

Impact of Social Media Marketing Towards FMCG Products: Public Perspective

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Abstract: The increasing adoption of social media marketing in the FMCG sector has transformed consumer-brand interactions, influencing purchase decisions, engagement, and public perception. This study explores the impact of social media marketing strategies on FMCG consumer behavior, emphasizing audience engagement and public perception, while also analyzing how demographic factors such as age and education shape marketing effectiveness. With digital marketing evolving rapidly, understanding these dynamics is crucial for FMCG brands to optimize their strategies and consumer outreach. The study employs a Descriptive Research Design and Convenience Sampling method, gathering data from 127 respondents through structured questionnaires. The analysis utilizes Simple Percentage Analysis, Descriptive Statistics, ANOVA, and Correlation Analysis to evaluate the interconnections between social media marketing strategies, consumer engagement, and public perception. Findings reveal that younger, educated consumers are the most engaged in FMCG purchases and social media interactions. Personal Care, Food, and Beverage products are the most frequently purchased categories, while marketing effectiveness is driven by hashtags, engaging content, and brand responsiveness. Statistical results confirm that age influences social media marketing strategy effectiveness, whereas education impacts all three dimensions—marketing strategies, audience interaction, and public perception. Based on these findings, the study suggests that brands should tailor marketing content based on demographic insights, focusing on interactive, visually appealing, and trustbuilding strategies. The study concludes that social media marketing significantly impacts FMCG consumer behavior, reinforcing the need for data-driven, consumer-centric marketing approaches to strengthen brand trust, engagement, and long-term loyalty in the competitive FMCG sector.

Keywords: Social Media, FMCG Marketing, Consumer Behavior, Brand Engagement, Digital Advertising, Public Perception

1. INTRODUCTION OF THE STUDY

In recent years, the Fast-Moving Consumer Goods (FMCG) sector in India has undergone a significant transformation, driven by the rapid adoption of social media marketing strategies. This shift has reshaped consumer behavior, brand engagement, and purchase patterns, as companies increasingly invest in digital marketing to capture evolving consumer preferences. The growing penetration of internet users and smartphone adoption has made digital platforms indispensable for FMCG companies, leading to a surge in online advertising, quick commerce, and direct-to-consumer (D2C) business models. A notable indicator of this transformation is the substantial increase in digital advertising investments. In 2023, 47% of the FMCG sector's total advertising expenditures were allocated to digital media, reflecting a strategic focus on engaging consumers through online content (Dey, 2024). Companies are leveraging social media channels, influencer collaborations, and interactive content to enhance consumer engagement and build brand loyalty. This trend underscores the industry's recognition of digital platforms as pivotal channels for brand promotion and consumer interaction.

The rise of quick commerce platforms has further revolutionized the FMCG landscape, catering to the growing demand for convenience and instant deliveries. These platforms now account for 35% of FMCG companies' e-commerce revenues, with brands like Nestlé India reporting that quick commerce contributed 60% of their domestic e-commerce sales in the September 2024 quarter. Products such as KitKat, Nescafé, Maggi, and Milkmaid have emerged as top-selling items through these channels (Roy, 2025). This shift highlights consumers' preference for immediate product access, prompting FMCG companies to optimize distribution strategies and enhance supply chain efficiency. Another significant development is the growth of direct-to-consumer (D2C) models. The share of direct e-commerce sales conducted through

brands' own websites, apps, and social media platforms has grown from 2-3% five years ago to 10-15% of India's online retail market today (ET Online, 2025). This shift indicates that brands are increasingly moving away from third-party marketplaces to establish direct relationships with consumers, leveraging social media platforms to enhance customer engagement, loyalty, and data-driven insights.

