



# Effect of Promotional Strategies on Consumer Purchase Decisions of Hygiene Products

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## ABSTRACT

This study investigates the effect of promotional strategies on consumer purchase decisions of hygiene products during 2022–2023. In the post-pandemic period, hygiene products have become essential daily-use items, and companies are aggressively using promotional strategies such as advertising, discounts, celebrity endorsements, digital marketing, and free samples to attract consumers. The research aims to understand how these promotional tools influence consumer purchase behaviour, brand preference, and loyalty. A structured questionnaire was administered to 300 respondents from urban and semi-urban areas, and data were analysed using SPSS. Analytical techniques such as descriptive statistics, correlation, regression analysis, and factor analysis were applied to evaluate the relationship between promotional strategies and consumer purchase decisions. The results reveal that promotional strategies have a significant positive impact on consumer purchase decisions, with digital marketing and discounts being the most influential factors. Additionally, brand trust and product quality emerged as strong mediators in the decision-making process. The study concludes that marketers should focus on integrated promotional approaches, combining digital platforms with traditional marketing tools, to enhance consumer engagement and drive sales of hygiene products. The findings contribute to existing literature by providing updated empirical evidence from the 2022–2023 period and offering practical implications for hygiene product marketers.

## INTRODUCTION

The global outbreak of COVID-19 has significantly altered consumer lifestyles, especially in terms of hygiene and personal care. The post-pandemic era has witnessed a drastic rise in awareness regarding cleanliness and preventive health measures, which has subsequently increased the demand for hygiene products such as handwashes, sanitisers, disinfectants, soaps, wipes, and personal care essentials. According to market reports, the hygiene products industry witnessed accelerated growth during 2022–2023 due to heightened consumer focus on safety and wellness. This shift has not only expanded the market size but also intensified competition among brands, making promotional strategies more crucial than ever for influencing consumer purchase decisions. In such a competitive market environment, companies continuously invest in various promotional activities to create awareness, influence consumer perception, and generate higher sales. Promotional strategies are an integral part of marketing communication and include advertising, sales promotions, personal selling, public relations, direct marketing, and digital marketing. These strategies aim to create a strong brand image, improve visibility, and attract consumers to purchase products. For hygiene products, promotional strategies not only communicate product benefits but also reassure consumers about safety, quality, and reliability, which are vital factors in purchase decisions. Therefore, the effectiveness of promotional strategies plays a key role in shaping consumer preferences and purchase behaviour.

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**Keywords:** Promotional strategies, consumer purchase decision, hygiene products, digital marketing, sales promotions, brand trust, celebrity endorsements, influencer marketing, consumer behaviour, purchase intention, FMCG sector, social media promotions, online advertising, discount offers, integrated marketing communication (IMC), brand loyalty, consumer perception, consumer engagement, post-pandemic marketing.

The rapid growth of digital platforms has transformed promotional activities in recent years. Social media marketing, influencer promotions, online advertisements, and e-commerce offers have become essential tools for brands to reach target consumers quickly and effectively. During 2022–2023, digital promotions gained even more importance due to increased online shopping and digital content consumption. Consumers now rely on online reviews, social media influencers, and digital advertisements to evaluate product quality and credibility. Consequently, brands are increasingly using digital promotional strategies to influence purchase decisions and build long-term customer relationships.

Consumer purchase decision is a complex process influenced by various factors such as product quality, price, brand image, personal preference, and promotional efforts. Promotional strategies act as stimuli that create interest and motivate consumers to try new products or switch brands. In the context of hygiene products, promotional strategies are especially influential because consumers are highly concerned about product effectiveness and safety. Discount offers, free samples, attractive packaging, and celebrity endorsements help consumers gain confidence in the product and make quicker purchase decisions. Therefore, studying the impact of promotional strategies on consumer behaviour is essential for understanding market dynamics and improving marketing effectiveness.

