



EFFECTS OF SOCIAL MEDIA MARKETING ON SUBSEQUENT FMCG PERFORMANCE

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ABSTRACT:

Aim of the study: This study help the FMCG businesses to performance and identify their role in social media marketing.

Design/ Methodology: A one sample t-test is utilized for analysis used for hypothesis testing and anova is used to examine the respondent's educational background and performance in the Fmcg business performance.

Findings: The finding of the study to the proper effectiveness of social media marketing (SMM) and customer's happiness with FMCG items. The creative use of a variety of social media platforms for marketing their goods and business performance. Additionally, it was established the consumers are satisfied they buy FMCG products through a platform like social media marketing.

In imperative to be competitive, businesses must keep up with rapidly evolving technology and possess the marketing acumen necessary to effectively promote their goods and services. The growing number of automated gadgets found in every home is helpful for social media marketing purposes. the customers may carefully compare the company's quality and pricing, can replace their products with roughly better alternatives, and can share their personal experiences with other customers, leading to the delivery of higher quality goods and services.

Practical Implications: In imperative to be competitive businesses must keep up with rapidly evolving technology and possess the marketing acumen necessary to effectively promote their goods and services. The growing number of automated gadgets found in every home is helpful for social media marketing purpose. The customers may carefully compare the business quality and pricing can replace their product with roughly better alternatives and can share their personal experiences with other customer leading to the delivery of higher quality of goods and services.

Originality/ Value: According to a survey of the literature, social media marketing in various fields is the focus of the majority of studies. However, no research has been done on the effectiveness of social media marketing for the FMCG industry.

Keywords: social media marketing, FMCGs, customer's satisfaction, business performance

1. INTRODUCTION

The purchase of FMCG products is responsible for the largest intake. A business and production of quick products used continuously in daily life is known as FMCG. FMCG goods include food, snacks, milk, toiletries, packaged drinks, and other necessities for the home. Products that generate income with few restrictions are characteristics of FMCG, and as consumption is too common, sales volume may increase. Consumers definition of their buying habits are impacted by the expansion of social marketing channels. Currently, there are several opportunities for suppliers and manufacturers to expand their product lines. Customers' preferences for purchasing communications are impacted by this basic product. Anywhere the full item is packaged to be as is, the product's strategy with elevation and media promotion is identical to Internet expansion as quick and stress-free as opening a smartphone. Users greatly anticipate the ease and speed of contacting FMCG products as their needs increase. There are several benefits and disadvantages associated with the development of social media technology. The advantages of social media platforms include choice, speedy access, abundance of shopping, low costs, competent shipping, direct delivery to customers' houses and target addresses, among others. Social media platforms' shortcomings could include issues with distribution costs, a continuous lack of product frameworks, a hazy product following, and a failure to reach rural places. This progression of strengths and weaknesses is positively influenced by numerous causes. Therefore, categorizing these problems is necessary to detect variances in customer performance through social media marketing platforms.

2. LITERATURE REVIEW

2.1 Social media marketing

Social media marketing presents fresh opportunities to improve brand recognition, advance brand competition between established and emerging competitors, and harness consumer operative energy to promote customer satisfaction. Social media marketing provides a communication method since it easily reaches people and understands their unique demands. Since the confirmation could be checked on social media blogs, websites, forums, and communities, social media marketing would significantly lower the expense of enhancing brand image. Customer satisfaction could be guaranteed, and this network improved the ability to meet customer requests and provide the care services they required. Businesses also developed more positive attitudes towards the usage of social media marketing. Social media provides social media marketing suitability through its primary channels, including Instagram, Facebook, and Twitter offer social media marketing applicability.

Social relevance has increased dramatically as a result of a better grasp of social media. Businesses use it for advertising and broad geopolitical ramifications, and it is driven by expression and communication. Social media sites and the assessment procedure are what limit their ability to engage with advertising. Customer engagement has a certain history and develops different involvements in distinctive behaviour. Different groups of advertising valuations are offered by these varied understandings. Clarifying how media involvement might affect consumer preferences for advertising assessment was crucial for social media advertising.

