Deree

Consumer Perceptions of Traditional Marketing Channels vs. Social Media Campaigns:

A Comparative Analysis in FMCG

Areti ANGELEA -
CN6350A1 –
Thesis in Digital Communication &
Social Media
Instructor: Dr. Kontopoulou Vasiliki

28/7/2024

Table of Contents

ABSTRACT

This study aims to conduct a comparative analysis of consumer behaviors and perceptions about traditional marketing channels versus social media campaigns within the FMCG sector in Greece. Using a combination of approaches which contain both quantitative experimental research and qualitative interviews in FMCG experts, this study is mainly focused to crucial variables, such as brand attitudes, trust, engagement and purchase intentions.

The literatures supported technological changes and growth of social media as key players in altering consumer behavior patterns. Quantitative research indicates that digital media considerably increases customer trust and buy intentions, whereas traditional media preserves brand familiarity and trust. Experts in the field have provided qualitative insights that emphasize the significance of integrated marketing strategies that make use of both digital and conventional media for the best possible customer interaction.

This research offers marketing recommendations for FMCG marketeers that are based on data-driven techniques and is typified by data-driven omnichannel tactics to remain ahead of developing trends, despite its sample size and scope limitations. It also suggests more research on long-

term impacts, broader demographic studies, and cross-national cultural comparisons.

INTRODUCTION

Social media has developed into a crucial marketing tool for the ever-evolving consumer goods sector. FMCG firms are spending more money on social media initiatives to interact with customers and sell their products (Singh, 2023). In spite of this, conventional marketing methods are still an effective way to communicate (Knowledge Hub, 2023). The efficacy of social media marketing in contrast to conventional marketing techniques must still be understood, though.

Fast Moving Consumer Goods (FMCG) category is a pivotal sector in global economies. As of 2023, the value of the category amounts to $111.39 Billion demonstrating sustained development despite the economic difficulties that the world is facing (Skyquest, 2024). Developments such as the ongoing urbanization, the increased disposable incomes and the rapid rise of e-commerce have led the category to growth from 2022 to 2023 globally (Skyquest, 2024). By the year 2031, the global Fast Moving Consumer Goods industry is projected to keep on expanding at an average growth rate of approximately 3.66%. Prominent

themes encompassing digitalize, sustainability and health consciousness are noteworthy (Skyquest, 2023).

Marketing plays an indispensable role in the fast-moving consumer goods (FMCG) sector due to the sector's highly competitive and dynamic nature. In the past, FMCG brands have historically recorded most of their sales offline and traditional marketing strategies have been sufficient for their growth. In recent years, the development of technology has made consumers even more demanding as they increasingly seek convenience and better relationships with their favorite brands (Gilliland, 2020). This results in companies turning to more modern forms of promoting their brands, such as social media marketing.

According to research conducted by Kantar (2023), although the development of social media and digital communication has been rapid in recent years and the investment behind them is constantly increasing, traditional marketing strategies still remain a very important communication option for marketers.

This research aims to conduct a comparative analysis of consumer perceptions of traditional marketing channels, in relation to social media campaigns in the FMCG sector in order to provide insights about consumer behaviors like attitudes about a brand, brand trust, brand

engagement and purchase intention on each strategy and to strengthen the strategic decision-making of marketers.

LITERATURE REVIEW

Historical Overview of Marketing Channels in FMCG

The literature surrounding consumer perceptions and behaviors in relation to the marketing and communication of FMCGs is quite extensive, with an emphasis on both traditional marketing channels and strategies, as well as the rapidly developing social media.

The fast-moving consumer goods marketing environment is characterized by a strong exchange of psychological factors and promotional strategies that have a significant impact on consumer thinking and behavior. Miller (2024) highlighted the important role of psychology in marketing and emphasizes the importance of understanding consumer behavior and needs. This shows the need for FMCG marketers to explore the psychological aspects of consumers to benefit and engage their target audience (Miller, 2024).

In the fast-moving consumer goods (FMCGs) sector, the principal communication channels traditionally used to be television, print media, and radio together with in-store promotions. However, the development of technology has significantly affected both the evolution of

communication media in the FMCGs industry and consumer behavior.

The rise of social media has led to changes in the way of communication, transforming the FMCG landscape, highlighting new opportunities for a more personalized and interactive communication between brands and consumers (Suhaib, et al., 2024).

Additionally, the evolution of communication media has been followed by a trend towards more targeted and data-driven approaches. The fact that there is now more and more consumer data available, combined with digital marketing technologies, gives marketers the ability to create more personalized communication strategies based on consumer preferences and needs (Chenyu, et al. 2024).

Examining the Effectiveness of Traditional Media in FMCG

According to a survey conducted by Nielsen (2015), consumers view traditional media as a reliable source of information. Consumers trust both the nature of traditional media and its content. The same research showed that more than 60% of consumers seem to trust advertisements on television and in newspapers, while more than half of consumers trust advertisements published in magazines (Nielsen, 2015). More specifically, advertisements on television, apart from the fact that they are known for their wide reach and their ability to create a great impact, can

create strong emotional bonds with their viewers by enhancing the engagement between them and a brand (Belch, 2012).

Moreover, it is important to stand on how consumers perceive the value of traditional means of communication. According to Tuten & Solomon (2016), consumers often associate high-budget advertisements with high-quality products. This results in their attitude towards a brand, or a product being positively affected and consequently increasing the intention to purchase.

Another tool that is used with great frequency in the FMCG industry is in-store promotions, such as discounts and special offers. Instore promotions provide immediate value for the consumer and can influence their purchasing behavior in a very powerful way (Chandon, et al., 2000). However, in the FMCG space, businesses are spending money on a variety of advertising approaches, such as traditional and digital marketing efforts. The Lodhi study (2024) states that in order to successfully engage customers across traditional and digital marketing platforms, marketers in the FMCG sector must be flexible and creative in their promotional activities. This capacity is critical for grabbing consumers' attention. However, the same study also states that quality and price are very important for consumers in FMCGs and that in-store promotions and activities are quite important for them (Lodhi, 2024).

Even if traditional marketing is quite effective and has many benefits, it also seems to have some drawbacks, like its high expense and lack of audience contact. According to Ducoffe (1996), in many cases traditional advertisements can be considered as too commercial or even intrusive, which can be countered in consumer resistance towards a brand or product. Moreover, traditional media offer the possibility of reaching a fairly wide audience and this is one of their strengths. Nevertheless, there are limitations in relation to the targeting of specific consumer groups, in media such as television, print media and instore promotions (Belch, 2012).

The term cost-effectiveness lies in the ability to achieve the best possible result at the lowest possible cost and is a measure that shows how well the resources have been allocated. Moreover, it is an opportunity for brands to measure how successfully they have managed to reach their goals (Thompson, 2023). According to Luo and Donthu (2006), the cost of advertising in traditional media is quite high, both in terms of content production and media investment. Although advertising in traditional media can generate significant reach, the cost can be prohibitive for smaller brands, while it usually generates a large ROI for well-known brands.

<u>Examining the Effectiveness of Digital Media in FMCG</u>

Social media's introduction and rapid growth in recent years have altered how businesses interact and connect with their consumers across a wide range of sectors, including FMCGs. Thanks to the advent of more personal and dynamic communication paradigms brought about by platforms like Facebook, Instagram, TikTok, and YouTube, marketers are now able to engage with their customers on a larger scale.

Mangold and Faulds (2009) assert that social media has developed into a hybrid advertising tool that makes it easier for customers and companies to interact with each other in both directions. In addition, in his study Daou (2020) also refers to the shift of companies to more and more investment in social media strategies as they are more targeted. Nevertheless, he emphasizes that each company should choose the strategy that best serves its goals, as both social media marketing and traditional marketing channels can equally influence consumers and reach potential audiences.

Social media platforms facilitate interactive brand-consumer communication, resulting in high levels of engagement. The fact that consumers are given the opportunity to interact with brands and actively participate in conversations about their favorite brands significantly increases consumer-brand emotional connection and loyalty (Kaplan and

Haenlein, 2010). Moreover, visual content, story-telling and real time interactions encourages consumer advocacy and users are more likely to share their positive experience to others (Hudson, et al., 2016).

Additionally, social media marketing enables marketers to target more specific audiences, taking into account specific demographics and behaviors such as age, gender, location, interests, etc. The fact that targeting is provided of a very specific audience, with common characteristics, can lead to quite effective campaigns with high advocacy (Tuten, et al., 2016). Furthermore, Weinberg and Pehlivan (2011) in their study report that social media marketing can be characterized as a much more cost-effective means of advertising than traditional media.

Another powerful feature of social media is word-of-mouth. According to Erkan and Evans (2016), peer influence created through electronic word-of-mouth significantly affects the desire to purchase, as consumers tend to trust the opinion of other consumers to a large extent.

Among the limitations that social media has, we could certainly include the risk of negative feedback from negative consumer experiences, which can easily lead to disengagement and a crisis of brand reputation (Bright, et al., 2015). In addition, the large amount of content on social media carries the risk of overwhelming users, reducing engagement and attention (Voorveld, et al., 2018). Also, it is important to be mentioned

that the collection of personal data is a fact that worries social media users quite a bit. These concerns can lead to consumers being discouraged from engaging with a brand's content (Tucker, 2014).

Consumer Perceptions and Behaviors in FMCG: Traditional vs. Social Media Marketing Literature

This section includes the basic elements of the comparative analysis framework, in a structure that will guide the evaluation of each marketing strategy, based on what is discussed in the existing literature. Since this study focuses on variables such as brand engagement, brand trust, purchase intention and brand attitudes on purchasing behavior, the literature will also focus on these variables.

Brand Attitude

According to Aaker, D. A., & Norris, D. (1982), traditional marketing media have a long-lasting ability to influence brand attitudes through repeated and continuous brand exposure. This can increase the likability and the understanding of a brand's quality for consumers.

Unlike traditional marketing channels, digital media offer a different dynamic to the consumer's interaction with the brand and are able to significantly influence consumer perceptions of a brand's attractiveness and likeability. According to Schivinski, B., & Dabrowski, D. (2016)

user-generated content can significantly enhance the perceived coolness and style attributes of brands, leading to strong seasonal attitudes. Another important social media tool is influencers. More specifically, the credibility and appeal of social media influencers can enhance brand likability more effectively than traditional celebrity endorsements in traditional media (Obermiller, et al., 2008).

Regarding FMCG sector, it was found that consumer reviews on social media can affect consumers perceptions about likability and appeal, often more than traditional advertisements (Chen, et al. 2008). Moreover, it seems that different age groups are affected in a different way by the messages they receive in different media. More specifically, Batra, R., & Keller, K. L. (2016) state that traditional media are ideal for raising brand awareness at first, but among millennials and Generation Z, social media interaction has a greater influence on how cool and modern FMCG brands are seen by consumers.

Brand Trust

Research conducted by Kamath in 2018 reports that consumers perceive social media in a more positive way than traditional media, as they find it more interesting and trust it more, even though TV remains the number one medium in which they are watching advertisements. Moreover, traditional marketing channels are associated with credibility and

authority while social media inspire more trust (Saravanakumar et al., 2012).

However, the reviews that users are doing in social media as well as the recommendations, can affect the consumer perceptions related to honesty and safety, as consumers usually take them into account and consider them as more trustworthy than traditional advertisements (Mukherjee, et al. 2007). Additionally, consumers perceive social media as a more authentic and transparent mean, compared to traditional media. Thus, social media interactions can enhance brand trust since customers appreciate the direct and intimate engagement that these platforms enable (Bright, et al., 2015).

Focusing on FMCG sector, it is stated that social media enhance trust, because they are more interactive, authentic and consumers consider them more trustworthy (Laroche, et al., 2013). Furthermore, according to Boateng et al. (2015), consumer trust in fast moving consumer goods brands was found to be higher when they are involved with social media activities that are responsive and interactive as opposed to traditional media that externalized only information.

Purchase Intention

Consumer behavior is directly influenced by the various marketing strategies to which they are exposed, which play a very important role in purchasing decisions and brand perceptions.

According to Di Vito (2022), successful marketing campaigns can change the way people see worth in what they wish to buy—increase their loyalty for a given brand—and take their buying desire higher. For marketers to make good stories that connect with audience at emotional stages, they need to utilize psychological button-pushers and employ messages that have specific addresses. Such narratives would then guide how the consumers act at any particular time leading thereby resulting into desired actions as seen in Karra (2021) where she talked about different techniques used by organizations when producing different adverts on television or video clips online. Di Vito (2022) also emphasizes integrating advertising strategies into conversations between potential buyers or sellers in related industries.

However, traditional marketing strategies such as in-store promotions, seem to influence the consumer's intention and decision to buy but are ideal mainly to lead to short-term results and sales (Chandon, et al., 2000). In addition, social media marketing strategies, which allow the user to interact with brand messages and content, as well as strategies such as influencer marketing and e-word-of-mouth, appear to significantly influence consumer purchasing decisions. (Erkan, et al., 2016).

In contrast, recent scholarly works by Chang et al. (2023) focuses on the development of social media strategies in FMCG. These studies highlight

the enormous potential of social media marketing strategies, with particular emphasis on paid posts, influencer marketing, and user generated content as drivers of purchasing behavior. Moreover, Beqiri et al. (2021) argue that well-developed social media strategies can lead to greater sales growth than traditional marketing.

Brand Engagement

Solomon in 2015, characterized customer engagement as everything for a business as it is the path to both increased sales, trust, loyalty and profitability. Regarding traditional media, consumers perceive them as mass media and are influenced by them, although they tend to find social media campaigns more interactive and engaging (Hajli, 2014).

In addition, emotional appeals and powerful narrative in traditional media can build a deep emotional bond and induce brand engagement (Calder, et al. 2008).

Social media platforms have distinct advantages for brand engagement because of their interactivity and community aspects (Leung, et al., 2013). This statement is also confirmed for FMCG products (Hollebeek et al., 2014). Furthermore, Brodie, et al. (2014), argue that due to their ability to facilitate user-generated content and two-way communication, social media can result in greater consumer involvement and brand engagement levels as opposed to traditional media forms.

Theoretical Underpinnings and Conceptual Frameworks

To understand how consumers behave under the influence of commercial strategies, it's important to have a deep theoretical understanding; thus, traditional marketing campaigns will be compared with social media campaigns by looking at certain well-established theories together with their meanings before applying them specifically for this analysis' objectives.

AIDA model stands for Attention, Interest, Desire, Action, and is one of the most widespread models in the world of marking, as it concerns the mental process that consumers follow when exposed to advertisements or promotions (Moore, 2005). Originally developed in the late 19th century by E. St. Elmo Lewis, this model is quite widespread and remains relevant even today (Awati, 2024). According to Shahizan et al. (2015), the AIDA model can be well applied in a social media strategy mainly due to its "IDA" components especially through interactive and personalized content, while the catch of attention can be better achieved through traditional media.

According to Katz, Blumler, and Gurevitch's Uses and Gratifications Theory (UGT), published in 1973, humans select particular media to meet particular needs. In contrast to previous theories, the Uses and Gratifications Theory acknowledges that people are more than just

passive consumers of media; rather, it recognizes the active role that people play in media consumption (Katz et al., 1973). Moreover, this theory can help us better understand consumer behavior both in relation to traditional means of communication and social media.

On the one hand, consumers turn to traditional media because they consider them more reliable, credible and authoritative, but also for the passive consumption of communication that they offer, thus satisfying their more informational and habitual needs (Rubin, 1983). On the other hand, social media users are looking for social connection, interaction entertainment. These demands are satisfied by social media via providing tailored material and opportunities for active participation through likes, comments, and shares (Whiting & Williams, 2013).

The Hierarchy of Effects model, first out by Lavidge and Steiner in 1961, is another theory that describes how different marketing tactics affect customers' decisions to buy. This model divides consumer behavior into six categories: cognition (awareness and knowledge), emotional (liking and preference), conviction, and purchase (conative). The customer's behavior is divided into these categories from the minute he sees an advertising until the moment he makes a purchase. Each of these stages is characterized by mental or emotional reactions of consumers, which lead

them to convert the reception of marketing messages into an active decision making (Lavidge & Steiner, 1961).

The Hierarchy of Effects model can help us better understand how and to what extent consumers' purchasing decisions are affected both when they are exposed to traditional marketing strategies and to social media marketing campaigns. Traditional marketing channels are considered quite effective in creating awareness and knowledge given the mass reach and consumer perception of credibility. Media such as television, radio and print are ideal for creating an initial contact between the brand and the consumer, as they are able to convey information quickly and directly to a wide audience (Belch & Belch, 2012).

Additionally, social media platforms enable brands to create and share content that can make users emotionally connect with them, allowing them to either choose them or like them. In addition, with practices such as targeted advertising, influencer partnerships, and user-generated content, social media enhance engagement with consumers and enhance the effect on their emotions (Ashley & Tuten, 2015).

Moreover, the capabilities and characteristics of social media contribute even more significantly to the last two stages of the Hierarchy of Effects model. Conviction and purchase stages are highly affected from features such as the reviews and comments of other consumers, testimonials and

the more simplified purchase procedures offered on-line (Mangold &
Faulds, 2009).

