

# The Impact of Social Media Marketing with Reference FMCG Product

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## Abstract:

This study focus on the impact of social media marketing on consumer behaviour with reference to FMCG product . In today's digital world, social media has become very important part of everyone, life, and businesses are using platforms like Instagram for YouTube, Facebook, Twitter, promoting their products and services. Social media marketing helps company to communicate with consumers to increase product awareness and influencing buying decisions.

The main objective of the studies to understand how social media marketing affect consumer behaviour in FMCG sector. Just study also analyse the role of social media marketing like advertisement, online review rating and influencer marketing in influencing consumer purchase decision. Primary data used for this research . primary data was collected through questionnaire from respondents

The finding of the study show that the social media have strong influence in consumer behaviour especially young generation . Consumer use social media platform regularly and also get information about the product through advertisement, reels videos and influential promotion. Social media marketing also play an important role in awareness among the consumer about the product . Customer review and rating also affect buying behaviour because customer check opinion of other user before purchasing the product.

The study also found that the social media help company in increasing awareness and maintaining customer engagement. Some challenges also found during research Like face, fake review, misleading advertisement and trust issues are also there. Overall, the study conclude that social media marketing is significant playing significant role in changing consumer behaviour in FMCG sector

**Keyword: Social Media Marketing, Consumer Behaviour, FMCG Sector, Digital Marketing, Influencer Marketing**

## Introduction

The rise of internet technologies in the current digital era has completely changed the nature of interactions between businesses and customers with the help of social media, the conventional methods used for marketing purposes have been replaced with a modern approach that enables companies to reach out to customers in a completely new manner through interaction and engagement. Marketing on social media has become one of the integral parts of modern business it allows promoting business products, maintaining customers, and building reputation. (Smith, 2023).

Social media is a platform that helps users to create and share various kinds of content such as texts, photos, and videos within virtual communities or groups. There are numerous social media platforms available today and most popular include Instagram, Facebook, YouTube, and even Twitter, now known as X. It is worth mentioning that all these platforms have attracted millions of users around the globe.(Kumar & Gupta,2022)

With the emergence of internet technology in the contemporary digital age, the dynamics of business-customer interactions have totally changed. With the help of social media, the traditional strategies employed for marketing have been revolutionized by adopting an advanced strategy which facilitates businesses to interact and engage with their customers in an innovative way. Social media marketing is one of the essential aspects of contemporary business operations because it provides ways to promote goods and services, retain customers, and enhance the reputation of firms.(Johnson,2024)

Social media is a platform that allow users to generate and exchange different forms of content, including

texts, pictures, and videos among virtual communities or groups. Several types of social media platforms are Instagram, Facebook, YouTube, and Twitter, which is currently referred to as X. The platforms have gathered millions of users worldwide.

The impact of social media marketing on consumer behaviour is especially noticeable in the FMCG sector, as purchase it is frequent and at low cost. Factors like influencer, reviews, ads, feedback play a crucial role in influencing consumer in FMCG product

To know how social media marketing influences consumer behaviour, this research focuses on the analysis of FMCG products and the factor through which social media can affect consumer preferences, purchase behaviour, and brand perceptions. The research will also discuss how social media affects brand loyalty and awareness (Patel

, 2024)

this study illustrates that increasing role of social media marketing and digital techniques in today's competitive market environment play a crucial role in influencing consumer decision. The number of people shopping online is continuously increasing because of this companies more focus on using social media marketing techniques to be competitive and maintain their position and to attract more new consumers. Social media marketing has a strong influence on consumer behaviour. (Verma & Singh, 2025)

### **Objectives of the study**

1. To examine the usage of social media platforms by consumers for FMCG products.
2. To evaluate the impact of social media marketing on consumer buying behaviour towards FMCG products.
3. To identify the key factors that affect consumer behaviour on social media for FMCG products.

### **Literature Review**

In recent years, social media marketing has become a very important marketing tool. Social media marketing has become very common nowadays. Use of digital marketing and social media platforms is increasing very fast. Because of these companies are also changing their marketing strategies. Earlier businesses were more dependent on traditional marketing like TV, newspapers but nowadays businesses more focus on social media.

