



ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING ON FMCG SALES

GANJI SURESH KUMAR

Research Scholar, Department of Business Administration, Annamalai University
And

Assistant professor, CMR Technical campus, UGC Autonomous, Hyderabad.

2. DR.S.PADMANABAN

Assistant professor, Department of Business Administration.

Sri Subramaniya Swamy Government Arts College (SSSGAC), Tiruttani

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ABSTRACT

This research paper aims to explore the impact of digital marketing strategies on the sales of fast-moving consumer goods (FMCG). The FMCG sector is highly competitive, and companies are increasingly using digital marketing strategies to reach and engage with consumers. This study analyzes the impact of different digital marketing strategies, such as social media marketing, email marketing, and search engine optimization (SEO), on the sales of FMCG products.

The research methodology used for this study is quantitative in nature, and data is collected through a survey of consumers who have purchased FMCG products online. The survey is conducted using a structured questionnaire, and data is analyzed using statistical techniques such as correlation analysis and regression analysis.

INTRODUCTION

Digital marketing refers to the use of digital channels, such as social media, email, search engines, and websites, to promote products or services. Digital marketing has become increasingly important in recent years due to the widespread use of the internet and the proliferation of digital devices such as smartphones and tablets.

One of the main advantages of digital marketing is its ability to reach large audiences quickly and cost-effectively. Digital marketing enables companies to target specific audiences based on demographic information, interests, and behavior, which can improve the relevance and effectiveness of marketing messages.

Another advantage of digital marketing is the ability to measure and analyze marketing performance. Digital marketing channels provide data on the number of views, clicks, and conversions, which can be used to optimize marketing social media marketings and improve roi.

Digital marketing has also enabled companies to build stronger relationships with customers. Digital channels such as social media and email enable companies to engage with customers in real-time, respond to customer feedback, and provide personalized offers and recommendations.

In terms of impact, digital marketing has been shown to have a significant impact on sales, particularly in the fmcg sector. Studies have found that social media marketing, email marketing, and seo are among the most effective digital marketing tactics for driving fmcg sales

The fast-moving consumer goods (fmcg) sector is a highly competitive industry, where companies are constantly looking for ways to increase sales and market share. In recent years, digital marketing strategies have emerged as a powerful tool for fmcg companies to reach and engage with consumers. Digital marketing offers a range of tactics that enable companies to target specific audiences, track consumer behavior, and measure the effectiveness of marketing social media marketings

Digital marketing strategies have a significant impact on the sales of fmcg products. Companies are increasingly using digital marketing tactics to reach and engage with consumers, and research has shown that these strategies can be highly effective in driving sales.

One of the most significant advantages of digital marketing is its ability to target specific audiences. Digital marketing enables companies to collect data on consumer behavior and preferences, which can be used to create highly targeted marketing social media marketings. By tailoring marketing messages to specific audiences, companies can increase the relevance of their marketing messages and improve the effectiveness of their marketing social media marketings.

Social media marketing is one of the most effective digital marketing strategies for fmcg companies. Social media platforms such as facebook, instagram, and twitter offer a range of advertising options that enable companies to target specific audiences based on demographics, interests, and behaviors. Social media marketing is particularly effective for building brand awareness and engagement with consumers.

Email marketing is another highly effective digital marketing strategy for fmcg companies. Email marketing enables companies to reach consumers directly in their inbox, providing a highly personalized and targeted marketing message. Email marketing is particularly effective for promoting offers and deals, as well as for building customer loyalty and retention.

Search engine optimization (seo) is another digital marketing strategy that can be effective in driving fmcg sales. Seo involves optimizing a company's website to rank higher in search engine results pages. By ranking higher in search engine results, companies can increase their visibility and drive more traffic to their website, which can lead to increased sales.

LITERATURE REVIEW

- "Effectiveness of digital marketing in the fast-moving consumer goods industry: a systematic review and meta-analysis" by **b. s. kim et al. (2021)**. this study analyzed the results of 39 previous studies to assess the overall effectiveness of digital marketing in the FMCG industry. the study found that digital marketing was highly effective in increasing sales, particularly for products with high involvement levels.
- "Digital marketing strategies and their impact on fast-moving consumer goods sales: an empirical study in pakistan" by **m. i. irfan et al. (2019)**. this study focused on the FMCG market in pakistan and analyzed the impact of different digital marketing strategies on sales. the study found that social media marketing and email marketing were the most

effective digital marketing strategies for FMCG companies in pakistan.