<u>Gaps in the Literature</u>

Most often, existing studies offer only a limited view of consumers'
behavior at a specified time period. However, what is missing in the
literature concerning digital and traditional media within the FMCG
sector is longitudinal research that monitors changes in consumer
perceptions, trust, attitudes, and intentions over time. Longer-term studies
could shed more light on the sustainability aspect of marketing strategies
through social networks and traditional means.

Although there are studies that focus on the dispersion of different
demographic groups in the available media, either in social media or
traditional media, there continues to be a gap about how different
demographic groups respond when exposed to different types of
marketing strategies in the FMCG industry. The results of such a study
are vital and could be very useful for formulating correct and targeted
marketing plans.

Despite the importance of psychological elements in shaping consumer
behavior (Miller, 2024), the research behind how social media influences
consumer behavior and perceptions is limited, particularly for the FMCG
industry. Developing or modifying marketing tactics that speak to

consumers' psychological needs can be made easier with a deeper comprehension of these psychological processes.

The conflicting perspectives in the existing literature highlight the complex interplay of traditional marketing channels and social media in influencing FMCG consumer preferences and perceptions. Although traditional channels have proven their influence over time, the rapid growth of social media marketing presents new opportunities to reach consumers and their behavior as they now have the ability to interact with brands. However, it seems that there are still gaps in the literature regarding the comparative analysis of consumer attitudes towards these two channels and in particular in the FMCG industry. More specifically, there are notable gaps in the existing literature on consumer perceptions of traditional marketing channels versus social media campaigns that refer to the FMCG industry in Greece. Understanding how Greeks react and are affected in terms of trust, brand attitudes, engagement and purchase intention by FMCG offers can provide valuable insights for marketers operating in this market.

Research Needs & Research Questions

This study aims to conduct a comprehensive comparative analysis of how Social Media and Traditional Media are affecting consumer perceptions

about brand attitudes, brand trust, brand engagement and purchase intention on FMCG sector in Greece. Through targeted research questions, the objective is to fill existing research gaps in this field and offer a comprehensive grasp of the various effects of different marketing channels. Ultimately, this study will provide useful information that FMCG companies and marketers can use to create more focused and successful marketing strategies, which will increase customer perceptions about the brand, engagement, trust, and purchase patterns.

Moreover, this study chose to formulate research questions rather than hypotheses because the inquiry was exploratory in character and took place within the framework of the FMCG industry in Greece. Because they provide a thorough examination of customer attitudes and behaviors without being constrained by predetermined assumptions inherent in hypothesis testing, research questions are especially well-suited to this kind of investigation (Creswell & Clark, 2017). This decision is consistent with the research's mixed-methods strategy, which combines quantitative and qualitative techniques to offer a thorough knowledge of the relationships between conventional and digital marketing channels (Creswell, 2014).

Research questions, as opposed to hypotheses, which call for precise predictions, allow for an open-ended investigation that is essential for

finding novel insights and patterns that might not have been seen before (Bryman, 2012). This is crucial in a marketing environment that is changing quickly and where new digital trends and technology are always influencing customer behavior. As a result, using research questions makes the study flexible and responsive, enhancing the theme analysis based on qualitative interviews and guaranteeing a comprehensive examination of survey data that is quantitative.

Research Question 1: Do digital and traditional marketing advertising collectively affect consumer perceptions regarding brand attitudes, trust, brand engagement, and purchase intentions in the FMCG sector?

Research Question 2: How do traditional marketing channels and digital media compare in their influence on brand attitudes among FMCG consumers?

Research Question 3: What is the comparative impact of traditional media and social media on consumer trust in FMCG brands?

Research Question 4: Which is more effective in fostering brand engagement for FMCG products: traditional media or social media?

Research Question 5: How do different marketing strategies (traditional vs. social media) affect purchase intentions and decisions in the FMCG sector?

METHODOLOGY

The study employes a mix of qualitative and quantitative methodologies to gather and examine customer perception data on social media campaigns and traditional marketing channels in the FMCG sector (Creswell, 2014). The research collects quantitative information on awareness, engagement, purchase intention, and trust using an experimental design and questionnaires. To get more in-depth qualitative perspectives, semi-structured interviews with FMCG professionals are incorporated.

Qualitative Method: Semi-Structured Interviews

In order to capture deeper insights, semi-structured interviews has been be conducted to a smaller sample of participants. The use of semi-structured interviews gives us the flexibility to discover some topics in depth and in more detail, while also keeping a consistency between the different interviews (Kvale, 2007; Bryman, 2012). This method is particularly effective for engaging with marketing professionals who possess extensive contextual knowledge and experience, thereby enabling an exploration of subtle nuances and trends in FMCG marketing that impact consumer behavior. Semi-structured interviews offer a flexible approach that makes it easier to uncover specific information on the

perceived efficacy of digital and traditional marketing methods, as well as how each affects brand trust, engagement, and purchase intention. The subjective experiences and strategic concerns of individuals directly involved in these marketing activities must be captured, and this is where the qualitative method comes in.

The primary aim of carrying out these interviews is to obtain qualitative perspectives that supplement the study's quantitative conclusions. Through interviews with marketing experts from top FMCG firms, the study seeks to elicit detailed viewpoints about the advantages and disadvantages of different marketing channels, variables impacting strategic budget distribution, and projected trends for the future. These insights play a crucial role in offering a comprehensive comprehension of how integrated marketing tactics may be used to improve customer engagement and boost sales in the FMCG industry.

Variables

This study uses a qualitative methodology that does not rely on testing particular hypotheses; instead, it concentrates on analyzing important themes and variables associated with customer views. As impacted by conventional and social media marketing, the main factors of importance are brand attitudes, brand trust, brand engagement, and purchase

intention. The investigation of how various marketing channels affect customer behavior in the context of FMCG is guided by these themes.

Interviews Process

The goal of the semi-structured interviews was to get in-depth information from seasoned marketers. Conversationally styled, the interviews ensured consistency and richness of information by allowing participants to freely express their perspectives within a defined framework of leading questions (Kvale, 2007). The interviews took place online, using Teams platform and were scheduled at the convenience of the participants to facilitate a comfortable setting for discussion. Each interview lasted approximately 45 to 60 minutes and was audio-recorded with consent from the participants to ensure accurate transcription and analysis. The purpose of the interviews was to investigate the efficacy of marketing channels, strategic decision-making, and upcoming trends in the FMCG sector. In order to dive deeper into developing subjects, follow-up questions were dynamically adjusted based on participant replies.

Several questions, relative with the study goals have been created in order to guide the interview according to the table below:

Type of Question	Definition	Purpose	Example
Grand Tour	General question related to the participant's background and expertise in the FMCG sector.	Initiate the interview and help the participant start by discussing their experiences.	Can you briefly introduce yourself and your experience in the FMCG sector?
Core Questions	Directly relate to key topics the researcher wants to explore in depth.	Answer the research questions and help participants speak openly about marketing strategies and trends.	How do you perceive the effectiveness of traditional marketing channels such as TV ads, print media, and in-store promotions in the current FMCG landscape?
Planned Follow-up Questions	Specific questions probing deeper into core topics based on initial responses.	Obtain greater detail about specific responses related to consumer behavior and marketing strategies.	Have you observed any recent trends or changes in consumer behavior in response to traditional marketing campaigns?
Unplanned Follow-up Questions	Questions that arise spontaneously based on the participant's initial answers.	Address specific aspects of participant responses to delve deeper and gather comprehensive insights.	When mentioning brand trust with social media, could you elaborate on how it affects purchase intention?

Comparative Effectiveness	Questions examining the comparison between different marketing channels.	Explore perceptions and impacts of traditional vs. social media marketing on consumer attitudes.	What are the key strengths and weaknesses of traditional marketing channels compared to social media campaigns?
Strategic Decision-Making	Questions focused on the planning and execution of marketing strategies.	Understand factors affecting budget allocation and strategic priorities in marketing.	How do FMCG companies typically allocate their marketing budgets between traditional and digital channels?
Future Trends	Questions addressing anticipated developments and innovations in the sector.	Gauge expert opinions on emerging trends and technological impacts on marketing and consumer behavior.	How do you foresee the future of marketing in the FMCG sector evolving in terms of the balance between traditional and social media channels?
Recommendations	Draw on participant expertise to offer advice to companies within the FMCG sector.	Provide actionable insights and strategies that FMCG companies could adopt for optimized marketing.	Based on your experience, what recommendations would you provide to FMCG companies seeking to optimize their marketing strategies?

Data Analysis

The interpretative paradigm was used to examine participant responses (Saunders et al., 2019). This method places more emphasis on understanding and interpreting people's subjective realities than it does on objective rationalities regarding a certain issue. The objective is to rather than drastically altering conditions and actions, understand them (Saunders et al.,2019). In addition, after the interviews, the participant remarks were promptly transcribed, and a manual theme analysis was then conducted. No data analysis software was used for this paper as sample size was so small. Subsequently, the researcher identified recurrent themes in the respondents' responses, highlighted them, and categorized them based on themes and the frequency with which particular concepts and phrases were raised. The research questions that came from the literature review served as the foundation for the data analysis.

Participants Selection Process

A purposeful sampling technique was employed in the selection of participants for the semi-structured interviews to guarantee the presence of people with substantial expertise and familiarity with the FMCG industry (Patton, 2002). The semi-structured interviews have been conducted to two FMCG marketing experts in Greece.

Criteria for selection included holding senior marketing positions in well-established FMCG companies and having firsthand experience with both traditional and digital marketing strategies. These requirements guarantee that participants may offer insightful responses pertinent to the study topics. The participants included Dafni Pelekasi, who is Marketing Manager, at Elgeka, a major FMCG distributor in Greece, managing well-known FMCG brands such as Kinder, Nutella, Healthy Habits, Vaseline, and more (Elgeka, 2024). The second participant is Ismini Papathanasiou, who is a Brand Manager at Bel Hellas, a multinational FMCG company, handling the brands La Vache qui rit and Babybel, which are Leaders on the Cheese Snacking category (Groupe Bel, 2024). With degrees in marketing and a wealth of business experience, both participants can offer insightful commentary on the condition of traditional and digital marketing channels in the Greek FMCG industry today

<u>Quantitative Method: Experimental Survey</u>

Experiments are a very important part of scientific research as they stand out for their ability to establish causality through the control and manipulation of variables (Campbell & Stanley, 1963). By purposefully changing one or more variables and seeing the resulting influence on another variable, the experimental approach allows one to establish causal

linkages (Shadish, et al., 2002). This is especially crucial for marketing research as it may yield useful insights into how various techniques affect customer behavior.

Furthermore, experiments enable researchers to draw conclusions about causality, in contrast to observational or correlational investigations. It is feasible to explicitly link any variations in results to the modifications by randomly allocating individuals to various conditions and accounting for unrelated variables (Shadish et al., 2002). Moreover, experiments allow us to have a high level of control between variables, which reduces the impact of confounding factors that might otherwise bias the results. Random assignment and consistent processes are used to establish this control under various experimental settings (Cook & Campbell, 1979). More specifically, the sample will be randomly assigned between the different conditions. In this way, each group of participants is comparable while at the same time this process minimizes selection biases and maintaining internal validity (Shadish et al., 2002).

Participants and Design

The experimental design of this study is structured to provide a comprehensive comparison between traditional and digital marketing strategies in the FMCG sector, with a specific focus on their impact on

consumer perceptions. This research design admits of three conditions: Traditional Media, Digital Media, and Control.

A total of 151 participants took part in the study. The experiment was conducted online using Qualtrics, a leading experience management platform that facilitates efficient creation, distribution, and analysis of surveys (Qualtrics, 2023). A 3 between-subjects design (marketing exposure: traditional media vs. digital media vs. control) was used to provide a comprehensive comparison between traditional and digital marketing strategies in the FMCG sector, with a specific focus on their impact on consumer perceptions.

Procedure

At the beginning of the procedure, participants answered general questions about their FMCG purchasing habits, including frequency, criteria influencing their choices, and how they typically learn about new FMCG products. They then completed an "Awareness - Aided Brand Recall" section, where they identified pasta sauce brands they were familiar with from a wide range of options. Afterwards, questions focused specifically on the Barilla brand, examining respondents' brand familiarity using the scale developed by Kent and Allen (1994).

Participants were then randomly assigned to one of three conditions:

- Traditional Media Condition: Exposure to a TV advertisement for Barilla under the following scenario:

  "Imagine that you have just come home from work and you relax on the coach thinking about what to cook for dinner. You are exposed to the following TV advertisement while watching TV. This traditional ad is from **Barilla** brand, promoting their new pasta sauce, **Pesto Barilla Basilico e Limone**.

  In the next page you can see the new TV ad of Barilla promoting the new pasta sauce, **Pesto Barilla Basilico e Limone**.

  Please watch the advertisement carefully, as you will be asked questions about them afterwards."

- Digital Media Condition: Exposure to a YouTube advertisement for Barilla under the following scenario:

  "Imagine that you have just come home from work and you relax on the coach thinking about what to cook for dinner. As you browse online, you are exposed to the following YouTube ad from **Barilla** brand, promoting their new pasta sauce, **Pesto Barilla Basilico e Limone.**

  In the next page you can see the new YouTube ad of Barilla promoting the new pasta sauce, **Pesto Barilla Basilico e Limone**.

  Please watch the advertisement carefully, as you will be asked questions about them afterwards."

- <u>Control Condition:</u> No exposure to advertisements.

After viewing the advertisement (or immediately for the control group), participants answered questions about their perceptions of the Barilla brand. This process allows for the inference of causality by controlling for extraneous variables and directly comparing the effects of traditional versus social media advertising on consumer perceptions (Campbell & Stanley, 1963; Shadish et al., 2002).

Manipulations

The key manipulation in this study was the type of media exposure (traditional, digital, or none). Both the TV and YouTube advertisements were part of Barilla's recent 360 campaign in Greece for the launch of their new pasta sauce, Pesto Barilla Basilico e Limone. The [same content](#) was presented in both conditions, differing only in the stated medium of presentation (TV or YouTube). This design aims to imitate the typical exposure that consumers may encounter with FMCG marketing through well-established channels (TV) and more recent digital platforms (YouTube), reflecting the increasing prominence of digital media in the promotional mix (Mangold & Faulds, 2009).

Dependent Measures

The dependent variables in this study were brand attitudes, trust, engagement, and purchase intention. These were measured using the following scales:

- Brand Attitudes Scale (Adapted from Kelly et al., 2002): Evaluates perceptions of brand appeal, coolness, style, and likability.

- Brand Trust Scale (Chaudhuri & Holbrook, 2001): Measures consumers' confidence in and reliance on the brand.

- Purchase Intention Scale (Diallo, 2012): Assesses the likelihood of buying the product.

- Engagement Scale (BESM) (Hollebeek et al., 2014): Evaluates cognitive, affective, and behavioral aspects of consumer-brand relationships.

These comprehensive and well-established scales ensure a thorough examination of consumer perceptions across multiple dimensions, allowing for a detailed assessment of the efficacy of different advertisement channels in creating positive consumer reactions (Shadish et al., 2002).

Other Measures

Demographic information was collected at the end of the survey, including gender, age, highest level of education, employment status, region of residence, and household income.

Data Analysis

ANOVA tests were used to identify significant differences between the conditions and clarify the relative advantages of digital and traditional media in marketing (Field, 2013). This analysis helps to ensure that the outcomes yielded are statistically valid and not merely theoretical constructs. The Statistical Package for the Social Sciences (SPSS) program was used to analyze the data gathered from the survey questions. SPSS is widely recognized as a reliable tool for quantitative data analysis, offering various statistical tests to explore relationships and differences among variables (Pallant, 2013).

Sample

Participants were FMCG consumers located in Greece, representing a diverse range of ages, genders, educational backgrounds, and employment statuses to ensure representativeness. A minimum sample size of 100 participants was targeted, with approximately 33 participants per condition. Participants were recruited through social media, university networks, and internet platforms.

RESULTS ANALYSIS

Semi-structured interviews results analysis

Through semi-structured interviews with FMCG professionals Dafni Pelekasi and Ismini Papathanasiou, significant qualitative insights were obtained regarding contemporary marketing strategies in fast-moving consumer goods industry. Both interviewees brought rich knowledge and experience to reveal critical dimensions of the conventional versus innovative ways of communicating with consumers, alongside considerations on how this affects their interpretation. Below are presented the key themes identified from the transcripts of the two interviews.

Perceptions of Marketing Channels

Q: How do you perceive the effectiveness of traditional marketing channels such as TV advertisements, radio, print media, and in-store promotions in the FMCG landscape today?

P1: "Especially in Greece, TV ads continue to play a significant role, especially when popular TV shows are on streaming...in-store promotions remain crucial in the FMCG sector due to economic challenges and consumers looking for the best promotion and discounts."

P2: "Traditional marketing channels are very effective for awareness and for reaching a broader audience...the effectiveness of in-store promotional tools, even though TV may be dying a little bit for younger generations."

Engagement through Social Media

Q: In your experience, how effective are social media campaigns in engaging consumers and driving sales?

P1: "I believe that social media campaigns...influencer marketing has proven to be highly effective in the FMCG sector with a strong local following."

P2: "These forms are very useful in driving engagement...they are fantastic to create conversation, to create engagement and even to create relationships with our brands."

