



An Examine The Impact Of Social Media Advertising Of Selected FMCG & FMCD Companies In India

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Abstract

This study investigates the impact of social media advertising on consumer attitudes and purchase intentions within the FMCG and FMCD sectors in India. Employing a descriptive and causal research design, data were collected through structured online questionnaires from 173 social media users in Hyderabad, focusing on awareness, engagement, and influence of social media ads. Key findings reveal that over 67% of respondents are aware of FMCG and FMCD advertisements, with platforms like YouTube and Instagram being predominant. Video content, music, and innovative ideas significantly enhance engagement, and a majority rely on reviews and recommendations for purchasing decisions. The analysis demonstrates that social media advertising exerts a statistically significant influence on consumer perceptions and behaviors. These results underscore the importance of targeted, engaging digital marketing strategies to foster brand loyalty and drive sales, emphasizing social media's vital role in contemporary consumer engagement and marketing effectiveness.

Keywords: Social Media Advertising, FMCG (Fast-Moving Consumer Goods), FMCD (Fast-Moving Consumer Durables), Advertising Impact, India, Consumer Behaviour, Marketing Strategies, Digital Marketing.

Introduction:

In recent years, social media has emerged as a powerful marketing tool, transforming the way companies interact with consumers. In the Indian market, where digital penetration and smartphone usage are rapidly increasing, social media advertising has gained significant momentum. Fast-Moving Consumer Goods (FMCG) and Fast-Moving Consumer Durables (FMCD) companies, in particular, have embraced platforms like Facebook, Instagram, YouTube, and Twitter to build brand awareness, engage customers, and drive sales.

The FMCG sector, characterized by high competition and low brand loyalty, relies heavily on visibility and consumer engagement. Social media advertising offers these companies a cost-effective and highly targeted method of reaching a broad audience. Meanwhile, FMCD companies, which deal with higher-value and infrequently purchased goods, use social media to influence purchasing decisions by showcasing product features, reviews, and lifestyle integration.

As consumer behavior continues to evolve in the digital age, understanding the effectiveness and impact of social media advertising has become essential. This study seeks to examine how selected FMCG and FMCD companies in India utilize social media advertising and the extent to which these efforts influence consumer attitudes, preferences, and buying decisions. By analyzing these dynamics, the research aims to offer

insights into best practices and strategic approaches for maximizing the return on investment in social media advertising.

Literature Review:

- 1. P. Nguyen, Dan Nguyen, T. Vo (2022)** – “The impact of Social Media Advertising on Attitude towards Social Media Advertising and Product Purchase Intention”-- The study found a positive relationship between Attitude towards Social Media Advertising and Purchase Intention for selected FMCG (Fast-Moving Consumer Goods) and FMCD (Fast-Moving Consumer Durables) companies in India. - Irritation caused by social media advertising negatively affects consumers' Attitude towards Social Media Advertising. - Factors such as Information, Entertainment, Credibility, Social Role, and Interaction positively influence both Attitude towards Social Media Advertising and Purchase Intention.
- 2. D. Kesavan (2020)** – “Understanding the Effectiveness of Social Media Advertising In India” -- The paper analyzes the effectiveness of social media advertising in India, specifically focusing on advertisements delivered via digital and electronic devices such as computers, tablets, and smartphones. - It explores the types and processes of social media advertising used by companies to promote various goods and services online. - The findings aim to inform policymakers to develop policies that benefit social media users in the context of advertising.
- 3. U. Dave (2016)** – “Impact of social media marketing on FMCG sector in India”-- Social media advertising has significantly impacted the marketing strategies of Indian FMCG (Fast-Moving Consumer Goods) companies like Cadbury, Nestle, and Pepsi Co, leading to successful targeted campaigns. - The youth demographic in India, which constitutes about 50% of the population under 30 years old, is highly responsive to social media campaigns, making these platforms especially effective for FMCG and FMCD (Fast-Moving Consumer Durables) marketing. - Social media tools are not only used for advertising but also serve as important channels for collecting consumer feedback in the Indian FMCG sector.
- 4. P. Reddy, Dr. L. Kuladeep Kumar (2016)** – “A Study on Effectiveness of Social Media Advertising in India” -- Social media is described as the easiest and fastest way to promote businesses, including FMCG (Fast-Moving Consumer Goods) and FMCD (Fast-Moving Consumer Durables) companies, across the world. - Using social media networks as a marketing tool is suggested to lead to an increase in sales for businesses. - Social media advertising is identified as an important strategy for marketing products or services for companies.
- 5. B. Banerjee, B. Ashwini Kumar (2013)** – “Trends in the Use of Social Media as a Tool of Marketing Communications in FMCG Sector in India” -- Social media has become a significant channel for FMCG companies in India, with 40% of all online time spent on social networks, making it an effective platform for brand communication and identity creation. - Indian FMCG businesses are increasingly using social media not just for information dissemination but for brand repositioning and building relationships with consumers. - The adoption of social media advertising by FMCG companies in India is driven by the rapid growth of social media users, now at nearly 45 million, making it a lucrative option for engaging with customers and encouraging sales.
- 6. Maria Madlberger, Jiri Jizdny (2021)** – “Impact of Promotional Social Media Content on Click-Through Rate - Evidence from a FMCG Company” -- Image-based social media posts generate higher customer engagement than text-based posts for selected FMCG (Fast-Moving Consumer Goods) and FMCD (Fast-Moving Consumer Durables) companies in India, but do not lead to higher click-through rates (CTR, the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement). - Retargeting campaigns (advertising targeting users who have previously interacted with the brand) achieve better click-through rates than standard social media campaigns for these companies. - The use of text-based features such as emojis and seasonal vocabulary does not significantly impact the click-through rate in social media advertising for selected FMCG and FMCD companies in India.
- 7. Gauri Singh Bhadauria, Anil Kumar Yadava, Nidhi Amit Medhekar, Dr. Elizabeth Chacko, Dr. Priya Makhija, Dr. Pritesh Somani (2022)**—“The impact of the advertisements on the social media and networking sites”

8. Manish Pushkar, Aishwarya Singh Rajput (2023) – “Examine the impact of advertising media on the consumer purchasing behavior of FMCG Products --Thematic analysis of consumer responses indicates that social media advertising significantly influences purchasing behavior for FMCG products in India by enhancing brand awareness and establishing a relationship between products and media. - Consumers often rely on social media reviews before making purchase decisions, highlighting the perceived reliability of these reviews as a key impact factor in advertising effectiveness. - While most participants view social media advertising positively, a notable proportion remain skeptical, but increased brand awareness through advertising can help alleviate such doubts.

Research Gap:

The existing studies have comprehensively examined the effectiveness, components, and impact of social media advertising on consumer attitudes and purchase intentions in the FMCG and FMCD sectors in India, several critical gaps remain:

Lack of Comparative Analysis, Limited Focus on Longitudinal Impact, Gap in Consumer Demographic Insights, Underexplored Negative Effects and Consumer Resistance, Lack of Integrated Models Combining Emotional and Rational Influences, Insufficient Insights into FMCD Sector Separately, Need for Real-Time Data and Experimental Designs, Role of Influencer Marketing & User-Generated Content

Statement of the Problem:

Research on the effectiveness of social media advertising in the FMCG and FMCD sectors in India shows positive outcomes on consumer attitudes and purchase intentions, but critical knowledge gaps exist. Studies lack comparative analysis across platforms like Instagram, Facebook, and YouTube, neglect demographic variations, and fail to address negative consumer reactions. The FMCD sector is underexplored, and traditional survey-based methodologies do not capture real-time user engagement. The influence of non-branded content like influencer marketing needs further examination, highlighting the need for more nuanced, platform-specific research using advanced analytical approaches.