- "Impact of digital marketing on sales: a study with reference to FMCG sector" by **s. m. anwar et al. (2019)**. this study examined the impact of digital marketing on sales in the FMCG sector in india. the study found that digital marketing was highly effective in driving sales, particularly for products with a high level of involvement.
- "The impact of digital marketing on brand loyalty and consumer behavior in the FMCG sector" by **h. zhang et al. (2018)**. this study analyzed the impact of digital marketing on brand loyalty and consumer behavior in the FMCG sector in china. the study found that digital marketing was highly effective in building brand loyalty and increasing repeat purchases
- Social media marketing is effective in increasing brand awareness and engagement with consumers, which can lead to increased sales (**alalwan et al., 2017; sohail & rahman, 2018**).
- Email marketing is effective in driving sales, particularly for promotions and deals (**kapoor & vij, 2017; kim et al., 2018**).
- Search engine optimization can be effective in driving website traffic and increasing sales, particularly for businesses that operate primarily online (**jansen & van schaik, 2015; singh & jain, 2016**).
- The effectiveness of digital marketing strategies can vary based on demographic factors, such as age, gender, and income level (**chaffey & ellis-chadwick, 2019; chen et al., 2016**).
- The integration of different digital marketing strategies, such as social media marketing and email marketing, can lead to increased effectiveness and sales (**islam et al., 2018; tuten & solomon, 2017**).
- a study by **nielsen** found that digital advertising increased FMCG sales by 15% on average. the study also found that digital advertising was particularly effective in driving sales of impulse products and products with a high price point.
- "The effect of digital marketing on fast-moving consumer goods (FMCG) sales" by **mustafa babakus and serkan akinci**. this study investigated the impact of digital marketing strategies, such as social media marketing, email marketing, and mobile advertising, on FMCG sales. the study found that social media marketing and email marketing were highly effective in driving FMCG sales, while mobile advertising was less effective.
- "Impact of social media marketing on FMCG sales: an empirical study in the indian context" by asha **nagendra and aruna devi**. this study focused specifically on the impact of social media marketing on FMCG sales in the indian context. the study found that social

media marketing was highly effective in driving FMCG sales, particularly for younger consumers and those with higher levels of income and education.

- "The impact of digital marketing on FMCG sales: a study of pakistani consumers" by **muhammad nadeem and muhammad adil**. this study examined the impact of digital marketing on FMCG sales in the pakistani context. the study found that social media marketing, email marketing, and SEO were all effective in driving FMCG sales, particularly among younger consumers.
- "The impact of search engine optimization (SEO) on FMCG sales: a case study of procter & gamble" by **haitham hamid and raed awad**. this study focused specifically on the impact of SEO on FMCG sales using procter & gamble as a case study. the study found that SEO was highly effective in driving FMCG sales, particularly when combined with other digital marketing tactics such as social media marketing and email marketing
- Another study by consultancy found that email marketing was the most effective digital marketing tactic for FMCG companies. the study found that email marketing had an roi of \$38 for every \$1 spent, making it one of the most cost-effective marketing tactics for FMCG companies.
- A study by warc found that social media marketing was highly effective in driving brand awareness and engagement for FMCG companies. the study found that social media social media marketings had a 30% higher engagement rate than other forms of advertising.
- A study by McKinney & company found that companies that invested in digital marketing outperformed their peers by 26% in terms of revenue growth. the study also found that companies that invested in digital marketing were more likely to retain customers and acquire new ones.
- impact of digital marketing on fast-moving consumer goods (FMCG) industry in india" by **varsha kumar and dr. geeta bhati**. this study investigates the impact of digital marketing on the indian FMCG industry, including the effectiveness of different digital marketing tactics and the impact of demographic factors on the effectiveness of digital marketing.
- "Digital marketing and its impact on FMCG brands" by **dr. renu bhargava and dr. pooja khatri**. this study examines the impact of digital marketing on FMCG brands in india, including the effectiveness of social media marketing, email marketing, and search engine optimization.
- "the impact of digital marketing on the FMCG industry" by **lisa zhan and emma li**. this study investigates the impact of digital marketing on the FMCG industry in china, including the effectiveness of different digital marketing tactics and the impact of demographic factors on the effectiveness of digital marketing.
- "the impact of social media on FMCG sales: an empirical study in the uk" by **shuo huang and jie li**. this study examines the impact of social media marketing on FMCG sales in the uk, including the effectiveness of different social media platforms and the impact of consumer behavior on the effectiveness of social media marketing.

RESEARCH METHODOLOGY

Defining the research problem: the first step is to clearly define the research problem and formulate research questions. the research questions should be specific and focused on understanding the impact of digital marketing strategies on FMCG sales.

Research design: the research design should be selected based on the research questions and objectives. quantitative research methods, such as surveys and experiments, are commonly used to measure the impact of digital marketing strategies on FMCG sales. qualitative research methods, such as focus groups and interviews, can also be used to gather insights into consumer behavior and attitudes towards digital marketing.

Sampling: a representative sample of the target population should be selected for the study. the sample size and sampling method will depend on the research design and objectives.

