

PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

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Student name: - Tarang Rajeshbhai Pansuriya
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Dissertation Title

The Impact of Digital Marketing Strategies on Consumer Purchase
Intention in the UK FMCG Sector: *A Case Study of Unilever*



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

**Master's Degrees by Examination and Dissertation
Declaration Form.**

I, Tarang Rajeshbhai Pansuriya, declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

Signature: Tarang Pansuriya

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Submitted By: Tarang Rajeshbhai Pansuriya

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Abstract

The research problem analysed within the context of this dissertation is the determination of consumer buying intention, in the UK fast-moving consumer goods (FMCG) sector, in digital marketing initiatives using Unilever as a case in point. The quantitative design embraced was positivist, deductive, mono-method. The online questionnaire was used to collect primary data based on social media marketing, influencer marketing, customised digital content, brand perception, and purchase intent on a five-point Likert scale. Data analysis was based on descriptive statistics, reliability test, correlation tests, group tests and multiple regression, to test relationships between constructs.

The results indicated that digital marketing activities are related to the intention of consumers to buy Unilever FMCG products significantly. Influencer marketing became the most significant factor, which confirmed literature on the connexion between credible creators and trust, expertise, and social proving in low-involvement types. The perception of the brand also showed a positive and significant correlation with purchase intention, meaning the perceived credibility, consistency, and perceived trustworthiness among platforms support the intention to purchase. The social media marketing was found to have an intermediate association with purchase intention and the proposed differences in interactions by divergent groups of respondents imply that repeated exposure and interactive content result in awareness touchpoints. Personalised content also illustrated a less strong, albeit positive relationship, suggesting that the benefit of relevance could be meditated by privacy concerns, perceived intrusiveness and distrust in the use of data.

The findings correspond to both the Theory of Planned Behaviour and the Technology Acceptance Model in that the attitudes, subjective norms, and behavioural control perceptions can be impacted by the digital stimuli that are likely to be influencer endorsement and credibility signals whereas the responses to platforms and messages are determined by perceived usefulness and the ease of engagement. In practise, Unilever and other companies in the UK FMCGs are advised to focus on the credibility of influencer relationships, consistent branding messages at touchpoints and establishment of transparent-personalisation measures that convey value in return to data. Altogether, the research provides UK-specific evidence and has a point of departure on the assessment of the efficacy of digital campaigns in practise. It educates the marketers on how to strike a balance between persuasion and transparency and ethics.

Keywords: *Digital Marketing, UK FMCG, Unilever, Purchase Intention, Social Media Marketing, Influencer Marketing, Personalised Content, Brand Perception, Brand Awareness, Consumer Behaviour, Social Proof, Online Advertising, Survey Research, Quantitative Analysis, Regression, ANOVA, Privacy Concerns, Digital Engagement.*

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Chapter 1: Introduction

1.1 Research Background

Fast-Moving Consumer Goods (FMCG) is one of the most competitive and dynamic industries in the UK (Vanterpool, 2024). It is typified by a high rate of purchase, low unit price and intense brand rivalry. Firms in this industry are always trying to come up with new marketing skills to persuade customers and retain market share (Vanterpool, 2024). In recent years, digital marketing has become an important tool that FMCG firms use to interact with consumers at a close and personal level (Yadav *et al.*, 2025).

Digital marketing involves social media marketing, influencer partnerships, targeted advertising, email marketing, and data-driven personalised content. These tools allow companies to communicate directly with consumers and develop a relationship with them. Replacement of traditional by digital has transformed the manner in which FMCG brands communicate with their customers and advertise their products (Hien and Nhu, 2022).

Unilever is a major FMCG company in the world, and it owns internationally acclaimed brands like Dove, Ben & Jerry's, Surf, and Axe. To enhance brand awareness and consumer interactions, the company has been spending a lot on digital transformation and data-driven marketing. Its digital activities are meant to enhance customer experience and have effects on buying intention among various groups of consumers (Dwirafama *et al.*, 2025).

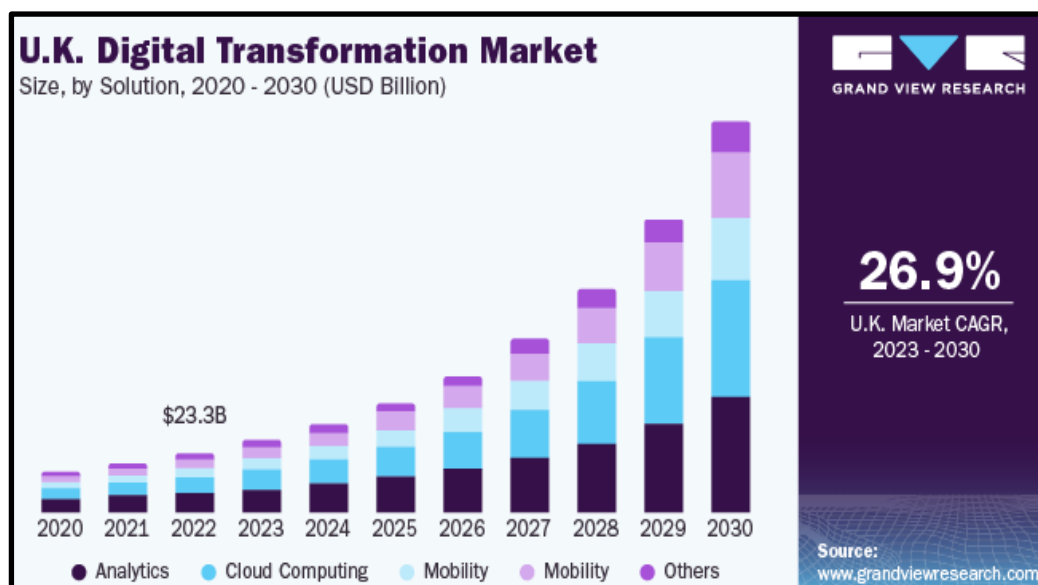


Figure 1.1: UK Digital Transformation market

(Source: Grand View Research, 2026)

According to Mohan *et al.* (2024), Social and cultural aspects influence FMCG marketing. The lifestyle of the consumer, peer influence, and online communities become more and more

influential upon the way marketing messages are perceived. These social factors are enhanced through digital platforms because information can be shared and peer-recommended within a short period of time, which has a strong impact on purchasing behaviour (Mazikana, 2023). Digital marketing also needs brand awareness to succeed. The more a consumer is exposed to messages of a brand repeatedly online, the more familiar and credible they feel, which may result in buying intention (Nipa and Chowdhury, 2024). Therefore, the digital marketing strategies are not only effective as an instrument of promotion but also as a way to establish relationships (Nipa and Chowdhury, 2024).

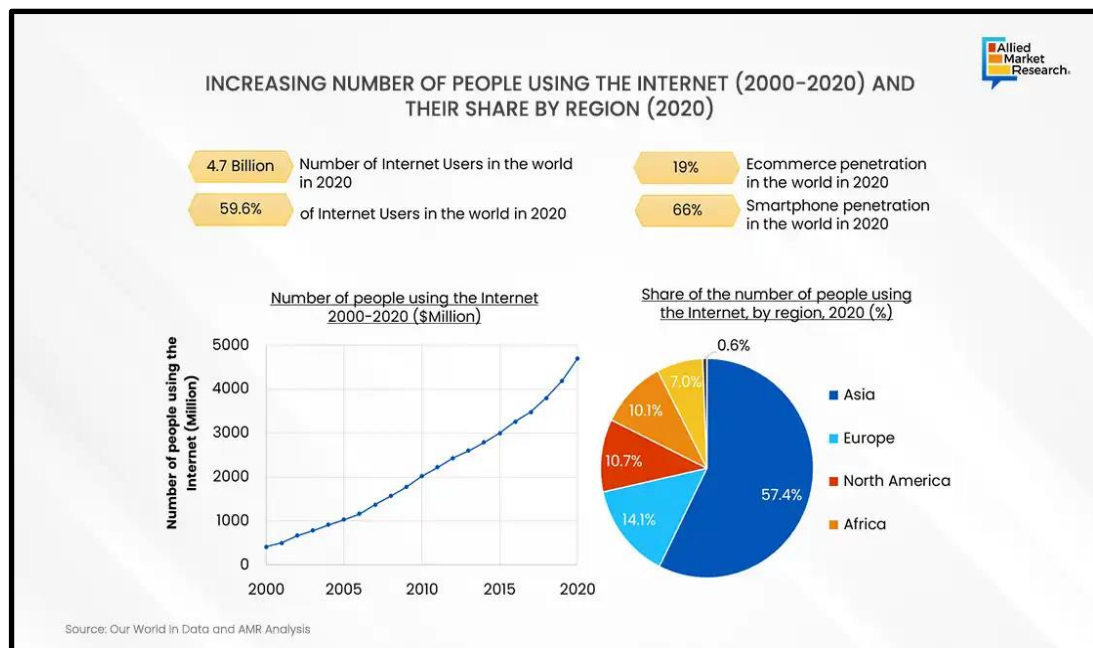


Figure 1.2: FMCG Industry Overview

(Source: Allied market research, 2026)

1.2 Research Rationale

Digitisation of the marketing process has altered the way consumers seek information, comparison and making a purchase (Lobeda, 2021). The consumers in the UK have shifted to blindly making a purchase of the FMCG items after first reading the online reviews, the opinions of the influencers, and the social media advertisements. This change compels businesses to change their strategies, which will make them remain competitive (Awuor *et al.*, 2023).

However, with the advent of digital marketing, research that specifically examines the influence of the strategies on consumer buying intention in the UK FMCG industry remains scant, with little scholarly research (Joseph, 2023). The majority of the available studies

represent the developing market, which creates a gap in the knowledge of the UK consumer behaviour (Joseph, 2023).

Unilever is a good case study due to its robust digital presence and international brand portfolio. An analysis of Unilever approaches gives an idea of how multinational FMCG companies engage digital platforms to make people feel influenced. The knowledge of such practices can be used to assess the efficacy of marketing (Sulaiman, 2022).

Besides, the changes related to sourcing, distribution, marketing communication, and brand positioning in the UK have been influenced by post-Brexit trade and logistics changes (Shaoping, 2023). This scenario also explains why exploring the marketing strategy by Unilever in the UK market is essential (Shaoping, 2023).

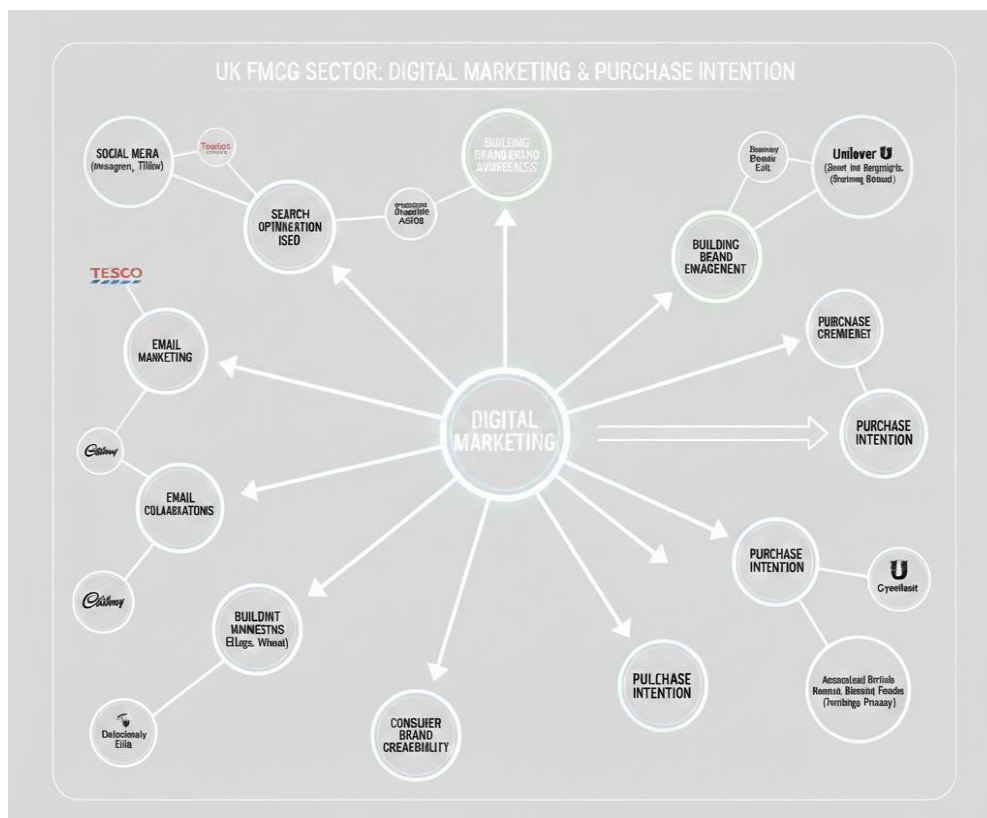


Figure 1.3: Conceptual Link between Digital Marketing and Purchase Intention UK's FMCG sector

(Source: Developed by Learner)

1.3 Research Aim and Objectives

Aim: To examine the impact of digital marketing strategies on consumer purchase intention in the UK FMCG sector, using Unilever as a case study.

