

STUDY ON DIGITAL MARKETING'S INFLUENCE ON BUYER ACTIONS IN THE FMCG COMMERCE

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ABSTRACT

The goal of this study is to determine the impact of digital marketing on FMCG product purchasing behaviour in Delhi. There are several studies revealing causes to use social media and to assist firms in gaining a competitive advantage in the move; however, few plan to think from the perspective of consumers. Over the last few years, social media has revolutionized the way businesses do business using computers online, and as a result, social media marketing has earned its own identity in the business world. There are numerous online social networking platforms that influence customer behaviour. Like Google+, LinkedIn, and YouTube, for example. Nowadays, practically all ages of consumers use social media, including college students, working-class individuals, and even the elderly. In today's world, social media has evolved into a powerful tool that consumers can utilize to make purchasing decisions. Consumers' lives have been altered by technological advancements. In general, customers have unique feelings that differ from what marketers believe. For example, what "brand interaction" via social media looks like to shoppers may differ from what marketers believe. Digital technology has become a vital element of society's daily lives, both professionally and personally. In India, consumer demand for FMCG products has risen as a result of digitization. In the virtual world, digital technology has provided an interactive source of platform where people may buy things and services. In a customer-oriented market environment, consumer purchase patterns are evolving at a faster rate. The rise of digital marketing trends is having a significant impact on consumer purchasing behaviour.

KEYWORDS: Digital Marketing, Online buying, Consumer behavior, FMCG products.

INTRODUCTION

India's digital marketing business is at its pinnacle right now, and it's continuously rising. This expansion is due to a variety of sources. The use of communication tools has increased significantly. In the previous year, everything had changed. No one ever imagined that a trustworthy offer could be found on the internet. Several factors have been discovered to play a role in the development of digital marketing in India. Previously, the wealthy were the only ones who could use the internet. There has been a significant shift in the way people live presently members of the middle class.

SOCIAL MEDIA

Social media can be defined as a collection of web-based apps that allow for the creation and exchange of user-generated content and are founded on the Web's ideological and technological roots. Scalable communication systems make social media accessible and possible. Consumer behaviour is changing as social media becomes more widely used, connecting people and enabling the exchange of information. Consumers may now simply view a fascinating advertisement on YouTube while writing their own thoughts on Twitter and sharing it with friends on Facebook thanks to social media. In many respects, social media differs from traditional print media (e.g., magazines and newspapers) and traditional electronic media (e.g., radio and television) in terms of quality, frequency, interactivity, usability, and performance.

Types of Social Media

Four various form of social media outlets are discussed in this examination of different sorts of social media outlets:

- 1) Websites for social networking
- 2) Website for social news
- 3) Websites that allow you to share your media
- 4) Websites with blogs

Each of these social media networks has its own distinct characteristics.

1. Social networking sites

A social networking site is an online platform that allows people to develop others with comparable personal or professional interests, hobbies, backgrounds, or real-life ties form social networks or partnerships.

Some interpersonal contact sites, such as LinkedIn, are used to form professional relationships, while others, such as Facebook, blur the lines between personal and professional.

2. Social news Website

Users of social news websites are encouraged to post news stories, articles, and media, which they then share with other users. These stories are ranked by the number of votes they receive from other website users. These stories are also shared by users, who leave comments and share them.

3. Media sharing sites

A website that allows users to store and share interactive media records (photographs, recordings, and music). The media can be seen or played from any Web software, and it can be restricted to a small group of people or made available to the general public using a secret key.

4. Blogs

A blog is an online discussion that consists of discrete, informal diary-style material. On February 16, 2011, there were more than 156 million public blogs

Social Media and Marketing

Social Media marketing is the practice of empowering individuals to promote their \services or products through different social media platforms to attract a bigger amount of consumers who may not have been available via traditional way of advertising. Advertisements in the mainstream media are no longer as effective as they once were. The social web is a place where people who share common interests come together to share information, ideas, and thoughts. Marketers can use social media to listen to and respond to communities, solicit feedback, and advertise their products and services.

What distinguishes social media marketing from other forms of marketing?

Small and medium-sized businesses with limited resources can take full advantage of when they don't have enough money to use traditional marketing strategies; they turn to social

media marketing.

Despite the fact that social media marketing is a developing concept, the core premise of marketing remains the same: to target a certain segment of the population, communicate with prospects, and establish loyalty.

Is social media having an impact on consumer behaviour?

As a communication tool, social media has taken on a significant role. People use social media to connect with other people and organizations all over the world.