Comparative Effectiveness and Trust

Q: What are the key strengths and weaknesses of traditional marketing channels compared to social media campaigns?

P1: "Traditional marketing channels...wide reach, credibility and trust...social media campaigns offer targeted advertising, engagement, and cost-effectiveness."

P2: "Traditional marketing...wide audience and broad reach...for social media, engagement and relationship and trust."

Consumer Behavior and Trends

Q: Have you observed any recent trends or changes in consumer behavior in response to traditional marketing campaigns?

P1: "Consumers are looking for deals and are more likely to switch brands for better prices...brands with 360 communication plans across traditional and digital marketing tend to perform better."

P2: "Younger generations are slowly turning to non-traditional media...older generations keep consuming traditional tools."

Strategic Marketing Decisions

Q: How do FMCG companies typically allocate their marketing budgets between traditional and digital channels? What factors influence these allocation decisions?

P1: "There are three patterns...balanced approach with 50 to 60% for traditional and 40 to 50% for digital...digital-first approach, especially targeting younger demographics...traditional-heavy approach with up to 70 to 80% for traditional channels...factors include target audience demographics, campaign objectives, market trends, ROI measurement, industry benchmarks, and budget size."

P2: "Allocation depends on needs, audience, product, and campaign objectives...it varies by product type, such as dairy products versus beers."

Future Trends

Q: How do you foresee the future of marketing in the FMCG sector evolving in terms of the balance between traditional and social media channels?

P1: "I believe in a digital-first approach...the budget will be allocated more to the digital sector...emerging trends include AI, influencer marketing evolution, virtual reality, and eco-friendly practices."

P2: "In-store will not change much but will become more interactive...expect increased incorporation of virtual reality, AI, and immersive tools in TV and social media."

Recommendations

Q: Based on your experience, what recommendations would you provide to FMCG companies seeking to optimize their marketing strategies?

P1: "Embrace an omni-channel approach...focus on consumer analytics and performance metrics for data-driven insights...invest in social media

presence and engagement, influencer collaborations, and new technologies like virtual reality."

P2: "Keep objectives in mind and conduct consumer research...stay up to date with trends...be agile to adapt to consumer needs...it's about a combination of both media types."

Survey results analysis

Demographics

Analyzing the demographic data, we see that a total of 151 people participated in the survey, of which 64.9% were women, 33.8% were men and 1.3% belonged to the third gender (figure 1).

The participants belong to various age groups from 18 to 65+, while the largest age groups are those of 25-34 (45.7%) and 35-44 (27.8%). This is followed by the groups of people aged 45-54 (13.9%), 18-24 (7.9%), 55-64 (3.3%) and 65+ (1.3%) (figure 2).

All participants live in Greece, with the vast majority (92.1%) being residents of the prefecture of Attica, most of them are full-time employed (82.1%) and most of them have either a Master's degree (38.4%) or a Bachelor's degree (37.1%) (Figures 3,4,5). Regarding the income level,

the majority of respondents (45.0%) have annual earnings between €15,000 - €29,999 (Figure 6).

General FMCG Purchasing Behavior

Frequency analysis of FMCG purchasing habits revealed that more than half of the consumers (55.6%) buy FMCG products on a weekly basis, while a significant portion (39.1%) make daily purchases. Less frequent purchasing patterns were observed for monthly (4.6%) and rarer (0.7%) buying habits (Figure 7). This high-frequency purchasing behavior underscores the importance of consistent brand presence and marketing efforts in the FMCG sector.

When examining factors influencing FMCG purchase decisions, quality emerged as the most crucial factor, cited by 83.4% of participants. Other significant factors included price (68.9%), promotions/discounts (55.0%), brand reputation (43.0%), and recommendations (41.1%). Less influential factors were product ingredients (36.4%), sustainability (19.2%), packaging (16.6%), and testimonials (8.6%) (Figure 8). This hierarchy of factors provides valuable insights for FMCG marketing strategy development.

Regarding information sources for new FMCG products, word of mouth proved most influential (57.6%), closely followed by social media (53.0%). Traditional channels like television and in-store promotions also

remained significant (50.3%). Less common information sources included online reviews (16.6%), YouTube ads (12.6%), and print media (6.0%) (Figure 9). This distribution highlights the importance of both traditional and digital marketing channels in reaching FMCG consumers.

Awareness and Familiarity

In the pasta sauce category, Barilla demonstrated the highest brand awareness at 91.4%, significantly outperforming other brands like Kyknos, Primo Gusto, Misko, and Knorr, which all showed awareness levels above 50.0% (Figure 10). This high awareness for Barilla provides a strong foundation for further analysis of brand perceptions.

The brand familiarity scale revealed a moderate level of familiarity with Barilla, with a mean of 3.75 and a median of 3.80. The closeness of these values suggests a symmetrical distribution of familiarity scores. The frequency distribution showed a reasonably uniform spread across the scale, with a slight peak in the "Quite Familiar" category (3.60–4.20) (Figures 11, 12, 13). This moderate familiarity level indicates room for potential growth in brand recognition and engagement.

Impact of Advertising Conditions on Brand Attitudes

The Brand Attitudes Scale (Kelly et al., 2002) was employed to evaluate consumer perceptions of the Barilla brand across four key dimensions:

appeal, coolness, in-style, and likability. This scale, widely used in marketing research to measure consumer perceptions of brands, particularly in relation to image and desirability, utilized a seven-point Likert format. This allowed respondents to express their level of agreement with each attribute on a continuum from "Not at all" to "Very."

To investigate the impact of various advertising conditions on brand attitudes, an Analysis of Variance (ANOVA) was conducted. The study included three conditions: Traditional Media, Digital Media, and Control. Participants in the first condition responded after exposure to traditional media content, those in the second condition after exposure to Barilla's digital media content, and those in the control condition responded without exposure to any content.

ANOVA results revealed that among the three conditions, Digital media showed the highest Mean (5.76) (Figure A). The analysis yielded a p-value of 0.096, suggesting a potential statistically significant difference among the advertising conditions (Figure 16). The Eta-squared value of 0.031 indicated that a minor portion of the difference could be attributed to the advertising condition (Figure 17).
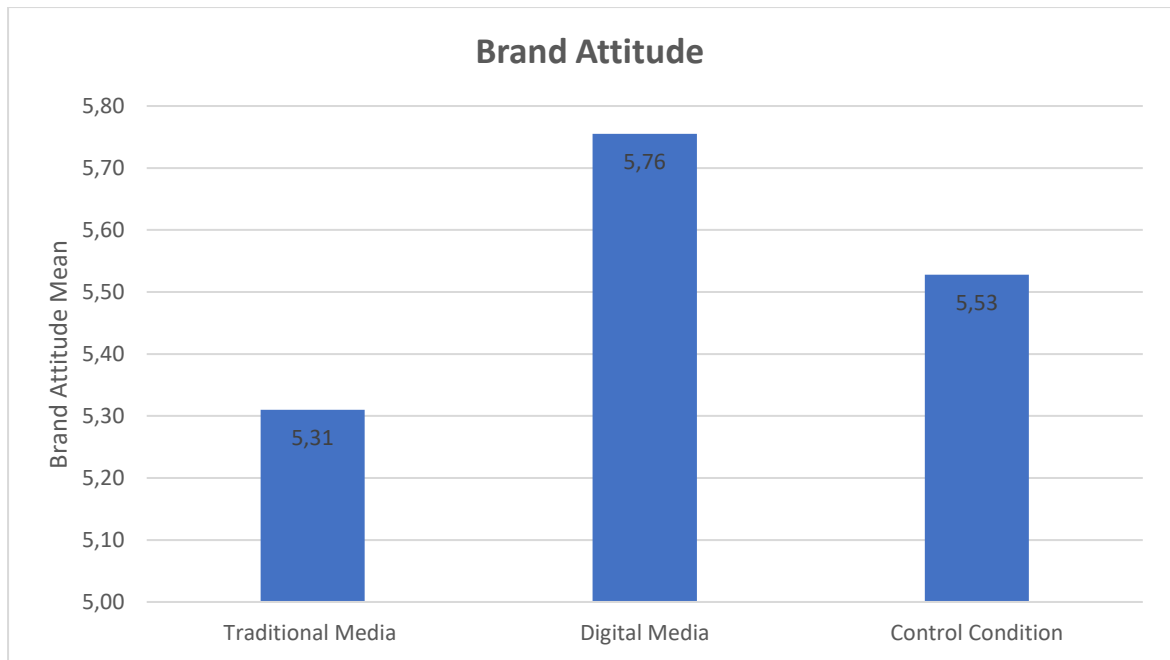
Figure A - Brand Attitude Mean

Regarding the homogeneity of variances, Levene's test was not significant (p = 0.862), confirming that the variances were likely equal across the groups (Figure 15). Further analysis through post hoc tests (Tukey HSD, Tamhane, Dunnett T3, Games-Howell, Dunnett C) showed no statistically significant differences (p < 0.05) between any pair of conditions (Figure 18). The Homogeneous Subsets table demonstrated that all conditions belonged to the same subset, supporting the hypothesis that there were no appreciable variations in the groups' perceptions of brand attitudes (Figure 19).

Impact of Advertising Conditions on Brand Trust

The study used Chaudhuri and Holbrook's Brand Trust Scale to evaluate Barilla's trust levels in each of the three situations (Traditional, Digital,

and Control) (2001). This scale, which has been frequently used in marketing research to measure the degree of confidence consumers place in brands, included questions about trust, reliance, honesty, and safety. Respondents answered these questions using a seven-point Likert scale ranging from "Very strongly disagree" to "Very strongly agree."

An ANOVA test was conducted to analyze the results and gain insights into the effectiveness of each advertising condition in fostering trust of FMCG brands. The analysis revealed a significant difference between at least two of the advertising conditions, with a p-value of 0.035 (Figure 22). The Digital media condition showed the highest Mean (5.6809) (Figure B).
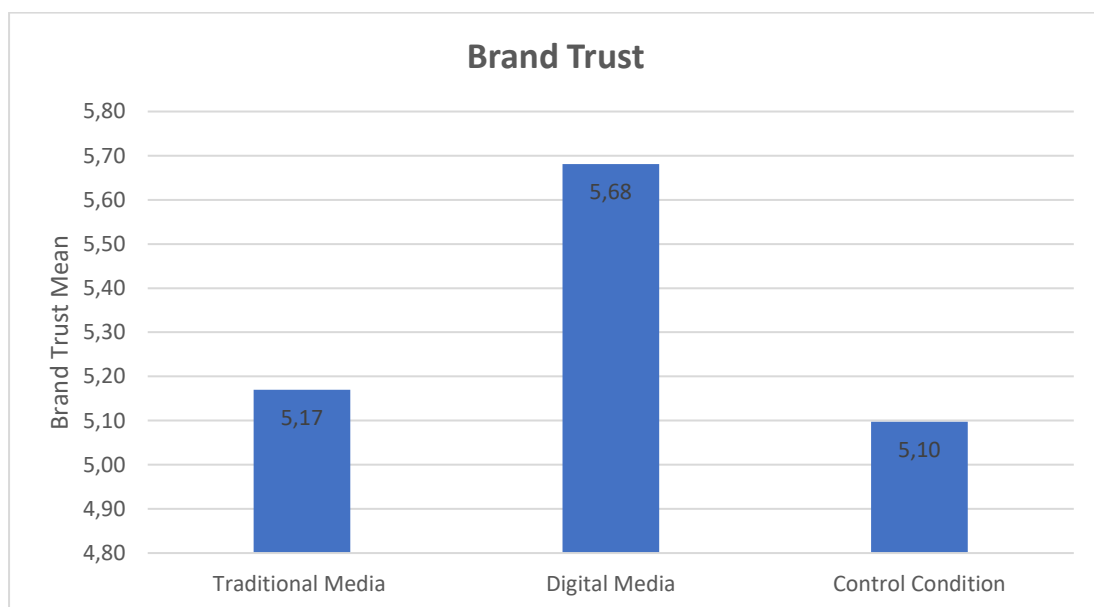

Figure B - Brand Trust Mean

The Eta-squared value of 0.044 (Figure 23) indicated a small effect size, while Levene's statistic was not significant (p = 0.663) (Figure 21),

suggesting homogeneity of variances across groups. Post Hoc Tests, including Tukey HSD, Tamhane, Dunnett T3, and Games-Howell, all showed significant differences ($p < 0.05$) between the Digital condition and Control Condition (Figure 24). The Homogeneous Subsets table suggested that the Control Condition scored lower in perceived trust compared to both Digital and Traditional Media Conditions, which were similar in terms of perceived trust (Figure 25).

Impact of Advertising Conditions on Purchase Intention

To evaluate consumer purchase intentions for Barilla Pasta Sauce, the study employed a Purchase Intention Scale adapted from Diallo (2012). This scale, widely used in marketing studies to measure consumers' intentions towards buying certain products, assessed four major factors affecting the likelihood of purchase:

- The probability of considering buying Barilla pasta sauce

- The likelihood of buying Barilla pasta sauce next time

- The consideration of buying Barilla pasta sauce

- The strong likelihood of buying Barilla pasta sauce

Respondents indicated their level of agreement with each statement on a five-point Likert scale ranging from "strongly disagree" to "strongly agree". This approach offers valuable insights into future buying possibilities (Diallo, 2012).

To examine the influence of various advertising conditions on purchase intention, an Analysis of Variance (ANOVA) was conducted. The results revealed that the Digital media condition gathered the highest Mean (4.3457) compared to Traditional media (3.7100) and the Control Condition (3.7870) (Figure C).
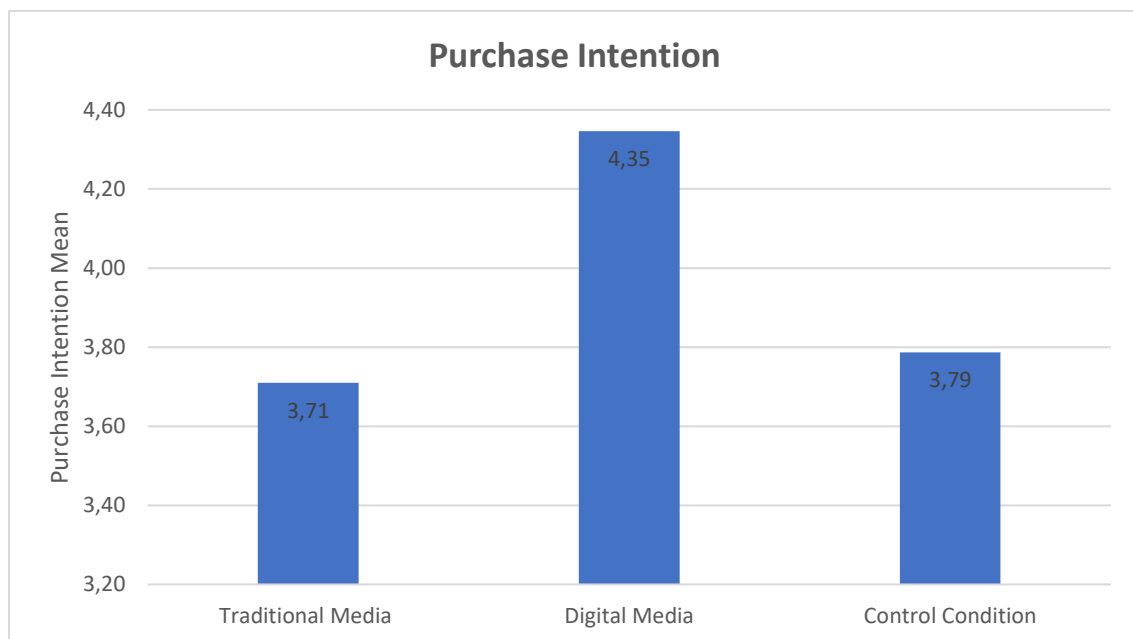
Figure C - Purchase Intention Mean

The ANOVA yielded a p-value of 0.003, suggesting a statistically significant difference between at least two of the advertising conditions in terms of perceived purchase intention (Figure 28). This finding indicates that the type of media exposure significantly influences consumers' intent to purchase Barilla pasta sauce.

Further analysis of the effect size showed an Eta-squared value of 0.076 (Figure 29), indicating a medium effect size. This suggests that 7.6% of

the variance in purchase intention can be explained by the advertising condition, which is a notable impact in marketing research.

The Levene's statistic ($p = 0.087$) was marginally significant, indicating that the variances were not equal across groups (Figure 27). This finding suggests some caution in interpreting the ANOVA results, as one of the assumptions of ANOVA (homogeneity of variances) was not fully met.

Post-hoc tests consistently revealed statistically significant differences ($p < 0.05$) in perceived purchase intention across conditions. Specifically, Barilla pasta sauce was perceived as significantly less likely to be purchased under both the Traditional Media condition and the Control Condition compared to the Digital Media condition (Figure 30).

These results were further supported by the Homogeneous Subsets table, which placed Digital Media alone in the group with greater perceived purchase intention, while Traditional Media and the Control Condition were grouped together with lower perceived purchase intention (Figure 31). This clear separation underscores the superior effectiveness of digital media in driving purchase intention for Barilla pasta sauce.