Need For the Study:

This study is needed to:

- Bridge the research gap by analyzing the differentiated impact of social media advertising across FMCG and FMCD sectors.
- Help marketers tailor their strategies by identifying which platforms and ad elements are most effective for various product types.
- Guide policymakers and companies in creating consumer-friendly digital marketing policies and practices.
- Contribute to academic literature by providing data-driven insights and integrated models of emotional, rational, and behavioral responses to social media advertising.

Objectives of the Study:

1. To study the impact of social media advertisements on the FMCG & FMCD products.
2. To identify which social media platform is suitable for advertising.
3. To Identify Consumer Preferences and Engagement Patterns with Social Media Ads for FMCG and FMCD Products.
4. To Analyze the Effectiveness of Social Media Advertising on Consumer preferences.

Scope of the Study:

The scope of this study encompasses a comprehensive analysis of how social media advertising influences consumer attitudes, engagement, and purchase intentions specifically in the Fast-Moving Consumer Goods (FMCG) and Fast-Moving Consumer Durables (FMCD) sectors within the Indian market.

Hypotheses of the Study:

H₀ (Null Hypothesis): Social media advertising has no significant impact on consumer attitudes and purchase intentions toward selected FMCG and FMCD companies in India.

H₁ (Alternative Hypothesis): Social media advertising has a significant impact on consumer attitudes and purchase intentions toward selected FMCG and FMCD companies in India.

Limitations of the Study:

- This study is confined to the Hyderabad region in India and the results may not apply to other cities or regions with different demographic and psychographic factors.
- The project is done in a short period of time. Because of this we could not study long term changes and preferences.
- The study includes limited number of people with population of 200. So it may not show the full picture of everyone's opinion.
- The study is done based on the impact of social media advertisements. So no comparative study on FMCG & FMCD products is done.

Research Methodology:

Research Design: A descriptive and causal research design will be adopted for this study.

- **Descriptive:** To understand consumer perceptions, preferences, and engagement with social media ads.
- **Causal:** To examine the impact of social media advertising on consumer purchase decisions and brand awareness.

Sampling Design:**a. Target Population**

- Consumers using social media platforms and purchasing FMCG and FMCD products.

b. Sampling Frame

- Social media users in urban and semi-urban areas across Hyderabad.

c. Sampling Technique

- **Non-probability Convenience Sampling and Purposive Sampling:**
 - Convenience: To collect responses from users easily accessible online.
 - Purposive: Selecting individuals who have had exposure to social media ads for FMCG & FMCD products.

d. Sample Size

- **173 respondents** to ensure statistical reliability and representation.

Data Collection Methods:**a. Primary Data**

- Structured questionnaire survey administered online (Google Form).
- **Key variables:**
 - Awareness of social media ads
 - Frequency of exposure
 - Purchase decision influence
 - Brand recall
 - Engagement (likes, comments, shares)

b. Secondary Data

- Collected from company reports, marketing databases, social media analytics, and previous research studies.

Research Instruments: A pre-tested questionnaire with Likert scale items (1–5 scale: Strongly Disagree to Strongly Agree)

Sections in the questionnaire:

- Demographic details
- Social media usage behavior
- Exposure to FMCG/FMCD ads
- Purchase behavior and brand perception

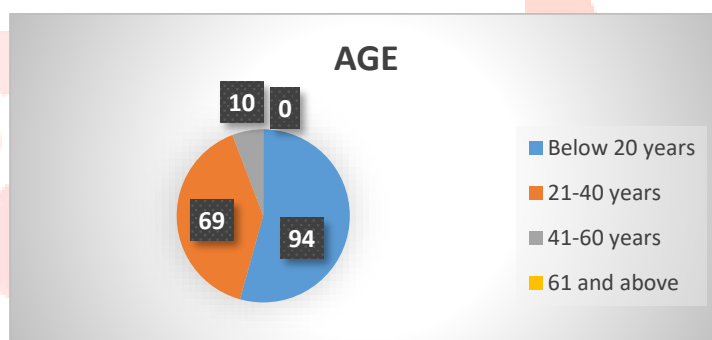
Data Analysis Techniques:

- Chi-Square Test** (for association between categorical variables)

Data Analysis & Interpretation:**1. AGE:**

Age	Respondents	Percentage
Below 20 years	94	54.3%
21-40 years	69	39.9%
41-60 years	10	5.8%
61 and above	0	0%
Total	173	100%

Table no.1



Graph no.1

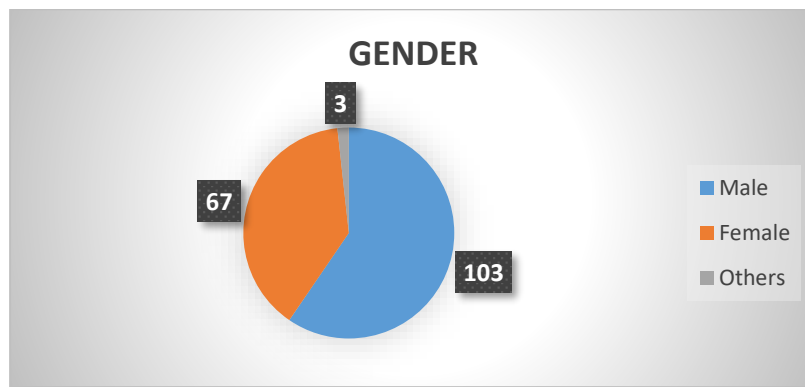
Interpretation:

The above graph shows that majority of respondents from below 20 years i.e; 94 respondents (54.3%), indicating that most participants are quite young followed by 21–40 years age group where respondents are 69 (39.9%) . Only a small number i.e; 10 respondents (5.8%) are in the 41–60 years range. No respondents are aged 61 and above. Through this we can know that the most of the respondents are quite young.

2. GENDER:

Gender	Respondents	Percentage
Male	103	59.54%
Female	67	38.73%
Others	3	1.73%
Total	173	100.00%

Table no.2



Graph no.2

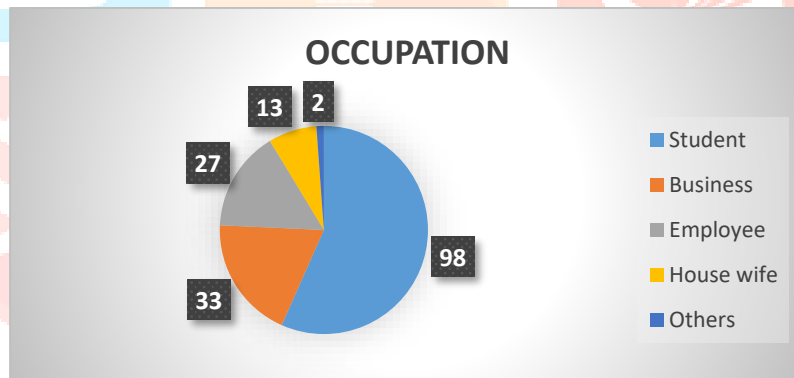
Interpretation:

The above graph shows that the most of the respondents are male i.e; 103 respondents (59.54%). Followed by female where we got 67 respondents (38.73%) and least we got 3 respondents (1.73%) for others.