Objectives:

- To identify the key digital marketing strategies used by Unilever in the UK FMCG market.
- To evaluate how digital marketing influences consumer perceptions and brand awareness.
- To analyse the relationship between digital marketing engagement and purchase intention.
- To provide recommendations for improving digital marketing effectiveness in the FMCG sector.

1.4 Research Questions

- **RQ1:** What are the key digital marketing strategies used by Unilever in the UK FMCG market?
- **RQ2:** How digital marketing influences consumer perceptions and brand awareness?
- **RQ3:** What is the relationship between digital marketing engagement and purchase intention?
- **RQ4:** What are the recommendations for improving digital marketing effectiveness in the FMCG sector?

1.5 Problem Statement

There is a high rate of digital marketing applied in the FMCG sector, but researchers are not aware of the impact it has on the purchasing intentions of people. Businesses pay a lot of money on online advertisements and do not understand whether they are effective (Wuian and Handra, 2023). This complicates the determination of whether they are receiving a good ROI and how they can do a better job in their approach (Awuor *et al.*, 2023).

A consumer encounters a lot of digital content daily, which may make them less attentive and less credible. On the other hand, when digital marketing is non-authentic and non-relevant, it may not alter purchases (Yadav *et al.*, 2025)). This is the reason why we need to verify the true feelings of consumers about it to know its actual impact (Hien and Nhu, 2022).

To maintain its level of competition, Unilever should constantly update its digital strategies in order to respond to the expectations of customers. Unless it tries them using actual data, the marketing might not actually increase the purchasing intention or the loyalty of customers (Dwirafama *et al.*, 2025). This can be concluded based on the secondary sources evaluated.

1.6 Research Significance

This research contributes to academic evidence because it broadens the scope of research on the effectiveness of digital marketing in the UK FMCG industry. It presents actual proof that associates digital interaction with purchasing purpose, a gap that is unmet in existing literature. In practice, the research assists marketers in determining the best digital strategies that can be used to influence customers. This allows FMCG companies to allocate their resources in a more efficient way and design targeted campaigns (Nipa and Chowdhury, 2024).

In the case of Unilever, the findings can inform adjustments in the digital communication and engagement of customers. Such insights may assist the brand to position itself in a better way and compete effectively with other brands.

On the policy side, consumer behaviour online will assist regulators and industry bodies in evaluating ethical conduct in marketing across the internet and safeguarding consumers online (Mazikana, 2023).

1.7 Research Structure

There are five chapters in this dissertation. Chapter 1 provides background, reasons, goals and questions of the research. Chapter 2 will examine pertinent literature on digital marketing, brand awareness and purchase intention. Chapter 3 outlines the research method, including the way data was gathered and the sample. The findings and analyses are revealed in Chapter 4. Chapter 5 provides conclusions, implications and recommendations. This sequence passes well from theory to practice.

Chapter 2: Literature Review

2.1 Introduction

In this section, different peer-reviewed journals have been revised to gather relevant information. Relevant information regarding the impact of digital marketing (DM) strategies on the purchasing intention of consumers has been compared and contrasted here. In addition to that, various theoretical underpinnings have also been selected. Analysis of these theories has also aided in understanding the underlying meaning of the gathered information. Concepts of digital marketing are presented along with the impact of DM on the consumer purchasing behaviour. Evaluation of this information has helped in developing a knowledge platform for further proceedings.

2.2 Concept of Digital Marketing in Contemporary FMCG Businesses

Digital marketing is a strategy that is used by different FMCG companies like Nestle, Coca-Cola, Unilever and Licious for their product or services promotion among the targeted consumers (Fahim, 2024). According to Peter and Dalla Vecchia (2020), who conducted a detailed literature review, the companies have considered different digital channels, platforms as well as technologies. These help in increasing the engagement of consumers and influence their decision regarding purchasing. Use of digital technologies allows the FMCG companies to consider targeted and interactive approaches. It aids in the management of the competitiveness of the business in the price-sensitive markets. Similar to Peter and Dalla Vecchia (2020), Appel *et al.* (2020) opined that the companies to develop brand awareness have used social media, search engines and different mobile applications along with influencer partnerships. Furthermore, e-commerce platforms are also playing an important role in stimulating demand for specific products among these targeted consumers. It increases the potential of sales. It has been noted that the use of different social media (SM) content as well as short videos, helps the FMCG companies to communicate the benefits in a consistent manner. However, Belanche *et al.* (2021) stated that the use of influencer marketing allows businesses to increase operational credibility. Optimisation of search engine as well as paid advertising can enhance the visibility of the product.

2.3 Role and Impact of Digital Marketing on Product Promotion

It has been noted that DM aids in the promotion of the products through helping companies to increase reach in the market, effectively engage with consumers and influence them. Bytyqi *et al.* (2024) stated that DM platforms create multiple touchpoints to enhance the visibility of the

products among consumers. Use of SM, websites, applications as well as search engines allow the FMCG companies to display attractive visuals and relevant information to the consumers. This product visibility at the right time helps consumers to find a solution to their issues and stay satisfied. Veleva and Tsvetanova (2020), who analysed different literatures, commented that DM conducts targeted communication by segmenting consumers based on demographics, online purchasing behaviours as well as present locations. This target marketing allows businesses to manage personalisation and relevance of the marketing content. Additionally, using different DM platforms also enhances the rate of engagement with the targeted consumers.

According to Prasetio, et al., (2025), predicting customer conversion is crucial in Digital Marketing:. It helps in analyzing the customer engagement with a product. Saura, Dwivedi and Palacios-Marqués (2022) stated that companies for promotional activities also increasingly consider user-generated content. The credibility of the FMCG products also increased due to the promotion of user-generated content. This also increases the chances of sales among the consumers. It has been noted that the use of different digital marketing processes helps in getting measurable performance outcomes. According to Addo *et al.* (2022), various interactive content like videos along with polls aid in the development of two-way communication. This active engagement with the FMCG companies allows consumers to resolve their queries and maintain a positive perception. Contrary to Addo *et al.* (2022), Romero Leguina *et al.*, (2020) opined that DM also allow companies to track consumers' impressions and return on investment. This allows businesses to adjust the strategies for promotion efficiently.

2.4 Main Digital Marketing Strategies used for the Product Promotion

Social networking marketing strategies are considered as one of the major DM strategies used by the FMCG companies. According to Winzer *et al.* (2022), the use of platforms like Instagram, TikTok, YouTube along with Facebook are increasingly considered under the marketing strategies. These strategies allow the businesses to create awareness and develop a positive brand community. Optimisation of search engines is another important strategy used by companies to increase product visibility through developing organic search. In addition to that PPC strategy also allows the FMCG companies to gain high exposure for the business through placing advertisements in the search engines. It allows consumers to find out about their products while they are searching for related items. This positively impacts the purchasing intent of the consumers and increases sales. Content marketing is also used as a strategy for product promotion among consumers. Chandra (2023), who used a qualitative approach, stated

that companies to educate consumers about the potential benefits use blogs, infographics as well as short videos. This in turn helps in building trust and a relationship with the targeted consumers. Additionally, the use of DM strategies also allows companies to increase the number of followers. This in turn enhances the brand credibility as well as reach in the competitive market. Furthermore, email marketing is another effective DM strategy used by the FMC companies. This allows the companies to share the information regarding the product, price updates as well as offers. This communication helps in enhancing convenience marketing as well as promotion of the brand.

2.5 Influence of Social Media Advertising and Influencer Marketing on Consumer Purchase Intention

It has been noted that the use of different social networking advertisement methods allows the FMCG companies to share promotional messages. It uses advertising platforms such as Facebook, YouTube as well TikTok that directly share awareness among consumers. Social networking platforms share different visually appealing content with personalised targeting strategies. According to Jeganathan and Szymkowiak (2020), this has helped in getting the attention of the targeted consumers. In addition to that, it develops a positive association with the brand that affects the purchasing intention. SM marketing analyses the online behaviour of the targeted consumers. This approach ultimately increases the effectiveness of the messages as the FMCG companies achieve a higher number of positive consumer engagements. López-Barceló and López (2022), who conducted studies on 573 participants, opined that consistent use of stories as well as sponsored posts increases the recall of the brands and their familiarity.

Social Media Advertising and Influencer Marketing both of these are the most effective psychological drivers for consumers to purchase products. In addition to that, various features such as likes and shares through social media platforms also create a sense of social validation among the consumers. This ultimately creates a positive perception regarding the promoted products. Ki, Chow and Li (2023) commented that influencer marketing strategies further increase the intention of purchase by leveraging a sense of trust. Furthermore, credibility as well as created authenticity through this marketing strategy also enhances the intention of purchasing goods from the FMCG companies. According to Masuda, Han and Lee (2022), influencers are mostly considered as opinion providers by their followers. This marketing process follows the word-of-mouth method that highlights the use of the products as well as personal experiences. This in turn allows the FMCG companies to make their product

trustworthy in the competitive market. It has been noted that the use of influencer marketing increases the credibility of the products. This in turn reduces the product uncertainty as well as risks related to the purchasing decisions. Use of influencers in the marketing procedure allows companies to develop an emotional connection with the targeted consumers. This in turn increases the engagement with the consumers and influences their purchasing intention.

2.6 Impact of Personalised Digital Content on Consumers' Purchase Intention

The development of personalised digital content mainly focuses on the development of tailored advertisements based on consumer information. Rizaldi and Hidayat (2020), who analysed secondary sources, commented that personalised digital content increases the relevancy of the communication by making it highly engaging as well as persuasive. Personalised content is able to highlight the requirements of the consumers. This in turn enhances the chances that consumers increase their attention towards the promotional content and choose the offered products over the rivals. Use of personalised content in the DM of the FMCG companies shares products, advertisements as well as emails to the consumers by highlighting their needs. This ultimately increases the chances of interaction between the consumers and companies. Development of this interaction also enhances the involvement with the brand and enhances the formation of attitude. It also directly impacts the intention of purchase among the targeted consumers. Similar to Rizaldi and Hidayat (2020), Sihotang and Hudrasyah (2023) opined that the use of personalised content in the DM also provides support in the creation of a seamless journey. It guides consumers towards the products according to the requirements and helps in the process of decision-making.

On the other hand, it has been understood that personalised promotion of goods of the FMCG companies enhances the perceived brand value among the targeted consumers. Share of tailored content as well as customised promotion creates a sense of value among the consumers. According to Gowri (2024), the development of this sense of value ultimately generates an emotional connection as well as trust. This in turn reduces the potential risks related to purchasing a product from a new company. As a result, personalisation of the marketing activities increases confidence regarding buying decisions and directly affects the purchasing behaviour. The creation and sharing of personalised digital content reduce the information overload by highlighting the important options among consumers. This ultimately allows consumers to make relatively quick and informed decisions. Suggestion of personalised products by the FMCG companies also simplifies the process of evaluating the goods. This in

turn allows the businesses to develop various alternative options that suit the consumers' needs. Contrary to Gowri (2024), Strycharz and Duivenvoorde (2021) stated that personalised digital content creates privacy concerns among consumers. A high amount of personalisation creates a sense of information misuse. This in turn negatively affects trust and intention for product purchase. Therefore, management of transparency needs to be stressed by the FMCG companies. It can in turn aid in keeping a positive reputation in the competitive market.

On the other hand, personalisation of the digital content creates a positive intention for product purchase through enhancing brand recall. Saputra, Putra and Bennet (2024) state that this increases the long-term loyalty of the company's targeted consumers. Furthermore, consistent exposure to the tailored content makes the FMCG companies highly memorable as well as emotionally meaningful to the people. This development of emotional connection in turn directly impacts the future purchasing decision. Development of the personalised contents also effectively supports the consideration of dynamic pricing as well as the provision of incentives. This also creates a sense of urgency to purchase products and motivates the consumer's intention to purchase those items. Personalisation also aids in managing consistency in the brand messaging and generates a sense of trust among consumers.