Impact of Advertising Conditions on Brand Engagement

To assess the extent of consumer engagement with the Barilla brand across different advertising conditions, the study adapted the Brand

Engagement in Social Media (BESM) Scale developed by Brodie et al. (2014). This scale evaluates five key aspects of engagement:

1. Cognitive engagement

2. Affective engagement

3. Behavioral engagement

4. Relational engagement

5. Value-based engagement

Respondents were asked to indicate their level of agreement with statements related to these aspects using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree". The statements included:

- Time spent thinking about Barilla when seeing its advertisements

- Positive feelings about Barilla when seeing its advertisements

- Frequency of talking about Barilla with friends after seeing its TV advertisements

- Emotional connection to the Barilla brand after seeing its ads

- Alignment of Barilla's ads with personal values and beliefs

The analysis of results was conducted using a one-way ANOVA test. Despite the Digital Media condition showing a slightly higher Mean (2.8426) compared to the other two conditions (Figure D), the ANOVA test revealed no statistically significant difference in brand engagement across the three conditions ($p = 0.254$) (Figure 34).
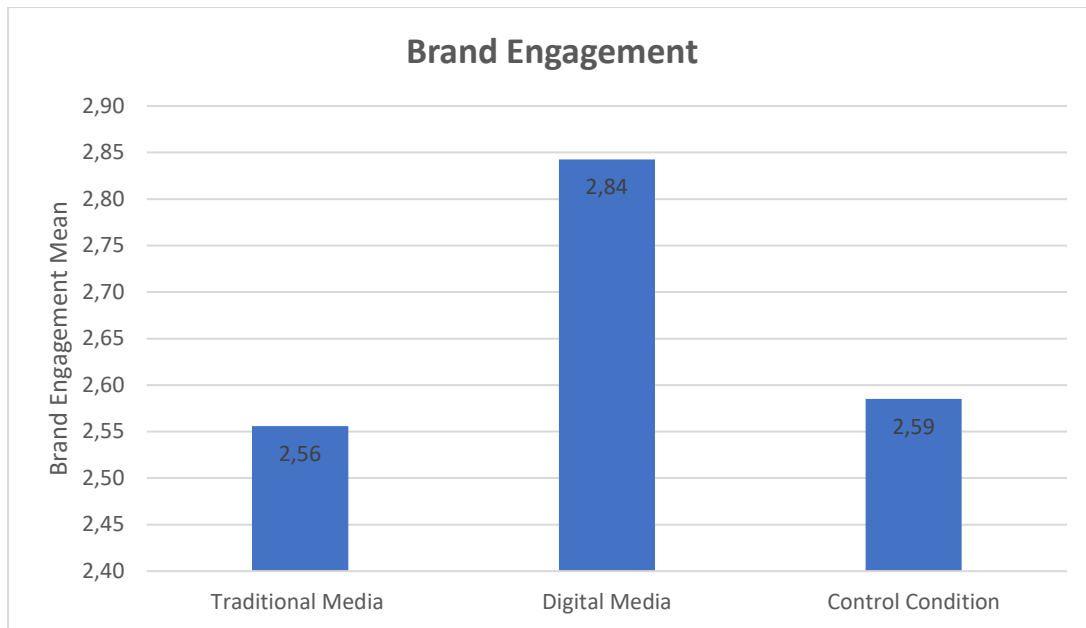
Figure D - Brand Engagement Mean

A closer examination of the outcomes showed a very small effect size (Eta-squared = 0.018), indicating that only 1.8% of the difference in brand engagement could be explained by the advertising condition (Figure 35). This suggests that the type of media exposure had minimal impact on consumers' engagement with the Barilla brand.

The results of Levene's test (p = 0.921) were not significant, confirming that the variances were likely identical between the groups (Figure 33). This finding supports the validity of the ANOVA results by meeting the assumption of homogeneity of variances.

The Homogeneous Subsets table further confirmed these findings, indicating no discernible variation in brand engagement between the three advertising conditions (Traditional, Digital, and Control) (Figure 37). This result suggests that the type of media exposure (traditional, digital,

or none) did not significantly influence consumers' engagement with the Barilla brand.

DISCUSSION

Qualitative Results Discussion

The semi-structured interviews conducted with FMCG experts yielded unique insights on the effectiveness of marketing techniques throughout the industry, in addition to revealing overlapping themes. Despite differences in viewpoints among the participants, consistent themes of how conventional and social media shape consumer behaviors and perceptions became apparent.

Effectiveness of Traditional Marketing Channels

From what was said in the interviews, we see that traditional means of communication, such as TV advertisements and in-store promotions, are considered effective means especially when brands aim at reaching a broad audience and enhancing brand awareness. Both interviewees underlined how important television is still, particularly for older audiences who are more suited to traditional media. Moreover, the significance of in-store promotions was again reaffirmed, with the suggestion that economic variables influence customer preference for discounts and promotions. This is consistent with the body of research

that highlights the conventional media's greater appeal and legitimacy to older audiences (Kamath, 2018).

Engagement through Social Media

The interviews also demonstrated the importance of social media as a channel for customer interaction, especially with younger audiences. The significance of influencer marketing and user-generated content in developing genuine relationships with customers was emphasized by both experts. The literature's conclusions on social media's potential to increase consumer involvement are supported by the perception that social media campaigns are effective in fostering real-time interactions, raising consumer involvement and brand engagement (Hollebeek et al., 2014; Brodie et al., 2014).

Comparative Perceptions and Trust

Regarding trust, the respondents disclosed that conventional media frequently maintains higher credibility with older customers, however social media is seen to cultivate trust by means of genuine and relatable material, especially with younger demographics. The requirement for marketers to customize their tactics according to audience characteristics is highlighted by the duality of media channels, which mirrors the demographic gap in media choices. This bolsters the body of research suggesting that, while digital platforms are prized for their authenticity,

traditional media is frequently regarded as having greater credibility (Bright et al., 2015).

Strategic Marketing Decisions and Future Trends

The marketing experts talked about several approaches to budget allocation, suggesting a customized strategy depending on campaign goals, product kind, and demographics. While highlighting the growing tendency of a digital-first approach, both respondents also emphasized how crucial it is to include cutting-edge technology like artificial intelligence and virtual reality into marketing strategies. This illustrates an adaptable strategy required for the changing marketing environment, where strategic activities are guided by data-driven judgments.

Recommendations for Optimizing Strategies

In order to optimize reach and engagement, both experts continuously argued in favor of an omni-channel strategy, highlighting the convergence of conventional and digital media's advantages. They advised using customer analytics and keeping up with current events to adjust strategy ahead of time. The literature's results are supported by the necessity of a dynamic, well-balanced strategy, which also highlights how crucial flexibility and responsiveness are to contemporary marketing strategies.

Quantitative Results Discussion

The quantitative aspect of this study was designed to assess the effects of traditional and digital marketing strategies on consumer perceptions within the FMCG sector. By employing an experimental survey method, this research collected data on key variables including brand attitudes, trust, brand engagement, and purchase intentions. A demographic analysis of participants was conducted to ensure that results reflected relevant consumer segments that are critical in the FMCG market. Insights derived from the quantitative findings not only illustrate trends within consumer behavior but also provide a springboard for further qualitative exploration via expert interviews, thus facilitating an all-encompassing examination of marketing efficacy.

Demographics

According to the results of the demographic analysis we see that the findings of this study might be particularly relevant to these demographic segments, which are very important target markets for FMCGs (Kotler & Keller, 2016). The participants were mainly full-time employed and thus are likely to live in Attica, Greece, which matches the pattern for this class of people in the area. In addition, most hold either a Master's or Bachelor's degree, indicating that they are quite an educated group corresponding with available information on FMCG consumers'

demographics found in Greek literature (Mangold & Faulds, 2009). These characteristics highlight the need to define and target specific consumer groups in the various FMCG marketing campaigns, depending on the type of product and the objectives (Ashley & Tuten, 2015).

General FMCG Purchasing Behavior

The frequency analysis suggests that FMCG in Greece is a product category with a fairly high purchasing frequency. The majority of consumers buy FMCG products on a weekly basis (55.6%), while the percentage of consumers who buy on a daily basis is quite high (39.1%). These results demonstrate the fast-paced nature of customer behavior in this industry and are consistent with the notion that FMCG items are necessities for daily living (Kotler & Keller, 2016).

Taking into account the analysis on the factors that influence the purchasing decision of consumers for FMCG, we can highlight that it is important that companies offer high quality products to consumers, combining quality and competitive price.

For consumers in Greece, in-store promotions also play an important role, while they also seem to consider the brand they choose to be important. This finding is also confirmed by Chandon, et al. (2000) and Lodhi (2024) in the literature review.

Word-of-mouth (57.6%) seems to be the main source of consumer information about FMCG products, and this is something that highlights the importance of social influence and peer recommendations. Looking back at the literature review, we see that this is also confirmed by the study by Erkan and Evans (2016), who emphasize the power of word of mouth. In particular, Erkan and Evans (2016) report that with the rapid development of social media, the power of word of mouth has also increased due to the rapid transmission of information.

The factors Social media (53.0%) and Traditional media (50.3%) including TV and in-store promotions, are also considered very important, which leads us to emphasize the importance of a multi-faceted approach. It is important for companies in the FMCG industry to keep in mind that mix-channel approaches can significantly enhance product awareness (Mangold & Faulds, 2009), as both social media and traditional media are considered very important.

Awareness and Familiarity

Among the various pasta sauce brands, Barilla seems to be the most well-known among Greek consumers, since it recorded an awareness rate of more than 90% for the specific sample. These results show that the Barilla brand has made a significant impact on the pasta sauce industry and may gain from its broad brand awareness in other product categories.

The data collected from the questions on the Brand Familiarity variable show that there is a moderate level of familiarity with Barilla associated with a reasonable level of brand awareness and recognition. The combination of the brand familiarity scale question results and Barilla's highest awareness score (91.4%) among the other brands suggests that Barilla may have a strong presence in the FMCG market, but there is still opportunity to further enhance brand familiarity among consumers.

Impact of Advertising Conditions on Brand Attitudes

The ANOVA results for overall brand attitude, which was calculated as an average score across four brand perception items, showed that although there is a very small suggestion that advertising can play an important role in shaping brand attitude, the statistical results they cannot support this hypothesis. This may happen either because Barilla already has a very strong image in the eyes of FMCG consumers, or because other factors such as word of mouth may influence consumers more on the perceptions of brand attitude.

Impact of Advertising Conditions on Brand Trust

Following the analysis results, we see that Digital media advertising might be more effective related to the perception of trust, compared to no advertising exposure on FMCGs.

Although the Traditional Media and Digital Media conditions did not significantly differ from one another, the Digital Media condition consistently had higher trust scores across various measures of trust, suggesting that digital channels may be especially promising for building positive brand trust perceptions.

Impact of Advertising Conditions on Purchase Intention

On the one hand, Digital media condition Compared to both the Traditional Media condition and the Control condition, the Digital Media condition results in a much higher favorable sense of purchase intention. The findings imply that, in comparison to Traditional media or no advertising exposure, digital advertising may be a more successful strategy for influencing future purchasing behavior.

On the other hand, Traditional media seem to present weaknesses regarding purchase intention, as they seem less effective. Moreover, he Control condition falls into the same category as Traditional media, indicating that perceptions of purchase intention may be identical in the absence of advertising exposure.

Impact of Advertising Conditions on Brand Engagement

The results of the data analysis showed that neither digital media content nor traditional media content has an appreciable effect on brand loyalty. A possible reason why our analysis led to this result may be the fact that the consumers should already have a significant level of engagement with

the brand, not be burdened by short-term advertising effects on engagement. In addition, it is also possible that consumers have been influenced by other factors such as personal experiences with the Barilla brand which are not explored in this analysis.

<u>Research Questions Discussion</u>

This part focuses at the specific research queries that were initially proposed in the study, linking the literature review, quantitative survey data and qualitative information from specialists through interviews. Each research question seeks to investigate the complex interactions between conventional marketing channels such as advertising with digital media platforms while taking an interest on how they impact customers' perceptions in FMCG sectors at large.

In order to contribute to a more comprehensive understanding of consumer behavior in this quickly changing environment, we hope to provide nuanced perspectives on how these marketing strategies shape brand attitudes, trust, engagement, and purchase intentions by synthesizing the findings from these various methodological approaches.

Research Question 1: *Do digital and traditional marketing advertising collectively affect consumer perceptions regarding brand attitudes, trust, brand engagement, and purchase intentions in the FMCG sector?*

The existing literature focuses on the complex interplay between traditional and digital marketing strategies. On the other hand, quantitative research results showed that digital media can enhance both consumer trust in FMCG brands and purchase intention, relative to traditional advertising. This result reinforces the notion from the literature that digital media have a better response with young age individuals who consider both engagement and interaction important (Erkan & Evans, 2016).

The suggestions of Erkan & Evans (2016) as well as the results of the quantitative research, are further strengthened by the data collected through the qualitative interviews, where one of the two interviewees highlighted that social media campaigns significantly increase consumer trust. However, both FMCG experts found that traditional media remains vital to wider brand recognition, especially among older consumers. Even if the quantitative results highlight increased consumer confidence in digital platforms, a closer look is necessary because the findings appear to contradict the qualitative data about brand involvement. While the quantitative data indicate no substantial influence of either form of media on engagement, the qualitative insights show that real-time interactions

on social media encourage involvement. This disparity may warrant more investigation in future study.

Thus, although this study confirms the complementary nature of these two channels, it highlights the need for more strategic investment in digital media for FMCG brands in Greece, while maintaining the reach of traditional media.

Research Question 2: *How do traditional marketing channels and digital media compare in their influence on brand attitudes among FMCG consumers?*

According to Aaker & Norris (1982), traditional marketing channels have a long-standing ability to reinforce brand attitudes through repeated exposure. However, the experimental research conducted for this study showed that although traditional media show a strong familiarity with the brand, there is a limitation in influencing consumers regarding brand attitude, compared to digital media. More specifically according to the ANOVA results, the impact of both traditional and digital media advertisements on brand attitudes was less significant than expected. The above finding contradicts what was pointed out by the two FMCG Experts in the semi-structured interviews, who pointed out that the public is increasingly turning towards the relevant and engaging nature of digital campaigns. Both experts highlighted how influencer marketing and user-

generated content on digital platforms boost brand likability and coolness, especially among younger consumers.

Further investigation into how various age groups see credibility and trust through these channels is encouraged by this disparity, as qualitative data point to a distinct demographic split that may be difficult to completely quantify.

Research Question 3: *What is the comparative impact of traditional media and social media on consumer trust in FMCG brands?*

The literature indicates that traditional marketing channels often associated with greater credibility, especially among older demographics (Kamath, 2018). In addition, compared to traditional media, people view social media as a more genuine and open medium (Bright, et al. 2015). According to Bright et al. (2014), social media interactions have the potential to augment brand trust as consumers value the direct and personal relationship that these platforms provide.

However, the results of the quantitative research on the FMCGs industry, confirm the claims of Bright et al. (2015). More specifically, according to the research, social media can influence consumer trust in an FMCG brand, while traditional media cannot.

These statements are also confirmed by the responses of the FMCG Marketing Experts, who highlighted that social media allows brands to

build trust by fostering authentic connections through influencers, while it was also noted that traditional channels still retain trust among older generations. This duality highlights a difference based on customer demographic characteristics, showing that conventional media remains a reliable source for an older audience even while social media efforts are more successful at fostering trust, especially with younger consumers. However, observations about demographics are not supported by quantitative research, as no such analyzes have been conducted. This dichotomy draws attention to a distinction depending on the demographics of the target audience, demonstrating that while social media initiatives are more successful in building trust, particularly among younger customers, traditional media is still a trustworthy source for an older audience. Even though this duality is obvious, these classifications may be made clearer with further quantitative analyses that concentrate on demographic breakdowns.

Research Question 4: *Which is more effective in fostering brand engagement for FMCG products: traditional media or social media?* According to the studies currently in publication, social media's interaction and community-building skills offer special benefits for engagement (Hollebeek et al., 2014). In addition, Brodie et al. (2014) contend that social media, as opposed to traditional media formats, can

lead to higher levels of consumer involvement and brand engagement because of its capacity to support user-generated content and two-way communication.

These ideas are supported by the insights gathered from the interviews, with Dafni highlighting the fact that social media initiatives result in "real-time conversations" that raise engagement levels. Ismini had a similar opinion when she said that social media platforms offer an interactive element that traditional media does not.

In contrast to the statements of the existing literature, the data analysis's findings demonstrated that neither conventional nor digital media content significantly affects brand engagement.

Despite these insights, the results of the data analysis showed that brand engagement is not greatly impacted by either traditional or digital media content. This disparity between quantitative and qualitative statistics points to the need for more research into the particular features of social media that may encourage participation but may be missed by the existing quantitative metrics.

Research Question 5: How do different marketing strategies (traditional vs. social media) affect purchase intentions and decisions in the FMCG sector?

In the existing literature, it appears that the conclusions regarding the link between marketing strategies and purchase intention are well established. More specifically, studies such as that of Diallo (2012) and Di Vito (2022), show that digital marketing tactics, especially those that use influencer partnerships, are highly effective in promoting purchasing behavior. The study's quantitative findings confirmed these statements, as they showed that consumers who were exposed to digital advertising had far higher purchase intentions than those who were exposed to traditional media or no media at all. This conclusion was supported by the experts' discussions throughout the interviews, when they talked about how digital marketing techniques like influencer marketing and social media flash sales might increase consumers' intents to make purchases.