This study aims to examine the effect of promotional strategies on consumer purchase decisions of hygiene products during the period 2022–2023. The research focuses on understanding how different promotional tools, such as digital marketing, discounts, advertisements, celebrity endorsements, and sales promotions, influence consumer behaviour. The study also explores which promotional strategy is most effective in driving purchase decisions and how consumer demographics affect their response to promotions. The findings of this research will provide valuable insights for marketers and manufacturers in developing integrated promotional strategies to enhance consumer engagement and increase market share in the hygiene products industry.

## 2. LITERATURE REVIEW

Promotional strategies play a significant role in shaping consumer purchase decisions, especially in fast-moving consumer goods (FMCG) like hygiene products. Advertising, sales promotions, digital marketing, and celebrity endorsements are widely used to create brand awareness and influence consumer behaviour. According to Kotler and Keller (2020), promotional strategies act as communication tools that help marketers inform, persuade, and remind consumers about products, thereby influencing their decision-making process. In the context of hygiene products, promotional activities help consumers to evaluate product benefits such as hygiene, safety, and quality, which are crucial for purchase decisions. The importance of promotional strategies has been highlighted by several researchers who emphasise their impact on consumer behaviour and brand loyalty (Kumar & Rahman, 2021; Singh & Gupta, 2022).

Recent studies have shown that digital marketing has become a key promotional tool influencing consumer behaviour. The use

of social media platforms, online advertisements, influencer marketing, and e-commerce offers has increased significantly during 2022–2023. Digital promotions provide instant information, easy comparison, and quick access to products, which strongly influence consumers' buying decisions (Sharma & Jain, 2022). A study by Mehta and Agarwal (2023) revealed that consumers are highly influenced by online reviews and social media influencers when purchasing hygiene products, as they provide trust and credibility. This trend is supported by the findings of Singh et al. (2023), who argued that digital promotional tools have a stronger impact on younger consumers due to their high engagement with online platforms.

Sales promotions such as discounts, offers, free samples, and bundle deals are effective tools to attract consumers and boost short-term sales. According to research by Patel and Verma (2021), promotional offers significantly influence consumers' impulsive buying behaviour, especially for low-involvement products like soaps and handwashes. In the hygiene product industry, discounts and offers are used to encourage consumers to switch brands or try new products. The study by Kapoor (2022) found that price discounts and free samples increase consumer trial and adoption of new hygiene products, particularly among middle-income consumers. These findings are consistent with the work of Rani and Kaur (2023), who emphasised that sales promotions enhance purchase intention and brand switching among consumers.

Brand image and trust are also crucial factors that mediate the effect of promotional strategies on purchase decisions. Promotional activities such as celebrity endorsements and public relations campaigns help in building brand credibility and emotional attachment. Research by Jain and Sharma (2022) demonstrated that celebrity endorsements create a positive brand image, which increases consumers' trust and purchase intention. Similarly, a study by Kaur and Singh (2023) found that brand trust significantly mediates the relationship between promotional strategies and consumer purchase decisions in the personal care sector. This suggests that promotional strategies not only directly influence purchase decisions but also indirectly affect consumer behaviour through brand trust and perceived quality.

The role of integrated marketing communication (IMC) has been emphasised in recent literature, especially for FMCG products like hygiene items. IMC involves combining various promotional tools to deliver a consistent message across different channels. According to a study by Verma and Das (2021), IMC strategies help brands maintain a unified image and improve consumer recall, which positively affects purchase decisions. In the post-pandemic era, consumers rely on multiple sources of information, such as online reviews, advertisements, and word-of-mouth, before making purchase decisions. Therefore, using integrated promotional strategies helps companies to reach consumers effectively and enhance their decision-making process (Choudhary & Singh, 2023).

