

**IMPORTANCE AND EFFECT OF SOCIAL MEDIA MARKETING IN
THE
FAST - MOVING CONSUMER GOODS BRAND AWARENESS**

Dissertation Submitted to



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Master of Business Administration (MBA)

in

Pharmaceutical Management

By

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Under the Supervision and Guidance of

Mr. Rahul Sharma

2020-2021

CERTIFICATE

This is to certify that dissertation title **Importance and effect of social media marketing in the fast-moving consumer goods brand awareness** is a record of the research work undertaken by **Trapti Gupta, Enrolment No. IIHMR-U/02/2019-2021/0214** in partial fulfilment of the requirements for the award of the degree of **MBA (Pharmaceutical Management) from the IIHMR University, Jaipur.**

Carried out during the period from **March 2021 to June 2021**, under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

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School Dean
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Date

DECLARATION

I hereby declare that this dissertation titled **Importance and effect of social media marketing in the fast-moving consumer goods brand awareness** is the bonafide record of my original research work.

I declare that it has not been submitted to any other university or institution for the award of any degree or diploma.

Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Trapti Gupta

MBA, PM-11

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Thanking you,

Trapti Gupta
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INTRODUCTION

The Investment in web-based media is expanding step by step in the FMCG business from one side of the planet to the other. It is anything but a significant method to speak with clients and at some point, could assist organizations with estimating consumer loyalty a lot less expensive than broad advertising research. Online media is a gathering of web put together applications that worked with respect to the philosophical and innovative establishment of 2.0 and that permit the creation and trade of client produced content.

Brand is a name, term, sign, image or plan, or a blend of them planned to recognize the labour and products of one merchant or gathering of dealers and to various them from those of different venders. Accordingly, it bodes well to comprehend that marking isn't tied in with getting your objective market to pick you over the opposition, however it is tied in with getting your possibilities to consider you to be the one in particular that gives an answer for their concern.

There are organizations that work effectively with social media showcasing efforts and have a solid presence in friendly spaces like Facebook, Google+, Twitter through organization pages and gatherings of interest for their objective's crowds. This methodology appears to function admirably with organizations or brands that have a solid situation in the commercial centre. Online media advertising is a "Unquestionable requirement" that ought to remember for a market plan and in a result, in the showcasing financial plan in the FMCG business.

Here and there, it is heard for the showcasing administrator to sell out this plan to the senior leaders that do not see the benefit of this channel. Consequently, there ought to be an administrator associated with web-based media, to produce the normal results, Digital division requires authority and complete purchase in from senior leader. Without administration, it will fizzle since it requires venture, assets, and skill to prevail on the lookout.

Another significant point is to coordinate the web-based media messages with the customary advertising effort, for example, radio, TV, papers, magazines. Since FMCG go through heaps of cash in conventional media, web-based media channels could be a supplement to their perplexing and extensive missions, in the same way as different correspondences approach. This would guarantee consistency and importance of messages to the intended interest group and set aside cash to the association particularly in the FMCG area.

At the point when we examine about the FMCG area, we can see that these days purchasers are furnished with various decisions in each rack of each classification. Those days have likewise disappeared when there was only single direction correspondence and are decidedly supplanted by two-path correspondence in the social world. This thusly influenced the dynamic interaction of the shoppers in an incredible manner. The customer conduct is distinctive now contrasted with what it was year prior.

Clients' today exploration, review, and search for proposition: analyse the post purchase insight, etc before beginning any purchase. Their will to contact the brands clearly and effectively has gotten basic with online media wherein the responsibility and association lead to purchase decision. While using a FMCG firm using on the web media, one should put together it with respect to not many boundaries like centre customers, their commitment, following the cooperation's about the brand, estimating the achievement of the brand in online media and above all the difficulties looked by FMCG brand administrators in the social space.

To recognize the centre buyers, FMCG brands ought not consider division their online media crowd. All things considered, they should attempt commitment with the current clients regardless of if they are canter and use the online media instruments to accomplish brand's objective.

