Ashraful Jowel and Khairul Islam

ADAPTING DIGITAL MARKETING IN FMCG MARKET

A Case Study of Fu-Wang Foods

Thesis
CENTRIA UNIVERSITY OF APPLIED SCIENCES
International Business
July, 2023
Nowadays, social media, video-content apps, and the internet are where most individuals spend their time. The reality of consumers has changed, and many now lead parallel lives while maintaining a significant online presence. The people's spending and purchase patterns also changed. For a business-like Fu-Wang Foods Limited, integrating numerous online marketplaces like Chaldal.com to promote their goods is highly convenient. The thesis sought to understand the effects of digital marketing and how it has been adapted to the FMCG market of Fu-Wang Foods Limited. By developing an appropriate methodological framework, the thesis carefully examined the process of integrating digital marketing into the FMCG market of Fu-Wang Foods Limited. The framework concentrated on the use of quantitative and qualitative data to comprehend the trends, patterns, and degree of the process of integrating digital marketing.

One of the key challenges faced by Fu-Wang Foods was competing with its existing business rivals in the industry. With strong business rivals, it required established brand value and increased consumer engagement to ensure a better position in the industry. Its use of digital marketing activities using virtual platforms helped it to increase its brand value in the market. With increased brand value, it was able to retain better profit and customers compared to its existing business rivals in the market. It used digital marketing strategies such as social media marketing and SEO marketing. It used the Relationship Marketing Theory to ensure a personalized experience for the customers so that they can become more satisfied with the company’s service. With the help of this theory, Fu-Wang Foods used social media sites as a key promotional channel. It also used a CRM strategy to increase the engagement of the target audience with increasing activity in different virtual platforms. Such strategies improved its digital marketing activities.

**Keywords**
Digital Marketing, FMCG Marketing, Marketing Mix.
CONCEPT DEFINITIONS

Adapting: Adapting refers to the process of modifying or adjusting digital marketing strategies, tactics, or techniques to better suit the specific needs, challenges, and opportunities of a particular FMCG market or company.

Case Study: A case study is a research method that involves in-depth analysis and examination of a specific real-world situation or phenomenon.

Consumer: In the context of digital marketing in the FMCG market, a consumer refers to an individual or group of individuals interested in buying products or services.

Digital Marketing: Digital marketing refers to the use of digital channels and platforms to promote products or services, connect with customers, and achieve marketing goals.

FMCG Market: FMCG stands for Fast-Moving Consumer Goods, which are everyday consumer products that are sold at a relatively low price and have a quick turnover.

Fu-Wang Foods Limited: Fu-Wang Foods Limited is a specific FMCG company that operates in the food industry and serves as the focus of the case study.

Marketing: Marketing refers to the overall process of creating, communicating, delivering, and exchanging value to customers.

Marketing Strategies: Marketing strategies are the overarching plans and approaches designed to achieve marketing objectives.
ABSTRACT

CONCEPT DEFINITIONS

CONTENTS

1 INTRODUCTION ................................................................................................................. 1
  1.1 Commissioner ........................................................................................................... 1
  1.2 Aim & objectives ....................................................................................................... 2

2 MARKETING AND CONSUMER DECISION MAKING PROCESS ................................. 1
  2.1 Maslow’s hierarchy of needs .................................................................................... 1
  2.2 Marketing mix ........................................................................................................... 3
  2.3 Consumer decision-making process ......................................................................... 6

3 FAST- MOVING CONSUMER GOODS ............................................................................ 8
  3.1 FMCG (fast-moving consumer goods) & Fu-wang’s FMCG market ......................... 8
  3.2 Key challenges and opportunities for FMCG companies in adopting digital marketing strategies .................................................................................................................. 10
  3.3 Digital marketing strategies implemented by Fu-Wang Foods and their impact ..... 11
  3.4 Best practices for FMCG companies in adapting digital marketing strategies .... 11

4 DIGITAL MARKETING THEORIES & STRATEGIES: FU-WANG ............................... 13
  4.1 The Buyer’s Journey Theory and Inbound Marketing Strategy ............................... 13
  4.2 The 4 Ps theory and integrated marketing communication (IMC) strategy .......... 14
  4.3 The relationship marketing theory and customer relationship management (CRM) Strategy 15
  4.4 Strategies to follow by Fu-Wang .............................................................................. 16
  4.5 Tools and techniques for adapting digital marketing ............................................. 17

5 DIGITAL MARKETING STRATEGIES: AN ANALYSIS OF A CASE STUDY .................. 19
  5.1 Analysis of the digital marketing strategies employed by Fu-Wang Foods ........... 19
  5.2 Evaluation of the efficacy and results achieved by these strategies ..................... 20
  5.3 Important takeaways and recommended procedures ........................................... 21

6 AN EXAMINATION OF FU-WANG FOODS IN RELATION TO ITS CONTEMPORARIES 22
  6.1 An overview of key competitors in the fast-moving consumer goods market .......... 22
  6.2 Overview of Fu-Wang Foods’ digital marketing strategies ..................................... 23
  6.3 A Comparative analysis of different marketing strategies for digital platforms .... 24
  6.4 Evaluation of the good points and problem areas ................................................ 25
  6.5 Perspectives of customers and their reactions to digital advertising ..................... 26
  6.6 Opinions regarding digital advertising in the fast-moving consumer goods industry 27
  6.7 The reaction of customers to the digital marketing initiatives of Fu-Wang Foods ... 28
  6.8 The effect of digital advertising on the behaviour of customers .......................... 29
  6.9 Aspects that have an influence on the response of customers to digital marketing .. 30
  6.10 Key performance indicators ................................................................................ 30

7 METHODOLOGY .............................................................................................................. 35
  7.1 Research philosophy ............................................................................................... 35
  7.2 Research approach ................................................................................................. 35
  7.3 Research design ...................................................................................................... 36
1 INTRODUCTION

Bangladeshi business Fu-Wang Foods Limited was founded in 1997. Later, the company began producing packaged food products for sale, including bread, biscuits, toasts, wafer bars, and other goods. With a focus on providing high-quality meals, Fu-Wang Foods Limited has now expanded its market by adding additional items to its inventory, such as cakes, chocolates, and noodles (Fu-Wang Foods Ltd. 2023). When the business first started, its primary marketing strategies included billboards, newspaper ads, and television commercials. Due to the success of digital marketing tools in attracting consumers, the business recently introduced digital marketing strategies to its marketing mix. Another explanation is the evolution of digital media and how individuals in the present world receives information. Nowadays, social media, video-content apps, and the internet are where most individuals spend their time (Bucher 2018). The reality of consumers has changed, and many now lead parallel lives while maintaining a significant online presence. The people's spending and purchase patterns also changed. For a business-like Fu-Wang Foods Limited, integrating numerous online marketplaces like Chaldal.com to promote their goods is highly convenient.

The aim of this case study is to explore and analyse the process of adapting digital marketing in the fast-moving consumer goods (FMCG) market, using Fu-Wang Foods as a case study. The first objective of the case study is examining the current digital marketing landscape in the FMCG industry. Second objective of the thesis is to identify the key challenges and opportunities for FMCG companies in adopting digital marketing strategies.

1.1 Commissioner

Tanvir Azad, the company's marketing manager of Fu-Wang Foods, will be the commissioner for this thesis. Fu-Wang Foods Limited was founded in 1997, the ownership of the company belongs to foreign nationals’ a total of 100% of the company ownership. The company entered Dhaka Stock Exchange and Chittagong Stock Exchange in the year 2000 and since then it is a public limited company. Fu-Wang Foods Ltd is a food processing industry and leading manufacturer of confectionary items viz. cake, bread, biscuit, toast, snacks, and instant noodles. It also has a separate section of delicious Chocolate items with wide varieties of Chocolate, Chocolate coated products and wafer bar etc. Fu-Wang Foods has another wing under the beverage industry items are drinking water,
carbonated drinks etc. (Fu-Wang Foods Ltd. 2023). The company has included digital marketing methods in its marketing mix as a result of the efficiency of online advertising methods in attracting clients. Tanvir Azad, a visionary as energetic and adaptable as he is, seems to have been able to lead Fu-Wang Foods, a leader in the food industry, because of his awestruck attitude toward innovations and ideas as well as his fiery desire to lay the foundation for a social and economic radical shift toward the development of digital marketing in Bangladesh. (Fu-Wang Foods Ltd. 2023).

1.2 Aim & objectives

This case study aims to analyse how Fu-Wang Foods Limited adapted to digital marketing in the FMCG market and the strategies it used to increase brand awareness, improve customer engagement, and increase sales. Objectives of this thesis are – identifying the challenges faced by Fu-Wang Foods Limited in the FMCG market and the need for digital marketing and analysing the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age.
2 MARKETING AND CONSUMER DECISION MAKING PROCESS

This section provides a theoretical framework that serves as a basis for understanding the application of digital marketing in the FMCG market. The framework includes three essential components: Maslow's Hierarchy of Needs, Marketing Mix, and Consumer Decision-Making Process (Armstrong & Kotler 2017). These components have been chosen because they provide a comprehensive approach to digital marketing and highlight the importance of understanding consumer behaviour and preferences.

2.1 Maslow’s hierarchy of needs

After entering the worldwide market, Fu-Wang Foods, which is a multinational manufacturer and distributor of consumer-packaged goods, has seen significant expansion of its sales in South Asia. The firm plans to extend its business activities into new global target regions, and it will do so by capitalising on the accomplishments of the digital marketing strategies it has implemented. By using established theories in the industry, the objective of this thesis is to investigate how the growth initiatives of Fu-Wang Foods were affected by the use of digital marketing. We are able to conduct a full analysis of how digital marketing techniques impact the operations of the firm and evaluate the total advantages that the company obtains from implementing these strategies because theoretical frameworks allow us to do so (Fu-Wang Foods Ltd. 2023).

PICTURE 1. Maslow's Hierarchy of Needs (adapted from Bodhankar 2020).
The fast-moving consumer goods (FMCG) business is a highly competitive and fast-paced industry that is distinguished by items that have a short shelf life and are purchased often by consumers. In order to achieve a market advantage, fast-moving consumer goods (FMCG) firms absolutely need to have successful marketing strategies. Recognising the characteristics of the FMCG industry will become more important to the success of Fu-Wang Foods as it continues to grow its operations around the globe (Bodhankar 2020).

The method in which businesses sell their wares and interact with customers has been fundamentally altered by the advent of digital marketing. The fast-moving consumer goods (FMCG) business recognises the need for digital marketing to successfully communicate with its target consumers. Marketing techniques used by firms that deal in fast-moving consumer goods (FMCG) increasingly make use of platforms and methods that include social media advertising, search engine optimisation, influencer advertising, and content development. These channels make it possible for businesses to interact with customers, raise awareness of their brand, and boost revenue (Bodhankar 2020).

The business practises of Fu-Wang Foods are amenable to being analysed using a variety of well-known models and theories in the field of digital marketing. The client journey paradigm assists in gaining an understanding of consumer behaviour, beginning with early awareness and continuing through the purchase and loyalty stages. Models of consumer behaviour, such as the concept of planned behaviour and the dissemination of the theory of innovation, may provide light on the decision-making process that customers go through while making purchases. (Murshid, Ali, Yunus & Ahmed 2023.) The aspects of product, price, location, and promotion are taken into consideration in the marketing mix framework, which is helpful in the process of building an efficient marketing plan. The model of the online advertising funnel explains the steps of the process of acquiring customers, beginning with awareness and ending with conversion. By putting these conceptual frameworks into practice, we will have a better understanding of how the use of digital marketing contributed to the growth of Fu-Wang Foods.

We are able to evaluate the effect that digital marketing has had on the efforts that Fu-Wang Foods is making to expand by utilising the conceptual structures that were discussed previously. We are going to investigate the company's particular digital marketing methods and evaluate how successful they are in terms of communicating with and involving target consumers in emerging foreign markets. In order to present insights that are applicable in the real world, we will look at some real-world examples of effective digital marketing efforts in the FMCG industry. In order to identify the overall influence that
digital marketing has had on Fu-Wang Foods’ development, a number of factors, including greater brand recognition, enhanced consumer involvement, and growth in sales, will be analysed.

FMCG firms like Fu-Wang Foods may reap the advantages of digital marketing in a number of different ways. It makes it possible to boost brand recognition, broaden consumer reach, target customers in a cost-effective manner, and analyse data in real time. (Murshid et al. 2023.) However, there are a number of issues that need to be handled, including severe competition, the development of digital platforms, and the maintenance of consistent brand message across a variety of regions. Fu-Wang Foods is able to make educated judgements about its approach to digital advertising and maximise its growth efforts when it has a thorough awareness of both the advantages and the obstacles presented by digital marketing.

The purpose of this thesis was to investigate the effect that digital marketing had on the growth of Fu-Wang Foods into new global target regions. This was accomplished by using some of the most well-known theories in the field of digital marketing. The appraisal of the advantages and difficulties posed by the company's unique strategies, as well as the examination of the strategies themselves, have produced very helpful insights. Fu-Wang Foods is able to strengthen its brand visibility, communicate with customers, and propel development in the fast-moving consumer goods (FMCG) sector by using the capacity of online advertising. With the help of this analysis, the firm will be able to make more educated choices about the digital marketing methods it employs and improve the effectiveness of its attempts to expand.

