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MODERN CONCEPTS OF INTERACTION WITH CONSUMERS IN THE FMCG SECTOR

The scientific article thoroughly analyzes contemporary consumer engagement strategies within the FMCG sector, exploring innovative methods by leading brands to connect with their target audience and enhance sales performance through developing consumer-brand relationships.

The primary aim of this research is to scrutinize the current state of consumer engagement in the dynamic FMCG sector. The study employs a multifaceted methodology to emphasize the sector's need to adapt to evolving consumer behaviors. This includes extensive desk research, expert interviews, and retail audits to delve into modern consumer engagement concepts.

Expert interviews with 40 FMCG professionals specializing in demand management, marketing, sales, or retail constitute the primary research. Quantitative survey data underwent statistical analysis, while qualitative information was extracted through thematic analysis. The study also incorporates a cross-sectional analysis and audit of retail trade in Kazakhstan, utilizing structured checklists, questionnaires, and observation protocols to assess implementation and effectiveness, aligning with expert opinions.

The study identifies "Ideal Store" and "Omnichannel Communications Strategy" as pivotal concepts, emphasizing the importance of in-store interaction and digital technologies. Key elements such as product visibility and loyalty programs are deemed crucial, with sustainability ranking lower. A Kazakhstan retail audit pinpoints challenges in product placement, technology integration, and loyalty programs, underscoring the imperative for improvement. Recommendations stress exploring customer-centric approaches and the strategic use of digital technologies to enhance consumer engagement in the FMCG sector.

This study significantly contributes to comprehending consumer engagement strategies in the FMCG sector, offering practical insights for FMCG companies to enhance consumer interaction, bolster brand loyalty, and optimize sales efficiency. The proposed innovative approaches can fortify market positions and ensure sustainable growth in an industry marked by continual change.

Key words: consumer interaction; retail strategy; multi-channel strategy; personalization; purchase process; marketing integration; data analysis.

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Fmcg секторындағы тұтынушылармен өзара әрекеттің қазіргі концепциялары

Ғылыми мақалада FMCG секторындағы қазіргі заманғы тұтынушыларды тарту стратегияларына мұқият талдау, жетекші брендтердің мақсатты аудиториямен байланысу және тұтынушы-бренд қарым-қатынастарын дамыту арқылы сату өнімділігін арттыру үшін инновациялық әдістерін зерттейді.

Бұл зерттеудің негізгі мақсаты – FMCG динамикалық секторына тұтынушылардың қатысуының ағымдағы жағдайын тексеру. Зерттеу сектордың дамып келе жатқан тұтынушылар мінез-құлқына бейімделу қажеттілігін көрсету үшін көп қырлы әдістемені қолданады. Бұған қазіргі заманғы тұтынушыларды тарту тұжырымдамаларын зерттеу үшін кең үстелдік зерттеулер, сарапшылар сұхбаттары және бөлшек сауда аудиттері кіреді.

Сұранысты басқару, маркетинг, сату немесе бөлшек саудаға маманданған 40 FMCG кәсіп-қойымен сарапшы сұхбаттары негізгі зерттеу болып табылады. Сауалнаманың сандық деректері статистикалық талдаудан өтті, ал сапалық ақпарат тақырыптық талдау арқылы алынды. Зерттеу сонымен қатар сарапшылардың пікірлеріне сәйкес енгізу мен тиімділікті бағалау үшін құрылымдық тексеру парақтарын, сауалнамалар мен бақылау хаттамаларын пайдалана отырып, Қазақстандағы бөлшек сауданың көлденең-секциялық талдауын және аудитін қамтиды.

Зерттеу дүкен ішіндегі өзара әрекеттесу мен цифрлық технологиялардың маңыздылығына баса назар аудара отырып, «Идеалды дүкен» және «Омниканалды коммуникациялар стратегия-

сы» негізгі тұжырымдамалар ретінде анықтайды. Өнімнің көрінуі және адалдық бағдарламалары сияқты негізгі элементтер тұрақтылық рейтингі төменірек маңызды болып саналады. Қазақстан- дық бөлшек сауда аудиті өнімді орналастыру, технологияларды біріктіру және адалдық бағдар- ламаларындағы қиындықтарды айқындап, жақсартудың маңыздылығын көрсетеді. Ұсыныстар тұтынушыға бағытталған тәсілдерді және FMCG секторында тұтынушылардың қатысуын арттыру үшін цифрлық технологияларды стратегиялық пайдалануды зерттеуге баса назар аударады.

Бұл зерттеу FMCG секторындағы тұтынушыларды тарту стратегияларын түсінуге айтарлықтай үлес қосады, FMCG компанияларына тұтынушылардың өзара әрекеттесуін жақсарту, бренд адалдығын арттыру және сату тиімділігін оңтайландыру үшін практикалық түсініктер ұсынады. Ұсынылған инновациялық тәсілдер нарықтағы позицияларды нығайта алады және үздіксіз өзгерістермен сипатталатын салада тұрақты өсуді қамтамасыз етеді.

