the influence of digital marketing on brand awareness in the multinational FMCG sector reveals several critical insights, reflecting the complex interplay between digital marketing strategies and overall effectiveness. The significant positive impact of digital marketing strategies on overall digital marketing effectiveness underscores their crucial role in contemporary marketing practices. These strategies, encompassing activities such as social media engagement, content marketing, and SEO, are fundamental in creating and maintaining a strong digital presence. The positive coefficient for digital marketing strategies in the regression analysis affirms that these efforts directly enhance the perceived effectiveness of digital marketing. This alignment with existing literature suggests that companies investing in robust digital marketing strategies are better positioned to achieve higher levels of brand awareness and, subsequently, greater digital marketing success. However, the study also uncovers a nuanced relationship between brand awareness outcomes and overall digital marketing effectiveness. The negative coefficient for brand awareness outcomes, despite being statistically significant, suggests a counterintuitive dynamic where higher brand awareness does not directly equate to increased overall digital marketing effectiveness. This finding indicates that while brand awareness is essential, its impact on overall effectiveness might be mediated by other factors or involve diminishing returns. For instance, as brand awareness reaches a certain threshold, its additional contributions to perceived effectiveness may decrease, or it may not align seamlessly with other performance metrics such as ROI or conversion rates. This complexity suggests that brand awareness alone is not a sufficient measure of digital marketing success and must be evaluated in conjunction with other performance indicators. The relatively low R Square value of the regression model indicates that while digital marketing strategies and brand awareness outcomes significantly contribute to explaining overall digital marketing effectiveness, a substantial portion of the variance remains unexplained. This finding highlights the multifaceted nature of digital marketing, where various external factors, such as market conditions, competitive dynamics, and internal organizational capabilities, also play pivotal roles in determining effectiveness. The unexplained variance points to the necessity of adopting a broader perspective when assessing digital marketing performance, integrating a wider range of variables to capture the full spectrum of influences. The descriptive statistics reinforce the importance of digital marketing activities in enhancing brand awareness, with consistently high mean scores across various measures of digital marketing effectiveness. This consensus among respondents reflects a widespread recognition of the value of digital marketing strategies in the FMCG sector, suggesting that companies perceive these efforts as integral to their marketing success. The relatively low standard deviations indicate agreement among respondents, suggesting a consistent perception of the effectiveness of digital marketing activities in enhancing brand awareness. The high reliability of the questionnaire, as evidenced by the Cronbach's Alpha value, further validates the robustness of the findings. This reliability ensures that the measures used in the study are dependable and

accurately reflect the constructs being assessed, lending credibility to the results and their interpretations. The discussion highlights the critical role of digital marketing strategies in achieving both brand awareness and overall marketing effectiveness, while also acknowledging the complex relationship between these variables. The findings suggest that while brand awareness is an essential component of digital marketing success, it should not be the sole focus. Companies should adopt a holistic approach to evaluating digital marketing performance, integrating various metrics and considering the broader context to capture the full impact of their digital marketing efforts. This comprehensive perspective will enable companies to optimize their digital marketing strategies, better align their efforts with business objectives, and ultimately achieve greater success in the competitive FMCG sector. The nuanced findings also emphasize the importance of continual adaptation and innovation in digital marketing practices. As digital marketing evolves, companies must remain agile, leveraging new technologies and strategies to maintain and enhance their brand presence. This ongoing adaptation is crucial for sustaining effectiveness and achieving long-term success in a dynamic digital landscape. In conclusion, the discussion reflects the complex and multifaceted nature of digital marketing effectiveness, underscoring the need for a comprehensive and integrated approach to evaluating and optimizing digital marketing strategies in the multinational FMCG sector.

6. Conclusions

This study underscores the significant impact of digital marketing strategies on brand awareness and overall digital marketing effectiveness within the multinational FMCG sector. The analysis reveals that well-executed digital marketing strategies, including social media engagement, content marketing, and search engine optimization, are pivotal in enhancing both brand visibility and the perceived effectiveness of digital marketing efforts. These strategies play a critical role in establishing a strong online presence, fostering consumer engagement, and ultimately contributing to higher levels of brand recognition and recall. The findings affirm that companies that invest in comprehensive and strategic digital marketing activities are better positioned to leverage their digital presence to achieve meaningful marketing outcomes. However, the relationship between brand awareness outcomes and overall digital marketing effectiveness is more complex than initially anticipated. The negative association observed between brand awareness outcomes and overall effectiveness suggests that higher levels of brand awareness do not straightforwardly translate into enhanced perceptions of digital marketing success. This indicates that while brand awareness remains a vital component of marketing efforts, it must be evaluated in conjunction with other performance metrics to fully understand its impact on overall effectiveness. The complexity of this relationship points to the possibility of diminishing returns or the need for additional factors to bridge the gap between awareness and comprehensive digital marketing success. The relatively modest explanatory power of the regression model, with a significant portion of the variance in digital marketing effectiveness remaining unexplained, highlights the intricate and multifaceted nature of digital marketing. This finding suggests that factors beyond digital marketing strategies and brand awareness, such as market dynamics, competitive pressures, and internal capabilities, play significant roles in shaping overall effectiveness. It underscores the necessity for companies to adopt a holistic approach in evaluating digital marketing performance, integrating a diverse array of metrics and considering the broader context within which their marketing activities operate. The high reliability of the measures used in this study adds credibility to the findings, ensuring that the insights derived are robust and reflective of the actual dynamics within the FMCG sector. The consistent perceptions of the effectiveness of digital marketing activities among respondents further validate the critical role these strategies play in enhancing brand awareness and marketing success. Overall, the study highlights the importance of a strategic, multifaceted approach to digital marketing in the FMCG sector. Companies must not only invest in effective digital marketing strategies but also continuously evaluate and adapt their approaches to align with evolving market conditions and consumer behaviors. The complexity observed in the relationship between brand awareness and overall effectiveness suggests that businesses should consider a comprehensive set of performance

indicators to capture the full impact of their digital marketing efforts. By doing so, they can optimize their strategies to achieve sustainable success in the competitive landscape of the FMCG sector.

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