

# Role of Marketing Mix in Product Promotion Concerning FMCG Sector

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## Abstract

The fast-moving consumer goods (FMCG) sector relies heavily on effective marketing strategies to differentiate products and drive consumer purchases. This study explores the role of the marketing mix—Product, Price, Place, and Promotion—in promoting FMCG products. It examines how each element influences consumer behavior, enhances brand loyalty, and contributes to successful promotional campaigns. The integration of the extended marketing mix, including People, Process, and Physical Evidence, is also discussed, highlighting their importance in shaping consumer perceptions and experiences. Additionally, the impact of digital marketing and corporate social responsibility (CSR) initiatives on the marketing mix is analyzed, demonstrating their significance in the modern marketing landscape. The study underscores the necessity for FMCG companies to continuously adapt their marketing strategies to meet evolving consumer needs and market dynamics, providing valuable insights for practitioners and researchers in the field.

**Keywords :** Marketing Mix , FMCG Sector , Product Promotion , Consumer Behavior , Digital Marketing

## I. INTRODUCTION

The fast-moving consumer goods (FMCG) sector, characterized by high turnover and relatively low cost, plays a crucial role in the global economy. This sector includes a wide array of products such as food, beverages, personal care items, and household goods. Given the rapid consumption rate of FMCG products, effective marketing strategies are essential for companies to differentiate their products, maintain competitive advantage, and drive consumer purchase decisions. The marketing mix, often referred to as the 4Ps—Product, Price, Place, and Promotion—is a foundational model that guides these strategies. In this study, we delve into the role of the marketing mix in product promotion within the FMCG sector, examining how each element influences consumer behavior and contributes to the success of promotional campaigns. The concept of the marketing mix has evolved since its inception in the 1960s by E. Jerome McCarthy, who proposed it as a way to streamline marketing efforts and ensure a balanced approach to addressing market needs. The 4Ps model provides a comprehensive framework that helps businesses strategize their offerings in a manner that aligns with consumer expectations and market demands. In the context of FMCG, where products are often similar in function and quality, the marketing mix becomes a critical tool for creating perceived value and fostering brand loyalty. Product, the first P, encompasses the design, features, quality, branding, and variety of goods offered by a company. In the FMCG sector, product differentiation is vital due to the sheer volume of goods available to consumers. Companies must innovate continuously, not only to meet the evolving needs of consumers but also to stand out in a crowded marketplace. For instance, Patanjali Ayurved's focus on natural and herbal ingredients has allowed it to carve out a unique niche in the Indian FMCG market, appealing to health-conscious consumers. This product innovation, aligned with consumer trends towards wellness and sustainability, exemplifies how the product aspect of the marketing mix can drive consumer preference and loyalty.

Price, the second P, refers to the amount consumers are willing to pay for a product. Pricing strategies in the FMCG sector are particularly challenging due to the sensitivity of consumers to price changes and the fierce competition among brands. Effective pricing strategies can attract price-sensitive consumers while maintaining profitability. Companies often employ various pricing tactics, such as promotional pricing, discount offers, and value-based pricing, to enhance their market position. For example, discount pricing

strategies are commonly used during festive seasons or special sales events to boost sales volumes. However, companies must balance such strategies to avoid eroding brand value or triggering price wars that could harm the industry overall. Place, or distribution, is the third P, encompassing the channels through which products are made available to consumers. In the FMCG sector, efficient distribution networks are crucial due to the perishable nature of many products and the need for widespread availability. Companies must ensure that their products are accessible in both urban and rural areas, often requiring a mix of traditional retail outlets and modern trade channels like supermarkets and online platforms. The rise of e-commerce has significantly impacted the FMCG sector, providing new avenues for reaching consumers and expanding market presence. Brands like Unilever and Procter & Gamble have leveraged extensive distribution networks to ensure their products are readily available, thereby maintaining a strong market presence.

