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## **A STUDY ON THE EFFECTIVENESS OF PROMOTIONAL STRATEGIES ADOPTED IN SOCIAL MEDIA FOR FMCG PRODUCTS IN CHENNAI**

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### **Abstract**

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*Social media is an innovative application of information technology that has flourished in modern human lives, where business related communication among the various associates is sustained through the operating systems based on internet. Social media also gives opportunities in numerous ways to concentrate on the corporate fronts, such as creating awareness among the consumers, and facilitating small- and large-scale organizations to nurture their business affairs and consumer base. Social media is becoming progressively more prevalent and is altering the tone, pattern and style of conversation between the individuals. Social media has given us a fertile playful arena which provides creation, connection; conversations and sharing of online content, and it can act as a very vital element of an online marketing campaign. Social media revolves around nurturing interaction with the consumers instead of having a one-way mode of communication for sharing the brand message. These Social media platforms facilitate users to share, publish content and to build network. These Social media platforms are accessible on diverse types of devices and facilitate users to connect with other users without any restrictions.*

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*Key words: Social media, advertisement, Opportunities, online marketing,*

### **Introduction**

When a company is to formulate and organize a social media marketing strategy, it finds the availability of a vast range of forms of social media from which to make a choice for the utilization. The network's supremacy is amalgamated with

the combination of numerous tools of social media. The combination of social media extremely relies on the strategic objectives of the marketer and the upcoming trends in the target audience.

**Social Networks:** Social networks are the basic type of social media in which

websites frequently allow the users to build personal web pages and these provide them connectivity with the other users like friends, peers, family members and acquaintances. The users are able to communicate and share content with other users with the help of social networks (Sharma & Rehman, 2012). The best examples of social networks are Facebook, LinkedIn, Myspace (Lin & Rauschnabel, 2016).

**Blogs:** Social media comprises its content majorly in the form of blogs. The blogs are generally displayed in the way of articles, online journals, etc. (Sharma & Rehman, 2012). Blogs can serve variety of functions e.g. to have a simple access to the users' data or to write content on the web (Cann, 2011). Blogs are a very thriving marketing instrument that can be used in an exceptional manner to communicate with the employees, investors, business members, correspondents and prospective customers. Blogging assists in promoting a community around a brand, and it provides a prospect to acquire abrupt feedback on the improvement of the brands. Blogger, Word Press, LiveJournal are some examples of blogging.

**Content Communities:** The fundamental communities that systematize and share specific type of content among the users is called content communities. These are the platforms that provide distinct features such as live video streaming, free viewing of trending videos, comments, rating, tagging by the viewers (Banerjee, 2017) and spreading information (Go & You, 2016). The content communities which include photos (Flicker), videos (YouTube) and

bookmarked links have emerged to be the most popular ones. Different companies with the exceptional video campaigns through YouTube have had their advances in the way of brand marketing, through the viral effect of videos (Miyungi Odhiambo, 2012).

### Objectives of the Study

#### Primary Objective

To evaluate the effectiveness of promotional strategies adopted in social media for FMCG products.

#### Secondary Objectives

- To measure the effects of promotional strategies through social media.
- To analyse the factors influencing consumers over buying FMCG products.
- To assess the advantages gained through social media promotion by consumers overchoosing FMCG products.
- To find out the satisfaction of customers over social media promotion
- To suggest the ways to standardize the promotional aspects for FMCG products

### Need for the Study

FMCG companies can use their digital marketing strategies to target potential consumers who are looking for specific products on the internet. FMCGS can also build brand awareness & create loyalty among customers by providing valuable content related to their product or industry. Fast moving consumer goods are those products that have a shorter life, sold quickly & cost much less than other products. The FMCG brand website, social media channels, content & messaging should reflect the brand. The priority for FMCG brands is to own their brand space in social media channels. This study will reveal the impact of social media

promotion on consumers, satisfaction of consumers over social media promotion for FMCG also assessed.

### Limitations

- ❖ Time period is the major constrain.
- ❖ Unreliable data from the respondents is the major limitation.\

### Review of Literature

**Bogea (2021)** in his study ascertained the variables that can influence social media adoption by firms and how these variables influence adoption. The study has further proposed a theoretical model of social media and tested empirically using TAM, UTAUT, and Institutional Theory. The study was conducted in two phases, combination of qualitative and quantitative study. In the first stage semi-structured interviews were conducted with senior marketing executives of large companies of different economic sectors.