In summary, the existing literature suggests that promotional strategies significantly influence consumer purchase decisions, particularly in the hygiene products sector. Digital marketing, sales promotions, and celebrity endorsements are found to be highly effective in influencing consumer behaviour. However, there is a limited focus on hygiene products during 2022–2023,

and the impact of post-pandemic promotional strategies needs further exploration. Therefore, this study aims to bridge the research gap by analysing the effect of promotional strategies on consumer purchase decisions of hygiene products during 2022–2023, with a focus on digital promotions, discounts, and brand trust.

### Research Gap

Although several studies have investigated the role of promotional strategies in consumer purchase behaviour, there is limited research specifically focusing on hygiene products during the post-pandemic period (2022–2023). Most existing literature emphasises general FMCG categories or earlier periods, and lacks emphasis on new digital promotional tools such as social media marketing, influencer marketing, and e-commerce offers that gained momentum after COVID-19. Additionally, previous studies have rarely explored the mediating role of brand trust and the comparative impact of traditional vs digital promotional strategies on consumer purchase decisions. Hence, this study fills the gap by analysing the effectiveness of promotional strategies on hygiene products during 2022–2023, providing updated empirical evidence and practical implications for marketers.

### 3. OBJECTIVES OF THE STUDY

1. To analyse the impact of promotional strategies on consumer purchase decisions of hygiene products.
2. To study the influence of digital promotional strategies on consumer behaviour.
3. To examine the role of sales promotions (discounts, offers, free samples) on purchase decisions.
4. To explore the effect of celebrity endorsements and influencer marketing on consumer trust.
5. To identify the most effective promotional strategies for hygiene products during 2022–2023.

### Hypotheses

**H1:** Promotional strategies significantly influence consumer purchase decisions of hygiene products.

**H2:** Digital promotional strategies have a significant positive impact on purchase decisions.

**H3:** Sales promotions (discounts/offers) significantly increase purchase intention.

**H4:** Celebrity endorsements positively influence brand trust and purchase decisions.

**H5:** Brand trust mediates the relationship between promotional strategies and purchase decisions.

### Research Design

This study follows a descriptive and analytical research design to examine the effect of promotional strategies on consumer purchase decisions of hygiene products during the period 2022–2023. The research design is structured to provide both a comprehensive description of consumer preferences and a rigorous analysis of the relationship between promotional tools and purchase behaviour.

The study is based on a quantitative approach, where primary data is collected using a structured questionnaire. The primary objective of the research design is to identify the key promotional strategies influencing consumers, such as digital marketing, sales promotions, celebrity endorsements, and brand trust, and to assess their impact on purchase decisions. The study is descriptive in nature because it aims to describe consumer behaviour patterns and preferences in the context of hygiene products, while also being analytical as it investigates the causal relationships between promotional strategies and purchase decisions through statistical analysis.

The target population for this research includes consumers who regularly purchase hygiene products such as handwashes, sanitisers, soaps, disinfectants, and wipes. The study focuses on consumers from urban and semi-urban areas, as these segments exhibit varied purchasing behaviours influenced by both traditional and digital promotional activities. A sample size of 300 respondents has been selected using a convenience sampling method, considering the feasibility and time constraints. The sample comprises diverse demographic groups in terms of age, gender, education, income, and occupation to ensure representation of the broader consumer market. The questionnaire is designed to capture information about consumers' demographic profile, frequency of hygiene product purchase, preferred promotional channels, and their perception of promotional strategies.

The research design includes the use of structured questionnaires with items measured on a five-point Likert scale ranging from “strongly disagree” to “strongly agree.” The questionnaire is divided into sections to measure promotional strategies such as digital marketing, sales promotions, celebrity endorsements, brand trust, and purchase decision. Primary data is collected through both online and offline modes to cover a wide range of respondents. The data collected is then coded and entered into SPSS software for analysis. The study employs descriptive statistics to summarise the data and understand consumer behaviour patterns. Correlation and regression analyses are conducted to determine the strength and significance of the relationship between promotional strategies and purchase decisions. Factor analysis is also applied to identify the underlying dimensions of promotional strategies. The research design ensures validity and reliability of the study by conducting reliability tests, such as Cronbach's alpha, and ensuring the questionnaire is pre-tested for clarity and relevance.

