

Final Project 1

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Project Template

Faculty of Management
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Project title

**Impact of Marketing Mix on Brand Awareness in FMCG
Sector in Saudi Arabia**

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Graduation Project – 1

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Impact of Marketing Mix on Brand Awareness in FMCG Sector in Saudi Arabia

1. Chapter 1: Introduction

1.1 Research Background

Consumer behavior shifts and the increased use of digital channels have transformed the FMCG business in Saudi Arabia with the presence of strong market competition. FMCG companies based in the kingdom are now channeling enormous resources into new product development and product strategy, pricing plans, promotional activities and network of distribution in efforts to increase brand awareness and achieve competitive edge (AL-Nsour et al., 2026).

The new digital era sees Brand Awareness is an imperative Strategic Asset for every kind of organization/business. What is Brand Awareness: “A brand awareness measure refers to the degree to which consumers recognize and remember the brand in the face of the variety of exposures it encounters in the environment.” The process of developing brand awareness has shifted over decades from traditional media to a more fragmented and complicated 21st-century digital world. Changes in technology, and a dramatic shift in media and consumer usage behavior have fundamentally changed the process of how brands are developed, awareness built and measured today globally.

In terms of history of the topic, brand awareness research has originated from a series of academic contributions from the 1960s and 1970s, where marketing researchers explored and developed theoretical understandings of consumer memory, recognition, and recall. Nevertheless, the digital transformation throughout the 2000s, followed by the social media emergence and disruption, has radically altered how brand awareness can be built, generated and assessed. For example, according to Keller (2020), brand awareness today “is no longer shaped by a limited set of

media touchpoints, but rather within a complicated web of media outlets and user connections.” It clearly indicates the fact that the shift of media ecosystem not only change methods but also fundamentally alters how brand knowledge can be shaped and consumer can be accessed.



Why is this topic important to the field of study? First, previous research has consistently provided empirical support for the impact of brand awareness on business performance. For instance, Suo & Huang (2023) identified a direct positive association between brand awareness and purchase intention, brand loyalty, as well as market share of the organization. In the more global and competitive business context, organisations that manage their brand effectively and with substantial level of brand awareness can perform better financially than their less visible rivals. Additionally, the COVID-19 pandemic further accelerate digital transition of business and create further pressure on organisations to adapt their strategies of generating awareness in the online ecosystem (Suo & Huang, 2023).

Reasons to Study Brand Awareness We selected brand awareness as a topic of study because there are a number of confluence reasons: One, empirical data has shown substantial variance in firm brand awareness results for organizations even with the same marketing expenditures; and two, a growing number of digital marketing channels provide unprecedented potential for brand awareness building while introducing more challenges to its measurement and management (Bergkvist & Taylor, 2022).

The current study intends to serve both the theoretical and practical aspects by offering theoretical insights and practical guidelines for brand awareness development in the modern marketing practices. The research critically review the literature and theoretical frameworks to provide an up to date and coherent account of knowledge and at the same time identifying the specific areas that need to be addressed and further researched. By incorporating the knowledge gained from the traditional marketing theory and new perspectives of the digital marketing concepts will serve as a solid basis of the brand awareness development by organizations.

1.2 Research Problem

Due to fiercely competitive environment in Saudi Arabian FMCG sector and the fast-paced nature of digital transformation; it is becoming increasingly difficult for brands operating within this segment to develop successful marketing mix strategies that will lead to brand awareness development. Despite enormous financial spend on marketing by FMCG brand manufacturers, the majority are unable to establish which elements of marketing mix drives the brand awareness best.

Although it's almost a given that brand awareness is a significant goal for every marketing activity, many businesses continually have trouble developing an integrated brand awareness strategy that achieves positive results. This is a

common problem theoretically as well as pragmatically and needs to be analyzed further.

1.2.1 Theoretical Gaps

Currently, in marketing literature there exist considerable theoretical deficits on how the various elements of the digital marketing mix affect brand awareness outcomes in various markets. Though some early theory on brand awareness is still considered valuable, the frameworks used and applied during the past centuries, was developed before digital era and, for this reason, they don't take into consideration digital marketing channels complexity, the impact of social media, and the dynamic interaction and engagement between businesses and consumers. More recently, theoretical models lack the proper and effective integration of the various elements in which digital marketing can be decomposed: influencer, content, online channels of communications, real time, two-ways customers interaction. Furthermore, existing literature shows only marginal analysis regarding how various marketing mix elements have been tested through mediators and mediators factors. The relation between the features of product, price policies, distribution and communications strategies and brand awareness outcomes is still poorly specified. In fact, any existing framework lacks a deep explanation regarding how characteristics of the consumers, the market context and the capabilities of the firm can be integrated with the strategies of the marketing mix elements influencing brand awareness outcomes (Ahn & Kim, 2025).

1.2.2 Practical Gaps

From a practical perspective, marketing practitioners continuously find it difficult to translate brand awareness theory into practice. The lack of organizations in adopting a holistic framework to integrate both digital and traditional marketing channels into a holistic brand awareness strategy. Small and Medium-sized Enterprises (SMEs), in particular, are finding it difficult to take a stand on how to distribute marketing

expenditure among various marketing channels and actions, given the absence of empirical findings on the relative effectiveness of these different actions. In addition, organizations report on the lack of measures of brand awareness and the transformation of measurements into insights and strategic action (Rugova & Prenaj, 2016).

Main Research Question: To what extent do marketing mix variables of product, price, place, and promotion have any influence on brand awareness of FMCG companies in Saudi Arabia?

1.3 Research Significance

At the theoretical level

Empirically, this research evidences the influence of the marketing mix strategies on brand awareness in Saudi FMCG industry.

This study proposes an integrated model which bridges the gap in existing brand awareness models and accounts for the complexities and dynamics of current digital marketing activities, thus enriching the marketing literature. This study consolidates a wide range of theories ranging from the marketing mix concept, digital marketing theory, consumer behavior theory and stakeholder relationship management concept into a consolidated brand awareness development model. Specifically, it specifies how and why each marketing mix variables impact brand awareness creation in the digital context.

At the practical level

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advantage for SMEs and emerging market companies with smaller marketing budgets", said Peder.

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