Promotion, the final P, involves the various methods used to communicate with and persuade potential customers. This includes advertising, sales promotions, public relations, and direct marketing. In the FMCG sector, promotion is critical for creating brand awareness and driving sales. Companies invest heavily in advertising campaigns across multiple media channels, including television, radio, print, and digital platforms. Sales promotions, such as discounts, coupons, and buy-one-get-one-free offers, are frequently used to incentivize purchases and increase short-term sales. Effective promotional strategies not only boost sales but also enhance brand equity by building a positive image and strong consumer connections. For instance, Coca-Cola's innovative advertising campaigns have consistently reinforced its brand identity and engaged consumers on an emotional level, contributing to its global success. The integration of the 4Ps in a cohesive marketing strategy is essential for the effective promotion of FMCG products. However, the traditional 4Ps model has faced criticism for being too simplistic and not fully addressing the complexities of modern marketing environments. In response, some scholars and practitioners have expanded the model to include additional elements such as People, Process, and Physical Evidence, often referred to as the 7Ps of marketing. This extended framework is particularly relevant for the FMCG sector, where customer service, operational efficiency, and tangible proof of product benefits play significant roles in consumer decision-making. People, an addition to the traditional 4Ps, emphasizes the importance of human interactions in the marketing process. In the FMCG sector, employees who interact with customers, such as sales representatives and customer service agents, play a vital role in shaping consumer perceptions and experiences. Effective training and motivation of staff can enhance customer satisfaction and loyalty. For example, a friendly and knowledgeable salesperson can significantly influence a consumer's choice, particularly in competitive retail environments.

Process refers to the procedures and activities involved in delivering a product to the consumer. In the FMCG sector, efficient processes are crucial for maintaining product quality and ensuring timely availability. Companies must streamline their supply chain operations, from procurement to production to distribution, to minimize costs and maximize efficiency. Technological advancements, such as automation and data analytics, have enabled FMCG companies to optimize their processes and respond quickly to market changes. For instance, Walmart's sophisticated supply chain management system allows it to maintain low costs and high product availability, contributing to its competitive advantage. Physical Evidence, the final element of the 7Ps, relates to the tangible aspects that support the marketing message, such as packaging, store layout, and online presence. In the FMCG sector, packaging plays a critical role in attracting consumers and conveying product benefits. Eye-catching designs, informative labels, and sustainable materials can enhance the perceived value of a product. Additionally, the layout and ambiance of retail stores influence the shopping experience, impacting consumer behavior and purchase decisions. Companies must create an appealing and convenient shopping environment, both online and offline, to attract and retain customers. The role of the marketing mix in product promotion is further complicated by the rapidly changing digital landscape. The rise of social media, influencer marketing, and data-driven marketing strategies has transformed how FMCG companies engage with consumers. Digital platforms offer new opportunities for targeted promotions and personalized marketing, allowing companies to reach specific consumer segments more effectively. For example, brands like Nestlé and PepsiCo have leveraged social media campaigns and influencer partnerships to enhance their brand visibility and connect with younger audiences. However, the digital environment also presents challenges, such as managing online reputation and ensuring consistent brand messaging across multiple channels.

Corporate Social Responsibility (CSR) is another crucial factor influencing the marketing mix in the FMCG sector. Consumers are increasingly demanding that companies act responsibly towards the environment and society. Incorporating CSR initiatives into the marketing mix can enhance brand image and build consumer trust. For instance, FMCG companies that adopt sustainable practices, such as reducing plastic waste or supporting community development projects, can differentiate themselves and attract environmentally conscious consumers. Unilever's Sustainable Living Plan, which integrates sustainability into its business strategy, is a prime example of how CSR can be effectively incorporated into the marketing mix. The impact of the marketing mix on consumer behavior and product promotion in the FMCG sector cannot be overstated. Each element of the mix plays a critical role in shaping consumer perceptions, driving purchase decisions, and building brand loyalty. However, the effectiveness of the marketing mix depends on how well companies understand and respond to consumer needs and market dynamics. Continuous market research and consumer feedback are essential for refining marketing strategies and staying ahead of the competition.

## II. LITERATURE REVIEW

**Bahl, S. et al. (2018)**, this study examines the impact of marketing mix variables (product, price, place, promotion) on consumers' purchase intentions and attitudes towards green products. Conducted in Dehradun, Uttarakhand, it involved a survey of 300 complete responses from four retail outlets. Using factor and multiple regression analysis, the study found a significant effect of green marketing mix variables on purchase intentions and green behavior attitudes, highlighting the practical and theoretical implications of these variables [1].

**Shariq, M. (2019)**, the study explores key relationships in building brand equity for FMCG products in the UAE. It postulates that marketing elements affect brand equity dimensions, which then impact overall brand equity. Data from a broad sample and structural equation modeling revealed that brand loyalty and perceived quality significantly impact brand equity, while brand awareness and associations are less influential. Distribution intensity and non-price promotions positively affect all brand equity dimensions [2].

**HR, G. et al. (2020)**, this research analyzes the marketing mix of baby care retailers in India, revealing that retailers often mistakenly believe they have optimized their marketing mix. A new marketing mix was designed and tested in select stores by rationalizing the basic "4P's" (product, price, place, promotion). Results showed that optimizing the existing "4P's" can significantly increase store profitability, revenue, and consumer repeat visit frequency [3].