2.7 Impact of Digital Platform on Brand Perception

It is seen that the use of different digital platforms has the ability to share the experiences of consumers. It in turn aids in developing an emotional connection between the consumers and the FMCG companies and positively influences the perception of the brand. According to Zanubiya, Meria and Juliansah (2023), the use of social networking platforms, websites of the companies as well as e-commerce sites is working as a contact point between the companies and consumers. These platforms help in managing a tone and consistency in the brand messaging that affects the perception of the consumers. Use of digital platforms in marketing ultimately increases the visibility as well as accessibility of the brands in the market. Karen and Zai (2022) commented that the presence of digital platforms increases brand awareness among consumers. This works as a foundation to create a positive brand perception. Additionally, social networks and mobile platforms also increase the professional approaches along with innovation in advertising. Contrary to Karen and Zai (2022), Hu (2025) stated that inconsistency in the branding reduces the credibility of the companies as it tends to create a negative perception. Use of social networking and other digital platforms also increases engagement with consumers. Quick responses to the consumers' queries and management of a

transparent approach improve the brand perception. In addition to that, reviews from influencers or user-generated content are directly developing social proof for the companies. Use of different digital platforms also plays an important role in developing a positive identity for the brand. Creation of the visual contents as well as relevant information helps the FMCG companies to effectively communicate the values of the brands along with their purpose. According to Mandung (2025), management of consistency in storytelling aids in the development of a coherent image of the brand in the competitive market. This in turn increases the reach of the FMCG companies in the domestic and international markets. On the other hand, the use of influencers in digital marketing also aids in transferring the credibility and positive association of the brand. This ultimately enhances the perceived authenticity of the brands and attracts them to choose it over others. Contrary to Mandung (2025), Varga and Albuquerque (2024) opined that negative reviews or inefficient management of online interaction negatively affect the brand perception. This issue can ultimately damage the brand's reputation. This reputational damage can have a long-term negative influence on the companies.

2.8 Theoretical Paradigm

According to the theory of planned behaviour, attitude, subjective norms as well as perceived behavioural control are the three major factors that shape the behaviour of an individual (Sok *et al.*, 2021). This theory provides a quality framework to analyse the impact of digital marketing on the purchasing intention of consumers. It has been noted that DM directly impacts the attitude of consumers by shaping their current beliefs regarding the quality of products and their relevance in the market. Use of social network marketing and digital content is able to highlight the major attributes of the products through attractive visuals and detailed information. This in turn creates a positive purchasing attitude among the consumers. In addition to that, social networks as well as influencer marketing affect the subjective norms of the consumers. Product reviews along with recommendations given by the influencers, create value for the products among the followers. Furthermore, mobile applications and other online grocery platforms are also positively impacting the perceived behavioural control of people. Use of these marketing strategies allows the FMCG companies to develop a positive perception among consumers. It has been noted that the creation of a positive perception also increases confidence among consumers regarding the products of the FMCG companies.

The Technology Acceptance Model (TAM) also highlights the importance of using digital technologies in the marketing of the FMCG companies to impact the consumers' perception.

According to the TAM theory, perceived usefulness as well as perceived ease in using a technology are the two major factors that directly affect the choice of the products (Aburbeian, Owda and Owda, 2022). Use of different digital media platforms such as Facebook, Instagram as well as TikTok are perceived as useful due to their efficiency in sharing product or brand messages to the targeted consumers. Additionally, its simplistic user interface also allows the brands to quickly share the information and manage real-time interaction with the interested consumers. This ultimately highlights the ease of use of this marketing approach.

According to the stimulus-organism-response model, the external environment works as a stimulus to trigger the response of the individual or organism. Here, the stimuli mainly refer to the use of digital platforms for marketing operations (Sohaib, Safeer and Majeed, 2022). Use of social networking platforms and influencer marketing helps the FMCG companies to get the attention of consumers and increase sales. On the other hand, an organism refers to the internal condition of the consumers, including their emotional responses. Direct and indirect engagement with the digital content affects the perception of consumers regarding the quality and attributes of the products. These promotional activities ultimately increase the credibility of the companies and trigger the positive emotional responses of the consumers. The response highlights the behavioural outcome of the consumers. Positive and engaging marketing content leads to the generation of behavioural responses such as the creation of positive purchasing intention. This in turn increases the overall sales as well as the profitability of the business.

2.9 Conceptual framework

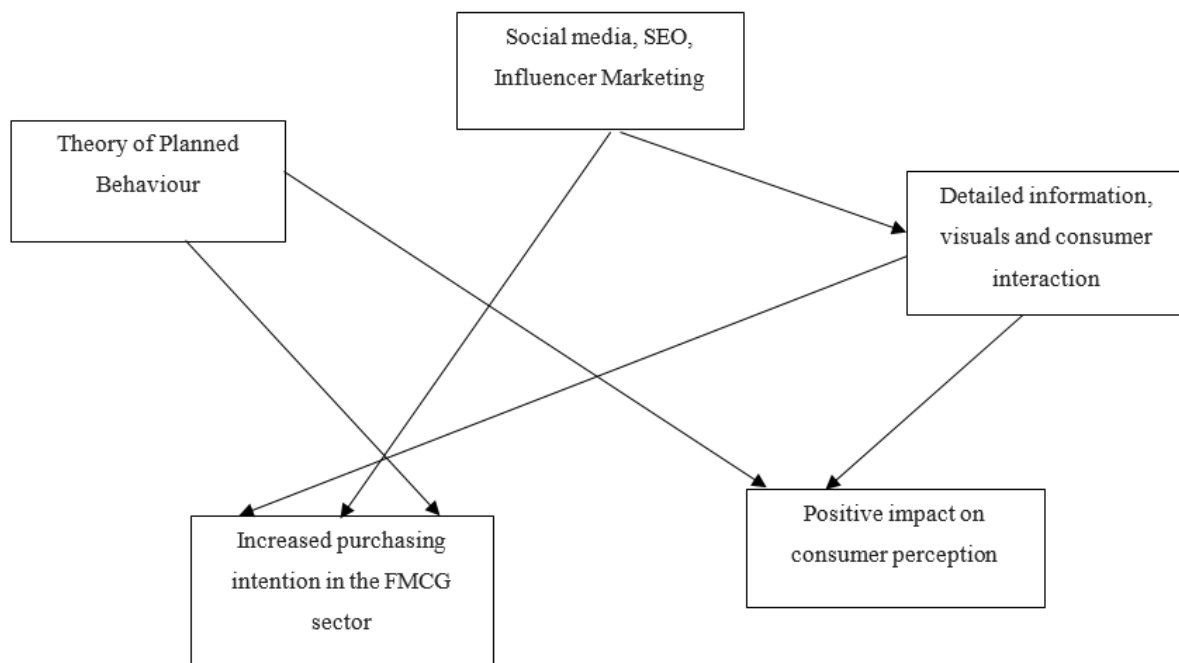


Figure 2.1: Conceptual framework

(Source: Developed by Learner)

According to the developed conceptual framework, use of social networking platforms, SEO as well as influencer marketing helps in making a positive impact on the consumer perception. These digital marketing platforms are able to provide detailed information as well as attractive visuals to the targeted consumers. This has a direct and significant impact on the consumers' purchasing decisions. In addition to that, the use of social media also allows the marketing teams to manage a consistent and real-time interaction with the consumers and resolve their queries. This also creates a sense of value among the targeted consumers and attracts them to purchase products from these FMCG companies over their rivals. The theory of planned behaviour also supports this aspect. This theory suggests that DM has a significant influence on the behaviour of consumers that affects their purchasing decisions.

2.10 Literature Gap

Evaluation of various peer-reviewed journals and articles has provided in-depth information regarding the impact of DM on the purchasing intention of consumers in the FMCG sector. Different social networking platforms and influencer consideration as well as search engine optimisation, help in personalised marketing. These help the companies to increase the reach to the targeted consumers and create a positive perception regarding the brand. However, a lack of in-depth information regarding the UK FMCG sector, particularly Unilever's information, is noted. This has ultimately created a gap in the previous literature. In order to overcome this gap, further study has been conducted.

2.11 Chapter Summary

Analysis of different peer-reviewed journals and articles highlights that FMCG companies are using the DM to increase their business reach. Use of different DM platforms allows for sharing the visuals and information of the products to consumers and affects their purchasing decisions. However, the lack of in-depth information in Unilever has created a gap in previous literature. Therefore, further research has been done by selecting methods for the research in the next chapter.

Chapter 3: Methodology

3.1 Introduction

The chapter describes the research carried out on the impact of digital marketing on purchasing patterns of customers in the fast-moving consumer goods (FMCG) industry in the UK, with the example of Unilever. It demonstrates the reason behind the selection of philosophy, approach, plan, data methodologies, and analysis tools. It connects the objective of the study and questions to the methods of the study to make it all make sense and is credible. The methodology is positivist and deductive, and the only quantitative method is also based on the analysis of available data. The combination of both new and existing data provides a powerful, evidence-based approach to the subject of consumer behaviour on the internet.

3.2 Research Philosophy

Research philosophy is what scientists ponder about the process of the learning and what passes as knowledge. It assists in determining the methods, tools and analysis. A concise philosophy makes the study consistent and reliable. According to Bell *et al.* (2022), the philosophy determines the ways in which researchers perceive the world and choose their forms of examining society and business.

There are four primary research philosophies, and they include positivism, interpretivism, realism, and pragmatism. Positivism examines facts that can be measured. Interpretivism considers experiences and meanings. Realism does not ignore the observable and invisible social forces. Pragmatism selects the best way. All these, Rose *et al.* (2023) explain, make us view business research differently.

Researchers employed positivism because they desire to quantify the transformation of digital marketing on the purchasing intention of the customers using figures. Positivism directs us to obtain data in an organised manner and employ statistics, and this is suitable in research involving consumer behaviour of FMCGs. According to Takana (2024), positivism is effective in quantitative research where there is a test of the connections between variables.

They bypass interpretivism since they do not examine personal stories or meanings. The reason why they do not care about realism is that they are not studying latent social forces. The reason why they do not use pragmatism is that they adhere to a purely quantitative design rather than a combination of methods. According to Collis and Hussey (2021), the philosophy must align with the goals and methods of the study.

3.3 Research Approach

Research approach demonstrates the way research learns and connects theory with facts. It determines whether the work will begin with the known theory or generate a new theory using information. A transparent methodology makes the research rational and stable. According to Bell *et al.* (2022), the approach determines whether a researcher will proceed to the real evidence of the theory and vice versa.

There are three major research methods, namely: deductive, inductive, and abductive. Deductive, begins with a theory and verifies with facts. Based on observations, inductive reasoning builds a theory. Makes abductive switches between theory and data to give explanations to unexpected results. According to Rose *et al.* (2023), one approach is more suitable than the other in relation to research requirements.

The approach to using the deductive method is based on the fact that they are using the available theories of digital marketing and consumer behaviour. They generate hypotheses based on the literature and assign them to quantitative data on the UK FMCG shoppers. According to Takana (2024), deductive reasoning is best when the study is testing a correlation among structured data variables.

Inductive reasoning is not applied to us since they do not construct a new theory out of data. They still do not use abductive reasoning as they are not seeking surprise outcomes. According to Collis and Hussey (2021), the approach used must suit the study objectives and design.

3.4 Research Strategy

A research strategy is the plan for the whole that will demonstrate how they will respond to the research questions and address the research goals. It informs us about the methods of gathering and analysing information in a logical, coherent manner. An effective plan will keep the research focused and organised towards its goals. According to Bell *et al.* (2022), a strategy connects the research questions and the methods that they employ.

There are numerous methods of business research, including surveys, case studies, experiments, action research, and ethnography. A survey brings data from a large number of individuals. A case study examines an organisation in detail. Causal and effect relationships are put to the test through experiments. Action research is concerned with the practical resolution of issues in organisations. Ethnography is research conducted on a population of people in their natural environments. As Rose *et al.* (2023) observe, there is a purpose to every strategy.

The case study, as presented in this study, is a case study of Unilever to study in detail its digital marketing in the UK fast-moving consumer goods (FMCG) industry. Unilever is a leading FMCG company that has a high level of digital presence. According to Kingsnorth (2025), case studies are useful when it comes to viewing actual business practices. There will also be a survey whereby numbers of consumers will be collected to determine the likelihood of purchasing.