3. OCCUPATION:

Occupation	Respondents	Percentage
Student	98	56.65%
Business	33	19.08%
Employee	27	15.61%
House wife	13	7.51%
Others	2	1.16%
Total	173	100.00%

Table no.3



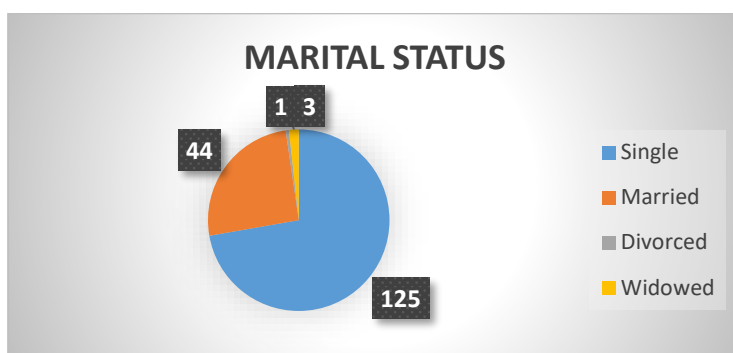
Graph no.3

Interpretation: The above graph shows that the most of the respondents are students with 98 responses (56.65%) followed by business with 33 respondents (19.08%). 27 respondents are employees (15.61%) and 13 are housewife (7.51%) and 2 are others (1.16%).

4. MARITAL STATUS:

Marital Status	Respondents	Percentage
Single	125	72.25%
Married	44	25.43%
Divorced	1	0.58%
Widowed	3	1.73%
Total	173	100.00%

Table no.4



Graph No.4

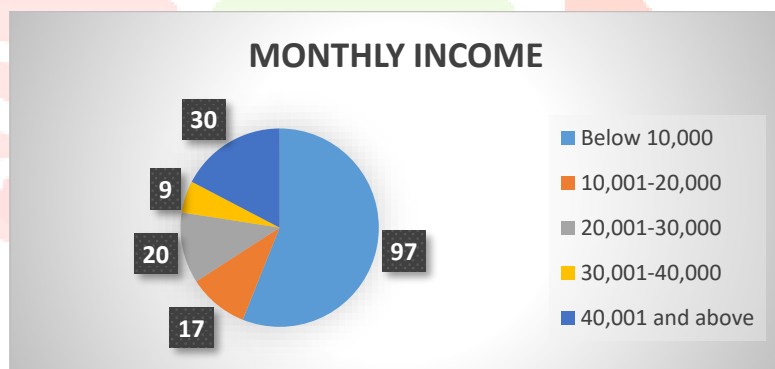
Interpretation:

The above graph shows that 125 respondents are single (72.25%) followed by 44 respondents (25.43%) who are married with 1(0.58%) divorced and 3 widowed (1.73%).

5. MONTHLY INCOME:

Monthly Income	Respondents	Percentage
Below 10,000	97	56.07%
10,001-20,000	17	9.83%
20,001-30,000	20	11.56%
30,001-40,000	9	5.20%
40,001 and above	30	17.34%
Total	173	100.00%

Table no.5



Graph no.5

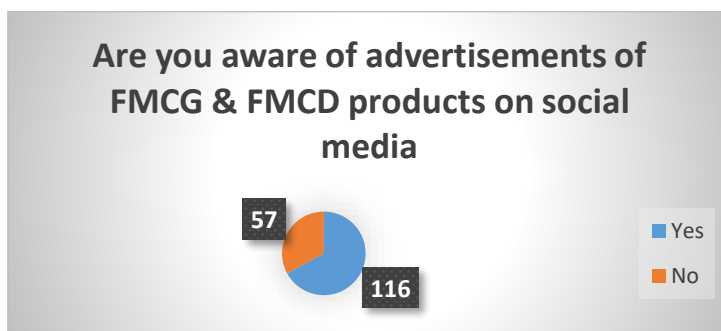
Interpretation:

The above graph shows that 97 respondents (56.07%) have monthly income below 10,000 followed by 17 respondents (9.83%) whose income is between 10,001-20,000. 20 respondents (11.56%) have monthly income between 20,001-30,000. 9 respondents (5.20%) have monthly income between 30,001-40,000 and 30 respondents has monthly income above 40,001(17.34%).

6. ARE YOU AWARE OF ADVERTISEMENTS OF FMCG & FMCD PRODUCTS ON SOCIAL MEDIA :

Are you aware of advertisements of FMCG & FMCD products on social media	Respondents	Percentage
Yes	116	67.05%
No	57	32.95%
Total	173	100.00%

Table no.6



Graph no.6

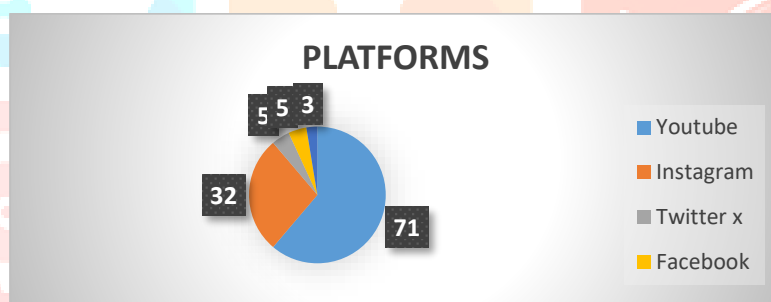
Interpretation:

The above graph shows that 116 respondents (67.05%) are aware about the advertisement of FMCG & FMCD products on social media and 57 respondents (32.95%) are not aware of those advertisements on social media.

7. PLATFORMS IN WHICH YOU FREQUENTLY SEE THOSE ADVERTISEMENTS:

Platforms	Respondents	Percentage
YouTube	71	61.21%
Instagram	32	27.59%
Twitter x	5	4.31%
Facebook	5	4.31%
Others	3	2.59%
Total	116	100.00%

Table no.7



Graph no.7

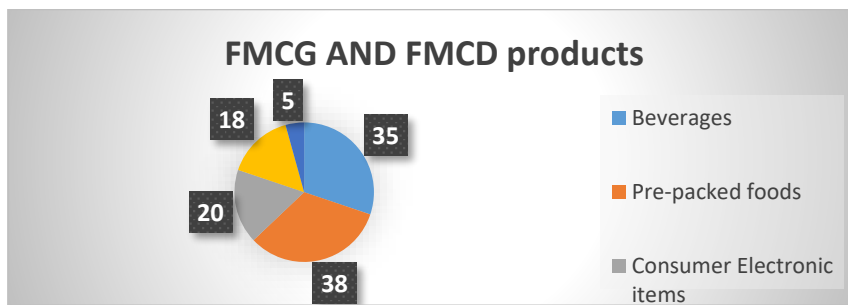
Interpretation:

The above graph shows that 71 respondents (61.21%) are see those advertisements on YouTube followed by Instagram with 32 respondents (27.59%). Both Twitter X and Facebook has 5 respondents (4.31%) and 3 respondents (2.59%) see these advertisements on other platforms.

8. WHAT TYPE OF FMCG AND FMCD PRODUCTS YOU SEE IN THOSE ADS:

Types of products	Respondents	Percentage
Beverages	35	30.17%
Pre-packed foods	38	32.76%
Consumer Electronic items	20	17.24%
Cosmetics	18	15.52%
Others	5	4.31%
Total	116	100.00%

Table no.8



Graph no.8

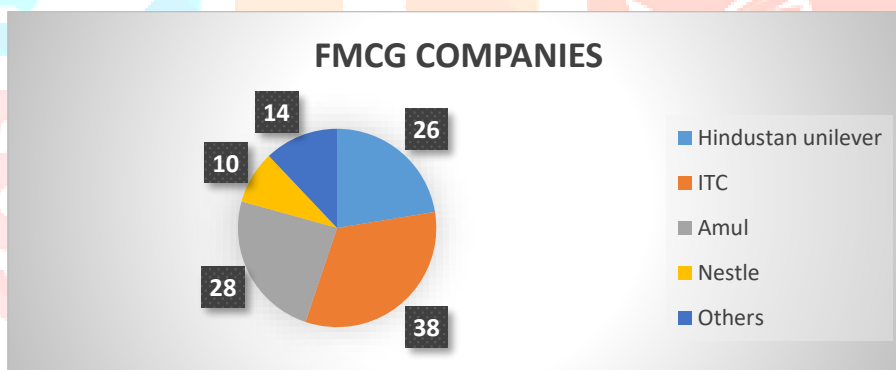
Interpretation:

The above graph shows that advertisements for FMCG products Beverages were seen by 35 respondents (30.17%). Pre-packed foods were noticed by 38 respondents (32.76%). While in comparison, FMCD products such as consumer electronic items were noticed by 20 respondents (17.24%). Cosmetics were seen by 18 respondents (15.52%). Only 5 respondents (4.31%) of respondents seen other types of products.

