Digital Marketing and Consumer Behavior: Analyzing Purchase Intentions of Generation X and Y in the FMCG Sector

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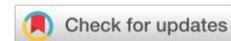
Abstract

Especially in the fast-moving consumer goods (FMCG) industry, where online communication typically affects purchase choices, digital marketing has revolutionised customer relationship with companies. Emphasising notable variations in their consumer behaviour, this paper investigates how digital marketing approaches influence Generation X and Generation Y purchase intentions. "The theory of planned behaviour (TPB), technology acceptance model (TAM), and stimulus-organizing-response (S-O-R) model allow the research to elucidate the cognitive and behavioural factors underpinning digital purchase choices. While Generation Y engages more with digital media channels—especially social media, influencer marketing, and targeted advertising—generation X leans more on product evaluations, brand trust, and email marketing Trust, convenience, and perceived value are shown by regression analysis to be the most important factors influencing purchase intention; Generation Y is more sensitive to interactive and visually engaging content while Generation X gives dependability and

usefulness great relevance. Though Generation X is more cautious and Generation Y is more impulsive, both groups respect promotions, discounts, and consumer recommendations; their method of making judgements differs. These findings imply that using social proof and interesting material for younger consumers and stressing authenticity and direct connection for older consumers would assist FMCG firms modify their digital marketing activities to satisfy the various preferences of every generation.

Keywords: Digital Marketing, Consumer Behavior, Purchase Intentions, Generation X, Generation Y, FMCG Sector, Social Media Marketing, Influencer Marketing, Online Consumer Engagement, Brand Perception, E-commerce Strategies.

Introduction

Especially in the fast-moving consumer goods (FMCG) industry, where digital marketing methods progressively affect buying choices, the quick digital transition has fundamentally changed customer behaviour. Companies are interacting and converting customers with the use of such methods include social media, online ads, influencer marketing, tailored promotions. Still, customer reactions to these digital marketing strategies vary much depending on age. When interacting with digital data prompting companies to reconsider their strategies, Generation X (born 1965–1980) and Generation Y (Millennials, born 1981–1996) show different interests, attitudes, and conduct. Often referred to be digital immigrants, Generation X shifted from conventional to digital marketing and values dependability, thorough product knowledge, and brand trust above all else before determining what to buy.   Though they still exercise caution regarding Internet advertising, they now connect most especially to email marketing, online reviews, and loyalty programs. Growing in a digitally advanced environment, Generation Y is very open to visually appealing content, interesting social media interaction, influencer sponsorships, and convenience-driven shopping experiences.   Online reviews, peer recommendations, advertising initiatives on sites such Instagram, YouTube, and TikHub more likely to affect consumers. By means of an analysis of how digital marketing tactics influence the purchase intentions of Generation X and Generation Y in the FMCG company, this research intends to stress the basic causes of online consumer behaviour and the success of numerous marketing channels. Using theoretical frameworks like the Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), and Stimulus-Organism-Response (S-O-R) Model, this research explores how digital stimuli affect consumer attitudes, perceptions, and purchase intentions across generations.   The research will provide empirical

insights on the digital marketing preferences of both generations by means of a mixed-method approach including surveys and qualitative interviews thereby tackling issues linked to trust, convenience, brand involvement, and promotional techniques. Knowing these variations can help companies in the cutthroat FMCG sector boost sales, adjust their digital marketing plans, and improve customer interaction. Furthermore, the study will add to scholarly publications by means of a comparison of generational reactions to digital marketing, therefore offering useful direction for companies aiming at improving their strategies. Since digital marketing is always changing with advancements in artificial intelligence, customised algorithms, and augmented reality, future study should look at how these developing technologies might affect consumer behaviour across many age cohorts in the FMCG industry.