2.2 Marketing mix

The advertising mix is an essential element that should be included in any thorough plan for digital marketing. It should include multiple areas of emphasis to guarantee that the strategy will be successful. It is made up of what is known as the “4 Ps,” which are product, price, location, and promotion. E. Jerome McCarthy initially presented this model in the year 1960. When utilised in an online marketing plan, these components form a coherent strategy by working together to produce an approach that takes into consideration the particular requirements of the sector as well as the goals of the marketing endeavour (Armstrong & Kotler 2017).
The product is the central component of the offering and is intended to fulfil both the requirements and the desires of the target market. It is very necessary to come up with a distinctive selling point (USP) for the product that differentiates it from other options available to consumers in the same market. Digital marketing has the potential to successfully advertise a product and provide an alluring value proposition for buyers by drawing attention to the product's unique qualities and advantages. This may be accomplished via the use of information that is interesting, message that is convincing, and presentations that are aesthetically attractive (Bucher 2018).

The cost of the item is a significant component that plays a role in determining both the actual and perceived worth of the item. The price plan has to be carefully crafted in order to pay the expenses of production, produce a decent profit, and correspond with the financial capability of the audience that is being targeted. It is possible for digital marketing to play a big role in expressing the product's value while still maintaining competitive prices. The ability of marketers to influence the purchase choices of consumers and increase sales may be accomplished via the use of focused marketing initiatives, discounts on prices, and comparison services (Bodhankar 2020).

Place is the distribution of the product as well as its availability to the consumers who are the focus of the study. It entails choosing the appropriate distribution channels and retail locations in order to maximise the product's ease of access and visibility to potential buyers. Within the world of the digital, this entails optimising the online presence, guaranteeing an outstanding customer experience on online shopping sites, and making use of digital advertising to efficiently reach the target demographic. The use of digital marketing helps firms to extend their reach beyond the confines of a single region, therefore gaining access to marketplaces all over the world and focusing on particular types of customers (Bodhankar 2020).

The promotion of a product or service is an essential component in building brand recognition, piquing consumers' interests, and motivating them to become actively involved. Digital marketing is able to efficiently reach a large variety of consumers in a very short amount of time by using a number of different promotional channels, such as social networking sites, advertisements on search engines, content marketing, and collaborations with influencers. When selecting relevant promotional channels, it is important to ensure that they are aligned with the preferences and actions of the target audience. For example, employing online social networking platforms to interact with younger audiences or using advertisements on search engines to catch people actively looking for related items are examples of effective marketing strategies (Hansen 2017).
Businesses are able to establish a holistic strategy that makes the most of the effect of their advertising expenditures when they include the four components of the marketing mix, known as the "4 Ps," into their plans for digital marketing. It is essential to understand that all of these components are interdependent on one another and should be handled as such. For instance, judgements made about the product may have an effect on pricing strategies, and actions related to marketing can have an effect on how customers see the product. When properly implemented, a marketing mix will guarantee that each component contributes to the overall delivery of a coherent and persuasive message to the audience being targeted (Bucher 2018).

To summarise, the marketing mix offers a structure within which many parts of the digital advertising approach may be analysed and considered. Marketers are able to design a complete strategy that successfully advertises the product, optimises price, assures accessibility, and connects the target market by carefully analysing and applying each of the 4Ps. The marketing mix is a helpful tool that can be used to improve the overall efficacy of digital marketing operations. This gives companies the ability to fulfil their marketing objectives and to be successful in the digital environment.

![Marketing Mix](adapted from Bodhankar 2020)
2.3 Consumer decision-making process

The consumer decision-making process is a tool used by marketing professionals to comprehend how consumers make choices from the first time they are exposed to a brand or product until the point of purchase. There are about five sections to it. The first section is awareness where the consumer becomes conscious of a challenge they must overcome or a need they wish to fill (Fu-Wang Foods Ltd. 2023). In the next section, the consumer begins to look around and examine possible services or products. The third section requires the consumer to narrow down his or her options and make a decision based on aspects like quality, price, or prior brand experience (Bodhankar 2020). In the fourth section, the consumer may now focus on purchasing with adequate information. The final section is about ensuring a great post-purchase experience is important to motivate the consumer to make another transaction. This makes the customers more loyal to the business.

In conclusion, the theoretical framework presented in this section highlights the key principles of digital marketing in the FMCG market. By utilising Maslow’s Hierarchy of Needs, Marketing Mix, and Consumer Decision-Making Process, businesses can develop a more personalised approach to their digital marketing strategy, which can help to increase customer engagement and brand loyalty (Chaffey & Ellis-Chadwick 2019). Understanding consumer behaviour and preferences is essential for
developing a successful digital marketing strategy, and this framework provides a comprehensive approach to achieving that goal. The next section will explore the methods used in this study to analyse the digital marketing strategies employed by Fu-Wang Foods in the FMCG market.
3 FAST-MOVING CONSUMER GOODS

The fast-moving consumer goods (FMCG) industry has seen significant changes in recent years due to the rapid growth of digital technologies (Chaffey & Ellis-Chadwick 2019). Digital marketing has become a crucial part of FMCG companies' marketing strategies, enabling them to engage with customers, increase brand awareness, and drive sales.

In this literature review, we explore the current digital marketing landscape in the FMCG industry, identify the key challenges and opportunities for FMCG companies in adopting digital marketing strategies, analyse the digital marketing strategies implemented by Fu-Wang Foods, and provide recommendations for improvement (Chaffey & Ellis-Chadwick 2019). Additionally, we draw conclusions and provide insights into the best practices for FMCG companies in adapting digital marketing strategies. Digital marketing is the use of digital marketing channels to promote the product, service or brand value of a business organisation. Such marketing involves the use of virtual platforms such as websites, and digital communication tools such as mobile devices and the internet (Chaffey & Ellis-Chadwick 2019). It might involve some of the same principles as traditional marketing or internet marketing but it has a major difference since it is exclusively done on selective websites or specific virtual platforms. It is a broad field that includes attracting customers via mail or using content marketing to promote specific products. One of the key challenges that marketing professionals face is to set their digital marketing content apart in the virtual platform since it is oversaturated with similar digital content or advertisements (Hansen 2017). It also comes with various challenges such as creating bias or circulating false information. But apart from some challenges, it is one of the most effective marketing methods to attract a large group of customers in the quickest possible time in a cost-effective and time-efficient manner.

3.1 FMCG (fast-moving consumer goods) & Fu-wang’s FMCG market

Fast-moving consumer goods are products that sell quickly at a low cost and they are also regarded as consumer-packaged goods (Thain & Bradley 2014). These products usually have a short shelf life since they have high demand among consumers. They can be purchased frequently and purchased rapidly. Due to their lower price, they are being consumed all over the world.
Food products that are popular in the FMCG market are generating significant amounts of profit for their respective companies as they are sold in large quantities. These food products also have a high turnover rate when they’re on the shelf at the stores (Canduela 2017). Fu-Wang Foods has an established market for its FMCG in Bangladesh, especially for its packet noodles, bread and biscuits. With its growing popularity in the local target market, it has entered foreign target markets with its product and doing well in those FMCG markets. As a result of its international business activity, it now generates a higher profit from its sales activity. Additionally, it discovered which sectors require larger expenditure to run better operational processes (Fu-Wang Foods Ltd. 2023). Additionally, the business's development into global consumer markets has helped it improve its digital marketing strategies and draw in new consumers. This has helped the business build its brand value and expand its operations into new foreign countries.

Fu-Wang Foods Limited has grown its market by including more products in its inventory, such as cakes, chocolates, and noodles, with a focus on offering high-quality meals (Fu-Wang Foods Ltd. 2023). The company's initial marketing methods mostly consisted of traditional marketing channels but it was difficult to reach the target audience quickly with such marketing methods. The company has included digital marketing methods in its marketing mix as a result of the recent COVID-19 pandemic that forced the business to use the virtual platform for running its major operational activities. It has greatly benefited the market by promoting its products and brand value in the FMCG
market with the use of various digital marketing materials as a result of the evolution of digital media and how people in the modern world receive information.

The FMCG industry has witnessed significant changes in recent years due to the rapid growth of digital technologies. According to a report, the global FMCG sector is expected to reach $15 trillion by 2025, with digital channels accounting for 40% of sales. (Jung, Zhu & Gruca 2022.) Digital marketing has become a crucial part of FMCG companies' marketing strategies, enabling them to engage with customers, increase brand awareness, and drive sales.

3.2 Key challenges and opportunities for FMCG companies in adopting digital marketing strategies

One of the main challenges for FMCG companies in adopting digital marketing strategies is the fragmented nature of the industry. With multiple distribution channels and a wide range of products, it can be difficult for companies to target their audiences effectively (Fu-Wang Foods Ltd. 2023). However, digital technologies such as social media, e-commerce, and mobile apps offer opportunities for FMCG companies to reach their customers directly and gather data on their preferences and behaviour.

The highly fragmented structure of the FMCG industry presents a significant obstacle for businesses in this sector as they attempt to implement digital marketing tactics. It may be challenging for businesses to successfully target their clients when they have a large variety of items to choose from as well as different distribution methods. However, digital technologies like social networking sites, e-commerce, and smartphone apps provide chances for FMCG firms to directly reach out to their clients and collect data on their preferences as well as their behaviour. FMCG firms that use data-driven marketing are able to get important insights into the tastes, behaviours, and purchase habits of their target audience. This data may be used to build tailored and targeted marketing initiatives that connect with customers on a deeper level, ultimately leading to enhanced customer engagement and increased company success.
3.3 Digital marketing strategies implemented by Fu-Wang Foods and their impact

Fu-Wang Foods, a leading FMCG company in Bangladesh, has adopted various digital marketing strategies to enhance its brand awareness and engage with customers (Fu-Wang Foods Ltd. 2023). The company has leveraged social media platforms such as Facebook and Instagram to promote its products and engage with its target audience (Fu-Wang Foods Ltd. 2023). Fu-Wang Foods also launched an e-commerce platform that allows customers to purchase products online, increasing convenience and accessibility. According to Fu-Wang Foods’ annual report for 2021, the company's revenue increased by 9.5% compared to the previous year, which can be attributed to the successful implementation of digital marketing strategies.

The digital marketing techniques that Fu-Wang Foods put into place have resulted in beneficial changes to the business's overall brand positioning as well as increased levels of consumer involvement. Fu-Wang Foods continues to be able to successfully engage with its intended customer base, publish information about its products, and get useful feedback as a result of its constant engagement on social media platforms. The firm has been effective in capturing the attention of customers and developing a powerful brand identity thanks to the use of material that is aesthetically attractive and interactive marketing campaigns. The introduction of the company's e-commerce platform has increased client convenience by making it possible to conduct hassle-free transactions online and by broadening the scope of the company's presence outside the realm of conventional retail outlets. The fact that Fu-Wang Foods has seen a considerable rise in sales is evidence that their digital marketing activities have been successful in attracting new customers and retaining the ones they already have. Fu-Wang Foods is in a strong position to further bolster its position in the marketplace and capitalize on the expanding prospects in the fast-moving consumer goods (FMCG) sector as a result of its ongoing application of innovative digital methods (Thain & Bradley 2014).

3.4 Best practices for FMCG companies in adapting digital marketing strategies

To succeed in the digital marketing landscape, FMCG companies should focus on creating a seamless customer experience across all digital channels. This includes using data analytics to gain insights into customer behaviour, investing in mobile optimization, and leveraging social media platforms to engage with customers (Fu-Wang Foods Ltd. 2023). Additionally, FMCG companies should continuously monitor and measure the effectiveness of their digital marketing campaigns to make data-driven
decisions. According to a report by eMarketer, digital ad spending in the FMCG industry is expected to reach $17.37 billion in 2021, a 17.7% increase from the previous year. Additionally, a survey by Nielsen found that 76% of FMCG companies plan to increase their digital marketing budgets in the next 12 months. These statistics highlight the importance of digital marketing in the FMCG industry and the increasing investment in this area. (Jung et al. 2022.)

In conclusion, digital marketing has become an essential aspect of FMCG companies' marketing strategies, with increasing investment and a growing focus on creating a seamless customer experience across all digital channels. Fu-Wang Foods, as a case study, has successfully implemented various digital marketing strategies that have increased brand awareness and driven sales (Fu-Wang Foods Ltd. 2023). However, there are still opportunities for improvement, such as creating more personalized and targeted campaigns and exploring new digital channels. FMCG companies can learn from best practices in the industry and continuously monitor and measure the effectiveness of their digital marketing campaigns to make data-driven decisions. As the FMCG industry continues to evolve, digital marketing will remain a crucial aspect of companies' success in reaching their target audience and driving sales.
4 DIGITAL MARKETING THEORIES & STRATEGIES: FU-WANG

In today's digital age, companies need to adapt to new technologies and trends to stay competitive in the market. The FMCG sector is no exception, and companies like Fu-Wang Foods Limited have realized the importance of digital marketing to enhance their brand awareness and increase their sales (Nambisan 2017). The theories and strategies regarding digital marketing are discussed here in this chapter.

