

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

GUIDANCE OF
Mr. Rahul Sharma
(Associate Professor SPM)

PRESENTED BY
Trapti Gupta
MBA, PM-11 (Roll No-0214)

INTRODUCTION

- ▶ It's easy to assume why building your brand awareness is critical. Social media can help this happen because it's a platform with a ton of people in one place. Thus, giving you the potential to be seen by more and more people. We're living in the world of social media marketing and every business knows the importance of social mass media. Whether you are using influencers, referrals, or simply putting out good content yourself, social media has proven to be a key factor in creating brand awareness.
- ▶ This is because social media is a great platform for brands to maintain customer relationships, while also having the opportunity to be found by new leads. In fact, a lot of people learn about new brands because it was mentioned by a friend on social media. There is so much competition for businesses today, that it is important to use every tool available to gain an advantage over the competition. There are so many ways to grow your business and increase your revenue, so what you decide to do will depend on your business and situation.
- ▶ It is important to remember to increase SEO rankings, network with others, make sure your website is user-friendly, and many more things. One important aspect to consider when building your business is creating a recognizable brand. Your brand is how people recognize your business and separate it out from the competition.

SOCIAL MEDIA MARKETING

Social media marketing is how you reach new and existing audiences on social media platforms. Having a plan is necessary for businesses today since so many people have access to social media. You can just post to pages and share links, but if you really want to be successful, you will need to have a strategy.

There are so many different platforms for social media, that there is no way for you to jump in with all of them and be effective. At first you want to choose a couple that makes the most sense to you. Where is your target audience spending most of their time? Which platforms offer ways to share your company's information in the best way? Focus on the most important platforms first and then add in more later once you have a strategy in place.

You should always fill out your profiles all the way because it adds to your credibility. Having half finished profiles make it seem like you are not well established or don't know what you are doing. You should also be sure you claim your business' name and URLs so people are not getting redirected to the wrong place when they try to find you. The key is consistency so people can find you across all your profiles.

Be sure to look at your analytics across all platforms. You need to understand where your traffic is coming from and more details about your frequent visitors. This will help you create an even more effective strategy to reach more people. Seeing what is working and what is not working will help you continuously improve. You may also want to pay for advertising on these sites because some of them will let you design advertisements to target your demographic.

You should also respond to mentions and messages on social media quickly and professionally. The way you interact with other people should reflect your brand and promote a good discussion.



OBJECTIVE OF THE STUDY

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- ▶ 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

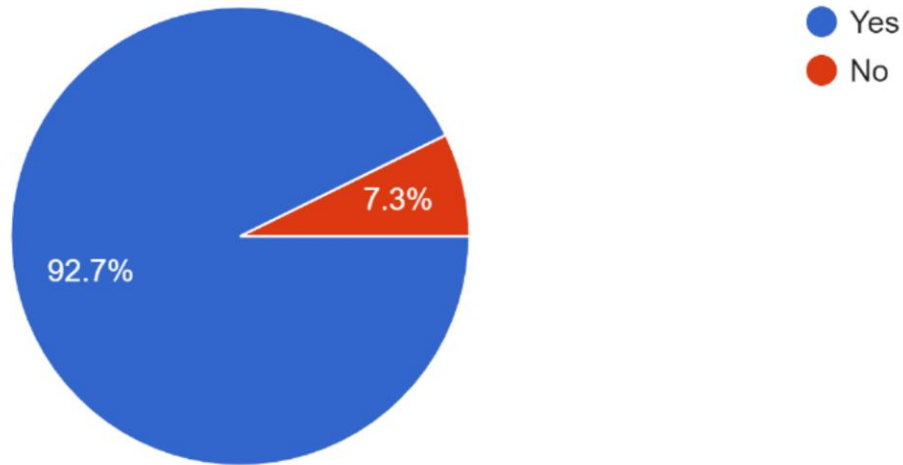
Sample Size: - 110 Respondents (General Population)

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

Are you aware of the use of social media in creating FMCG brand awareness?

110 responses



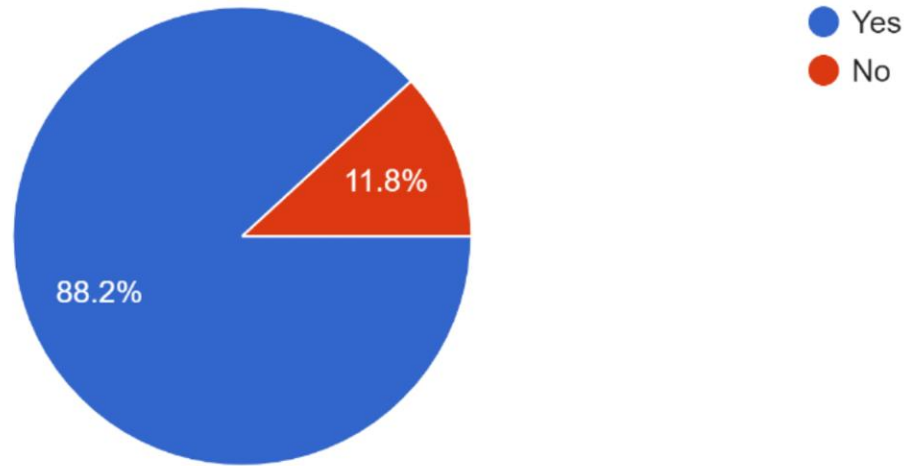
From above responses majority of people i.e., 92.7% are aware about the FMCG brand awareness through social media while only 7.3% of people are unaware about the role of social media website in creating FMCG brand awareness.

