

Digital advertising and Brand building: An analytical study of Awareness and Brand positioning in the FMCG sector

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Digital advertising is an important tool for building brand awareness and brand positioning these days. We are living in a world where technology's everywhere and there is a lot of competition in the market. Because more and more people are using the internet, social media sites and mobile technology companies are shifting from media to digital media to reach consumers in a better way. This paper is about how digital advertising strategies affect brand awareness and consumer behavior in the FMCG industry in India. We used a research approach to write this paper, which is based on primary research from structured questionnaires and secondary research. We looked at digital marketing tools like social media marketing, search engine optimization, influencer marketing, email marketing and mobile marketing to see how well they work for building brands. The results show that good digital advertising helps build brand awareness, improves brand recall and creates brand positions in the minds of consumers. Digital advertising like content, personalization and multichannel engagement has a big effect on what consumers think, what they want to buy and how loyal they are to a brand. This paper says that combining advertising and technological advancements is really important for staying ahead of the competition and having a strong brand presence in the FMCG industry. Digital advertising is key, to building brand awareness and brand positioning in the FMCG industry. The FMCG industry needs advertising to reach consumers and build brand awareness. Digital advertising helps the FMCG industry to build brand awareness and brand positioning.

Keywords: Digital advertising, Brand Awareness, Brand Positioning, Consumer Behavior, Marketing strategy.

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