Impact of Increasing Trend of Online Marketing on Consumer Buying behaviour: FMCG Brands in Indian Scenario

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ABSTRACT
Constantinides E.(2004) in his study titled “Influence the online consumer’s behaviour : The web experience” Addresses one of the fundamental issues of e-marketing: how to attract and win over the consumer in the highly competitive Internet marketplace. Analyses the factors affecting the online consumer’s behavior and examines how e-marketers can influence the outcome of the virtual interaction and buying process by focusing their marketing efforts on elements shaping the customer’s virtual experience, the Web experience. Identifying the Web experience components and understanding their role as inputs in the online customer’s decision-making process are the first step in developing and delivering an attractive online presence likely to have the maximum impact on Internet users. The appearance of online networking has made a new landscape which lays out another framework of personal connections. Organizations see gigantic opportunities and are avid to take advantage of the pattern, while consumers are returned to the center in the business world in view of social networking. There are numerous studies disclosing reasons to take advantage of social media and to help organizations to pick up a superior position in the move; yet a few plan to think from the point of view of consumers. Generally, customers feel uniquely in contrast to what marketers think, for example what “brand engagement” by means of social media looks like to shoppers may not be quite what marketers think (Sniderman, 2012). The objective of this study is to clarify why, when, and how internet marketing has affected consumer decision process with respect to FMCG products. The theoretical framework lays on literature of consumer decision making process, social networking, and additionally previous studies regarding online and social media marketing. Quantitative examination technique is adapted for the purpose of this research. This research gives clarification on how people are attending, processing, and selecting the data on the internet before a buy. The findings demonstrate that people pursue an active role in information search online as compared to traditional media, yet information exposure is specific and subjective over the span of information search. Additionally, the empirical part of the research endeavors to give bits of knowledge to any organizations that are attempting to move to or are as of now taking part in the new marketing trend. Findings and conclusions exhibited in the study are just substantial inside of the population selected and can't be summed up somewhere else because of the distinctions in environmental factors.

Keywords: Social Media, consumer behavior, marketing, decision making process.

At the beginning of the century, social life was mostly local. It was followed by a period in which commodities were produced on a mass scale. Consumer Marketing operated on mass marketing principles and business primarily concerned itself with how to build the best sales force. At the end of the century, there is an emerging global culture. The major driver of these changes is technology. Technological change has moved steadily back focusing on the individual. These changes shape the possibility and conduct of business. Marketing is especially tied to communication and transportation revolution. As the tools and reach of marketing increase, the job and responsibilities of marketers have evolved with them. The fast moving consumer goods (FMCG) segment is the fourth largest sector in the Indian economy. The market size of FMCG in India is estimated to grow from US$ 30 billion in 2011 to US$ 74 billion in 2018. Food products is the leading segment, accounting for 43 per cent of the overall market. Personal care (22 per cent) and fabric care (12 per cent) come next in terms of market share. Growing awareness, easier access, and changing lifestyles have been the key growth drivers for the sector. Rural areas expected to be the major driver for FMCG, as growth continues to be high in these regions. Rural areas saw a 16 per cent, as against 12 per cent rise in urban areas. Most companies rushed to capitalize on this, as they quickly went about increasing direct distribution and providing better infrastructure. Companies are also working towards creating specific
products specially targeted for the rural market.

With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets. According to the study conducted by AC Nielsen, 62 of the top 100 brands are owned by MNCs, and the balance by Indian companies. Fifteen companies own these 62 brands, and 27 of these are owned by Hindustan UniLever.

Internet marketing, also referred to as web marketing, online marketing, or eMarketing, is the marketing of products or services over the Internet. Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sale.

