

THE ROLE OF SOCIAL MEDIA IN MARKETING COMMUNICATIONS TOWARDS FAST MOVING CONSUMER GOODS

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Abstract

With the fast changing world of online, marketing communications have transitioned away from static media in favor of more engaging digital platforms. Chief among these is social media a game changer when it comes to how brands and consumers communicate. FMCG goods not just fast-moving, but usually cheap and bought often have always been disproportionately reliant on the brand recall and emotional pull. TV, print, and radio channels have traditionally been used extensively for FMCG advertising. Assessment of social media marketing effectiveness in FMCG's across the cities of South India is essential in creation of appropriate communication strategies. Organized retail in India began during the pre-independence period when major Indian business houses established themselves.

Key Words: Fast-Moving Consumer Good, Digital marketing, Communication, Social media.

Introduction

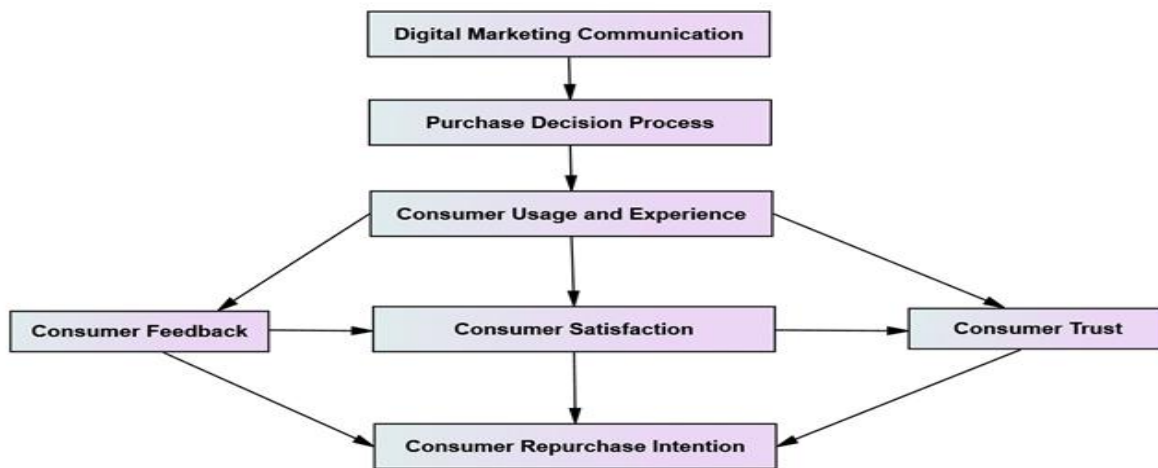
The term "Fast-Moving Consumer Good" (FMCG) refers to any kind of commercial product that is manufactured at a cheap unit cost and has a tendency to sell rapidly. This type of product is also known as "fast-moving consumer goods." However, the consistent demand encourages volume sales, which contribute to the formation of a good cumulative profit on all units sold within a given period of time. On average, a lesser profit is made on each FMCG that is sold; however, this leads to the creation of a healthy cumulative profit. The majority of the retail items that are a fantastic match for this fundamental definition may be discovered in almost every single residence around the whole planet. In this context, the term "durable consumer goods" refers to products that have a lifespan of three years or less. Consumer electronics are considered to be a subtype of "fast-moving consumer goods." Examples of non-durable items that fall under this category include digital cameras, laptop and notebook computers, and mobile phones. Additionally, this category includes smartphones. The acronym FMCEs stands for "fast moving consumer electronics," which is the name given to these goods. In each and every case, the FMCE is purchased, put to use for a period of time, and then finally replaced by a more recent and technologically advanced unit of a comparable make and model.

Objectives of the Study

1. To investigate the socio-economic profile of the customers who were chosen and to determine marketing strategies.

2. To conduct an investigation into the customers' perspectives about the digital marketing of items.
3. In the direction of regulate the elements that must influence on the customer packaged goods digital marketing communication.
4. To evaluate the benefits and drawbacks of digital marketing before to making purchases of fast-moving consumer goods (FMCG) via digital media.
5. To determine both the degree of satisfaction and the desire to repurchase following the purchase of fast-moving consumer goods (FMCG) items via digital media.
6. To learn how digital marketing communication affects consumers' decision-making when it comes to buying fast-moving consumer goods (FMCG) online.

