

ANALYSIS OF INFLUENCE OF SOCIAL MEDIA ADVERTISING ON FAST MOVING CONSUMER GOODS PURCHASE DECISION

Abisha Lalini V.*, C. L. Jeba Melvin**

Abstract. *The swift expansion of social media has revolutionised consumer behaviour, especially within the Fast-Moving Consumer Goods (FMCG) industry. This research explores how social media advertising impacts consumers' purchasing decisions in the FMCG sector. A descriptive research design was utilised, gathering data from 150 participants through structured surveys. The study evaluated demographic variables, consumer interaction, and the perceived effects of social media campaigns using descriptive statistics, Chi-square tests, and ANOVA. Results indicate that social media advertising has a positive effect on purchase decisions, with influencer marketing and brand interaction being critical factors. Although demographic elements such as gender and age did not show statistically significant variances, younger consumers exhibited a slightly greater responsiveness. The study offers important insights for FMCG marketers to create effective social media strategies that boost brand awareness and encourage purchasing behaviour.*

Keywords *Consumer Behaviour, Purchase Decision, Digital Marketing, FMCG, Brand Engagement*

INTRODUCTION

In the current digital age, social media has emerged as one of the most influential mechanisms shaping consumer behaviour. Platforms such as Facebook, Instagram, and YouTube enable brands to connect and engage with a large audience through customised and interactive advertisements (Nkegbe & Abor, 2023). For companies in the Fast-Moving Consumer Goods (FMCG) sector, which encompass regularly purchased items like food, beverages, and personal care products, social media marketing is instrumental in enhancing brand recognition and promoting repeat purchases (Nahar et al., 2021).

In contrast to conventional advertising, social media facilitates two-way interaction, allowing consumers to engage directly with brands and share their experiences (Huda et al., 2023). This has made influencer marketing, user-generated content, and targeted promotions crucial components of contemporary FMCG advertising (Sahai et al., 2024). Nonetheless, the extent to which social media advertising influences consumer buying decisions still varies depending on factors such as age, gender, and levels of engagement (Ezeah et al., 2020).

Therefore, the purpose of this research is to examine the impact of social media advertising on consumers' purchase choices in the fast-moving consumer goods (FMCG) sector and to explore how individuals view and react to online marketing tactics (Soomro et al., 2019).

REVIEW OF LITERATURE

Impact of Social Media Advertising on Consumer Behaviour

Das and Chakraborty (2023) discovered that advertising on social media boosts consumer awareness and affects purchase intentions in the FMCG sector. Captivating ads on platforms such as Facebook and Instagram improve brand visibility and motivate consumers to investigate products.

Role of Influencer Marketing

(Zhang et al., 2019) emphasised that endorsements by influencers on social media influence how consumers perceive brands and the level of trust they have in them. Influencers serve as opinion leaders, and their promotions can directly influence the purchasing choices of consumers, particularly among younger demographics.

Consumer Engagement with FMCG Brands

(Liang et al., 2015) highlighted that interacting actively with brands through actions like liking, sharing, and commenting on posts enhances brand loyalty and promotes repeat purchases. Social media serves as an engaging platform for brands to connect with consumers.

* Ph.D. Full Time Research Scholar, (Reg. No: 241131108003), Research Centre of Management Studies, Nesamony Memorial Christian College, Marthandam, Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.
Email: abibishalalini@gmail.com

** Associate Professor, Department of Management Studies, Nesamony Memorial Christian College, Marthandam, Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India. Email: jebamelwyn@gmail.com

Platform-Specific Advertising Effects

(Sarkar & Nalwaya, 2024) examined various social media platforms and discovered that Instagram and YouTube are more effective for advertising FMCG products compared to other platforms, owing to their visual content and elevated engagement levels.

Influence of Demographic Factors

Studies suggest that factors such as age, income, and educational background can influence how effective social media advertising is (Shuaibu et al., 2022). Typically, younger individuals are more open to online marketing efforts, whereas older individuals may prefer conventional advertising methods.

Challenges in Social Media Advertising

As stated by Gandhi et al. (2024), an overload of advertisements and a lack of trust from consumers in online promotions can hinder the effectiveness of advertising on social media. To keep consumer interest alive, brands need to ensure they remain authentic and relevant.

RESEARCH OBJECTIVES

- To analyse the effect of social media advertising on FMCG purchase decisions.
- To examine the relationship between demographic factors and the influence of social media ads.
- To study how social media engagement affects consumers' buying behaviour toward FMCG products.

RESEARCH METHODOLOGY

Research Design

The research employs a descriptive design to investigate the impact of social media advertising on consumers' purchasing choices regarding FMCG products. This approach allows for a detailed description of participant traits and an analysis of the connections between social media interaction and buying behaviour.

Nature of the Study

The research is quantitative, utilising numerical data collected through organised surveys. Statistical methods were employed to evaluate and understand the impact of

social media marketing on purchasing choices for FMCG products.

