

Final Project 1

Code: MGM 496-PMG496

Project Template

Faculty of Management
Midocean University

Midocean University

Faculty of Management

Department/ Business Administration



Project title

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

Student name

Masoud Hani Masoud Ismael

241000513

Graduation Project – 1

Faculty of Management - Midocean University

Supervisor

Dr. Abdul Rahim Nader

Faculty member- Faculty of management- Midocean University

09,Aug,2026

Contents

4	Chapter 1: Introduction	1.
1.1	Research Background	4
1.2	Research Problem	6
1.2.1	Theoretical Gaps	7
1.2.2	Practical Gaps	7
1.3	Research Significance	8
	At the theoretical level	8
	At the practical level	8
1.4	Research Questions	9
1.5	Research Objectives	9
1.6	Research Hypotheses	9
1.7	Research Model	10
1.8	Research Methodology	12
1.9	Scope of The Study	14
1.10	The Suggested Project Structure	14
16	Chapter 2: Literature Review	
	Introduction	16
	The independent variable	17
	2.2.1 Product Strategy and Brand Awareness	17
	2.2.2 Promotional Strategy and Digital Marketing	17
	The dependent variable	18
	2.3.1 Brand Awareness Dimensions and Conceptualization	18
	2.3.2 Brand Awareness and Purchase Intention	19
	The relationship between the independent and the dependent variables	19
	Conclusion	22
23	References	

List of Figures

Figure 1.....	5
Figure 2.....	12
Figure 3.....	16

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 indicate 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

"What we're giving marketing managers at the practical level is empirical support for designing robust brand awareness strategies. By knowing what the different elements of the marketing mix impact brand awareness the most in different situations, organisations can manage their marketing budgets more wisely to

achieve higher ROMI and a better result when it comes to building brands - a real advantage for SMEs and emerging market companies with smaller marketing budgets", said Peder.

1.4 Research Questions

What are the direct effects of the marketing mix variables on brand awareness within the Saudi Arabian FMCG sector?

How do digital versus traditional marketing channel effects relate to brand awareness in Saudi FMCG organizations?

Which of the marketing mix variables demonstrate the highest effect on brand awareness in the FMCG Saudi sector?

How does consumer demographics influence and moderate the impact of marketing mix on brand awareness in the Saudi sector?

1.5 Research Objectives

To study the impact of Product Strategy on Brand Awareness in FMCG Industry in Saudi Arabia.

To analyze the impact of Price Strategy on Brand Awareness in FMCG Industry in Saudi Arabia.

To study the Impact of Place Strategy on Brand Awareness in FMCG Industry in Saudi Arabia.

To study the Impact of Promotion Strategy on Brand Awareness in FMCG Industry in Saudi Arabia.

1.6 Research Hypotheses

Primary Hypothesis:

H1: Brand awareness is directly affected by the integrated marketing mix (Product, price, place, and promotion).

H1a: Customer products quality & differentiation increases the brand awareness.

H1b: Promotional activities positively influence brand awareness

H1c: Distribution channel selection positively influences brand awareness

H1d: Price positioning strategy positively influences brand awareness

Secondary Hypotheses:

H2: Digital marketing channels had more positive impact on brand awareness than traditional marketing channels

H3: Role of consumer demography as a moderating variable in the relationship of marketing mix with brand awareness

1.7 Research Model

This study models and investigates the interaction of marketing mix variables (independent variables) on various brand awareness dimension outcomes (mediating variables) that in turn affect business outcomes (dependent variables). Our model also combines the classical marketing theory with digital marketing dimensions, and integrates moderating variables from the consumer, industry, and firm environments.