Kumar and Gupta (2022) explained that social media platforms such as Instagram and Facebook are now playing a major role in influencing consumer decisions. They said nowadays trend change and people spend more time on social media like Instagram and Facebook so social media is more effective in influencing purchase decision of consumer. Sometimes these promotions directly or indirectly affect their buying behaviour. It is not always planned purchase, but more like influenced decision which happens quickly.

Also, Sharma (2023) studied consumer behaviour in FMCG sector and found that customers are highly influenced by online reviews ratings, feedbacks. FMCG products are generally low cost and frequently purchased goods, so consumers don't think too much before buying. Feedback and ratings play a very important role, people see rating and feedback to know the opinion and experience before buying, negative reviews also affect the buying decision of the consumer, also may impact the image of the company.

Smith (2023) discussed about brand awareness and said that social media helps companies to reach more audience in less time. Brands which are active on platforms like Instagram and YouTube are more visible to customers. But sometimes too much content or advertisement also creates confusion. But sometimes it also negatively affect the consumer, they get confuse among variety of product to buy

Johnson (2024) focused on engagement factor in social media marketing. According to him, engagement like comments, likes, shares, and replies plays a very important role in building customer relationship. When companies reply to comments or interact with users, customers feel connected. But some companies only focus on posting content and not on interaction, so they fail to build strong connection.

Another study by Patel (2024) showed that online shopping behaviour is increasing day by day. Social media platforms are acting like a marketplace where customers can see products, compare prices, and even buy

directly. This convenience is one major reason why people prefer online shopping. But still some people don't trust online payments or product quality, so they hesitate.

Verma and Singh (2025) explained about influencer marketing which is becoming very popular now. Influencers promote products through videos and posts, and many consumers trust them. Especially young generation gets easily influenced by influencers. In FMCG sector, this is very useful because products are used daily and promoted regularly. But sometimes influencers promote products just for money and not because of quality, which can mislead consumers.

Social media also affect the Brand loyalty . When customers see regular updates, offers, and communication from a brand, they more relate and feel connected and may become loyal. it also helpful in customer retention But if they see negative reviews and comment this can impact their purchasing decision they can quickly switch to another brand. So loyalty is not very stable in this digital environment (Sharma, 2023).

It is also observed that social media marketing helps in creating awareness very fast. A new product can become very popular and in within few days if it is trending online. This was not possible earlier with traditional marketing. But at the same time, negative information also spreads very quickly which can which may negatively impact the image of the brand and company (Johnson, 2024). From various studies it can be understood that social media have both positive and negative impact on consumer behaviour . It makes buying process easy, fast, and more interactive. but also it may create confusion and overdependence on online decision and some time wrong decision also if not research properly and just follow the trend

Social media marketing is becoming a powerful marketing tool in today's competitive market. Companies are focusing more on digital platforms to attract customers and increase sales. Especially in FMCG sector, where products are purchased frequently, social media plays very strong role. (Patel, 2024; Verma & Singh, 2023)

## **Methodology**

In this research, the method is used to understand how social media marketing affects the behaviour of consumers in the FMCG sector. It covers things like the research design, how the data was collected, the sampling method, tools used for analysis, and also some limitations of the study. The main purpose of this chapter is to explain in a clear way how the research was actually carried out step by step.

### **Research Design**

For this study, a mix of descriptive and analytical research design is used. The descriptive part helps in understanding consumer behaviour, their habits, and how they use social media in daily life. It also shows common trends in how people respond to social media marketing.

The analytical part is used to understand the connection between social media marketing and buying behaviour. In this research, different factors like advertisements, online reviews, and influencer content are studied to see how they influence the purchase decisions of consumers in the FMCG sector.

### **Sampling Technique**

In my research, convenience sampling was used :

Respondents were collected through convenience sampling ., Mostly students, working professionals, and general consumers who use social media

### **Sample Size:**

In this study the sample size of 150 respondents has been taken after thorough selection and removing inconsistent respondents

#### 4.1 Demographic Profile of respondents

##### 4.1.1 Age of Respondents

This survey clearly show that the majority of the respondents (60%)belong to the age group of 16-25 years . this show that the young people are more active and more connected with the social media in their daily life . they spend more time on social media platforms like Instagram and Facebook so they its natural that they will more influenced by social media marketing . The age group 25-35 is 30% and 35-45 is 12% above 45 is 8% this clearly indicate that the older people less use the social media as comparison to younger people . This also means that influence of social media marketing is stronger in young generation compared to older age groups.