4.1 The Buyer's Journey Theory and Inbound Marketing Strategy

According to the buyer's journey theory, a buyer goes through three stages before making a purchase: awareness, consideration, and decision (Nambisan 2017). The inbound marketing strategy is based on this theory and involves attracting potential customers through informative and engaging content. The strategy involves creating valuable content that aligns with the buyer's journey and helps in building trust with the customers.

PICTURE 5. The Buyer's Journey (Adapted from Nambisan, 2017)
Fu-Wang Foods Limited adapted this theory by creating informative and engaging content on its social media pages and blog. The company created content that resonated with its target audience and helped them in making informed decisions. The company's inbound marketing strategy involved attracting potential customers through valuable content and building a loyal customer base.

4.2 The 4 Ps theory and integrated marketing communication (IMC) strategy

The 4 Ps theory refers to product, price, promotion, and place. The theory emphasizes the importance of these four elements in a company's marketing mix (Nambisan 2017). An integrated marketing communication (IMC) strategy involves using all the communication channels to create a consistent and unified message to the target audience. Fu-Wang Foods Limited adapted this theory by using an IMC strategy to promote its products. The company used various communication channels like social media, email marketing, and advertising to create a consistent message to its target audience. The company's IMC strategy helped in increasing brand awareness and improving sales.

The successful use of the 4 Ps theory and an IMC (integrated marketing communication) approach by Fu-Wang Foods has been a significant contributor to the overall marketing success of the firm. By placing an emphasis on the product, Fu-Wang Foods guarantees that the company's products will satisfy the requirements and preferences of the people it seeks to attract. The corporation achieves a competitive position in the market for its goods by using thoughtful pricing methods that strike a balance between affordability and value. When it comes to marketing and advertising, Fu-Wang Foods makes smart use of a variety of platforms, including as social networking sites, email marketing, and traditional advertising, to generate a unified and engaging message that strikes a chord with its specific demographic. The integrated marketing communications (IMC) strategy that the firm takes guarantees that every means of communication work together to produce a unified brand identity and message, which increases customer identification and recall of the brand. This integrated strategy not only raises awareness of the brand, but it also helps to drive sales by efficiently reaching and affecting the target audience at every stage of the customer journey. In the highly competitive FMCG industry, Fu-Wang Foods has shown its dedication to providing customers with an integrated and effective marketing mix by adapting the idea of the four Ps and implementing the IMC approach.
4.3 The relationship marketing theory and customer relationship management (CRM) Strategy

The relationship marketing theory emphasizes the importance of building long-term relationships with customers. The theory involves creating a personalized experience for the customers and building a loyal customer base. A customer relationship management (CRM) strategy involves using customer data to create personalized experiences and improve customer loyalty. (Portsmouth 2021.). Fu-Wang Foods Limited adopted this theory by using a CRM strategy to create a personalized experience for its customers. The company collected customer data and used it to create personalized marketing campaigns and improve customer service. The company's CRM strategy helped in building a loyal customer base and improving customer retention. These three digital marketing theories and strategies have helped Fu-Wang Foods Limited adapt to the digital age and stay competitive in the market. The company's effective use of inbound marketing, IMC, and CRM strategies have helped in improving brand awareness, increasing sales, and building customer loyalty.

The use of an CRM (customer relationship management) strategy and the adaption of relationship-based theory of marketing by any FMCG company is crucial for creating brand loyalty and solidifying customer connections (Morris 2021). Fu-Wang Foods understands the significance of individualized experiences and customized interactions, which is why they place a strong emphasis on fostering long-lasting connections with clients. The business gathers and examines customer data as part of its CRM strategy to learn more about unique preferences, past purchases, and engagement trends.

Fu-Wang Foods develops tailored marketing strategies that connect with clients personally using this useful information. The business improves the general client experience and encourages loyalty by sending relevant and personalized messaging. Additionally, Fu-Wang Foods makes use of the CRM approach to enhance customer support and service, assuring quick and effective solutions to questions or issues. The use of a CRM approach has made it possible for Fu-Wang Foods to amass a devoted clientele. The firm fosters these connections in order to promote repeat business and favourable word-of-mouth referrals, both of which are essential in the FMCG sector. Customers that are happy with the brand become brand ambassadors, aiding in the expansion and prosperity of the business. Fu-Wang Foods has been positioned as a customer-centric firm that is devoted to providing individualized experiences while establishing long-lasting client connections as a result of the combination of relationship advertising theory and CRM strategy. Fu-Wang Foods has effectively improved brand recognition, raised sales, and promoted consumer loyalty by adopting these digital marketing methods and adjusting to the digital era, assuring its ability to compete in the market.
4.4 Strategies to follow by Fu-Wang

The first step in adapting digital marketing is to identify the problem. Fu-Wang Foods Limited identified that its traditional marketing strategies were not as effective as they used to be. The company needed to increase its brand awareness and improve its sales. The company realized that it needed to adapt to the digital age to achieve these goals.

The next step, Fu-Wang Foods Limited saw the need of undertaking market research to acquire a thorough grasp of its intended customer base and their online habits as part of its approach to digital advertising. Due to the company's ability to pinpoint the channels and platforms where its intended demographic was most engaged, Fu-Wang Foods was able to efficiently manage its resources and make the most of its digital marketing initiatives.

To identify the traits, tastes, and online habits of its target market, Fu-Wang Foods carried out extensive market research (Hossain & Hossain 2020). Through focus groups, polls, and data analysis, the study includes obtaining information on socioeconomic status, psychographics, and internet habits. Through this method, the business learned which particular e-commerce and social networking sites were most often utilized by its target demographic. The results showed that the target market for Fu-Wang Foods spent a lot of time on various social networking websites including Instagram, Facebook, and Twitter. These channels gave the business the chance to successfully reach and interact with its audience. Fu-Wang Foods saw the upside of social networking sites for increasing brand recognition, encouraging consumer participation, and spurring sales.

Furthermore, Fu-Wang Foods' market research revealed how popular e-commerce sites are becoming with its target market. According to the study, a significant share of the target demographic favoured the accessibility and ease of online buying. Aware of this development, Fu-Wang Foods made the decision to concentrate its internet advertising efforts on e-commerce websites, making sure that customers could readily access its goods and have a smooth online purchasing experience. Fu-Wang Foods created a focused digital advertising plan that concentrated on e-commerce and social media channels using the market research results. The business set aside funds to produce aesthetically beautiful and engaging material for its social media platforms, enabling it to engage with its audience, raise brand recognition, and promote user-generated content.
Fu-Wang Foods Limited first developed its digital marketing strategy in 2018 and it focused on social media and e-commerce platforms. The company created social media pages on Facebook, Twitter, and Instagram, where it shared its latest products and promotions. The company also collaborated with popular social media influencers to reach a wider audience. To improve its e-commerce sales, Fu-Wang Foods Limited launched an online store where customers could purchase its products. The company offered discounts and free delivery to attract customers to its online store.

Fu-Wang Foods Limited implemented its digital marketing strategy by regularly posting on its social media pages and collaborating with social media influencers. The company also promoted its online store through social media advertising and email marketing campaigns. To measure the effectiveness of its digital marketing strategy, Fu-Wang Foods Limited tracked its website traffic, social media engagement, and online sales. The company found that its website traffic and social media engagement increased significantly, and its online sales improved.

4.5 Tools and techniques for adapting digital marketing

Adapting to digital marketing requires the use of several tools and techniques to effectively reach the target audience and improve sales. Search Engine Optimization (SEO) involves optimizing the website and its content to rank higher in search engine results. (Killeen 2018.)

This tool helps in increasing website traffic and improving online visibility. Social media marketing (SMM) involves using social media platforms like Facebook, Instagram, Twitter, etc., to promote products and services. SMM is effective in increasing brand awareness and customer engagement. Email marketing involves sending targeted and personalized emails to the subscribers to promote products and services. Email marketing helps in building a loyal customer base and improving customer retention. Content Marketing involves creating and sharing valuable and informative content to attract and retain customers. Content marketing helps in establishing the brand as a thought leader in the industry and improving customer loyalty. Pay-Per-Click Advertising (PPC) involves paying for the advertisement placement on search engines and other websites. PPC advertising helps in increasing website traffic and improving online visibility. Influencer Marketing involves collaborating with social media influencers to promote products and services. Influencer marketing helps in reaching a wider audience and improving brand credibility. Web Analytics involves using tools like Google Analytics to analyse website traffic and user behaviour. (Nambisan 2017.)
Web analytics helps in understanding the customer's preferences and improving the website's user experience. Adapting digital marketing requires the use of the right tools and techniques to effectively reach the target audience and improve sales (Sheth, Sisodia & Sharma 2020). Companies like Fu-Wang Foods Limited have successfully used these tools and techniques to adapt to the digital age and stay ahead of their competitors.
5 DIGITAL MARKETING STRATEGIES: AN ANALYSIS OF A CASE STUDY

Fu-Wang Products is a significant participant in the fast-moving consumer goods (FMCG) business. The company specialises in the production of food and beverage items. Fu-Wang Foods was founded in 1997, and since then, the company has expanded to become an internationally recognised company that offers a wide variety of products to satisfy the requirements of its customers. Snacks, drinks, goods from the bakery, and sweets are all part of their product offering. Fu-Wang Foods has a large position in the fast-moving consumer goods (FMCG) sector, where it competes with both domestic and foreign brands. Fu-Wang Foods has been able to effectively establish itself as a brand that can be relied upon in the business because of its robust distribution network and its devoted client base. There is a great deal of importance attached to using Fu-Wang Foods as the scenario study in an investigation of digital marketing tactics applied to the FMCG sector. Insights on the usefulness of such marketing methods in the fast-moving consumer goods industry may be gleaned from the fact that the firm has begun using digital marketing tactics and the results of these efforts (Fu-Wang Foods Ltd. 2023).

Researching the digital marketing techniques used by Fu-Wang Foods is important in regard to the setting of the overall competitive environment of the business for a number of reasons. To begin, there is a great deal of competition in the FMCG industry; thus, having a solid grasp of successful digital marketing methods may give a significant advantage. Second, it is vital for fast-moving consumer goods (FMCG) firms to adapt and perfect their digital marketing strategies because of the explosive rise of websites and the shifting behaviours of customers. By conducting an analysis of the techniques used by Fu-Wang Foods, we are able to get beneficial insights and suggestions that are relevant to other businesses operating in the food and beverage sector, therefore making a contribution to a more comprehensive knowledge of online advertising in this area.

5.1 Analysis of the digital marketing strategies employed by Fu-Wang Foods

In order to strengthen its position in the market, Fu-Wang Foods used an extensive assortment of digital marketing methods. Their strategies included a variety of components, including an approachable website, an active presence on social media, targeted email marketing, the production of compelling content, and smart collaborations with influencers. The particular objectives of Fu-Wang Foods' web advertising strategies were to raise the company's overall level of brand recognition,
improve the level of online interaction it generated, broaden its client base, and increase sales. For example, they wanted to establish a powerful brand identity and cultivate meaningful relationships with the people who made up their target audience via the use of social media campaigns. For instance, on their website, they provided interactive product catalogues, recipe ideas, and interesting blog material in order to add value and encourage customer loyalty to the company. They promoted new items on social media channels such as Instagram and Facebook, shared user-generated material, and held competitions to stimulate customer engagement. Additionally, in order to increase client retention and encourage repeat purchases, the company's email marketing efforts concentrated on providing individualised discounts and deals. Fu-Wang Foods was able to effectively employ digital platforms to meet its marketing goals and increase its standing in the FMCG industry by executing these tactics and putting them into action.

5.2 Evaluation of the efficacy and results achieved by these strategies

The digital marketing methods used by Fu-Wang Foods were very successful in helping the company accomplish its aims and objectives. It is possible to determine the extent of the influence that these methods have had by analysing key performance metrics (KPIs), which include brand recognition and engagement, customer interaction, web traffic, generating leads, and conversion rates. Their digital marketing activities resulted in a quantifiable boost in brand recognition, as shown by a discernible increase in the number of people following them on social media, visiting their website, and mentioning them online. Metrics that measure customer engagement, such as the number of remarks, shares, and likes, have also seen a large increase, which is indicative of a greater degree of contact with the brand. Consumers have shown a growing curiosity about Fu-Wang Foods' goods and have been engaging actively in the company's marketing initiatives, indicating that the market reaction has been favourable on a qualitative level. The improvement in consumer impression of the brand is represented in favourable comments, reviews, and testimonials received by the company.

In addition, the work that Fu-Wang Foods put into its digital marketing allowed them to properly position itself in the world of digital media, which gave them an advantage over its competitors. They were effective in engaging their target audience because they capitalised on rising trends, forged alliances with influential people, and generated material that was appealing. The results of the study demonstrate that the digital marketing initiatives run by Fu-Wang Foods were effective, both
quantitatively and qualitatively, in terms of metrics such as consumer opinion and position in the marketplace. In general, the results of the analysis are shown below.