Background of the Study

 The emergence of social media marketing in marketing has transformed the business world and brought challenges to be tackled. At the same time, an advertiser must live up to these ever-changing consumer desires and preferences. This introduced ample prospects to explore new groups of consumers underserved, despite veiled opportunities abound within. Marketing stimuli are the new tools commonly used to trigger enation's need sand want to influence their actual purchase. Today, many fast-moving consumer goods (FMCGs) firms have started to adopt digital platforms as a strategy but have miles to go in social media marketing (McKinsey & Company, 2019). A report on gross expenditure on household (FMCGs) in Africa showedthatWorldank'slobalonsumptionatabaserevealedthatMsexpenditurewashighestin Nigeria (US$41.7bn). However, social media is influencing how young consumers and advertiser communicates. Maw (2016) confirmed that social media enhanced the business interaction between organisations and Generation Y consumers, and this would surely yield progressive sales volume for firms marketing FMCGs. At present, social media is recognised as a vital part of integrated marketing communication (IMC), and it is an influential tool that can impact young consumer attitudes favorably or unfavorably organisation towards a brand (Naumovska, 2017). However, it is unfortunate that a significant integer of FMCGs organizations in Nigeria is yet to engage with Generation Y on this economic platform. Past and present studies (Stephen 2016; Stueber &Wurth 2017; Arrigo, 2018; Busalim, Hussin, & Iahad, (2019) are predominantly desktop analyses with findings not based on empirical studies, such as the study of Stueber and Wurth (2017). These scholars reviewed thirty scientific articles obtained from various databases. Similarly, Stephen (2016) findings were based on secondary

data from reviewing recently published research works related to social media marketing. This study, however, is exclusive and original due to it is empirical. This study aimed to establish social media marketing as a new platform that influences Nigerian Generation Y to purchase fast-moving consumers in the Nigerian sample population. Following this introduction, the literature review was presented as related to formulated research objectives of this study. The paper then briefly examines the adopted theoretical framework that underpinned the study. The study further showcased the research hypothesis tested. Next, the study succeeded in the presentation of research methodology, research results, and discussion. This paper terminates with a conclusion and recommendation

Overview of social media marketing

Furthermore, the Nigerian Internet market is brand as the biggest in Africa with over 125 million mobile telephone subscribers; 35 million people access the Internet through their respective mobile phones (Olotewo, 2016). The researcher further stresses that Nigeria still maintains the leading Internet market within Africa continent due to its vast fraction of young people (one-third of the population falls in the range of 10-24 years age bracket). The Internet's geometric progression welcomed the popular notion of digital marketing and social media marketing (Bekoglu & Onayli, 2016), starting with digital marketing. Artemova (2018) aver that indisputably, social media marketing (SMM) is just a segment of the more significant digital marketing section. Furthermore, Mkwizu (2019) acknowledges that social media marketing is a vital technique in digital marketing. Kaplan and Haenlein (2010) were the foremost scholars that broadly defined social media. Both authors described social media as a collection of Internet-based applications that hinges on the philosophical and hightech of Web 2.0 that permit the development and exploits the usage of online individual produced content. Olutade and Chukwere (2020) describe social media as a Web 2.0 platform that enables reliable information sharing to inform pictures, texts, pictures and audio among the characterised online group that offers unlimited opportunities for an organisation. A previous study by Olabanji, Shumba and Tafadzwa, (2014) terms social media marketing as a platform that empowers organisations to engage in a communal discourse with their target consumers to generate a win-win post-sales experience. Artemova (2018) defines social media marketing as a process of exploring information technology to build, link, and offer value to the target consumers. Olotewo (2016) views social media marketing as a technique of selling firms offerings via

social media platforms". Thus, it is the incorporation of social media platforms into marketing activities.

Analysis of types of shopper female Generation X in the FMCG sector

For the purpose of this research paper Generation X females will be the segment examined. Generation X females can be further dissected into four types of shopper, "through factors such as shopping behaviour patterns, price sensitivity, retailer loyalty, demographic differences and opportunities for conversion, POPAI (2012), arrived at four different shopper segments, with unique attitudes and behaviours in their shopping habits.