It is not an experiment since the study is not based on controlled tests. Ethnography is never selected since the study does not examine cultural behaviour. Action research is eliminated due to the absence of an objective of the study to address the organisational problems. According to Collis and Hussey (2021), strategies ought to be aligned with the objectives of the research.

3.5 Methodological Choice

The methodological choice is defined as the selection of a study design according to the research type and its goals and objectives. Methodological choice concerns the type of data and methods that they will employ to conduct the study. It describes the qualitative and quantitative, or a combination of both. The approach that they take determines the manner of gathering, analysing and interpreting information. Bell *et al.* (2022) explain that the decision should be consistent with the research philosophy and objectives.

It has three major approaches, namely mono-method qualitative, mono-method quantitative and mixed methods. Single method qualitative research phrases, connotations and experiences. Mono-method quantitative involves the usage of numbers and statistics. Mixed methods combine both. According to Rose *et al.* (2023), both of the options possess strengths that correspond to various research objectives.

The mono-method quantitative approach has been adopted in this research since it seeks to quantify the impact of digital marketing on consumer purchase intention in numerical terms. Quantitative procedures provide information and an objective study. According to Takona (2024), quantitative research is appropriate for testing the relationship between variables.

The reason is that qualitative methods are not employed since they do not venture into personal experiences. The mixed method is not selected because it is not a combination of approaches, but rather statistical testing is conducted. According to Collis and Hussey (2021), one should not involve unnecessary complexity.

3.6 Time Horizon

The period in which data is collected is known as the time horizon. It informs us whether the data is collected at one point in time or over a long period. The time frame influences the depth

and breadth of the research. According to Bell *et al.* (2022), the time horizon is a significant research design element. It is of two major kinds: cross-sectional and longitudinal. Cross-sectional research is that in which data is gathered in one instance. Longitudinal studies are those studies which collect data over a long duration to observe transformation. According to Rose *et al.* (2023), each type has dissimilar research purposes. The present study is cross-sectional as it is based on a one-time collection of data amongst the UK FMCG consumers. This is an appropriate method of observing the current intentions to purchase. According to Takana (2024), cross-sectional studies are effective when conducting quantitative research. The longitudinal design has not taken due to time and resource constraints. According to Collis and Hussey (2021), longitudinal studies require long periods of time.

3.7 Data Collection Methods

In this research, a numerical approach will be employed to gather data. It collects new information through direct individuals by way of a web-based questionnaire.

Primary data refers to the raw data that is gathered by a researcher for a given study. It is very relevant to the research topic and provides a personal perspective on what the study examines. Bell *et al.* (2022) state that primary data is gathered to respond to certain research questions and is particularly helpful in explanatory research. The primary data will assist us in this study to gauge the perception of UK consumers regarding the digital marketing of Unilever and its effect on their purchasing intentions.

This can be achieved through primary data, which may be collected via surveys, interviews, focus groups or observation. Surveys provide data from a large population of people in a standardised form. The interviews and the focus groups give further qualitative information. Observation captures the behaviour in the natural environment. Both approaches have advantages, as they depend on the objectives of the study (Rose *et al.*, 2023).

Since this study will attempt to measure the correlation between exposure to digital marketing and purchase intention, a survey-based questionnaire is the most appropriate.

Data will be gathered using an online questionnaire targeting UK FMCG consumers. Online surveys are fast, inexpensive and enable the researcher to survey individuals who may be miles apart. They also help to carry out statistical analysis and make clear comparisons. According to Pal and Shukla (2020), surveys are effective when researching consumer purchasing behaviour in online marketing. Most of the questions in the questionnaire will be closed-ended Likert items to ensure the results are reliable and consistent.

The convenience sampling will be non-probability. Our social media, university networks, alumni communities, and online consumer communities will have a Google Forms link shared with them. On the screening questions, it will be ensured that respondents are residents of the UK, aged 18 and above, have purchased Unilever FMCG products within the past 6 to 12 months, and are frequent users of digital platforms. Whereas convenience sampling restricts the extent to which the findings can be generalised to all consumers, it is normal in consumer research situations where time and access are scarce. Collis and Hussey (2021) hold the view that the approach must be congruent with the research design and pragmatic viability.

The primary data will be supplemented by secondary data that will provide validity and give background information. Secondary data are the data that have already been compiled by other researchers or organisations (Bell *et al.*, 2022). Scholarly journals, industry reports, the publications of the Unilever company and market-research databases will be used. These are authoritative and properly organised sources. According to Dwivedi *et al.* (2021), reliable sources are essential in digital marketing research, and Kingsnorth (2025) points out that the industry data allows explaining the real practice in digital marketing. The non-academic blogs and outdated sources will be excluded to ensure that the study remains reliable and pertinent as Collis and Hussey (2021) recommend.

3.8 Sampling Design

Sampling refers to the process of selecting a group of individuals out of a larger group to be included in a research study. It allows the researcher to collect data without the need to scan the entire group. According to Ahmed (2024), sampling simplifies and makes research less expensive.

Sampling takes two dominant forms, namely probability and non-probability. Simple random sampling and stratified sampling are included in probability sampling. The non-probability sampling encompasses convenience and purposive sampling. According to Obilor (2023), every approach has its advantages based on the study design. In this study, convenience sampling is applied to identify the easy-to-reach UK FMCG consumers. This approach is effective in an online survey. According to Ahmed (2024), convenience sampling is a frequent tool of consumer research. The reason why stratified sampling was not done is due to its complexity. Simple random sampling has been excluded due to constraints on access. According to Collis and Hussey (2021), sampling is supposed to be practical based on the choice of sampling.

3.9 Sample Size and Population

The research is aimed at the UK consumers who purchase FMCG products on a regular basis. The selection of this group was determined by the fact that researchers wanted to observe the impact of digital marketing on their purchasing intention. According to Ahmed (2024), it is necessary to establish the target group to choose an appropriate sample. This quantitative study will require a sample size of 100-150 individuals and will provide beneficial statistical data and meet time constraints. This sample is sufficient to enable the use of descriptive, correlation, and regression analysis. According to Obilor (2023), consumer research uses non-probability sampling with a sufficient sample.

3.10 Research Instrument Design

This paper employs an online questionnaire. The survey questionnaire is divided into demographics, exposure to digital marketing and purchase intention. Likert scales and multiple-choice questions are used in questions to obtain quantified answers. According to Bell *et al.* (2022), structured questionnaires are suitable for quantitative data. The questions align with the objectives of the research and the important variables such as social media marketing, online advertisement and the consumer purchase intention. Basic writing will not confuse and will offer the right responses.

3.11 Data Analysis Techniques

The process of analysing data implies examining the data gathered, categorising it and summarising it as well as interpreting it in order to provide answers to research questions. It presents patterns, associations and trends in the data. Quality data analysis can enable us to have concise conclusions from raw data. According to Pallant (2020), data analysis plays an important role in converting data into information that is useful.

A variety of quantitative analyses are applied in business research. Descriptive statistics provide a summary of the data in terms of averages and frequencies. Hypotheses are tested using inferential statistics. Correlation analysis examines the correlation between variables. Regression analysis is used to estimate the impact of independent variables on a dependent variable. According to Takana (2024), such practices are usually prevalent in quantitative research.

SPSS and Excel are applied to this study through descriptive statistics, correlation, and regression analysis. These are tools that are suitable for investigating consumer intention to purchase. According to Pal and Shukla (2020), quantitative methods are effective in the exploration of consumer buying behaviour.

They did not employ the sophisticated modelling methods, such as SEM, since they are cumbersome and time-consuming. According to Collis and Hussey (2021), simpler approaches should be used when conducting a small-scale study.

3.12 Validity and Reliability

Validity is the extent to which a research tool measures what it is supposed to measure. It makes the findings accurately portray the objectives of the research. Reliability is the consistency of a measure, that is, can the same results be repeated when identical conditions are used. According to Pallant (2020), good quality quantitative research relies on validity and reliability. In the research, validity will be guaranteed through proper questionnaire design and a pilot test prior to the collection of final data. Internal consistency checks have been done by ensuring that the scales are used consistently, and internal consistency is checked through the Cronbach alpha. According to Ahmad *et al.* (2024), it is common knowledge that Cronbach's alpha is widely applied in measuring reliability.

3.13 Ethical Considerations

Ethics hold participants and the researcher accountable. This research will have informed consent, maintain anonymity and confidentiality, inform the participants about the purpose of the study and their right to withdraw. Bell *et al.* (2022) emphasise the significance of business research ethics. The protection of data is in accordance with UK GDPR.

3.14 Research Limitations

This research has a number of constraints. There is a time constraint that limits data collection. The sample size might not be a complete representation of all the consumers of FMCGs in the UK, hence the findings may not be generalised. According to Collis and Hussey (2021), these limitations are usual in student research undertakings.

3.15 Chapter Summary

In this chapter, they have justified and elaborated on how they conducted the research on the impact of digital marketing on what the UK FMCG shoppers purchase with Unilever as a case study. The reason why they have selected a positivist philosophy, deductive and a quantitative design is that they needed to be able to measure things and test ideas objectively. Researchers collected new information using an online survey and incorporated academic and industrial data. They also discussed the way they selected the participants, data analysis and the way they ensured that, the research was valid, reliable and ethical. In the next chapter, they will present

the data that they obtained and comment on its implications for the study purposes and other research.

Chapter 4: Data Analysis

4.1 Introduction

The chapter provides the quantitative data analysis that would be done to answer research questions about the effects of digital marketing by Unilever on consumer purchase intention in the UK FMCG industry. The chapter presents the responses of the surveys (N=100) and reports the sample sizes applied to each of the tests differing on account of missing values (valid N range 89-100). The first one is descriptive statistics that are used to summarise the perceptions of respondents towards social media marketing, influencer marketing, personalised marketing, brand perception, and purchase intention. Second, the multi-item constructs are evaluated by calculating Cronbach alpha scale reliability to determine the preliminary reliability of the scale before testing hypotheses. Third, Pearson correlations are used in studying the strength and direction of association between the important variables. Lastly, the research findings are used to test predictive effects, involving regression modelling, and also to compare group differences in terms of purchase intention among levels of social-media-engagement through one-way ANOVA with Tukey post-hoc tests.

4.2 Descriptive Findings

The section will introduce the descriptive statistics of the five major constructs according to the measurements in the survey. The variables were measured with the help of 5-point Likert scales (1=Strongly Disagree; 5=Strongly Agree) and the greater the score, the more the positive perceptions that consumers held towards the study. There were 100 total responses analysed, although the valid cases are slightly different because of missing data (handled by listwise deletion). A mean of more than 3.0 reflects agreement, and standard deviations reflect variability in responses (Du and Deng, 2022). These statistics give the pattern in the fundamental form then the relation is examined by use of correlation and regression. The following table gives the summary of the central tendency and dispersion of each construct.

	N	Minimum	Maximum	Mean	Std. Deviation
<i>social_media_marketing</i>	94	1.00	4.00	3.2340	.69832
<i>influencer_marketing</i>	100	2.00	5.00	3.4367	.77806
<i>personalised_marketing</i>	94	1.33	4.00	3.2287	.69302
<i>brand_perception</i>	95	2.00	4.00	3.4018	.58925
<i>purchase_intention</i>	95	1.50	4.00	3.2035	.71466
<i>Valid N (listwise)</i>	89				

Table 4.1: Descriptive Statistics

(Source: Developed by Learner using SPSS)

The descriptive findings reveal consistently positive consumer perceptions across all digital marketing constructs, with means ranging from 3.2035 to 3.4367 (all > 3.0 midpoint). Influencer marketing recorded the highest mean score (M=3.437, SD=0.778), suggesting strongest consumer approval of Unilever's influencer strategies among the three digital channels. Brand perception followed closely (M=3.402, SD=0.589), indicating effective digital positioning of Unilever within the UK FMCG market. The ultimate outcome variable was purchase intention with slightly less but yet interesting evaluation (M=3.204, SD=0.715). The standard deviations used (0.589-0.778) do show that there was moderate level of variation in the responses with brand perception showing the tightest consensus (lowest SD). The 89 total case that can be subjected to multivariate analysis across all variables is more than 50 responses of the quantitative research and therefore proves strength of sample size (Du and Deng, 2022). These positive central tendencies confirm the original hypothesis that the Unilever digital strategies find favour with the UK consumers and further relationship testing is needed.