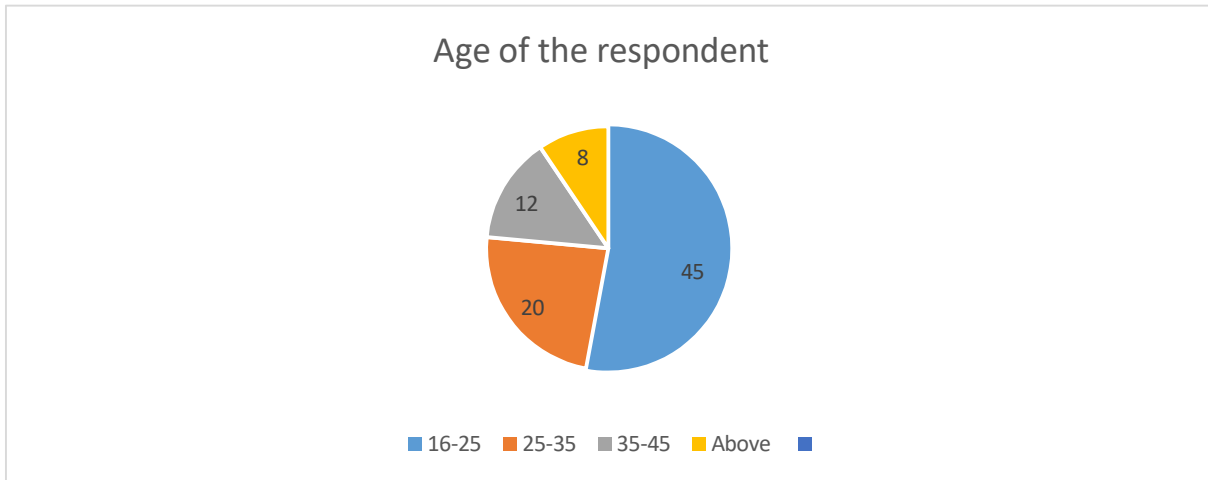


Figure 1 age of the respondent

##### 4.1.2 Gender of Respondents

This figure shows that 55% of respondent are male and 45% are females . there is npot huge gap so both genders are almost equally represented .

This is good and also help to understand consumer behaviour of both sides . but still male respondents are slightly higher . It also show that social media usage and influence is not limited to one gender only , both male and female are actively participate .It also helps in understanding diverse consumer behaviour pattern

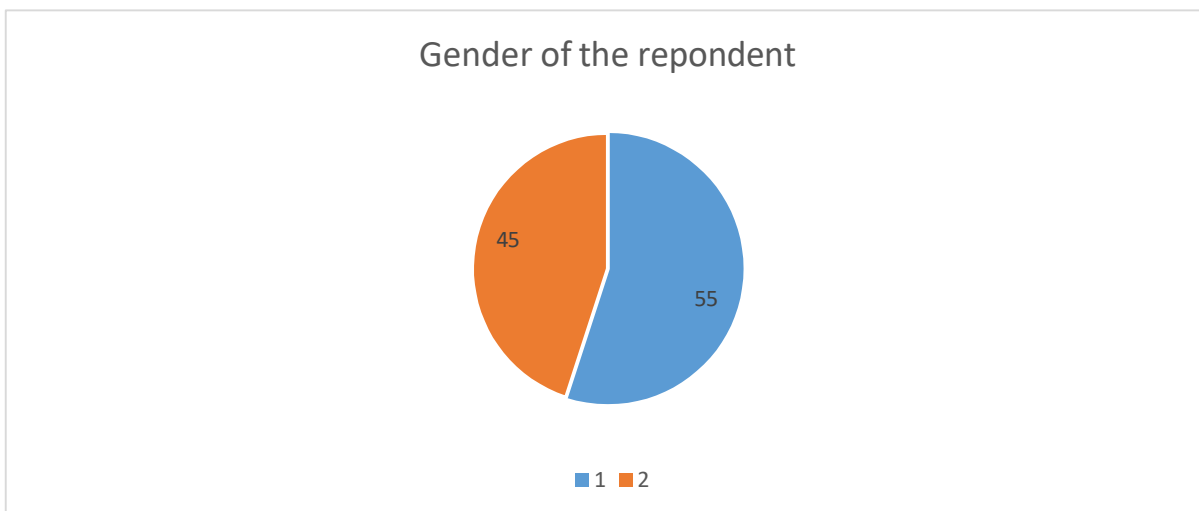


Figure 2 Gender of the respondent

### 4.1.3 Shopping Preferences

The results indicate that the majority of respondents (40%) prefer a combination of both online and offline shopping modes. About 35% prefer offline shopping, while only 25% prefer online shopping. This shows that although digital platforms are gaining importance, many consumers still rely on traditional shopping methods, and a balanced approach between online and offline channels is most preferred in the FMCG sector.