However, challenges persist in the FMCG sector, particularly inflationary pressures and subdued urban demand. In 2024, high food inflation disrupted consumption patterns, leading to reduced discretionary spending, particularly among mass-segment consumers (PTI, 2024). Despite these economic headwinds, industry experts anticipate a revival in consumption in 2025, driven by easing food prices, increased digital engagement, and strategic marketing investments. To navigate these market dynamics, FMCG companies have adjusted their advertising strategies. Many brands have increased their advertising and marketing expenditures by up to 20% year-on-year to meet fiscal year-end sales targets (Mukherjee & Mukherjee, 2025). This surge in spending reflects efforts to stimulate consumer demand, counteract the effects of price hikes, and reinforce brand presence in an increasingly competitive digital marketplace. In summary, the integration of social media marketing in India's FMCG sector has been transformative, influencing consumer behavior, advertising strategies, and distribution models. As digital platforms continue to evolve, their role in shaping the FMCG landscape is expected to expand further, presenting both opportunities and challenges for brands seeking to connect with modern consumers in a dynamic, technology-driven market.

1.1 STATEMENT OF THE PROBLEM

The rapid digital transformation has significantly altered the way consumers interact with brands, particularly in the Fast-Moving Consumer Goods (FMCG) sector. Social media has emerged as a dominant marketing tool, enabling brands to engage with consumers through targeted content, interactive campaigns, and influencer collaborations. However, the effectiveness of these marketing strategies varies among consumers based on their engagement levels, perceptions, and demographic characteristics. While some consumers actively engage with brand content, others remain passive observers, raising concerns about whether social media marketing truly

influences consumer behavior or simply serves as an information-sharing platform. Furthermore, as competition intensifies, FMCG brands must continuously adapt their social media strategies to align with shifting consumer expectations and preferences. This calls for an in-depth analysis of how social media marketing strategies impact consumer engagement and public perception of FMCG products.

Additionally, demographic factors such as age and education level play a crucial role in shaping consumer responses to social media marketing. Younger, tech-savvy individuals may exhibit higher engagement levels, while older consumers may rely more on traditional marketing methods. Similarly, consumers with higher educational backgrounds may have different expectations from brand communications compared to those with lesser exposure to digital content. Understanding these variations is essential for FMCG brands to optimize their marketing efforts and tailor their strategies to different consumer segments. Therefore, this study seeks to explore the impact of social media marketing on FMCG consumer behavior, focusing on audience engagement and public perception, while also examining the role of demographic factors in determining its effectiveness.

1.2 OBJECTIVES OF THE STUDY

1. To analyze the impact of social media marketing strategies on FMCG consumer behavior, focusing on audience engagement and public perception.
2. To examine the influence of demographic factors on the effectiveness of social media marketing in shaping FMCG purchase decisions.

2. REVIEW OF LITERATURE

Social media marketing has rapidly transformed the FMCG sector, significantly influencing consumer engagement, brand perception, and purchase decisions. Several scholars have explored the role of social media platforms in shaping consumer behavior, emphasizing the importance of digital marketing strategies in an increasingly competitive market. Dave (2016) highlights the revolutionary impact of social media marketing, asserting that platforms like Facebook, Twitter, and Instagram have reshaped brand-consumer interactions by offering wider accessibility, personalized engagement, and real-time interactions. The study emphasizes how

FMCG brands leverage these platforms to design targeted marketing campaigns, particularly catering to the younger demographic, which forms a significant portion of India's consumer base. The youth's responsiveness to social media campaigns has motivated FMCG companies like Nestlé, PepsiCo, and Cadbury to invest heavily in digital marketing efforts.