2.1.1 Importance of SMM

Social media marketing is popular among consumers since it is more explicative. Consumers may choose what they want to buy, determine how much they spend, and mark the economic and psychological characteristics thanks to SMM technology, which offers a potential market. Consumers tend to exercise restraint as they finally come to terms with a brand. Due to the inability to directly view the object being purchased or directly interact with the service being used, consumers are also more expressive when shopping and subliminally communicate their sentiments.

2.1.2 The Role of FMCG

FMCG product brands that engage in social media marketing have an important and positive effect on consumers' desire to purchase. An alternative thing that also occurs is that social media marketing does not disturb sales offline or through goods. The number of household member's expenditures also affects consumptive performance. Social media marketing for FMCG should constantly post information, warns, and surely keep consumers informed concerning products. Consumers observe businesses using online marketing to be more successful than those using traditional media, so they should add more innovation to their social media marketing campaigns. Trustworthy facts should be provided because consumers would shadow a brand with accurate information about products.

2.2 Related Literature

Arockiaraj G and Baranidharan K (2013) Investigating that how marketers of fast-moving consumer goods (FMCG) firms may use social media to communicate with their key customers in the most effective way possible, given that social media offers have an impact on all industries. Brand awareness, a persistent need for knowledge, and fresh insights for deciding and taking action can all be generated by social media.

Dr. Gokhan aydin, Nimet uray and Gokhan silahtaroglu (2021) revealed that the best method to combine the social media effectiveness of consumer brands is to start with executable guidelines and offer prepared visions. Background aspects associated with posts are complemented by progressive elements that influence consumer involvement, such as commenting on, reposting, and liking posts as a measure of social media effectiveness. FMCG also represents variations throughout industries and between social media channels. The results in the existing works are settled by the usage of videos and photos, post occurrence, and conveying post parts, all of which were determined to play a dangerous role in the achievement of social media postings. People sharing fundamentals like hashtags, gamification, and tags are crucial for improving presentations in the empire of social media.

Harshita Singh and Chandpuri Vandana Ahujaa (2020) examined that the fans and friends of a company's page trust the brand, not the brands that were evaluated in this study. Social media have provided FMCG companies with a tool to quickly achieve a variety of environmental positions. Groups will be able to create devoted consumer bases thanks to online connectivity and agreements. The FMCG industry uses rummage-sale social media platforms like Facebook and Twitter to promote its brands and its products. It

illustrates how dynamic user involvement and brand initiatives on Facebook and Twitter are building trust for FMCG firms.

Heba Sadek, Sarah Elwy and Mohamed Eldallal (2018) Examines that the influence of company formed and generate the user in online social media platform for spread business brand and communication related to FMCG industry. The important role in FMCG business is to perform the brand on the online presence. It may motivate to the consumer who use online platform like facebook, Instagram etc. and ready to buy according to their taste and preference. It provides vital information to the marketing specialists and brand managers to understand the consumer details.

Huseynov F and Abasin M (2020) examined that using social media to sell products and services is a more cost-efficient and successful strategy to for contacting consumers. It evaluated how social media marketing affected the development of brand loyalty in marketplaces for fast-moving consumer goods (FMCG). The use of various social media marketing strategies, such as community involvement, online social communities, social media advertising, and electronic word of mouth, is being done by brand owners to increase brand loyalty. Therefore, owners of brands have begun to priorities social media marketing more.

Dr. Jenifer Lawrence (2022) investigated that Social media marketing in the ecosystem continues to advance with a focus on using the language, video production, and other features associated with the rural obverse to recover customer communication, using social media tools to advance market right-to-use approaches, and achieving supportable development. The main goal is to identify the critical factors that significantly affect how FMCG companies use perception strategies for social media marketing in the rural sector.