People have begun to share their experiences around the world using social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. People contribute product reviews, information about a service, food or health advice, product warnings, suggestions on how to use certain products, and much more as customers.

4 Ways Social Media Influences Consumer Behavior

Buyers are using social media networks in greater numbers than ever before. Consumers are looking for recommendations and reviews. As a result, having a strong online presence on multiple social media platforms is critical.

The introduction of social media is the most recent marketing trend. Social media has the ability to impact potential clients from the beginning to the end of the purchasing process, and even beyond.

To begin, customers must be aware of your brand and its offerings. When they start to narrow down their options, you'll need a social media influencer to persuade them to make a decision. The client and the brand must communicate frequently in order to establish a strong relationship. If you generate appealing and informative content, customers will be glued to your brand.

Here are four ways that social media has an impact on consumer behaviour:

1. Increases brand awareness

When it comes to generating customer knowledge about a product, social media plays a big

role. When people are faced with a problem, they immediately start hunting for a solution. Customers, on the other hand, are frequently unsure which product or service will best solve their problems.

What is the best way for consumers to learn about your product?

Your brand gets introduced to a large section of the audience through social media posts.

The purpose of every business is to influence client behaviour. If you don't have a social media presence for your brand, you're missing out on a huge potential to influence consumer purchasing behaviour.

2. The importance of social proof in purchasing decisions

Social proof has become more important as a component in purchasing decisions as a result of social media. Person's predisposition to copy the behaviour of others around them, particularly people who have influence over them, has given rise to social proof.

Customers who are happy with their purchases are more inclined to praise them with likes, shares, reviews, and comments on social media. Marketers are using social media to boost brand confidence and conversion rates environment more transparent by posting reviews, comments, likes, tweets, and pins from delighted customers.

Sharing customer testimonials, case studies, photos, comments, and videos can increase trust and can be used on your landing page, consulting page, and sign-up page.

When social media has become a vital part of buyers and sellers' lives, the value of social proof cannot be underestimated. As part of their selling strategy, social marketers should provide good social evidence in the form of case studies, photos, videos, podcast interviews, and influencers. The conversion rate will gradually rise as a result of all of this.

3. Promotions, Discounts and Deals on Social Media

Many people on social media have joined organizations and forums that they are interested in. Promotions, discounts, and offers seen on social media affect consumers' purchase decisions.

4. Influencers on social media

When a customer gets a recommendation from someone they know and trust, they are more inclined to buy. Celebrities and well-known people have an influence on their viewers' shopping decisions. It's true that 49% of purchasers seek advice from social media influencers before making a purchase.

For example, a well-known gamer might market gaming and tech products. Consumers flock to these influencers for product recommendations and advice on social media. A favourable influence will persuade the customer to purchase the product.

Influencer marketing may help your company develop by bringing in new customers. Instead of superstars, many marketers are turning to YouTube, Instagram, and Snap chat influencers. These internet celebrities are adored by customers because they provide unbiased product reviews.

During the pandemic, the recognition of on-line buying soared. Because of the contactless shopping for procedure, many traders opted to adopt promotional sports thru social media structures to sell manufacturers and enhance income with the aid of using motivating purchasers to transmit statistics and invite on-line friends. The epidemic of coronavirus wreaked havoc at the e-trade sector, specifically over the weekend (COVID-19).

When compared to the same period the previous year, online sales increased by 90 percent on March 8." Between March 2019 and March 2020, online sales climbed by 44%. Due to heightened interest in disinfectants and facial masks, e-shops selling medical products saw a 130 percent rise in orders year over year during the first lockdown. According to a survey of Italian e-commerce companies conducted in March 2020, more than half of those polled said the epidemic had a negative impact on their business. In Slovakia, the same pattern was found; a survey of e-commerce businesses revealed that 37 percent of all businesses had decreased sales.

Online shopping in India: India's internet business market developed at an amazing 88 per cent in 2013 to \$ 16 billion, riding on roaring on the web retail drifts and challenging more slow monetary development and spiraling expansion. The expanding Internet entrance and accessibility of greater installment choices supported the online business industry in 2013.

Internet business in India is required to stretch around \$50-70 billion by 2020 on the back of a quickly developing web associated populace and improvement in related frameworks like installment and conveyance frameworks. India's online business market, which remained at

\$2.5 billion in 2009, came to \$8.5 billion in 2012 and rose 88% to \$16 billion in 2013. The overview appraises the country's internet business market to reach \$56 billion by 2023, driven by rising web retail. This growth is because of aggressive online discounts, rising fuel prices and the availability of abundant online options.