On the other hand, Chandon et al. (2000), emphasizing in the power of traditional marketing strategies such as in-store promotions which seem to influence the consumer's intention and decision to buy. However, these kind of in-store promotion strategies are ideal mainly to lead to short-term results and sales (Chandon, et al., 2000). The statements of Chandon et al. (2000) are also confirmed for the Greek FMCG market by the two experts participated in the interviews. More specifically, according to their mentions, in-store promotions remains a powerful influence for consumers, especially for driving purchases at the point of sale, , even

though digital marketing is becoming more and more successful in generating purchase intentions.

CONCLUSION & RECOMMENDATIONS

The aim of this research is to help marketing experts in the FMCG sector to create and implement successful marketing strategies, choosing to invest in the right means of communication, in order to achieve the goals and objectives of each of their campaigns.

This study provided a comprehensive examination to compare the effectiveness of traditional marketing strategies versus digital marketing for the FMCG industry in Greece. To investigate the effectiveness of these two marketing strategies on consumer perceptions, this research focuses on the study of four variables: brand attitudes, trust, engagement purchase intention, through a mixed methods approach, which included both quantitative research and qualitative interviews.

The findings show that while traditional media continue to be considered quite familiar and trustworthy for FMCG consumers, digital media significantly enhance the trust and purchase intention of FMCG consumers in Greece. However, the insights from the FMCG experts highlight differences, especially in consumer involvement, which points to the need for more improvement in the way engagement measures are

evaluated across media platforms. It is advisable for brands to investigate particular aspects of digital communication that could be causing these subtleties in engagement. The FMCG experts' observations emphasized the significance of cross-channel integration and the need for businesses to successfully merge conventional and digital channels to boost sales.

In light of changing customer perceptions, FMCG businesses in Greece, that looking to enhance their marketing strategies are advised to consider the following recommendations based on the study's findings:

1. Adopt an Integrated Marketing Approach: FMCGs must embrace both digital and traditional strategies and positioning their messages in such a way that they reach the greatest possible audience. This translates to full-scale promotional campaigns that tap into the various capabilities of different channels like traditional communication's mass audience beyond just name identification, while tuning into online conversations for better consumer interaction. Taking note of the disparities in research on brand engagement, marketers have to concentrate on creating deep, intimate, and emotionally meaningful connections with customers through digital channels.

2. Utilize Data-Driven Insights: FMCG marketing experts, need to invest in analytics and customer behavior research, in order to understand better their audience and create successful campaigns using the correct

means of advertising. In particular, disparities in the way various age groups engage with conventional and digital media may be filled by using demographic data to improve targeting strategies.

3. Emphasize On In-Store Promotions: Given that there is an inclination towards digital, in-store promotions still matter a lot especially in Greece where price sensitivity is key. FMCG brands must invest on point-of-sale displays, discounts, and so on to ensure they draw customers' attention. Because in-store promotions have a short-term impact and satisfy customer needs for real value and immediacy, it is necessary to continuously assess the success of promotions in contrast to digital channels.

4. Prepare for future trends: As technology develops, FMCG companies must keep in front of forthcoming trends like voice shopping e-commerce, artificial intelligence and virtual reality. Brands can acquire a lead and respond to shifting customer needs through early adoption. Brands should focus on being flexible and developing the ability to incorporate new technologies into their present marketing strategies in order to fulfill the expectations of their target audience and overcome engagement gaps that may arise in the future.

Through careful evaluation of these factors, FMCG brands may enhance their ability to manage the intricate and ever-changing marketing

landscape, leveraging traditional and digital marketing channels while staying adaptable to changing customer preferences.

LIMITATIONS & FUTURE RESEARCH

However, this research is not without limitations. The sample size, although sufficient for initial information, may not fully represent the wider population of FMCG consumers in Greece. Furthermore, qualitative insights derived from only two expert interviews may lack the diversity of perspectives needed to capture the full range of industry knowledge. This limited focus might result in an inadequate comprehension of the dynamics of the local market and ignore subtleties unique to certain FMCG industry sub-sectors.

Furthermore, the study did not consider the temporal effects or the changing nature of consumer preferences over time, which could provide deeper insights into the sustainability of the marketing strategies discussed. Examining these time-related effects might provide further insight into how marketing strategies' effects could shift as consumers embrace new technologies and media habits. Additionally, this study does not delve into how consumer behaviors are affected in relation to their demographic characteristics. A more thorough demographic study may

provide important new information on certain age- and socioeconomic-related media effectiveness aspects.

Future research could build on these findings by investigating longitudinal effects and extending the analyzes to include a more diverse demographic and geographic range, further elucidating consumer perceptions within the FMCG context. Moreover, the sample size was determined based on resource availability and aimed to provide an initial exploratory insight into the Greek FMCG market. A broader sample size combined with an expanded demographic range can help future studies investigate how different age groups, income brackets, and cultural backgrounds respond to various marketing strategies.

However, in the future, corresponding research could be carried out comparing consumer behavior in relation to traditional and digital marketing media, comparing samples of consumers and experts from different countries. Also, potential future research could focus on how different types of digital and traditional communication affect consumer behaviors, focusing on the choice of the appropriate medium. Finally, in subsequent study researchers can examine different variables that can be influenced in consumer behavior by traditional and digital advertising media.

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APPENDICES

APPENDIX A – SPSS Tables & Graphs

Figure E

Figure F

EDUCATION_LEVEL

Figure G

EMPLOYMENT_STATUS

Figure H

REGION_RESIDENCE

Figure I

INCOME_LEVEL
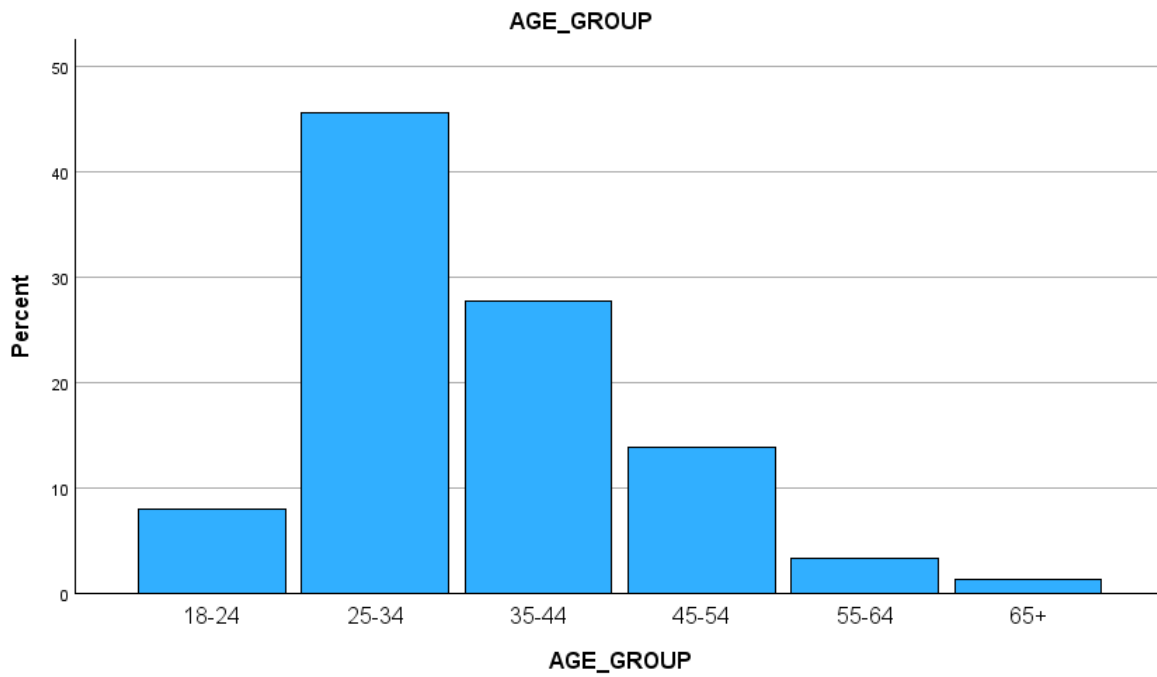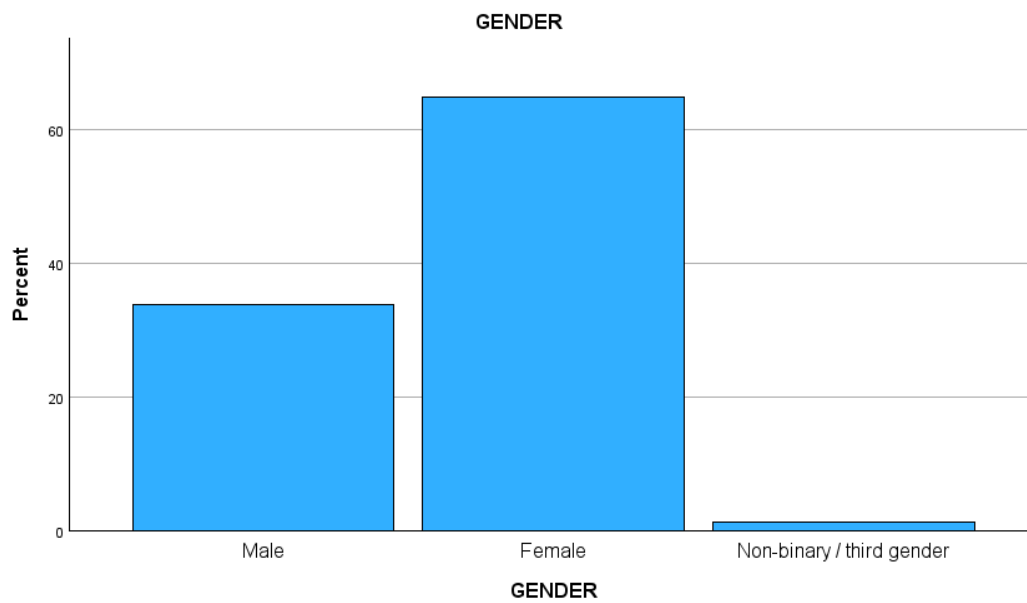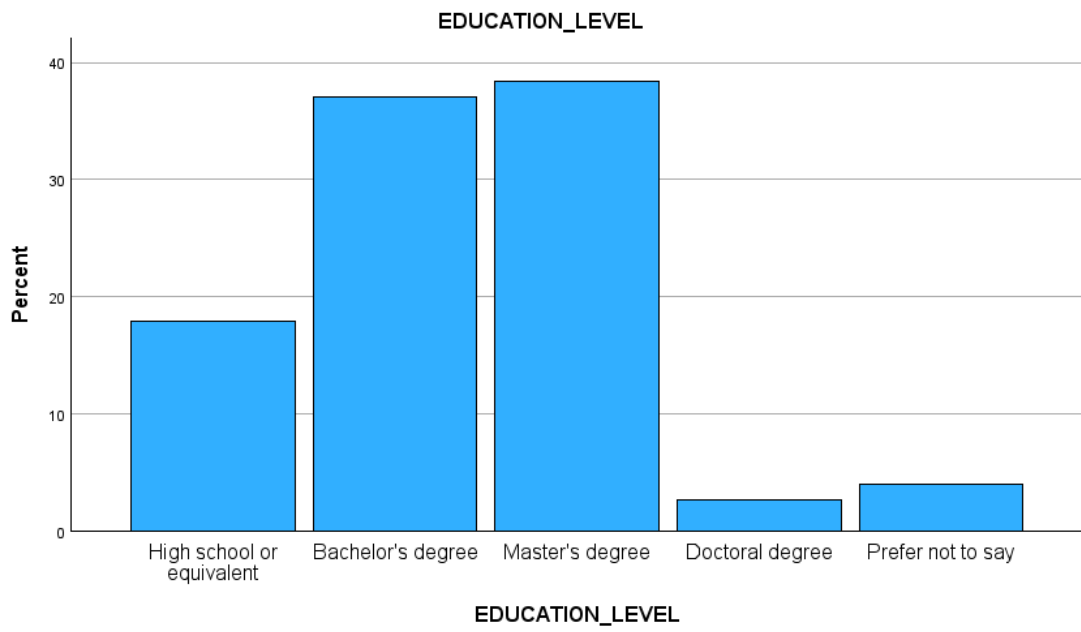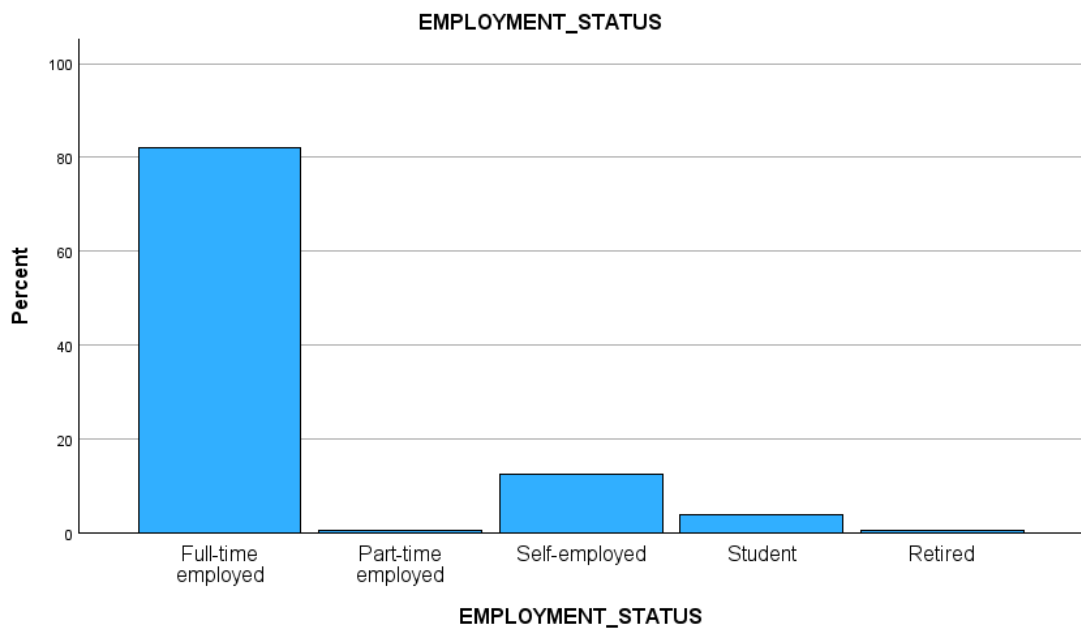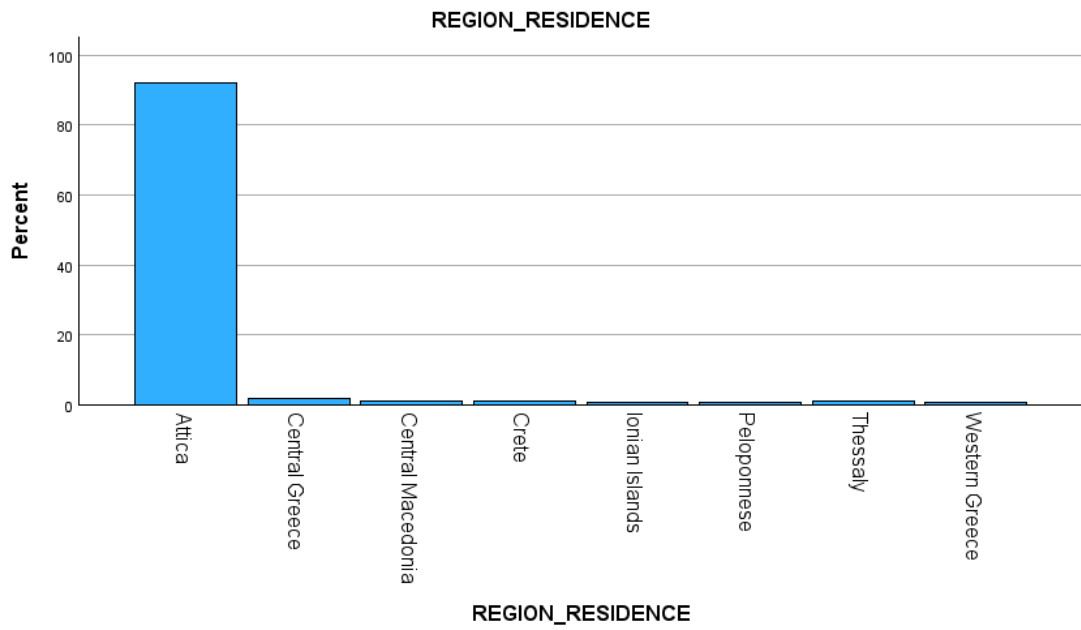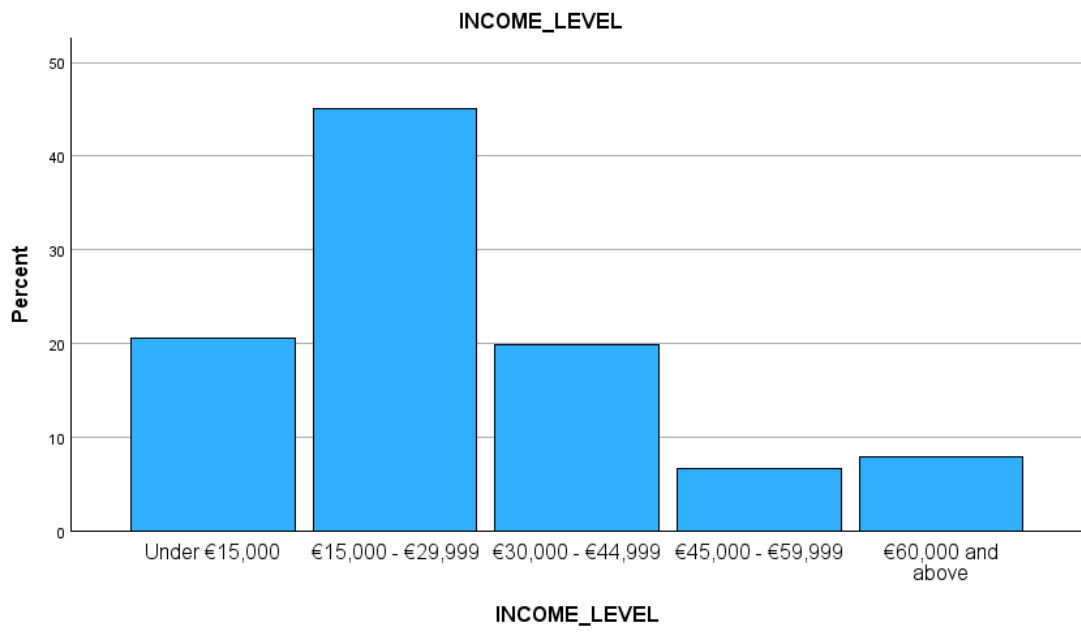
Figure J