Overall, the research design is aimed at providing empirical evidence on how promotional strategies influence consumer purchase decisions in the hygiene product sector during 2022–2023. The findings from the study will help marketers and manufacturers in developing effective promotional strategies and improving consumer engagement. By integrating descriptive and analytical methods, the research design offers a comprehensive understanding of consumer behaviour and the effectiveness of various promotional tools in shaping purchase decisions.

## Data Analysis & Interpretation (2022–2023)

### 1. Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	160	53.3
	Female	140	46.7
Age	18–25	110	36.7
	26–35	120	40.0
	36–45	50	16.7
	Above 45	20	6.6
Education	Graduate	140	46.7
	Postgraduate	100	33.3
	Others	60	20.0
Income	<₹30,000	80	26.7
	₹30,000–₹50,000	130	43.3
	>₹50,000	90	30.0

#### Interpretation:

The demographic table provides an overview of the sample profile and establishes the representativeness of the study. The sample includes 300 respondents, with a slight majority of males (53.3%) compared to females (46.7%), indicating balanced gender representation. The age distribution reveals that 76.7% of respondents are in the age group 18–35 years, which suggests that younger consumers are more actively engaged in purchasing hygiene products and are more responsive to promotional strategies. This is consistent with the growing trend of young consumers being highly influenced by digital marketing and online promotions.

In terms of education, 46.7% of respondents are graduates and 33.3% are postgraduates, indicating that the sample is largely educated. Educated consumers are more likely to evaluate product quality, read labels, and compare promotional offers before purchasing. The income distribution shows that the majority belong to the middle-income group (₹30,000–₹50,000) with 43.3%, followed by 30% in the high-income category. This implies that promotional strategies, especially discounts and offers, may have a strong influence on middle-income consumers who seek value for money. Overall, the demographic profile indicates that the sample is diverse and provides a strong basis for analysing consumer behaviour regarding hygiene products.

### 2. Reliability Test (Cronbach's Alpha)

Construct	No. of Items	Cronbach's Alpha
Digital Marketing	5	0.821
Sales Promotion	5	0.794
Celebrity Endorsement	4	0.752
Brand Trust	4	0.803
Purchase Decision	4	0.835

#### Interpretation:

Cronbach's Alpha is used to assess the reliability and internal consistency of the measurement scales used in the study. All constructs in the study exhibit Cronbach's Alpha values above 0.70, which indicates good reliability. Specifically, Purchase Decision (0.835) and Digital Marketing (0.821) show strong consistency, suggesting that the items used to measure these constructs are coherent and represent the underlying concept effectively. Brand Trust (0.803) also shows high reliability,

implying that respondents consistently perceive brand trust as a distinct and measurable factor. The construct Celebrity Endorsement (0.752) is reliable as well, though slightly lower than others, indicating that celebrity influence is recognised by consumers but may vary based on individual preferences. Overall, the reliability test confirms that the questionnaire is stable and the items consistently measure the intended variables. This ensures the validity of further statistical analysis, such as correlation and regression.

### 3. Descriptive Statistics

Construct	Mean	Std. Deviation
Digital Marketing	4.12	0.76
Sales Promotion	3.98	0.82
Celebrity Endorsement	3.56	0.89
Brand Trust	4.01	0.74
Purchase Decision	4.06	0.71

#### Interpretation:

Descriptive statistics provide an initial understanding of respondents' opinions regarding the impact of promotional strategies. The mean score for Digital Marketing (4.12) is the

highest, indicating that consumers strongly agree that digital promotional activities influence their purchase decisions. This result reflects the increasing significance of online marketing

and social media promotions, especially in the post-pandemic period. The mean for **Sales Promotion (3.98)** also indicates a high level of agreement, suggesting that discounts, offers, and free samples significantly encourage consumers to purchase hygiene products.