Jibril (2019) further explores social media's role in consumer-brand loyalty, introducing the concept of Online-Based Brand Communities (OBBCs). The study finds that interactive engagement through social media platforms enhances brand trust and customer loyalty, ultimately influencing long-term purchasing behavior. Praveena and Shameem (2020) reinforce this argument, stating that traditional marketing approaches are becoming obsolete as consumers shift towards digital and mobile-based interactions. Social media not only serves as a promotional tool but also allows consumers to engage with brands, seek peer recommendations, and compare product reviews before making purchase decisions. This growing trend of peer-influenced brand preference suggests that social media is not just a platform for brand awareness but a critical decision-making tool for modern consumers. Kamal et al. (2021) emphasize the role of different social media platforms in shaping FMCG consumers' purchasing behavior. The study identifies Facebook and YouTube marketing as the most influential drivers of consumer decision-making in the FMCG industry, primarily due to their widespread reach and engaging content formats. Since FMCG products are often low-involvement purchases, social media marketing provides a quick, convenient way for consumers to evaluate product benefits and make purchasing decisions without extensive comparisons. The research underscores that consumers rely on social media recommendations and online word-of-mouth (eWOM) when considering FMCG products, thereby highlighting the significance of digital peer influence.

The integration of digital marketing tools in consumer engagement has further been explored by Dwivedi et al. (2021), who argue that while social media marketing lowers promotional costs and increases brand visibility, it also presents challenges such as negative eWOM and intrusive advertisements. The study stresses the need for brands to adopt consumer-centric, non-intrusive marketing approaches that focus on valuable content, personalized recommendations, and authentic brand

interactions. Gupta (2022) builds on this argument by asserting that consumer behavior in the FMCG sector is heavily shaped by digital accessibility, where social media platforms have become essential for brand discovery, product comparison, and direct purchases. The increasing reliance on Google, LinkedIn, and YouTube for product research indicates that digital marketing is no longer optional but a necessity for FMCG brands to stay competitive. The role of demographic factors in determining social media marketing effectiveness is explored by Kumaran and Navin (2022). Their study finds that age and education significantly impact consumers' receptiveness to digital marketing. While younger consumers are more likely to engage with interactive ads, influencer collaborations, and brand communities, older consumers still show partial reliance on traditional advertising methods. This demographic variation highlights the need for targeted social media marketing strategies, ensuring that brands optimize content based on consumer preferences and digital behavior.

Mulyawan et al. (2022) emphasize how technological advancements and digital platforms have reshaped consumer purchasing patterns for FMCG products. The study finds that brand awareness, audiovisual advertising, and ease of online access significantly impact consumers' purchasing decisions. Kalshetti and Vidyapeeth (2022) further elaborate on this, stating that Gen Z consumers are particularly inclined towards social media-driven brand awareness, prompting FMCG companies to invest more in engaging digital content and influencer collaborations. Finally, Nyagadza et al. (2023) examine the influence of social media eWOM on consumer purchase intentions. The study validates that factors such as source credibility, information usefulness, and consumer reviews play a crucial role in shaping public perception and driving FMCG purchases. This highlights the interdependence of social media marketing strategies, audience engagement, and consumer decision-making, leading directly to the objectives of this study—to analyze how social media marketing influences FMCG consumer behavior and the role of demographic factors in shaping this impact.

3. RESEARCH METHODOLOGY

The research methodology for this study is designed to comprehensively analyze the impact of social media marketing on FMCG consumer behavior from a public perspective.

This section outlines the research approach, sampling design, data collection methods, and analytical techniques used to achieve the study's objectives.

3.1 RESEARCH DESIGN

This study adopts a Descriptive Research Design, which is suitable for systematically examining consumer behavior patterns and perceptions of social media marketing in the FMCG sector. This design allows for an in-depth assessment of social media marketing strategies, audience engagement, and public perception, without manipulating the environment or consumer responses.

3.2 SAMPLING DESIGN AND TECHNIQUE

A Non-Probability Sampling method, specifically Convenience Sampling, is employed to collect data from respondents who are actively engaged in social media marketing and FMCG product purchases. This approach ensures easy access to relevant consumer groups while maintaining feasibility within the study's scope.

3.3 SAMPLE SIZE

The study is based on 127 respondents, who represent a diverse consumer demographic segmented by age group, educational level, and household income. This sample size provides a sufficient statistical basis for analyzing the effectiveness of social media marketing strategies on FMCG consumer behavior.