Table 1: Characteristics of Generation X shoppers

Shopper segment	Characteristics of this shopper type
Time Stressed shopper	• Completing the task at hand as quickly as possible is the primary objective • Time-pressured so put less emphasis on planning shopping trip methodically – less use of written shopping lists • Easily tempted
Explorers	• Look to be inspired • Actively look for new or alternative products • Explorers have the highest percentage of impulse purchases and spend the longest time in-store.
Bargain Hunter	• Always looking for bargains or deals • Meticulously plan shopping trips and have the highest level of coupon usage. • Most likely segment to stray from list in favour of a deal..
Trip Planners	• Organised and aim to complete shopping trip with minimal fuss. • Consistent list writers • Often described as restrained or controlled shoppers • Lowest percentage of impulse buys

Source: Adapted from Phelan, (2013)

From the literature reviewed, it was found that the Time Stressed is the most common segment of Generation X shoppers, although there is a distinct overlap between these the Time Stressed and the Trip Planner as a shared characteristic is completing the task at hand effectively. As is

the case in modern society, people are time poor. (POPAI's, 2012) While this segment has the most consistent use of written shopping lists, the Trip Planner is a prime example of one who is likely to be in a low-involvement processing state, and so are not immune to in-store efforts with impulse purchases standing at 67% (only slightly below the average of 76%) (Visualise, 2014a) So this presents a shopper who wants to get the chore of shopping completed exactly as planned and is on autopilot during that shopping trip; often a factor in FMCG purchases. Bargain hunters will go out of their way for the best deal, but a clear weakness in this segment is the level of cognitive dissonance as a result of not finding the best deal of the moment. The bargain hunter can slip into the Explorer segment very easily due to this need for active searching. The Explorer in some cases can be called in jest the marketers dream. They actively seek out new or alternative products. They are somewhat leaders in that they will often try a product out without prior research or recommendation, but relish the opportunity to tell peers about such products. (Phelan, 2013) This is the perfect environment to influence shoppers' purchase decisions. POPAI's Shopper Engagement Study (2012) found that more decisions are being made in-store than ever before. The in-store decision rate now stands at 76%, climbing from 70% in 1995. To this end, retailers need to look to communicate more effectively with the target audience and focus on more than just a price element. All the segments are looking for signals to come into sight while navigating their way around the store, meaning that in-store formats can play a hugely important role in helping to influence this shopper behaviour in a positive manner. (Phelan, 2013; POPAI, 2012).

Communicating and motivating generation x female shoppers through emotion

Emotion is felt at all stages of the shopping trip, as is the potential it has to influence decisions, associations and memory. The majority of generation x female shoppers are taskorientated, operating in the moment and making decisions in an environment of bewildering choice, all of which impacts on their behaviour. It is influencing this behaviour that is at the heart of shopper marketing. (Goodhall, Saatchi & Saatchi X. 2011) The Emotional Drivers of Shopping model, (figure one, page 6) outlines eight primary categories of emotional benefits that shoppers seek from their shopping activities. The model is based on a foundational study by Saatchi & Saatchi X (2011) with 1,500 shoppers across the USA.

Figure 1: The eight primary emotional drivers that motivate and influence shopping behaviour
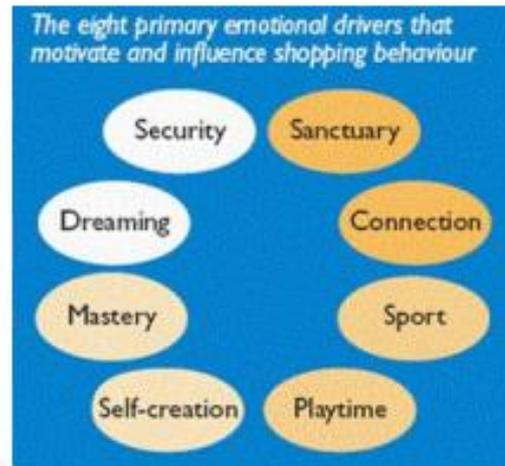
Source; Goodhall, S, Saatchi & Saatchi X. (2011)