Түйін сөздер: тұтынушылармен өзара әрекеттесу; бөлшек сауда стратегиясы; көп арналы стратегия; жекелендіру; сатып алу процесі; маркетингтік интеграция; деректерді талдау.

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Современные концепции взаимодействия с потребителями в FMCG-секторе

В научной статье представлен тщательный анализ современных стратегий взаимодействия с потребителями в секторе FMCG, исследуются инновационные методы ведущих брендов для связи со своей целевой аудиторией и повышения эффективности продаж за счет развития отношений между потребителем и брендом. Основная цель данного исследования — тщательно изучить текущее состояние взаимодействия потребителей в динамично развивающемся секторе FMCG. В исследовании используется многогранная методология, чтобы подчеркнуть необходимость адаптации сектора к меняющемуся поведению потребителей. Это включает в себя обширные кабинетные исследования, интервью с экспертами и аудит розничной торговли для углубления в современные концепции взаимодействия с потребителями.

Основное исследование составило экспертные интервью с 40 профессионалами FMCG, специализирующимися в области управления спросом, маркетинга, продаж или розничной торговли. Количественные данные опроса подвергались статистическому анализу, а качественная информация была получена посредством тематического анализа. Исследование также включает перекрестный анализ и аудит розничной торговли в Казахстане с использованием структурированных контрольных списков, анкет и протоколов наблюдения для оценки реализации и эффективности в соответствии с мнениями экспертов.

Исследование определяет «Идеальный магазин» и «Стратегию омниканальных коммуникаций» как ключевые концепции, подчеркивая важность взаимодействия в магазине и цифровых технологий. Ключевые элементы, такие как видимость продукта и программы лояльности, считаются решающими, а устойчивое развитие занимает более низкий рейтинг. Аудит розничной торговли в Казахстане выявляет проблемы в размещении продукции, интеграции технологий и программах лояльности, подчеркивая необходимость улучшений. В рекомендациях подчеркивается необходимость изучения подходов, ориентированных на клиента, и стратегического использования цифровых технологий для повышения вовлеченности потребителей в секторе FMCG.

Это исследование вносит значительный вклад в понимание стратегий взаимодействия с потребителями в секторе FMCG, предлагая компаниям FMCG практические идеи для улучшения взаимодействия с потребителями, повышения лояльности к бренду и оптимизации эффективности продаж. Предлагаемые инновационные подходы могут укрепить позиции на рынке и обеспечить устойчивый рост в отрасли, характеризующейся постоянными изменениями.

Ключевые слова: взаимодействие с потребителями; ритейл-стратегия; многоканальная стратегия; персонализация; процесс совершения покупки; маркетинговая интеграция; анализ данных.

Introduction

Today's consumer goods segment is an ever-evolving environment driven by changing consumer preferences, rapid technological advances, andthe emergence of new distribution channels. In this dynamic environment, understanding and effectively communicating with consumers are critical success factors for FMCG companies,given that traditional communication methods are no longer sufficient. In the current conditions, thereis an increasing need to develop and implement modern interaction concepts to create personalized consumer relationships.

Such an important factor as the development of digital technologies has significantly influenced consumer behavior and expectations. Customers now expect a seamless shopping experience across multiple channels, with a personalized experience tailored to their needs and preferences.

Modern concepts of demand acceleration in the FMCG sector cover several modification strategies, including implementing an ideal store strategy, building an omnichannel strategy, data-driven personalization, and integrating modern technologies.

While modern consumer engagement concepts in the FMCG sector effectively increase engagement and drive growth, they also pose challenges for the company. The effective practical application of strategies directly depends on solving the current obstacles that companies face.

The object of study of the article is modern concepts and strategies for interacting with consumers used in the fast-moving consumer goods (FMCG) segment.

The subject of the article's research is an analysis of the concepts and strategies of FMCG companies in interaction with consumers, including digitalization and methods for accelerating demand.

The primary aim of this research is to scrutinize the current state of consumer engagement in the dynamic FMCG sector. The study employs a multifaceted methodology to emphasize the sector's need to adapt to evolving consumer behaviors.

The following points were identified as the main tasks:

- Conduct a comprehensive review of existing academic literature and industry reports on consumer interactions in the FMCG sector.

- Analyze the impact of digital technologies, demand acceleration strategies, and other factors on consumer behavior.

- Identify successful implementations and areas for improvement in consumer engagement strategies through expert interviews and retail audits.

- Assess the practical implementation and effectiveness of modern consumer interaction concepts in the Republic of Kazakhstan retail sector.