**Al Rahbi (2021)** conducted a study to recognize the factors that influence SMEs in taking the decision about the social media adoption using the Technology- Organisation-Environment (TOE) framework. The study has followed a chronological combination of both qualitative and quantitative approaches to reach the research objectives. Initially semi-structured interviews with 18 SMEs owner-managers in Muscat were conducted and derived a preliminary TOE model of 18 factors from the analysis of the interviews. Further a survey was undertaken and collected data from 205 SMEs in Muscat to inspect empirically the model framed earlier. The survey data were analyzed using logistic regression (LR). The results of the study revealed that

compatibility, observability, trialability, trust, image, perceived lack of managerial time, market scope, customer pressure and family and friends' support were the main factors that have significant influence on SMEs' decisions to adopt social media.

**Kalkan and Bozkurt (2020)** aimed to examine the perception of SMEs about the social media and their motives of using the social media tools. The data for the research we recollected from SMEs operating in Burdur using simple random sampling. The questionnaire was used as an instrument to collect data for the purpose of research. Further, computer and statistical analysis was carried out by using SPSS 20 statistical program. Finally, a frequency table regarding the social media usage in SMEs was established. As a result, it was seen that 82.1% of SMEs participating in this study have a social network page. Secondly, most of the firms were using Facebook social media network. In addition, SMEs were involved in the idea that social media is an imperative tool for opening themselves globally. In addition to this, SMEs realized that the use of social media is a significant factor that touches their corporate image and reputation and it is instrumental in increasing their competitiveness by providing new opportunities to SMEs.

**Lacoste (2020)** has contributed towards the research in the era of social media with the objective to understand how the key managers use social media account and how it helps them to interact with the key customers. The study aimed at differentiating the social media use between the selling and KAM functions. The study followed a qualitative research approach

using the grounded theory method. The researchers exhibited a model based on analysed empirical data and broadened the application of social media to the KAM function. Thus, the present study has shown the constraint of social media within the key customer engagement life cycle.

### **Research Methodology**

#### **Methodology**

The primary purpose for applied research is discovering, interpreting, and the development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so. Research methodology is a way to systematically solve the research problem. The research methodology in the present study deals with research design, data collection methods, sampling methods, survey, analysis and interpretations.

#### **Approaches to Research:**

Descriptive approach. In this approach, a problem is described by the researcher by using questionnaire or schedule.

This approach enables a researcher to explore new areas of investigation. It is also called Statistical Research. The main goal is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. It can provide a rich data set that often brings to light new knowledge or awareness that may have otherwise gone unnoticed or encountered.

#### **Research Design:**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine

relevance to the research purpose with economy in procedure.

1. A well-structured questionnaire is framed.
2. Findings are made and necessary suggestions and recommendations are given.

#### **Data Collection**

Data collection is one of the most important aspects of research. Two types of data are, Primary Data and Secondary Data.

**Primary Data** - Primary data is gathered from direct observation or data personally collected. It refers to that data which is collected for a specific purpose from the field of enquiry and are original in nature. For the project, primary data is collected from respondents using a questionnaire. A structured questionnaire has to be designed with series of close-ended and open-ended questions along with appropriate rated scale.

#### **Sampling Technique**

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purposes of statistical inference.

#### **Sample size – 120 respondents**

**Sampling Method:** In this research, simple random sampling method is used. This is coming under probability sampling method

#### **Research Instrument - Questionnaire**

Generally, in questionnaire, the respondent can apply his own judgment and answer the question as he thinks right. While constructing a questionnaire the following vital points have to be considered: the type of questions to be asked, wording of questions and sequencing of questions. Every question

should be checked to evaluate its necessity in terms of fulfilling the research objectives. This Questionnaire is relatively simple, quick and inexpensive method of obtaining data. Researcher is able to gather data from a widely using google form link and consolidate the data accordingly.

**Tools for Data Analysis**

**Analytical Tools:** The following quantitative tools will be applied to do scientific calculation about the sampled tested chart.

**Percentage Analysis**

**Percentage = Actual number/Total number x 100%**

Hence, to calculate the percentage, here is the breakdown and its application: Actual number = It is the number for which you want to find the percentage. Total number = It is the number with which you want to compare or find the value out of

**Karl Pearson’s Correlation:** Correlation (r) is given by:

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \times \sum y^2}}$$

**Chi Square Analysis:** Chi Square test was first used by Karl Pearson in the year 1900, the quantity chi-square discrepancy between theory and observation. It is defined as,

**Chi Square,  $\chi^2 = \sum (O_i - E_i)^2 / E_i$**

Where,  $O_i$  = refers to the Observed Frequencies  
 $E_i$  = refers to the Expected Frequencies

**C = refers to the degrees of freedom = (n-1)**

**Chapter IV Analysis & Interpretation**

**4.1. Duration of login pattern in social Media sites**

Duration	N	%
Always connected	40	33
Once in a day	22	18
Once in a week	30	25

More than once a week	28	24
<b>Total</b>	<b>120</b>	<b>100</b>

This table observes that 33% of the respondents felt that duration of login pattern in social media sites was always connected, 18% of the respondents felt that the duration of login pattern in social media was connected once in day, 25% of the respondents felt that the login pattern was connected once in a week, 24% of the respondents felt that the duration of login pattern in social media sites was connected more than once a week.