5.3 Important takeaways and recommended procedures

For other fast-moving consumer goods (FMCG) firms who are contemplating the implementation of digital marketing tactics, the case study examination of Fu-Wang Foods' strategies for digital marketing gives useful lessons and best practices to consider. The significance of taking a unified and all-encompassing strategy is one of the most important things. The key to Fu-Wang Foods's success in digital marketing has been the company's ability to coordinate the many aspects of its campaigns, including its website, networking sites, email marketing, content development, and relationships with influencers, in order to convey a unified message about the brand and engage customers at a variety of different points of interaction. Best practices include utilising social networking platforms to increase brand awareness and community engagement, manufacturing high-quality and pertinent material to establish a position of thought leadership as well as link with the target audience, and creating personalised and targeted email marketing campaigns in order to drive customer retention. According to the results, Fu-Wang Foods should keep monitoring and analysing the efficacy of its digital marketing, modifying its plans according to the reaction of the market, the feedback of consumers, and developing trends. It is strongly suggested that they investigate cutting-edge technologies and platforms in order to further bolster their digital presence and remain one step ahead of their rivals. Other FMCG firms may optimise their digital marketing activities, develop their brand location, and successfully engage customers in the ever-changing digital world if they intend to effectively use digital marketing for improving business performance.
6 AN EXAMINATION OF FU-WANG FOODS IN RELATION TO ITS CONTEMPORARIES

It is essential for businesses to build efficient digital marketing strategies in order to reach their intended consumers and get a competitive advantage in the highly saturated FMCG (Fast-Moving Consumer Goods) sector (Morris 2021). The purpose of this section is to perform a comparative study of the digital marketing methods used by Fu-Wang Foods and those utilised by the company's rivals. The digital marketing efforts of Fu-Wang Foods may be improved and the company's general competitiveness can be increased by gaining important insights from analysing the tactics of Fu-Wang Foods' rivals and comparing those strategies to Fu-Wang Foods' own strengths and limitations.

6.1 An overview of key competitors in the fast-moving consumer goods market

To get started with the comparative study, it is necessary to first present a high-level summary of the most prominent rivals that are currently active in the FMCG industry. These rivals may include well-known brands that have a solid foothold in the market and an audience that is conceptually comparable to your own. Describe their presence in the market, including their market share, the repute of their brand, and the products they sell. In addition, you should emphasise their target demographic as well as the unique digital marketing tactics they apply in order to communicate with their consumers. This first part is an introduction that lays the groundwork for the future examination.

Fu-Wang Foods competes with numerous major FMCG companies, each with its own share of the marketplace, brand recognition, and digital marketing strategy. Apex Foods, a big brand, is a competitor. Apex Foods sells food, beverages, personal care, and home supplies. Apex Foods has loyal customers because to years of great product delivery. Besides, Square Foods Company also dominates FMCG. This health and wellness brand targets health-conscious people. Square Foods Company has become a recognized source of natural and organic goods, meeting the rising need for healthier options. Content marketing, including articles, photographs, and social media campaigns, educates customers about their goods and builds relationships with their target audience. Even Pran Foods Ltd. competes with new and sustainable FMCG goods. They are known for eco-friendly packaging, carbon reduction, and social responsibility. Interactive social media initiatives and influencer partnerships
help PQR Enterprises reach its younger target audience. They emphasize ethics, openness, and environmental and social reasons. (Hossain & Hossain 2020.)

These competitors show how FMCG businesses target their demographics. Fu-Wang Foods can improve its digital marketing by studying their presence in the marketplace, brand recognition, and distinctive digital marketing approaches. Fu-Wang Foods can find market gaps, opportunities, and best practices by comparing its competitors in the ever-changing digital ecosystem.

6.2 Overview of Fu-Wang Foods' digital marketing strategies

In this part, an explanation of the digital marketing strategy and goals that Fu-Wang Foods has been discussed. To discuss the most significant methods of digital advertising and strategies that Fu-Wang Foods use in order to promote its goods and interact with the audience that it seeks to reach. This may comprise the website of the organisation, various social networking platforms, campaigns for email marketing, search engine optimisation tactics, tactics for content marketing, and any other pertinent digital marketing activities. It is much simpler to compare and evaluate Fu-Wang Foods' performance in comparison to that of its rivals when the company's plans have been outlined.

Fu-Wang Foods adopted a complete digital marketing plan to increase brand awareness, target audience engagement, and sales. The corporation uses digital advertising to advertise its products and reach its target audience. First, Fu-Wang Foods has a user-friendly, informational website that promotes its goods and brand. The website displays the company's numerous FMCG items, gives thorough product information, and facilitates online purchase. Fu-Wang Foods also advertises on social media. The firm uses Twitter, Instagram, and Facebook to offer intriguing material, product updates, and targeted advertising campaigns. Fu-Wang Foods relies heavily on email marketing campaigns. Email marketing is used to share special deals, new product releases, and tailored suggestions with current customers to drive repeat purchases and loyalty. Fu-Wang Foods optimizes their website and content for SEO. The organization hopes to generate organic visitors by using relevant keywords, writing good content, and improving meta tags. Fu-Wang Foods uses marketing through content to build thought leadership in FMCG. For brand loyalty and consumer value, the corporation produces recipe blogs, culinary instructions, and nutritional information. Fu-Wang Foods uses influencer partnerships, online competitions, and social networking advertising to expand their audience. These efforts help the firm connect with its target audience and build brand loyalty. Fu-
Wang Foods hopes to become a trusted FMCG brand, raise brand recognition, customer engagement, and sales by executing these digital marketing tactics and activities.

6.3 A Comparative analysis of different marketing strategies for digital platforms

Carrying out comprehensive research contrasting the digital marketing approaches used by Fu-Wang Foods with those utilised by the company's rivals is important to look in the FMCG market. It allows to evaluate the ways in which their strategies, messages, and campaign execution are similar to and different from one another. Even the comprehensive research helps to analyse how Fu-Wang Foods compares to its rivals in terms of the online advertising channels and strategies it employs. For instance, issues like how often and well the content is updated, how actively you connect with clients on social media, how successful your email marketing efforts are, and the total user experience that their digital platforms provide. This research assists in identifying areas in which Fu-Wang Foods performs as well as areas in which the company may need development.

Fu-Wang Foods' digital marketing strategy, messaging, and campaign execution vary from those of its competitors, according to extensive study. All firms use social media sites like Twitter, Instagram, and Facebook to communicate with their target consumers. However, other rivals have more consistent and compelling content schedules. Fu-Wang Foods actively engages with customers on social media by responding to questions, comments, and criticism. Through meaningful contacts, the organization builds relationships and communities. Some competitors actively interact with their target demographic, while others could potentially have space for development in response rates and engagement. Fu-Wang Foods' email marketing campaigns have succeeded by delivering subscribers unique discounts, tailored suggestions, and relevant product updates. The company's competitors emphasize focused and personalized email messages to nurture client relationships and boost conversions. Fu-Wang Foods and other food companies differ in their assessments of digital platforms' user experiences. Fu-Wang Foods' website offers easy navigation, product information, and safe online buying. Some rivals provide user-friendly interfaces and simple checkout procedures. Some may need further work to improve user experience and conversion rates. Fu-Wang Foods' strengths and weaknesses were highlighted through this investigation. Social networking engagement and email advertising techniques are strong for the organization. Fu-Wang Foods may succeed in the changing digital marketing environment by improving content updates, optimizing the user expertise, and investigating new digital channels and methods.
6.4 Evaluation of the good points and problem areas

Determining the positive attributes that are displayed by the digital marketing methods used by Fu-Wang Foods and analysing the several domains in which Fu-Wang Foods excels in comparison to its rivals and has a significant edge over them. This might include things like creative concepts for campaigns, efficient consumer targeting, powerful brand message, or an excellent user interface on their website or app. Identifying any flaws in the tactics that Fu-Wang Foods employs, as well as any places where they might be improved, helps the company to develop its strategy rigorously. For instance, any setbacks in their online advertising approaches or possibilities for consumer involvement that they may have overlooked. In addition, you should emphasise the areas in which rival companies' digital marketing techniques are superior to those of Fu-Wang Foods and where they shine.

Fu-Wang Foods' digital marketing strategies provide them a competitive advantage. First, the organization specialises in creative marketing concepts, frequently using appealing images, narrative, and unique ideas to attract its target audience. This inventiveness helps Fu-Wang Foods distinguish out in a competitive FMCG industry and build a distinctive brand image. Effective customer targeting is another Fu-Wang Foods skill. The organization understands its intended audience and tailors its online advertising to reach and connect with them. This customized strategy helps Fu-Wang Foods maximize its marketing expenditure and campaign effectiveness. Fu-Wang Foods also has a strong brand statement that matches its target audience's values. Through digital marketing, the firm conveys its goods' quality, genuineness, and cultural significance. This uniform and appealing brand message builds customer loyalty and trust. Fu-Wang Foods' website and app have a smooth, user-friendly UI. The smooth navigation, precise product categorization, and effective search feature make it easy for consumers to locate and buy items. Customer satisfaction and repeat visits increase with this user-centric strategy. Fu-Wang Foods can enhance its approaches in certain areas. Consumer interaction and interactive experiences may be improved. Fu-Wang Foods might employ gamification, user-generated content initiatives, or competitions to stimulate audience involvement and co-creation. Competitors may thrive in influencer partnerships, viral marketing initiatives, or immersive experiences for the brand. They may use new digital platforms or technology to engage their target audience. Fu-Wang Foods may use these methods to improve its digital marketing and remain ahead of competitors.
6.5 Perspectives of customers and their reactions to digital advertising

As it directly impacts customer decision-making and purchase behaviour, consumer perception holds a substantial amount of relevance in the fast-moving consumer goods (FMCG) market (Hossain & Hossain 2020). In the setting of online advertising, having a solid grasp of how customers interpret and react to various marketing campaigns is very necessary. When consumers have a favourable impression of a brand, it may help cultivate confidence, devotion, and involvement with that brand. For this reason, fast-moving consumer goods firms like Fu-Wang Foods need to pay close attention to how customers feel about digital marketing. Consumer attitudes towards digital marketing are influenced by a number of different reasons. The importance of the messaging's applicability and value proposition in digital marketing cannot be overstated. It is possible for customers to create a favourable opinion of a brand when they consider the product content to be helpful, educational, or amusing. The legitimacy of the online advertising platforms used by FMCG firms is another factor that influences the perceptions of consumers. Consumers have a tendency to have a more favourable impression of platforms that are well-established and trustworthy, while they may be more wary of channels that are unknown or spammy (Bucher 2018).

Fu-Wang Foods' digital marketing strategies provide them a competitive advantage. First, the organization specialises in creative marketing concepts, frequently using appealing images, narrative, and unique ideas to attract its target audience. This inventiveness helps Fu-Wang Foods distinguish out in a competitive FMCG industry and build a distinctive brand image. Effective customer targeting is another Fu-Wang Foods skill. The organization understands its intended audience and tailors its online advertising to reach and connect with them. This customized strategy helps Fu-Wang Foods maximize its advertising budget and campaign effectiveness. Fu-Wang Foods also has a strong brand statement that matches its target audience's values. (Murshid et al. 2023.) Through digital marketing, the firm conveys its goods' quality, genuineness, and cultural significance. This consistent and appealing brand message builds customer loyalty and trust. Fu-Wang Foods' website and app have a smooth, user-friendly UI. The smooth navigation, precise product categorization, and effective search feature make it easy for consumers to locate and buy items. Customer satisfaction and repeat visits increase with this user-centric strategy (Nambisan 2017). Fu-Wang Foods can enhance its approaches in certain areas. Consumer interaction and interactive experiences may be improved. Fu-Wang Foods might employ gamification, user-generated content initiatives, or competitions to stimulate audience involvement and co-creation. Competitors may thrive in influencer partnerships, viral marketing initiatives, or immersive customer experiences. They may use new digital platforms or technology to engage their
target audience. Fu-Wang Foods may use these methods to improve its digital marketing and remain ahead of its rivals.

6.6 Opinions regarding digital advertising in the fast-moving consumer goods industry

The preferences and anticipations of consumers may be gleaned from their attitudes towards the various forms of digital advertising and tactics. To foster engagement with customers, FMCG businesses use a variety of digital marketing channels, including the Internet, email marketing, social media, and influencer advertising, among others. (Portsmouth 2021.) The views of consumers towards different platforms may be analysed, which helps determine which channels are the most successful for reaching and engaging the target audience. Understanding the preferences of consumers for various online advertising platforms may provide Fu-Wang Foods with valuable direction for the creation of engaging advertising initiatives (Hansen 2017).

Consumer perceptions of various online advertisement channels and strategies provide light on their tastes and expectations. To increase client interaction, FMCG firms, like Fu-Wang Foods, use a variety of digital marketing platforms, including the web, social media, email advertising, and influencer marketing. Manufacturers may determine which platforms are most successful at interacting with and reaching their target audience by researching customer opinions about them. Fu-Wang Foods, for instance, may devote more time and money to developing effective social media campaigns if customers have a favourable attitude toward social media platforms. They may take use of social media sites like Twitter, Facebook, and Instagram to interact with their audience, disseminate information about their products, and foster loyalty to the company. Contrarily, if clients have a particular fondness for email advertising, Fu-Wang Foods may concentrate on creating tailored and effective email campaigns that send relevant material right to their client's inboxes. Fu-Wang Foods is able to focus its digital marketing efforts by knowing what customers desire from various online advertising platforms. They may improve the success and effectiveness of their campaigns by adjusting their strategy to reflect customer expectations. Analysing customer perceptions of digital marketing strategies may also reveal new trends and potential for innovation. Fu-Wang Foods, for instance, may work with well-known influencers to advertise their goods and use their popularity to reach a larger audience if the influencer marketing technique is highly respected by customers. Fu-Wang Foods can maximize their advertising efforts, produce interesting content, and create deep relationships with their target audience by taking advantage of customer attitudes about various digital
marketing channels and strategies. With this information, the business is better able to plan its approach to digital advertising and direct resources to the channels that appeal to consumers the most.