Keywords: Social-media, FMCG, Brand, Consumer's awareness, Marketing

LITERATURE REVIEW

- i. Chen (2011) deduced in his examination that there is significant measure of proof that the client's mentality towards an item is or a brand is influenced by the online verbal. further clarified that numerous researchers are presently focusing and investigating the impact of web-based media on items customer dynamic, item deals and deals gauges. This, yet likewise the effect of web-based media promoting to the current showcasing procedure of the organization.
Impact of social media usage activities on brand awareness of young consumers. *Dokuz Eylül Üniversitesi İktisadi İdari Bilimler Fakültesi Dergisi*, 33(1), 217-234.
- ii. The rise of web-based media, otherwise called buyer created media has fundamentally changed the correspondence systems and devices used to contact with clients. This kind of media can be depicted as "new wellsprings of online data that are made, started, circled and utilized by shoppers expectation on instructing each other about items, brands, administrations, characters, and issues" (Blackshaw and Nazzaro, 2012)
Social media: Marketing public relations' new best friend. *Journal of promotion management*, 18(3), 319-328.
- iii. The investigation directed by Akbar and Özgül (2018) in Izmir on youthful shoppers distinguished that web-based media can genuinely affect brand mindfulness. This examination reasoned that Facebook that is among online media channels affects expanding brand mindfulness. Another investigation reasoned that online media showcasing exercises essentially influence levels of brand mindfulness. Web-based media has elite prevalence in making mindfulness thanks over particularly online networks, cooperation, content sharing, simple access and secrecy
The Impact Of Social Media Advertisement Awareness On Brand Awareness, Brand Image, Brand Attitude And Brand Loyalty: A Research On University Students. *International Journal of Contemporary Economics and Administrative Sciences*, 9(2), 470-494.

OBJECTIVE OF THE STUDY

- ✓ To study consumers perception towards the fast-moving consumer goods (FMCG) brand awareness via social media marketing platforms.
- ✓ To find the most likely medium of social media website in creating brand or product awareness.

RESEARCH METHODOLOGY

Research Design: - Descriptive Study

Study Duration: - Three Months (22 March 2021 – 19 June 2021)

Sampling Method: - Convenient Sampling

Data Analysis Tools: - Google Form and MS- Excel

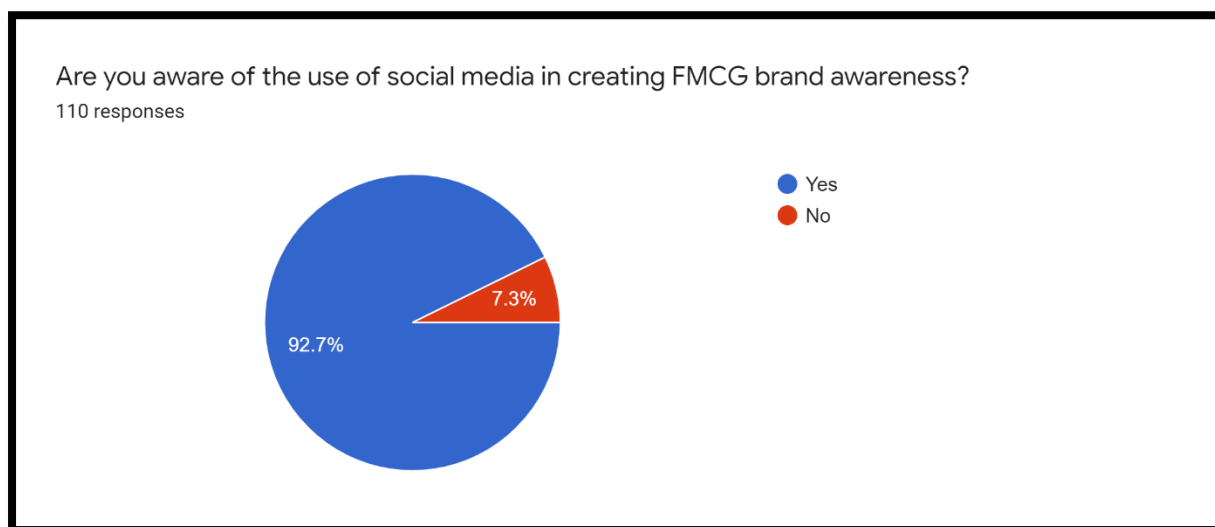
Sample Extent: - Pan India

Sample Size: -110 Respondents (General Population)

Data Collection Approach: - Primary data will be received by the respondents during questionnaire and secondary data will be collected from published journals, literature, and reference books. Besides this, statistical information will also be assessed in research study.