**FMCG products like to search in social media**

Products	No. of respondents	Percentage
Groceries	42	35
Vegetables	28	23
Drugs	23	19
Others	27	23
<b>Total</b>	<b>120</b>	<b>100</b>

This table shows that 35% of the respondents felt that they would like to search about groceries in social media, 23% of the respondents felt that they would like to search about vegetables in social media, 19% of the respondents were search about drugs, 23% of the respondents were search about other FMCG products.

**Social media you regularly engage**

Social media	No. of respondents	Percentage
Face book	26	22
Twitter	12	10
You tube	42	35
Instagram	30	25
LinkedIn	9	8
<b>Total</b>	<b>120</b>	<b>100</b>

This table explores that 22% of the respondents were regularly engage on Face book, 10% of the respondents were

regularly engage on Twitter, 35% of the respondents were regularly engage on you tube, 25% of the regularly engage on Instagram, 8% of the respondents were engage on LinkedIn.

**Social media promotion for FMCG products is effective**

Opinion	No. of. respondents	Percentage
Yes	88	73
No	32	27
<b>Total</b>	<b>120</b>	<b>100</b>

**Inference:** From the above table it was identified that 73% of the respondents were accepted that social media promotion for FMCG products are effective, 27% of the respondents were not accepted that social media promotion for FMCG products are effective.

**Promotional tools used by social media may attracts**

Tools	N	%
Special discount	42	35
AD campaigns	36	30
Events	28	23
Movie/celebrity association	14	12
<b>Total</b>	<b>120</b>	<b>100</b>

This table observes that 35% of the respondents felt special discount as promotional tool used by social media to purchase FMCG products, 30% of the respondents felt Ad campaigns as a promotional tool, 23% of the respondents felt events as a promotional tool, 12% of the respondents felt movie/celebrity association as a promotional tool used by social media to purchase FMCG products.

**Paying attention to advertisement on social media**

Opinion	No. of. respondents	Percentage
Strongly agree	51	43

Agree	23	19
Neutral	26	22
Disagree	20	16
<b>Total</b>	<b>120</b>	<b>100</b>

This table highlights that 43% of the respondents were strongly agree that they are paying attention to advertisement on social media, 19% of the respondents were agree, 22% of the respondents were neutral, 16% of the respondents were disagree that they are paying attention to advertisement on social media.

**Display of social media advertisements influence more**

Opinion	No. of. Respondents	Percentage
Strongly agree	46	38
Agree	39	33
Neutral	21	18
Disagree	14	11
<b>Total</b>	<b>120</b>	<b>100</b>

From the above table it was highlighted that 38% of the respondents were strongly agree that display of social media advertisements influence more, 33% were agree, 18% were neutral & 11% of the respondents were disagree that display of social media advertisements influence more.

**Tool Used – Correlation Analysis**

To find out the significant relationship between display of social media advertisements & content of the brand in social media provides latest information.

X	(X-39) x	X <sup>2</sup>	Y	(y-43) y	y <sup>2</sup>	xy
46	7	49	39	-4	16	-28
39	0	0	43	0	0	0
21	-18	324	25	-18	324	324
14	-25	625	13	-30	900	750
		998			1240	1046

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \times \sum y^2}} = \frac{1046}{\sqrt{998 \times 1240}}, = \frac{1046}{1112}, = 0.94$$

It was noted that the calculated value was positive correlation that was 0.94. Therefore there was a significant relationship between display in social media advertisement & content of brand in social media provides the needy information.

**Chi Square Analysis**

1. To find out an association between gender & familiar about social media promotion for FMCG products.
2. Ho – There is no association between gender & familiar about social media promotion for FMCG products.
3. H1 – There is an association between gender & familiar about social media promotion for FMCG products.