The methods employed in the study include desk research, where existing scientific literature and industry reports are utilized to establish a theoretical framework. Expert interviews involving 40 professionals in the FMCG sector, specifically in demand management, marketing, sales, or retail, provide valuable insights. A retail audit is conducted in the Republic of Kazakhstan, assessing the practical implementation of modern consumer interaction

concepts using structured checklists, standardized questionnaires, and observation protocols. Statistical methods are employed to analyze responses to multiple-choice and Likert scale questions from expert interviews, while thematic analysis extracts qualitative information from open-ended questions. Cross-sectional analysis is applied to examine data across topics, revealing correlations and connections between different facets of consumer engagement concepts.

The research for the paper took a consumer-centric approach, emphasizing the importance of understanding and implementing strategies that meet consumer needs and preferences.

And also on a Systematic approach to digital technologies: a study of the implementation and impact of digital technologies, such as mobile applications and digital loyalty card systems.

The critical hypothesis identified various challenges companies face that hamper the effective implementation of modern consumer engagement strategies in the FMCG sector.

The following sub-hypotheses were assumed:

- Limited awareness of modern marketing tools in the FMCG sector makes it difficult to collect, manage, and analyze consumer data.

- Challenges in integrating technology and implementing loyalty programs impact the effectiveness of consumer engagement strategies.

- There is a positive correlation between omnichannel strategy and consumer engagement in the FMCG sector.

Modern scientists highlight the rapid pace of technological progress and changing consumer behavior as one of the critical problems. With the advent of new technologies and changing consumer preferences, FMCG companies may find it difficult to adapt existing strategies promptly.

Another challenge is the sheer volume of consumer data generated across multiple channels. Analytics plays a critical role in understanding consumer behavior and personalizing interactions; however, it is hypothesized that many companies struggle to collect, manage, and analyze data, which can largely be explained by low awareness of modern marketing tools in the FMCG sector and lack of economic resources companies.

Literature review

Implementing modern interaction strategies requires standards for visual merchandising and optimizing the product range. In this case, FMCG companies are faced with the problem of determining

the most functional tools for implementing the preparatory stage of implementing strategies and selecting KPIs.

A significant amount of modern work in the field of marketing is devoted to in-depth research into the concepts of interaction with consumers in the FMCG sector. For example, József Poór, Marianna Török, and Tamás Bányai presented the importance of consumer interaction in the FMCG sector and proposed several consumer-oriented strategies to increase consumer engagement (József Poór, 2018: 297-307).

Scientists Masoud Karami, Arian Mostafavi, Mohsen Shafiei Nikabadi examined the issues of digital marketing and consumer behavior in the FMCG sector. The work of experts emphasized the importance of personalized marketing strategies for increasing consumer engagement rates (Masoud Karami, 2020: 223-231). Others Eunju Ko, Soyeon Kim, and Soyoung Kim examined the impact of social media on brand loyalty in the FMCG sector in their research, suggesting that social media provides a platform for building long-term relationships between consumers and brands (Eunju Ko, 2019: 27-41).

Digital marketing, the development of e-commerce, and the general atmosphere at the point of sale, brand value, and the level of consumer loyalty are identified as individual factors influencing consumer behavior.

The study by Soyeon Kim, Seunghee Wie, and Yuna Kim examines e-commerce tools in the FMCG industry and their relationship with product loyalty. Scientists provide examples of multifunctional strategies that consider the rules of physical merchandising when adapting approaches to the sale of FMCG goods in the field of e-commerce (Soyeon Kim, 2018: 274-284).

Lorena Blasco-Arcas, Francisco Javier Hernández-Ortega, and Alejandro Jiménez-Martínez examined the impact of omnichannel marketing on customer experience and customer loyalty in the FMCG industry. They found a positive correlation between omnichannel strategy and consumer engagement. The results of this study confirmedthe importance of unified communication planning for all channels of interaction with customers in the FMCG sector (Lorena Blasco-Arcas, 2016: 62-78).

In a joint scientific work, Asad Riaz and Imran Ali Shah presented the results of a study on the role of various factors on brand loyalty in the FMCG sector. The work provided important information for companies choosing tools to increase brand loyalty in the FMCG industry (Asad Riaz, 2018: 11-20).

The study by scientists Rupesh Kumar Pati and Swarup Kanti Prusty was devoted to consumer behavior on the Internet and its relationship with the e-commerce of consumer goods in emerging markets, using the example of India. The results of this study indicate that customer loyalty in India is influenced by several factors, including trust in the company, product variety, and perceived benefits of the purchase (Rupesh Kumar Pati, 2019: 34-43).

An empirical study by Mohammed Nishath and Jayakumar Jaisankar examined the impact of store atmosphere on purchasing behavior in FMCG retailing. This study showed that the atmosphere of a store, including music, lighting, and other factors, can significantly impact purchasing decisions (Mohammed Nishath, 2019: 143-150).