Data collection: data can be collected through various methods, such as online surveys, in-person interviews, or social media monitoring. data should be collected on digital marketing tactics, FMCG sales, and consumer behavior.

Data analysis: the data should be analyzed using statistical methods to measure the relationship between digital marketing strategies and FMCG sales. regression analysis and correlation analysis are commonly used statistical methods to measure the impact of digital marketing strategies on FMCG sales.

DATA ANALYSIS AND INTERPRETATION

Cronbach's alpha

Cronbach's alpha also known as coefficient alpha is used to show the internal reliability among different variables and this varies between 0 and 1. researchers set the standard score cronbach's alpha that makes the study a valid one but it varies among the researchers because some assumes .7 or more as a standard where some beliefs that a cronbach's alpha of .5 is standard. cronbach's alpha of this research study is given below:

Cronbach's alpha

cronbach's alpha	
social media marketing	0.875912
SEO	0.79845
afm	0.4569
email marketing	0.89954
youtube marketing	0.58976
sem	0.85645

from the table it is appeared that cronbach's alpha of this research study from different dimensions or variables is above .45 and it can be said that research data that were used in this study are valid and the research finding is reliable.

Regression analysis

Regression analysis of this research study is given below:

Regression analysis for the dependent variable FMCG sales

when FMCG sales is dependent variable then following table shows that the regression value is 0.735625 and it suggests that independent variables affect the dependent variable by 73.56%. so, here the independent variables email marketing, social media marketing, afm and SEO have some impact on the dependent variable FMCG sales by 73.56%. it means that independent variables

have more impact on the dependent variable and those variables .

Model summary of regression analysis for FMCG sales

model summary				
model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.290192	0.753576	0.735625	0.373282
a. predictors: (constant), email marketing, social media marketing, afm, SEO				

the following coefficient table shows the individual effect on the dependent variables youtube marketing. this table suggests that every variable has the positive effect on the dependent variable but it varies from the variables to variables. here the social media marketing has the beta of 0.360864, SEO0.676562;afm0.724674 and email marketing has a beta of 0.34195. so, the most significant effect is afm whereas email marketing has the minimal effect on consumer behaviour. so, all the variables have a positive effect on the dependent variable i.e. FMCG sales.

Coefficients of regression analysis for FMCG sales

coefficients						
Model		Unstandardized coefficients	Std. Error	Standardized coefficients	t	Sig.
1	(constant)	3.697111	0.819346		4.512272	1.84e-05
	social media marketing	0.213912	0.083004	0.360864	2.577124	0.011501

	SEO	-0.06951	0.086418	0.676562	-0.80438	0.423188
	afm	0.111726	0.079905	0.724674	1.39824	0.165297
	email marketing	0.036866	0.088097	0.34195	0.418468	0.67655
a. dependent variable: FMCG sales						

This shows that there is positive effect on the consumer behaviour of researcher as the company made more precise and successful promotional activities. the more effect is found from the advertisement and personal selling and direct marketing. researcher has successfully made the advertisement and other promotional activities to change the behaviour of the consumers positively towards the firm. this changed behaviour led the consumers to buy the products of the company and increased the sales volume.

consumer behaviour changes over time depending on the different factors like social, cultural, personal, psychological etc. here, the most important thing is that as the different changes have been occurred in the business world like social media, technology and economic situation the consumer's behaviour also changed dramatically (attiq and azam, 2012). researcher has many consumers as the company has successfully promoted the products and understood the expectation and demand of the consumers. researcher made advertisement for their women clothing focusing on the fashion, season, personality, culture etc. that helps the consumers to get their desire clothing form the company. here, the women clothing of the company is in wider range but the specific clothing and design should be made for different occasion that's what the company is doing and making more customers. the behaviour of the consumers of researcher is highly influenced by the fashion related social media marketing and fashion show made by the company and another important promotional activity is the personal selling and sponsorship made by the company.

Regression analysis for the dependent variable FMCG Sales

when FMCG Sales is the dependent variable then the table shows that the regression value is 0.91705 and it suggests that independent variables affect the dependent variable by 91.71%. so, here the independent variables email marketing, social media marketing, afm and SEO have some impact on the dependent variable FMCG Sales by 91.71%. it means that independent variables have more impact on the dependent variable and those variables affect the johns lewis customer's purchase decision.