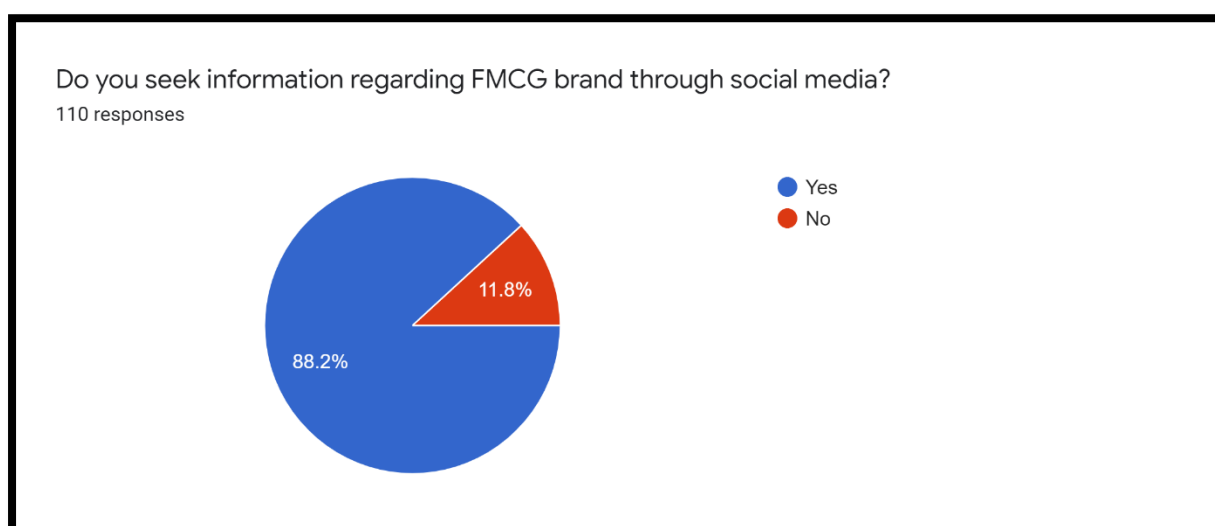
DATA INTERPRETATION AND ANALYSIS

1. Awareness of FMCG brand through social media:



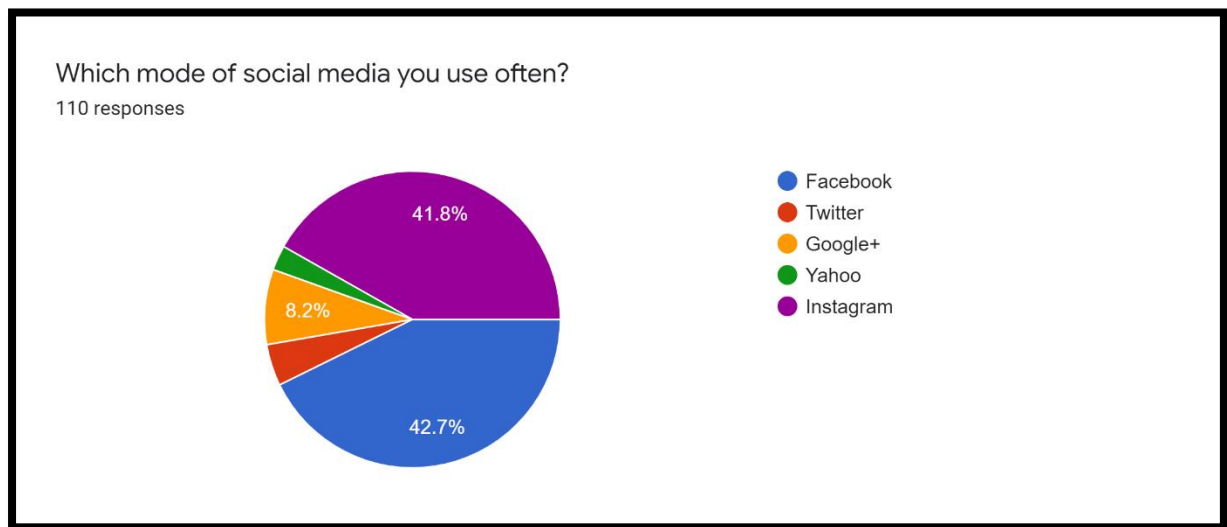
From above responses it is clear that majority of people i.e., 92.7% are aware about the FMCG brand awareness through social media while only 7.3% of people are unaware about the role of social media website in creating FMCG brand awareness. Thus, social media could play a major role in Fast Moving Consumer Goods brand awareness.