Thus, social media could play a major role in Fast Moving Consumer Goods brand awareness.

IMPORTANCE OF SOCIAL MEDIA FOR AWARENESS

Do you seek information regarding FMCG brand through social media?

110 responses

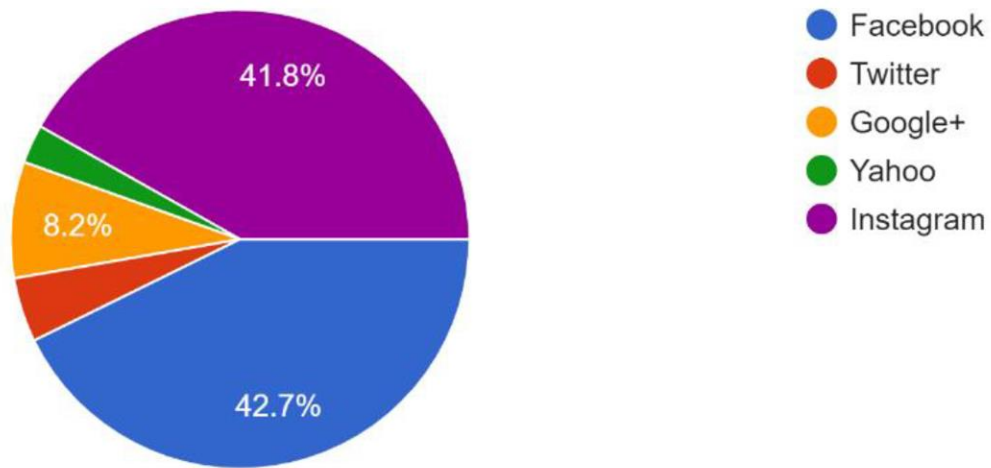


About 88.1% of respondents are seeking information about various FMCG brands through social media while 11.9% of respondents are not following social media to get any information regarding FMCG brand. Thus, more no of consumers could be targeted to increase the role of social media as a medium for seeking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

MODE OF SOCIAL MEDIA USED BY RESPONDENTS

Which mode of social media you use often?

110 responses

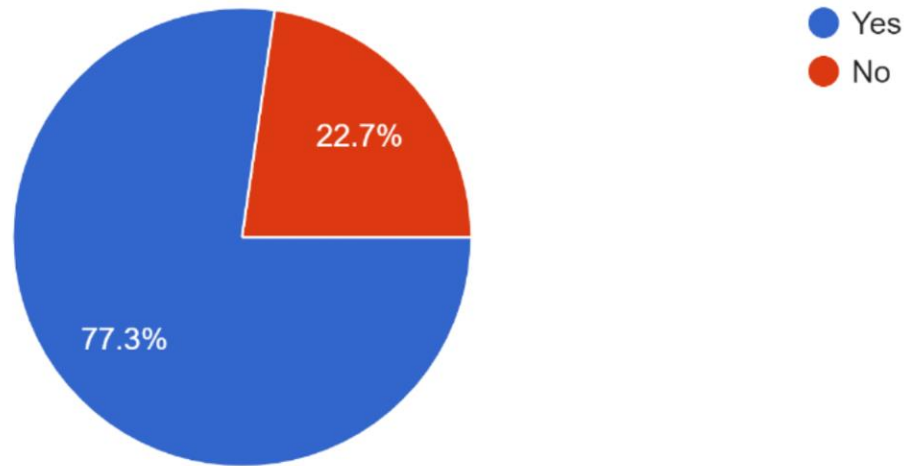


About 42.2% of respondents most often using Instagram and Facebook as a mode of social media. Thus, Facebook and Instagram are strongest mode of social media as compared to Google+, Twitter, Yahoo. Therefore, Facebook and Instagram are playing a very important role in creating Fast Moving Consumer Goods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

FMCG brand used by following social media

Have you use any FMCG brand by following social media?