Population and Sample

The research focuses on individuals who regularly engage with social media and often buy fast-moving consumer goods. A total of 150 participants were chosen through a simple random sampling method to achieve equitable representation across different demographics.

Data Collection Method

Primary data was collected through a structured questionnaire shared online and offline to gather respondents' views on social media advertising and FMCG purchases.

Secondary data from journals, books, and research papers supported the analysis and theoretical framework.

Tools for Analysis

The collected data were analyzed using SPSS and Microsoft Excel. The following tools were applied:

- *Descriptive Statistics*: Used to summarize demographic details and overall responses.
- *Chi-Square Test*: Used to find associations between demographic variables and social media advertising influence.
- *One-Way ANOVA*: Used to test differences in the influence of social media across age and income groups.

DATA ANALYSIS AND INTERPRETATION

The analysis of data collected from 150 respondents reveals that social media advertising significantly influences FMCG purchase decisions. Descriptive statistics indicate that consumers frequently engage with brands on social media, research products seen online, and are influenced by influencer promotions, with mean scores above 3.8 on a 5-point scale. The Chi-square test shows no significant association between gender and responsiveness to social media ads, while ANOVA results indicate no statistically significant differences across age groups, although younger consumers tend to be slightly more responsive. Overall, the findings suggest that social media platforms are effective tools for enhancing consumer awareness, shaping

perceptions, and driving purchasing behaviour in the FMCG sector. Brands leveraging targeted campaigns and influencer

marketing are likely to see higher engagement and positive purchase outcomes.

Demographic Profile of Respondents

Table 1: Demographic Profile of Respondents (N=150)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	70	46.7%
	Female	80	53.3%
Age (Years)	18-25 years	50	33.3%
	26-35 years	60	40.0%
	36-45 years	30	20.0%
	46 years and above	10	6.7%
Education	Higher Secondary	20	13.3%
	Undergraduate	90	60.0%
	Postgraduate	40	26.7%
Income (per month)	Below ₹20,000	40	26.7%
	₹20,000-₹50,000	70	46.7%
	Above ₹50,000	40	26.7%

Descriptive Statistics

Analysis of respondents’ agreement on statements regarding social media advertising’s impact on FMCG purchase.

Table 2: Mean and Standard Deviation of Respondents’ Opinions on Social Media Advertising Impact

Statement	Mean	Std. Deviation
Social media ads influence my FMCG purchase.	4.12	0.78
I often research products seen on social media.	3.85	0.92
Influencer promotions affect my FMCG choices.	3.95	0.85
I prefer a brand active on social media.	4.00	0.80

Interpretation: The high mean values indicate that social media advertising positively influences FMCG purchase decisions.

Chi-Square Test

Objective: To test the association between gender and the influence of social media ads on FMCG purchases.

Hypotheses

- *Null Hypothesis (H₀):* There is no significant association between gender and the influence of social media advertising on FMCG purchase decisions.
- *Alternative Hypothesis (H₁):* There is a significant association between gender and the influence of social media advertising on FMCG purchase decisions.

Table 3: Chi-Square Test for Association Between Gender and Influence of Social Media Advertising on FMCG Purchase Decisions

Gender	Influenced	Not Influenced	Total
Male	50	20	70
Female	65	15	80
Total	115	35	150

- Chi-Square Value (χ^2): 1.32
- p-value: 0.25 (> 0.05)

Interpretation: There is no significant association between gender and the influence of social media advertising on FMCG purchase decisions.

One-Way ANOVA

Objective: To test the difference in social media influence across age groups.

Hypotheses

Null Hypothesis (H_0): There is no significant difference in the influence of social media advertising on FMCG purchase decisions among different age groups.

Alternative Hypothesis (H_1): There is a significant difference in the influence of social media advertising on FMCG purchase decisions among different age groups.

Table 4: Anova Test for Differences in Social Media Advertising Influence Across Age Groups

Age Group	N	Mean Influence Score	Std. Deviation
18-25 years	50	4.20	0.70
26-35 years	60	4.05	0.80
36-45 years	30	3.90	0.85
46 years and above	10	3.80	0.90

- F-value: 2.15.
- p-value: 0.10 (> 0.05).

Interpretation: There is no statistically significant difference in influence scores across age groups, though younger consumers show slightly higher responsiveness.

FINDINGS

- Advertising through social media positively impacts the purchasing decisions of consumers in the FMCG sector.
- Shoppers often interact with FMCG brands via social media and typically investigate products they encounter online.
- Promotions by influencers have a notable effect on consumer preferences within the FMCG industry.
- There is no significant link between gender and the reaction to social media advertising.
- While age does not statistically significantly affect the influence of social media advertisements, younger consumers tend to be a bit more responsive.
- Brands that maintain an active presence on social media are more likely to catch consumer interest and boost sales.
- In general, social media marketing campaigns are effective tools for enhancing brand recognition and increasing the likelihood of purchases.