The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium. Internet marketing is sometimes considered to have a broader scope because it not only refers to digital media such as the Internet, e-mail, and wireless media; however, Internet marketing also includes management of digital customer data and electronic customer relationship management (ECRM) systems. Companies that have powerful brand awareness on the web all have sites that help consumers do something – whether it's configuring a computer system (www.dell.com) online or offering personalized services like suburban railway pass ticket in Mumbai (www.rediff.com). Consumer demand and expectations are forecast to drive made-to-order or customized products with rapidly shrinking lead times. Products are configured, as customers want them to be and provide a high level of reliability, excellent quality, and longer life spans. For e.g. ‘Dell’ computer (www.dell.com) has become a leading company in selling computers because of the customization facility it provided on its site. The consumers could build the own computer by ordering the own configuration. The customization highlights the value-for-money aspect and induces the consumer to buy a product that meets his own requirement. The value propositions of goods and services offered in the physical world differ pointedly from those in the digital world. The ultimate aim of the universal marketer is to provide a complete end-to-end consumer experience -right from the promise to satisfy his need to its delivery. But the physical world offers only “Point Solutions” which is basically a solution of his needs in terms of functional benefits. A credit card, for instance, allows consumers to satisfy the immediate necessity of setting a transaction. But today’s consumers are also looking for process and relationship benefit -book referrals at no extra cost or e-mail reminders. The physical world is not able to deliver these benefits because of gaps in time, space and memory. The web, on the other hand provides all of these and more (“reverse marketing, for example, where consumers seek out vendors rather than the other way around”) by giving the company the ownership and control over all interactions with the consumer. The on-line customer is not a fickle customer, but he is a risky proposition nevertheless. This is because all his online experience will influence consumer perceptions about the brand. If a consumer buys a product from a retailer and is involved in an unhappy purchase experience at the store, he will punish the store. But if the same experience were to occur to him at the company’s web site, the consequences would be disastrous for the company if he were to share his experience through different user communities using a combination of chat rooms and electronic mails. The transformation being brought about the Web revolution is not limited to just the consumer. The last few years have seen a flurry of suggested business models for doing business in the Internet era. Will the Internet era signal the death of the retailer? Or will a new intermediary come into existence? Technological innovations have made possible two interesting developments -the Choice board system 2 and the Vertical Portal. Choice boards are essentially design tools and conduits of information, companies that produce the products need not control them. Dell uses a Choice board system to sell its computers but there are others like Point.com that uses a Choice board to help customers research and buy wireless phones and accessories. The market information that a Choice board collects about customer preferences is absolutely enormous and if the manufacturing company does not control it, the site offering the Choice board can emerge as a powerful intermediary. Vertical portals armed with sophisticated search engines, which specialize in a particular industry or product category, and provide customized information and promote online community development are the next emergent intermediaries. The sophistication and range of information collected on
customer preferences will drive emergent business models. The Web will thus facilitate the transformation of the companies form transaction supporters to customer relationship managers. With regard to the objectives, conducting the research from the perspective of consumers would be a considerably suitable approach. It is a fact that there are many available reports and studies which rather aims to help businesses to gain a better understanding in online marketing but not to help consumers to identify reasons that online marketing has changed their decision making process. Since the purpose of marketing is, in sum, about consumer; therefore, by having the starting point from the perception of consumer, and by collecting data from consumers’ point of view, fresh insights can be gathered. The research also aims to serve as an indicator to potential readers (companies) of how they can tap into the decision making process via social media sites.

- There is a galloping rise in online consumer purchase behaviour because of targeted promotions on relevant websites, therefore consumers are instantaneously responding to online tactics. However the businesses running offline are using innovative strategies to retain their in-shop retail buying.
- It is imperative to find out the perception of online vs. offline purchase behaviour and consumption patterns of the target segments.
- Since the advent of e-commerce, researcher needs to study the impact of increasing online promotion inclination by marketers on brand loyalty and value.
- The development, maintainence and enhancement of brand attributes on vs. off the internet need to be studied in order to succeed and achieve overall objectives