Role of online shopping: Online shopping plays an important role in the world. It can help people buy products through the Internet without any intermediary. It can help clients save time, travel, cost, energy, and so on. One can purchase items online with various installment choices like COD, Credit/Debit Card, Net Banking, and so forth. The retailers/online storekeepers provide various facilities to customers who buy products through online shopping. This has prompted an impressive expansion in the number of individuals who lean toward online buy. To stay competitive the sellers of provision give multiple discounts like gift coupons, free delivery and seasonal offers.

The fast-moving consumer goods (FMCG) industry is the fourth-largest in the Indian economy. Household and personal care items contribute for 50% of industry revenues, healthcare accounts for 31-32 percent, and food and beverage accounts for the remaining 18-19%. The covid-19 epidemic has accelerated the selling of fast-moving consumer items through online channels, with most companies seeing their e-commerce channel share quadruple in the last 18 months. According to Nielsen, a market research agency, e-commerce's to total FMCG sales is predicted to rise to 11% by 2030. In India's urban centres, the quality of use is excellent. This is due to the fact that the majority of people do not have time to shop. Apart from the effort to make money, individuals desire to be able to do other things at their leisure. Traditionally, every FMCG product's campaign relied on identifying the best marketing mix of the four Ps (Product, Price, Place, and Promotion). Consumers now spend more time looking at their phones and laptop screens than they do watching television, reading newspapers, or seeing billboards. At addition, an increasing percentage of consumers choose to purchase for FMCG products online rather than in a

physical store. Digital media is reshaping the marketing landscape across the board, particularly in the fast-moving consumer goods (FMCG) industry.

OBJECTIVE OF THE STUDY

The objective of my study is to understand and critically analyze the impact of digital marketing on consumer behaviour in FMCG Industry-

1. To study the responsiveness of digital marketing in Delhi.
2. To examine the effect of digital marketing in buying decision.
3. To know about responsiveness of FMCG products bought by utilizing digital Medium.

CORE OBJECTIVE:

- To understand how effective digital marketing is for FMCG products.
- Consumer behaviour while buying FMCG products online.

SUB-OBJECTIVE:

- To know how effective FMCG offers its services to buyers.
- To understand various digital features that help the buyer be more user friendly.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic.

To investigate the impact of digital marketing on FMCG product purchasing behaviour in Delhi. To obtain primary data, a structured questionnaire was created. A total of 50 people were surveyed. Delhi residents are chosen as respondents. Primary data was gathered through direct questioning of respondents, which is a direct method of gathering information by use of a survey or questionnaire. The sample size for this study is 50 people who buy FMCG through use of digital marketing.

DATA AND SOURCE OF DATA

1. Primary Data: All relevant data will be collected by distributing questionnaires to the selected consumers.

2. Secondary Data: The secondary data will be obtained from published or unpublished literature on the topic and journals, newspapers, websites, books, magazines, case studies, or any other relevant service.

Data Collection Method: The data is gathered using both primary and secondary sources. We acquired primary data by using the Google Forms platform, which is a free web-based surveying application. We gathered secondary data by interviewing a few people about their shopping patterns and reviewing prior research articles on the subject.

Sample size: To create the research Lead, we gathered data from 50 people who replied.

Questionnaire Design: Our Questionnaire's questions are arranged as multiple choice questions. This is done in order for the researcher to determine the impact of social media on customer purchasing habits of FMCG Products.

DATA ANALYSIS:

1. BACKGROUND

The analysis of the data collected from the questionnaire is presented in the next section. Individuals were emailed the set of questions via Google Forms. Because the survey was distributed to 50 people and there were 50 people who responded, the overall percentage of replies was 100. (Percent).

The analysis and findings will be provided in the following parts.

Who is the decision maker of fmcg products in your family?



50 responses

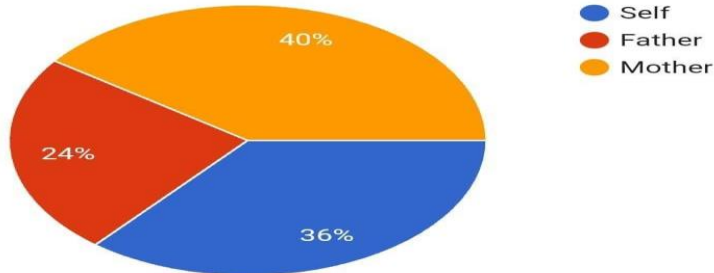


Figure: 1 The following pie chart shows the gender distribution of the respondents.