Gender	Fully Aware	Somewhat Aware	Not Aware	Total
Male	38	20	15	73
Female	24	13	10	42
	62	33	25	120

Observed (O)	Expected (E)	(O – E)	(O – E) <sup>2</sup>	(O – E) <sup>2</sup> /E
38	37.2	0.8	0.64	0.017
24	24.2	-0.2	0.04	0.001
20	20.0	0	0	0
13	12.9	0.1	0.01	0.000
15	15.2	-0.2	0.04	0.002
10	5.19	4.81	23.13	4.45
				4.47

Calculated value was 4.47 Degree of freedom  $(r - 1) (c - 1) = (2 - 1) (3 - 1) = 1 \times 2 = 2$

Table value of 2 was 5.991

From the above calculation it was identified that the table value was more than calculated value. So H1 was accepted. Therefore there was an association between gender & familiar about social

media promotion for FMCG products.

**Findings, Suggestions and Conclusion**

**Findings**

- ❖ 61% of the respondents were male.
- ❖ 30% of the respondents were under the age category of 30-35 years.
- ❖ 33% of the respondents have completed post graduate.
- ❖ Most of the respondents were getting 30,000-40,000 as income.
- ❖ 52% of the respondents were fully aware of social media promotion for FMCG products.
- ❖ 33% of the respondents were always connected in social media sites.
- ❖ Most of the respondents were like to search for groceries in social media.
- ❖ Majority of the respondents were regularly engaged in YouTube.
- ❖ 73% of the respondents were accepting on social media promotion for FMCG products were effective.
- ❖ Most of the respondents were felt that special discount used by social media attracts.
- ❖ 43% of the respondents were strongly agree on paying attention to advertisement on social media.
- ❖ 38% of the respondents were strongly agree on display of social media advertisements influence more.
- ❖ Most of the respondents were strongly agree on content of the brand on social media.
- ❖ 36% of the respondents were agree on choices were available to purchase FMCG products.
- ❖ Most of the respondents were agree on social media promotion insist on product nature.
- ❖ 33% of the respondents were agree

on social media promotion will influence newcustomers.

- ❖ Most of the respondents were agree on more benefits may be derived through socialmedia promotion.
- ❖ 38% of the respondents were agree on social media promotion may bring innovations& adaptions.
- ❖ 78% of the respondents were accepting on social media promotion for FMCG productscapture market.
- ❖ Most of the respondents were agree on promotion in social media was a challengingone.
- ❖ 32% of the respondents were accepting that it was highly possible to convey the relevant information about FMCG through social media.
- ❖ Most of the respondents were agree on social media promotion may reach the youngergeneration fully.
- ❖ 66% of the respondents were accepting that FMCG products were defined throughpersonalities in social media.
- ❖ 32% of the respondents were highly satisfied with the promotion of FMCG products insocial media.
- ❖ Most of the respondents were highly satisfied with the personalities engaged inpromotion.
- ❖ 80% of the respondents were accepting that social media promotion needs moreinvestments.
- ❖ 66% of the respondents were accepting over need for standardizing social media promotion.
- ❖ Most of the respondents were felt that social media promotion were well evaluated.

- ❖ Majority of the respondents were felt excellent on social media promotion for FMCGproducts.

### **Suggestions**

The marketer's key aim is to approach the prospective consumers and influence their awareness, attitudes, buying behaviour. The identification of the communication ways to lay an impact on the behaviour of the consumers is an indispensable activity of communication mix, the eventual purpose being the formation of advertising messages for reaching target market through efficient platforms. There are many fundamental steps that consumer's go through before and after making their purchase decision. The marketer's messages can influence the buyer's behaviour at any stage in this process. Marketers approach the consumers through various social media messages and content which is true for low involvement FMCG products as well. The decision process is circular in nature and the advertisers who understand this process can develop messages more likely to reach and make sense to the consumers. Thus, this makes it significant to study the influence of message strategies while using social media platform throughout the process of decision making by the consumers.

### **Conclusion**

Marketers are progressively more connecting with their customers through social media, which provides the marketer a platform to enhance its reach in terms of customers and to communicate with the existing and potential customers and use their opinions for impacting others. the process of decision making by the



consumers includes various stages to be explored by the consumers for discovering their wants, accumulation of information, evaluation of alternatives and then finally making the purchase decision based on economic, cultural, psychological and technical factors. Today the process of information search is incomplete without using social media. It is estimated that consumers constituting 60% proportion use Google and other likewise search engines to answer their queries regarding a product or brand and the remaining 40% consumers rely on gathering information from social networking platforms such as Face book, YouTube, Blogs and Twitter (Solomon, 2015). With the help of internet, the cost incurred for search has subsequently decreased but is not absolutely free.

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