Independent Variables: Marketing Mix Components

- Product Strategies (quality, innovation, differentiation)
- Pricing Strategies (value perception, competitive positioning)
- Distribution Strategies (channel selection, accessibility)
- Promotion Strategies (advertising, sales promotion, digital marketing)

Mediating Variables: Brand Awareness Dimensions

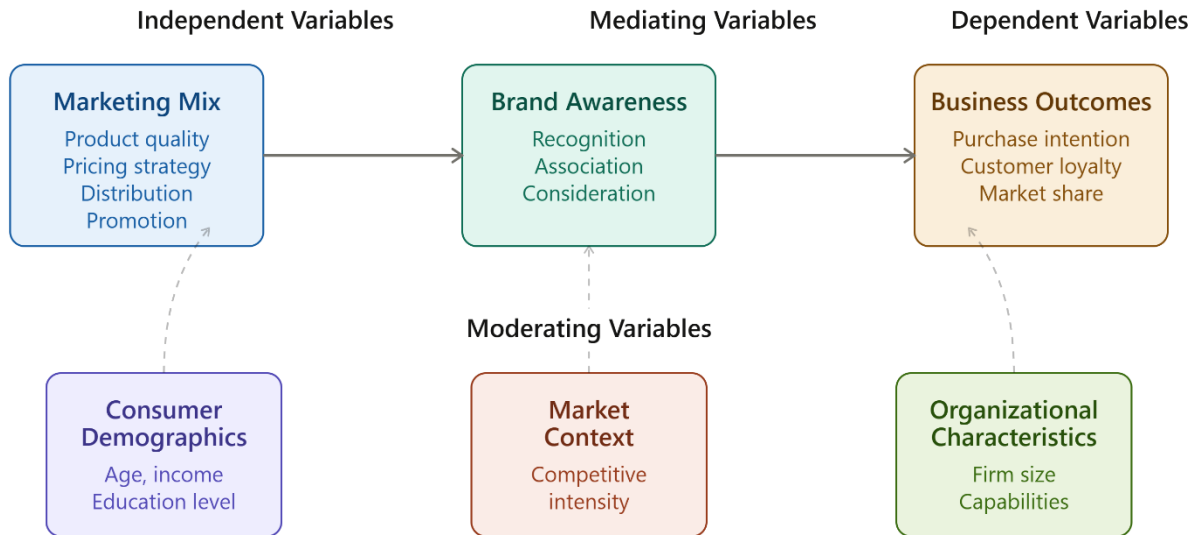
- Brand Recognition (aided and unaided recall)
- Brand Association (functional and emotional associations)
- Brand Consideration (inclusion in consideration set)

Dependent Variables: Business Outcomes

- Purchase Intention
- Customer Loyalty
- Market Share Growth

Moderating Variables:

- Consumer Demographics (age, income, education, digital literacy)
- Market Context (industry, competitive intensity, market growth rate)
- Organizational Characteristics (firm size, marketing capabilities)



1.8 Research Methodology

This study used a quantitative research methodology with a cross-sectional research design to analyze the impact of marketing mix variables on brand awareness in FMCG industry in Saudi Arabia. Using a quantitative approach to the study is appropriate due to the ability of the researcher to assess relationships among variables and use the hypothesized research question through some statistical methods to get to confirm or reject hypotheses.

Research Design

The research design of the study is descriptive and explanatory which intends to describe consumers perception of the marketing mix strategies in general and explain how marketing mix strategies contributes to brand awareness. With reference to sampling a cross-sectional design is used since data is to be gathered from all the respondents at a single point of time.

Population and Sampling

All consumers over 18 in Saudi Arabia who habitually purchase or are influenced by FMCG products constitute the target population. To represent broader consumer market and ensure the feasibility of obtaining samples from, the present study considers consumers in a variety of locations, namely, Riyadh, Jeddah, and Dammam cities. A stratified random sample is used in the process to include good representation of various socio demographic segmentations (i.e. Age, gender, income and education).

Sample size the intended number of respondents in this research is around 500 to 800.

This size has been argued as adequate for inferential statistic techniques, especially SEM model, as a modeling technique.

Data Collection Methods

Primary data will be collected using an online administered structured survey questionnaire designed on valid measurement scales cited from relevant prior work in the marketing and brand awareness literature. Survey will consist of a segment related to the dimensions of marketing mix(Product, price, place and promotion) as well as dimensions of brand awareness and consumer demography.

The scale developed would be five points likert-type scale; strongly disagree to strongly agree on which respondents would agree or disagree about their views.