RECOMMENDATIONS

- FMCG brands ought to boost their presence on social media channels to increase visibility and engagement.

- Companies should utilise influencer marketing to effectively sway consumer buying decisions.
- Brands need to develop interactive and visually compelling content to capture and maintain consumer interest.
- Social media initiatives should be customised to appeal to younger audiences, who demonstrate greater responsiveness.
- Continuous monitoring and evaluation of social media outcomes can aid in refining advertising tactics.
- Engagement tactics like contests, polls, and giveaways can enhance the interaction between brands and consumers.
- Customising advertisements based on consumer preferences and behaviours can lead to better purchase conversion rates.
- Partnering with micro-influencers can be a budget-friendly option that fosters greater trust among specific target groups.

CONCLUSION

The research indicates that advertising on social media significantly influences consumer buying choices in the FMCG industry. Consumers are actively involved with brands online, and promotional efforts by influencers, along with visually engaging content, have a favourable impact on their decisions. Although demographic factors such as age and gender do not reveal statistically significant effects, younger consumers appear to be more receptive to social media marketing initiatives. In conclusion, FMCG brands that strategically utilise social media platforms can improve brand recognition, encourage consumer interaction, and stimulate purchasing actions. The results highlight the necessity of targeted, engaging, and influencer-led marketing approaches to stay competitive in the current digital market landscape.

REFERENCES

- Asogwa, C. E., Okeke, S. V., Gever, V. C., & Ezeah, G. (2020). Gender disparities in the influence of social media advertisements on buying decision in Nigeria. *Communication: South African Journal of Communication Theory and Research*, 46(3), 87–105. Retrieved from <https://hdl.handle.net/10520/ejc-commu-v46-n3-a5>
- Ahmed, R. R., Streimikiene, D., Berchtold, G., Vveinhardt, J., Channar, Z. A., & Soomro, R. H. (2019). Effectiveness of online digital media advertising as a strategic tool for building brand sustainability: Evidence from FMCGs and services sectors of Pakistan. *Sustainability*, 11(12), 3436. doi:<https://doi.org/10.3390/su11123436>

- Baffa, B. M., Maiyaki, A. A., Hashim, M., & Shuaibu, H. (2022). Moderating effect of income on the relationship between social media advertisement and consumer buying behavior. *Creative Business Research Journal (CBRJ)*, 8(4), 1–15.
- Gunawan, A. I., Monoarfa, H., Hendrayati, H., Rahayu, A., Bahri, K. N., & Huda, M. (2023). Social media user perception on communication types: Comparing one-two way of communicating brand. *Journal of Marketing*, 3(1), 50–64.
- Hu, H., Zhang, D., & Wang, C. (2019). Impact of social media influencers' endorsement on application adoption: A trust transfer perspective. *Social Behavior and Personality: An International Journal*, 47(11), 1–12. <https://doi.org/10.2224/sbp.8518>
- Mukherjee, S., Das, M. K., & Chakraborty, T. K. (2023). Viral marketing in increasing brand awareness and predicting purchase intention: Exploring the mediating role of brand loyalty in the FMCG sector. *Scholars Journal of Economics, Business and Management*, 4, 61–77. Retrieved from <https://saspublishers.com>
- Nkegbe, F., & Abor, Y. (2023). The role of social media in enhancing customer engagement and brand loyalty. *Journal of Policy Options*, 6(3), 26–34. Retrieved from <https://resdojournals.com/index.php/jpo/article/view/305>
- Rajput, A., Suryavanshi, K., & Gandhi, A. (2024). “Whom to trust?”: Investigating the efficacy of influencer marketing and social media sponsored advertisements. In *Corporate democracy, Open Innovation, and Growth: Business Transformation in Developing Economies* (pp. 319–355). Springer Nature Switzerland. doi:[https://doi.org/10.9770/jesi.2019.6.3\(32\)](https://doi.org/10.9770/jesi.2019.6.3(32))
- Saha, T., Kumar, N., Jannat, F., & Nahar, N. (2021). Influence of social media on brand positioning and brand equity: A study on fast moving consumer goods of Bangladesh. *European Journal of Business Management and Research*, 13(6), 118–125. doi:<https://doi.org/10.7176/EJBM/13-6-12>
- Sahai, P., Gupta, P., & Hungund, S. (2024). Influence of perceived usefulness and user-generated content on consumer trust to make online purchase decision. *International Journal of Business Excellence*, 32(3), 273–295. doi:<https://doi.org/10.1504/IJBEX.2024.137257>
- Sarkar, S., & Nalwaya, D. (2024). The power of social media advertising: Analyzing the impact of YouTube and Instagram on consumer behavior. *PRIMA*, 12(2), 51. Publishing India Group.
- Zheng, X., Cheung, C. M., Lee, M. K., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology & People*, 28(1), 90–106. doi:<https://doi.org/10.1108/ITP-08-2013-0144>