Joanna Bednarz and Patricia Orelly (2020) Considered that social media marketing and the technology determine the shape of advertising message on the display among the FMCG business. It produce the infrastructure of advertising tool to viewing Fmcg business towards the developing market. to understand the customer desires according to that the brand activated. It also increase the production from business and also the website and social media platforms are helpful to the FMCG businesses to gives good return and create more popularity.

Maria Johansson (2010) assessed that the purpose social media marketing should form brand recognition. For the special area covers of fast moving consumer goods. This study is of an investigative, evocative and qualitative appeal, and by observing at a on its own case, The abundant experiment that come from for the business to discovery the correct set of scales flanked by as long as stuffing of great attention for the viewers, even though at the similar time with regard to caring of information the business can actually actuality applicable in social media marketing and in all additional stations of statement.

Mohammad Moein Abasin and Farid Huseynov(2020) constitutes that demonstrating the effectiveness of social media marketing in fostering brand loyalty for companies that provide quickly disappearing consumer items. The purpose was to examine the relationship between the dependent variable, brand loyalty, and the four independent variables: online brand communities, social media advertisements, electronic word-of-mouth, and community commitments. The findings of the current study have academic

ramifications that point to technical representations and support for disseminating information on the impact of social media marketing on brand loyalty in markets for fast-moving consumer products.

Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sanny (2020) examined that Social Media Marketing carried out by businesses and brands need an optimistic influence on their brand fairness, e-WOM delivery on social media platforms and customers' acquisition aim. The objective considers the influence of SMM towards FMCG of consumers' buying purpose. Lastly, SMM showed that FMCG create good informative product avail in the online that form a positive impact to the customer and induce the consumer purchase intention.

Sadek, Elwy and Eldallal (2018) focused that investigate these two distinct types of social media brand communications (firm-created and user-generated social media brand communications FMCG industry) to the body of knowledge. Additionally, by advising them to increase their investments in corporate social media and pay less attention to user-generated material in order to enhance brand equity, it provides marketing managers, particularly those in the FMCG industry, with useful insights. It encouraged and improved social media practices that may be used to position well in a group with exceptional brand equity.

3. RESEARCH METHODOLOGY

For this study, primary data were gathered using 117 questionnaires. Internet and article sources have gathered by secondary data.

Hypothesis

- i. H1: There is a relationship between create & use sustain choice and FMCG performance in SMM
- ii. H2: There is a relationship between FMCG companies' performance and their reliance on social media marketing.

4. ANALYSIS AND RESULTS

4.1 Exploratory factor analysis

The KMO and Bartlett test of Sphericity evaluates the suitability of the sample and measures the degree of intercorrelation between the variables.

Table: 1 KMO and Bartlett's Test

Measure of Sampling Adequacy by Kaiser-Meyer-Olkin	0.763	
The Bartlett's Test of Sphericity	Approx. Chi-square	378.122
	df	15
	Sig.	0.000

The KMO and the Bartlett's test used to measure sampling adequacy for the variables.

The KMO test value = 0.877.

Table 2: Communalities

Communalities		
	Initial	Extraction
Mentioned the FMCG item for consumption value	1.000	0.456
Know the consumer's taste and preference	1.000	0.701
Provide an opportunity for an available substitute in the market	1.000	0.605
Keep the number of customers in the market	1.000	0.569
Fulfil the consumer's expectation	1.000	0.585
Create and use a sustainable choice	1.000	0.723
The Extraction Method: Principal Component Analysis.		

The communalities show the proportion of one variable that is explained by all of the underlying elements.

Table 3: Total Variance Explained

Explanation of Total Variance						
Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.639	60.643	60.643	3.639	60.643	60.643
2	0.973	16.222	76.865			
3	0.517	8.620	85.484			
4	0.442	7.372	92.857			
5	0.262	4.361	97.217			
6	0.167	2.783	100.000			
Extraction Method: Principal Component Analysis.						