Figure K

Statistics

		PURCHASE_CRITERIA_Price	PURCHASE_CRITERIA_Quality	PURCHASE_CRITERIA_BrandReputation	PURCHASE_CRITERIA_Packaging	PURCHASE_CRITERIA_ProductIngredients	PURCHASE_CRITERIA_Sustainability	PURCHASE_CRITERIA_PromotionsDiscounts	PURCHASE_CRITERIA_Recommendations	PURCHASE_CRITERIA_Testimonials	PURCHASE_CRITERIA_Other
N	Valid	151	151	151	151	151	151	151	151	151	151
	Missing	0	0	0	0	0	0	0	0	0	0
Mean		.69	.83	.43	.17	.36	.19	.55	.41	.09	.01
Median		1.00	1.00	.00	.00	.00	.00	1.00	.00	.00	.00
Mode		1	1	0	0	0	0	1	0	0	0

Figure L

Statistics

		LEARN_FMCG_TVAds	LEARN_FMCG_SocialMediaPosts	LEARN_FMCG_YouTubeAds	LEARN_FMCG_PrintMedia	LEARN_FMCG_InstorePromotions	LEARN_FMCG_WordOfMouth	LEARN_FMCG_OnlineReviews	LEARN_FMCG_Other
N	Valid	151	151	151	151	151	151	151	151
	Missing	0	0	0	0	0	0	0	0
Mean		.50	.53	.13	.06	.50	.58	.17	.01
Median		1.00	1.00	.00	.00	1.00	1.00	.00	.00
Mode		1	1	0	0	1	1	0	0

Figure M

Statistics

		AWARENESS_ Barilla	AWARENESS_ Misko	AWARENESS_ PrimoGusto	AWARENESS_ Knorr	AWARENESS_ Kyknos
N	Valid	151	151	151	151	151
	Missing	0	0	0	0	0
Mean		.91	.58	.60	.56	.68
Median		1.00	1.00	1.00	1.00	1.00
Mode		1	1	1	1	1

Figure N

Statistics

Brand_Familiarity

N	Valid	151
	Missing	0
Mean		3.7523
Median		3.8000
Mode		4.00

Figure O

Brand_Familiarity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.40	1	.7	.7	.7
	1.60	2	1.3	1.3	2.0
	1.80	2	1.3	1.3	3.3
	2.20	2	1.3	1.3	4.6
	2.40	2	1.3	1.3	6.0
	2.60	3	2.0	2.0	7.9
	2.80	5	3.3	3.3	11.3
	Moderately Familiar	12	7.9	7.9	19.2
	3.20	6	4.0	4.0	23.2
	3.40	8	5.3	5.3	28.5
	3.60	15	9.9	9.9	38.4
	3.80	19	12.6	12.6	51.0
	Quite Familiar	21	13.9	13.9	64.9
	4.20	18	11.9	11.9	76.8
	4.40	17	11.3	11.3	88.1
	4.60	12	7.9	7.9	96.0
	4.80	4	2.6	2.6	98.7
	Extremely Familiar	2	1.3	1.3	100.0
	Total	151	100.0	100.0	

Figure P

Brand_Familiarity

Figure Q

Descriptives
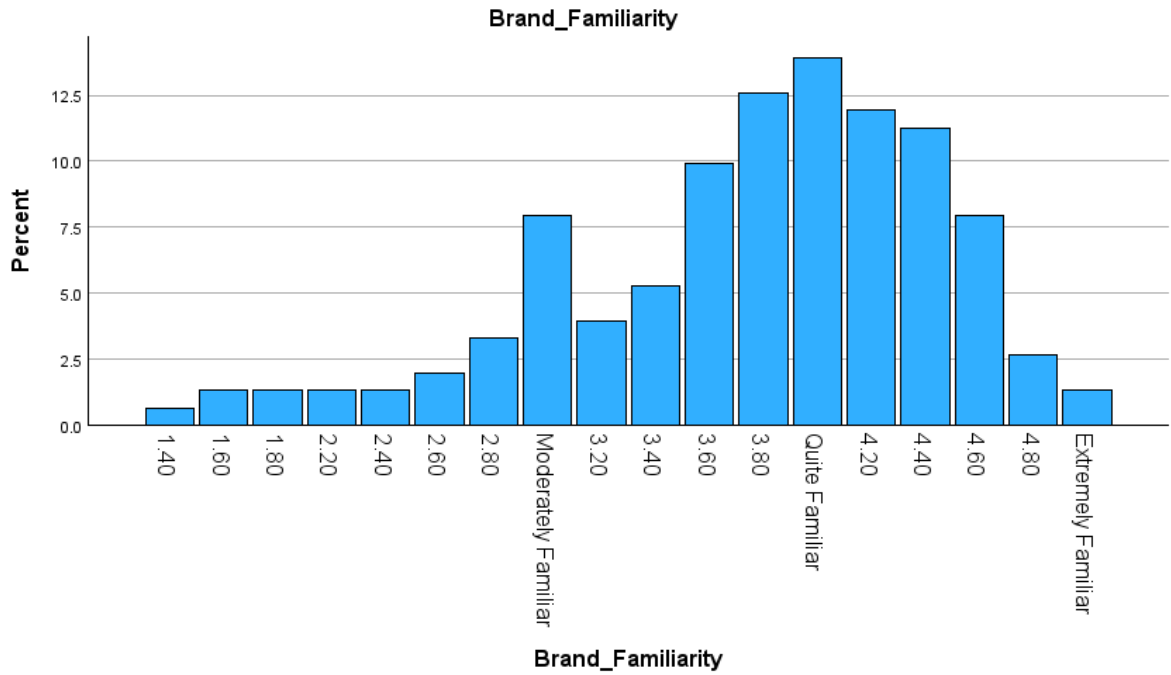
Brand_Attitude

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TRADITIONAL MEDIA	50	5.3100	.98141	.13879	5.0311	5.5889	2.25	7.00
DIGITAL MEDIA	47	5.7553	1.02216	.14910	5.4552	6.0554	3.25	7.00
CONTROL CONDITION	54	5.5278	1.00900	.13731	5.2524	5.8032	2.75	7.00
Total	151	5.5265	1.01331	.08246	5.3636	5.6894	2.25	7.00

Figure R

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Brand_Attitude	Based on Mean	.149	2	148	.862
	Based on Median	.208	2	148	.813
	Based on Median and with adjusted df	.208	2	146.170	.813
	Based on trimmed mean	.171	2	148	.843

Figure S

ANOVA

Brand_Attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.805	2	2.402	2.383	.096
Within Groups	149.215	148	1.008		
Total	154.019	150			

Figure T

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Brand_Attitude	Eta-squared	.031	.000	.095
	Epsilon-squared	.018	-.014	.083
	Omega-squared Fixed-effect	.018	-.013	.082
	Omega-squared Random-effect	.009	-.007	.043

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Figure U

Multiple Comparisons

Dependent Variable: Brand_Attitude

	(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Tukey HSD	TRADITIONAL MEDIA	DIGITAL MEDIA	-.44532	.20400	.077	-.9283	.0377
		CONTROL CONDITION	-.21778	.19706	.512	-.6843	.2488
	DIGITAL MEDIA	TRADITIONAL MEDIA	.44532	.20400	.077	-.0377	.9283
		CONTROL CONDITION	.22754	.20030	.494	-.2467	.7018
	CONTROL CONDITION	TRADITIONAL MEDIA	.21778	.19706	.512	-.2488	.6843
		DIGITAL MEDIA	-.22754	.20030	.494	-.7018	.2467
Tamhane	TRADITIONAL MEDIA	DIGITAL MEDIA	-.44532	.20370	.091	-.9405	.0499
		CONTROL CONDITION	-.21778	.19523	.607	-.6917	.2562
	DIGITAL MEDIA	TRADITIONAL MEDIA	.44532	.20370	.091	-.0499	.9405
		CONTROL CONDITION	.22754	.20269	.602	-.2650	.7200
	CONTROL CONDITION	TRADITIONAL MEDIA	.21778	.19523	.607	-.2562	.6917
		DIGITAL MEDIA	-.22754	.20269	.602	-.7200	.2650
Dunnett T3	TRADITIONAL MEDIA	DIGITAL MEDIA	-.44532	.20370	.090	-.9402	.0496
		CONTROL CONDITION	-.21778	.19523	.604	-.6915	.2559
	DIGITAL MEDIA	TRADITIONAL MEDIA	.44532	.20370	.090	-.0496	.9402
		CONTROL CONDITION	.22754	.20269	.599	-.2646	.7197
	CONTROL CONDITION	TRADITIONAL MEDIA	.21778	.19523	.604	-.2559	.6915
		DIGITAL MEDIA	-.22754	.20269	.599	-.7197	.2646
Games-Howell	TRADITIONAL MEDIA	DIGITAL MEDIA	-.44532	.20370	.079	-.9304	.0398
		CONTROL CONDITION	-.21778	.19523	.507	-.6821	.2466
	DIGITAL MEDIA	TRADITIONAL MEDIA	.44532	.20370	.079	-.0398	.9304
		CONTROL CONDITION	.22754	.20269	.503	-.2549	.7100
	CONTROL CONDITION	TRADITIONAL MEDIA	.21778	.19523	.507	-.2466	.6821
		DIGITAL MEDIA	-.22754	.20269	.503	-.7100	.2549
Dunnett C	TRADITIONAL MEDIA	DIGITAL MEDIA	-.44532	.20370		-.9382	.0475
		CONTROL CONDITION	-.21778	.19523		-.6891	.2535
	DIGITAL MEDIA	TRADITIONAL MEDIA	.44532	.20370		-.0475	.9382
		CONTROL CONDITION	.22754	.20269		-.2624	.7174
	CONTROL CONDITION	TRADITIONAL MEDIA	.21778	.19523		-.2535	.6891
		DIGITAL MEDIA	-.22754	.20269		-.7174	.2624

Figure V

Brand_Attitude

	CONDITION	N	Subset for alpha = 0.05 1
Tukey HSD[a,b]	TRADITIONAL MEDIA	50	5.3100
	CONTROL CONDITION	54	5.5278
	DIGITAL MEDIA	47	5.7553
	Sig.		.071

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 50.171.

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

Figure W

Descriptives

Brand_Trust

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TRADITIONAL MEDIA	50	5.1700	1.14335	.16169	4.8451	5.4949	2.50	7.00
DIGITAL MEDIA	47	5.6809	1.25942	.18371	5.3111	6.0506	1.50	7.00
CONTROL CONDITION	54	5.0972	1.19296	.16234	4.7716	5.4228	1.00	7.00
Total	151	5.3030	1.21745	.09907	5.1072	5.4987	1.00	7.00

Figure X

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Brand_Trust	Based on Mean	.411	2	148	.663
	Based on Median	.192	2	148	.826
	Based on Median and with adjusted df	.192	2	138.973	.826
	Based on trimmed mean	.311	2	148	.733

Figure Y

ANOVA

Brand_Trust

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.881	2	4.941	3.442	.035
Within Groups	212.445	148	1.435		
Total	222.326	150			

Figure Z

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Brand_Trust	Eta-squared	.044	.000	.116
	Epsilon-squared	.032	-.014	.104
	Omega-squared Fixed-effect	.031	-.013	.104
	Omega-squared Random-effect	.016	-.007	.055

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Figure AA

Dependent Variable: Brand_Trust

	(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Tukey HSD	TRADITIONAL MEDIA	DIGITAL MEDIA	-.51085	.24341	.094	-1.0871	.0654
		CONTROL CONDITION	.07278	.23514	.949	-.4839	.6295
	DIGITAL MEDIA	TRADITIONAL MEDIA	.51085	.24341	.094	-.0654	1.0871
		CONTROL CONDITION	.58363*	.23901	.042	.0178	1.1495
	CONTROL CONDITION	TRADITIONAL MEDIA	-.07278	.23514	.949	-.6295	.4839
		DIGITAL MEDIA	-.58363*	.23901	.042	-1.1495	-.0178
Tamhane	TRADITIONAL MEDIA	DIGITAL MEDIA	-.51085	.24473	.114	-1.1060	.0842
		CONTROL CONDITION	.07278	.22913	.985	-.4835	.6290
	DIGITAL MEDIA	TRADITIONAL MEDIA	.51085	.24473	.114	-.0842	1.1060
		CONTROL CONDITION	.58363	.24516	.057	-.0122	1.1795
	CONTROL CONDITION	TRADITIONAL MEDIA	-.07278	.22913	.985	-.6290	.4835
		DIGITAL MEDIA	-.58363	.24516	.057	-1.1795	.0122
Dunnett T3	TRADITIONAL MEDIA	DIGITAL MEDIA	-.51085	.24473	.114	-1.1056	.0839
		CONTROL CONDITION	.07278	.22913	.984	-.4831	.6287
	DIGITAL MEDIA	TRADITIONAL MEDIA	.51085	.24473	.114	-.0839	1.1056
		CONTROL CONDITION	.58363	.24516	.056	-.0118	1.1791
	CONTROL CONDITION	TRADITIONAL MEDIA	-.07278	.22913	.984	-.6287	.4831
		DIGITAL MEDIA	-.58363	.24516	.056	-1.1791	.0118
Games-Howell	TRADITIONAL MEDIA	DIGITAL MEDIA	-.51085	.24473	.098	-1.0938	.0721
		CONTROL CONDITION	.07278	.22913	.946	-.4722	.6177
	DIGITAL MEDIA	TRADITIONAL MEDIA	.51085	.24473	.098	-.0721	1.0938
		CONTROL CONDITION	.58363	.24516	.050	-.0001	1.1673
	CONTROL CONDITION	TRADITIONAL MEDIA	-.07278	.22913	.946	-.6177	.4722
		DIGITAL MEDIA	-.58363	.24516	.050	-1.1673	.0001
Dunnett C	TRADITIONAL MEDIA	DIGITAL MEDIA	-.51085	.24473		-1.1030	.0813
		CONTROL CONDITION	.07278	.22913		-.4804	.6259
	DIGITAL MEDIA	TRADITIONAL MEDIA	.51085	.24473		-.0813	1.1030
		CONTROL CONDITION	.58363	.24516		-.0090	1.1762
	CONTROL CONDITION	TRADITIONAL MEDIA	-.07278	.22913		-.6259	.4804
		DIGITAL MEDIA	-.58363	.24516		-1.1762	.0090

*. The mean difference is significant at the 0.05 level.

Figure BB

Brand_Trust

	CONDITION	N	Subset for alpha = 0.05 — 1	Subset for alpha = 0.05 — 2
Tukey HSD[a,b]	CONTROL CONDITION	54	5.0972	
	TRADITIONAL MEDIA	50	5.1700	5.1700
	DIGITAL MEDIA	47		5.6809
	Sig.		.950	.086

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 50.171.