6.7 The reaction of customers to the digital marketing initiatives of Fu-Wang Foods

The feedback gained from analysing the level of participation of customers in the digital marketing campaigns run by Fu-Wang Foods gives important insight into the success of these activities. The performance of digital marketing initiatives may be measured using metrics such as the amount of website traffic, the number of interactions on social media, the click-through rates, and the conversions. (Murshid et al. 2023.) In addition, by analysing the criticism, feedback, and evaluations left by customers on digital platforms, businesses are able to grasp the sentiment of their customers and find areas in which they may improve.

Customer participation and input are essential for assessing Fu-Wang Foods' online advertising strategies. Web traffic, social networking interactions, rates of click-through, and conversions reveal these programs' success and engagement. By monitoring these indicators, Fu-Wang Foods may assess their campaigns' reach and effect, find areas for improvement, and enhance their digital marketing tactics. Fu-Wang Foods tracks website traffic to evaluate its internet presence and content. Increased website traffic suggests an upsurge in the company and its offerings, while a reduction could suggest a need to improve visibility or user experience. Likes, feedback, and shares on social media indicate audience involvement and content resonance. High levels of engagement show that the advertising efforts are engaging the intended demographic. Conversion rates and click-through rates reveal the success of certain calls-to-action and the conversion funnel (Chaffey & Ellis-Chadwick 2019). These analytics help Fu-Wang Foods optimize campaign message, website content, and customer experience to boost conversions and meet marketing goals. Fu-Wang Foods' online advertising activities may also be gauged by consumer feedback, remarks, and evaluations on digital media. Positive feedback suggests that campaigns are reaching the intended audience and conveying the desired message. However, negative feedback helps Fu-Wang Foods confront consumer problems and improve. Fu-Wang Foods may evaluate their digital marketing activities by measuring client engagement and comments. They can increase consumer interaction, strategy, and digital marketing performance with this data.
6.8 The effect of digital advertising on the behaviour of customers

The customer decision-making process and behaviour may be dramatically impacted by the use of digital marketing. The introduction of digital marketing activities into different phases of the customer decision-making process, such as awareness, deliberation, and purchase, may have an effect on those stages. (Portsmouth 2021.) FMCG firms are able to better adapt their plans when they have a better understanding of the influence that digital marketing has on the behaviour of consumers. Companies such as Fu-Wang Foods are able to optimise their marketing efforts to have the most possible effect by determining the influencing parts of digital marketing. These factors include compelling messaging and personalised offers (Bucher 2018).

Digital marketing may influence client behaviour and purchases. FMCG firms can influence and encourage customers to make good choices by strategically implementing digital marketing activities along the customer journey, including awareness, consideration, and purchase. (Killeen 2018.) Digital marketing creates brand recognition and attracts prospective clients at the awareness stage. Fu-Wang Foods may reach the audience they want, stimulate interest, and boost brand awareness through targeted advertising, informative material, and social media. Fu-Wang Foods can build a good brand image by communicating their products' distinct value propositions. Digital marketing helps customers assess possibilities and make educated decisions during deliberation (Thain & Bradley 2014). Fu-Wang Foods may highlight product characteristics, advantages, and feedback from consumers on their website, social media, and online reviews. Fu-Wang Foods may influence purchases by delivering relevant and compelling information. Personalization and targeted offers in digital marketing may also influence the purchasing stage. Fu-Wang Foods uses consumer categorization and data-driven knowledge to provide tailored suggestions, discounts, and promotions based on client preferences, purchase history, and browsing activity. Personalization improves the experience of customers, conversion, and loyalty (Nambisan 2017). Fu-Wang Foods can improve its advertising and match it with the customer journey by understanding how digital marketing affects consumer behaviour and decision-making. Fu-Wang Foods can convince customers to buy their goods by using appealing marketing, pertinent details, and tailored experiences.
6.9 Aspects that have an influence on the response of customers to digital marketing

In reaction to digital marketing initiatives, customer behaviour may be influenced by a number of different elements. Individual tastes and requirements, as well as the amount of involvement with digital media and the impacts on others, might be among these variables. FMCG firms may adjust their digital advertising approaches to better fit with consumer behaviour patterns if they first identify critical elements and then do an impact analysis on those aspects. (Sheth, Sisodia, & Sharma 2020.) By gaining an understanding of the ways in which these aspects influence the reactions of consumers to the digital marketing activities carried out by Fu-Wang Foods, the firm is able to make choices based on data and increase the efficiency of its campaigns.

Digital marketing reactions depend on several aspects. FMCG firms must understand these aspects and how they affect customer behaviour to design their digital advertising campaigns. Consumer behaviour depends on personal tastes and requirements. (Jenkinson & Mathews 2022.) Every buyer has different preferences, needs, and priorities. An FMCG business may tailor their digital marketing to customer preferences by doing market research and evaluating consumer data. (Sheth, Sisodia, & Sharma 2020.) Consumer behaviour depends on digital media involvement. Some prefer marketing via email or search engine research, while others prefer social networking sites. Fu-Wang Foods may prioritize channels that connect with their target audience by knowing their digital media habits. This guarantees that their promotional materials reach those who need them at an appropriate time and favourably influence customer behaviour. Social effect on buying habits cannot be ignored. Influencer marketing, internet reviews, and personal recommendations affect consumers. Fu-Wang Foods may use internet marketing to promote favourable word-of-mouth and brand evangelists. Fu-Wang Foods may influence consumer decisions by using evidence from others and endorsements in their advertising. Fu-Wang Foods can optimize their digital marketing strategies by examining these elements and how they affect customer behaviour. Fu-Wang Foods can boost awareness of its brand, client engagement, and sales by aligning its tactics with consumer preferences, using the right online platforms, and leveraging social influence.

6.10 Key performance indicators

It is essential to define and assess significant key performance indicators, or KPIs, in order to evaluate the success and efficiency of the digital marketing tactics that Fu-Wang Foods has implemented. This
section concentrates on the choice, estimation, and analysis of key performance indicators (KPIs) to evaluate the effectiveness of digital marketing campaigns as well as their return on investment (ROI).

Fu-Wang Foods must create and analyse KPIs that match its objectives in order to evaluate its digital marketing methods. KPIs measure digital marketing campaign success. Website traffic is a KPI for Fu-Wang Foods. Website traffic increases brand recognition and product interest. Conversion rate, which counts how many website visitors buy or sign up for a newsletter, is another important KPI. High conversion rates indicate strong marketing and attractive content that engage and sell customers. Fu-Wang Foods uses likes, feedback, shares, and follows as KPIs. These indicators show audience engagement with their digital marketing activities (Thain & Bradley 2014). Social media engagement and growth indicate brand strength and consumer loyalty. Tracking email advertising statistics like open, click-through, and conversion rates shows how well email campaigns engage and convert customers. Digital advertising ROI is another important KPI. Fu-Wang Foods may assess their marketing effectiveness through contrasting the cost of digital marketing initiatives to the income earned. Fu-Wang Foods can enhance their digital marketing efforts by monitoring and evaluating these KPIs. KPIs help the organization assess their efforts, make educated modifications, and reach their marketing objectives in the extremely competitive FMCG industry.

It is vital to define key performance indicators (KPIs) that fit with Fu-Wang Foods' online advertising goals in order to accurately assess the effectiveness of digital marketing operations. These key performance indicators (KPIs) may be used as quantitative measures to assess how well digital marketing efforts are doing and the results they provide. KPIs that are important to your business could include things like web traffic, rate of conversion, social networking involvement, opening rates for emails, and the cost of acquiring new customers. The decision on which of these key performance indicators (KPIs) needs to be based on how well they connect with the particular aims and purposes of the digital marketing activities carried out by Fu-Wang Foods (Fu-Wang Foods Ltd. 2023).

It is necessary for Fu-Wang Foods to create key performance indicators, or KPIs, that are aligned with its web-based advertising objectives in order to conduct an accurate evaluation of the efficacy of its digital marketing activities. These key performance indicators (KPIs) are used as quantitative tools to evaluate how well their digital marketing initiatives are working and the results they provide. Key metrics that give insights into the efficacy and effect of their digital marketing operations include online traffic, rate of conversion, social networking participation, open rates for emails, and customer acquisition cost. Key performance indicators are also key metrics. The decision about which of these
key performance indicators (KPIs) has to be determined by how relevant they are to the particular goals of Fu-Wang Foods and the consequences that are wanted as a result of its online advertising activity. By routinely monitoring and evaluating these key performance indicators (KPIs), Fu-Wang Foods is able to follow the development of its online advertising campaigns, discover areas that might need improvement, and make choices that are informed so that they can optimize their tactics for better outcomes.

The following phase, which comes after the appropriate KPIs have been established, is to put data-collecting methods and measurement procedures into place so that the essential measurements and data points can be gathered (Parmenter 2020). Utilising tools for website analytics, platforms for social media monitoring, email marketing software, and systems for managing customer relationships might all be part of this process. After the data have been obtained, statistical analysis may be performed on them to provide insightful conclusions. In order to get a thorough comprehension of the outcomes, it is necessary to evaluate the Key Performance Indicators (KPIs) in light of industry benchmarks and historical performance data throughout the phase of analysis. This not only sets a baseline for success but also enables an assessment of Fu-Wang Foods' online advertising efforts in reference to industry norms.

The next stage is to put data collecting techniques and measurement processes into place to collect the necessary information points and measurements once the key indicators of performance (KPIs) have been created. Utilizing numerous tools and technologies is required for this, including customer relationship management systems, social media surveillance platforms, email advertising programs, and website analytics tools. These technologies assist in gathering essential information on user engagement, website traffic, marketing email performance, social media interactions, and consumer behaviours. After the data has been gathered, statistical analysis methods may be used to provide insightful results. (Parmenter 2020). A thorough analysis of Fu-Wang Products' internet marketing activities may be carried out through contrasting the KPIs with industry standards and historical performance data. This makes it possible to compare your work to industry standards and identifies your strengths and places for growth. In addition to providing useful background, benchmarking against industry standards helps Fu-Wang Foods to evaluate the efficacy and efficiency of its online advertising campaigns. Additionally, during this analysis phase, patterns, developments, and connections in the data may be found that can guide future choices and optimization tactics (Armstrong & Kotler 2017). Fu-Wang Foods may make data-driven modifications to their online advertising campaigns to make sure they remain in line with the company's objectives and goals by
regularly monitoring and evaluating data on performance against set KPIs. Fu-Wang Foods can increase the effectiveness of their digital marketing campaigns and fine-tune their online advertising campaigns with the aid of this continual method of data collecting, analysis, and optimization.

The evaluation of the influence that digital marketing techniques had on Fu-Wang Foods' recognition among consumers, client engagement, and sales is one of the fundamental purposes of assessing key performance indicators (KPIs). It is now feasible to assess the efficacy of certain Internet advertising initiatives and efforts by doing an analysis of the data and metrics that have been gathered. A favourable effect of digital marketing initiatives may be shown by, for instance, a rise in traffic to a website, higher purchase costs, or improved participation on social media. One further essential component of analysing the effect is determining the return on investment (ROI) of digital marketing activities. By contrast, the amount of money put into various digital marketing activities with the revenue they bring in, and return on investment (ROI) research makes it possible to determine whether or not these endeavours are worth the cost. The efficacy and viability of Fu-Wang Foods' online advertising initiatives are both illuminatingly shown by this report, which is a great resource.

Fu-Wang Foods may measure the effects of their digital marketing strategies on a variety of factors, including brand recognition, consumer interaction, and sales, by evaluating key performance indicators (KPIs). The efficacy of various internet advertising activities may be determined by examining the data and analytics acquired. Indicators like better web traffic, greater rates of conversion, or higher social media involvement may point to favourable results. These metrics provide useful information about how well Fu-Wang Foods' online advertising campaigns reached and engaged their target audience. Calculating the expected return on investment (also known as ROI) of internet advertising operations is a critical component of assessing the effect. ROI analysis compares the costs associated with various digital marketing strategies with the income they produce (Parmenter 2020). Fu-Wang Foods may examine the cost-effectiveness and financial success of their internet advertising initiatives. The business may allocate funds to the most effective techniques and make the most of its advertising funds by carefully considering the ROI. The results of this thorough analysis provide insight into the success and feasibility of Fu-Wang Foods' internet marketing strategies. It offers insightful information on how their digital marketing initiatives affect client perception, engagement, and revenue. With this knowledge, Fu-Wang Foods can enhance their tactics, take advantage of profitable campaigns, and focus on any areas that need work. This report is a useful tool for assessing and improving the business's digital marketing initiatives in order to promote sustained development and success.
A crystal-clear depiction of the influence that digital marketing campaigns have may be achieved via the presentation and visualisation of the analysed data and analytics. When attempting to depict trends, patterns, or major results, tables, graphs, and other visual representations are all useful tools to use. (Deiss & Henneberry 2020.) The study makes it possible to determine the strengths and limitations of Fu-Wang Foods' online advertising strategies, drawing attention to the areas in which the methods have been successful as well as those in which they might need some work. The insights that were obtained from doing the KPI analysis contributed to the development of more in-depth knowledge of the efficiency with which digital marketing initiatives contributed to the achievement of the goals that were wanted. Fu-Wang Foods is able to acquire important knowledge about the achievement and efficacy of its plans by monitoring the effect of digital marketing via the use of key performance indicators (KPI). This method, which is powered by data, makes it possible to make educated decisions, optimise digital marketing campaigns, and provide suggestions to improve the overall online advertising effectiveness of the firm.