2. Seeking FMCG brand information through social media:



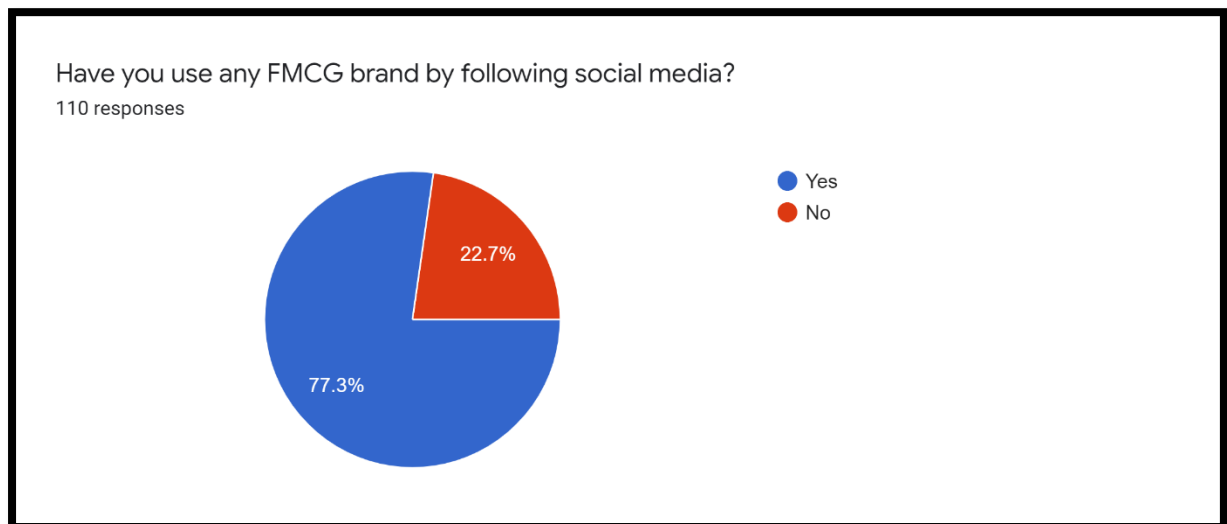
About 88.1% of respondents are seeking information about various FMCG brands through social media while 11.9% of respondents are not following social media to get any information regarding FMCG brand. Thus, more no of consumers could be targeted to increase the role of social media as a medium for seeking information regarding FMCG brand.

3. Mode of social media respondents used often:



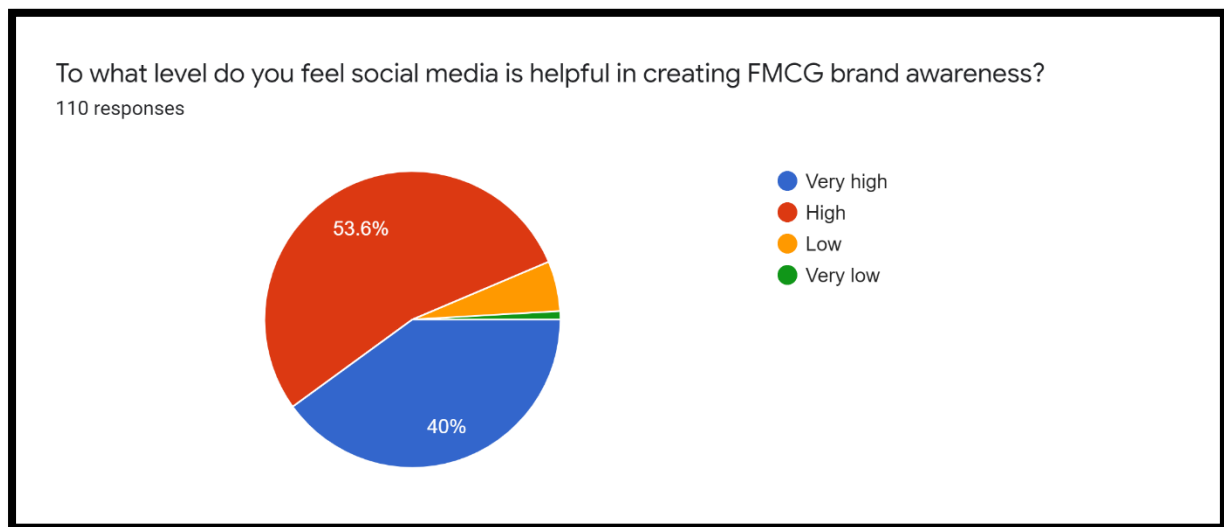
About 42.2% of respondents most often using Instagram and Facebook as a mode of social media. Thus, Facebook and Instagram are strongest mode of social media as compared to Google+, Twitter, Yahoo. Therefore, Facebook and Instagram are playing a very important role in creating Fast Moving Consumer Goods brand awareness.