Click-and-mortar firms delivering superior Web experience influence their physical clients’ perceptions and attitudes, driving additional traffic to traditional sales outlets. Provides a contribution to the theoretical debate around the factors influencing the online consumer’s behavior and outlines some noticeable similarities and differences between the traditional and virtual consumers. This study identifies the main constituents of the online experience or Web experience as being: the functionality of the Web site that includes the elements dealing with the site’s usability and interactivity; the psychological elements intended for lowering the customer’s uncertainty by communicating trust and credibility of the online vendor and Web site; and the content elements including the aesthetic aspects of the online presentation and the marketing mix. These three sets of factors are the main online marketing tools under the control of the e-marketer. Kiang M.Y., Raghu T.S., Hui-Min Shang K (2000). in their research titled “Marketing on the Internet — who can benefit from an online marketing approach?” builds upon the literature in electronic commerce and past research in marketing with the objective of understanding factors that impact a product’s adaptability to online marketing. Among the four capacities (item customization, accessibility, logistics, and exchange multifaceted nature), logistics has the dominant effect on the channel selection decision because digital products can take advantage of using the Internet for both transaction and delivery processes. Das B.B., and Subudhi R.N. (2016) in their article titled “Engagement Pattern of Customers in Digital & Social Media Marketing: A Study on Effect of Age group” have tried to analyze what clients look at online reviews and online purchase. They have suggested that Social media engagement activities should also attract and encourage consumers of higher age groups to be more interactively engaged in terms of sharing experiences and influencing their peers and social groups. Some more efforts should be done by organizations and marketers to increase the percentage of users in young age bracket, specially focussed at engaging in the dimension of online reviews/information. This percentage should match up to the figures seen in higher age brackets (63% vs. 77 & 72%). Vries de L., Gensler S. and Leeflang S.H. (2012) in their research paper titled “Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing” determine possible drivers for brand post popularity. We analyze 355 brand posts from 11 international brands spread across six product categories. Results show that positioning the brand post on top of the brand fan page enhances brand post popularity. But the findings also indicate that different drivers influence the number of likes and the number of comments. Altaf N (2014). in his study titled “Impact of social media on consumer’s buying decisions” has tried to give an explanation on how individuals are attending, processing, and selecting the information on social media before a purchase. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media. To satisfy the research data has been collected from both the primary and the secondary sources. Secondary sources of data have been collected through use of internet, consulting past studies on the subject and also books have been used, primary data has been collected from 100 respondents through
A questionnaire by direct survey method. The motive of the research was triggered by personal interest in how social media impacts the consumer’s buying decisions. Nadaraja R. and Yazdanifard R.(2013) in their research paper titled “Social Media Marketing : Its Advantages And Disadvantages” have implied that today, consumers gain a new role with social media by becoming content creators and, thus, functional consumers instead of just consuming, as in the past. Social media applications or tools that facilitate this are blogs, micro blogging applications (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites (such as YouTube and Flickr). Given this reality, it is useful for companies, especially marketers, to integrate social media into marketing and their marketing strategies. Sothwan D.(2014) in his study titled “Consumer Social Media Analytics in retail - Prerequisites, business value and application for Social Media Marketing” explains the topic of Social Media Analytics (SMA), which encompasses methods and techniques to analyse Social Media Data. Subsequently, the business value of SMA is evaluated and a technical solution approach is presented. The intention of this work is to give a broad understanding of the subject-matter Social Media Analytics and its linkage to Business Intelligence for developers. Furthermore it should give an understanding to potential SMA business-users about this subject’s relevance, value and technical scope.Vinerean S.,Cetina J.,DumitrescuL.&TichindeleanM.(2013) in their research paper titled “The Effects of Social Media Marketing on Online Consumer Behavior” suggests different approaches for online marketers and managers looking to invest in advertising on social networking sites and hence improve their ads’ performance regarding clicking the advert and generating positive reactions towards it. One approach implies understanding the sources of trust in online information provided by sources social media users may or may not know, and how their concern for privacy influences their reactions to online advertising.Kiang M.Y.,Raghu T.S.,Huei-Min Shang K(2000). in their research titled “Marketing on the Internet — who can benefit from an online marketing approach?” builds upon the literature in electronic commerce and past research in marketing with the objective of understanding factors that impact a product’s adaptability to online marketing.Among the four capacities (item customization, accessibility, logistics, and exchange multifaceted nature), logistics has the dominant effect on the channel selection decision because digital products can take advantage of using the Internet for both transaction and delivery processes. Erdogmus I.E.(2012) in his study titled “The impact of social media marketing on brand loyalty” aims to identify recent developments in online marketing strategy which demonstrate the growing power of online communities in building brand reputations and customer relationships.