Does social media pages/website or advertisement affect your vision of brand?



50 responses

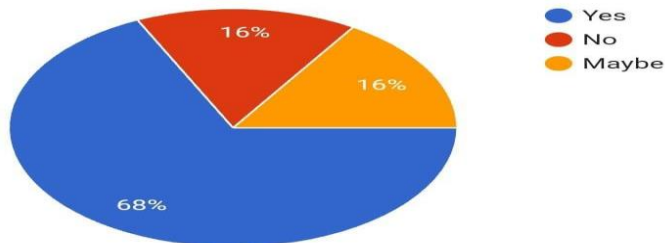


Figure: 2 Here are the number of respondents who gets influenced by the social media pages or advertisements of FMCG products. We have analyzed that 68% of the people gets influenced

Figure: 3 we have analyzed that mostly the decision maker in the family who buys fmcg products are mothers.

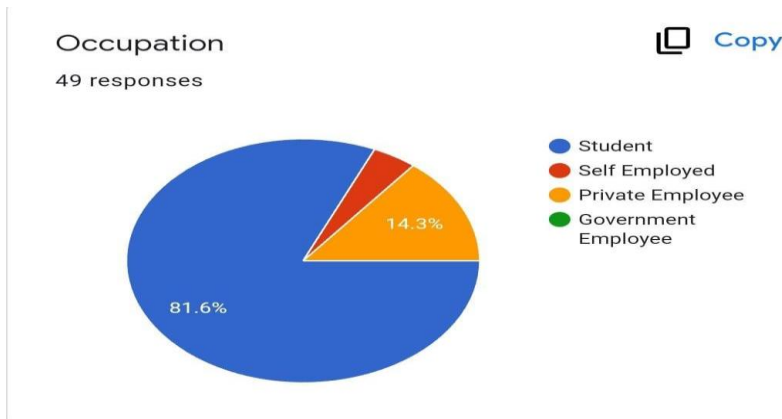


Figure 4: In the occupation of the respondents, we have diversified the respondents into students, self-employed, private employee or government employee

The above pie chart shows the occupation. It shows that 81.6% are students, 14.3% are private employee.

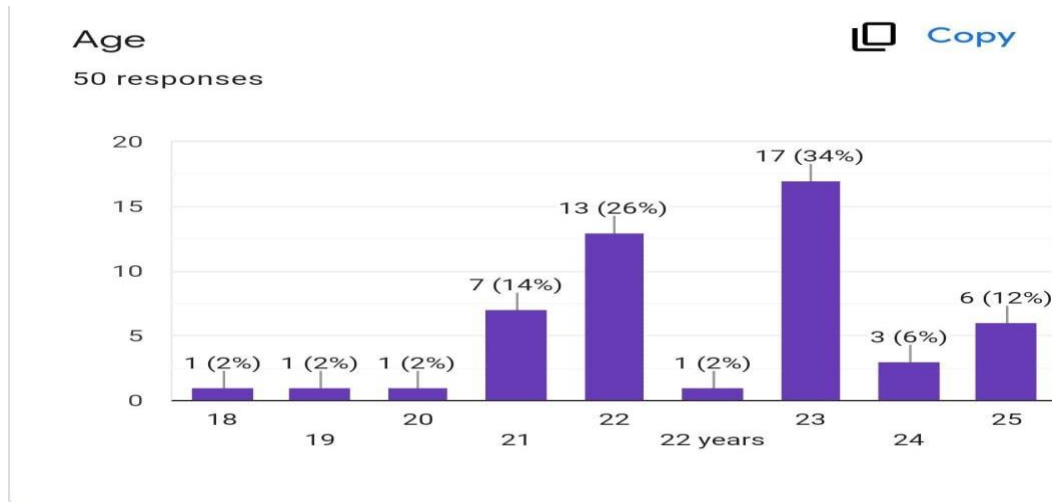


Figure 5: We had analyzed the age of people who buys FMCG products are from the age 18 years to 25 years. 34% of people are of 23 years, 26% of people are of 22 years, and others.