9. WHAT ARE THE FMCG COMPANIES YOU OFTEN SEE IN THESE ADVERTISEMENTS:

FMCG companies	Respondents	Percentage
Hindustan Unilever	26	22.41%
ITC	38	32.76%
Amul	28	24.14%
Nestle	10	8.62%
Others	14	12.07%
Total	116	100.00%

Table no.9



Graph no.9

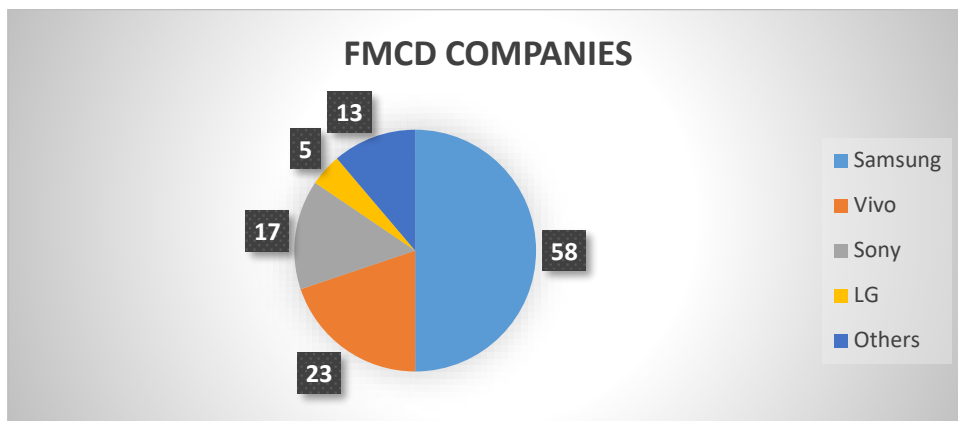
Interpretation:

The above graph shows that 26 respondents (22.41%) noticed Hindustan Unilever products. 38 respondents (32.76%) noticed ITC products which is highest among all the companies followed by Amul where 28 respondents (24.14%) have noticed the products. 10 respondents (8.62%) noticed nestle products and 14 respondents (12.07%) noticed products of other companies.

10. WHAT ARE THE FMCD COMPANIES YOU OFTEN SEE IN THESE ADVERTISEMENTS:

FMCD companies	Respondents	Percentage
Samsung	58	50.00%
Vivo	23	19.83%
Sony	17	14.66%
LG	5	4.31%
Others	13	11.21%
Total	116	100.00%

Table no.10



Graph no.10

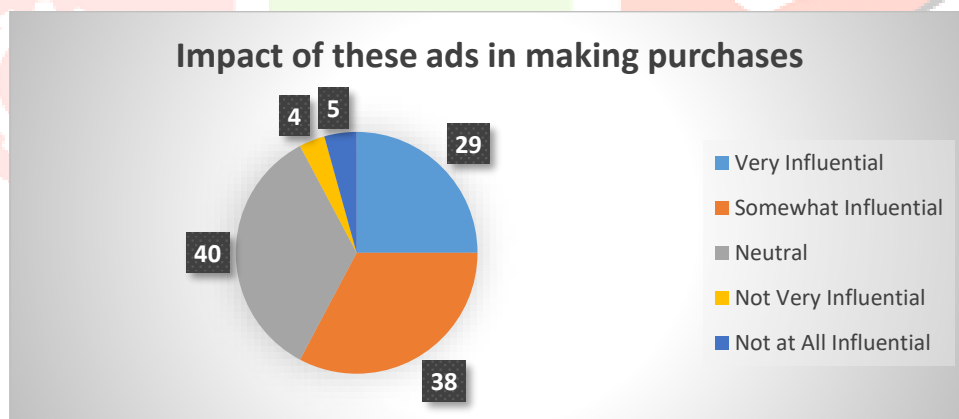
Interpretation:

The above graph shows that 58 respondents (50.00%) noticed Samsung products followed by vivo where 23 respondents (19.83%) have noticed the products and 17 respondents (14.66%) noticed Sony products. 5 respondents (4.31%) have noticed LG products and 13 respondents (11.21%) have noticed other company products.

11. IMPACT OF THESE ADS IN MAKING PURCHASES:

Impact of these ads in making purchases	Respondents	Percentage
Very Influential	29	25.00%
Somewhat Influential	38	32.76%
Neutral	40	34.48%
Not Very Influential	4	3.45%
Not at All Influential	5	4.31%
Total	116	100.00%

Table no.11



Graph no.11

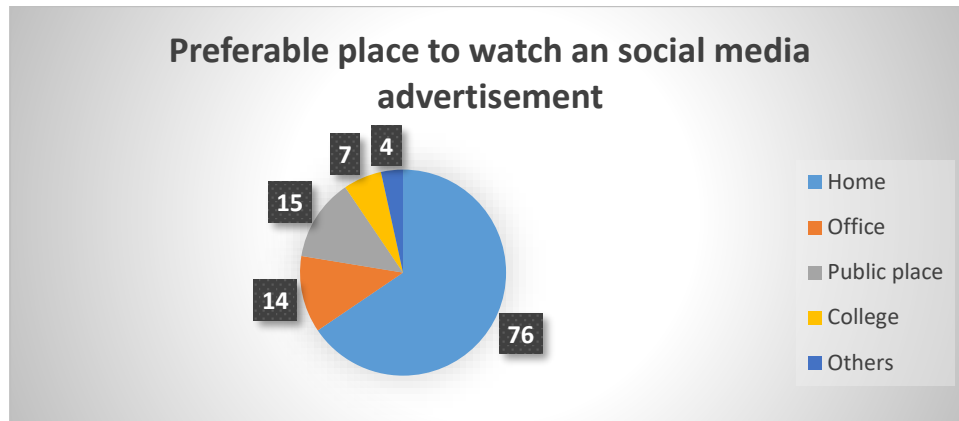
Interpretation:

The above graph shows that advertisements have an impact on consumer purchasing decisions. About 29 respondents (25%) found the ads to be very influential, and 38 respondents (32.76%) considered them somewhat influential. However, 40 respondents (34.48%) remained neutral. 4 respondents (3.45%) found ads to be not very influential and 5 respondents (4.31%) found ads not at all influential.