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

Figure CC

Descriptives

Purchase_Intention

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TRADITIONAL MEDIA	50	3.7100	1.10583	.15639	3.3957	4.0243	1.00	5.00
DIGITAL MEDIA	47	4.3457	.75281	.10981	4.1247	4.5668	2.25	5.00
CONTROL CONDITION	54	3.7870	1.01916	.13869	3.5089	4.0652	1.25	5.00
Total	151	3.9354	1.00890	.08210	3.7732	4.0977	1.00	5.00

Figure DD

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Purchase_Intention	Based on Mean	2.482	2	148	.087
	Based on Median	1.435	2	148	.241
	Based on Median and with adjusted df	1.435	2	139.090	.242
	Based on trimmed mean	2.195	2	148	.115

Figure EE

ANOVA

Purchase_Intention

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.643	2	5.821	6.109	.003
Within Groups	141.040	148	.953		
Total	152.683	150			

Figure FF

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Purchase_Intention	Eta-squared	.076	.010	.161
	Epsilon-squared	.064	-.003	.149
	Omega-squared Fixed-effect	.063	-.003	.148
	Omega-squared Random-effect	.033	-.002	.080

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Figure GG

Multiple Comparisons

Dependent Variable: Purchase_Intention

	(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Tukey HSD	TRADITIONAL MEDIA	DIGITAL MEDIA	-.63574*	.19833	.005	-1.1053	-.1662
		CONTROL CONDITION	-.07704	.19159	.915	-.5306	.3766
	DIGITAL MEDIA	TRADITIONAL MEDIA	.63574*	.19833	.005	.1662	1.1053
		CONTROL CONDITION	.55871*	.19474	.013	.0977	1.0198
	CONTROL CONDITION	TRADITIONAL MEDIA	.07704	.19159	.915	-.3766	.5306
		DIGITAL MEDIA	-.55871*	.19474	.013	-1.0198	-.0977
Tamhane	TRADITIONAL MEDIA	DIGITAL MEDIA	-.63574*	.19109	.004	-1.1010	-.1705
		CONTROL CONDITION	-.07704	.20903	.976	-.5847	.4306
	DIGITAL MEDIA	TRADITIONAL MEDIA	.63574*	.19109	.004	.1705	1.1010
		CONTROL CONDITION	.55871*	.17690	.006	.1289	.9885
	CONTROL CONDITION	TRADITIONAL MEDIA	.07704	.20903	.976	-.4306	.5847
		DIGITAL MEDIA	-.55871*	.17690	.006	-.9885	-.1289
Dunnett T3	TRADITIONAL MEDIA	DIGITAL MEDIA	-.63574*	.19109	.004	-1.1007	-.1708
		CONTROL CONDITION	-.07704	.20903	.976	-.5844	.4303
	DIGITAL MEDIA	TRADITIONAL MEDIA	.63574*	.19109	.004	.1708	1.1007
		CONTROL CONDITION	.55871*	.17690	.006	.1291	.9883
	CONTROL CONDITION	TRADITIONAL MEDIA	.07704	.20903	.976	-.4303	.5844
		DIGITAL MEDIA	-.55871*	.17690	.006	-.9883	-.1291
Games-Howell	TRADITIONAL MEDIA	DIGITAL MEDIA	-.63574*	.19109	.004	-1.0914	-.1801
		CONTROL CONDITION	-.07704	.20903	.928	-.5744	.4203
	DIGITAL MEDIA	TRADITIONAL MEDIA	.63574*	.19109	.004	.1801	1.0914
		CONTROL CONDITION	.55871*	.17690	.006	.1376	.9798
	CONTROL CONDITION	TRADITIONAL MEDIA	.07704	.20903	.928	-.4203	.5744
		DIGITAL MEDIA	-.55871*	.17690	.006	-.9798	-.1376
Dunnett C	TRADITIONAL MEDIA	DIGITAL MEDIA	-.63574*	.19109		-1.0979	-.1736
		CONTROL CONDITION	-.07704	.20903		-.5817	.4276
	DIGITAL MEDIA	TRADITIONAL MEDIA	.63574*	.19109		.1736	1.0979
		CONTROL CONDITION	.55871*	.17690		.1314	.9860
	CONTROL CONDITION	TRADITIONAL MEDIA	.07704	.20903		-.4276	.5817
		DIGITAL MEDIA	-.55871*	.17690		-.9860	-.1314

*. The mean difference is significant at the 0.05 level.

Figure HH

Purchase_Intention

	CONDITION	N	Subset for alpha = 0.05 1	Subset for alpha = 0.05 2
Tukey HSD[a,b]	TRADITIONAL MEDIA	50	3.7100	
	CONTROL CONDITION	54	3.7870	
	DIGITAL MEDIA	47		4.3457
	Sig.		.918	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 50.171.

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

Figure II

Descriptives

Brand_Engagement

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
TRADITIONAL MEDIA	50	2.5560	.95387	.13490	2.2849	2.8271	1.00	5.00
DIGITAL MEDIA	47	2.8426	.92964	.13560	2.5696	3.1155	1.00	5.00
CONTROL CONDITION	54	2.5852	.91680	.12476	2.3349	2.8354	1.00	4.60
Total	151	2.6556	.93557	.07614	2.5052	2.8061	1.00	5.00

Figure JJ

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Brand_Engagement	Based on Mean	.083	2	148	.921
	Based on Median	.066	2	148	.936
	Based on Median and with adjusted df	.066	2	146.192	.936
	Based on trimmed mean	.077	2	148	.926

Figure KK

ANOVA

Brand_Engagement

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.406	2	1.203	1.382	.254
Within Groups	128.886	148	.871		
Total	131.293	150			

Figure LL

ANOVA Effect Sizes[a,b]

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Brand_Engagement	Eta-squared	.018	.000	.072
	Epsilon-squared	.005	-.014	.059
	Omega-squared Fixed-effect	.005	-.013	.059
	Omega-squared Random-effect	.003	-.007	.030

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Figure MM

Multiple Comparisons

Dependent Variable: Brand_Engagement

	(I) CONDITION	(J) CONDITION	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Tukey HSD	TRADITIONAL MEDIA	DIGITAL MEDIA	-.28655	.18959	.289	-.7354	.1623
		CONTROL CONDITION	-.02919	.18315	.986	-.4628	.4044
	DIGITAL MEDIA	TRADITIONAL MEDIA	.28655	.18959	.289	-.1623	.7354
		CONTROL CONDITION	.25737	.18616	.353	-.1834	.6981
	CONTROL CONDITION	TRADITIONAL MEDIA	.02919	.18315	.986	-.4044	.4628
		DIGITAL MEDIA	-.25737	.18616	.353	-.6981	.1834
Tamhane	TRADITIONAL MEDIA	DIGITAL MEDIA	-.28655	.19127	.358	-.7515	.1784
		CONTROL CONDITION	-.02919	.18375	.998	-.4753	.4170
	DIGITAL MEDIA	TRADITIONAL MEDIA	.28655	.19127	.358	-.1784	.7515
		CONTROL CONDITION	.25737	.18426	.419	-.1904	.7051
	CONTROL CONDITION	TRADITIONAL MEDIA	.02919	.18375	.998	-.4170	.4753
		DIGITAL MEDIA	-.25737	.18426	.419	-.7051	.1904
Dunnett T3	TRADITIONAL MEDIA	DIGITAL MEDIA	-.28655	.19127	.356	-.7512	.1781
		CONTROL CONDITION	-.02919	.18375	.998	-.4751	.4167
	DIGITAL MEDIA	TRADITIONAL MEDIA	.28655	.19127	.356	-.1781	.7512
		CONTROL CONDITION	.25737	.18426	.417	-.1901	.7048
	CONTROL CONDITION	TRADITIONAL MEDIA	.02919	.18375	.998	-.4167	.4751
		DIGITAL MEDIA	-.25737	.18426	.417	-.7048	.1901
Games-Howell	TRADITIONAL MEDIA	DIGITAL MEDIA	-.28655	.19127	.296	-.7420	.1689
		CONTROL CONDITION	-.02919	.18375	.986	-.4663	.4079
	DIGITAL MEDIA	TRADITIONAL MEDIA	.28655	.19127	.296	-.1689	.7420
		CONTROL CONDITION	.25737	.18426	.347	-.1812	.6960
	CONTROL CONDITION	TRADITIONAL MEDIA	.02919	.18375	.986	-.4079	.4663
		DIGITAL MEDIA	-.25737	.18426	.347	-.6960	.1812
Dunnett C	TRADITIONAL MEDIA	DIGITAL MEDIA	-.28655	.19127		-.7493	.1762
		CONTROL CONDITION	-.02919	.18375		-.4728	.4144
	DIGITAL MEDIA	TRADITIONAL MEDIA	.28655	.19127		-.1762	.7493
		CONTROL CONDITION	.25737	.18426		-.1880	.7027
	CONTROL CONDITION	TRADITIONAL MEDIA	.02919	.18375		-.4144	.4728
		DIGITAL MEDIA	-.25737	.18426		-.7027	.1880

Figure NN

Brand_Engagement

|	CONDITION	N	Subset for alpha = 0.05 1
Tukey HSD[a,b]	TRADITIONAL MEDIA	50	2.5560
	CONTROL CONDITION	54	2.5852
	DIGITAL MEDIA	47	2.8426
	Sig.		.276

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 50.171.

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

Figure OO

100

APPENDIX B – Survey Questionnaire
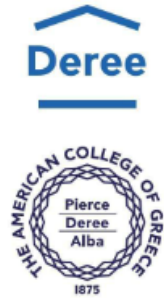
The purpose of this research is to examine aspects of consumer behavior in the FMCG industry. In most of the questions you can click on the answer option that represents better your answer.

There are no right or wrong answers. This survey is confidential and all answers are anonymous.

The data will be collected exclusively for the purposes of this academic research. Please, answer all questions.

Thank you in advance for participating in this academic research!

→

Figure PP

Please answer the following questions related to your behavior as a consumer in the FMCG market.
Choose the option(s) that best represents your answer.

How often do you purchase FMCG products (e.g., food, beverages, household items)?

- ○ Daily
- ○ Weekly
- ○ Monthly
- ○ Rarely
- ○ Never

→

Figure QQ

Which factor influence your decision to purchase FMCG products the most? (Select all that apply)

- ☐ Price
- ☐ Quality
- ☐ Brand Reputation
- ☐ Packaging
- ☐ Product Ingredients
- ☐ Sustainability/Environmental Impact
- ☐ Promotions/Discounts
- ☐ Recommendations from friends/family
- ☐ Customer Reviews/Testimonials
- ☐ Other (please specify)

→

Figure RR

How do you typically learn about new FMCG products? (Select all that apply)

- ☐ TV Advertisements
- ☐ Social Media Posts
- ☐ YouTube Advertisements
- ☐ Print Media (newspapers, magazines)
- ☐ In-store Promotions
- ☐ Word of mouth
- ☐ Online Reviews
- ☐ Other (please specify)

→

Figure SS

Which of the following pasta sauce brands are you aware of? (Select all that apply)

- ☐ Barilla
- ☐ Misko
- ☐ Primo Gusto
- ☐ Knorr
- ☐ Kyknos

→

Figure TT

Please choose the option that best represents your answer.

How familiar are you with the brand Barilla?

Not familiar at all ○ ○ ○ ○ ○ Extremely familiar

→

Figure UU

When you think of pasta sauce brands, how likely are you to think of Barilla first?

Not likely at all ○ ○ ○ ○ ○ Extremely likely

How much do you know about the products offered by Barilla?

Very little ○ ○ ○ ○ ○ Everything

How often do you come across advertisements or promotions related to Barilla?

Never ○ ○ ○ ○ ○ Always

To what extent do you recognize and recall the logo of Barilla?

Not at all ○ ○ ○ ○ ○ Completely

→

Figure VV

Please, read carefully the following *scenario.*
As you read the story, try to imagine that **you are the main character of the story** and these events happen to you personally.

Imagine that you have just come home from work and you relax on the coach thinking about what to cook for dinner. As you browse online, you are exposed to the following YouTube ad from **Barilla** brand, promoting their new pasta sauce, **Pesto Barilla Basilico e Limone.**

In the next page you can see the new YouTube ad of Barilla promoting the new pasta sauce, **Pesto Barilla Basilico e Limone**.

Please watch the advertisement carefully, as you will be asked questions about them afterwards.

Figure WW

Please watch the following TV Ad of Barilla by clicking the link below, before answering the next questions.
After watching the video, you should return to the survey to continue answering the remaining questions.

Watch Video

→

Figure XX

Please choose the option that best represents your answer.

Barilla Brand is:

Not at all appealing	○ ○ ○ ○ ○ ○ ○	Appealing
Not at all cool	○ ○ ○ ○ ○ ○ ○	Very cool
Not at all in-style	○ ○ ○ ○ ○ ○ ○	Very in-style
Not at all likable	○ ○ ○ ○ ○ ○ ○	Very likable

→

Figure 7

Please state the degree to which you agree or disagree with the following statements (1 very strongly disagree – 7 very strongly agree).

I trust Barilla.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

I rely on Barilla brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is an honest brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is a safe brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Figure 48

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

The probability that I would consider buying the Barilla pasta sauce is high.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I would buy a pasta sauce from Barilla next time.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I would consider buying a pasta sauce from Barilla.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

There is a strong likelihood that I would buy a pasta sauce from Barilla.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

Figure 49

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

I spend a lot of time thinking about Barilla when I see its TV/print advertisements.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

I feel very positive about Barilla when I see its TV/Print media advertisements.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

I frequently talk about Barilla with my friends after seeing its TV/Print media advertisements.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

I feel a strong emotional connection to the Barilla brand after seeing its TV/Print media advertisements..

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

Barilla's TV/Print media content aligns with my personal values and beliefs.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

→

Figure 50

Please, read carefully the following *scenario*.
As you read the story, try to imagine that **you are the main character of the story** and these events happen to you personally.

Imagine that you have just come home from work and you relax on the coach thinking about what to cook for dinner. As you browse online, you are exposed to the following YouTube ad from **Barilla** brand, promoting their new pasta sauce, **Pesto Barilla Basilico e Limone.**

In the next page you can see the new YouTube ad of Barilla promoting the new pasta sauce, **Pesto Barilla Basilico e Limone**.

Please watch the advertisement carefully, as you will be asked questions about them afterwards.

Figure 51

Please watch the following YouTube Ad by clicking the link below, before answering the next questions.
After watching the video, you should return to the survey to continue answering the remaining questions.

Watch Video

→

Figure 52

Please choose the option that best represents your answer.

Barilla Brand is:

Not at all appealing	○ ○ ○ ○ ○ ○ ○	Appealing
Not at all cool	○ ○ ○ ○ ○ ○ ○	Very cool
Not at all in-style	○ ○ ○ ○ ○ ○ ○	Very in-style
Not at all likable	○ ○ ○ ○ ○ ○ ○	Very likable

→

Figure 53

Please state the degree to which you agree or disagree with the following statements (1 very strongly disagree – 7 very strongly agree).

I trust Barilla.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

I rely on Barilla brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is an honest brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is a safe brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

→

Figure 54

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

The probability that I would consider buying the Barilla pasta sauce is high.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I would buy a pasta sauce from Barilla next time.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I would consider buying a pasta sauce from Barilla.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

There is a strong likelihood that I would buy a pasta sauce from Barilla.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

Figure 55

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

I spend a lot of time thinking about Barilla when I see its Digital media content.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I feel very positive about Barilla when I see its Digital media content.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I frequently talk about Barilla with my friends after seeing its Digital media content.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I feel a strong emotional connection to the Barilla brand after seeing its Digital media content.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

Barilla's Digital media content aligns with my personal values and beliefs.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

→

Figure 56

Please choose the option that best represents your answer.

Barilla Brand is:

Not at all appealing	○ ○ ○ ○ ○ ○ ○	Appealing
Not at all cool	○ ○ ○ ○ ○ ○ ○	Very cool
Not at all in-style	○ ○ ○ ○ ○ ○ ○	Very in-style
Not at all likable	○ ○ ○ ○ ○ ○ ○	Very likable

→

Figure 57

Please state the degree to which you agree or disagree with the following statements (1 very strongly disagree – 7 very strongly agree).

I trust Barilla.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

I rely on Barilla brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is an honest brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

Barilla is a safe brand.

Very strongly disagree ○ ○ ○ ○ ○ ○ ○ Very strongly agree

→

Figure 58

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

The probability that I would consider buying the Barilla pasta sauce is high.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

I would buy a pasta sauce from Barilla next time.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

I would consider buying a pasta sauce from Barilla.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

There is a strong likelihood that I would buy a pasta sauce from Barilla.

Strongly disagree   ○ ○ ○ ○ ○   Strongly agree

→

Figure 59

Please state the degree to which you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree).

I spend a lot of time thinking about Barilla when I see its Ads.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I feel very positive about Barilla when I see its Ads.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I frequently talk about Barilla with my friends after seeing its Ads.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

I feel a strong emotional connection to the Barilla brand after seeing its Ads.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

Barilla's Ads aligns with my personal values and beliefs.

Strongly disagree ○ ○ ○ ○ ○ Strongly agree

Figure 60

What is your age group?

- ○ 18-24
- ○ 25-34
- ○ 35-44
- ○ 45-54
- ○ 55-64
- ○ 65+

→

Figure 61

What is your gender?

- ○ Male
- ○ Female
- ○ Non-binary / third gender
- ○ Prefer not to say

→

Figure 62

What is your highest level of education?

- ○ High school or equivalent
- ○ Bachelor's degree
- ○ Master's degree
- ○ Doctoral degree
- ○ Prefer not to say

→

Figure 63

What is your current employment status?

○ Full-time employed

○ Part-time employed

○ Self-employed

○ Student

○ Retired

→

Figure 64

In which region do you currently reside?