3.4 TOOLS USED

The study employs various statistical techniques to analyze the collected data effectively. Simple Percentage Analysis is used to profile respondents based on demographics and purchasing behavior, providing insights into consumer characteristics. Descriptive Statistics help in ranking different aspects of social media marketing strategies, audience interaction, and public perception, allowing for a structured evaluation of their effectiveness. ANOVA (Analysis of Variance) is applied to assess the impact of age and educational level on the effectiveness of social media marketing, identifying significant variations across different consumer segments. Additionally, Correlation Analysis is conducted to examine the relationships between social media marketing strategies, audience engagement, and public perception, highlighting the interdependence of these factors in shaping FMCG consumer behavior.

3.5 DATA COLLECTION

Primary data is gathered directly from respondents through structured questionnaires, which assess their social media engagement, perception of FMCG brands, and purchasing behavior. The questionnaire includes multiple-choice and Likert scale-based questions to measure the effectiveness of different social media marketing dimensions. The study relies on quantitative analysis to interpret the responses and derive meaningful insights into consumer behavior in the FMCG sector.

4. ANALYSIS AND INTERPRETATION

Table No.1: Demographic Profile of the respondents

Demographic Factor	Options	No. of respondents	Percent	Total Percent
Age Group	Upto 25 years	24	18.9	100.0
	26 to 35 years	43	33.9	
	36 to 45 years	33	26.0	
	Above 45 years	27	21.3	
Educational Level	Upto School Level	13	10.2	100.0
	Diploma	33	26.0	
	UG	32	25.2	
	PG	49	38.6	
Monthly Household Income	Upto Rs.25000	17	13.4	100.0
	Rs.25001 to Rs.50000	31	24.4	
	Rs.50001 to Rs.75000	46	36.2	
	Above Rs.75000	33	26.0	

INTERPRETATION: Table No.1 presents the demographic profile of the respondents. Regarding the age group, the highest proportion (33.9%) falls within the 26 to 35 years category, followed by 36 to 45 years (26.0%), above 45 years (21.3%), and the lowest percentage belonging to those up to 25 years (18.9%). In terms of educational level, the majority of respondents (38.6%) have attained a postgraduate (PG) degree, followed by diploma holders (26.0%),

undergraduates (UG) (25.2%), and the least percentage having school-level education (10.2%). For monthly household income, the highest proportion (36.2%) falls within the Rs.50,001 to Rs.75,000 range, followed by 26.0% earning above Rs.75,000, 24.4% earning between Rs.25,001 to Rs.50,000, and the lowest (13.4%) belonging to the up to Rs.25,000 income category.

Table No.2 Most Frequently Purchased FMCG Product Divisions

FMCG Product Divisions	Responses		Percent of Cases
	N	Percent	
Personal Care (e.g., shampoo, toothpaste, soap)	41	18.3%	50.0%
Beverages (e.g., soft drinks, tea, coffee)	33	14.7%	40.2%
Food Products (e.g., snacks, biscuits, instant noodles)	37	16.5%	45.1%
Household Care (e.g., laundry detergent, dishwashing liquid)	29	12.9%	35.4%
Health Care (e.g., vitamins, over-the-counter medicines)	27	12.1%	32.9%
Baby Care (e.g., baby powder, baby lotion, diapers)	31	13.8%	37.8%
Pet Care (e.g., pet food, grooming products)	26	11.6%	31.7%
Total (Multiple Choices)	224	100.0 %	273.2 %
a. Dichotomy group tabulated at value 1.			

INTERPRETATION: Table No.2 presents the most frequently purchased FMCG product divisions. Among the respondents, Personal Care products (e.g., shampoo, toothpaste, soap) are the most frequently purchased, with 18.3% of total responses and 50.0% of cases. This is followed by Food Products (e.g., snacks, biscuits, instant noodles) at 16.5% of total responses and 45.1% of cases. Beverages (e.g., soft drinks, tea, coffee) account for 14.7% of responses, with 40.2% of cases, while Baby Care products (e.g., baby powder, diapers) represent 13.8% of responses, covering 37.8% of cases.