12. PREFERABLE PLACE TO WATCH A SOCIAL MEDIA ADVERTISEMENT:

Preferable places	Respondents	Percentage
Home	76	65.52%
Office	14	12.07%
Public place	15	12.93%
College	7	6.03%
Others	4	3.45%
Total	116	100.00%

Table no.12



Graph no.12

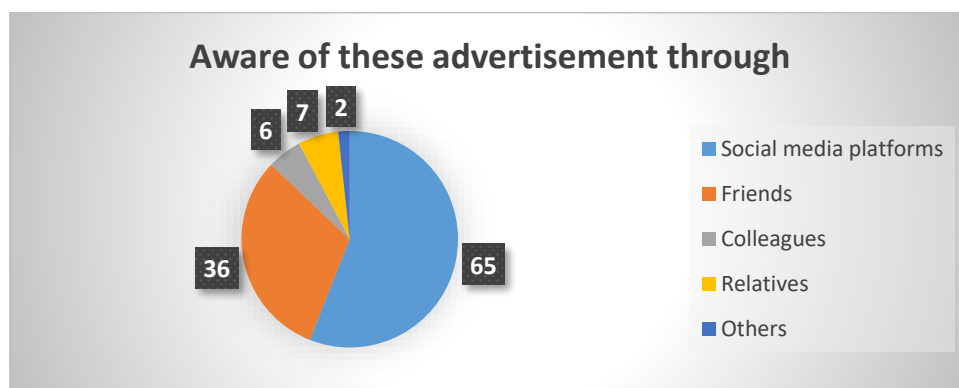
Interpretation:

The above graph shows that the most preferred place to watch social media advertisements is at home, where 76 respondents (65.52%) watch these ads at home. 14 respondents (12.07%) prefer watching ads at the office. 15 respondents (12.93%) prefer public places to watch these ads and at Only 7 respondents (6.03%) prefer watching them in college and 4 respondents (3.45%) mentioned other places.

13. AWARE OF THESE ADVERTISEMENT THROUGH:

Aware of these advertisement through	Respondents	Percentage
Social media platforms	65	56.03%
Friends	36	31.03%
Colleagues	6	5.17%
Relatives	7	6.03%
Others	2	1.72%
Total	116	100.00%

Table no.13



Graph no.13

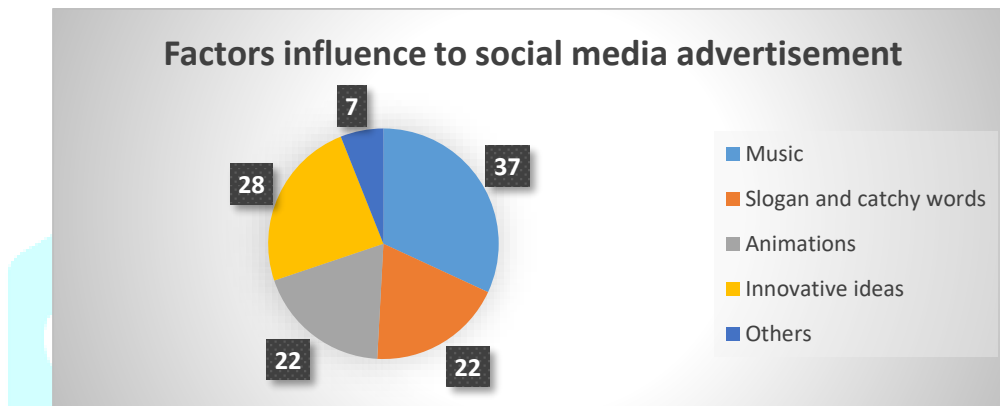
Interpretation:

The above graph shows that the majority of respondents i.e; 65 (56.03%), become aware of advertisements primarily through social media platforms. 36 respondents (31.03%) were aware through their friends of the awareness. 6 respondents (5.17%) were aware through colleagues and 7 respondents (6.03%) are aware through relatives. Only 2 respondents (1.72%) mentioned other sources.

14. FACTORS INFLUENCE TO SOCIAL MEDIA ADVERTISEMENT:

Factors influence to social media advertisement	Respondents	Percentage
Music	37	31.90%
Slogan and catchy words	22	18.97%
Animations	22	18.97%
Innovative ideas	28	24.14%
Others	7	6.03%
Total	116	100.00%

Table no.14



Graph no.14

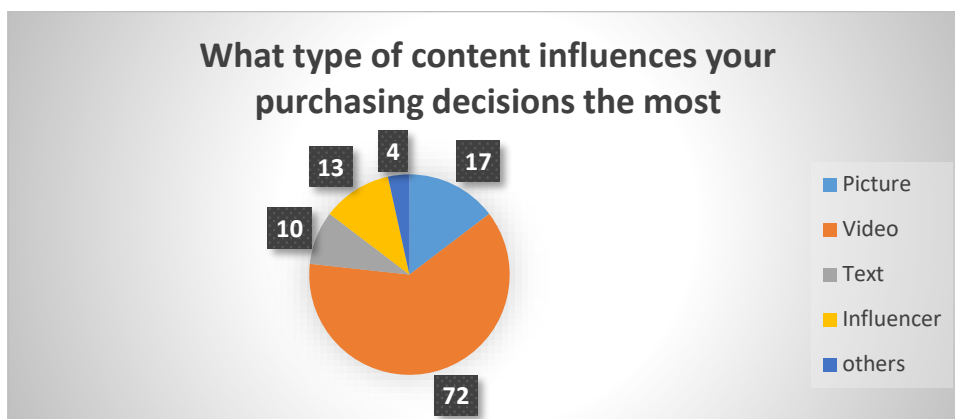
Interpretation:

The above graph shows that music is the most influential factor in social media advertisements, as noted by 37 respondents (31.90%). Innovative ideas follow closely, influencing 28 respondents (24.14%). Both slogans and catchy words and animations were equally influential, each influencing by 22 respondents (18.97%). 7 respondents (6.03%) mentioned other factors.

15. WHAT TYPE OF CONTENT INFLUENCES YOU'RE PURCHASING DECISIONS THE MOST

Content	Respondents	Percentage
Picture	17	14.66%
Video	72	62.07%
Text	10	8.62%
Influencer	13	11.21%
others	4	3.45%
Total	116	100.00%

Table no.15



Graph no.15

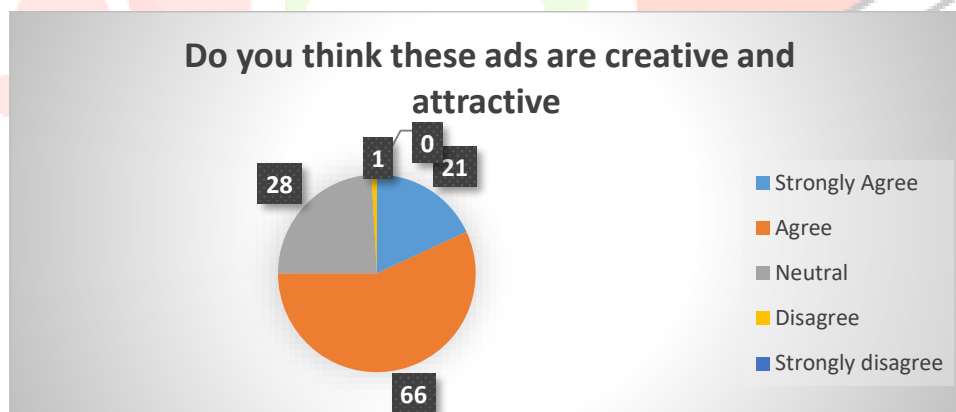
Interpretation:

The above graph shows that 17 respondents (14.66%) think picture is most influential. video content is the most influential as reported by a majority of 72 respondents (62.07%). 10 respondents (8.62%) think that text is more influential and 13 respondents (11.21%) think that influencers have major impact and 4 respondents (3.45%) think there are other factors.