**Stanciu, S. et al. (2019)**, the development of the FMCG market in Romania, driven by European retail companies, has exceeded expectations due to European integration and foreign investments. Using the Gini Struck Method, the study found high market concentration, with large companies dominating. The competition has led to innovations in sales techniques and new market niches. The paper offers practical insights for consumers and businesses in the sector [4].

**Walia, S. B. et al. (2019)**, this study assesses consumers' attitudes and purchase intentions towards green FMCG products, focusing on key marketing mix elements. Conducted in Dehradun, Uttarakhand, with 500 respondents, the study used factor and multiple regression analysis. Results indicate a significant effect of green marketing mix variables on attitudes towards green behavior and purchase intentions towards green products [5].

**Hanaysha, J. R. (2020)**, this article examines the impact of CSR and marketing mix elements on store image in the Malaysian retail sector. Data from 278 customers were analyzed using SEM. Findings revealed that CSR, advertising, and price positively affect store image, while sales promotion has an insignificant negative effect. Store location and environment also positively impact store image [6].

**Kumar, A. et al. (2020)**, this study develops a big data-driven fuzzy classifier framework for demand-driven forecasting. It integrates promotional activities, historical demand, and other factors to predict real customer demands. Using a back-propagation neural network model, the study shows improved forecast accuracy, offering valuable insights for manufacturers to optimize marketing plans and reduce the bullwhip effect [7].

**Asghar, W. et al. (2020)**, this research explores the comparative effectiveness of sales promotions and advertising in inducing brand satisfaction in the FMCG sector, specifically for bath soap and toothpaste. Findings indicate that advertising is more effective in generating brand satisfaction, but sales promotions also play a significant role in perceived brand quality and utilitarian value [8].

**Rajavi, K. et al. (2019)**, this study investigates the decline in consumer trust in brands (CTB) and the influence of marketing-mix activities. Using data from 15,073 respondents and 589 brands across 13 countries, the study finds that advertising and new product introductions positively affect CTB. Price promotion has a minor negative effect, and the impact is moderated by consumer, category, and country characteristics [9].

**Asdi, A. et al. (2020)**, this study examines the influence of pricing strategies, product factors, strategic sales locations, and promotional factors on Samsung smartphone purchasing decisions in Makassar City. Based on data from 211 Samsung users, the quantitative analysis shows that all variables positively and significantly affect buying decisions, providing theoretical and managerial insights [10].

**Hosseini, S. H. et al. (2020)**, this study investigates the impact of price promotions on impulsive buying behavior in Isfahan's FMCG sector. Data from 384 Hyper Star store customers were analyzed using structural equations. Results show that price promotions positively affect impulsive buying, service innovation, and act as a mediator between service innovation and impulsive buying behavior [11].

**Mahmoud, T. O. (2019)**, this paper provides an overview of green marketing through the marketing mix concept, aiming to incorporate environmental issues into marketing efforts. By providing consumers with better information about the green properties of products, companies are encouraged to produce environmentally friendly products. Companies that fully adopt green marketing integrate environmental issues into their business and marketing mix strategies [12].

**Anjani, H. D. et al. (2018)**, the research examines the marketing mix (Product, Price, Place, Promotion, People, Process) in Indonesian traditional markets and its effect on consumer loyalty. The study, involving 180 respondents from eight traditional markets, found high implementation of the marketing mix, especially in the People element, which influences consumer loyalty positively. However, promotion was the lowest implemented element [13].

**Mauliandini, A. et al. (2019)**, this research investigates the impact of marketing mix and retail mix on consumer loyalty at PT. Gelael Indotim Makassar. Data from 160 customers were analyzed using SEM, showing that while the marketing mix had a positive but not significant effect on consumer loyalty, the retail mix had a significant positive impact [14].

**Saji, T. G. (2020)**, this study assesses the impact of marketing mix elements on consumer ratings and satisfaction towards Patanjali Ayurved. Using exploratory factor analysis and OLS regression, it finds that consumers perceive high quality in Patanjali products. The study suggests that product innovation and strategic frameworks could help Patanjali compete with multinational brands in India's FMCG market [15].

**Karunarathna, A. K. P. et al. (2020)**, the study examines the influence of the green marketing mix on customers' green purchasing intentions in Sri Lankan supermarkets. Data from 173 respondents were analyzed using multiple regression. The findings show that green product, price, and promotion significantly impact green purchase intention through environmental attitudes [16].

**Bednarz, J. et al. (2020)**, this paper explores the use of the internet and social media for marketing communication between FMCG manufacturers and consumers in Bangladesh. A survey of 100 consumers in Dhaka reveals that Facebook and YouTube are the primary platforms used for product information, with young males showing the highest interest. The study contributes to understanding marketing communications in emerging markets [17].