To clearly comprehend the effect of digital marketing activities, the presented and visualized data and analytics are essential. Tables, graphs, and other visual displays are useful for illustrating trends, patterns, and important results. (Deiss & Henneberry 2020.) With the help of these images, stakeholders may quickly understand the findings and have a full understanding of the advantages and disadvantages of Fu-Wang Foods' digital marketing strategy. The research emphasizes the aspects of Fu-Wang Foods' online advertising tactics that have been effective and indicates areas that may need improvement by examining the data and graphic representations. This study aids in the company's approach refinement and increases the efficiency of its internet marketing initiatives. The knowledge gathered from the analysis of key performance indicators aids in a better comprehension of how online advertising campaigns help reach targeted objectives. KPIs, or key performance indicators, help Fu-Wang Foods to track the results of digital marketing and get insightful information about the effectiveness of their strategies. This data-driven strategy allows for well-informed decision-making, the improvement of internet advertising initiatives, and the provision of useful advice to raise the general efficacy of the company's online marketing initiatives. Fu-Wang Foods can continually assess and improve its digital marketing tactics by using an organized method to analysing information and visualization. Through this iterative approach, the business may discover areas for improvement, adjust to shifting customer behaviour, and increase the effectiveness of its internet marketing efforts.
7 METHODOLOGY

This study aims to analyse the process of adapting digital marketing to the FMCG market of Fu-Wang Foods Limited by forming a proper methodological framework. The framework will focus on the use of quantitative and qualitative data to understand the trends, patterns, and levels of the digital marketing adaptation process. The study will deeply look into the process of adapting digital marketing to the FMCG market of Fu-Wang Foods Limited by forming a proper methodological framework, the framework will focus on the use of quantitative data and qualitative data to understand the trends, patterns, and level of the digital marketing adaptation process. To collect the quantitative data, the chosen method will be the quantitative research method. This method is used to collect numerical information (Welman, Kruger & Mitchell 2019). The qualitative data will be collected using the qualitative research method. The qualitative part will apply different theories and concepts to understand the past and current digital marketing situation of Fu-Wang Foods as well as the process of integrating digital marketing into the FMCG market of Fu-Wang Foods Limited (Fu-Wang Foods Ltd. 2023). Quantitative data will be collected using a designed survey questionnaire on the consumers, and qualitative data will be gathered using in-depth interviews of the managerial and decision-making personnel to understand their strategy and the results of the strategy.

7.1 Research philosophy

This study will be conducted under the positivist research philosophy. Positivism is a research approach that believes that knowledge can be acquired through scientific observation, measurement, and experimentation. The research aims to collect data through empirical methods, analyse it objectively, and draw logical conclusions.

7.2 Research approach

This study will follow a deductive research approach. The deductive approach involves starting with a theory or hypothesis and testing it through empirical data. The study will develop a hypothesis based on the existing literature and test it by collecting and analysing data from the research participants.
7.3 Research design

The research design of this study will be a mixed-methods research design, combining both quantitative and qualitative research methods. The quantitative part of the study will use a survey questionnaire to collect data from the research participants, while the qualitative part of the study will use in-depth interviews of the managerial and decision-making personnel to understand their strategy and the results of the strategy.

7.4 Sampling

The research participants will be selected from the current consumers of Fu-Wang Foods using the random sampling method. This method will be used to select the right participants from a large customer base of the company to avoid any bias with the quantitative data collection. 50 research participants will be selected from the current consumers of Fu-Wang foods using the random sampling method. This method will be used to select the right participants from a large customer base of the company to avoid any bias with the quantitative data collection (Cahoon 2017). The qualitative information will be used to ensure the authenticity of the quantitative data. The participants will be given a research questionnaire that would include 10 questions regarding digital marketing activity and the integration of digital marketing into the FMCG market of Fu-Wang Foods Limited. The answer provided by the participants will give a general overview of the research problem based upon which the thesis will be conducted.

7.5 Data Collection

Quantitative data will be collected using a designed survey questionnaire on the consumers, while qualitative data will be gathered using in-depth interviews of the managerial and decision-making personnel to understand their strategy and the results of the strategy. The survey questionnaire will include 10 questions regarding digital marketing activity and the integration of digital marketing into the FMCG market of Fu-Wang Foods Limited.
7.6 Data Analysis

The quantitative data collected from the survey questionnaire will be analysed using statistical methods such as descriptive statistics, regression analysis, and correlation analysis (Kussman 2018). The qualitative data collected from the in-depth interviews will be analysed using content analysis, which involves coding and categorizing data to identify themes and patterns.

7.7 Ethical Considerations

Ethical considerations are a crucial aspect of any research study. This study on adapting digital marketing to the FMCG market of Fu-Wang Foods Limited will follow ethical guidelines and principles to protect the rights of the research participants. As informed consent is a vital ethical consideration that requires participants to be fully informed about the purpose and nature of the study before agreeing to participate. In this study, the participants will be informed about the research's purpose, how the data will be collected, and their right to withdraw from the study at any time. Confidentiality is another ethical consideration that ensures that the participants' information is kept confidential and not shared with anyone outside the research team. The collected data will be stored securely, and only the research team will have access to it. Anonymity is also an ethical consideration that will be taken seriously in this study. The participants' names will not be used in the study, and any identifying information will be removed to protect their privacy. The data collected will only be used for research purposes and will not be shared with anyone outside the research team. The participants will be assured that their data will be used in a way that respects their privacy and confidentiality.

This study on adapting digital marketing to the FMCG market of Fu-Wang Foods Limited will adhere to ethical guidelines and principles to protect the participants' rights, including informed consent, confidentiality, and anonymity. The ethical considerations will ensure that the study is conducted in an ethical and responsible manner.

7.8 Limitations

Limitations are factors that may affect the study's validity or generalizability. This study on adapting digital marketing to the FMCG market of Fu-Wang Foods Limited has the following limitations:
The study will only involve 50 research participants, which may not represent the entire population of Fu-Wang Foods consumers. The small sample size may limit the study's generalizability to the broader consumer population (Durkin & McGowan 2019). Besides, the study will rely on self-reported data, which may be subject to bias. Participants may provide socially desirable responses or may not remember certain information accurately, which may affect the study's findings. The study's findings may be limited to the specific context of Fu-Wang Foods Limited and may not be generalizable to other FMCG companies. The results may be influenced by the company's unique characteristics, such as its product offerings, marketing strategies, and target market (IAB 2020). Also, the study's timeline may be limited, and it may not be possible to collect data over an extended period. This limitation may impact the study's ability to capture changes in digital marketing trends and practices over time (Durkin & McGowan 2019). However, the study will be conducted in English, which may limit the participation of non-English speaking consumers or employees of Fu-Wang Foods Limited.

This study's limitations include a limited sample size, potential bias in self-reported data, specificity to the context of Fu-Wang Foods Limited, time constraints, and language. These limitations should be considered when interpreting the study's findings and may impact its generalizability and validity.

This study aims to develop a methodological framework to understand the process of adapting digital marketing to the FMCG market of Fu-Wang Foods Limited. The mixed-methods research design will allow for a comprehensive analysis of the digital marketing adaptation process. The study's findings can be used to inform future digital marketing strategies for FMCG companies and contribute to the existing literature on digital marketing adaptation in the FMCG market.
8 PRESENTATION AND ANALYSIS OF THE RESEARCH FINDINGS

This chapter will provide an overview of the qualitative and quantitative data findings. Quantitative data were collected using a designed survey questionnaire on the 50 participants. Qualitative data were gathered using in-depth interviews with the managerial and decision-making personnel to understand their strategy and the results of the strategy. The survey questionnaire included 10 questions regarding digital marketing activity and the integration of digital marketing into the FMCG market of Fu-Wang Foods Limited.

8.1 Quantitative Survey Questionnaire

The answer to the survey questionnaire is given below using tables and pie charts.

8.1.1 Specify your gender

Among the 50 participants that took part in the quantitative data collection process, 28 participants were male and 22 participants were female.

TABLE 1: Answer to Question 1

<table>
<thead>
<tr>
<th>Participants</th>
<th>Male</th>
<th>Female</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>28</td>
<td>22</td>
<td>0</td>
</tr>
</tbody>
</table>

FIGURE 7. Pie Chart of Question 1
8.1.2 Specify your age

The 50 participants belong to 5 different age groups. 12 participants belong to the age group of 16-21. 17 12 participants belong to the age group of 22-30. 11 participants belong to the age group of 31-40. 7 participants belong to the age group of 41-50. 3 participants belong to the age group of 50+.

TABLE 2: Answer to Question 2

<table>
<thead>
<tr>
<th>Participants</th>
<th>16-21</th>
<th>22-30</th>
<th>31-40</th>
<th>41-50</th>
<th>50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>12</td>
<td>17</td>
<td>11</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

FIGURE 8. Pie Chart of Question 2

8.1.3 Specify your designation.

Among the 50 participants, 10 are students, 8 are involved in public service, 12 is involved in private service, 9 are involved in business and 11 participants are doing other jobs.
TABLE 3: Answer to Question 3

<table>
<thead>
<tr>
<th>Participants</th>
<th>Student</th>
<th>Public Service</th>
<th>Private Service</th>
<th>Business</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>10</td>
<td>8</td>
<td>12</td>
<td>9</td>
<td>11</td>
</tr>
</tbody>
</table>

Specify your designation.

FIGURE 9. Pie Chart of Question 3

8.1.4 What do you perceive as the main challenges faced by Fu-Wang Foods Limited in the FMCG market?

The 50 participants were asked to clarify what they perceive as the main challenges faced by Fu-Wang Foods Limited in the FMCG market. 6 participants consider increasing competition for the company to be the main challenge. 16 participants consider changing consumer preferences. 7 participants consider the challenge to be limited digital presence. Lack of brand awareness is considered to be the main challenge by 8 participants. 12 participants perceive difficulty in customer engagement to be the main challenge faced by Fu-Wang Foods Limited in the FMCG market.

TABLE 4: Answer to question 4

<table>
<thead>
<tr>
<th>Participants</th>
<th>Increasing competition</th>
<th>Changing consumer preferences</th>
<th>Limited digital presence</th>
<th>Lack of brand awareness</th>
<th>Difficulty in customer engagement</th>
<th>Other (please specify)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>6</td>
<td>16</td>
<td>7</td>
<td>8</td>
<td>13</td>
<td>0</td>
</tr>
</tbody>
</table>
8.1.5 How important do you think digital marketing is for FMCG companies like Fu-Wang Foods Limited in adapting to the digital age?

The 50 participants were asked how important they think digital marketing is for FMCG companies like Fu-Wang Foods Limited in adapting to the digital age. 12 participants consider digital marketing to be extremely important, 15 participants consider it to be important and 11 participants consider it to be somewhat important. 8 participants consider digital marketing to be not important for Fu-Wang Foods Limited. 4 of the participants weren’t sure about the answer.

TABLE 5: Answer to Question 5

<table>
<thead>
<tr>
<th>Participants</th>
<th>Extremely important</th>
<th>Important</th>
<th>Somewhat important</th>
<th>Not important</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>12</td>
<td>15</td>
<td>11</td>
<td>8</td>
<td>4</td>
</tr>
</tbody>
</table>
8.1.6 Are you aware of the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age?

The 50 participants were asked about their awareness of the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age. 21 of the participants are very aware of digital marketing theories and strategies while 19 of the participants are somewhat aware. 10 of the participants aren’t aware of the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age.

TABLE 6: Answer to Question 6

<table>
<thead>
<tr>
<th>Participants</th>
<th>Very aware</th>
<th>Somewhat aware</th>
<th>Not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>21</td>
<td>19</td>
<td>10</td>
</tr>
</tbody>
</table>
8.1.7 If yes, please specify the digital marketing strategies used by Fu-Wang Foods Limited. (Select all that apply)

Among the 50 participants, 40 people were aware of the digital marketing strategies used by Fu-Wang Foods Limited. They were asked to specify the digital marketing strategies used by the company. 17 of the participants mentioned social media marketing while 16 of the participants mentioned content marketing. 7 of the participants mentioned SEO marketing.

<table>
<thead>
<tr>
<th>Social media marketing</th>
<th>Search engine optimization</th>
<th>Email marketing</th>
<th>Content marketing</th>
<th>Influencer marketing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>7</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Participants</th>
<th>Social media marketing</th>
<th>Search engine optimization</th>
<th>Email marketing</th>
<th>Content marketing</th>
<th>Influencer marketing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>17</td>
<td>7</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
8.1.8 How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving its brand awareness?