16. DO YOU THINK THESE ADS ARE CREATIVE AND ATTRACTIVE

Do you think these ads are creative and attractive	Respondents	Percentage
Strongly Agree	21	18.10%
Agree	66	56.90%
Neutral	28	24.14%
Disagree	1	0.86%
Strongly disagree	0	0.00%
Total	116	100.00%

Table no.16



Graph no.16

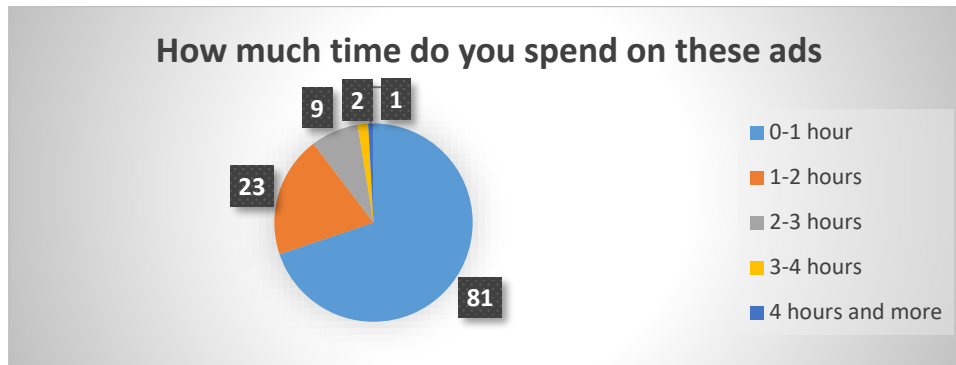
Interpretation:

The above graph shows that a large majority of respondents view social media advertisements as creative and attractive, with 66 respondents (56.90%) agreeing and 21 respondents (18.10%) strongly agreeing. 28 respondents (24.14%) remained neutral. Only 1 respondent (0.86%) disagreed and none strongly disagreed.

17. HOW MUCH TIME DO YOU SPEND ON THESE ADS (DAILY BASIS)

Time spend	Respondents	Percentage
0-1 hour	81	69.83%
1-2 hours	23	19.83%
2-3 hours	9	7.76%
3-4 hours	2	1.72%
4 hours and more	1	0.86%
Total	116	100.00%

Table no.17



Graph no.17

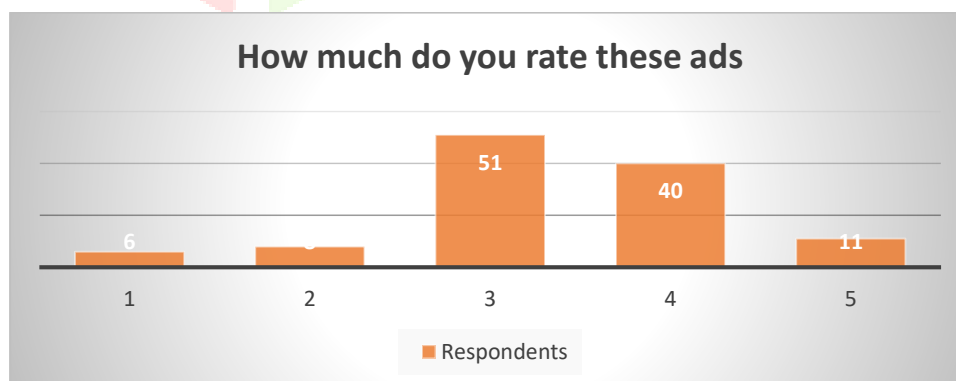
Interpretation:

The above graph shows that the majority of respondents i.e;81 (69.83%), spend 0–1 hour daily viewing social media advertisements.23 respondents (19.83%) spend 1–2 hours. 9 respondents (7.76%) spends 2–3 hours and 2 respondents (1.72%) 3–4 hours, while only 1 respondent 0.86% spend more than 4 hours.

18. HOW MUCH DO YOU RATE THESE ADS

Rating	Respondents	Percentage
1	6	5.17%
2	8	6.90%
3	51	43.97%
4	40	34.48%
5	11	9.48%
Total	116	100.00%

Table no.18



Graph no.18

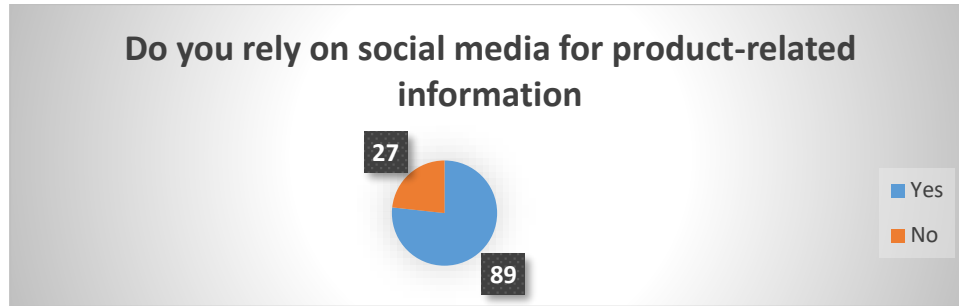
Interpretation:

The above graph shows the scale of rating from 1-5 where 1 means poor and 5 means excellent 6 respondents (5.17%) gave 1 i.e; poor rating to those ads and 8 respondent (6.90%) gave 2. Majority of respondents i.e; 51 (43.97%) gave 3, following 40 respondents (34.48%) gave 4 and 11 respondents (9.48%) gave 5 which means excellent.

19. DO YOU RELY ON SOCIAL MEDIA FOR PRODUCT-RELATED INFORMATION?

Do you rely on social media for product-related information	Respondents	Percentage
Yes	89	76.72%
No	27	23.28%
Total	116	100.00%

Table no.19



Graph no.19

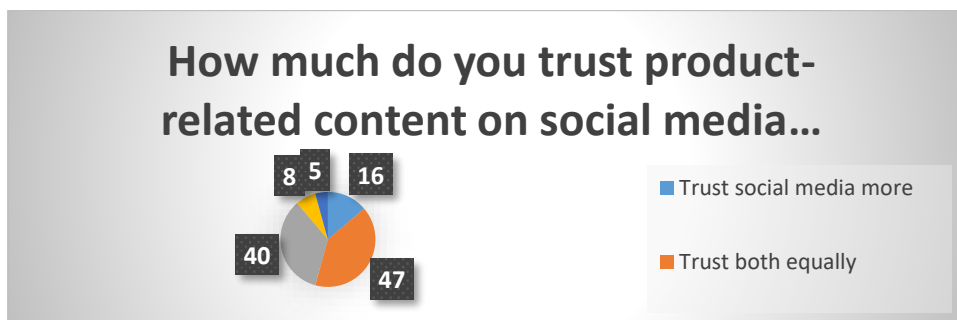
Interpretation:

The above graph shows that a large majority of respondents, 89 respondents (76.72%), rely on social media for product-related information. Only 27 respondents (23.28%) do not use social media for this purpose.

20. HOW MUCH DO YOU TRUST PRODUCT-RELATED CONTENT ON SOCIAL MEDIA COMPARED TO TRADITIONAL MARKETING:

How much do you trust product-related content on social media compared to traditional marketing	Respondents	Percentage
Trust social media more	16	13.79%
Trust both equally	47	40.52%
Trust traditional marketing more	40	34.48%
Do not trust either	8	6.90%
Prefer Not to say	5	4.31%
Total	116	100.00%