Shopper marketing in action and the tools

that drive it Shopper marketing can be best understood by examining how brands have implemented their particular strategies using the many shopper marketing tools. Therefore, along with examining the theories and it is necessary to investigate these tools that can accompany an explanation of shopper marketing. The best way to do this is, is through examples of shopper marketing in action. (Visualise, 2014d). By placing emphasis on design, in-store promotion and shopper flow, it increases the influence impulse and mood-related purchasing. Sensorial marketing is one of the most comprehensive methods of creating in-store atmospherics. It incorporates the senses to enrich the brand experience and define uniqueness and personality of a product, in the aim of ensuring customer loyalty and preference. Sensorial marketing has strong ties with experiential marketing, for example tasting and touching a product. In relation to the FMCG sector, atmospherics play a great part in the in-store experience a shopper has. (Babb, 2008; Hughes, 2013; Magner, 2013; Mohan, Sivakumaran, Sharma, 2013) An example of all these tools in action would be the bakery in Lidl stores. On entering the store the shopper can smell the aroma of the bread. The sense of smell has a strong association with memory and emotion, impacting on sense of time, and it can even provide directional cues – all of which make it a powerful asset in a retail setting. It can have immediate impact on mood and behaviour and can create a lasting, positive association with the brand. As the shopper approaches the bakery display, the breads are attractively displayed and this sight is pleasing to the eye. In some stores tastings have been carried out. Here the shopper is exposed

to experiential marketing through the medium of taste and touch. If for example it is a crusty loaf the sound appeal is there also. This example uses all the senses and the crossover of many forms on shopper marketing. Other examples are not so obvious but can be equally effective. If a campaign can trigger a need in a consumer it is far more likely to be successful. This could be related back to Maslow's hierarchy of human needs. The work of the psychologist Abraham Maslow and his behavioural model, The Hierarchy of Human Needs, is central to the shopper marketing system. Irrespective of the type of shopper they are all being targeted, their "differences" are measured and exploited, their "emotions" assessed and capitalised on. (Minichiello, M 2006)

Review of literature

S.no	Author(s) & Year	Study Title	Key Findings
1	Bawa, 2024	Digital Shopper Insights: Unveiling FMCG E-Commerce Patterns	E-commerce transformed FMCG distribution in India, though offline retail remains dominant.
2	Cebeciİ‡ et al., 2024	Customer Segmentation in FMCG Sector with RFM Method and Digital Marketing Recommendations in E-Commerce	Covid-19 increased e-commerce volume in Turkey; segmentation improved marketing effectiveness.
3	Chowdhury, 2024	Navigating the Challenges and Opportunities of Digital Marketing Adoption in the Multinational FMCG Sector	Challenges include organizational resistance and data privacy; opportunities include AI integration.
4	Nallasivam et al., 2024	Exploring the Digital Shopper: How Facebook and Instagram Influence Consumer Behavior in the FMCG Sector	Social media significantly influences consumer FMCG purchasing trends, especially in India.
5	Nipa & Chowdhury, 2024	The Impact of Digital Marketing on Brand Awareness in the Multinational FMCG Sector	Digital marketing enhances brand awareness, but effectiveness depends on complex factors.

6	Beriwala, 2023	New Trends in Products, Services & Management	Customer expectations drive product development, and feedback is crucial in the process.
7	Mangai et al., 2023	Effectiveness of Integrated Reporting (IR) Framework in ESG Disclosure in Oman	Integrated Reporting enhances ESG disclosures and corporate transparency.
8	Sambamoorthy, 2023	Impact of Digital Marketing on Consumer Buying Psychology and Problems of Consumers in Adopting Digital Marketing	Digital marketing influences consumer psychology, often leading to impulsive purchases.
9	Mulyawan et al., 2022	Impact of Digital Platforms on Consumer Behavior in FMCG Products	Social media advertising and reviews drive consumer engagement and profitability.
10	Et. Al., 2021	The Impact of Social Media on Digital Marketing and Purchase Intention of FMCG Products	Social media surpasses traditional marketing, shaping FMCG consumer behavior.
11	Kamal et al., 2020	Effectiveness of Digital Marketing in Building Brand Equity in the FMCG Industry of Dhaka, Bangladesh	Social media marketing positively impacts brand equity, particularly among young consumers.
12	Silvia, 2019	Strategic Use of Social Media and Digital Marketing in Building Brand Awareness	Digital marketing helps track campaign effectiveness and attract millennial consumers.
13	Vibhuti et al., 2019	A Case Study on Consumer Buying Behavior towards Selected FMCG Products	Price, promotion, and psychological factors significantly impact FMCG consumer behavior.
14	Chatterjee et al., 2018	Factors Affecting Consumer Behavior in the FMCG Sector	Consumer buying behavior is influenced by brand loyalty, advertising, and social media.