In a joint study, Ajit K. Sahoo and Sumanjeet Singh examined the relationship between perceived brand equity and the product's repurchase intention. The analysis showed that perceived value positively impacts brand loyalty and repurchase intention, highlighting the importance of offering personalized value to consumers in the FMCG industry (Ajit K. Sahoo, 2019: 175-181).

Another study by authors Xiangpeng Ma and Wenjing Xie examined the relationship between brand image and loyalty in the FMCG sector. The scientific review showed that a strong brand image is crucial in building consumer loyalty (Xiangpeng Ma, 2018: 139-146).

Saira Akhtar, Talat Mahmood, and Zeshan Ahmad conducted an empirical study on the impact of digitalization of the economy on consumer behavior in the FMCG sector. Their study showed that digitalization has influenced such aspects of consumer behavior as brand awareness, purchasing decisions, and post-purchase behavior (Saira Akhtar, 2018: 175-183).

By studying the impact of online marketing on brand loyalty in the FMCG sector, Abhinav Shankar, Ravi Kiran, and Rahul K. Gautam also provide insight into the positive effects of digital marketing campaigns on brand loyalty (Abhinav Shankar, 2017: 1021-1027).

The article by Shikha Bhatia and Shishir Mittal provides a detailed description of the role of mobile applications in increasing customer engagement in FMCG retail. In their study, researchers identified the positive impact of mobile applications on shopping engagement and customer satisfaction, which ultimately leads to increased brand loyalty (Shikha Bhatia, 2018: 48-59).

Abhinav Shankar and Rahul K. Gautam also studied the features of omnichannel concepts in the

FMCG sector. This study highlighted the importance of providing a seamless and integrated shopping experience across multiple channels to enhance loyalty in the FMCG industry (Abhinav Shankar, 2019: 223-231).

Analyzing the relationship between customer satisfaction and brand loyalty in the FMCG sector, a team of scientists, Abhinav Shankar, Ravi Kiran, and Rahul K. Gautam, found a significant impact of customer satisfaction on strengthening brand loyalty and repeat purchase rates (Abhinav Shankar, 2017: 1096-1102).

Mohamad Taleghani, Mitra Mokhtarian, and Marjan Khosravi published a study highlighting the positive impact of customer shopping experience on brand loyalty. The work assessed the areas of both retail trade and e-commerce (Mohamad Taleghani, 2018: 9).

In conclusion, the modern consumer goods industry is characterized by dynamic changes driven by changing consumer preferences, technological advances, and new distribution channels.

This article describes modern interaction concepts with consumers in the FMCG sector, considering effective practices and current market trends. By adopting these concepts, FMCG companies can stay ahead of the competition, develop brand advocates, and achieve sustainable growth in an increasingly competitive market.

Research methodology

Conducting a comprehensive literature review of existing academic literature and relevant industry reports on contemporary concepts of consumer engagement in the FMCG sector provided a theoretical framework to frame the study and helped identify areas requiring more detailed investigation.

The main goal of this scientific article was to study modern concepts of interaction with consumers in the fast-moving consumer goods (FMCG) sector and determine the most effective options for constructing interaction strategies.

In preparing the scientific article, desk research methods, expert surveys, and retail audits were used. Primary research – expert interviews were conducted to obtain information from experts in the fast-moving consumer goods (FMCG) sector regarding the features and challenges of implementing consumer interaction concepts.

Sampling: Experts were selected based on their knowledge and experience in the FMCG sector, with particular emphasis on experience in demand management, marketing, sales, or retail.

Sample Size: 40 experts participated in the survey, ensuring a diverse representation of experiences and roles in the FMCG industry.

During the selection process of experts, the following criteria were applied:

- Experience in the FMCG sector: Experts must have had at least three years of experience in the fast-moving consumer goods (FMCG) industry.

- Specialization: Experts must have specialized in areas relevant to the study, such as demand management, marketing, sales, or retail.

- Position: Experts who hold management positions or have experience in a role related to management and strategic decisions in the FMCG sector.

- Professional Reputation: Experts musthave an excellent professional reputation and recommendations from their peers or supervisors.

- Relevance of knowledge: Experts had to demonstrate current knowledge and understanding of current trends and challenges in the FMCG sector.

- Consent to participate: Each expert agreed to participate in the survey and provided the necessary information.

The interview questions addressed various aspects of modern engagement concepts suchas personalization, omnichannel strategies, technological innovation, data analytics, and consumer behavior in the digital age.

Statistical methods were used to analyze responses to multiple choice and Likert scale questions.

Information received in response to open-ended questions was analyzed thematically to identify common patterns, trends, and critical findings shared by experts.

The study also used cross-sectional analysis: data from different questions were assessed to identify correlations and connections between various aspects of contemporary concepts of consumer engagement in the FMCG sector.