Table no.20



Graph no.20

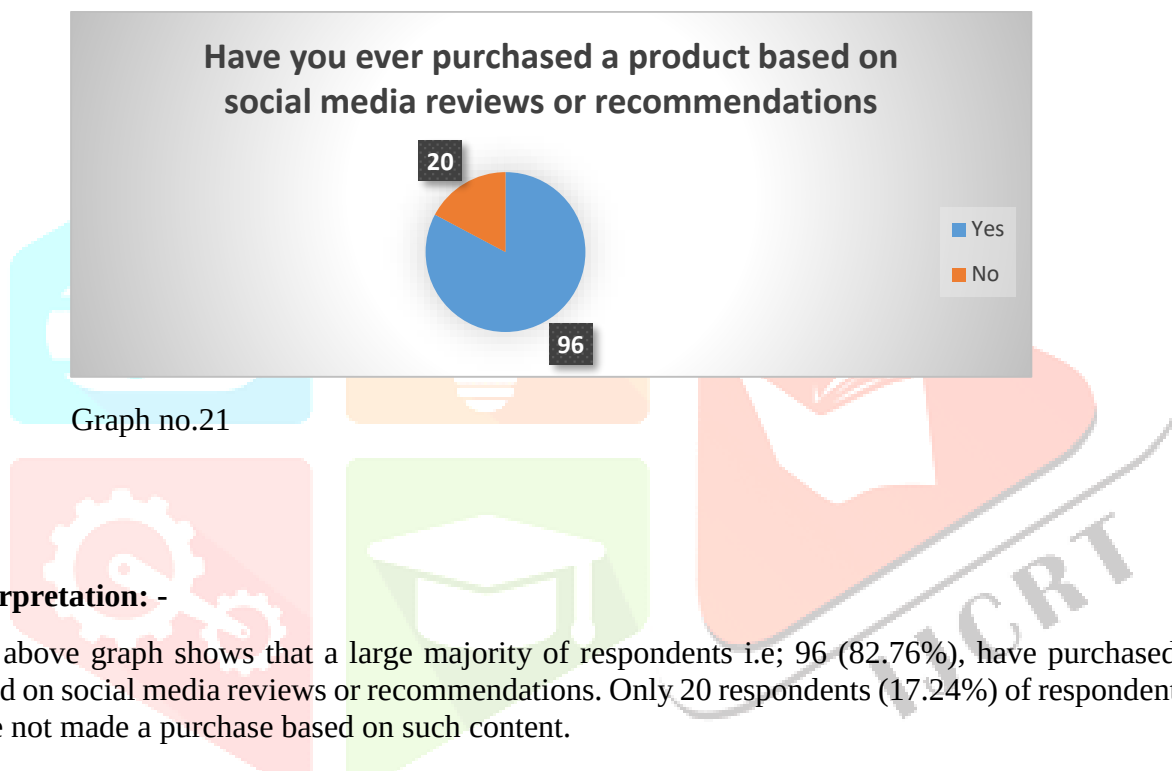
Interpretation:

The above graph shows the mixed levels of trust in product-related content across different marketing channels. 16 respondents (13.79%) trust social media more. 47 respondents (40.52%) trust both social media and traditional marketing equally. However, 40 respondents (34.48%) show a preference for traditional marketing. 8 respondents (6.90%) do not trust either source and 5 respondents (4.31%) chose not to disclose their preference.

21. HAVE YOU EVER PURCHASED A PRODUCT BASED ON SOCIAL MEDIA REVIEWS OR RECOMMENDATIONS

Have you ever purchased a product based on social media reviews or recommendations	Respondents	Percentage
Yes	96	82.76%
No	20	17.24%
Total	116	100.00%

Table no.21



Graph no.21

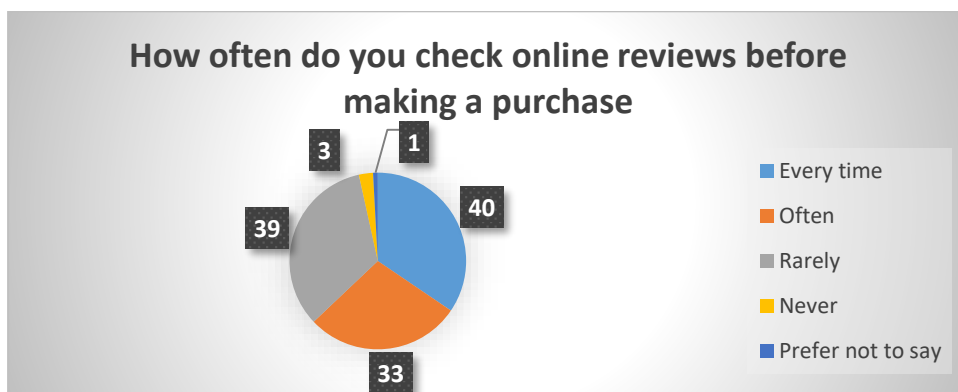
Interpretation: -

The above graph shows that a large majority of respondents i.e; 96 (82.76%), have purchased a product based on social media reviews or recommendations. Only 20 respondents (17.24%) of respondents said they have not made a purchase based on such content.

22. HOW OFTEN DO YOU CHECK ONLINE REVIEWS BEFORE MAKING A PURCHASE

How often do you check online reviews before making a purchase	Respondents	Percentage
Every time	40	34.48%
Often	33	28.45%
Rarely	39	33.62%
Never	3	2.59%
Prefer not to say	1	0.86%
Total	116	100.00%

Table no.22



Graph no.22

Interpretation:

The above graph shows that a significant portion of respondents rely on online reviews to guide their purchasing decisions. 40 respondents (34.48%) check reviews every time before making a purchase, while 33 respondents (28.45%) do so often. 39 respondents (33.62%) check reviews rarely and 3 respondents (2.59%) never check reviews. Only 1 respondent (0.86%) preferred not to say.

23. HAVE YOU EVER CLICKED ON A SOCIAL MEDIA ADVERTISEMENT TO VISIT A BRAND'S WEBSITE

Have you ever clicked on a social media advertisement to visit a brand's website	Respondents	Percentage
Yes	98	84.48%
No	18	15.52%
Total	116	100.00%

Table no.23



Graph no.23

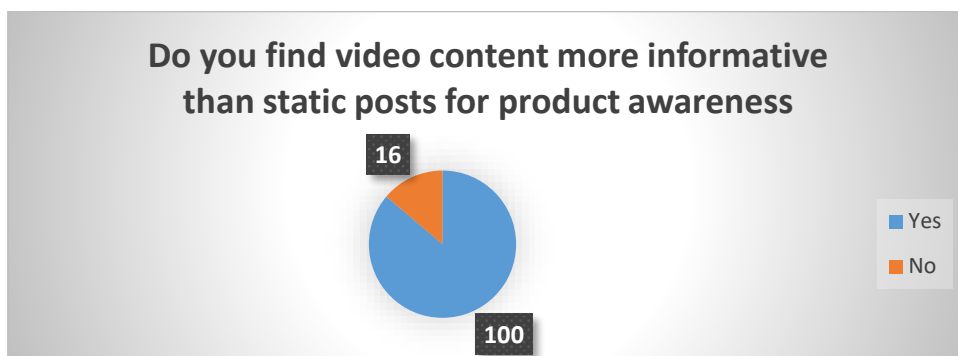
Interpretation:

The above graph shows that a vast majority of respondents i.e; 98 (84.48%), have clicked on a social media advertisement to visit a brand's website. 18 respondents (15.52%) reported not clicking on such ads.

24. DO YOU FIND VIDEO CONTENT MORE INFORMATIVE THAN STATIC POSTS FOR PRODUCT AWARENESS :

Do you find video content more informative than static posts for product awareness	Respondents	Percentage
Yes	100	86.21%
No	16	13.79%
Total	116	100.00%

Table no.24



Graph no.24

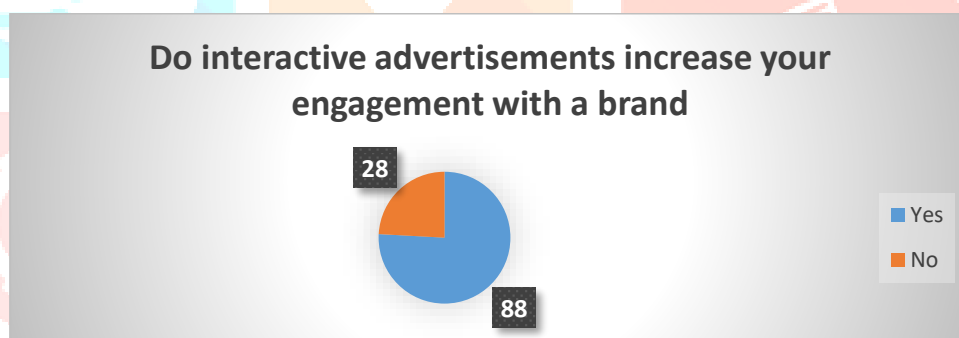
Interpretation:

The above graph shows that a large majority of respondents i.e; 100 (86.21%), find video content more informative than static posts when it comes to product awareness. 16 respondents (13.79%) of respondents believe static posts are more informative.