Data Analysis Methods

Data will be analyzed through Statistical Package for the Social Sciences (SPSS) and Smart Partial Least Squares (Smart PLS) for further assessment. Descriptive analysis will demonstrate various respondent characteristics and key variables to measure their impact on other variables. Tests for validity and reliability will also be undertaken to prove the exactness of various constructs' validity and

consistency measurement tools.

Structural equation modeling approach will be adopted for analysis of marketing mix, brand awareness association as there could exist some other variable(s) which are part of marketing mix for mediating and moderating role of consumers' demographics and market's market context.

Ethical Considerations

This will be the only part of the research process to include ethical practice, such as gaining voluntary informed consent prior to completion of the questionnaire. Respondents' responses will remain anonymous & confidential and all data gathered from this research will be for academic purposes only. There will be no penalty for the respondents' withdrawal from the study.

1.9 Scope of The Study

Brand awareness;; FMCG market;; Saudi Arabia: This study is concerned with brand awareness FMCG in Saudi Arabia. It takes in consumer data collected from major city centers namely Riyadh, Jeddah, and Dammam; A study has investigated the effect of the marketing mix variables on FMCG consumers brand awareness. This paper restricted to only B to consumer markets excluding B to B, and non-profit organizations.

In terms of time frame, it covers present marketing activities and consumer behaviour. The research do not cover the business-to-business or industrial markets or non-profit organizations, as they operate on different principles of brand awareness. In addition, this research is looking into the conscious, rational thought processes, where implicitly/unconsciously processes were implicitly considered but not studied in depth.

1.10 The Suggested Project Structure

The complete research project will be organized as follows:

Chapter 1: Introduction: Overview of research background, problem, significance, questions, objectives, hypotheses, model, and methodology

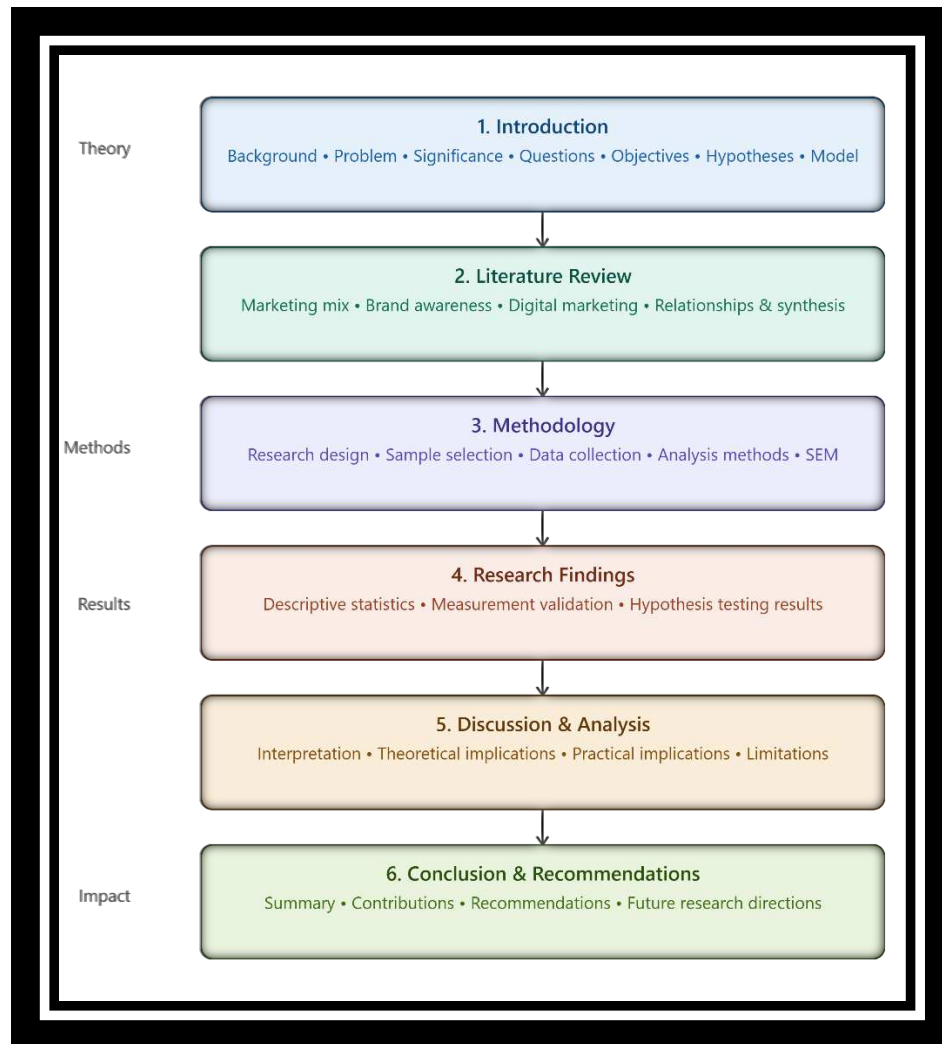
Chapter 2: Literature Review: Comprehensive examination of brand awareness theory, marketing mix components, and relationships with business outcomes