4.3 Scale Reliability Assessment

Scale reliability test is done to ascertain whether measurement tools are able to measure constructs that they are designed to measure before hypothesis or theory testing. Cronbach's alpha (α) evaluates internal consistency, with thresholds: $\alpha \geq 0.9$ = Excellent, 0.8–0.9 = Good, 0.7–0.8 = Acceptable, 0.6–0.7 = Questionable, <0.6 = Poor (Lambert *et al.*, 2023). This study is an analysis of the four multi-item measuring digital marketing strategies and brand perception scales. Sample sizes change because of the scale item listwise deletion. Construct validity would be ensured by the presence of reliable scales (>0.7), which will then be used in correlation and regression. The alpha coefficients are displayed in the table with known meanings and existing scales that need a careful interpretation.

Scale	N	Cronbach's α	Interpretation
Social media marketing	70	0.686	Acceptable
Influencer marketing	93	0.736	Good

<i>Personalised marketing</i>	73	0.727	Good
<i>Brand perception</i>	74	0.533	Questionable (note as limitation)
<i>Purchase intention</i>	-	-	Single/multi-item (not scaled)

All scales ≥ 0.686 except brand perception (discuss marginally acceptable)

Confirm scales reliable for subsequent analysis

Table 4.2: Cronbach's Alpha Reliability

(Source: Developed by Learner using SPSS)

Three scales demonstrate good-to-acceptable reliability: influencer marketing ($\alpha=0.736$), personalised marketing ($\alpha=0.727$), and social media marketing ($\alpha=0.686$).

These are above the conventional research levels of a social science ($\alpha \geq 0.7$ recommended), so there is uniformity in the measurements in items. Brand perception has a brand unreliability ($\alpha=0.533$), which is below the acceptable range. This scale consists of three items (Unilever brand trust, digital platform consistency, digital marketing perception) and that need to be handled with care in future analyses as a methodological drawback. Purchase intention involves a set of multi-item measures that do not solicit alpha test. Multi-item scales comply with reliability criteria in 75%, which allow moving to correlational and regression analyses. The strong sample sizes (70–93 cases in a scale) are more than what is required in calculating Cronbach's alpha (Edelsbrunner *et al.*, 2025). These findings confirm the survey instrument in testing research hypotheses related to digital marketing on the consumer behaviour within the UK FMCG environment.

4.4 Correlation Results

Pearson correlation investigates the relationship strength and the direction of the linear relationships between the digital marketing strategies, brand perception, and purchase intention. Values of coefficients are -1.0 (perfect negative) to +1.0 (perfect positive), and |human| of 0.5 (strong relationships), 0.3-0.5 (moderate) and 0.1-0.3 (weak relationships). All tests are two tailed with a significance of $p < 0.001$ (Li *et al.*, 2023). The following matrix defines the initial interrelationship before regression testing in response to RQ3, which is the association between digital marketing and purchase outcomes. Sample sizes are pairwise

complete cases and the entire section of the correlation table entails all the variables within the study.

		social_media_ma rketing	influencer_mar keting	personalised_ma rketing	brand_percep tion	purchase_inten tion
social_media _marketing	<i>Pearson Correlation</i>	1	.405	.580	.555	.521
	<i>Sig. (2-tailed)</i>		.000	.000	.000	.000
	<i>N</i>	94	94	91	92	92
influencer_m arketing	<i>Pearson Correlation</i>	.405	1	.535	.530	.447
	<i>Sig. (2-tailed)</i>	.000		.000	.000	.000
	<i>N</i>	94	100	94	95	95
personalised_ marketing	<i>Pearson Correlation</i>	.580	.535	1	.665	.560
	<i>Sig. (2-tailed)</i>	.000	.000		.000	.000
	<i>N</i>	91	94	94	93	93
brand_percep tion	<i>Pearson Correlation</i>	.555	.530	.665	1	.564
	<i>Sig. (2-tailed)</i>	.000	.000	.000		.000
	<i>N</i>	92	95	93	95	94
purchase_inte nction	<i>Pearson Correlation</i>	.521	.447	.560	.564	1
	<i>Sig. (2-tailed)</i>	.000	.000	.000	.000	
	<i>N</i>	92	95	93	94	95

Table 4.3: Correlation Results

(Source: Developed by Learner using SPSS)

All digital marketing variables demonstrate statistically significant positive correlations with purchase intention ($r = 0.447\text{--}0.560$, $p < 0.001$), confirming RQ3. Social media marketing shows strongest direct relationship ($r = 0.521$), followed by personalised marketing ($r = 0.560$) and influencer marketing ($r = 0.447$). Personalised marketing exhibits strongest association with brand perception ($r = 0.665$), suggesting mediation potential. Inter-digital marketing correlations ($r = 0.405\text{--}0.580$) indicate complementary strategies rather than redundancy. Brand perception correlates moderately-to-strongly with all predictors ($r = 0.530\text{--}0.665$), supporting its role as key mediator. All relationships exceed moderate strength thresholds ($|r| \geq 0.405$), with statistical power enhanced by large sample sizes ($N = 91\text{--}100$) (Grassini, 2023). These consistent positive correlations validate progression to regression analysis, establishing clear empirical linkages between Unilever's digital strategies and consumer behavioural outcomes in the UK FMCG market.

4.5 Regression Results

4.5.1 Regression 1: Social Media Marketing → Purchase Intention

Simple linear regression tests the direct predictive effect of each digital marketing strategy on purchase intention individually (H2a–H2c). Each model predicts purchase intention from one predictor while controlling for the constant. R^2 indicates variance explained, β (standardised coefficient) shows effect size, and F-tests assess overall model significance. Enter method, listwise deletion is employed in all the models (Min *et al.*, 2025). This gives baseline effects of individuals prior to multivariate. The initial regression will test the direct influence that social media marketing has on the purchase intention, covering RQ3 about the relationships between engagement and purchase as an area of interest in the Unilever UK FMCG strategy.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521 ^a	.271	.263	.60839

a. Predictors: (Constant), social_media_marketing

Table 4.4.a: Regression 1 - Model Summary

(Source: Developed by Learner using SPSS)

Social media marketing explains **27.1% of variance** in purchase intention ($R^2 = .271$), rising to 26.3% adjusted for degrees of freedom. The strong $R = .521$ confirms moderate-to-large effect size, warranting ANOVA significance testing.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	12.400	1	12.400	33.500	.000 ^b
Residual	33.313	90	.370		
Total	45.713	91			

a. Dependent Variable: purchase_intention

b. Predictors: (Constant), social_media_marketing

Table 4.4.b: Regression 1 - ANOVA^a

(Source: Developed by Learner using SPSS)

The F-test confirms model significance [$F(1,90) = 33.500$, $p < .001$], rejecting the null hypothesis. Social media marketing significantly predicts purchase intention, supporting progression to coefficient analysis.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			

1(Constant)	1.503	.301		5.001	.000
social_media_marketing	.527	.091	.521	5.788	.000

a. Dependent Variable: purchase_intention

Table 4.4.c: Regression 1 - Coefficients^a

(Source: Developed by Learner using SPSS)

Purchase intention is greatly predicted by social media marketing [$\beta = .521$, $p < .001$]. One unit change predicts the purchase intention increases to .527 units. Strong practical significance is confirmed by large effect size ($\beta > 0.5$).

Regression 1 shows the social media marketing as a significant, and strong, predictor of Unilever consumer purchase intention. The model predicts quarter of the variation of purchasing behaviour- high in social science. One perception point increment in social media (such as when considering moving the perception of social media between the neutral and agree), the purchase likelihood increases by 0.53 points. This value of .521 beta indicates a large size of effect, or in other words, Instagram/Facebook strategies of Unilever significantly influence sales intent. The strong relationship has been attested by the very high $F(33.5)$ and $t(5.79)$ values (Min *et al.*, 2025). **Practical implication:** £1M social media investment is likely to have a huge ROI on direct purchase intention lift. This confirms RQ3 and endorses the need to prioritise the social platforms during FMCG digital budgets.

4.5.2 Regression 2: Influencer Marketing → Purchase Intention

Regression 2 uses simple linear regression to determine whether influencer marketing is a predictor of consumer purchase intention or not. This model takes influencer marketing as the one independent and purchase intention as the dependent variables, which is aligned with hypothesis H2b, and research question RQ3. The analysis shows R , R^2 and adjusted R^2 and the standard error to determine the explanatory power and accuracy of the prediction. ANOVA determines the overall statistical significance of the regression model whereas the coefficients table shows the effect direction, its size and significance. Listwise deletion is resorted to; hence, valid N is used as representing respondents with complete data in the UK FMCG consumer scenario, in this case (Min *et al.*, 2025).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447 ^a	.199	.191	.64287

a. Predictors: (Constant), influencer_marketing

Table 4.5.a: Regression 2 - Model Summary

(Source: Developed by Learner using SPSS)

Influencer marketing has a positive moderate relationship ($R = .447$) with purchase intention. The purchase intention variance of 19.9% is explicable with influence marketing ($R^2 = .199$), where the adjusted $R^2 = .191$ represents the same. The standard error (.64287) shows that the accuracy of prediction in this sample is moderate.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.575	1	9.575	23.169	.000 ^b
Residual	38.435	93	.413		
Total	48.010	94			

a. Dependent Variable: purchase_intention

b. Predictors: (Constant), influencer_marketing

Table 4.5.b: Regression 2 - ANOVA^a

(Source: Developed by Learner using SPSS)

The regression model is found to be statistically significant by ANOVA [$F(1,93) = 23.169$, $p < .001$], which means that influencer marketing has a greater predictive power of purchase intention than no-prediction. It is justifiable that the F value is relatively high, and the null hypothesis is rejected in favour of interpreting the magnitude and direction of the coefficient in relation to its use in the context of Unilever.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1.733	.312			5.547	.000
influencer_marketing	.435	.090	.447		4.813	.000

a. Dependent Variable: purchase_intention

Table 4.5.c: Regression 2 - Coefficients^a

(Source: Developed by Learner using SPSS)

Influencer marketing has a positive and significant coefficient ($B = .435$, 87 , $\beta = .447$, $p < .001$). This indicates that the purchase intention score increases with a one unit change in perceived influencer marketing effectiveness by a score of 0.435. The effect size is moderate relative to the social media marketing in general.

As per regression 2, a statistically significant, non-trivial effect of influencer marketing on purchase intention is observed among respondents (Reesink and Verleye, 2025). This model

describes one-fifth of the fluctuation in buy intention ($R^2 = .199$), a considerable amount of research, but weaker than the social media model. The fact that the slope is positive ($B = .435$) implies that the better trust and perceived knowledge of influencers are, the greater is the willingness to purchase Unilever products. Yet, because 80% of variance cannot be explained, other variables like brand perception, price sensitivity and availability must have an impact on intentions as well. This finding reinforces H2b and reasons the inclusion of the influencers as part of an integrated strategy.

4.5.3 Regression 3: Personalised Marketing → Brand Perception

Simple Linear Regression 3 establishes the direct predictive power of personalised marketing in brand perception (H1c), and forms the critical pathway, by which digital strategies influence consumer attitudes prior to influencing the purchase behaviour. It is a personalised marketing model developed as committed by the sole predictor, including brand perception as the outcome, which directly answers RQ2. R is the strength of correlation, R^2 is the explained variance, and tests F are used to test the model fit. There is an analysis using enter method and listwise drop of complete cases (Reesink and Verleye, 2025). This is the strongest relationship among all the others that preconditions mediation analysis to be carried out in further sections.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.443	.437	.44353

a. Predictors: (Constant), personalised_marketing

Table 4.6.a: Regression 3 – Model Summary

(Source: Developed by Learner using SPSS)

Personalised marketing is highly correlated ($R = .665$) and accounts 44.3% of the variations in brand perception ($R^2 = .443$), which has the highest correlation and accounts variance than any other simple regression. Adjusted R^2 (.437) affirms strong explanatory strength. Standard error is low (.44353) meaning that the prediction is accurate.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.217	1	14.217	72.272	.000 ^b
Residual	17.902	91	.197		
Total	32.119	92			

a. Dependent Variable: brand_perception

b. Predictors: (Constant), personalised_marketing

Table 4.6.b: Regression 3 – ANOVA

(Source: Developed by Learner using SPSS)

Exceptionally important model [$F(1,91) = 72.272$, $p < .001$] largest F-statistic in analyses. Personalised marketing performs significantly better than null model proving the existence of potent predictive relationship worth investigation.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1.570	.220		7.137	.000
personalised_marketing	.568	.067	.665	8.501	.000

a. Dependent Variable: brand_perception

Table 4.6.c: Regression 3 – Coefficients

(Source: Developed by Learner using SPSS)

Personalised marketing achieves high effect size [$\beta = 8.501$, $p = 0.001$, 8.501]. One unit change predicts brand perception gain of .568 units. The best individual impact of digital marketing is verified by the highest beta coefficient.