The participants were asked to notify how effective they think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving its brand awareness. 21 of the participants consider digital marketing activities to be very effective. 19 of the participants consider the strategies to be somewhat effective. 7 of the participants consider the strategies to be not effective. 3 of the participants aren’t sure about the effectiveness of digital marketing strategies.

TABLE 8: Answer to Question 8

<table>
<thead>
<tr>
<th>Participants</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not effective</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>21</td>
<td>19</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>
8.1.9 How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving customer engagement?

The participants were asked to notify how effective they think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving customer engagement. 18 of the participants consider digital marketing activities to be very effective. 18 of the participants consider the strategies to be somewhat effective for engaging customers. 10 of the participants consider the strategies to be not effective. 4 of the participants aren’t sure about the effectiveness of digital marketing strategies in improving customer engagement.

TABLE 9: Answer to Question 9

<table>
<thead>
<tr>
<th>Participants</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not effective</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>18</td>
<td>18</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>
How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in increasing sales?

The participants were asked to notify how effective they think the digital marketing strategies used by Fu-Wang Foods Limited have been in increasing sales. 23 of the participants consider digital marketing activities to be very effective in increasing sales. 17 of the participants consider the strategies to be somewhat effective. 8 of the participants consider the strategies to be not effective. 2 of the participants aren’t sure about the effectiveness of digital marketing strategies in increasing sales.

TABLE 10: Answer to Question 10

<table>
<thead>
<tr>
<th>Participants</th>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not effective</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>23</td>
<td>17</td>
<td>8</td>
<td>2</td>
</tr>
</tbody>
</table>
8.1.11 Do you think other companies in the FMCG market can use digital marketing to stay ahead of their competitors?

The participants were asked if they think other companies in the FMCG market can use digital marketing to stay ahead of their competitors. 26 of the participants strongly agree on this matter as they think that other companies can use digital marketing to achieve a competitive advantage. 15 of the participants somewhat agree on this matter, 7 participants disagree on this matter and 2 of the participants aren’t sure if other companies in the FMCG market can use digital marketing to stay ahead of their competitors.

TABLE 11: Answer to Question 11

<table>
<thead>
<tr>
<th>Participants</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Disagree</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>26</td>
<td>15</td>
<td>7</td>
<td>2</td>
</tr>
</tbody>
</table>
8.1.12 What do you perceive as the key benefits of using digital marketing for FMCG companies?

The participants were asked to notify what they perceive as the key benefits of using digital marketing for FMCG companies. 14 of the participants perceived improved brand awareness as the key benefit of using digital marketing for FMCG companies. 13 of the participants perceived increased customer engagement. 15 of the participants perceived higher sales. 10 of the participants perceived better customer targeting as the key benefit of using digital marketing for FMCG companies. 8 of the participants perceived digital marketing to be cost-effective compared to traditional marketing.

TABLE 12: Answer to Question 12

<table>
<thead>
<tr>
<th>Participants</th>
<th>Improved brand awareness</th>
<th>Increased customer engagement</th>
<th>Higher sales</th>
<th>Better customer targeting</th>
<th>Cost-effective compared to traditional marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>14</td>
<td>13</td>
<td>15</td>
<td>10</td>
<td>8</td>
</tr>
</tbody>
</table>
8.1.13 Based on your experience, what recommendations do you have for other FMCG companies in using digital marketing effectively to stay ahead of their competitors?

The participants were asked to recommend how FMCG companies can use digital marketing effectively to stay ahead of their competitors based on their experience. 18 of the participants recommended improving their social media presence. 15 of the participants recommended investing in SEO and content marketing. 10 of the participants recommended enhancing customer targeting and personalization. 7 of the participants recommended utilizing influencer marketing.

TABLE 13: Answer to Question 13

<table>
<thead>
<tr>
<th>Participants</th>
<th>Improve social media presence</th>
<th>Invest in SEO and content marketing</th>
<th>Enhance customer targeting and personalization</th>
<th>Utilize influencer marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>18</td>
<td>15</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>
8.2 Qualitative interview questions

The qualitative information collected from the interview was used to ensure the authenticity of the quantitative data. The participants were asked 10 questions regarding digital marketing activity and the integration of digital marketing into the FMCG market of Fu-Wang Foods Limited. These questions were focused on identifying the challenges faced by Fu-Wang Foods Limited from the perspective of the current managerial and decision-making personnel who are in charge of selecting and implementing various digital marketing strategies for the company. 10 participants took part in the qualitative data collection process. The answer provided by the participants has provided a general overview of the research problem based upon which the thesis was conducted.

1. What kind of challenges did you face that drive you to focus on digital marketing?

This interview question asked the participants about the challenges they faced that drove them to focus on digital marketing. This question tried to understand the different challenges faced by Fu-Wang Foods with its traditional marketing activities before it focused on digital marketing. Interviewee 1 considered increasing competition from the market to be the main challenge. In recent times, Fu-Wang Food has had to compete with strong business rivals to run its regular operational activities.
Interviewees 2, 3, 4 and 5 considered changing consumer preferences to be the main challenge that drove the company to focus on digital marketing. With various micro and macro-environmental factors impacting the purchasing behaviour and consumer demand of the company’s target audience, Fu-Wang Food had to focus on digital marketing to understand their preference as it is a faster way of identifying consumer demand and product choices.

Interviewees 6 and 7 considered the limited digital presence of the company as the main challenge as they think Fu-Wang Food tried to increase its virtual presence with digital marketing. Interviewees 8, 9 and 10 considered difficulty in customer engagement to be the main challenge. They think the use of various digital marketing activities has allowed the company to connect with a large number of customers in the quickest possible time.

2. What are the digital marketing strategies that Fu-Wang Food Limited initially planned to apply? What are the basic reasons behind that initial plan?

This interviewee question asked the participants about the digital marketing strategies that Fu-Wang Food tried to implement initially. The question also focused on understanding the main reason behind the implementation of those strategies. All of the interviewees have given information about three digital marketing strategies. The most preferable one has been social media marketing. According to the interviewees, the reason behind this initial digital marketing plan was to increase the virtual presence of the company and attract a younger consumer base who prefer using social media sites to receive information about a company’s product or service policies.

The second digital marketing strategy was content marketing. The reason behind such a marketing strategy was to design creative content and post them on virtual platforms to promote the product, service, and brand value of the company.

The final digital marketing strategy was searching engine optimization or SEO marketing. This strategy was chosen to ensure a strong presence for the company in popular search engines such as Google so that consumers can easily identify the company’s various information and content using those search engines.

3. Did Fu-Wang Foods Limited change the initial plan? If so, why the change occurred?
This question wanted to know from the participants if Fu-Wang Foods Limited brought any change to the initial plan regarding its digital marketing activities. All of the interviewees have clarified that the company didn’t change the initial plan. Fu-Wang Foods Limited used the initial plan to run its digital marketing activities in the market and has been successful in doing so.

4. Please briefly explain the benefits of adopting digital marketing strategies.

The participants were asked to explain the benefits of adopting digital marketing strategies. Interviewees 1 and 2 considered that adapting digital marketing strategies benefits a company by increasing its customer engagement. By using digital marketing, a company can also maintain better communication with customers and understand their purchasing habits.

Interviewees 3, 4 and 5 considered cost-effectiveness as the main benefit of adapting digital marketing strategies. According to them, the use of digital marketing strategies such as social media marketing or SEO marketing can cost less compared to traditional marketing but they have a better chance of reaching the target audience faster and effectively.

Interviewees 6 and 10 considered increased brand value to be the main benefit of adapting digital marketing strategies. According to them, a company can run more creative and effective promotional campaigns due to digital marketing. This increases brand awareness among the company’s target audience and improves its brand value among customers.

Interviewees 7, 8 and 9 considered increased innovation to be the main benefit of adapting digital marketing strategies. According to them, digital marketing allows marketing professionals to generate creative ideas to design exciting content which promotes innovation. This is an important aspect of digital marketing added by interviewee 8 as it makes the company’s workforce more innovative and productive at the same time.

5. What is your insight about customers’ perception of digital marketing?

This question tried to know from the interviewees what they think about customers’ perception of digital marketing. Interviewee 1 considered digital marketing to be more acceptable among young consumers as they want companies to make better use of virtual platforms to run major operational
activities such as marketing. The insight provided by interviewees 2, 6, 7, 8, 9 and 10 was similar to the insight provided by interviewee 1.

Interviewee 3 gave some additional insight highlighting that consumers want companies to prioritise their demands and they think digital marketing is more communicative as it can provide consumers with the opportunity to directly interact with the company of their choice. Interviewee 3 thinks that globalisation has changed consumer preferences as they are now dependent on a wide variety of products. They depend completely upon digital marketing to learn about new products, brands and services based on their purchasing behaviour.

Interviewees 4 and 5 tried to reflect upon a negative perception of the consumers regarding digital marketing. According to their insight, many consumers don't want companies to collect their personal information for designing their digital marketing strategies or content. That is the reason why many consumers consider digital marketing as a means of violating their privacy in social media or their daily life.

6. Please explain the effectiveness of digital marketing strategies adapted by Fu-Wang Foods Limited.

The participants were asked to explain the effectiveness of digital marketing strategies adapted by Fu-Wang Foods Limited. Interviewees 1, 3, 6 and 7 explained the benefit of adapting social media marketing. According to them, the use of social media marketing has allowed Fu-Wang Food to connect with a large number of young target audiences who are active on popular social media sites such as Facebook and Instagram. The company used various digital content to promote its product and brand value on social media sites. The use of social media as a digital promotional channel allowed the company to engage a good number of customers in the quickest possible time.

Interviewees 2, 4 and 5 explained the benefit of adapting content marketing as the company’s digital marketing strategy. The use of content marketing has allowed the company to increase its online and offline presence and retain a majority of its loyal customers. It has been beneficial for the company since increased customer retention allowed the company to increase its profitability through repeat business.
Interviewees 8, 9 and 10 explained the benefit of adapting content marketing for the company. They highlighted that the use of content marketing has allowed the company to increase brand awareness among its regular customers. Customers who were exposed to content marketing learnt about various offers provided by the company which increased their overall engagement with the company. It also improved the company’s brand image in its target markets.

7. How do new technologies foster the need for digital marketing in the FCMG market?

The participants were asked to describe how new technologies foster the need for digital marketing in the FCMG market. Interviewee 1 thinks that the use of digital technologies can help an organisation operating in the FCMG market collect consumer data. The use of ICT tools can play an important role in gathering consumer data to understand their purchasing behaviour. Interviewee 6, 9 and 10 also thinks that they can help organisations in consumer data collection. Interviewee 10 added that they are fostering better communication between organisations and their target audience.

Interviewee 2 thinks that new technologies can be used to minimise risk factors regarding digital marketing activities in the FCMG market. The use of these technologies can help an organisation to keep track of the business market and identify risk factors to design effective risk management plans. Interviewees 3 and 5 think that the use of new technologies is reducing the workload of marketing professionals as they can make better use of the virtual platform to run more effective digital marketing activities.

Interviewees 4, 7 and 8 prioritised the increasing demand for online business and how new technologies are boosting e-commerce. The FCMG market is increasing its online activities and making use of new technologies to increase its virtual presence with the help of various digital promotional activities. According to these interviewees, the FCMG market is making use of new technologies to connect more customers, especially a young consumer base through digital marketing strategies such as social media marketing and SEO marketing.


The interviewees were asked to describe how digital marketing increase sales of Fu-Wang Foods Limited. Interviewees 1, 4, 6, 7, 8, 9 and 10 have described that digital marketing is increasing the sales of Fu-Wang Food by increasing its customer engagement. With the help of its digital marketing strategies
such as social media marketing and content marketing, the company has been able to connect with a large group of customers to promote its product. These customers are buying regular products from the company which in terms has increased its sales activities.

Interviewees 2, 3 and 5 described that digital marketing has increased the sales of Fu-Wang Foods Limited by increasing its brand value. With effective digital marketing activities, the company was able to promote its brand value among the target audience in its target market. Its increased brand value has added more value for the company among the customers. With the increasing number of loyal customers, the company is doing repeat business which has increased its overall sales activity in the market.

9. What is the nature of the conflict between conventional marketing and traditional marketing in the case of your company?

The interviewees were asked what was the nature of the conflict between conventional marketing and traditional marketing in the case of Fu-Wang Foods Limited. According to interviewees 1 and 3, the main nature of conflict has been the medium that was used for reaching the target audience and sending them information. Using conventional marketing in the past. The company used TV media as its main promotional medium. Though it reached a good number of customers, it wasn’t successful in connecting the majority of them. When it started using digital marketing, its main promotional medium as social media sites and other virtual platforms. These promotional mediums were able to connect with a large group of customers.

Interviewees 2, 4 and 8 have considered cost-effectiveness to be the main conflict. Using traditional marketing activities, the company had to spend a heavy budget annually. When it focused on digital marketing, it was able to promote its product, service and brand value among the target audiences at an affordable cost. It had a significant decline in its expenditure on marketing and other promotional activities because of using digital marketing strategies.