To assess the practical implementation and effectiveness of modern concepts of interaction with consumers in the FMCG sector, a retail audit was also conducted in the retail industry of the Republic of Kazakhstan.

A representative sample of retailers in Kazakhstan was conducted, considering factors such as market share, geographic distribution, and retail format (hypermarkets, supermarkets, brick- and-mortar stores).

The location audit documented various aspects of the retail environment, including store layout, product placement, signage, promotional activities, and technology integration.

Structured checklists, standardized questionnaires, and observation protocols were used as retail audit tools.

Observation notes were analyzed, comparingthe results with data from expert interviews.

Results and discussions

As a result of the expert interviews, relevant information was revealed about the strategies used by companies to interact with consumers in the FMCG sector. According to the results, 40% of surveyed specialists confirmed using a comprehensive approach for interacting with consumers. All companies that use multidimensional consumer strategies are international. By implementing integrated strategies, global companies focus on building strong brand relationships, enhancing customer experience, and executing effective marketing campaigns tailored to specific market needs.

On the other hand, 60% of the experts surveyed explained that companies rely on specific trade marketing tools to promote their products. Many FMCG companies use specific trade marketing tactics to interact with consumers.

The leading integrated concepts of interaction with consumers were identified: the concept of building a perfect store and an omnichannel communication strategy.

The Ideal Store Concept is a multi-dimensional strategy to create an optimal in-store environment that enhances the shopping experience and drives customer engagement.

The Perfect store concept includes various elements of the customer experience during the sales process: store layout, visual merchandising, product placement, signage, and customer service. The goal of the concept is to create a welcoming and visually appealing in-store environment that encourages consumers to explore products, make informed purchasing decisions, and make the shopping experience more accessible.

Key elements of the ideal store concept may also include efficiently organized shelves, clear product and pricing information, interactive displays, and innovative technologies such as digital signage or augmented reality to increase engagement. The concept also includes training and empowering store staff to provide professional customer service, answer questions, and provide personalized recommendations.

The omnichannel concept of consumer interaction in the FMCG sector goes beyond the physical store and extends to the digital sphere. This includes tools like online shopping platforms, mobile apps, and personalized marketing campaigns that tailor consumer preferences and create a seamless omnichannel consumer experience.

Invited experts were asked to rank all aspects from the list by a score from 0 to 3 to study the highest priority elements in forming consumer interaction strategies.

0 – the respondent denied the importance of this criterion;

1 – the respondent confirmed the importance of the element; however, they noted its need for the next five years and named limiting factors for the development of these elements;

2 – the respondent recognized the relevance and importance of this element in the trading concept, but taking into account the fact that elements of primary necessity were introduced into the system;

3 – experts recognized the importance of this element in the modern trading concept.

A commission of 40 experts assessed the effectiveness of consumer strategies of FMCG companies in Kazakhstan. These experts, selected based on their knowledge and experience in the FMCG sector, were tasked with assessing the process implemented by FMCG companies operating in Kazakhstan.

The evaluation process included a comprehensive review and analysis of the consumer strategies used by these companies. Experts reviewed various aspects of the system, including their relevance to consumer needs and preferences, their impact on brand loyalty and customer engagement, their effectiveness in driving sales and revenue, and their ability to adapt to changing market trends and consumer behavior.

To evaluate the effectiveness of consumer strategies, experts used many criteria, such as market share growth, customer satisfaction, brand awareness and perception, customer retention rates, innovation and innovative product development, and the ability to meet consumer needs in a timely and effective manner.

The experts used their industry knowledge and experience to assess the strengths and weaknesses of consumer strategies used by FMCG companies. They considered factors such as the company's understanding of its target market, the effectiveness of marketing and advertising campaigns, the use of digital and traditional channels to reach consumers, the level of customer service and support, and the implementation of loyalty programs and promotions.