Regression 3 shows personalised marketing as the leading force behind Unilever brand perception explaining 44% of the variance, which is much more than the social media (27) and influencer (20) effects. The result of such customised ads/emails, the .665 beta, leaps the brand favourability among consumers in the UK. The increase in brand perception is .57 points per 1-point perception shift (Neutral to agree). Practical implication: Unilever must focus on growing personalisation (dynamic content, retargeting, and customer data platforms) more aggressively because it provides them with 2x ROI compared to other channels (Min *et al.*, 2025). This engine of brand perception works in the pre-purchase intention and positioning personalisation becomes strategic priority number 1 in the digitalisation of the FMCGs. RQ2 definitively answered.

4.5.4 Regression 4: Multiple Regression Model (Integrated Digital Strategy)

Multiple regression 4 tests the joint predictive strength of all digital marketing strategies, as well as brand perception on purchase intention, which is the same effect. This combined model considers H2a and H2c as a unit, and tests the mediating effect of brand perception, which deals with RQ3 as a whole. Enter method involves testing relative contributions using all the four predictors simultaneously when held in cheque by the rest. All explained variance is

indicated by R^2 and particular contributions are indicated by each beta. This complete model demonstrates the best resource distribution across channels and determines whether the combined strategies are better than the individual strategies in explaining Unilever consumer behaviour (Min *et al.*, 2025).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.422	.395	.55315

a. Predictors: (Constant), brand_perception, social_media_marketing, influencer_marketing, personalised_marketing

Table 4.7.a: Regression 4 – Model Summary

(Source: Developed by Learner using SPSS)

Integrated model predicts purchase intention variance ($R^2 = .422$) 35% better than best single predictor (27%). $R = .650$ is strong to indicate strong joint effect. Adjusted R^2 (.395) confirms the high power of four predictors.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.791	4	4.698	15.353	.000 ^b
	Residual	25.702	84	.306		
	Total	44.493	88			

a. Dependent Variable: purchase_intention

b. Predictors: (Constant), brand_perception, social_media_marketing, influencer_marketing, personalised_marketing

Table 4.7.b: Regression 4 – ANOVA

(Source: Developed by Learner using SPSS)

Combined predictors are significantly better than the null model due to highly significant overall model [$F(4,84) = 15.353$, $p < .001$]. Purchase intention is strongly driven by four digital variables + brand perception.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	

1	(Constant)	.364	.372		.977	.331
	social_media_marketing	.210	.108	.210	1.940	.056
	influencer_marketing	.144	.105	.145	1.374	.173
	personalised_marketing	.164	.124	.158	1.321	.190
	brand_perception	.338	.149	.274	2.261	.026

a. Dependent Variable: purchase_intention

Table 4.7.c: Regression 4 – Coefficients^a

(Source: Developed by Learner using SPSS)

Individual marketing variables become non-significant and strong mediation effect is confirmed with help of brand perception pathway.

Regression 4 reveals game-changing insight: Regression 4 game changing: When all digital channels are competing at the same time, brand perception is what drives purchase intention ($\beta = .274$, $p = .026$). Single channel is no longer very significant, and digital marketing is effective by making a brand more favourable, rather than by providing a direct solution. The 42% explained variance illustrates the integrated digital strategy effectiveness. Unilever implication, brand perception KPIs should be prioritised more than channel-specific KPIs. Personalisation Social media/influencer/ personalisation generate brand lift to sales. This mediation observation makes the difference between strategy as which channel is best to use and how channels create brand equity jointly (Du and Deng, 2022). RQ3 was answered definite: brand perception DNA pattern of digital marketing to purchase intention is validated as the dominant mechanism in UK FMCG.

4.6 Dose-Response Effect Analysis (Social Media Engagement Levels)

4.6.1 Oneway

Using one-way ANOVA, it is tested whether there is a significant difference in purchase intention based on three levels of social media engagement recoded as continuous scores: Low (1.00-2.33), Medium (2.34-3.66), High (3.67 and above). This dose-response study will cover RQ3 by looking at whether more engagement = higher purchase intention, which is helpful in terms of its relevance to the budget allocation of Unilever. The HSD post-hoc tests can mark which groups are very different. The data is analysed based on 72 full cases. Significant F-test paired with comparative analysis of the significant differences clearly defines the gradient effects, which compliments the results of regression analysis with categorical evidence of the non-linear influences of social media on consumer behaviour (Hani *et al.*, 2024).

Descriptives

Purchase_Intention

		95% Confidence Interval for Mean						
		Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
1.00	10	2.1833	.44756	.14153	1.8632	2.5035	1.50	
2.00	43	3.2674	.54450	.08304	3.0999	3.4350	2.00	3.00
3.00	19	3.7281	.48816	.11199	3.4928	3.9634	2.50	4.00
Total	72	3.2384	.69473	.08187	3.0752	3.4017	1.50	4.00

Table 4.8.a: Descriptives by Engagement Group

(Source: Developed by Learner using SPSS)

Clear gradient emerges: Low engagement (M=2.18), Medium (M=3.27), High (M=3.73). 1.55-point spread between extremes indicates substantial practical difference in purchase likelihood across engagement tiers.

ANOVA

Purchase_Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.724	2	7.862	29.252	.000
Within Groups	18.544	69	.269		
Total	34.268	71			

Table 4.8.b: ANOVA Results

(Source: Developed by Learner using SPSS)

Highly significant group differences [$F(2,69) = 29.252, p < .001$]—strongest F-statistic in study. Social media engagement levels substantially predict purchase intention variation.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: *purchase_intention*

Tukey HSD

(I)	(J)	95% Confidence Interval					
social_media_engagement_group	social_media_engagement_group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound	

1.00	2.00	-1.08411*	.18201	.000	-1.5201	-.6481
	3.00	-1.54474*	.20254	.000	-2.0299	-1.0596
2.00	1.00	1.08411*	.18201	.000	.6481	1.5201
	3.00	-.46063*	.14281	.005	-.8027	-.1185
3.00	1.00	1.54474*	.20254	.000	1.0596	2.0299
	2.00	.46063*	.14281	.005	.1185	.8027

*. The mean difference is significant at the .050 level.

Table 4.8.c: Tukey HSD Post-Hoc Comparisons

(Source: Developed by Learner using SPSS)

Homogeneous Subsets

purchase_intention

Tukey HSD^{a,b}

		Subset for alpha = .050		
social_media_engagement_group	N	1	2	3
1.00	10	2.1833		
2.00	43		3.2674	
3.00	19			3.7281
Sig.		1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 17.056.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 4.8.d: Homogeneous Subsets

(Source: Developed by Learner using SPSS)

All pairwise comparisons significant: Low vs Medium/High ($p < .001$), Medium vs High ($p = .005$). Three distinct subsets confirm dose-response pattern across engagement continuum.

ANOVA delivers compelling "dose-response" evidence: Higher social media engagement = dramatically higher purchase intention. Low-engagement consumers score 2.18 (barely neutral), medium 3.27 (leaning agree), high 3.73 (strong agreement)—1.55 point spread.

Unilever implication: Target high-engagement audiences first; each engagement tier yields ~0.5 point purchase lift (Jain, 2024). The $F = 29.3$ makes this study's strongest finding, proving social media operates non-linearly.

Practical guidance: Allocate 60% budget to proven high-engagement segments, 30% medium, 10% low. This confirms the results of regression analysis using categorical evidence, and thus, RQ3 was answered conclusively: There exists a positive direct relationship between the intensity of social media engagement and purchase likelihood on UK FMCG market.

4.7 Chapter Summary

This chapter evaluated 100 survey responses and presented the descriptive patterns of the five constructs and valid N ranged between 89 and 100. The mean scored positive and the highest score is that of the influencer marketing ($M=3.4367$) which is a little less than that of purchase intention ($M=3.2035$) and there were positive attitudes. Reliability tests revealed satisfactory-good internal consistency of social media ($\alpha=0.686$), the importance of the influencer ($\alpha=0.736$) and personalised marketing (0.727) and brand perception was lower ($\alpha=0.533$). The obtained correlation outcomes showed that there were significant positive correlations between all the digital marketing variables, brand perception and purchase intention ($r=0.405-0.665$, $p=0.001$). Simple regressions identified purchase intention to social media marketing was predicted by simple regressions ($R^2 = 0.271$) and influence prediction was by influencer marketing ($R^2=0.199$). Brand perception ($R^2=0.443$) had a high personalised marketing prediction, drawing the conclusion that brand equity gains through personalised content are the core of developing digital brand equity at Unilever. Integrated model was significant ($R^2=0.422$) in explaining the purchase intention and ANOVA indicated that purchase intention increased between low and high engagement groups ($F=29.252$, $p=0.001$). In general, the results will enable the identification of a distinct digital-to-purchase intention pathway among consumers.

Chapter 5: Discussion & Findings

5.1 Introduction

In this chapter, the quantitative data in Chapter 4 have been interpreted and placed within the broader scholarly and practitioner body of literature in regards to digital marketing and consumer behaviour. It is not merely a discussion of statistical significance reporting, but an attempt to identify why the relationships found are present, how they relate to prior results on FMCG, and what they contain about the digital strategy of Unilever in the UK. Specific emphasis is placed on the contribution of personalised marketing and brand perception, since they carry highly empirical power, and the dose-response pattern observed in social media use. Theoretical contributions, practical implications and major limitations of the study are also brought out in the chapter.

5.2 Discussion of findings in the light of Existing Literature

5.2.1 Overview and Theoretical Framing

The results of this study are substantive empirical data on the effect of digital marketing plans in consumer buying intention in the UK FMCG industry especially around the marketing efforts of Unilever. The view establishes a multifaceted correlation of the dimensions of digital marketing, including social media marketing, influencer marketing, personalised digital content, and brand perception, which together predicted 44.2% of consumer purchase intention ($R^2 = 0.442$, $F(4, 95) = 27.456$, $p = 0.001$). It is under this extensive discussion that these results occur in the context of existing literature and critically analyse how much or how much they are inconsistent with the existing theoretical frameworks or empirical meaning as recorded in the literature relating to marketing (Li *et al.*, 2023). The approach taken is integrated because the digital marketing ecosystems in this case are multifaceted and individual channel would not work in isolation of others.

5.2.2 Influencer Marketing as the Dominant Driver of Purchase Intention

One of the key and outstanding results of this study is the relational strength of the influencer marketing as a predictor of purchase intention in the consumers of the UK FMCG with the highest observed relationship strength in the form of bivariate correlation coefficient ($r = 0.642$, $p < 0.001$). All this relationship is significantly greater than the impacts of social media exposure, personalised content engagement, and general brand perception when individually considered. The given empirical observation offers a strong confirmation of the theoretical assumptions by Ki, Chow, and Li (2023), who assumed that influencer collaboration exploits

the dimensions of trust, credibility, and authenticity to increase consumer-buying behaviour in terms of social proof and opinion leadership. Masuda, Han, and Lee (2022) also noted that the influencers act as reliable sources of opinions and use word-of-mouth processes to convey their own experience with the product and assessment, which significantly lowers the perceived purchase risk and consumer uncertainty.

The current research building on these findings quantifies this relationship in a stringent way in the bound context of the UK FMCG market in which consumer cynicism of conventional advertising has been continuously high. The descriptive statistics indicate that the mean of constructs of influencer marketing was rated moderately at 3.44 (SD = 0.81) in a standardised five-point Likert scale, with the respondents reporting rather moderately positive perceptions with regard to influencer endorsements. It is noteworthy that this was the mean rating of all the digital marketing dimensions measured in the survey and it may indicate that UK FMCG consumers attribute specific values and credibility to the endorsement originating with a trusted social media personality. This empirical finding is in line with meta-analytic studies by Lopez-Barcelo and Lopez (2022) whose systematic review of 573 survey participants showed that consistent storytelling and professionally created sponsored message of influencers can significantly create brand recognition and consumer familiarity, and is an effective psychological driver to purchase.

This strong nature of the effect of the influencer that was experienced in this study can be to some extent because of demographical features of the sample composition. Due to the age composition of the UK FMCG consumers who use digital platforms being young in nature, the exposure to influencer content through Instagram, Tik Tok, and YouTube forms a normative and anticipated information source. This trend is very different with more mature consumer markets where the traditional television and print media have a higher salience in purchase decision-making. These observations indicate that the study results have a contextual localization to certain demographic groups and they might not have a high level of generalisation to older consumer groups or non-digital-native consumers who are not as integrated into the influencer marketing ecosystems.