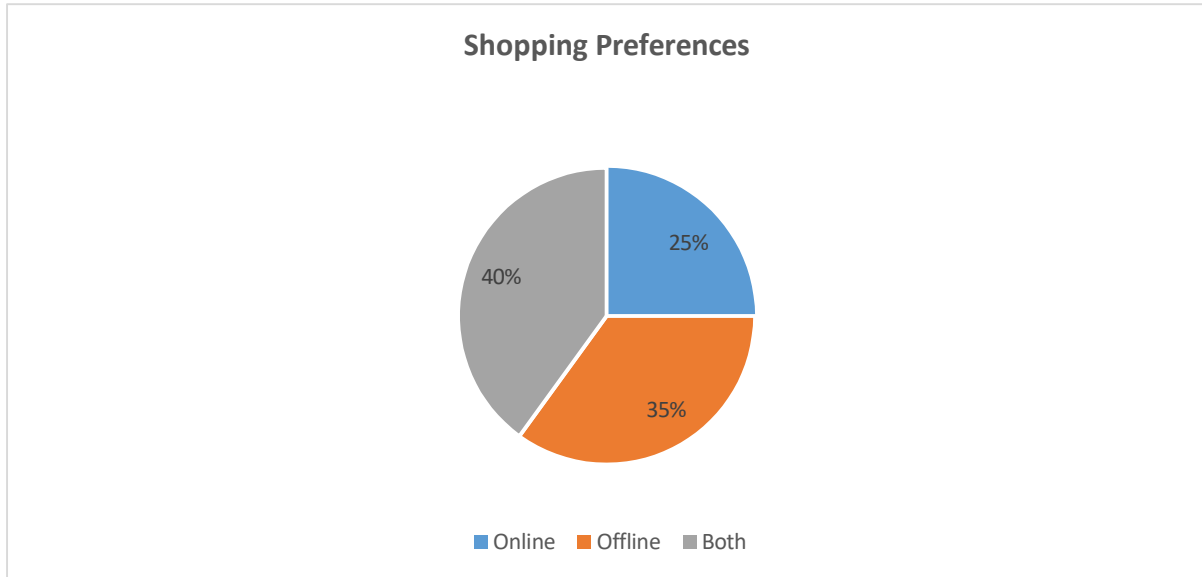


Figure 3 shopping preferences

### 4.1.4 Most Influential Social Media Platform

This figure clearly shows that Instagram is most influential platform(35%) , followed by YouTube (30%) This is because both platform are highly engaging , like reels , short videos influencer content attract user easily also these platforms highly influence youngster . Facebook (15%) and Twitter (5%) has less influence then Instagram and YouTube . This shows that people are shifting towards more interactive and video-based platforms. Also, 15% respondents selected “other”, which means some users are also using other platforms . Thus visual content platform have stronger impact on consumer Behaviour .