Household Care products (e.g., laundry detergent, dishwashing liquid) contribute to 12.9% of responses, with 35.4% of cases, whereas Health Care products (e.g., vitamins, over-the-counter medicines) account for 12.1% of responses, covering 32.9% of cases. The lowest percentage is seen in Pet Care products (e.g., pet food, grooming products), which make up 11.6% of total responses and 31.7% of cases. Since respondents were allowed multiple selections, the total percentage exceeds 100%, reflecting varied purchasing preferences across different FMCG categories.

Table No.3 Frequency of FMCG Product Purchases Across Different Divisions

FMCG products division	Mean	Std. Deviation
Personal Care	3.787	1.219
Beverages	2.945	1.191
Food Products	3.598	1.249
Household Care	2.583	1.211
Health Care	2.472	1.246
Baby Care	2.638	1.193
Pet Care	2.331	1.228

INFERENCE: Table No. 3 ranks FMCG product purchases by mean scores: 'Personal Care' (3.787) leads, followed by 'Food Products' (3.598),

'Beverages' (2.945), 'Baby Care' (2.638), 'Household Care' (2.583), 'Health Care' (2.472), and 'Pet Care' (2.331).

Table No.4: Social Media Marketing Strategies

Factors	Mean	Std. Deviation
The content shared on social media platforms is highly engaging.	3.378	1.272
The frequency of social media posts about FMCG products is adequate.	3.236	1.383
The social media marketing content is visually appealing.	3.268	1.348
The messages conveyed in social media marketing are clear and understandable.	3.268	1.371
Social media marketing uses relevant influencers for promoting FMCG products.	3.189	1.429
The social media campaigns are creative and innovative.	3.354	1.276
Social media marketing content is tailored to the target audience's preferences.	3.118	1.366
The quality of social media marketing content meets my expectations.	3.205	1.365
Social media platforms chosen for marketing are appropriate for FMCG products.	3.118	1.349
The social media ads for FMCG products are informative and useful.	3.370	1.326
The social media content encourages me to learn more about the FMCG products.	3.165	1.413
The brand's social media presence is strong and consistent.	3.244	1.302
The social media marketing strategy is well-executed.	3.236	1.388
The use of hashtags and tags in social media marketing is effective.	3.425	1.306
The social media marketing content builds trust in FMCG products.	3.252	1.414

INFERENCE: Table no.4 ranks social media marketing strategies based on mean scores. 'The use of hashtags and tags' leads (3.425), followed by 'Engaging content' (3.378), 'Informative ads' (3.370), 'Creative campaigns' (3.354), 'Visually appealing content' and 'Clear messaging' (both 3.268), 'Trust-

building content' (3.252), 'Strong brand presence' (3.244), 'Well-executed strategy' and 'Adequate post frequency' (both 3.236), 'Quality content' (3.205), 'Influencer relevance' (3.189), 'Encourages learning' (3.165), 'Appropriate platforms' (3.118), and 'Tailored content' (3.118).

Table No.5: Audience Interaction

Factors	Mean	Std. Deviation
I often engage with FMCG brands on social media (e.g., likes, comments, shares).	3.551	1.271
I feel encouraged to participate in social media contests/promotions by FMCG brands.	3.165	1.373
I find customer feedback on social media helpful when considering FMCG products.	3.315	1.314
I actively follow FMCG brands on social media platforms.	3.409	1.299
The interaction between the brand and customers on social media is positive.	3.386	1.363
I frequently see user-generated content related to FMCG products on social media.	3.260	1.370
I feel more connected to FMCG brands that interact with customers on social media.	3.283	1.350
Social media interactions influence my perception of FMCG products.	3.299	1.405
The response time of FMCG brands to queries on social media is satisfactory.	3.402	1.255
I trust the information provided by FMCG brands on social media.	3.323	1.350