Conceptual Model of the Study



Review of Literature

Due mostly to the proliferation of social media platforms, the marketing communications environment has seen a dramatic shift in the last few years. In the context of Fast-Moving Consumer Goods (FMCG), these platforms have become crucial for firms to communicate with customers. FMCG companies face a unique set of challenges, including fierce competition, short product life cycles, and the need for widespread brand recognition. Social media offers a dynamic and effective solution to these challenges by facilitating direct and personalized communication with consumers.

In recent years, several studies have explored how digital marketing tools and strategies impact consumer behavior, especially within the FMCG sector, which is characterized by rapid consumer turnover and frequent purchases. Research from various scholars has shown that consumers now actively seek information about products online before making purchase decisions, thereby altering the traditional purchase decision process. Girshwyn Reddy (2016) in his study on highlighted significant role in digital marketing plays in consumer decision-making. Reddy found that consumers have increasingly embraced digital marketing and its influence is evident in their purchase behaviour . He used a mixed-method approach, consisting primarily of exploratory research, to identify that digital marketing influencing purchase decisions. Fusun Cizmeci et al. (2015) studied the effectiveness of digital marketing tools in enhancing brand awareness among housing companies. Their research revealed that digital marketing has drastically changed

consumer shopping behaviour. Moreover, research by Husain and Adamu (2014) examined the influence of social media marketing on consumer behaviour . FMCG sector, known for its large volume sales and low-cost products, has been quick to integrate digital marketing into its strategies. According to Ahmad Bin Yamin (2018), digital marketing has greatly contributed to the sales growth of FMCG products by increasing product visibility and altering consumer buying behaviour . The ability to quickly research products online has enabled consumers to make swift decisions, especially for FMCG products. Research by Dhiraj Jain and Yuvraj Sharma (2018) on in the FMCG sector underscores the challenges of leveraging social influence in online spaces. consumers' attitudes toward products, suggesting that online reviews and recommendations are vital in influencing purchasing decisions.

Table.1: Frequency of online shopping by the selected consumers

	Frequency	Percent
Frequently	640	60
Rarely	253	23.75
Very rarely	174	16.25
Total	1067	100

Source: Primary Data

It was discovered that sixty percent of the consumers who were selected make (FMCG) products through internet, twenty-three point seven-five percent of them make occasional purchases of FMCG products through the internet, and sixteen point twenty-five percent of them make very infrequent purchases of FMCG products through the internet. People who were selected to be consumers from the pool of possible customers produced these findings. They were the ones who submitted the information. Term "fast-moving consumer goods," or FMCG for short, refers to products that are believed to be essential to the everyday lives of people. These products are thought to be in high demand. Products similar to this one are often purchased by people. In addition to the fact that each and every segment of the population makes use of these commodities on a regular basis, they also devote a significant percentage of their financial resources to the purchase of these commodities out of their own personal resources. The section of the market that is mostly concerned with personal care and household products is the one that creates the greatest amount of money throughout the whole of the market that is being discussed. Regarding the percentage of the market that it holds, this specific category is the most competitive.

Table-2: Type of FMGC product frequently purchased from online

Items	Mean	Rank
Clothing and Accessories	3.81	3
Food and Beverages	3.37	7
Groceries	2.72	9
Personal care products	3.52	5
Electronic items	3.67	4
House hold products	3.86	2
Luxury products	1.88	12
Books	3.41	6
Mobiles and computers	3.98	1
Sports and fitness	2.56	10

Bag and language	2.32	11
Gaming, Software, Music, and Movies	2.74	8

Source: Primary data

Figure-1: Radar Graph on the type of FMGC Product frequently purchased from online