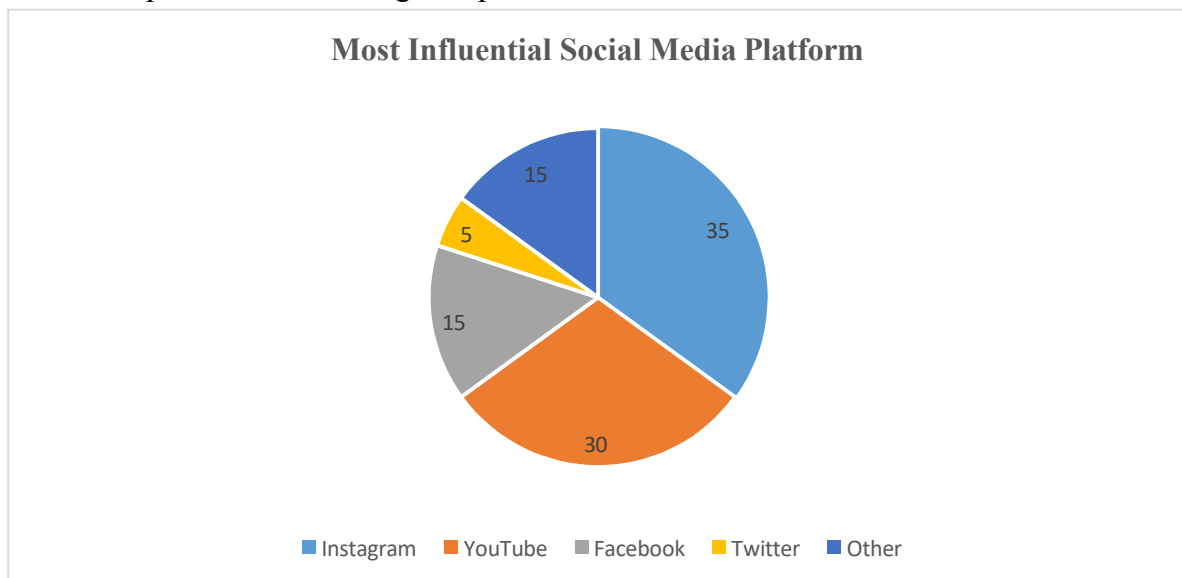
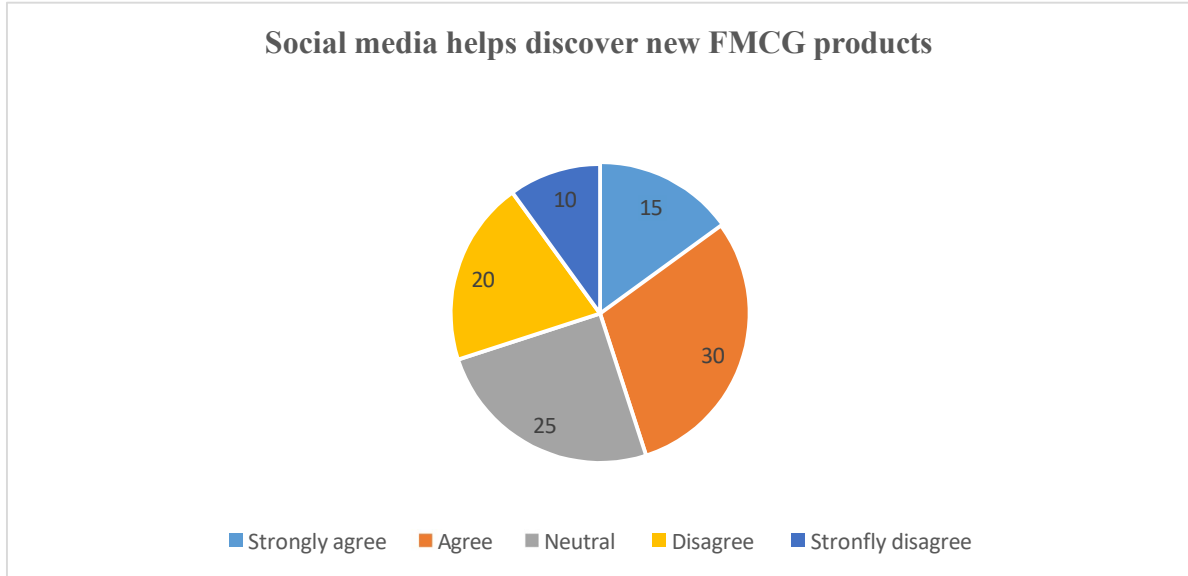


Figure 4 most influential social media platform

### 4.1.5 Social media helps discover new FMCG products

Influencer promotion recommendation play in very important role in influencing consumer behaviour and discovering new FMCG products from this survey. It is clear that many of the respondent discovered new FMCG product through social media marketing about 45% of the respondent positive agrees social media marketing helps in discovering new FMCG product through influencer promotion awareness, recommendation ads