4.2 Reliability Statistics

Social media marketing has a Cronbach's Alpha score of 0.867, which is higher than 0.7. Below are the FMCG factors' Cronbach's Alpha values:

Table 4: Reliability of FMCG

	Scale Mean	Scale Variance	Total Correlation	Cronbach's Alpha
Mentioned the FMCG product's consumption value	19.8547	12.642	0.541	0.866
Know the consumer's taste and preference	19.5128	12.166	0.754	0.830
Provide an opportunity for an available substitute in the market	19.5043	12.235	0.663	0.844

Keep the number of customers in the market	19.4444	12.611	0.637	0.849
Fullfill the consumer's expectation	19.4615	11.975	0.647	0.848
Create and use a sustainable choice	19.4872	11.200	0.759	0.826

4.3 Chi-Square Test

Table 5: Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.318 ^a	12	0.000
Likelihood Ratio	33.547	12	0.001
Linear-by-Linear Association	7.727	1	0.005
N of Valid Cases	117		

Pearson Chi-square value is 44.318, and P value less than zero, rejecting the null hypothesis. The study found a correlation between respondents' ages and the consumption value of FMCG products.

4.4 T-test

Table 6:One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Mentioned the FMCG product consumption value	117	3.5983	0.91971	0.08503
Know the consumer's taste and preference	117	3.9402	0.80184	0.07413
Provide an opportunity for an available substitute in the market	117	3.9487	0.86946	0.08038
Keep the number of customers in the market	117	4.0085	0.82520	0.07629
Fulfil the consumer's expectation	117	3.9915	0.93307	0.08626
Create and use a sustainable choice	117	3.9658	0.96429	0.08915

The standard deviation runs from 0.80184 to 0.96429, and the standard error mean is calculated within the range of 0.07413 to 0.08915, according to the above table, which shows the mean values of the above six variables. The 't' test value is shown in the example test table that follows.

Table :7 One-Sample Test

	Test Value = 1					
	t	df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Mentioned the FMCG item for consumption value	42.319	116	0.000	3.59829	3.4299	3.7667
Know the consumer's taste and preference	53.152	116	0.000	3.94017	3.7933	4.0870
Provide an opportunity for an available substitute in the market	49.124	116	0.000	3.94872	3.7895	4.1079
Keep the number of customers in the market	52.543	116	0.000	4.00855	3.8574	4.1596
Fulfil the consumer's expectation	46.271	116	0.000	3.99145	3.8206	4.1623
Create and use a sustainable choice	44.485	116	0.000	3.96581	3.7892	4.1424

T values between 42.319 and 53.152. The T values are provided with two-tailed significance and are statistically significant. It is clear from the above table that the respondents firmly believe that social media marketing is essential to the success of the FMCG industry.

4.5 ANOVA

Table: 8 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Mentioned the FMCG item for consumption value	Between Groups	8.694	2	4.347	5.542	0.005
	Within Groups	89.425	114	0.784		
	Total	98.120	116			

Know the consumer's taste and preference	Between Groups	1.488	2	0.744	1.160	0.317
	Within Groups	73.093	114	0.641		
	Total	74.581	116			
Provide an opportunity for an available substitute in the market	Between Groups	0.579	2	0.290	0.379	0.685
	Within Groups	87.113	114	0.764		
	Total	87.692	116			
Keep the number of customers in the market	Between Groups	1.947	2	0.974	1.441	0.241
	Within Groups	77.044	114	0.676		
	Total	78.991	116			
Fulfil the consumer's expectation	Between Groups	2.359	2	1.180	1.363	0.260
	Within Groups	98.632	114	0.865		
	Total	100.991	116			
Create and use a sustainable choice	Between Groups	2.152	2	1.076	1.160	0.317
	Within Groups	105.712	114	0.927		
	Total	107.863	116			

The results of the one-way anova demonstrated that consumers are happy with FMCG products promoted on social media.