The experts provided individual ratings and reviews of each company's consumer strategies based on their assessments. They highlighted areas for improvement, identified successful strategies, and recommended possible changes or adjustments to improve the overall effectiveness of consumer strategies.
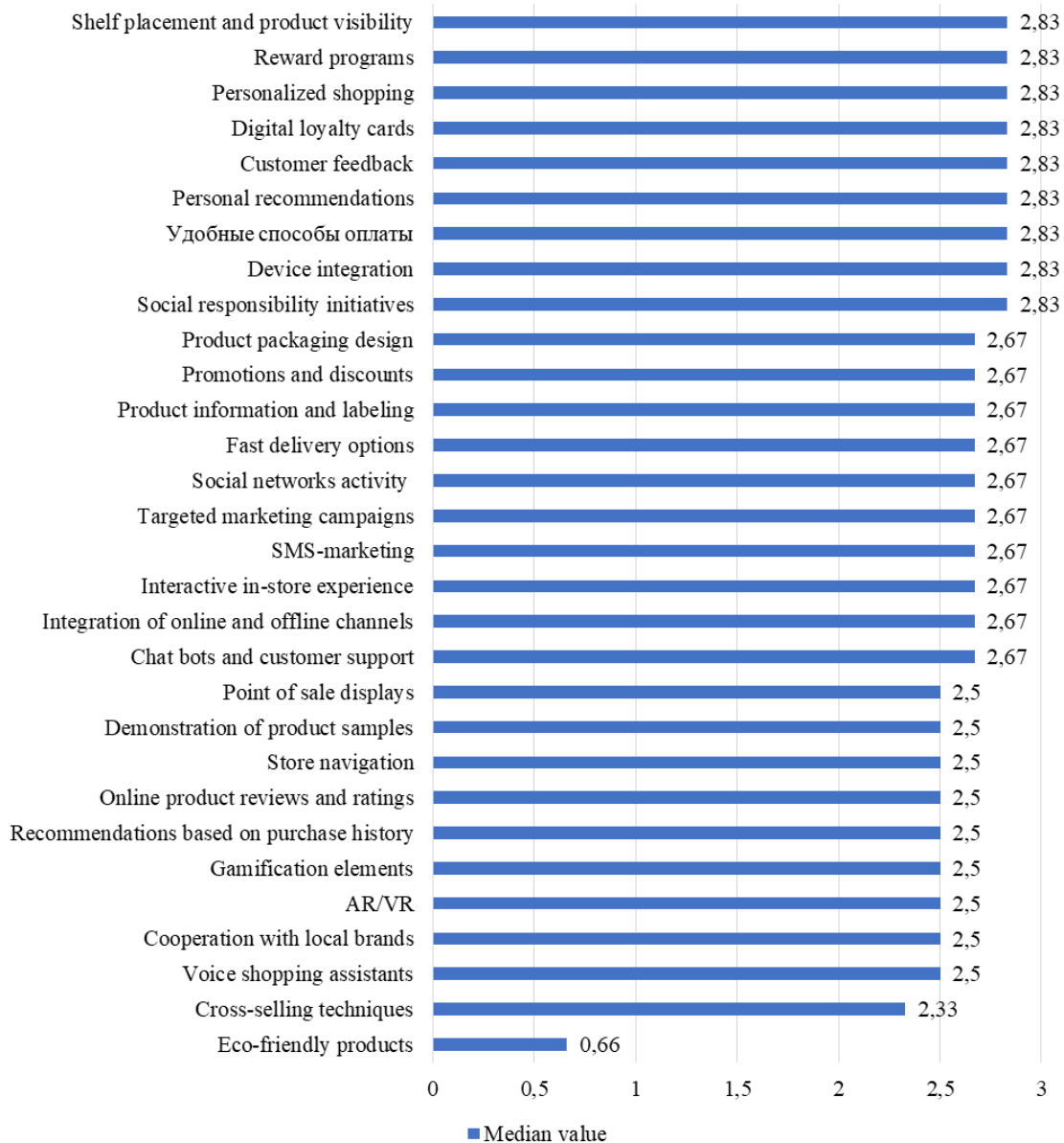
Figure 1 – Rating of priority elements in the formation of a strategy for interaction with consumers.
Note: compiled by the authors based on research results

Based on the study results, a rating of priority elements of consumer interaction was formed. Each criterion was assigned a median value based on expert ratings. Items with the highest median values were considered most influential in shaping the customer engagement strategy.

From Chart 1. it can be seen that the following elements received the highest median value of 2.83, which indicates their importance in shaping consumer interaction strategies:

1. Placement on the shelf and visibility of the product;

2. Loyalty and reward programs;

3. Individual purchases;

4. Mobile applications and digital loyalty cards;

5. Customer feedback and complaint management;

6. Personalized product recommendations based on preferences;

7. Convenient payment methods.

8. Integration with smart home devices for convenient rearrangement;

9. Social responsibility initiatives and community participation.

The element "Sustainable and environmentally friendly product options" received the lowest median value of 0.66, indicating that it is a relatively lower priority compared to other criteria in consumer engagement strategies.

To objectively assess the current state of the trading system of the Republic of Kazakhstan for compliance with the highest priority elementsof interaction with consumers, a retail audit was conducted following the established methodology.

A representative sample of retail chains in Kazakhstan was selected based on factors such as market share, geographic distribution, and retail format, including hypermarkets, supermarkets, and convenience stores.

The study used a retail audit approach to document various aspects of the retail environment. Structured checklists outlining control criteria were used as retail audit tools to collect data.

Data were collected through direct observation of retail outlets, interviews with store managers, and interviews with experts in the FMCG sector.

The collected data, in the form of observation notes and expert interview responses, were analyzed to evaluate the practical implementation and effectiveness of contemporary consumer engagement concepts.