110 responses

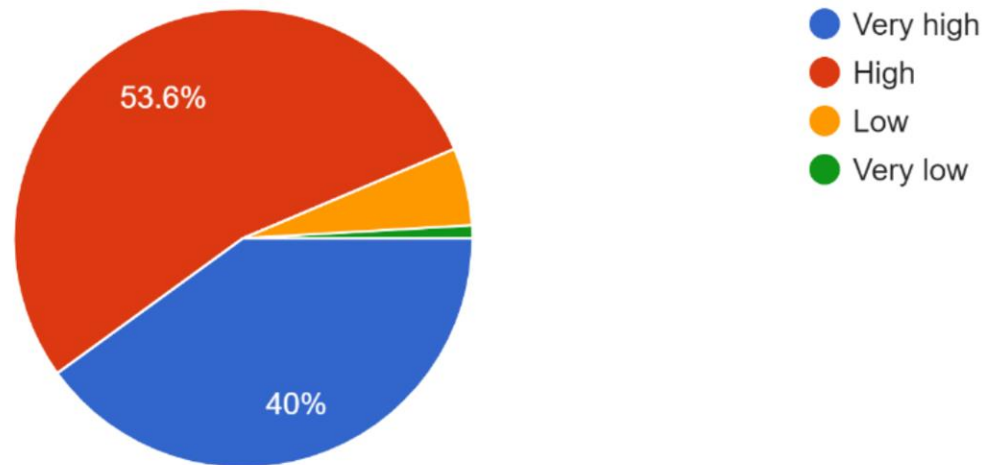


Only 22.9% of respondents have not used FMCG brand by following social media. A large number i.e., 77.1% have used FMCG brand by following social media. Thus, making social media a much stronger platform for increasing awareness.

Benefits of social media for FMCG brand awareness

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

110 responses

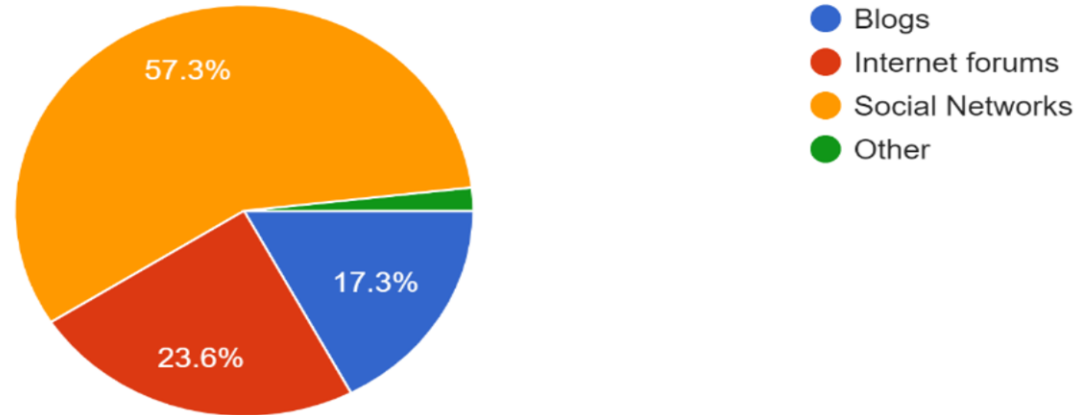


From the figure 39.4% of respondents felt that the level of social media is very high to create FMCG brand awareness followed by 54.1% of respondents who felt that level of social media is high. Thus, it implies that social media can play a very important role in establishing awareness about the Fast-Moving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

Form of social media used for FMCG brand awareness:

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

110 responses

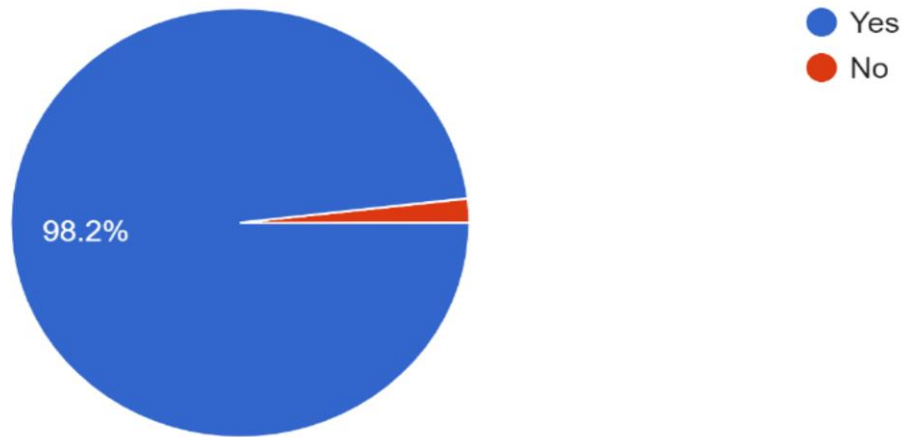


It is clear from the above figure that social network with 57.8% is the strongest form of social media used for Fast Moving Consumer Goods brand awareness followed by Internet forums with 26% while blog 17.4% follow blogs for FMCG awareness.

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

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

110 responses



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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Thanks!