25. DO INTERACTIVE ADVERTISEMENTS (POLLS, QUIZZES, and CONTESTS) INCREASE YOUR ENGAGEMENT WITH A BRAND.

Do interactive advertisements (polls, quizzes, contests) increase your engagement with a brand.	Respondents	Percentage
Yes	88	75.86%
No	28	24.14%
Total	116	100.00%

Table no.25



Graph no.25

Interpretation:

The above graph shows that 88 respondents (75.86%) feel that interactive advertisements—such as polls, quizzes, and contests—increase their engagement with a brand. 28 respondents (24.14%) do not feel that such ads enhance their engagement.

26. HOW MUCH DO ONLINE REVIEWS INFLUENCE YOUR TRUST IN A BRAND

How much do online reviews influence your trust in a brand	Respondents	Percentage
Very much	29	25.00%
Quite a bit	38	32.76%
Somewhat	44	37.93%
Not at all	2	1.72%
prefer not to say	3	2.59%
Total	116	100.00%

Table no.26



Graph no.26

Interpretation:

The above graph shows that online reviews have a strong influence on consumer trust in a brand. 29 respondents (25.00%) think that online reviews are very much influential and 38 respondents (32.76%) think that online reviews are influential quite a bit. 44 respondents (37.93%) indicated that reviews influence them “somewhat”. Only 2 respondents (1.72%) said reviews do not influence them at all, and 3 respondents (2.59%) preferred not to say.

27. WOULD YOU RECOMMEND A PRODUCT TO OTHERS BASED ON SOCIAL MEDIA EXPERIENCES

Would you recommend a product to others based on social media experiences	Respondents	Percentage
Yes	103	88.79%
No	13	11.21%
Total	116	100.00%

Table no.27



Graph no.27

Interpretation:

The above graph shows that a strong majority of respondents i.e; 103 (88.79%), would recommend a product to others based on their social media experiences. 13 respondents (11.21%) said they would not recommend products based on social media.

Hypothesis Testing:

Impact	Respondents	Percentage
Very Influential	29	725.00%
Somewhat Influential	38	950.00%
Neutral	40	1000.00%
Not Very Influential	4	100.00%
Not at All Influential	5	125.00%
Total	116	2900.00%

Chi square calculation:

Impact	OBSEVRVED VALUE	EXPECTED VALUE	X ²
Very Influential	29	23.2	1.45
Somewhat Influential	38	23.2	9.44137931
Neutral	40	23.2	12.16551724
Not Very Influential	4	23.2	15.88965517
Not at All Influential	5	23.2	14.27758621
			53.22413793

x ² table value	x ² calculated value			
9.488	53.2241			
H0 rejected	H1 accepted			
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)				

Note:-
X ² = chi square
O = Observed value
E = Expected value
Formula:- $=(O-E)^2/E$
"
Degree of freedom :-4
Significance :- 0.05

Null Hypothesis (H₀): There is **no significant difference** in how respondents perceive the impact of social media advertising (i.e., the observed frequencies match the expected ones).

Alternative Hypothesis (H₁): There is **a significant difference** in the perception levels (i.e., the observed frequencies deviate significantly from expected values).

Chi-Square Calculated Value (χ^2): 53.22

Chi-Square Table Value at df = 4, α = 0.05: 9.488

Decision Rule: If χ^2 calculated > χ^2 table → **Reject H₀**

Interpretation:

Since the calculated Chi-Square value (53.22) is much greater than the table value (9.488) at 4 degrees of freedom and a 5% significance level, we reject the null hypothesis.

There is a statistically significant difference in how respondents perceive the impact of social media advertising. In other words, respondents do not rate the impact of social media advertising equally—there is a clear pattern showing stronger influence (Very/Somewhat Influential) among most of them, and very few find it "Not Very" or "Not at All" Influential.

Findings:

- 67.05% of respondents are aware of FMCG & FMCD advertisements on social media. YouTube (61.21%) and Instagram (27.59%) are the most prominent platforms where these advertisements are seen.
- Pre-packed foods (32.76%) and beverages (30.17%) are most visible products. Electronics (17.24%) and cosmetics (15.52%) are not visible. Which shows that FMCG products are seen more frequently than FMCD products.

3. ITC with (32.76%) is most noticeable company followed by Amul (24.14%) and Hindustan Unilever (22.41%) in FMCG sector. Samsung (50%) is most noticeable company followed by Vivo (19.83%) and Sony (14.66%) in FMCD sector.
4. Out of total respondents 25% of them says that these ads are very influential and 32.76% says they are somewhat influential.
5. More than half of the respondent's i.e; (56.03%) says that they were aware of these advertisements through social media followed by friends (31.03%).
6. 31.90% says that music is the most influential ad element followed by innovative ideas with 24.14%, slogans and animations by 18.97% and most influential content format is Video with 62.07%.
7. 75% of respondents agree or strongly agree that social media ads are creative and attractive and 69.83% of respondents spend 0–1 hour daily on social media ads.
8. Majority of the respondents rated ads as average to good 43.97% gave a rating of 3 and 34.48% gave a rating of 4.
9. 40.52% trust both social media and traditional media equally. 34.48% prefer traditional marketing and 13.79% prefer social media.
10. 82.76% of respondents have purchased based on social media reviews or recommendations. Where 34.48% always check reviews and 28.45% check often.
11. 75.86% of respondents believes that interactive ads like polls, quizzes increase engagement.
12. 86.21% of respondents find video content more informative than static posts.
13. 57.76% of respondents find online reviews either very or quite influential. Only 1.72% of them said reviews do not influence them.
14. 88.79% of respondents said that they would recommend products based on their social media experience.

Suggestions:

1. Since 62.07% of respondents find video content most influential and 86.21% find it more informative than static posts, brands should invest more in high-quality, engaging video advertisements.
2. YouTube and Instagram are the most effective platforms as per user awareness. So companies can use these platforms for higher user engagement.
3. Music (31.90%) and innovative ideas (24.14%) are the top creative elements. Brands should use catchy tunes and fresh concepts to enhance ad memorability and engagement.
4. 75.86% stated that interactive ads boost engagement, marketers should include polls, contests, and quizzes in campaigns to maintain interest and participation.
5. Since FMCG products like pre-packed foods and beverages are more noticed, advertisers can develop targeted content for boosting FMCD items like electronics and cosmetics.
6. Since 82.76% have made purchases based on reviews and 57.76% find reviews influential, companies must create campaigns which helps them to gain trust of new customers.
7. Since 40.52% of people believe both social and traditional media, but 34.48% prefer traditional, social media content should be made more credible.
8. As most ads were rated average (3/5), brands should enhance creativity, relevance, and production quality to boost engagement and ratings.
9. Since 69.83% spend only 0–1 hour daily on ads, brands should publish content during peak usage hours and increase time of engagement.

Conclusion:

Social media advertising significantly influences consumer awareness and purchasing decisions in the FMCG and FMCD sectors, with platforms like YouTube and Instagram playing a prominent role. Visual content such as videos, music, and innovative ideas enhance engagement, while reviews and recommendations further build trust. The majority of respondents perceive these ads as creative, attractive, and impactful, leading to increased product recommendations and purchase behavior. This highlights the growing importance of social media as a powerful marketing tool that effectively shapes consumer perceptions and actions.

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