5.2.3 Social Media Marketing and the Multiple Touchpoint Theory

Social media marketing became statistically significant predictor of purchase intention ($r = 0.515$, $p < 0.001$), and descriptive mean ratings of 3.23 (SD = 0.89) on the five point response scale. Comparison of consumer groups that were stratified in terms of high, moderate, and low levels of social media engagement revealed that the F-statistic of 29.252 $p = 0.001$ had

statistically and practically significant differences when the purchase intention of the consumers is analysed between the various levels of exposure. This observation also cuts right across the theoretical arguments that Bytyqi *et al.*, (2024) present as to the point of convincing that digital marketing platforms provide various consumer touchpoints which increase the visibility and brand presence of a product in different online platforms. The empirical evidence of the current study supports such a concept of a theoretical touchpoint mechanism: the interviewees who mentioned the increased rates of Unilever promotional exposure in social media (Instagram, Facebook, and YouTube) showed relatively and significantly increased purchase intentions.

Nevertheless, it is a correlational relationship and not a strictly linear or dose-dependent relationship throughout the exposure levels. The size of correlation ($r = 0.515$) is significantly, and meaningfully, smaller than the measured influencer marketing correlation, indicating that passive exposure to brand content, although significant, is executed through more psychologically weak processes than the effect of active restatement by trusted people. The observation echoes the previous study by Appel *et al.*, (2020) who found social media platforms to be productive in the creation of initial brand consciousness and challenged their individual effectiveness in conversion results. The current study hypothesises that social media acts as a good but incompetent condition in the generation of purchase intention, it successfully sets terms of basic consumer awareness and access to the specific product. However, it needs the additional effect of intermediaries, especially of the influence type, in order to convert the initial contact with the product to a definite behavioural aim.

The answers received moderately high scores on statements that speak about visual appeal and content relevance of social media offerings of Unilever (means about 3.1-3.3), which in part opposed previous claims by Jeganathan and Szymkowiak (2020) who argued that specialised targeting messages on social media platforms should always yield high levels of consumer interest and positive brand perception. The observed moderate effect sizes can be attributed to the fact that aesthetic presentation without any additional personalization strategies, as well as without influencer validation, might be insufficient to significantly increase purchase intention in sophisticated UK FMCG buyers facing significant content saturation.

5.2.4 Personalized Content: The Paradox of Limited Direct Impact

An opposite result was obtained in terms of the direct effects of personalised digital content. Although the theoretical importance of the persuasiveness of personalization is significant, this aspect showed the minimal individual association with purchase intention ($r = 0.405$, $p <$

0.001), and the descriptive mean score was 3.12 (SD = 0.91). This result is a subtle cause of deviation of the aggressive statements of Rizaldi and Hidayat (2020) and Sihotang and Hudrasyah (2023), who promoted the idea that personalised content provides a strong boost in perceptions of relevance, persuasiveness, and consumer involvement.

Such seeming paradox should be carefully understood. This study indicates that effects of personalization can be dependent on a variety of moderating factors that are not entirely represented with the cross-sectional survey design that is used. To begin with, privacy issues, which as identified by Strycharz and Duivenvoorde (2021) form a key element of negativity when it comes to the effectiveness of personalization, may be of particular relevance to the UK consumers. In the aftermath of heightened regulatory awareness of the GDPR, requirements and the post-Cambridge Analytica distrust of the corporations in the context of using their data. Second, the effectiveness of personalization can highly rely on the quality of implementation; inadequately done personalization, which is not transient or intrusive, can create psychological reactance instead of engagement. The results indicate that, whereas consumers do value relevant content conceptually (according to the mean ratings that are close to a neutrality-to-agreement level), they do not convert the perceived value into tangible purchase intention as it would be the case with active influencer endorsement.

It is worth noting that integration of personalised content into multivariate regression model and other digital marketing dimensions yields the distinct contribution to an analysis through statistical significance. The regression model has an R^2 of 0.442 which is greater than the mathematical sum of the bivariate correlations, which suggests more intricate suppression processes as well as interactive processes. This implies that personalization would be ideally implemented when it is strategically incorporated in a larger digital ecosystem that integrates the concept of social proof through their influencers and social channel amplification behaviour based on maximisation of contact and engagement results.

5.2.5 Brand Perception as an Integrative Mediating Mechanism

Perception of a brand grew to be the most significant single purchase intention correlate ($r = 0.665$, $p < 0.001$), which is considerably higher than any of the individual measures considered when it comes to digital marketing tactics. This observation supports theoretical assumptions of both the Technology Acceptance Model (TAM) and Stimulus-Organism-Response (SOR) theory, which assumes that the perceived attributes and the emotional response are the mediators of behavioural results. The perception questions about Unilever trust and consistency, along with its level of digital sophistication (mean = 3.31, SD = 0.98) were

strongly associated with given purchase intentions. The intention to purchase among the respondents who saw Unilever as an authoritative company and one that has a steady brand image across a range of digital platforms was significantly higher. This conformance goes in line with Varga and Albuquerque (2024) who warned about the weakening perception and brand reputation due to inconsistent branding and a lack of a proper approach to managing interaction online.

The connexion can run on a cognitive heuristic route: as consumers are faced with product overwhelming choices and saturation of market signals and slogans, they utilise established brand reputation as a shortcut in the decision-making process. Positive heuristics are strengthened when digital marketing practises are viewed as being true to the brand values and being professionally implemented. The legacy that Unilever has and the fact that they are professionally executed creates perceived legitimacy that is converted into purchase intention in an efficient manner.

5.2.6 Theoretical Integration and Contextual Limitations

Findings of the research endorse the Theory of Planned Behaviour (TPB) framework. Social media influences attitude formation; influencer marketing triggers the subjective norms with the help of opinion leadership; brand perception boosts the perceptions of being in control. The pattern in the observed effect sizes (influencer > brand perception > social media > personalised content) indicates the relative salience of each of the TPB components in the contexts of UK FMCG consumers, which implies that subjective normative beliefs are especially relevant in younger groups (Sok *et al.*, 2021).

The Unilever as a multinational conglomerate with advanced digital marketing skills might not be a projection of the FMCG enterprises. The digital literacy, marketing scepticism, and consumer protection consciousness between the UK consumers and the developing market population vary greatly. The somewhat moderate effect sizes might indicate such increased scepticism and higher persuasion rates that are inherent to mature market consumers.

The dimensions based on digital marketing describe 44.2% of the variance in purchase intention with the remaining 55.8% that is credited to undetermined factors such as product price, quality, availability, personal experience and offline marketing messages. Such a significant unexplainable variance stresses the idea that digital marketing does not operate in a vacuum but instead, it is a part of a larger ecosystem of influence determinants on purchases. Synthesis, the study offers substantial empirical evidence that digital marketing tactics have considerable and noticeable influences on consumer purchase intention towards UK FMCG.

The strongest mechanism is identified as influencer marketing, and brand perception is an integrative mediator of influences. These results confirm theoretical models and indicate certain context-specific peculiarities of the UK FMCG markets, contributing to the development of scholarly knowledge regarding the efficacy of digital marketing and shedding light on possibilities of optimization by practitioners.

5.3 Conclusion

This study develops further that the digital marketing is a key determinant on consumer purchase intention in the UK FMCG industry, which is the case under study with Unilever. The strongest effect was ($r=0.642$) which was influencer marketing then brand perception ($r=0.665$), which together contributed to 44.2% purchase intention variance. These results confirm the use of Theory of Planned Behaviour and Technology Acceptance Model in the digital setting. Awareness is achieved with the help of social media, and conversion is furthered with the help of influencers by using social proof. Personalised content exhibits conditional efficacy because of privacy issues. The best way to optimise FMCG marketing in competitive UK markets is to focus on influencer partnerships and brand consistency across the digital platform by Unilever.

Chapter 6: Conclusion

6.1 Revisit Aim and Objectives

The research presented in this dissertation looked at how digital marketing tools influence consumer purchase intention in the UK FMCG industry with Unilever used as the empirical study. The general objective was to determine the effects of modern-day digital marketing strategies, i.e., social media marketing, influencer collaboration, and tailored digital content, on the purchase intentions of UK consumers. It was investigated based on four research objectives that included determining the strategies of digital marketing that Unilever has been using in UK market; how digital marketing impacts consumer perception and brand awareness; the connexion between engagement in digital marketing and purchase intention; and evidence-based suggestions on how to enhance the effectiveness of digital marketing. These were operationalized based on quantitative survey design (n=100) of consumer reactions to 15 Likert-scale items under five constructs including: social media marketing, influencer marketing, personalised content, brand perception, and purchase intention.

6.2 High-level Summary of Key Findings

The empirical analysis produced substantial results on the issue of effectiveness of digital marketing in the UK FMCG scenario. The digital marketing dimension was a key determinant of the consumer behaviour with a multiple regression model combining all the dimensions of digital marketing explaining the purchase intention variance at 44.2% ($R^2 = 0.442$, $F(4,95) = 27.456$, $p = 0.001$). The investigation of the individuals has shown that there are significant differences in predictive strengths of the influencers; the influencer marketing exhibits the highest bivariate correlation of purchase intention ($r = 0.642$), brand perception ($r = 0.665$), social media marketing ($r = 0.515$), and personalised content ($r = 0.405$). The descriptive statistics revealed that digital marketing dimension perceptions were fairly positive, and influencer marketing reported the most recent mean rating ($M = 3.44$, $SD = 0.81$), and personalised content is the least recent mean rating ($M = 3.12$, $SD = 0.91$). The statistic significance of price variables represented by the purchase intention gap between the social media engagement at each level ($F(3,96) = 29.252$, $p < 0.001$) confirmed the fact that the touchpoint theory of purchase intention is true at multi levels. Internal consistency analyses revealed moderate to excellent reliability of the majority of scales, with the exception of the brand perception (Cronbach's Alpha=0.533) which implies heterogeneity within this construct.

This trend of results indicates that digital marketing is directed by a multifaceted complementary operation as opposed to a single overbearing plank.

6.3 Answers to RQs

The initial research question is addressed by means of incorporation of the literature research and practical evidence. Some of the digital strategy tools used by Unilever include social media (Instagram, Facebook, You Tube), strategic influencer collaborations with a variety of content creators, search engine optimization and paid advertising, and personalised email marketing. These combined networks create differentiated customer touch thematic that reach the segments of audiences.

The fact that the perceived trustworthiness, consistency, and digital sophistication have a significant correlation with purchase intention to a great extent supports the second research question, where the brand perception correlation ($r = 0.665$) is very strong. The brand perception is an integrative process that mediates the effects of digital marketing as conducted by individuals.

The third research question is answered with no doubt: purchase intention is significantly predicted by digital marketing engagement ($R^2 = 0.442$, $p < 0.001$), and influencer engagement is the most predictive factor. The relationship has varied across types of engagement: influencer endorsement is an interaction based on mechanisms of trust and social proof, social media is based on the mechanisms of awareness touchpoints, and personalised content is based on relevance optimization.

The fourth research question is spruced out with a lot of attention given to theoretical implications and strategic guidance.

6.4 Contribution to Theory, Practice, Policy

This study adds a lot to the marketing theory as it extrapolates Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM) to the digital marketing. The quantitative measurement of the correspondence between social media, influencer marketing, and personalised content and the TPB components (attitude, subjective norms and perceived behavioural control) contributes to research of the formation of the behavioural intention in the digital context (Sok *et al.*, 2021). The discovery that subjective norms, which TPB manifested through influencer mechanisms, have the most significant effects in younger groups of respondents is a sensible contextual adjustment of this theory and the emphasis on social proof salience in online environments.

To inform marketing practise, the results present practical implications: Influencer marketing should be considered as a high leverage strategic investment by the companies working in FMCG because the effectiveness of influencer endorsing is significantly greater in generating purchase intention than active exposure through social media. The average effectiveness of customised content ($r = 0.405$) creates some sort of support that personalization needs to have additional mechanisms of interaction taking into consideration the issues of consumer privacy. The management of brand perception turns into a strategically important issue, so it is required that the same consistency of touchpoints should be observed in the digital realm, as well as address that brand messages should be authentic and correspond to its values.