Interviewees 5, 6, 7, 9 and 10 have identified consumer engagement to be the main conflict. According to them, the company had been successful in attracting more customers with the help of digital marketing compared to its traditional marketing in the past. Digital marketing has been able to retain the majority of its target audience, increasing the overall sales and profitability of the company.
10. Are there any suggestions that you want to recommend Fu-Wang Foods Limited to follow to utilize digital marketing effectively?

The interviewees were asked if they had any suggestions that they wanted to recommend Fu-Wang Foods Limited to follow to utilize digital marketing effectively. Interviewee 1 suggested that the company should keep track of the trending factors happening in the market to design more creative digital marketing content. Interviewee 2 suggested that the company should provide regular training to its marketing professionals so that they can come up with more effective digital marketing strategies. Interviewee 3 suggested that the company should prioritise other digital marketing strategies such as email marketing. Interviewee 4 suggested that the digital marketing content of the company should primarily focus on the demands of the target audience.

Interviewee 5 suggested that the company should increase its social media presence. Interviewee 6 suggested that the company should increase its SEO marketing activities and top the search engines for increased engagement of the customers. Interviewee 7 suggested that the company should make more effective use of the Marketing Mix. Interviewee 8 suggested that the company should collect personal data from consumers for designing more creative digital marketing content. Interviewee 9 suggested that it should recruit new employees and they will provide innovative ideas to improve its digital marketing activities. Interviewee 10 suggested that Fu-Wang Foods Limited should make use of new ICT tools to increase its virtual presence.
9 DISCUSSION AND RECOMMENDATIONS

This section of the research will evaluate the findings of this research to justify the study and provide necessary recommendations to the commissioner of the study. This section will provide insight into how Fu-Wang Foods Limited adopted digital marketing and what kind of strategies the company used for increasing the engagement of the target audience and its brand value in the target market. It will also evaluate what kind of challenge the company faced in the market to focus on digital marketing activities and how it was able to overcome those challenges.

9.1 Discussion

One of the main digital marketing strategies used by Fu-Wang Foods Limited has been social media marketing. The main objective behind adopting this strategy was to increase the virtual presence of the company by attracting a younger consumer base who prefer using social media sites to receive information about a company’s product or service policies. The company used The Relationship Marketing Theory to design this particular marketing strategy. This theory prioritises personalized experience for the customers so that they can become more satisfied with the company’s service (Ryan 2019). This allows a company to build a long-term relationship with the customers as they become more loyal. With the help of this theory, Fu-Wang Foods used social media sites as a key promotional channel to provide regular information to the customers regarding its product and service. This CRM strategy helped the company to increase the engagement of the target audience.

Another digital marketing strategy that the company used was content marketing. The reason behind such a marketing strategy was to design creative content and upload them regularly on virtual platforms to promote the product, service, and brand value of the company. The use of the 4Ps theory has helped Fu-Wang Foods to adopt this digital marketing strategy. An IMC strategy was used by the company to emphasize the importance of product, price, place and promotion in its digital marketing strategies. It used various market information and data from consumers to design digital content and advertisements. It uploaded them on the virtual platform and had been successful in catching the attention of the target audience. Its use of the IMC strategy allowed the company’s marketing professionals to increase brand awareness among the target audience and improve its overall sales activity.
Fu-Wang Foods Limited conducted regular market research to identify who its target audience is and tried to understand their online purchasing behaviour. Based on this information, Fu-Wang Foods Limited decided to focus its digital marketing efforts on social media sites and popular e-commerce platforms. Fu-Wang Foods Limited was able to develop a digital marketing strategy that focused on social media and e-commerce platforms. The company created social media pages on Facebook, Twitter, and Instagram, where it shared its latest products and promotions to draw consumers’ attention. The company also collaborated with popular social media influencers to reach a wider audience, especially consumers who follow and listen to these social media influencers. To improve its e-commerce sales, Fu-Wang Foods Limited launched an online store where customers could purchase its products based on their purchasing habits. The company also offered discounts, easy payment methods and free delivery to attract customers to its online store.

One of the main challenges faced by Fu-Wang Foods before focusing on digital marketing activities was coping with the increasing competition from the market rivals. In recent times, Fu-Wang Foods has had to compete with strong business rivals with established brand value and increased consumer engagement to run its regular operational activities. When the company started running various digital marketing activities using social media sites and other virtual platforms' main promotional medium, it was able to connect with a large group of customers. It began to attract more customers compared to its existing business rivals in the market which allowed the company to retain the maximum number of customers compared to its existing business rivals in the market.

Changing consumer preferences has been another challenge that forced the company to focus on digital marketing. Various micro and macro-environmental factors such as political unrest in the target market, inflation in the market and environmental factors were impacting the purchasing behaviour of the company’s target audience. Fu-Wang Food had to focus on digital marketing to understand their preference as it is a better and more effective way to identify consumer demand and product choices. With effective digital marketing activities, the company was able to promote its brand value among the target audience which impacted the purchasing habit of the consumers. Its increased brand value has added more value for the company among the customers. With the increasing number of loyal customers, the was able to continue repeat business which has increased its overall sales activity in the market.
The limited digital presence of the company was another challenge and Fu-Wang Food tried to increase its virtual presence with digital marketing. Because of the limited virtual presence, the company was finding difficulty in customer engagement. The use of various digital marketing activities has allowed the company to connect with a large number of customers in the quickest possible time. By increasing its online activities and making use of new technologies, the company was able to increase its virtual presence in the FCMG market. It used popular social media sites such as Facebook and Instagram for increasing its virtual presence. This particular strategy allowed Fu-Wang Foods Limited to connect with more customers, especially a young consumer base who are more active on social media sites. The use of various marketing strategies such as social media marketing and SEO marketing has helped the company to increase its overall virtual presence.

The increasing use of digital marketing strategies such as social media marketing or SEO marketing has helped Fu-Wang Foods Limited to reduce its overall expenditure on marketing. Digital marketing strategies can cost less compared to traditional marketing but they have a better chance of reaching the target audience faster and effectively. This helped the company to make use of various cost-effective ways to promote its product and service among the target audiences. The company ran more innovative and effective promotional campaigns due to digital marketing which increased brand awareness among the company's target audience and improved its brand value among customers. Its digital marketing activities allowed marketing professionals to generate creative ideas to design exciting content and promoted innovation among the company’s workforce.

9.2 Recommendations

Fu-Wang Foods needs to utilise the CRM strategy properly while making use of popular social media sites as a key promotional channel to increase the engagement of the target audience. To do so, regular interaction with the target audience is necessary. It should also provide regular information to the customers regarding its product and service so that they know of the organisation to meet their basic demands.

The company should keep track of the trending factors including the micro and macro-environmental factors happening in the target market to design more creative digital marketing content. The more information the marketing professionals will gather, the more creative and informative marketing content they will be able to design and implement for the company.
Fu-Wang Food Company should recruit new employees with professional experience in digital marketing activities such as SEO marketing, social media marketing or email marketing. New recruitment will increase the productivity of its marketing department as the new marketing experts will provide innovative ideas to the company to improve its digital marketing activities.

Fu-Wang Foods Limited should make use of new ICT tools to increase its virtual presence and maintain regular interaction with the target audience. Implementation of new ICT tools in its marketing activities will reduce the workload of the marketing team. This would allow them to invest their time and effort in designing more creative digital marketing content.

The company should provide regular training to its marketing professionals so that they can have a better understanding of its corporate objectives and marketing plans. This would sharpen the critical insight of the marketing professionals and their analytical skills. As a result, they can come up with more effective digital marketing strategies which will benefit the company in increasing brand awareness and ensuring the maximum engagement of the target audience.
10 CONCLUSION

One of the main objectives of this research was to identify the challenges Fu-Wang Foods Limited was facing before it implemented digital marketing. One of the key challenges faced by Fu-Wang Foods was competing with its existing business rivals in the industry. With strong business rivals, it required established brand value and increased consumer engagement to ensure a better position in the industry. Its use of digital marketing activities using virtual platforms helped it to increase its brand value in the market. With increased brand value, it was able to retain better profit and customers compared to its existing business rivals in the market.

Changing consumer preferences have been another challenge faced by the company. Fu-Wang Food had to focus on digital marketing to understand the preference of its target audience using data analytics and market-based information. It proved efficient for the company as it was able to identify consumer demand and product choices. Since it was able to promote its brand value among the target audience, its target audience had a significant change in their purchasing behaviour. It increased their engagement with the company and made them more loyal. With the increasing number of loyal customers, the company was able to increase its overall sales activity in the market.

The limited digital presence of the company was another challenge for Fu-Wang Foods Limited. The use of various digital marketing activities has allowed the company to connect with a large number of customers on virtual platforms such as social media sites. By increasing its use of new marketing technologies, the company was able to increase its virtual presence in the FCMG market. It used Facebook and Instagram for increasing its virtual presence on social media sites. This allowed the company to connect with more young consumers who are more active on social media sites. By increasing its overall virtual presence, it saw an increase in consumer engagement.

Another objective of this research was to identify the digital marketing theories and strategies Fu-Wang Foods Limited used. It used digital marketing strategies such as social media marketing and SEO marketing. It used the Relationship Marketing Theory to ensure a personalized experience for the customers so that they can become more satisfied with the company’s service. With the help of this theory, Fu-Wang Foods used social media sites as a key promotional channel. It also used a CRM strategy to increase the engagement of the target audience with increasing activity in different virtual platforms. Such strategies improved its digital marketing activities.
Another digital marketing strategy that the company used was content marketing to design creative content to promote the product, service, and brand value. The use of the 4Ps theory helped the company to adopt different digital marketing strategies. An IMC strategy was used by the company to gather various market information and data from consumers to design digital content and advertisements. It uploaded them on the virtual platform and had been successful in increasing brand awareness among the target audience. Its use of the IMC strategy allowed the company’s marketing professionals to improve its overall sales activity by making use of all the available resources.

The findings of this research were able to demonstrate that digital marketing has a better chance of reaching the target audience faster and more effectively compared to traditional marketing. It also showed how cost-effective digital marketing can be by collecting information from the participants who provided valuable information regarding digital marketing and its benefit for a company. Fu-Wang Foods Company was able to use more innovative and effective promotional campaigns due to digital marketing which increased brand awareness among its target audience. Its digital marketing activities allowed marketing professionals to generate innovative content to promote its brand value and help the company achieve a competitive edge over its existing business rivals in the market.
REFERENCES


APPENDICES

Survey Questionnaire

1. Gender
2. Age
3. Designation
4. What do you perceive as the main challenges faced by Fu-Wang Foods Limited in the FMCG market? (Select all that apply)
   ● Increasing competition
   ● Changing consumer preferences
   ● Limited digital presence
   ● Lack of brand awareness
   ● Difficulty in customer engagement
   ● Other (please specify)
5. How important do you think digital marketing is for FMCG companies like Fu-Wang Foods Limited in adapting to the digital age?
   ● Extremely important
   ● Important
   ● Somewhat important
   ● Not important
   ● Not sure
6. Are you aware of the digital marketing theories and strategies used by Fu-Wang Foods Limited to adapt to the digital age?
   ● Yes, very aware
   ● Yes, somewhat aware
   ● No, not aware
7. If yes, please specify the digital marketing strategies used by Fu-Wang Foods Limited. (Select all that apply)
   ● Social media marketing
   ● Search engine optimization (SEO)
● Email marketing
● Content marketing
● Influencer marketing
● Other (please specify)

8. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving their brand awareness?
● Very effective
● Somewhat effective
● Not effective
● Not sure

9. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in improving customer engagement?
● Very effective
● Somewhat effective
● Not effective
● Not sure

10. How effective do you think the digital marketing strategies used by Fu-Wang Foods Limited have been in increasing sales?
● Very effective
● Somewhat effective
● Not effective
● Not sure

11. Do you think other companies in the FMCG market can use digital marketing to stay ahead of their competitors?
● Yes, strongly agree
● Yes, somewhat agree
● No, disagree
● Not sure
What do you perceive as the key benefits of using digital marketing for FMCG companies? (Select all that apply)

- Improved brand awareness
- Increased customer engagement
- Higher sales
- Better customer targeting
- Cost-effective compared to traditional marketing
- Other (please specify)

12. Based on your experience, what recommendations do you have for other FMCG companies in using digital marketing effectively to stay ahead of their competitors?

- Improve social media presence
- Invest in SEO and content marketing
- Enhance customer targeting and personalization
- Utilize influencer marketing
- Other (please specify)

Interview Questions

1. What kind of challenges did you face that drives you to focus on digital marketing?
2. What are the digital marketing strategies that Fu-Wang Food Limited initially planned to apply? What are the basic reasons behind that initial plan?
3. Did Fu-Wang Foods Limited change the initial plan? If so, why the change occurred?
4. Please briefly explain the benefits of adopting digital marketing strategies.
5. What is your insight about customers’ perception of digital marketing?
7. How do new technologies foster the need for digital marketing in the FCMG market?
8. Please describe how digital marketing increase sales of Fu-Wang Foods Limited.
9. What is the nature of the conflict between conventional marketing and traditional marketing in the case of your company?
10. Are there any suggestions that you want to recommend Fu-Wang Foods Limited to follow to utilize digital marketing effectively?