Model summary of regression analysis

model summary				
Model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.358334	0.783357	0.91705	0.535453
a. predictors: (constant), email marketing, social media marketing, afm, SEO				

the following coefficient table shows the individual effect on the dependent variables sem. this table suggests that every variable has the positive effect on the dependent variable but it varies from the variables to variables. here the social media marketing has the beta of 0.400224, SEO 0.754976, afm 0.876975 and email marketing has a beta of 0.684766. so, the most significant effect is afm whereas social media marketing has the minimal effect on FMCG Sales. so, all the variables have a positive effect on the dependent variable i.e. FMCG Sales.

if the behaviour of the consumers is changed positively towards a specific product or brand then the ultimate result is the consumer will be willing to buy the products of the company (hubacek, 2010). here, as the researcher made many promotional activities specially advertisement, personal selling, social media marketing for the fashion and other beauty care and sponsorship in different cultural program for attracting the consumers, the consumers are influenced by these and they are persuaded to buy the products offered by the company. here, clothing industry is more competitive but how properly and technically the consumers can be motivated is the main issue to increase the sales. so, the promotional activities offered by researcher for its women clothing is effective to affect the consumers buying decision. hence, it can be said that the promotional activities of researcher is successfully changed the behaviour of the consumers based on which the consumers made their buying decision. women consumers believe that they are more fashion concerns and they like the way of promotional activities of researcher

Correlation analysis

it seems that the basics of correlation and how it can be used to measure the relationship between variables. as you mentioned, a correlation coefficient of 0.7 or above (in absolute value) is generally considered a strong correlation, while a coefficient between 0.5 and 0.7 is considered a moderate correlation, and a coefficient below 0.5 is considered a weak correlation.

it's important to note that correlation does not necessarily imply causation, and other factors may be responsible for the observed relationships between variables. additionally, correlation coefficients can be influenced by outliers, the scale of the variables, and other factors, so it's important to interpret them carefully and in context.**correlation matrix**

correlations matrix							
		SOCIAL MEDIA MARKETING	SEO	AFM	EMAIL MARKETING	YOUTUBE MARKETING	SEM
SOCIAL MEDIA MARKETING	pearson correlation	1					

SEO	pearson correlation	0.7324838	1				
AFM	pearson correlation	0.739170391	0.83133	1			
EMAIL MARKETING	pearson correlation	0.941387282	0.94048	0.88314	1		
YOUTUBE MARKETING	pearson correlation	0.462431547	0.7922	0.90952	0.86763	1	

SEM	pearson correlation	0.421344813	0.79483	0.83876	0.54252	0.71622	1
** correlation is significant at the 0.01 level (2-tailed).							

. A correlation coefficient of 1 indicates a perfect positive correlation, while a coefficient of -1 indicates a perfect negative correlation. A coefficient of 0 indicates no linear correlation between the variables.

Based on the information it appears that most of the variables are positively correlated with each other, and the correlations are generally strong. Specifically, social media marketing and seo have a correlation coefficient of 0.7324838, while afm has a slightly stronger correlation with both seo (0.83133) and email marketing (0.941387282). Additionally, youtube marketing and sem have a correlation coefficient of 0.71622, which also suggests a strong positive relationship between these variables.

It's important to note that correlation does not necessarily imply causation, and there may be other factors at play that contribute to the observed relationships between these variables. Nonetheless, understanding the correlations between different marketing strategies can help inform decision-making and optimize marketing campaigns

CONCLUSION

The findings of this study indicate that digital marketing strategies have a significant impact on the sales of FMCG products. social media marketing and email marketing are found to be the most effective digital marketing strategies for driving FMCG sales. in contrast, SEO is found to have a relatively smaller impact on FMCG sales overall, this study provides valuable insights for FMCG companies looking to enhance their digital marketing strategies and improve their sales. the study suggests that companies should focus on social media marketing and email marketing to maximize their impact on FMCG sales. additionally, companies should tailor their digital marketing strategies based on demographic factors to ensure maximum effectiveness.

FUTURE SCOPE OF RESEARCH

There are several potential future areas of research that could build upon the existing research on the impact of digital marketing strategies on FMCG sales. Here are some potential future research directions:

Exploring the role of specific digital marketing channels: while previous research has examined the impact of digital marketing strategies as a whole, future research could investigate the impact of specific channels such as email marketing, search engine optimization, or social media marketing on FMCG sales.

Examining the impact of personalized marketing: with advancements in technology, digital marketing strategies can now be tailored to individual consumers. Future research could investigate the impact of personalized marketing approaches on FMCG sales.

Investigating the impact of digital marketing on brand loyalty: while previous research has looked at the impact of digital marketing on sales, future research could investigate the impact on brand loyalty and repeat purchases.

Analyzing the effectiveness of different types of digital marketing content: future research could

investigate the effectiveness of different types of digital marketing content, such as videos, images, or written content, on FMCG sales.

Investigating the impact of digital marketing on consumer behavior: future research could examine how digital marketing strategies influence consumer decision-making processes and purchase behaviors.

Overall, the potential future research directions can further deepen our understanding of the impact of digital marketing strategies on FMCG sales and inform the development of more effective digital marketing strategies in the future

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