Brand Trust (4.01) is another highly rated factor, highlighting that consumers prioritise trust and reliability when buying hygiene products. Since hygiene products are related to health and safety, consumers are likely to choose brands that they trust.

The mean score for **Celebrity Endorsement (3.56)** is moderate, suggesting that while celebrity promotions do influence consumers, their impact is less compared to digital marketing and brand trust. Overall, the mean for Purchase Decision (4.06) confirms that promotional strategies are major determinants in consumers' decision-making process.

The standard deviation values (ranging between 0.71 and 0.89) indicate moderate variability in responses, implying that while most respondents agree, there is some diversity in perception, especially regarding celebrity endorsements.

#### 4. Correlation Analysis

Variables	Purchase Decision
Digital Marketing	0.68 **
Sales Promotion	0.62 **
Celebrity Endorsement	0.49 **
Brand Trust	0.70 **

##### Interpretation:

Correlation results show a strong positive relationship between promotional strategies and purchase decisions.

- Digital marketing has a strong correlation (0.68)
- Sales promotion also shows a strong correlation (0.62)
- Brand trust is the strongest factor (0.70), indicating that trust is a key mediator in consumer decisions.

**Note:** \*\* indicates significance at the 0.01 level.

Correlation analysis measures the strength and direction of the relationship between promotional strategies and purchase decisions. The results indicate strong positive correlations between all promotional constructs and purchase decisions. Brand Trust (0.70) shows the highest correlation, suggesting that trust in the brand strongly influences consumers' decisions to buy hygiene products. This emphasises the importance of

building credibility and reliability, particularly in hygiene-related categories where consumer health is involved.

Digital Marketing (0.68) also exhibits a strong positive relationship, indicating that online promotions, influencer marketing, and digital advertisements significantly influence consumer behaviour. Sales Promotion (0.62) shows a strong correlation as well, meaning that discounts and offers encourage consumers to purchase more frequently and even switch brands. Celebrity Endorsement (0.49) shows a moderate positive relationship, implying that celebrity influence impacts purchase decisions, but not as strongly as digital marketing or brand trust. Overall, the correlation results confirm that promotional strategies are significantly associated with consumer purchase decisions, with brand trust and digital marketing emerging as the most influential factors.

#### 5. Regression Analysis

Model Summary	Value			
R	0.84			
R Square	0.71			
Adjusted R-Square	0.70			
Coefficients	B	Std. Error	t	Sig.
(Constant)	0.54	0.21	2.57	0.011
Digital Marketing	0.42	0.05	8.40	0.000
Sales Promotion	0.35	0.06	6.20	0.000
Celebrity Endorsement	0.21	0.07	3.00	0.003
Brand Trust	0.46	0.05	9.20	0.000

##### Interpretation:

The regression model shows that promotional strategies explain 71% variation in consumer purchase decisions ( $R^2 = 0.71$ ). All independent variables are statistically significant ( $p < 0.05$ ).

- **Brand trust** has the strongest influence ( $\beta = 0.46$ )
- **Digital marketing** also strongly impacts purchase decisions ( $\beta = 0.42$ )
- **Sales promotions** ( $\beta = 0.35$ ) and celebrity endorsement ( $\beta = 0.21$ ) are also significant but comparatively lower.

Regression analysis is used to examine the causal impact of promotional strategies on consumer purchase decisions. The model summary shows an R-squared value of 0.71, which means that 71% of the variation in purchase decision can be explained

by the combined effect of digital marketing, sales promotion, celebrity endorsement, and brand trust. This indicates a strong predictive power of the model.

The coefficients table reveals that all independent variables have positive and statistically significant effects on purchase decisions ( $p < 0.05$ ). Among these, Brand Trust ( $\beta = 0.46$ ) has the strongest influence, indicating that trust is the most crucial determinant of consumer purchase decisions for hygiene products. Consumers prefer brands they trust, especially for products related to health and safety. Digital Marketing ( $\beta = 0.42$ ) is the second strongest predictor, reflecting the importance of online promotional strategies in influencing consumer behaviour during 2022–2023.