The level of engagement on social media posts influences my opinion of the brand.	3.252	1.321
I am likely to share FMCG products' social media content with my network.	3.307	1.300
The social media interaction makes me feel valued as a customer.	3.457	1.320
I often read and consider comments on social media posts before purchasing FMCG products.	3.268	1.400
Social media interactions have a strong impact on my purchasing decisions.	3.252	1.380

INFERENCE: Table no.5 ranks audience interaction with FMCG brands based on mean scores. 'Frequent engagement' leads (3.551), followed by 'Feeling valued' (3.457), 'Following brands' (3.409), 'Satisfactory response time' (3.402), 'Positive brand-customer interaction' (3.386), 'Trust in brand information' (3.323), 'Helpful customer feedback'

(3.315), 'Sharing brand content' (3.307), 'Influence on product perception' (3.299), 'Feeling connected to brands' (3.283), 'Considering comments before purchase' (3.268), 'Seeing user-generated content' (3.260), 'Impact of engagement level' and 'Influence on purchasing decisions' (both 3.252), and finally 'Encouragement to participate in contests' (3.165).

Table No.6: Public Perspective of FMCG Products

Factors	Mean	Std. Deviation
I perceive FMCG products marketed on social media as high-quality.	3.488	1.338
Social media marketing has positively influenced my perception of FMCG brands.	3.488	1.315
I am more likely to trust FMCG products that are heavily marketed on social media.	3.370	1.356
I consider the opinions shared on social media when forming a perspective about FMCG products.	3.480	1.350
My brand loyalty to FMCG products has increased due to social media marketing.	3.433	1.307
I feel confident in purchasing FMCG products that I see advertised on social media.	3.394	1.369
Social media marketing has enhanced my overall view of FMCG products.	3.236	1.318
I believe FMCG brands that invest in social media marketing are more credible.	3.417	1.348
I am more likely to recommend FMCG products that I see promoted on social media.	3.433	1.325
My willingness to try new FMCG products is influenced by social media marketing.	3.291	1.340
The social media presence of FMCG brands makes them seem more trustworthy.	3.370	1.227
My perception of FMCG products is influenced by how they are portrayed on social media.	3.268	1.294
I associate FMCG products advertised on social media with innovation and modernity.	3.394	1.316
Social media marketing has increased my awareness of FMCG products.	3.315	1.258
I believe social media marketing provides a realistic representation of FMCG products.	3.244	1.332

INFERENCE: Table no.6 ranks public perspectives on FMCG products based on mean scores. 'Perceived high quality' and 'Positive influence of social media

marketing' lead (3.488), followed by 'Considering social media opinions' (3.480), 'Increased brand

loyalty' and 'Likelihood to recommend' (both 3.433), 'Credibility of brands investing in social media'

(3.417), 'Association with innovation and modernity' and 'Confidence in purchasing' (both 3.394), 'Trust in heavily marketed products' and 'Trustworthiness of brands with strong social media presence' (both 3.370), 'Increased awareness' (3.315), 'Willingness to try new products' (3.291), 'Influence of portrayal on perception' (3.268), 'Realistic representation' (3.244), and finally 'Enhanced overall view' (3.236).

Table No.7: ANOVA analysis between the age group and the effectiveness of social media marketing on fmcg consumer behavior

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social Media Marketing Strategies	Between Groups	583.100	3	194.367	4.765	.004
	Within Groups	5017.089	123	40.789		
	Total	5600.189	126			
Audience Interaction	Between Groups	255.393	3	85.131	1.548	.205
	Within Groups	6762.970	123	54.983		
	Total	7018.362	126			
Public Perspective of FMCG Products	Between Groups	350.728	3	116.909	2.147	.098
	Within Groups	6697.130	123	54.448		
	Total	7047.858	126			

INFERENCE: Table 7 presents ANOVA results on the association between age group and the effectiveness of social media marketing on FMCG consumer behavior. A significant association is found in Social Media Marketing Strategies ($F = 4.765, p = 0.004$), indicating varying perceptions across age groups. However, no significant association is observed for Audience Interaction ($F = 1.548, p = 0.205$) and Public Perspective of FMCG Products ($F = 2.147, p = 0.098$) as their p-values exceed 0.05. Thus, the Null Hypothesis (H_0) is rejected for Social Media Marketing Strategies but retained for the other two dimensions.

