

The Influence of Digital Adoption on Consumer Behaviour towards FMCG Products: A Structural Equation Modelling (SEM) Approach

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Abstract: In the FMCG industry, the quick development of digital technology has drastically changed customer behaviour by impacting brand interaction, information search, and purchase decisions. This study looks at how consumer behaviour toward FMCG items is affected by digital adoption, which includes digital proficiency, online shopping regularity, mobile app usage, online payment acceptance, social media involvement, e-commerce site usage, and technological preparedness. Using a structured questionnaire, 400 FMCG consumers provide primary data for the study, which uses a quantitative research approach. The measuring model is validated using CFA, which evaluates discriminant validity, convergent validity, and construct reliability. The proposed connections between digital adoption characteristics and consumer behaviour are then investigated using SEM. The results show that consumer behaviour is greatly and favourably impacted by digital adoption, with the most major factors being digital literacy, social media involvement, and e-commerce platform usage. The robustness of the suggested conceptual framework is confirmed by the verified CFA and SEM models, which show acceptable model fit indices. In an increasingly digital environment, the study adds to the body of knowledge on digital consumer behaviour and provides FMCG marketers with useful insights to create digital strategies that improve engagement with consumers, purchase intent, and long-term brand loyalty.

Keywords: Digital Literacy, Online Shopping Frequency, Mobile App Usage, Digital Payment Adoption, Social Media Engagement, E-Commerce Platform Usage, and Technology Readiness

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