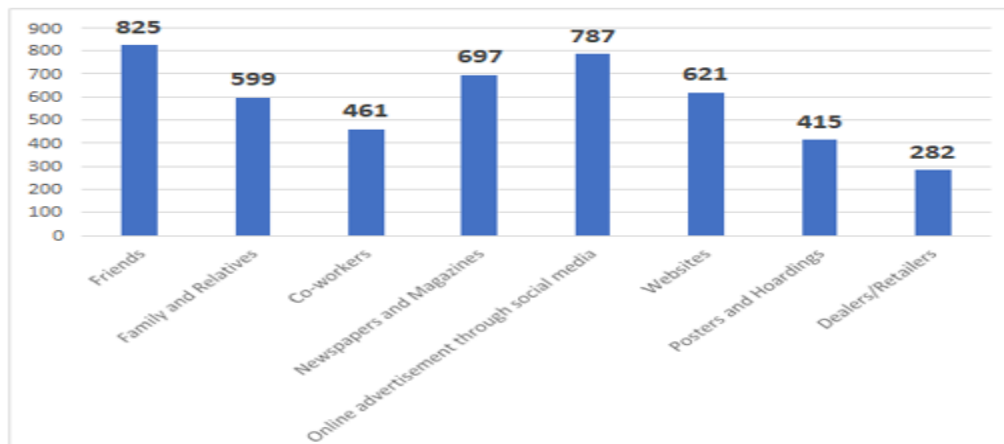
It has been shown that mobile devices and laptops come out on top (3.98 percentage points) of the list. It has been shown that in addition over the internet include goods for the house, fashion and accessories, electrical equipment and personal care products, books, and food and beverages. In addition to food and drinks, they are also available for purchase. It has been shown that luxury things are the ones that are purchased online the least often (1.88), when compared to all of the available. Using a wide range of different sources of information, individuals are able to gain knowledge about a product and choose a brand from among many that are in competition with it. This is possible because of the breadth and depth of the information available. People are capable of doing this.

Table-3: Source of information about the availability of the FMGC products in digital Platforms.

Source; Primary data

Figure-2: Source of information about the availability of the FMGC products in digital platforms.

Sources	Frequency	Percent
Friends	825	77.31
Family and Relatives	599	56.13
Co-Workers	461	43.1
Newspapers and Magazines	697	65.32
Online advertisement through social media	787	73.75
Websites	621	58.2
Posters and Hoardings	415	38.89
Dealers /Retailers	282	26.42



Consumers who are chosen to get information about the availability of various types of things online do so via friends, through adverts that are published online on various social media platforms, through newspapers, magazines, and websites. This has been shown through research. It is true that this is the situation. Those who were responsible for gathering this vital information were the customers as well. In addition to dealers and retail stores, these sources include of members of one's family and other relatives, coworkers, posters and hoardings, and other commercial establishments. It is possible to get the information in issue from a wide range of diverse sources, all of which are located in easily accessible locations.

Findings & Suggestions

- Analysis of various variables, it has been discovered that the majority of the consumers who have purchased fast-moving consumer goods (FMCG) products through digital media are female consumers. Furthermore, it has been discovered that the majority of the consumers who have purchased FMCG products through digital media belong to the age category of 20 to 30 years.

- consumers who make purchases of social media marketing, but they have a poor understanding of web analytics. This is significant since the bulk of consumers who make these purchases are online.
- As a result of the use of digital marketing, it has been found that the communication of the brand is highly effective, which in turn leads to the supply of correct information about the products in terms of their price, quantity, discount, and general qualities.
- All of the independent variables of digital marketing communication, (FMCG) products through digital media, as determined by the analysis of the variables. This was discovered through the utilization of the variables

Conclusion

The significance of social media is increasing on a daily basis, and as a consequence, it continues to have an impact on internet marketing due to the effect that it has. Over the course of the last several years, it has become an increasingly popular marketing strategy, with the main purpose of allowing communication in both directions between companies and the customers that they serve. The term "digital media" refers to these many tools and approaches. It is possible that it might manifest itself in a wide variety of communication mediums, such as, but not limited to, written words, musical compositions, moving pictures, photographs, and other forms of information. In the end, the successful completion of brand creation is ultimately determined by the level of trust and interest that customers have in a company. It is likely that the use of social networking sites might be of assistance in this regard. In order to promote their goods in online consumer markets, businesses that conduct their operations online make use of social blogging and networking to promote the items.

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