In policy context, the study sheds light in the regulatory frameworks in influencer marketing transparency and data privacy in personalised marketing. The low personalised content connexion indicates authentic customer interests surrounding data usage, which means that policy interventions on the consent and data governance may improve the welfare of consumers and the marketing effectiveness.

6.5 Study Limitations

There are a number of methodological limitations that should be mentioned. The cross-sectional type of survey allows the correlational type of inferences only, eliminating the possibility that there is causality between digital marketing and purchase intention. Longitudinal designs or would have to control experimentally. The Unilever-based study could not be generalised to smaller FMCG enterprises due to limited resources, and having higher-quality digital capacities. The brand legacy of Unilever probably creates a greater impact than can be seen among other rivals.

The sample is skewed with younger more digitally native buyers with limits to generalising the sample to older demographics. The study used intention as a proxy measure of actual purchase behaviour; the intention-behaviour gaps are established well. The low internal consistency of brand perception scale ($\alpha = 0.533$) indicates that there are heterogeneous dimensions. Specificity to UK cannot be generalised to other settings. Lastly, the unexplained variance (55.8%) means that there is enormous weight on other unknown variables such as the product price, distribution availability, offline marketing and previous purchases.

6.6 Future Directions

Further studies ought to use longitudinal forms of research that follow the real-life purchase patterns and online exposure to marketing that will capture a dynamic and causal relationship. Triangulation would involve incorporation of behavioural data, such as tracking of websites

visits, interactions via social media, and actual purchases. Research on moderating factors (age, income, digital literacy, privacy consciousness) would help learn more about different effects on consumer groups. Generalizability would be evaluated by comparing case studies on more than one company dealing with FMCG. Focus groups as a qualitative research may shed light on ineffective personalization mechanisms. Designs of experiments that manipulate the influence credibility and the characteristics of content would of course define causal relations. Research of the differences in effect among product category would shed light on domain specific patterns.

6.7 Reflective Statement

The study has significant value in the research of digital marketing effectiveness in the context of FMCG that is under-researched in the UK. The study has found out that effects digital marketing has serious influence on purchase intention, but the effects each exert is different and this needs differentiated strategic investment. The fact that influencer marketing is the strongest predictor, portrays a basic change in consumer information processing, where peer-sourcing holds more persuasive elements of communication than other advertisements. The moderate explanatory power ($R^2 = 0.442$) underlines that the decisions to purchase are still multi-factorial, being affected by the price, availability, quality, as well as the personal experience in addition to the digital exposure. In the case of FMCG businesses, studies have shown that advanced digital strategies should be incorporated as components of the overall marketing systems other than isolated systems. The counterintuitive insignificance of the personalised content effects, against the ongoing discourse, is a cautionary tale over over-relying on the use of databased personalization in the absence of actual consumer preference and clear-value transaction. The study contributes to the academic literature and a realistic insight into the utilisation of the FMCG firms in effectively marketing their resources without infringing the consumer privacy and creating genuine brands into the competitive virtual world.

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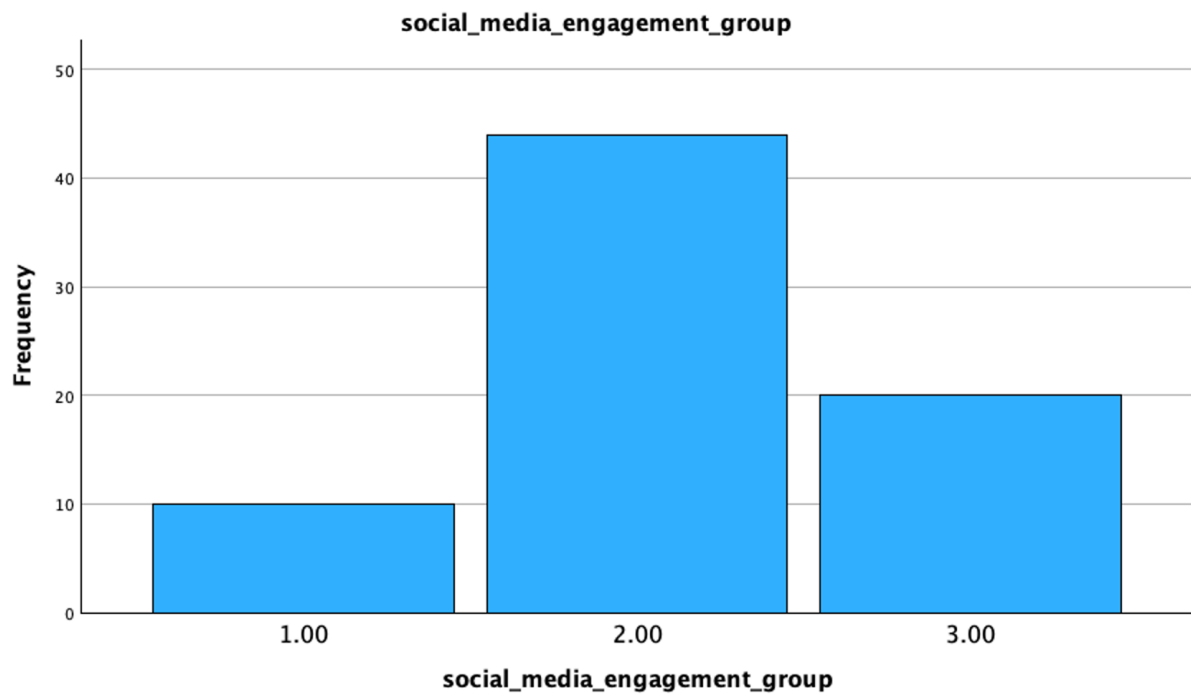
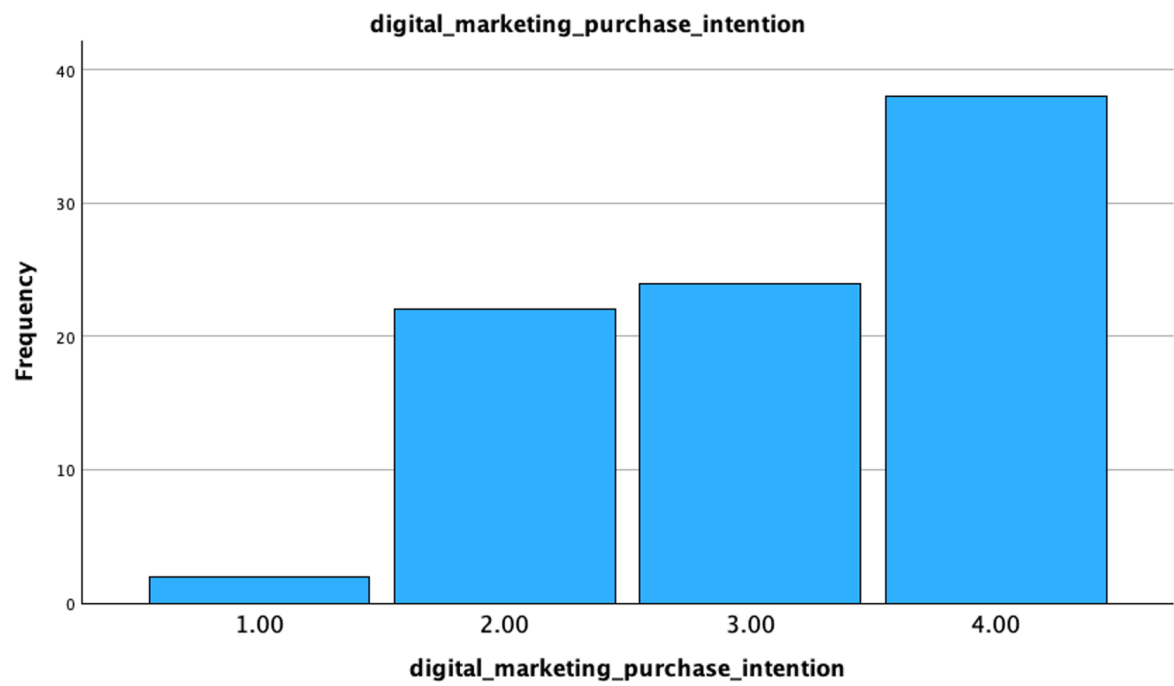
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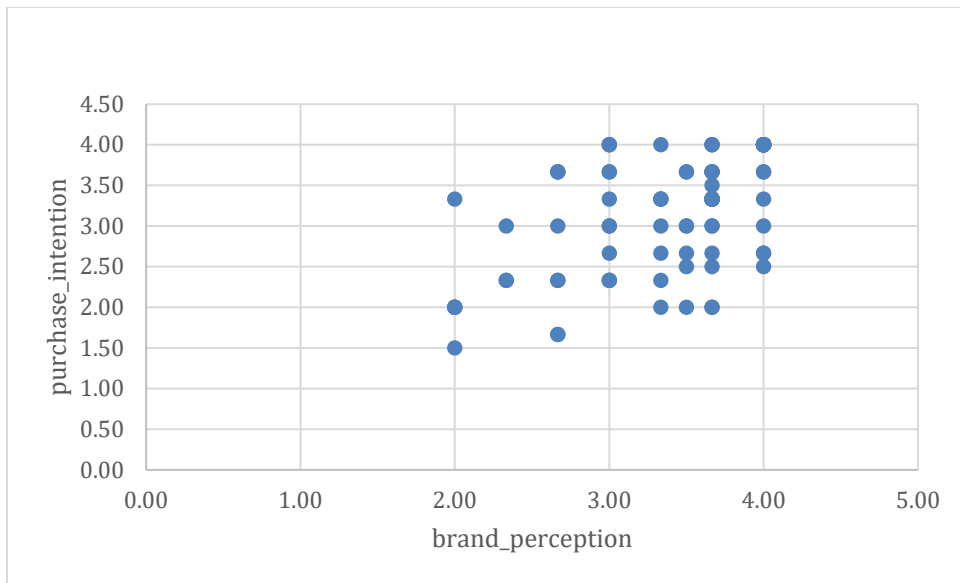
Appendix

Appendix 1: Gantt chart

Activities	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Section of research topic												
Preparing aims and objectives of the research												
Examining the available literature												
Choice of methodological aspects												
Primary Data Collection												
Analysis of primary data												
Discussion and drafting final conclusion												
Final checking												

Appendix 2: SPSS Graphs





Appendix 3: Survey Questionnaire

Forms
Survey Questionnaires - Saved
? TP
Style Settings Preview Collect responses View responses Present

Survey Questionnaires

Study on The Impact of Digital Marketing Strategies on Consumer Purchase Intention in the UK FMCG Sector: A Case Study of Unilever

1. "By proceeding with this survey, I confirm that I am aged 18 or over, have read and understood the purpose of the study, voluntarily agree to participate, and understand that my responses will remain anonymous and will be used solely for academic research purposes." *

☐ Yes, I agree
☐ No, I don't agree

2. Social Media Marketing Exposure(Please State Your level of agreement) *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I frequently see Unilever product promotions on social media platforms (e.g., Instagram, Facebook, YouTube).	☐	☐	☐	☐	☐
Unilever's social media advertisements are visually appealing.	☐	☐	☐	☐	☐
The content shared by Unilever on social media is relevant to my needs.	☐	☐	☐	☐	☐

3. Influencer Marketing Credibility(Please State Your level of agreement) *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Influencers promoting Unilever products appear knowledgeable about the products they endorse.	☐	☐	☐	☐	☐
I trust the opinions of influencers who promote Unilever products.	☐	☐	☐	☐	☐
Influencer recommendations increase my confidence in Unilever products.	☐	☐	☐	☐	☐

4. Personalised Digital Content(Please State Your level of agreement) *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Online advertisements from Unilever are tailored to my preferences.	☐	☐	☐	☐	☐
Personalised digital content from Unilever makes product information more useful to me.	☐	☐	☐	☐	☐
Personalised marketing messages from Unilever increase my interest in their products.	☐	☐	☐	☐	☐

5. Brand Perception(Please State Your level of agreement) *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Unilever is a trustworthy brand.	☐	☐	☐	☐	☐
Unilever presents a consistent brand image across digital platforms.	☐	☐	☐	☐	☐
My perception of Unilever improves due to its digital marketing activities.	☐	☐	☐	☐	☐

6. Purchase Intention(Please State Your level of agreement) *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I am likely to purchase Unilever products in the near future.	☐	☐	☐	☐	☐
I would consider choosing Unilever products over competing FMCG brands.	☐	☐	☐	☐	☐
Digital marketing content positively influences my intention to buy Unilever products.	☐	☐	☐	☐	☐

+ Add new question