



## A STUDY ON THE STRATEGY OF SOCIAL MEDIA INFLUENCING CONSUMER DECISIONS IN SELECTED FMCG PRODUCTS WITH SPECIAL REFERENCE TO MADURAI DISTRICT

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COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.**ABSTRACT:**

Consumer decision-making refers to the process through which individuals choose products or services to satisfy their needs and wants. This is influenced by various factors. The researcher has assessed the socioeconomic profile of the consumer and found out the factors influencing the consumer to purchase the selected FMCG products. Social media is a new platform for promoting the brand, Marketing is very important, and it is among the most successful tools and techniques in the field of every type of advertising. Social media is changing traditional marketing communication. Consumers are increasingly using social media to search for information and turning away from traditional media such as television, magazines, radio, and the Internet. The primary data required for the study was collected through a questionnaire, which was distributed to 100 samples chosen from Madurai District. The tools used for analysis are percentage analysis, weighted average ranking analysis, and chi-square. From this study, it was found that most consumers are influenced by brand and quality in their purchases of FMCG products. The study proposed increasing the quality of FMCG products through product development and external monitoring.

**KEYWORDS:****FMCG PRODUCTS, SOCIAL MEDIA, BUYING DECISION, INFLUENCE, BUYING BEHAVIOUR.****1.1 INTRODUCTION**

Consumer packaged goods is a common term used to refer to fast-moving consumer goods, or FMCG. All goods that people regularly purchase are included in this category, with the exception of food and drink. Common items in this category include packaging for food, household goods, electrical equipment, soap, sanitizer for hands, shampoo, toothpaste, shaving supplies, and shoe polish. Food and non-food items that are regularly consumed are included in FMCG. India is turning into one of the most alluring markets in the world for foreign FMCG companies because of the country's easy access to imported raw materials and low labour costs. FMCG products are cheap costs, and profits are primarily based on product volume sales. The FMCG industry can be broadly divided into groupings such as food, household care, personal care, and Beverages, among others. The FMCG industry in India ranks as the fourth largest sector in the Indian economy. Fast-moving consumer goods are affordable items that involve minimal shopping effort, and these perishable goods are typically sold in packaged formats. Consumers buy these products in small quantities and on a regular basis.

**GROWTH IN ONLINE FMCG MARKET**

The online FMCG market has grown significantly in recent years, owing to shifting customer preferences and growing internet usage. Several reasons have led to the expansion of the online FMCG sector, such as

**Convenience:** Online shopping allows customers to buy things from the comfort of their own homes, eliminating the need to visit brick-and-mortar establishments. Many consumers are attracted to online FMCG websites because of the convenience they offer.

**Large product selection:** Online FMCG marketplaces can provide a wide choice of goods from many brands, allowing buyers to rapidly compare prices and find the best deals.

**Promotions and discounts:** Internet-based platforms frequently provide discounts, promotions, and deals to entice consumers, hence increasing sales in the online FMCG sector.

**Consumer trust:** As e-commerce platforms improved their delivery and logistics capacity, consumers acquired confidence in the dependability and ease of purchasing FMCG products online.

**TOP THREE COMPANIES OF FMCG SECTOR IN INDIA**

Indian FMCG companies have experienced significant transformation in the past two decades, attracting investors who are now investing in their stable demand and regular consumption across all income groups on the NSE.

**The following companies play the major role in**

### Indian FMCG Industry:

- Hindustan Unilever Ltd
- ITC Ltd
- Nestle India Ltd

### 1.2 STATEMENT OF THE PROBLEM

This study aims to investigate the marketing strategies used by FMCG companies to achieve their goals and the impact of these strategies on consumer behaviour. Marketing strategies taken by each FMCG company differ from the others; therefore, this study aims to identify those facts that have an impact on consumer behaviour.

### 1.3 REVIEW OF LITERATURE

Alsmadi (2021) this study examined the effect of e-marketing on consumer behaviour in Jordan regarding FMCG products. E-marketing had a significant positive effect on consumer behaviour, including brand loyalty, purchase intention, and willingness to pay a premium price for FMCG products, as demonstrated by the findings.

Dr. K. Vijayakumar, R. Nijanthan(2019), a case on consumer behavior towards fmeg products in karur district, The paper reveals the brand awareness of the consumer and the level of preference among FMCG products. The researcher conclude the FMCGs sector is a very dynamic sector in India, a major goal is to be satisfies their needs and wants of consumer, hence the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and better serving their customers.

### 1.4 OBJECTIVES

- 1) To study about factors, the demographic influencing consumers to purchase the product.
- 2) To analyse the expectations of buying behaviour of customers of FMCG by Social media advertisement.
- 3) To analyse find the preference and overall satisfaction of the customers towards FMCG product advertising.

### 1.5 RESEARCH DESIGN

The present study is empirical research based on the survey method, and it is purely based on primary data. For this, 100 samples of social media influence consumer decisions in selected FMCG products have been selected from Madurai district by using the Non-Probability Convenient Sampling Technique. But it is not possible to get such data. As a consequence of this, it is decided to use the non-probability convenient sample method. A well-structured questionnaire has been used to collect the required primary data from 100 sample respondents in Madurai district. The statistical tools Percentage Analysis, Weighted Average Rank Analysis and Chi Square test have been used to analyses the collected data with the help of MS-Excel and IBM SPSS 29(Version) Tools.