4.6 Linear Regression Analysis

Table: 9: Model Summary^b

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	.816 ^a	0.666	0.651	0.57	1.883

a. The following Predictors: (Constant), Fulfil the consumer's expectation, Mentioned the FMCG item for consumption value , Provide an opportunity for an available substitute in the market, Keep the number of customers in the market, Know the consumer's taste and preference.

b. Dependent Variable: Create and use a sustainable choice

The social media marketing characteristics were determined to be responsible for 65.1% of the variance on how one creates and uses a sustainable choice in the above table, $R^2 = .666$. The accompanying ANOVA table validates the regression fit.

Table: 10 : ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.845	5	14.369	44.282	.000 ^b
	Residual	36.018	111	0.324		
	Total	107.863	116			

a. Dependent Variable: Create and use a sustainable choice

b. Predictors: (Constant), Fulfil the consumer's expectation, Mentioned the FMCG item for consumption value ,Provide an opportunity for an available substitute in the market, Keep the number of customers in the market, Know the consumer's taste and preference.

It can be seen from the above table that there is a substantial association between the parameters such as Mentioned the FMCG item for consumption value, Provided an opportunity for an available substitute in the market, and $F = 44.282$, $P = .000$ are statistically significant @5%. Know the consumer's tastes and preferences while maintaining a steady customer base. The coefficient table that follows provides an approximation of each factor's unique influence.

4.7 Hypothesis Testing

H1: There is a relationship between create & use sustains choice and FMCG performance in SMM

H2: There is a relationship between FMCG companies' performance and their reliance on social media marketing.

Table: 11: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
constant					
Mentioned the FMCG item for consumption value	0.075	0.082	0.072	0.911	0.364

Know the consumer's taste and preference	0.532	0.108	0.443	4.909	0
Provide an opportunity for an available substitute in the market	0.527	0.088	0.475	5.96	0
Keep the number of customers in the market	-0.242	0.095	-0.207	-2.553	0.012
Fulfil the consumer's expectation	0.19	0.075	0.184	2.538	0.013

a. Dependent Variable: Create and use a sustainable choice

From the above table it can be ascertained that, know the consumer's taste and preference ($\beta=0.443$, $t=4.909$, $p=0$) and provide an opportunity for an available substitute in the market ($\beta=0.475$, $t=5.96$, $p=0$) are statistically significant @ the 5% level of significance. It was ascertained from this study there a significant relationship between the factors such as mentioned the Fmcg item for consumption value , know the consumer's taste and preference, provide an opportunity for an available substitute in the market, fulfil the consumer's expectation and create and use a sustainable choice.

5. RESULTS AND DISCUSSION

This study established that the FMCG industry could reach and influence more consumers through social media marketing and advertising to raise consumer awareness of the brand, develop consumer commitment, foster brand loyalty, and boost sales and revenue. Because goods can be provided immediately and end users may acquire what they want more quickly, social media platforms are more advantageous to FMCG end users. Social media marketing as a practical and affordable method of selling and promoting FMCG the material was adequate, lovely, and helpful to the company. E-WOM can understand customer feedback.

6. CONCLUSION

The platform for FMCG product brands' social media marketing has a positive impact on sales and may be used to gather important consumer data for the company and gauge the effectiveness of social media marketing. As it expedites demand and supply contact, reduces issues due to a clearer system, and gives an efficient and well-organized company ideal for enterprises, it might improve FMCG delivery resource sequence decision-making. Social media marketing platforms are cost-effective for suppliers and manufacturers as a new business due in large part to advertising, brand awareness, e-WOM, positive influence, customer interaction, and increased sales. Stages of social media marketing deliver significant customer interaction, have an impact on advertising, and create clever brand recognition. Consumer consideration for companies, ease of access, audio and visual social media marketing, and customer reviews are factors that influence customers' outward behaviour as a result of the survival of social media platforms. These factors may also attract a significant number of consumers.

7. LIMITATIONS AND FUTURE RESEARCH

The primary focus of this study is the function of human resources, and there are only 116 participants. One of the reviews for upcoming scholars is this study. The focus of the research was on customer benefits of social media marketing in FMCG. Future academics may conduct research on the use of social media in advertising campaigns. In-depth investigation has not been done in this field.

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