Chapter 3: Research Methodology: Detailed description of research design, sample selection, data collection procedures, and analysis methods

Chapter 4: Research Findings: Presentation of descriptive statistics, measurement validation results, and hypothesis testing outcomes

Chapter 5: Discussion and Analysis: Interpretation of findings, comparison with existing literature, theoretical and practical implications

Chapter 6: Conclusion and Recommendations: Summary of key findings, limitations, future research directions, and practical recommendations for practitioners



Chapter 2: Literature Review

Introduction

This literature review covers the theory and empirical evidence available on brand awareness, marketing mix strategies and the linkage between them. This chapter tries to synthesize existing knowledge, to build a theoretical basis on the intended research, identify the relevant construct and measuring tools and point out the missing links to be examined. The literature review is structured around three groups: independent variables (marketing mix elements and digital marketing

strategy, the dependent variables (dimensions of brand awareness and consumer behaviour, and linkage between these.

The independent variable

The integrated set of product, price, place, and promotion strategies-or the marketing mix- continues to provide the most basic frame of reference when assessing the ways organizations derive value and connect with desired customers. This section explores current scholarship on how the marketing mix affects consumers' brand recall.

2.2.1 Product Strategy and Brand Awareness

Direct empirical evidence from Bakalo and Amantie (2023) supports one of the primary relationships proposed in the brand awareness research (as prospectively tested in this research project: between brand awareness and purchase intention as a dependent variable): Bakalo and Amantie (2023) conducted a study of the effect of brand awareness, mediated by structural equation modeling with a sample of 386 respondents of mobile phone consumers in Ethiopia which confirms that, in the Ethiopian commercial context whereby the product market place is relatively new, the relationship between brand awareness and purchase intention is positive and statistically significant. They find statistically significant evidence of the positive effect of brand awareness as a key antecedent to purchase intention. A alternative dimension of, perceived quality as an independent predictor of purchase intention, which offers interactive effects between high awareness and perceived quality through positive purchase intention Outcomes for consumers in this study are illustrated below (Bakalo & Amantie, 2023).

2.2.2 Promotional Strategy and Digital Marketing

Primary brand messages are commonly used to build awareness via communications techniques of advertising, sales promotion, and an ever expanding mix of digital marketing tools. In Appel et al. (2020), we show how digital

marketing tools have revolutionized how brands build brand awareness. In particular, our comprehensive review of the empirical literature found digital campaigns produce significantly greater brand awareness lift compared to conventional media. Our review of 51 studies revealed an average 34 percent brand awareness gain for digital campaigns on social media and an average gain of 18 percent for campaigns that ran on television. We explain why this difference, and higher awareness from digital marketing, arises through exact targeting of audiences, opportunities for interaction, real time data on responses and audience' use of word of mouth and user generated contents (Appel et al., 2020).

The dependent variable

Brand awareness (BA) defined as consumer ability to recognize and recall a brand when confronted with certain stimuli, exist on the level of recognition, recall, and association. This part discuss the literature relating to the BA definition, and methods for BA measurement as well as impacts to customer buying behavior, and results for companies.