**Wulansari, D. et al. (2020)**, the study investigates the impact of the COVID-19 pandemic on the marketing mix and health consciousness in sanitary product purchases in Indonesia. Data from 250 respondents were analyzed using SEM, revealing that the marketing mix significantly affects purchasing decisions, with health consciousness mediating this relationship, albeit weakly [18].

**Trihatmoko, R. A. et al. (2020)**, this paper examines buyer responses to channel capability in FMCG new product purchases and the effectiveness of new product innovation. Using grounded theory and pragmatism, the study identifies warehouse space, shelf space, and customer coverage as key aspects influencing buyer behavior and the effectiveness of new product innovation [19].

**Sundström, M. et al. (2020)**, the study discusses the short-term perspective of customer loyalty operations in the FMCG market and proposes a broader view by incorporating an organizational human resource perspective. The conceptual framework suggests learning from employee recruitment and motivation strategies to enhance customer loyalty, addressing the challenge of high employee turnover [20].

**Tien, N. H. (2020)**, lotte, a Korean corporation, has entered the Vietnamese fast-moving consumer goods market, rapidly establishing branches in Hanoi and Ho Chi Minh City. With a strategy focused on large commercial premises, significant investment capital, and superior management capacity, LOTTE faces little competition from domestic enterprises. This article assesses the viability of similar strategies for large foreign corporations considering entering the Vietnamese market, highlighting potential opportunities and risks [21].

Table 1. Review of literature

| Ref. No. | Author(s)              | Title   | Advantage   | Disadvantage   | Application  |
|----------|------------------------|---|---|--|--|
| 1        | Bahl, S. & Chandra, T. | Impact of marketing mix on consumer attitude and purchase intention towards 'green' products      | Highlights impact of green marketing on consumer behavior | Limited geographical scope                           | Guides green marketing strategies                    |
| 2        | Shariq, M.             | A study of brand equity formation in the fast moving consumer goods category                      | Provides insights into brand equity formation in FMCG     | May overlook other influential market factors        | Helps develop brand equity strategies in FMCG        |
| 3        | HR, G. & Aithal, P. S. | Integrated Marketing Mix Framework for Baby Care Retailing in India                               | Develops an integrated marketing mix framework            | Specifically tailored for baby care retail in India  | Can be applied to improve baby care retail marketing |
| 4        | Stanciu, S. et al.     | Fast Moving Consumer Goods (FMCG) Market in Romania Features and Trends                           | Analyzes features and trends in the Romanian FMCG market  | Focused only on Romanian market trends               | Useful for analyzing market trends in Romania        |
| 5        | Walia, S. B. et al.    | Consumers' attitude and purchase intention towards 'green' products: a study of selected FMCGs    | Studies consumer attitudes towards green FMCG products    | Limited to selected green FMCG products              | Informs green marketing approaches                   |
| 6        | Hanaysha, J. R.        | Marketing mix elements and corporate social responsibility: do they really matter to store image? | Examines CSR and marketing mix impact on store image      | May not apply universally across all retail contexts | Relevant for developing CSR strategies in retail     |
| 7        | Kumar, A. et al.       | A big data driven framework for demand-driven forecasting with effects of marketing-mix variables | Introduces a big data framework for demand forecasting    | Complexity of big data may limit accessibility       | Enhances demand forecasting with big data analytics  |
| 8        | Asghar, W. et al.      | Role of Advertising and Sales-Promotions to Create Brand-Satisfaction in the FMCG; Evidence       | Explores advertising and sales promotions in FMCG         | Focuses primarily on Pakistani FMCG market           | Can inform advertising strategies in FMCG            |