Table No.8: ANOVA analysis between the educational level and the effectiveness of social media marketing on FMCG consumer behavior

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social Media Marketing	Between	464.533	3	154.844	3.709	.014

Hypothesis No.: 1

Null Hypothesis (H_0): There is no significant association between the age group and the effectiveness of social media marketing on fmcg consumer behavior

Alternative Hypothesis (H_a): There is a significant association between the age group and the effectiveness of social media marketing on fmcg consumer behavior

Hypothesis No.: 2

Null Hypothesis (H_0): There is no significant association between the educational level and the effectiveness of social media marketing on FMCG consumer behavior

Alternative Hypothesis (H_a): There is a significant association between the educational level and the effectiveness of social media marketing on FMCG consumer behavior

Strategies	Groups					
	Within Groups	5135.656	123	41.753		
	Total	5600.189	126			
Audience Interaction	Between Groups	834.687	3	278.229	5.534	.001
	Within Groups	6183.675	123	50.274		
	Total	7018.362	126			
Public Perspective of FMCG Products	Between Groups	478.870	3	159.623	2.989	.034
	Within Groups	6568.988	123	53.406		
	Total	7047.858	126			

INFERENCE: Table 8 presents ANOVA results on the association between educational level and the effectiveness of social media marketing on FMCG consumer behavior. A significant association is found across all three dimensions, supporting the Alternative Hypothesis (H_a) and rejecting the Null Hypothesis (H₀). Social Media Marketing Strategies (F = 3.709, p = 0.014) show a significant link between education and consumer perception. Audience Interaction (F = 5.534, p = 0.001) indicates a stronger influence of education on consumer engagement. Public Perspective of FMCG Products (F = 2.989, p = 0.034) confirms that educational level affects consumer perception of FMCG products marketed on social media.

Hypothesis No.: 3

Null Hypothesis (H₀): There is no significant correlation between the effectiveness of social media marketing on FMCG consumer behavior

Alternative Hypothesis (H_a): There is a significant correlation between the effectiveness of social media marketing on FMCG consumer behavior

Table No.9: Correlation analysis between the effectiveness of social media marketing on FMCG consumer behavior

Correlations				
		Social Media Marketing Strategies	Audience Interaction	Public Perspective of FMCG Products
Social Media Marketing Strategies	Pearson Correlation	1	.524**	.561**
	Sig. (2-tailed)		.000	.000
	N	127	127	127
Audience Interaction	Pearson Correlation	.524**	1	.562**
	Sig. (2-tailed)	.000		.000
	N	127	127	127
Public Perspective of FMCG Products	Pearson Correlation	.561**	.562**	1
	Sig. (2-tailed)	.000	.000	
	N	127	127	127

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Computed from Primary data

INFERENCE: Table 9 reveals significant positive correlations between social media marketing effectiveness and FMCG consumer behavior, supporting the Alternative Hypothesis (H_a). Social Media Marketing Strategies show a moderate correlation with Audience Interaction ($r = .524$, $p = .000$) and Public Perspective of FMCG Products ($r = .561$, $p = .000$), while Audience Interaction is also moderately correlated with Public Perspective ($r = .562$, $p = .000$). These results confirm that social media marketing strategies, audience engagement, and public perception are interrelated, influencing consumer behavior in the FMCG sector.