4. FMCG brand used by following social media:



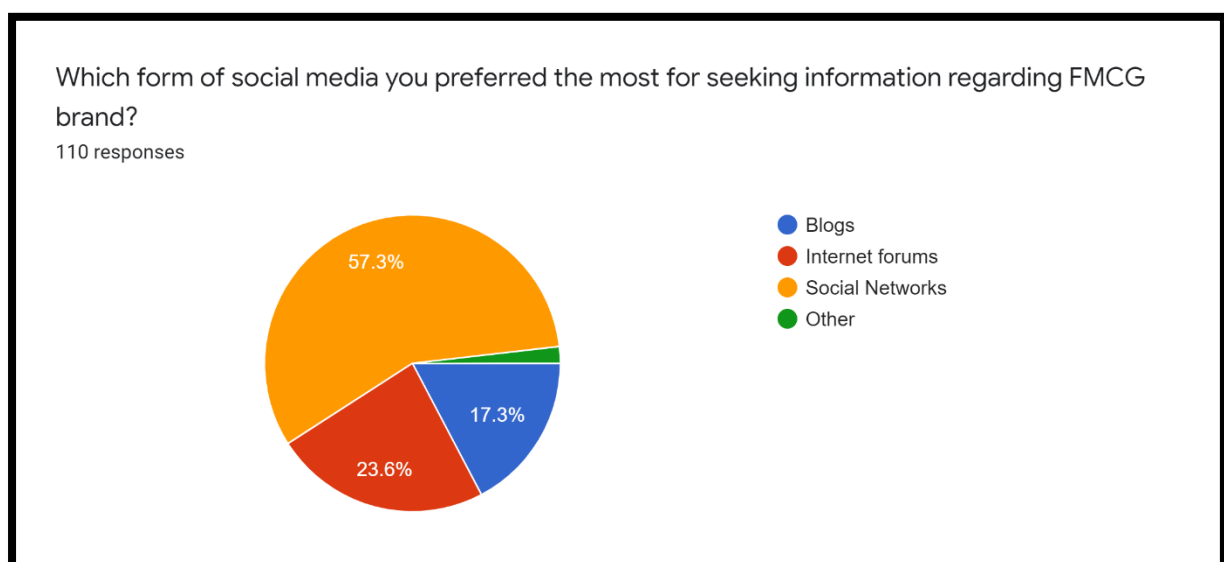
Only 22.9% of respondents have not used FMCG brand by following social media. A large number i.e. 77.1% have used FMCG brand by following social media. Thus, making social media a much stronger platform for increasing awareness.

5. Level of social media for FMCG brand awareness:



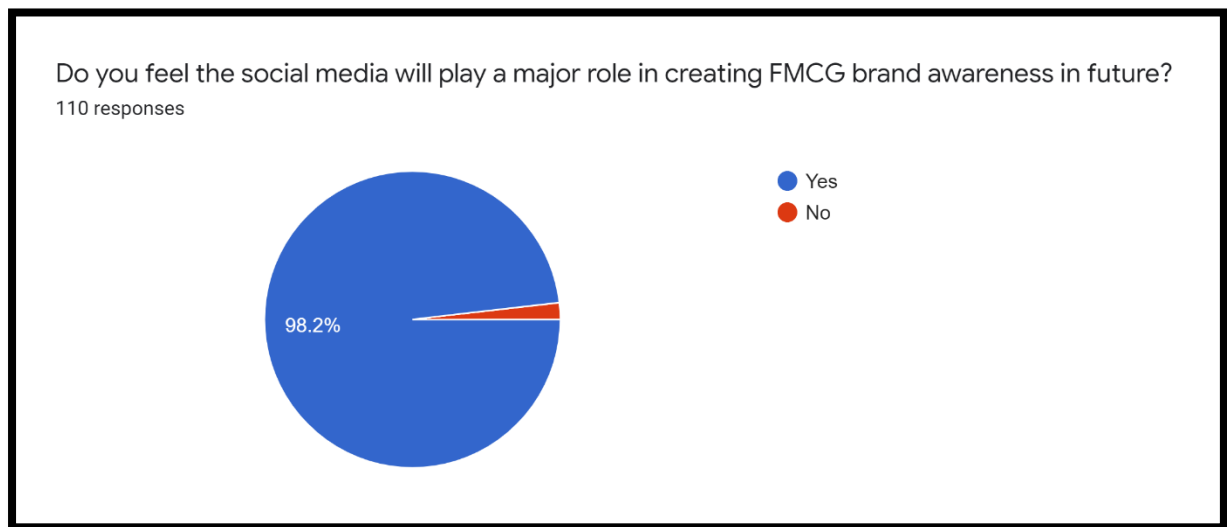
From the figure 39.4% of respondents felt that the level of social media is very high to create FMCG brand awareness followed by 54.1% of respondents who felt that level of social media is high. Thus, it implies that social media can play a very important role in establishing awareness about the Fast-Moving Consumer Goods brand if it is used in an efficient and effective way.