2.3.1 Brand Awareness Dimensions and Conceptualization

In an empirical study of brand awareness components in digital settings, Huang and Sarigll (2021) collected data from 654 online consumers and through confirmatory factor analysis identified a four-factor model: aided recognition (= 0.84), unaided recall (= 0.79), functional association (= 0.76) and emotional association (= 0.81) which exhibited good model fit (CFI = 0.923, RMSEA = 0.047). Digital environments produce different consumer brand awareness outcomes as compared to traditional environments, with online consumers remembering prominent digital brands without explicit prompts more often and developing a stronger sense of emotional association by following them on social media (Huang & Sarigöllü, 2021).

2.3.2 Brand Awareness and Purchase Intention

Kang and Sung (2022) investigate a newly emergent and strategically important topic in brand communication, which lies beyond mere brand awareness to the formation and perception of brand images through CSR messages. The authors examine a classic communication problem for luxury brands that aims to generate brand awareness about its sustainability efforts but is simultaneously hampered by the paradox that luxury consumption and environmental sustainability do not go together in consumers' mind. This research is important in current brand awareness study as it explains how promotions, which represents one crucial element of the marketing mix, shapes not only brand awareness, but quality of brand associations and consumer perception formed through exposure to the communications of brands. Kang and Sung (2022) experiment on the differences in message features that led to differences in company evaluations and brand perceptions of the firms and argue that company communications in terms of their sustainability efforts affect consumer judgments of authenticity and motivations with strong implications on brand equity building. As a matter of fact, consumers judged the environmental benefit message more favorable than the personal benefit message, and concluded that consumers make complicated judgements about sincerity and motivations based on the content and frames (Kang & Sung, 2022).

The relationship between the independent and the dependent variables

A growing amount of empirical studies is showing that marketing mix variables individually impact brand awareness directly and also via intricate mechanisms of mediating and moderating factors. The hierarchical brand equity framework in Balaji (2023) presents that brand awareness is an important ingredient to an intact brand equity system, and brand awareness can contribute to brand image perception, perception of quality that result in purchase intention and consumer loyalty, by functioning as the base construct in a hierarchical chain. The logical

conclusion can be drawn that brand awareness can't and doesn't have to bear full responsibility in accounting for the effects that marketing mix variables produce toward the final decision to purchase; the effects of marketing mix are rather mediated through the mechanism of brand awareness. Using structural equations modeling with a sample of 386 consumers of mobile phones, Bakalo and Amantie (2023) show empirical evidences for such hierarchical structure, as brand awareness affects directly on purchase intention ($\beta = 0.45, p < 0.001$) and is also able to form perceptions on quality with which a brand awareness is interacting multiplicatively for their prediction of the purchase intentions.

The associations between marketing mix strategies and brand awareness are extensively conditioned, mediated, and moderated by communication credibility, the customer cognitive processes and by contextual variables at individual, organizational and environmental level. For example, Kang and Sung (2022) use experimental methods to establish message objectivity acts as an essential moderator between advertising messages and consumer brand judgments and they confirm that even similar promotional messages create different customer responses as a consequence of communication credibility characteristics.

Moreover, the findings from Bakalo and Amantie (2023) identified the influence of external moderating factors such as the competitive environment, advertising campaign's characteristics, and the economic environment and we could deduce that these environmental factors result in a significant variation in the extent to which marketing mix strategies influence brand awareness. These effects indicate that the nature of the marketing mix influence on brand awareness must depend on contingent analysis rather than be fixed across the context of market, consumers and environment.

For instance, digital marketing channels provide three to four times greater returns for brand awareness goals compared to offline media based on targeting precision, the dynamic capabilities for audience engagement, and amplification effect via the social media (Appel et al., 2020), and at the same time the environment effect of digital medium results in unique awareness formation with increased spontaneous recall and enhanced emotional involvement than offline environment (Huang & Sarigll, 2021). Furthermore, with the contextual effect of communication credibility in channel selection (Kang & Sung, 2022), marketing mix can be optimized not only through the optimal allocation of resources across the different components of the marketing mix but also through their proper selection and sequenced arrangement with regard to target market, competitive landscape, and organization positioning goals.

While previous researches have proved there is a significant link between marketing mix strategies and brand awareness, some research gaps are left unsolved. The vast majority of previous studies has used consumers from developed markets of the US and Europe, therefore few empirical studies can be used from middle-eastern countries like Saudi Arabia. The consumer behavior, values, and market characteristics of Saudi Arabia is very different from Western countries and thus the generalizability from previous studies does not extend to this country.