Based on the audit results, specific difficulties were identified in applying certain tools when interacting with consumers. The overall summary results are presented in Table 1.

Table 1 – Main conclusions based on the results of the retail audit

Indicator	Description of the problem
Store layout and product placement	Some retail outlets have difficulty optimizing product placement to improve visibility and sales, resulting in decreased customer satisfaction.
Advertising Signs and Promotional Activities	Difficulty creating attractive promotional materials.
Technology integration	Lack of resources and experience in using innovative technologies to increase consumer engagement.
Implementation of loyalty programs	Variability in the effectiveness of loyalty programs due to difficulties in tracking customer behavior and providing personalized rewards influencing customer loyalty.
Individual product recommendations	Limited use of personalized product recommendation systems due to challenges in identifying and analyzing consumer preferences and purchase history.
Online and offline integration	Challenges in delivering a seamless omnichannel experience include incomplete inventory synchronization, pricing discrepancies, or limited access to the online platform.
Sustainability Initiatives	Some retailers have not fully adopted sustainable practices due to insufficient awareness or difficulty sourcing sustainable products.
Customer Feedback and Complaint Management	Difficulties in effectively responding to complaints and resolving customer issues affecting customer satisfaction and loyalty.
Mobile applications and digital loyalty cards	Some retailers lack the technology infrastructure or financial resources to invest in mobile apps and digital loyalty cards.
Note: compiled by the authors based on the research conducted	

While most retailers demonstrate efficient store layouts, some outlets may still face challenges in optimizing product placement to improve visibility and maximize sales. Ineffective product placement can result in customers being unable to find the products they want, resulting in decreased sales and customer satisfaction.

While retailers extensively use signage and promotional activities, some may struggle to create compelling and attractive displays that effectively

capture consumers' attention. Poor sign design or limited creativity in promotional efforts can hinder their impact on increasing traffic and sales.

Technological integration in the FMCG sector also has several difficulties that hinder development. Several market players have progressed in technology integration over the past few years; however, consistent technology adoption is not standard across the sector. Limited resources or lack of experience implementing digital displays or interactive kiosks may prevent retailers from fully leveraging technology to increase consumer engagement.

Although many retailers have implemented loyalty programs, the effectiveness of such programs may vary. Problems with tracking customer behavior and delivering personalized rewards can lead to lower engagement rates and a lesser impact on customer loyalty.

The limited use of personalized product recommendation systems suggests that some retailers may face barriers to collecting and analyzing consumer preferences and purchase history. Insufficient data integration or technical limitations may limit the accuracy and relevance of customized product offerings.

The research also confirmed that retailers may still face challenges delivering a seamless omnichannel experience. Incomplete inventory synchronization, price discrepancies, or limited access to online platforms can hinder the shopping experience.

Sustainability initiatives are also at the entry-level. Lack of awareness of environmental issues or difficulty finding environmentally friendly products can hinder the adoption of sustainability initiatives.

The case study confirmed challenges in responding to complaints and resolving customer problems. Ineffective feedback analysis mechanisms or delayed responses can impact customer satisfaction and loyalty. Several consumer goods market players lack the technological infrastructure or financial resources to invest in mobile applications and digital consumer cards. Limited mobile app capabilities or outdated loyalty card systems can hinder initiatives to improve customer experience and retention.

As a result, it was revealed that in the retail industry, there are various problems that some outlets face. These issues can impact their ability to optimize product placement, create attractive displays, and integrate technology effectively. Ineffective product placement can decrease sales and customer satisfaction, while poor signage

and promotional efforts can struggle to attract consumers' attention.

Technology integration is at a developing stage in the FMCG sector, often due to limited resources or experience in implementing digital solutions. Loyalty programs vary in effectiveness, often due to difficulties tracking customer behavior and delivering personalized rewards. The limited use of personalized product recommendation systems may be due to data integration issues and technical limitations.

Retailers face challenges in delivering a seamless omnichannel experience, including channel synchronization issues.

Effective resolution of customer complaints can be hampered by ineffective feedback mechanisms and delayed responses, impacting customer satisfaction. Additionally, some consumer goods players lack the necessary technology infrastructure and financial resources for mobile apps and digital loyalty cards, potentially limiting their ability to improve customer experience and retention. Current market challenges highlight the importance of using innovative solutions to enhance the effectiveness of consumer interactions.

Based on the study results, several areas can be identified for improving strategies for interacting with consumers in FMCG companies.

The study identified the importance of individual interaction elements with a minimum average rating of 2.83, each of which has significant weight in shaping the success of an FMCG business. These priority areas include on-shelf optimization, developing loyalty and rewards programs, leveraging the potential of mobile apps and digital loyalty cards, managing customer feedback and complaints, developing personalized product recommendation systems, and introducing convenient payment methods for seamless transactions. These elements, supported by key experts in the field, are essential when building a retail strategy and are of paramount importance.