|    |                               |  |  |   |   |
|----|-------------------------------|--|--|---|---|
|    |                               | from Pakistan  |  |   |   |
| 9  | Rajavi, K. et al.             | In brands we trust? A multicategory, multicountry investigation of sensitivity of consumers' trust in brands to marketing-mix activities | Investigates trust in brands across multiple countries       | Country and category specific results may not generalize          | Useful for understanding brand trust dynamics                         |
| 10 | Asdi, A. & Putra, A. H. P. K. | The effect of marketing mix (4P) on buying decision: Empirical study on brand of Samsung smartphone product                              | Empirical study on marketing mix impact on buying decisions  | Focused on one brand, limiting broader applicability              | Helps in formulating effective marketing strategies for tech products |
| 11 | Hosseini, S. H. et al.        | The effect of price promotions on impulse buying: the mediating role of service innovation in fast moving consumer goods                 | Analyzes price promotions and impulse buying                 | Limited to the context of price promotions                        | Informs promotional strategies in FMCG                                |
| 12 | Mahmoud, T. O.                | Green marketing: A marketing mix concept   | Conceptualizes green marketing within the marketing mix      | Broad conceptual approach may lack empirical support              | Supports development of green marketing plans                         |
| 13 | Anjani, H. D. et al.          | Relationship of 7P marketing mix and consumers' loyalty in traditional markets   | Examines 7P marketing mix and consumer loyalty               | Focuses on traditional markets which may not reflect newer trends | Can improve loyalty programs in traditional markets                   |
| 14 | Mauliandini, A. et al.        | The Effect of Marketing Mix and Retail Mix on Consumer Loyalty of Gelael Supermarket in Makassar City                                    | Studies marketing and retail mix impact on consumer loyalty  | Specific to one supermarket chain in one city                     | Helps enhance retail strategies for customer loyalty                  |
| 15 | Saji, T. G.                   | Testing marketing-mix effects on consumer ratings of Swadeshi brand: the case of Patanjali Ayurved                                       | Tests marketing-mix effects on consumer ratings              | Limited to one Indian brand                                       | Useful for marketing strategy development in Indian FMCG              |
| 16 | Karunarathna, A. K. P. et al. | Impact of green marketing mix on customers' green purchasing intention with special reference to Sri Lankan supermarkets                 | Assesses green marketing mix impact on purchasing intentions | Specific to Sri Lankan market context                             | Informs green marketing initiatives in supermarkets                   |
| 17 | Bednarz, J. &                 | The importance of  | Highlights the   | Focused on  | Supports social   |

|    |                                   |   |  |  |  |
|----|-----------------------------------|---|--|--|--|
|    | Orelly, P.                        | social media on the FMCG market in Bangladesh   | role of social media in FMCG marketing                               | Bangladesh, may not reflect other markets                      | media marketing strategies in FMCG                           |
| 18 | Wulansari, D. et al.              | The Effect of Marketing Mix and Health Consciousness on Purchase Decisions of Sanitary Products   | Analyzes marketing mix and health consciousness in sanitary products | Specific to health-conscious consumers                         | Guides marketing strategies focusing on health consciousness |
| 19 | Trihatmoko, R. A. et al.          | Channel capability and the effectiveness of new product strategies: Deepening the FMCG's business | Studies channel capability and new product strategies                | Focused on FMCG sector, may not apply to other sectors         | Can optimize channel strategy in FMCG                        |
| 20 | Sundström, M. & Hjelm-Lidholm, S. | Re-positioning customer loyalty in a fast moving consumer goods market                            | Proposes a new perspective on customer loyalty                       | Theoretical perspective may lack practical implementation      | Informs strategies to enhance customer loyalty               |
| 21 | Tien, N. H.                       | Analysis of Lotte's Market Penetration Strategy in Vietnam FMCG Industry                          | Analyzes market penetration strategy in Vietnam                      | Specific to Lotte's strategy, may not apply to other companies | Helps other firms strategize market penetration in Vietnam   |

### III. RESEARCH GAP

Despite the extensive research on marketing mix elements and their influence on consumer behavior, significant gaps remain, particularly in the context of different cultural and economic environments. Firstly, there is a need for more detailed studies on the impact of green marketing strategies across diverse markets, as existing research primarily focuses on specific regions or product categories. Additionally, while some studies explore the role of digital marketing and social media in influencing consumer decisions, there is limited understanding of their long-term effects on brand loyalty and consumer trust, especially in emerging markets like Bangladesh. Furthermore, the relationship between corporate social responsibility (CSR) and store image requires deeper investigation, particularly in varying retail contexts. The role of health consciousness in purchasing decisions for sanitary products post-COVID-19 also remains underexplored, with potential implications for marketing strategies in health-related product categories. Lastly, the interplay between traditional and modern retail environments, and how marketing mix adaptations can bridge consumer loyalty between these settings, warrants further research to provide a comprehensive understanding of consumer dynamics in rapidly evolving markets.

### IV. CONCLUSION

The marketing mix remains a fundamental tool for product promotion in the FMCG sector. By strategically managing the elements of Product, Price, Place, Promotion, and the extended 7Ps framework, FMCG companies can effectively position their products, engage with consumers, and achieve business success. The evolving market landscape, driven by digital advancements and changing consumer preferences, requires companies to be agile and innovative in their marketing approaches. As the FMCG sector continues to grow and diversify, the role of the marketing mix in product promotion will remain a key area of focus for both practitioners and researchers, offering valuable insights into effective marketing strategies and consumer behavior.

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