### 1.6 DATA ANALYSIS AND DISCUSSION

TABLE 1

MOST INFLUENCED MEDIA IN SELECTED FMCG

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Newspaper	16	16
Magazine	15	15
Radio	10	10
Television	26	26
Internet	33	33
<b>Total</b>	100	100

In the above table shows that which media Advertisement most influenced you to prefer FMCG Products, 16% of respondents are influenced by Newspaper 15% of respondents are influenced by Magazine and 10% of respondents are influenced by Radio and 26% of respondents are influenced by Television and 33% of respondents are influenced by Internet.

In the above respondent maximum no. of influenced by Internet and the minimum no. of influenced by Radio.

CHART 1

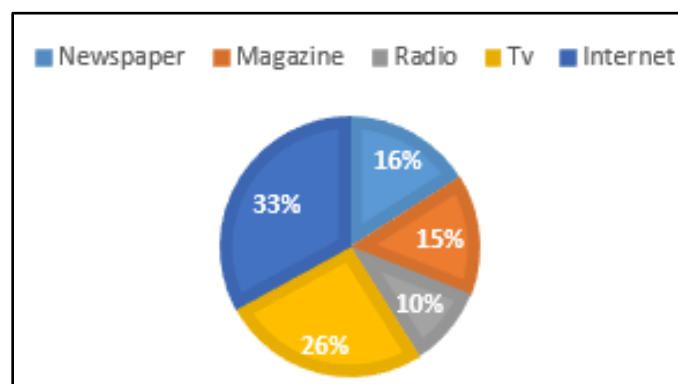


TABLE 2

Chi-Square Tests for Relationship between Living area and Brand Preference

#### Hypothesis Test 1

#### Null Hypothesis Ho

There is no significant relationship between living area and brand preference

#### Alternative Hypothesis Ha

There is significant relationship between living area and brand preference

#### CHI-SQUARE TESTS

	Value	df	Asymptotic. Sig. (2-sided)	
Pearson Chi-Square	4.060 <sup>a</sup>	3	.255	Insignificant
Likelihood Ratio	4.072	3	.254	
N of Valid Cases	100			

a.1 cells ( 12.5%) have expected count less than 5. The minimum expected count is 3.96

I have got 0.255 in chi-square test it accepts null hypothesis and reject alternative hypothesis.

So there is no significant relationship between living area and brand preference.

### Relationship between Gender and Social Media Trigger Hypothesis Test 2

#### Null Hypothesis Ho

There is no significant relationship between gender and social media trigger you to purchase a FMCG product

#### Alternative Hypothesis Ha

There is significant relationship between gender and social media trigger you to purchase a FMCG product

### CHI-SQUARE TESTS

	Value	df	Asymptotic. Sig. (2-sided)	
Pearson Chi-Square	.973 <sup>a</sup>	2	.615	Insignificant
Likelihood Ratio	1.024	2	.599	
N of Valid Cases	100			

a.1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.52

I have got 0.615 in chi-square test it accepts null hypothesis and reject alternative hypothesis. So there is no significant relationship between gender and social media trigger you to purchase a FMCG product.

### WEIGHTED AVERAGE RANK ANALYSIS

TABLE 3

#### Preferences and Level of Satisfaction on FMCG Products

FACTORS	HS(5)	S(4)	N(3)	D(2)	HD(1)	Total	Mean	Rank
Product price	16 80	37 148	26 78	17 34	4	344	3.44	1
Advertisement	14 70	28 112	24 72	27 54	7	315	3.15	5
Quality of the product	15 75	34 136	28 84	19 38	4	337	3.37	2
Product availability	11 55	40 160	24 72	17 34	8	329	3.29	4
Performance of the product	15 75	29 116	34 102	20 40	2	335	3.35	3
Sales promotions	13 65	19 76	37 111	23 46	8	306	3.06	6

From this ranking analysis for Preferences and level of satisfaction on FMCG Product price got 1st rank, Quality of the product got 2nd rank, Performance of the product got 3rd rank, Product availability got 4th rank, Advertisement got 5th rank, Sales promotions got 6th rank. Majority of the respondent's satisfaction of level is Product price.



### 1.7 FINDINGS& CONCLUSION

- Majority 54% of respondents are social media trigger for purchasing a FMCG Products.
- Majority 42% of respondents are reason purchase to behind in Need.
- Majority 38% of respondents are brand would you most preferred in National Products
- Majority of the respondent's decision maker while buying FMCG Products in Self Decision is ranking 1.
- So there is no significant relationship between living area and brand preference.
- There is no significant relationship between gender and social media trigger you to purchase a FMCG product.

- The Highest mean score is 3.44 for Product price.

Social media marketing is growing very fast and has huge potential; however, it is still in a budding stage in India. People have embraced social media and technologies to such an extent as smart phones, laptops, tablets, personal computers, etc. Marketers are always interested in grabbing the attention of consumers. The researcher concluded that age, gender, and income have an influence on online shopping orientations specifically that younger males with higher household income could be more likely to engage in Internet shopping. Social media marketers should be trustworthy and safeguard adolescents from all the issues to which they may be exposed when shopping online. Twitter, Face book, and Instagram can be used by marketers to immediately reach adolescent consumers. Despite variations in effectiveness across countries, it still has a significant impact on consumer decisions. Strategies like frequency of posts and more videos can improve its effectiveness for FMCG products.

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