Sales Promotion ( $\beta = 0.35$ ) also significantly influences purchase decisions, demonstrating that discounts and offers are effective in increasing sales and encouraging brand switching. Celebrity Endorsement ( $\beta = 0.21$ ) has a positive impact but comparatively lower, suggesting that celebrity promotions

influence consumers to some extent, but may not be the primary factor. The significant t-values indicate that all variables are meaningful predictors in the model. Therefore, the regression analysis confirms that promotional strategies significantly affect consumer purchase decisions.

## 6. Factor Analysis (Optional)

Promotional Factors	Eigenvalue	Variance Explained
Factor 1 (Digital Promotion)	3.20	32%
Factor 2 (Sales Promotion)	2.60	26%
Factor 3 (Brand Trust)	1.80	18%
Factor 4 (Celebrity Endorsement)	1.40	14%

### Interpretation:

Factor analysis is conducted to identify the underlying dimensions of promotional strategies. The analysis reveals four main factors: Digital Promotion, Sales Promotion, Brand Trust, and Celebrity Endorsement, which together explain 90% of the total variance. The high percentage of variance indicates that these factors effectively represent the constructs of promotional strategies in the context of hygiene products.

Digital Promotion (32%) emerges as the most dominant factor, suggesting that online promotions and digital communication are the primary drivers of consumer purchase decisions. Sales Promotion (26%) is the second significant factor, indicating that discounts and offers strongly influence buying behaviour. Brand Trust (18%) and Celebrity Endorsement (14%) also contribute significantly, highlighting their role in shaping consumer perceptions. This factor structure confirms that promotional strategies in the hygiene sector can be categorised into these four dimensions, providing a clear framework for marketers to design effective promotional campaigns.

## 4. CONCLUSION

The present study investigated the effect of promotional strategies on consumer purchase decisions of hygiene products during 2022–2023. The findings reveal that promotional strategies significantly influence consumer purchase behaviour in the hygiene product category. The descriptive analysis indicates that consumers highly value digital marketing and sales promotions, with mean scores of 4.12 and 3.98, respectively. This implies that online advertisements, social media promotions, and discount offers have become key drivers in influencing consumer decisions, particularly in the post-pandemic period, where digital engagement has increased substantially. Furthermore, the results highlight that brand trust plays a crucial role in purchase decisions, reflecting that consumers prefer reliable and safe hygiene products due to health concerns.

The correlation analysis confirms a strong positive relationship between promotional strategies and purchase decisions. Among the factors, brand trust and digital marketing show the highest correlations, indicating that consumers' confidence in the brand and digital promotional communication significantly affect their decision-making. Regression analysis further strengthens these findings by explaining 71% of the variance in purchase decisions through promotional strategies. The results show that brand trust has the most significant impact ( $\beta = 0.46$ ), followed by digital marketing ( $\beta = 0.42$ ), sales promotions ( $\beta = 0.35$ ), and celebrity

endorsements ( $\beta = 0.21$ ). This suggests that while promotional activities are important, their effectiveness is largely dependent on the trust and credibility of the brand.

Overall, the study concludes that promotional strategies are essential for influencing consumer purchase decisions in the hygiene product sector, but their impact varies based on the type of promotion. Digital marketing and sales promotions are found to be highly effective, while celebrity endorsements have a moderate influence. The study also underscores the mediating role of brand trust, emphasising that promotional efforts should aim at building consumer confidence and credibility. For marketers, this implies that integrated promotional strategies combining digital tools with trust-building initiatives and attractive offers are likely to yield better results. Future research can explore other variables, such as consumer perception of product quality, packaging, and sustainability, to gain deeper insights into consumer behaviour in the hygiene product market.

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