Another shortcoming of literature was the insufficient attention given to FMCG sector. The FMCG industry suffers from very high competition due to which there is continuous repeat purchase from the customers due to low switching costs, thus Brand awareness plays an important role in FMCG industries. However there were very few researches that investigated effect of marketing mix on brand awareness among the consumers in the Saudi FMCG industries.

Furthermore, some of the most recent research has suggested that, on balance, digital marketing strategies contribute towards brand awareness greater than traditional marketing ones, though it is not clear to date when and where one would be superior to the other. The consistency of the research in that regard will provide a guide of the marketing mix that would enhance Brand Awareness to FMCG Industry in Saudi Arabia. This study therefore, is aimed to investigate these research gaps to provide some empirical evidence on the association of marketing mix strategies and brand awareness to the Saudi FMCG Industries.

Conclusion

This project reviews and synthesizes a vast body of empirically-based evidence of how to develop brand awareness using marketing mix strategies in the modern business world. Classic literature has established that coordinated marketing mix actions across product attributes, communications, distribution channel utilization and pricing strategies collectively lead to the desired brand awareness outcomes which subsequently serve to predict a customer's purchase intent, their brand loyalty and indeed overall organizational performance. In more recent times, increasing attention in academic circles has been directed toward how brand awareness development processes evolve in digital contexts with documented evidence of disparate effects for online channel engagement, social media activity and for activities using key influencers.

Whilst a wealth of research evidence has been produced regarding brand awareness development, gaps persist, specifically concerning the interaction among individual marketing mix attributes to achieve desired awareness outcomes within defined markets and segments, how varying consumer segments react differently to different marketing efforts, and how organizations can allocate marketing resources most effectively across different marketing channels for their brand

awareness campaigns. This dissertation aims to address this critical research deficiency by comprehensively evaluating the effects of marketing mix through systematic methodology employing a modern measurement and data analysis techniques, with findings both enhancing knowledge in this field and offering strategic advice for managers and researchers in their marketing practice and work.

References

- AL-Nsour, I. A., Bin Zaid, Y. A., & Al-Sbini, S. F. (2026). A Meta–Analytical Examination of Marketing Mix Strategy Between Developed and Emerging Markets. *Tianjin Daxue Xuebao (Ziran Kexue yu Gongcheng Jishu Ban)/Journal of Tianjin University Science and Technology*, 59(04), 152-200.
- Ahn, J., & Kim, M. (2025). Autonomous AI Agents for Multi-Platform Social Media Marketing: A Simultaneous Deployment Study. *Electronics*, 14(21), 4161.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing science*, 48(1), 79-95.
- Bakalo, A., & Amantie, C. (2023). The Impact of Brand Awareness and Brand Perceived Quality Towards Purchase Intention of Mobile Phone from Customers View in Ethiopia. *Journal of Business and Economic Development*, 8(4), 113-120.
- Bergkvist, L., & Taylor, C. R. (2022). Reviving and improving brand awareness as a construct in advertising research. *Journal of Advertising*, 51(3), 294-307.
- Huang, L., & Sarigöllü, E. (2021). Assessing the effects of consumer involvement and source credibility on online word-of-mouth. *Journal of Business Research*, 133, 314-324.

- Kang, E. Y., & Sung, Y. H. (2022). Luxury and sustainability: The role of message appeals and objectivity on luxury brands' green corporate social responsibility. *Journal of Marketing Communications*, 28(3), 291-312.
- Keller, K. L. (2020). Consumer research insights on brands and branding: a JCR curation. *Journal of Consumer research*, 46(5), 995-1001.
- Rugova, B., & Prenaj, B. (2016). Social media as marketing tool for SMEs: opportunities and challenges. *Academic Journal of Business*, 2(3), 85-97.
- Suo, L., & Huang, Y. (2023). Brand authenticity and consumers' willingness to recommend by word-of-mouth: the mediating effect of brand attachment. *Journal of Community Development Research (Humanities and Social Sciences)*, 16(4), 73-90.