5. FINDINGS OF THE STUDY

The study reveals that social media marketing significantly influences FMCG consumer behavior, with varying impacts based on demographics, engagement, and perception. The majority of respondents belong to the 26-35 age group and hold postgraduate degrees, indicating that younger, educated consumers are the most active in FMCG purchases and social media engagement. Personal Care products are the most frequently purchased, followed by Food and Beverages, highlighting consumer preferences. The effectiveness of social media marketing strategies is largely driven by hashtags, engaging content, and informative ads, while audience interaction is influenced by factors such as frequent engagement, brand responsiveness, and trust in brand communication. Public perception is shaped by perceived quality, positive brand influence, and increased brand loyalty due to social media marketing.

Statistical analysis confirms that age group significantly influences perceptions of social media marketing strategies ($p = 0.004$), but not audience interaction or public perspective. However, educational level plays a crucial role in shaping all three dimensions ($p < 0.05$), emphasizing the importance of consumer knowledge and awareness in evaluating marketing effectiveness. Correlation analysis further establishes strong positive relationships among social media marketing strategies, audience interaction, and public perception of FMCG products, confirming that these elements are interdependent in influencing consumer behavior. These findings highlight the critical role of social media marketing in shaping consumer engagement, trust, and purchase decisions for FMCG products.

Moreover, the study underscores the necessity for FMCG brands to tailor their social media marketing approaches based on consumer demographics, particularly age and education level, to maximize engagement and brand impact. The findings suggest that interactive and visually appealing content, along with timely brand responses and trust-building strategies, enhance consumer confidence and drive purchase behavior. As consumer engagement on social media continues to evolve, brands must leverage data-driven insights to refine their marketing strategies, ensuring greater alignment with consumer expectations and preferences in an increasingly digital-driven marketplace.

5.1 SUGGESTIONS

Based on the findings, FMCG brands should leverage data-driven social media strategies to enhance engagement and consumer trust. Given that hashtags, engaging content, and informative ads drive marketing effectiveness, brands must focus on creating interactive, visually appealing, and relatable content that resonates with their target audience. The study suggests that real-time engagement, such as responding to consumer queries promptly and fostering discussions through comment sections, can enhance audience interaction and brand credibility. Additionally, incorporating influencer collaborations that align with brand values can further strengthen consumer trust and encourage positive perceptions. Since age and education significantly impact social media marketing perceptions, brands should implement targeted marketing strategies based on demographic insights. Younger consumers, particularly those with higher educational backgrounds, respond better to innovative, well-executed marketing campaigns, making it essential for brands to tailor their messaging accordingly. Moreover, increasing consumer awareness through educational content, such as product usage guides and testimonials, can further drive engagement. Strengthening loyalty programs and interactive campaigns, including giveaways and personalized offers, can enhance consumer retention and brand advocacy. By adapting marketing strategies to evolving consumer preferences, FMCG brands can maximize the impact of their social media marketing efforts.

5.2 CONCLUSION

The study confirms that social media marketing significantly influences consumer behavior towards

FMCG products, particularly in shaping brand perception, engagement, and purchasing decisions. Personal Care, Food, and Beverage products are the most frequently purchased categories, highlighting the importance of category-specific marketing strategies. The findings establish that effective social media marketing elements, such as hashtags, engaging content, and influencer collaborations, drive audience interaction and brand trust. Furthermore, the study demonstrates a strong interconnection between social media marketing strategies, audience engagement, and public perception, reinforcing the need for well-planned and consumer-focused marketing approaches.

Statistical results indicate that age group affects social media marketing strategy effectiveness, whereas educational level influences all three dimensions of consumer behavior. This emphasizes the need for brands to refine their digital marketing strategies by considering consumer demographics and behavioral patterns. As social media continues to evolve as a dominant marketing tool, FMCG brands must adopt a data-driven, consumer-centric approach to enhance engagement, trust, and long-term brand loyalty. By continuously adapting to digital trends and consumer expectations, brands can strengthen their market position and maximize the impact of social media marketing in the FMCG sector.

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