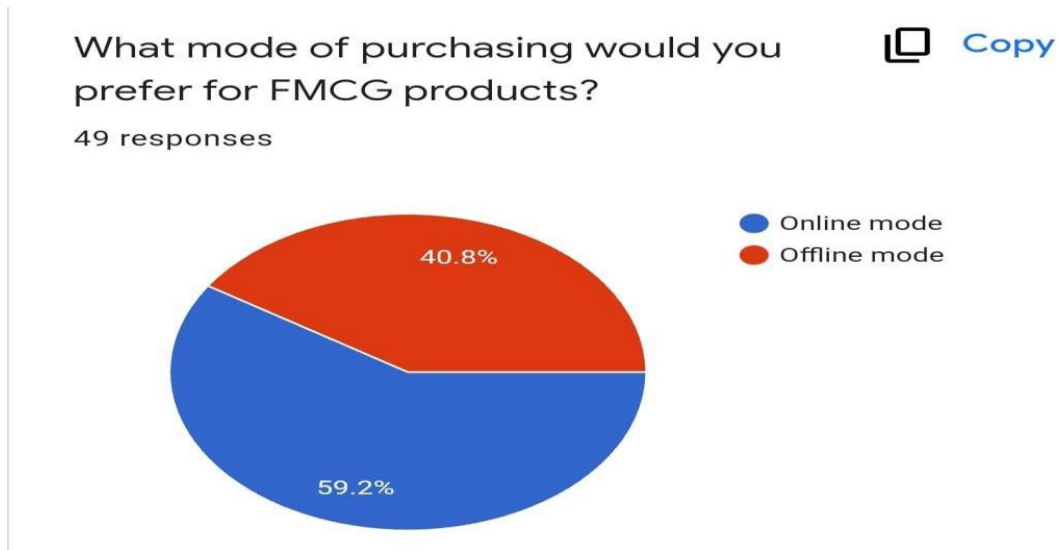


Figure 6: Here the number of people who buy online products is 59.2%. The people who buy offline are 40.8%.

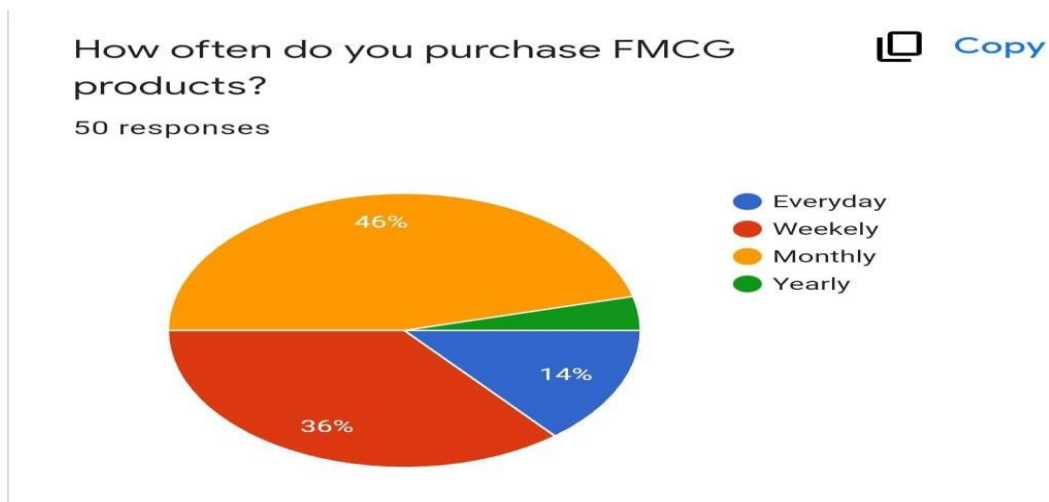


Figure : 7 This shows the certainty of people to buy FMCG products and we have analyzed that 46% people buy monthly, 36% people buy weekly and 14% people buy everyday of the FMCG products.

CONCLUSION

In this aggressive world, purchasers have many alternatives to choose manufacturers. Their belief of online purchasing will increase every day as they're turning into acquainted with the net e-trade web sites and select among such a lot of competition that we want to apprehend their choices and provide merchandise accordingly. This survey tested the effect of virtual advertising on buy of FMCG Products in

Delhi. Although, virtual advertising equipment and ideas are taking up conventional techniques of advertising internationally, it's miles nevertheless a brand new area for purchaser and marketer. Social media is taken into consideration because the maximum essential device for carrying out virtual advertising which suggests correct knowledge and in-intensity utilization of virtual advertising equipment in Delhi. It has additionally been determined that there's an importance distinction among the shopping for behaviour ranges of purchaser with buying merchandise on line. It isn't pretty much replicating an offline strategy—a customized revel in for the purchasers is essential. From picks of the goods and clean descriptions of manufacturers to diverse portfolios of the goods for digitized platforms, FMCG organizations ought to appearance to beautify the scope in their on line services through growing insurance for transport; imparting greater handy and faster transport options; and offering gadgets or merchandise which can be difficult to locate offline.

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