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Brand Building Strategies and Their Implications on FMCG
Sector: A Review

Kalpita Vartak, Research Scholar, Renaissance Institute of Management Studies, Chandrapur, Maharashtra

Abstract

Brand building has become a critical strategic priority in the Fast-Moving Consumer Goods (FMCG) sector due to intense competition, changing consumer preferences, product proliferation, and the rapid growth of digital media. Strong brands enable FMCG companies to create differentiation, establish consumer trust, develop loyalty, and achieve sustainable market presence. This review examines major brand-building strategies adopted by FMCG companies and explores their implications for consumer perception and business performance. The study reviews the role of brand positioning, product quality, packaging, pricing, advertising, sales promotion, celebrity endorsement, experiential marketing, digital marketing, social media engagement, and customer relationship management in developing brand equity. Particular attention is given to the increasing integration of traditional marketing practices with digital platforms, where personalized communication, influencer marketing, online reviews, and consumer-generated content have become important components of brand-building efforts. The review also highlights how consistency in brand identity and communication contributes to awareness, perceived value, customer loyalty, and long-term brand equity. At the same time, FMCG firms face challenges such as rapidly changing consumer expectations, short product life cycles, intense price competition, and the need for continuous innovation. The study concludes that effective brand building in the FMCG sector requires an integrated, consumer-centric, and adaptable approach that combines functional product benefits with emotional and digital engagement. The review provides useful insights for marketers and researchers seeking to understand contemporary brand-building practices and their implications for the FMCG industry.

Keywords: Brand Building, FMCG Sector, Brand Equity, Consumer Behaviour, Brand Loyalty, Digital Marketing, Brand Positioning, Customer Engagement, Marketing Strategy, Consumer Perception.