Objectives

- To determine the factors responsible for shift of consumers from traditional marketing to online marketing
- To determine the impact of online marketing on consumer behaviour.

In this study quantitative research design is used. The target population of the study was 200 internet users as they are the ones who have observed and experienced the online marketing practices of F.M.C.G. companies. As a result they are in a better position to provide more realistic and reliable data and information regarding that. A non-probability sampling (convenience sampling) technique was used to select the 200 respondents. A structured questionnaire was constructed to conduct the research. The questionnaire was specifically designed to accomplish the objectives of the study. The validity of the questionnaire was done by the guide. Responses were collected on a 5 point scale where in 1 being highly dissatisfied and 5 being highly satisfied. This study used Likert’s scale (Davis, 2005) to evaluate the respondents’ satisfaction and agreement level. Secondary source data were collected from text books, past researches, newspapers, journals, dictionaries, and worldwide-web pages. For the analysis of the data SPSS and Microsoft excel were used. Convenience sampling technique has been used by me during the survey as the respondents were selected as they happen to be at the right time and at the right place. The sample size was of 200 respondents and survey was conducted in Delhi-NCR.

To determine the factors responsible as well as to check the adequacy of the sample.

Ho: The sample is adequate
H1: The sample is not adequate.
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.696
Approx. Chi-Square: 433.683
Bartlett's Test of Sphericity

Since the value of KMO is 0.608 which is greater than 0.6
Hence Ho is accepted that is the sample size is adequate

Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
<td>Total</td>
</tr>
<tr>
<td>1</td>
<td>3.321</td>
<td>27.678</td>
<td>3.321</td>
</tr>
<tr>
<td>2</td>
<td>1.554</td>
<td>12.951</td>
<td>1.554</td>
</tr>
<tr>
<td>3</td>
<td>1.240</td>
<td>10.336</td>
<td>1.240</td>
</tr>
<tr>
<td>4</td>
<td>1.197</td>
<td>9.976</td>
<td>1.197</td>
</tr>
<tr>
<td>5</td>
<td>.901</td>
<td>7.506</td>
<td>.901</td>
</tr>
<tr>
<td>7</td>
<td>.657</td>
<td>5.474</td>
<td>.657</td>
</tr>
<tr>
<td>8</td>
<td>.611</td>
<td>5.092</td>
<td>.611</td>
</tr>
<tr>
<td>9</td>
<td>.556</td>
<td>4.632</td>
<td>.556</td>
</tr>
<tr>
<td>10</td>
<td>.457</td>
<td>3.806</td>
<td>.457</td>
</tr>
<tr>
<td>11</td>
<td>.403</td>
<td>3.359</td>
<td>.403</td>
</tr>
<tr>
<td>12</td>
<td>.289</td>
<td>2.409</td>
<td>.289</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
As per the rotated component matrix, 4 factors were deduced which are a combination of following components