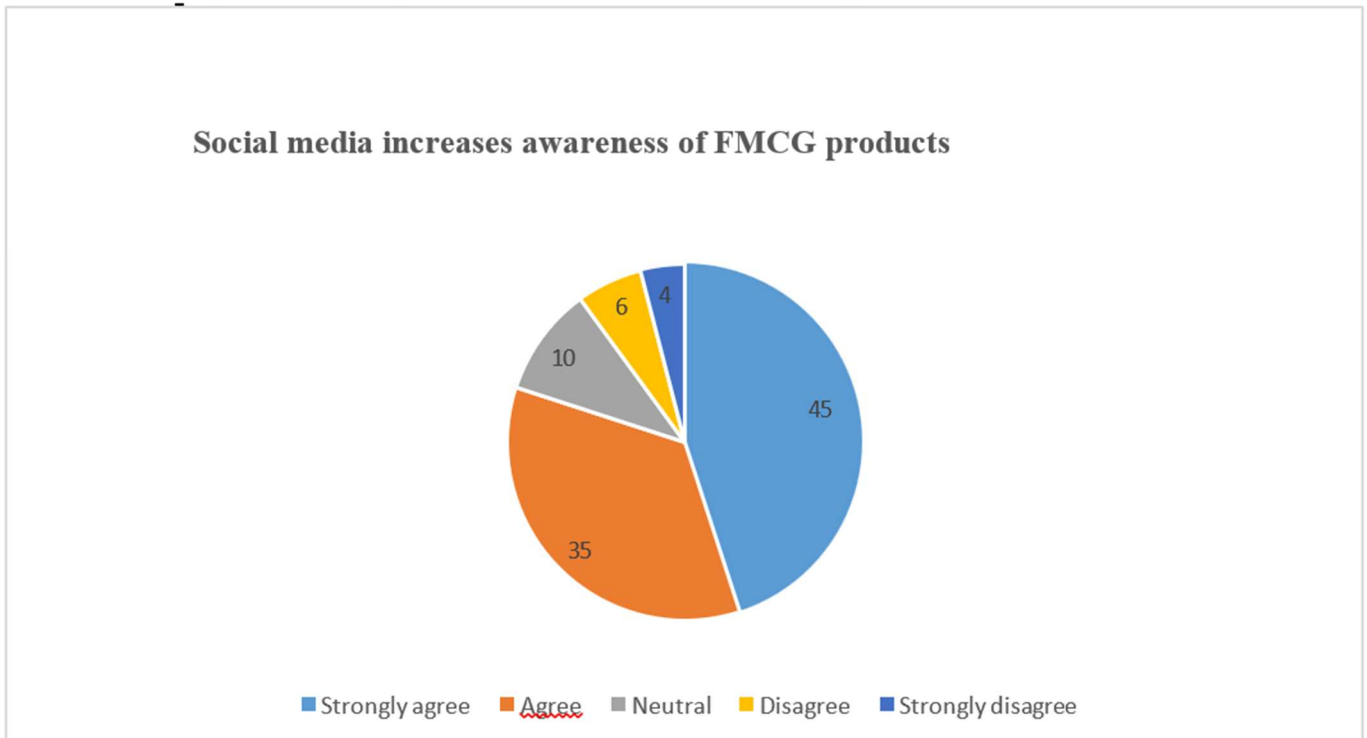
But some respondents are neutral or disagree, also, which means everyone is not depend on social media for product discovery, about 30 % respondents are disagree also .



**4.1.6 Social media increases awareness of FMCG products**

The figure shows that 45% strongly agree and 35% agree that social media increases awareness. So around 80% people believe that social media increase the awareness of FMCG (Fast moving consumer goods) products

This clearly shows that social media is very effective in spreading t information about product People can know about new products through ads, reels, influencer videos and promotions.



**5.1 Findings of the study**

From this study, it is seen that social media has strong Impact on consumer behaviour in FMCG products. Most of the respondents are young from 16-25 age group, so it shows that young people are more active on social media and influenced by social media marketing .

It is found that many people prefer both online and offline shopping. Some still like offline shopping because they can check product directly, but online shopping is also increasing.

Finding of this research also show that the social media marketing have a significant impact on consumer behaviour . Majority of the respondent agree that social media platform influence their buying decisions. Many consumers also discover new FMCG products through Instagram reels, YouTube videos, online advertisements and influencer promotion. The study found that digital and social media marketing method attract more consumers than traditional marketing method because visual and interactive content attract more consumer easily than traditional method . Its found that People relate with interactive and visual content more than the newspaper and generals. Social media advertisements also influence buying decision of people. Majority of the respondent are influence by social media marketing and its also seen that ads and reviews also impact the consumer buying brhaviour and purchasing decision. It is also found that social media helps in making better purchase decisions. People check information, compare products and also see the opinions and feedback of the product before purchasing, then decide what to buy.

