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**DETERMINING THE PATH TO PURCHASE (P₂P) FOR INDIAN FMCG
E-COMMERCE AND UNDERSTANDING BEST IN CLASS EXECUTIONS FOR
INDIAN FMCG COMPANIES TO INTERCEPT THIS P₂P, THROUGH A COM
PARATIVE STUDY IN THE UK**

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Abstract

India is a large and growing consumer market. Understanding the patterns of consumption and journey of the shopper is becoming critical as companies build capabilities to compete. The customer journey or path to purchase is becoming more complicated since digital channels have been introduced. Specifically for the FMCG industry in India, where digital is just picking up, the scope is huge as mature markets like UK, South Korea, & China have already seen success with e-retail. Indian consumers, however have unique preferences and shopping behavior, and hence the learning from developed markets need to be tweaked accordingly and reapplied. This paper explores the differences between the online path to purchase of electronics, apparel, and consumer goods by understanding each purchase stage for smartphones, clothes and washing detergent on India's top e-marketplace. The survey results highlight how and which sources (offline or online) are most likely to be used at each purchase stage depending on the product category. As the FMCG company's zone of influence in India is limited to the selection of advertisement spaces and writing the content, the study can help them effectively optimize the type and placement of ads based on the differences in consumer purchase behavior. The UK has been studied as a model market as it tops among countries on the frequency and basket size of consumer goods during online purchase. Key UK executions, on e-retail websites have been studied and directly compared with the current situation in India. Recommendations to modify and re-apply have been provided.

Keywords: E-Commerce, Consumer Journey, Consumer Goods.