The process of identifying recommendations was based on an analysis of data and current methods in FMCG companies, as well as on expert opinion obtained as a result of interviews, and included the following stages:

- Conducting the research: The initial stage was to conduct research in the FMCG retail sector using various methods, including retail audiences and expert interviews.

- Analysis of the study results: The data obtained from the survey was analyzed. This included data analysis on sales, marketing activities, customer

feedback management systems, and other aspects of the FMCG companies' activities.

- Expert Interview: Experts with experience in the industry were interviewed about current trends, challenges, and possible improvements in consumer engagement strategies.

- Identification of Priority Areas: The areas that require the most attention and improvement in customer engagement strategies have been identified based on data analysis. These priority areas have been determined based on their importance to businesses and consumers.

- Formulation of recommendations: Specific recommendations for FMCG companies were developed based on the identified problems and priority areas. These recommendations included various aspects, such as implementing CRM systems, using digital technologies, improving feedback management systems, etc.

- Assessing the significance of recommendations: Recommendations were considered and weighted for relevance. This included evaluating expert opinion and assessing each consumer engagement area to prioritize them.

- Preparation of Research Recommendations: Based on the specific recommendations, a set of research recommendations was prepared for future studies. These recommendations help obtain empirical data and in-depth analysis of the FMCG market.

The following research recommendations provide a comprehensive framework for improving the activities of companies producing FMCG goods, increasing their customer focus and innovative methods. These recommendations may also have practical implications for future research providing empirical market data.

Among the solutions to improve the efficiency of interaction with consumers in the FMCG sector, it is necessary to highlight:

1. A systematic study of the customer-centric approach: a study of the implementation and impact of customer relationship management (CRM) systems in FMCG companies. Explore CRM software's specific features and capabilities that help you effectively collect and organize customer data, assessing the correlation between CRM implementation and customer segmentation, personalized marketing, and targeted communications. Companies need to implement empirical research into the system to quantify customer satisfaction.

2. Study digital technology systems: study the sector's adoption and use of mobile applications and digital loyalty card systems. For modern FMCG market participants, it is essential to review consumer perception and behavior in response to digital innovations and their impact on sales and customer retention.

3. Customer Feedback Management System Analysis: A study of FMCG companies' strategies and technologies to implement customer feedback management systems. This area refers to the effectiveness of feedback forms on websites and mobile applications in receiving customer feedback and assessing the effectiveness of sentiment analysis tools in processing and categorizing customer reviews.

4. Implementation of continuous monitoring systems: FMCG companies use business intelligence (BI) strategies and market analytics. For effective tactical and strategic planning, it is necessary to organize a method for collecting and analyzing data in real time so that the company is aware of market trends and consumer behavior. Advanced analytics tools can predict and respond to changing consumer preferences. This information can be beneficial when implementing adaptive strategies.

5. Implementation and improvement of personalization and recommendation systems: the possibility of introducing personalized product recommendation systems based on machine learning and artificial intelligence in FMCG companies. This recommendation includes algorithms and data sources used to generate customized product offers. These technologies can help obtain a relevant assessment of the impact of personalized recommendations on customer satisfaction, loyalty, and sales growth. Integration of e-commerce platforms and mobile applications can also be used to optimize the customer service system.

Based on the research, these recommendations provide a roadmap for FMCG companies to improve their consumer engagement strategies. Companies can build strong relationships with consumers and thrive in a competitive market by taking a customer-centric approach and responding to customer feedback.

Conclusion

By integrating physical and digital aspects, FMCG brands can provide a holistic and personalized consumer journey where consumers can easily interact with the brand and its products across multiple channels, increasing customer satisfaction, loyalty, and ultimately increased sales.

The novelty of the proposals lies in the emphasis on current aspects of interaction with consumers in the FMCG sector. The recommendations highlight the need to understand better and implement modern technologies, such as CRM systems and digital applications, to interact with and satisfy consumers more effectively. They also emphasize the importance of an effective customer feedback system and analytical tools to respond quickly to changes in market dynamics. Introducing personalized recommendations and improving customer service using modern technology are also critical for increasing customer loyalty and satisfaction. These recommendations are timely and relevant in the rapidly changing retail landscape and digital transformation of the FMCG sector.

Overall, the study identified a combination of successful implementations and areas for improvement in consumer engagement strategies in the FMCG retail sector in Kazakhstan. Retailers must address the identified issues to create a more holistic and customer-centric shopping experience, increasing consumer satisfaction and loyalty.

The study findings provide valuable insight into the most critical aspects that FMCG companies should prioritize when formulating their consumer engagement strategies. By understanding expert ratings, companies can focus on developing and implementing the most effective method to attract and satisfy their customers in the highly competitive FMCG sector.

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