Customer reviews play very important role. Most of the people trust reviews given by other users. Positive reviews increase interest also build trust and positive image of the Company, while negative reviews can stop people from buying thus reviews and feedback also impact the impression of the company. The study shows that negative reviews have strong impact. Many respondents said they avoid products if they see bad feedback .It is also seen that social media sometimes influence purchase behaviour. People don't always buy because of social media, but it still affects their thinking.

Social media increases awareness of FMCG products. Many people come to know about new products through social media .Social media marketing also helps companies to connect with customers. People can interact with brands and share their opinions increase the trust and satisfaction of the consumer .it is found that social media marketing is more effective than traditional marketing for many people, because it is fast, easy and more engaging.

## **5.2 Recommendations of the Study**

From the study, some suggestions can be given to improve social media marketing in FMCG sector.

### **Focus on Social Media Marketing**

Company should also focus on social media marketing it plays very important role in influencing consumer decision

### **Use Attractive and Simple Content**

Brands should make more attractive and simple content like videos and reels through digital marketing and social media . when people see visual content they relate and understand better instead of long text Use Attractive and Simple Content

Companies should also take care of customer reviews. They should reply to comments and solve problems quickly, because it helps to build trust. review affect image of the company , negative review may create bad impression of the company .

### **Use Influencer Marketing Carefully**

Influencer marketing can be used more, but companies should choose right influencers who are trusted by people. because if choosing of wrong influencer can create negative impact . company should make sure to Provide Clear and True Information about the product and terms and conditions .

### **Give Offers and Discounts**

It is also important to give clear and true information about products. Misleading ads information and fake reviews can reduce trust of customers. To competitive in the market use strategy and marketing tool ,

sometimes Companies should also give offers and discounts to attract customer increase trust and satisfaction of the customer and increases the sale , Also, brands should try to stay active on social media and post regularly. If they don't post, people may forget about the brand .

### 5.3 Conclusion

From this study, it is clear that social media is having strong effect on consumer behaviour in FMCG sector. Nowadays almost everyone is using social media in daily life, so it will also affects what people buy (Kumar & Gupta, 2022). The study shows that a large number of consumers, especially young people, are active on platforms like Instagram and YouTube. Digital and social media marketing attract more consumer than traditional . because reels video content easily attract attention more than newspaper traditional method . Many people come to know about new FMCG products through social media only. (Smith, 2023). It is also found that social media marketing has strong influence on purchase decision. People do not buy products directly like before. First they check online reviews and feedbacks , compare different brands, also see product details and then decide. This shows that consumer behaviour is changing with the time and use of digital platforms(Patel, 2024).

It is also found that the role of customer reviews and ratings play very important role in influencing consumer behaviour . Most of the consumers trust more on reviews and also see the opinion of other before buying the product . Positive reviews create good impression and increase trust and confidence of the customer also increase the chances of buying, while negative reviews can stop people from purchasing. (Sharma, 2023). Influencer marketing is also one of the important factors. Many people follow influencers and trust their suggestions. When influencers promote any product, it affect the buying decision of consumers, especially young generation. (Verma & Singh, 2025). The study also shows that social media helps in increasing awareness about products. Companies can easily promote their products and reach large number of people in less time through social media . It also helps brands to communicate directly with customers, which was not possible in traditional marketing (Johnson, 2024). At the same time, there are some problems also. Not all information available on social media is true. Some advertisements can be misleading and some reviews are fake sometimes. Because of this, some consumer don't trust easily in online shopping and digital marketing . That is why some people still prefer offline shopping where they can check product personally(Kumar & Gupta, 2022; Patel, 2024). Social media marketing have strong impact on consumer behaviour in FMCG Sector It also influence the buying behaviour and purchase decision of the customer , social media marketing also create the awareness about the product among the customers . customer can see videos ,reels and visual content of the product and also gather information before purchasing and make better decision. In future, the importance of social media marketing will increase more. Companies should use it properly by giving correct information, maintaining trust and understanding customer needs. If used in right way, it can help companies to grow and build strong relationship with customers(Verma & Singh, 2025).

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