<table>
<thead>
<tr>
<th>Factor 1</th>
<th>Factor 2</th>
<th>Factor 3</th>
<th>Factor 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reccomendation of an FMCG brand to a friend after being its online follower</td>
<td>Trust a friend's review or comment about an FMCG product on social media</td>
<td>Subscribed to the online updates and alerts regarding an FMCG brand or product</td>
<td>Online promotions are more interactive than traditional media.</td>
</tr>
<tr>
<td>Online marketing is more informative than traditional media</td>
<td>Internet is an effective tool to compare FMCG brands</td>
<td>FMCG companies that use online channels for marketing purposes are more reputed than others who are not using it</td>
<td>online marketing is more reliable than traditional media marketing</td>
</tr>
</tbody>
</table>

Hence after factor analysis, these are the four prominent factors which are as follows,

- Brand’s Online Presence/Appeal
- Information usage
- Reach
- Reliability/Trust
To determine the correlation between the usage of social media and main reason to follow FMCG brands on social media

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your reason to use social media?</td>
<td>2.45</td>
<td>1.200</td>
<td>200</td>
</tr>
<tr>
<td>What is the main reason to follow FMCG brands on social media?</td>
<td>3.08</td>
<td>1.261</td>
<td>200</td>
</tr>
</tbody>
</table>

**Correlations**

<table>
<thead>
<tr>
<th></th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>What is your reason to use social media?</th>
<th>What is the main reason to follow FMCG brands on social media?</th>
<th>Sum of Squares and Cross-products</th>
<th>Covariance</th>
<th>N</th>
<th>Sum of Squares and Cross-products</th>
<th>Covariance</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your reason to use social media?</td>
<td>1</td>
<td>1.447**</td>
<td>263.560</td>
<td>123.685</td>
<td></td>
<td>1.440</td>
<td>184</td>
<td>123.685</td>
<td>0.676</td>
<td>184</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>What is the main reason to follow FMCG brands on social media?</td>
<td>.447**</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
<td>.676</td>
<td>200</td>
<td>290.935</td>
<td>1.590</td>
<td>200</td>
</tr>
</tbody>
</table>

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

The table shows moderate correlation between the reason to use social media and the reason to follow FMCG brands on social media as the value is 0.447 which means that people do follow FMCG brands on social media hence it influences the choice of customers.

**Descriptive Statistics**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>I refer to the number of likes/dislikes while considering an FMCG product</td>
<td>2.39</td>
<td>1.006</td>
<td>200</td>
</tr>
<tr>
<td>Social media is an effective tool to compare FMCG brands</td>
<td>2.47</td>
<td>1.007</td>
<td>200</td>
</tr>
</tbody>
</table>
Correlations

<table>
<thead>
<tr>
<th></th>
<th>I refer to the number of likes/dislikes while considering an FMCG product</th>
<th>Social media is an effective tool to compare FMCG brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.309**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Sum of Squares and Cross-products</td>
<td>201.580</td>
<td>62.340</td>
</tr>
<tr>
<td>Covariance</td>
<td>1.013</td>
<td>.313</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.309**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Sum of Squares and Cross-products</td>
<td>62.340</td>
<td>201.820</td>
</tr>
<tr>
<td>Covariance</td>
<td>.313</td>
<td>1.014</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>200</td>
</tr>
</tbody>
</table>

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

The table shows moderate correlation between the referring to no.of likes/dislikes while considering an FMCG product and internet being an effective tool to compare FMCG brands as the value is .309 which means that internet is a tool that helps in buying but only on a positive word of mouth.

<table>
<thead>
<tr>
<th>Reason to use social media</th>
<th>No.of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To keep in touch with people</td>
<td>17</td>
</tr>
<tr>
<td>To share your interests(pics/music/videos)</td>
<td>20</td>
</tr>
<tr>
<td>To listen to music and watch videos</td>
<td>24</td>
</tr>
<tr>
<td>To exchange documents/files</td>
<td>13</td>
</tr>
<tr>
<td>To find info. About products/services/brands</td>
<td>19</td>
</tr>
<tr>
<td>To meet new people</td>
<td>7</td>
</tr>
</tbody>
</table>

As per the research 24% people used social media in order to listen to music and watch videos, 20% use it to share their interests, 19% use social media to find info about products/services/brands, 17% respondents utilize social media to keep in touch with people, 13% for exchanging documents/files while the rest 7% use it to find/meet new people.