15	Kulshrestha, 2018	Consumer Buying Behavior in the FMCG Sector and the Role of Social Media	Social media reshapes FMCG marketing, driving digital transformation.
16	Yamin, 2017	Impact of Digital Marketing on Consumer Behavior in Bangladesh	Digital marketing is a crucial tool for consumer targeting and organizational success.
17	Bhalerao, 2015	Marketing Mix (7 P's) in Kirana Stores in Tier II Cities and Its Impact on Business Success	Promotional efforts, product, and physical evidence significantly impact business success.
18	Managing Brand Equity, 2014	Managing Brand Equity in an Integrated Marketing Communication Strategy	Integrated marketing strategies enhance brand equity management.

Correlations

There is a significant relationship between social media influencers, content marketing, trust, and privacy concerns.

Correlations		Influence Social Media Marketing	Perception Digital Marketing	Trust in Digital Marketing Content	Consumer Privacy
Influence Social Media Marketing	Pearson Correlation	1	.988**	.981**	.986**
	Sig. (2-tailed)		0.000	0.000	0.000
Perception Digital Marketing	Pearson Correlation	.988**	1	.986**	.993**
	Sig. (2-tailed)	0.000		0.000	0.000
Trust in Digital	Pearson Correlation	.981**	.986**	1	.988**
	Sig. (2-tailed)	0.000	0.000		0.000

Marketing Content					
Consumer Privacy	Pearson Correlation	.986**	.993**	.988**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
**. Correlation is significant at the 0.01 level (2-tailed).					

The results strongly support **Hypothesis 1**, demonstrating a significant relationship between social media influencers, content marketing, trust, and privacy concerns. The **Pearson correlation coefficients** are all exceptionally high, ranging from **0.981** to **0.993**, indicating very strong positive correlations between the variables. These strong correlations suggest that each of these factors is closely interconnected, influencing one another in the context of digital marketing.

The relationships are statistically significant at the **0.01 level (p < 0.001)**, confirming that the observed correlations are not due to random chance. Specifically:

- The **influence of social media marketing** shows strong associations with **trust in digital marketing content (r = 0.981)**, **consumer privacy (r = 0.986)**, and **perception of digital marketing (r = 0.988)**.
- Similarly, **consumer privacy** concerns exhibit very strong correlations with both **perception of digital marketing (r = 0.993)** and **trust in digital marketing content (r = 0.988)**.

These findings validate the hypothesis and highlight the intricate dynamics between these factors. The results suggest that social media influencers and content marketing play a critical role in shaping consumer trust while also raising privacy concerns. Furthermore, trust and privacy concerns significantly impact how consumers perceive digital marketing efforts.

This insight underscores the importance for businesses to strike a balance in their digital marketing strategies. Companies must leverage the influence of social media and content marketing while addressing trust and privacy concerns to build and maintain positive consumer relationships in the digital landscape.

Conclusion

This study highlights the significant influence of digital marketing on the purchase intentions of Generation X and Y in the FMCG sector, revealing key generational differences in digital

engagement. While Generation X prioritizes reliability, product reviews, and email marketing, Generation Y is more responsive to social media, influencer endorsements, and personalized promotions. Findings suggest that businesses must adopt tailored marketing strategies to enhance consumer engagement and drive sales". By leveraging data-driven insights and emerging digital technologies, FMCG brands can optimize their marketing approaches. Future research should explore AI-driven personalization and evolving consumer trends to further refine digital marketing effectiveness.

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