6. Form of social media used for FMCG brand awareness:



It is clear from the above figure that social network with 57.8% is the strongest form of social media used for Fast Moving Consumer Goods brand awareness followed by Internet forums with 26% while blog 17.4% follow blogs for FMCG awareness.

7. Percentage of respondents felt the importance of social media in future:



About 98.2% of respondents think that social media website could play a very major role in creating Fast Moving Consumer Goods brand awareness in future which clearly depicts that marketer should focus on social media to increase the awareness as well as making social media as strong medium to attract more no. of consumers towards their FMCG brands.

CONCLUSION

- Larger part of the respondents for example about 92.7 % know about the job of online media in making FMCG brand mindfulness.
- 88.1% of respondents sack data with respect to FMCG brand through web-based media, hence FMCG organizations should give a great deal of accentuation to make web-based media a significantly more compelling and a proficient medium to convey right sort of data to the purchasers.
- Facebook and Instagram are the strongest form of social media to create creating Fast Moving Consumer Goods brand awareness as compared to Twitter, Google+ and others form of social media.
- A large number i.e., 77.1% have used FMCG brand by following social media. Thus, making social media a much stronger platform for increasing awareness.
- Online media could turn into a potential mechanism for the FMCG organizations as most of the respondents imagine that the degree of web-based media is high is making FMCG brand mindfulness.
- The social networks followed by Internet forums are the strongest mode of social media to raise awareness about creating Fast Moving Consumer Goods brands
- About 98.2% of the respondents felt that social media websites could play a very significant role in creating Fast Moving Consumer Goods brand awareness.

RECOMMENDATIONS

- Top Organization of Fast-Moving Consumer Goods organizations should consider in a more imaginative and creative manners to utilize the online media in the most ideal manner to build mindfulness about the Fast-Moving Consumer Goods brands.
- Link ups with web-based broadcasting like Facebook, hurray and so forth could be useful to have an amazing effect about the FMCG brand.
- More accentuation ought to be put on informal community and web gatherings as these are the most grounded type of web-based media to make mindfulness about FMCG brands.
- Useful techniques ought to be made so mindfulness about the FMCG brand through online media could affect the purchasing conduct of the buyer in the positive manner.
- Different plans, offers and rebate with all pertinent data identified with the FMCG brands can be involved by the organizations so that hazard taking capacities of the customers could increment to purchase the item in the wake of getting mindful of FMCG brand through online media.

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ANNEXURE

1.Are you aware of the use of social media in creating Fast Moving Consumer Goods brand awareness?

- A). YES B). NO

2. Do you seek information regarding FMCG brand through social media?

- A). YES B). NO

3. Which mode of social media you use often?

- A) Facebook
- B) Twitter
- C) Google+
- D) Yahoo
- E) Others

4. Have you use any FMCG brand by following social media?

- A). YES B).NO

5. To what level do you feel social media is helpful in creating FMCG brand awareness?

- A) Very high
- B) High
- C) Average
- D) Low
- E) Very low

6. Which form of social media you preferred the most for seeking information regarding FMCG brand?

- A) Blogs

- B) Internet forums
- C) Social Networks
- D) Others

7. Do you feel the social media will play a major role in creating FMCG brand awareness in future?

- A). YES B). NO