○ Attica

○ Central Greece

○ Central Macedonia

○ Crete

○ Eastern Macedonia and Thrace

○ Epirus

○ Ionian Islands

○ North Aegean

○ Peloponnese

○ South Aegean

○ Thessaly

○ Western Greece

○ Western Macedonia

→

Figure 65

What is your approximate annual household income?

- ○ Under €15,000
- ○ €15,000 – €29,999
- ○ €30,000 – €44,999
- ○ €45,000 – €59,999
- ○ €60,000 and above

→

Figure 66

We thank you for your time spent taking this survey.
Your response has been recorded.

Figure 67

APPENDIX C – Interviews Transcripts

Transcript 1 – INTERVIEW DAFNI PELEKASI

Date: July 26, 2024, 5:21 PM

I: Hello Areti.

P1: Hello Areti.

I: Thank you for agreeing to participate in this interview. My name is Areti Angelea, and I am conducting research as part of my master's thesis in Digital Communication and Social Media at Deree – The American College of Greece. The purpose of this study is to conduct a comparative analysis of consumer perceptions of traditional marketing channels versus social media campaigns within the FMCG sector. In this rapidly evolving digital age, companies are increasingly investing in social media initiatives to engage with consumers and promote their products. However, traditional marketing methods, such as TV and print advertisements, still play a significant role in the communication strategies of many firms. This study aims to understand the efficacy of these two marketing approaches by exploring consumer attitudes, preferences, and opinions towards them. By doing so, we hope to provide valuable insights that can help marketing professionals optimize their strategies and resource allocation. To achieve this, we are conducting an experimental survey where participants are exposed to either traditional

media advertisements, digital media advertisements, or no advertisements at all, and then asked to respond to questions about their perceptions of the brand. Additionally, we are conducting semi-structured interviews with FMCG experts like yourself to gain deeper qualitative insights into the effectiveness of these marketing strategies and observe trends and best practices within the industry. This interview will cover various topics, such as your experiences with traditional and digital marketing channels, the trends you've observed in consumer behavior, and your professional insights into the strengths and weaknesses of both approaches. Your expertise will greatly contribute to a comprehensive understanding of the current marketing landscape and its future directions. The interview will last approximately 30 minutes, and your responses will be treated with the utmost confidentiality. Your insights will be used exclusively for academic purposes, and any identifying information will be anonymized in the final report. Thank you once again for your participation. Your contributions are invaluable to the success of this study. Shall we begin?

P1: Of course I think.

I: So, can you please briefly introduce yourself and your experience in the FMCG sector?

P1: Of course. So I am Dafni. I'm a marketing manager in Elgeka, which is an FMCG distributor, and before that, I was brand manager in SC

Johnson. I used to handle 8 diverse brands such as Baygon, Raid, and Autan, Glade, Duck, Mr Muscle, and Ecover for Greece and Cyprus. And right now in Elgeka, which is a distributor, I manage 3 principals such as Alpha and Ferrero and Unilever. So I manage big brands such as Health Habits, Nutella, and Vaseline etcetera.

I: Very nice experience. Your insights will be great for this research. So how do you perceive the effectiveness of traditional marketing channels such as TV advertisements, radio, print media, and in-store promotion in the FMCG landscape today?

P1: Umm, so, uh, let's begin with TV advertisement. So especially in Greece, I believe that due to its broad reach and ability to convey messages through sight, sound, and motion and despite the rise of digital media, TV ads continue to play a significant role, especially when popular TV shows are on streaming. So then, let's talk about print media. As for print media, including newspapers and magazines, I believe that they have a declining influence due to the digital increase. However, I believe that they still value particularly on older consumers, but only on them. And then in-store promotions, so in-store promotions remain crucial in the FMCG sector. And due to the economic challenges in Greece and consumers who are trying to find the best promotion and the discount and the better deals, so in-store marketing tactics, such as placing some POP elements, such as display samples and then you have

the special offers, I believe that they are very effective in influencing purchasing decisions and at the point of sale.

I: Thank you. So have you observed any recent trends or changes in consumer behavior in response to traditional marketing campaigns?

P1: So I believe that there are trends and changes in consumer behavior. First, we have the increased price sensitivity because, as I told you before, consumers are looking for deals and they are more likely to switch brands for a better price. Also, I believe that one of the best trends in consumer behavior is cross-channel integration, which brands with 360 communication plans across traditional and digital marketing tend to perform better.

I: Very nice. So, regarding social media...

P1: I'm sorry. I forgot the other trend, which is the health and wellness trend when we have basically some traditional marketing campaigns that highlight which is the health and wellness trend, shown in traditional marketing campaigns when we have basically some traditional marketing campaigns that highlight the health benefits of products or are aligned with the wellness strengths. And I believe that these are more effective because this trend is increasing.

I: Very nice inputs. Thank you. So in your experience, how effective are social media campaigns in engaging consumers and driving sales?

P1: I believe that social media campaigns' effectiveness is really big because we have, as you said, influencer marketing. Influencer marketing has proven to be highly effective in the FMCG sector with a strong local following, and basically, a strong local following can create authentic connections with the audience, so they're going to buy the product. And also, the sponsored posts can effectively target specific demographics and interests through precise targeting features. So I believe that these posts can drive traffic to product pages and encourage purchases, especially when combined with time-sensitive offers or exclusive discounts and stuff like this.

I: What about tools in social media like user-generated content? Do you have something in your mind about this?

P1: Yes. As of user-generated content campaigns, I believe that they encourage consumers to create and serve their own content related to a brand, so this makes you the sense of community and authenticity. One example of UGC I believe that it's the one that Nestlé in Greece launched a campaign for its Kit Kat brand. So in this campaign, Nestlé encouraged consumers to share their break moments with Kit Kat on Instagram using a specific hashtag like #KitKatBreak. So this went viral because it also happened on TikTok and increased brand engagement, providing a wealth of authentic content.

I: Thank you, Dafni. And what are the key strengths and weaknesses of traditional marketing channels compared to social media campaigns according to your opinion?

P1: OK, let's start with traditional marketing channels. The strengths, in my opinion, are wide reach, credibility, and trust. Then we have brand recall and control over messaging. On the other hand, we have the weaknesses, which are high cost and limited interaction because the installation is in our life and difficulty in measurement and decreasing attention. And as for social media campaigns, which I love, as you can see. Some of the strengths, in my opinion, are the targeted advertising, engagement and interaction, cost-effectiveness, real-time analytics because there you have the potential to be viral. Some of the weaknesses… Well, I believe that in social media campaigns, there is a sheer volume of content on social media, so this may create some difficulties for the brand to stand out. And also maybe you have some trust issues with the brand, and maybe some consumers are skeptical of sponsored content and influencers. I believe that these two are the weaknesses of social media.

I: Thank you. And how do you think consumer perception differs between the two marketing channels in terms of brand trust, engagement, and purchase intention?

P1: Well, I believe that social media has the strongest build of trust as of brand trust, engagement, and purchase intention. Of course, if they have a correctly oriented campaign.

I: Do you believe that the age of the consumer that we are referring to can affect or can make us choose any specific means of communication between traditional media and digital media?

P1: Of course, of course, demographics are the most important for targeting. If this is what you mean.

I: What I would like to focus on is in terms of people or generations, what do you believe? What kind of content do they prefer to be exposed to? For example, what kind of content for a younger generation or for an older generation?

P1: I believe for a younger generation, it would be social media and especially TikTok. And for the older generation, I believe that TV ads and traditional media, let's say, although I believe traditional with in-store promo and in-store activations can have a reach in both generations.

I: Thank you so much. So what about the future of marketing in the FMCG sector? Do you foresee the marketing in the FMCG sector involving in terms of balance between traditional and social media channels?

P1: I believe that they will prefer in the future the digital-first approach, which means that the budget will be allocated more to the digital sector.

I: Are there any emerging trends or technologies that you believe will significantly impact consumer behavior and marketing strategies?

P1: Yes. I believe that we have AI, as you know. Then we have influencer marketing evolution with micro and nano influencers and long-term partnerships. Also, we have virtual reality which maybe would be a good case, and also they can have voice commerce. And of course, they can use maybe eco-friendly practices, which is a trend right now.

I: According to these trends, do you believe that companies will allocate more money using these trends and in traditional media or social media?

P1: I believe on social media.

I: And based on your experience, what recommendation would you provide to an FMCG company seeking to optimize their marketing strategies?

P1: So my recommendations for optimizing marketing strategies for FMCG companies would be, first of all, to embrace an omni-channel approach in order to have both, let's say, generations. Another recommendation maybe would be consumer analytics and also performance metrics, to have data-driven insights. Companies can focus on personalization, such as targeted campaigns and dynamic content. Then we have social media presence with engagement and interaction and, of course, influencer collaborations. They can also use new entry

technologies such as virtual reality and voice search optimization, and sustainable practices.

I: So about traditional media, do you believe that there are going to be changes in different kinds of materials that the companies can use, like on social media, or do you believe that traditional media will stay, let's say, stable somehow?

P1: I believe that they will be stable. Because social media is growing so fast because it's technology, I believe that traditional marketing will stay below that, and stay on hold, let's say, or on the same level, maybe decrease. Apart from in-store activations.

I: So about the in-store promotion activation, do you believe that they will stay strong?

P1: Yes, yeah. Yes, because they are crucial and OK, we have e-commerce and all that, but also, everyone wants to go and buy something from the store. This will never stop. So I believe that in-store promo activation is really crucial, but only this from traditional marketing, in my opinion.

I: Thank you. So my questions have ended. I don't have something else to ask you unless you have something you would like to ask me or something more to discuss regarding the topic.

P1: No, thanks so much, Areti, and thank you for the talk.

I: And thank you, Dafni. Thank you for contributing to this research.

P1: Thanks so much.

I: Have a nice afternoon.

P1: Also goodbye.

I: Bye.

Transcript 2 – INTERVIEW ISMINI PAPATHANASIOU

Date: July 26, 2024, 11:03 AM

I: Hello Ismini.

P2: Hello.

I: And thank you for agreeing to participate in this interview.

P2: Nothing.

I: My name is Areti Angelea, and I am conducting research as part of my master's thesis in Digital Communication and Social Media at Deree – The American College of Greece. The purpose of this study is to conduct a comparative analysis of consumer perceptions of traditional marketing channels versus social media campaigns within the FMCG sector.

P2: OK.

I: In this rapidly evolving digital age, companies are increasingly investing in social media initiatives to engage with consumers and promote their products. However, traditional marketing methods, such as

TV and print advertisements, still play a significant role in the communication strategies of many brands.

I: This study aims to understand the efficacy of these two marketing approaches by exploring consumer ad views, preferences, and opinions towards them.

P2: OK.

I: By doing so, we hope to provide valuable insights that can help marketing professionals optimize their strategies and resource allocation.

I: To achieve this, we are conducting an experimental survey where participants are exposed to either traditional media advertisements, digital media advertisements, or no advertisements at all, and then asked to respond to questions about their perceptions of the brand.

P2: It's OK.

I: Additionally, we are conducting semi-structured interviews with FMCG experts like yourself to gain deeper qualitative insights into the effectiveness of these marketing strategies and observe trends and best practices within the industry. This interview will cover various topics, such as your experiences with traditional and digital marketing channels, the trends you've observed in consumer behavior, and your professional insights into the strengths and weaknesses of both approaches. Your expertise will greatly contribute to a comprehensive understanding of the current marketing landscape and its future directions. The interview will

last approximately 30 minutes, and your responses will be treated with the utmost confidentiality. Your insights will be used exclusively for academic purposes, and any identifying information will be anonymized in the final report. Thank you once again for your participation. Your contributions are invaluable to the success of this study. Shall we begin?

P2: Yes, thank you. Yes.

I: So can you briefly, you know, introduce yourself and your experience in the FMCG sector?

P2: Yes. Uh, so hey, my name is Ismini Papathanasiou. Can you hear me?

I: Yes.

P2: Got it. And I am the brand manager for two dairy brands, can I name them or not?

I: Yes, sure.

P2: OK. So for La Vache qui rit & Babybel, that are leaders in the categories of the Cheese in Greece, and I have been working in the company for a little bit more than a year now.

I: OK, so, how do you perceive the effectiveness of traditional marketing channels such as TV advertisements, print media and in-store promotion in the current defensives in landscape?

P2: I believe that these marketing channels, the traditional ones, are very effective for awareness and for reaching a broader audience than a digital

marketing campaign. The things are evolving, and we need more targeted things, but I do believe in traditional marketing in achieving a real growth range.

I: So have you observed, have you ever seen any trend or changes in consumer behavior in response to traditional marketing campaigns?

P2: I think that all the more the younger generations are slowly turning to non-traditional media and maybe they're not spending so much time consuming traditional media. So this affects also the effectiveness of these campaigns.

I: And what about the older generations?

P2: Different. I think that the older generations, they keep consuming mass communication tools such as TV and TV ads, but also print media have transferred into the kind of digital media, so older generations keep consuming the traditional print, but in their digital forms. Do we consider in-store tools as traditional marketing tools or not?

I: Yes, yes, traditional.

P2: OK, so I think that in-store is something completely different than TV or print media sets and tools because it's in the point of sale. I do believe in the effectiveness of in-store promotional tools, even though TV may be dying a little bit for younger generations.

I: Thank you. OK, so in your experience, how effective are social media campaigns considering influencer marketing, sponsored posts, user-

generated content, and other formats in engaging consumers and driving sales?

P2: I think these forms are very useful in driving engagement, but you cannot really measure how much they affect the sales part of our marketing objectives. So they are really fantastic to create conversation, to create the buzz, to create engagement, and even to create relationships with our brands through, let's say, influencer marketing. But I think that marketing teams have a lot of trouble measuring their effectiveness because you cannot see the direct impact on sales.

I: Regarding engagement, do you believe that traditional media or social media are driving more engagement?

P2: Social Media.

I: Why do you believe that?

P2: Because there's room for conversation. Whereas in TV and traditional, maybe they can reach a broader reach like awareness, but they do not create any real-time conversation with the brands.

I: OK. Thank you. Can you share any specific example of successful social media campaigns in the FMCG sector? It can be for the company that you work or something you consider very successful from another FMCG brand.

P2: Yes. I will share something that is not from my brands, so it's not to be so objective. And lately, what I really liked was a campaign that was

not so big on social media, like with so many ads, but I liked their integrated approach. So Cheetos launched a new flavor for Cheetos. And then it was a flaming hot flavor with a purple bag, and it was a new SKU, I guess for Greece. And so it was the first time that I saw it, and I really liked the way that they approached both the traditional media, but especially the social media part, with influences and some ads, and they did very nice press kits and then influencer collaborations with the trending singers such as Marsaux, which are very close to the Young GenZ. And I think that they achieved their goal to approach younger generations by engaging with these new influencers and celebrities.

I: Thank you. What about trust between the two channels of communication? Which one do you believe is more effective?

P2: I think that it depends on the generation because if you ask someone who is a boomer and above, like, let's say, 60 years old, if they trust social media or not, so maybe not. I think they will tell you, no. So I guess that it depends on the generation.

I: Does that make sense?

P2: Yes.

I: So, in your opinion, what are the key strengths and weaknesses of traditional marketing channels compared to social media campaigns?

P2: I think. So for traditional marketing, I would say wide audience and broad reach. But also the recognition. For social media, I would say engagement and relationship and trust.

I: OK. And what about the weakness per medium?

P2: My personal opinion is that people are really swarmed with so many ads that for both mediums, you can just go fast past the ads and not see them, and for them not to be impacted for it in the end. So it's a danger for both mediums. So I think that they have become oversized rates in that sense.

I: Thank you. How do FMCG companies, in your opinion and in your knowledge, typically allocate their marketing budgets between traditional and digital channels?

P2: I think they allocate based on their needs on their audience, on the product that they have. So a brand with dairy products may be allocated very differently than brands, let's say, with beers or something like that. So it really depends on the product and the audience and also on the campaign objectives in general.

I: And regarding the future, how do you foresee the future for marketing in the FMCG sector evolving in terms of the balance between traditional social media channels?

P2: I think that the in-store will not change that much. It will become more interactive and engaging, but it will remain as it is. But I think that

we will see for both the TV aspect and also social media all the more the incorporation of virtual reality, AI, and even immersive tools such as the ones that we see on the streets and stuff like that, because we see all the more the companies are doing such sorts of campaigns. So I think this will transfer around the FMCG as well.

I: If we consider media such as TV and print versus social media campaigns, which of them do you believe are the trendiest for the future?

P2: I think social media because consumers will be able to become immersed in them themselves in the campaigns with the tools that have been developed in the recent months and years.

I: Thank you. And do you believe there are any emerging trends or technologies that will significantly impact consumer behavior and marketing strategies?

P2: I think you have already responded to that. OK. And based on your experience, what recommendations would you provide to FMCG companies seeking to optimize their marketing strategies between social media and traditional marketing strategies?

P2: I think the most important thing is to keep in mind your objectives and conduct consumer research to see what works best for your brand. And then, of course, stay up to date with all the trends that are happening in order to not lose the current and really be agile to adapt to whatever our consumer needs. So it's not the one or the other. I think it's a

combination of both, but it's on the marketing team to know how to best combine it for their brands.

I: Would you like to add something more, something that you believe could contribute to my research that I haven't asked regarding social and traditional media strategies?

P2: No.

I: OK. Thank you very, very much.

P2: Thank you.