<table>
<thead>
<tr>
<th>Do you follow F.M.C.G. brands on social media</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>73</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
</tr>
</tbody>
</table>

According to the research 73% respondents follow F.M.C.G. brands online/on social media while the rest 27% don’t follow.

<table>
<thead>
<tr>
<th>Main reason to follow F.M.C.G brands on the internet</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>To read comments and reviews about the products</td>
<td>31</td>
</tr>
<tr>
<td>To get discounts or free products</td>
<td>22</td>
</tr>
<tr>
<td>You are a current customer</td>
<td>14</td>
</tr>
<tr>
<td>To communicate with brands</td>
<td>19</td>
</tr>
<tr>
<td>To get updates about products/services</td>
<td>12</td>
</tr>
<tr>
<td>Friends are fans of brands</td>
<td>2</td>
</tr>
</tbody>
</table>
According to the survey, 31% of the respondents follow FMCG brands online to read comments and reviews about the products, 22% do it to get discounts or free products, 19% to communicate with brands, 14% do it because they are current customers of the brands, 12% to get updates about products/services while the remaining 2% use because their friends are fans of the brands.

1. There are 4 factors responsible which are
   - Brand’s Online Presence/Appeal
   - Information Usage
   - Reach
   - Reliability/Trust

2. There is a moderate correlation between the usage of social media and the reason people follow FMCG products on social media which means that the social media is a tool that people do consider before making a choice.

3. There’s a moderate correlation between referring to number of likes/dislikes while considering an FMCG product and internet being an effective tool to compare FMCG brands as the value is .309, which means that internet is a tool that helps in buying but only on a positive word of mouth.

After the analysis of my report titled “The impact of increasing trend of online marketing communications on consumer buying behavior and perception towards FMCG sector brands in Indian scenario”, I have come to the conclusion where I strongly consider that the above generated factors are very much responsible for influencing the consumers for trusting online or social media platforms before considering to buy an F.M.C.G. product. These factors also have a substantial impact on the perception of the customers towards F.M.C.G. brands as it has come out that customers consider companies using online marketing strategies as more innovative and reputed than others. This research gives clarification on how people are attending, processing, and selecting the data on the interent before a buy. The findings demonstrate that people pursue an active role in information search online as compared to traditional media. F.M.C.G. companies are working on many different online strategies which will help them to maintain a better relationship with their existing customers and will help in brand building and customer loyalty. These strategies are formed in accordance with these factors so as to increase the customer base as well as to have a greater market share. Companies need to keep the online interface between them and the consumers as informative as possible so that consumers can get their queries resolved in a relatively lesser time. They should consistently keep on posting updates and alerts regarding the brand/products to keep the consumers updated. As consumers perceive companies using online marketing more reputed than those using traditional media, companies should bring out more innovations in their social media campaigns to keep up to their consumers’ expectations. F.M.C.G. companies need to make sure that the information they provide online is credible to the core because consumers don’t follow a brand that showcase false information about itself or its products. Companies need to consistently track the comments or reviews of their products/services on various online platforms so that they can ascertain any negative word of mouth going on and hence should try to resolve the issues relating to it.

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ANNEXURE
The impact of increasing trend of online marketing communications on consumer buying behaviour and perception towards F.M.C.G sector brands in Indian scenario

Name-
Age-
• 17 or younger
• 18-24
• 25-34
• 35 and above

Gender-
• Male
• Female

1. Online advertisements are more interactive than traditional media w.r.t. FMCG brands
• Strongly Disagree
• Disagree
• Neutral
• Agree
• Strongly Agree

2. Online marketing by FMCG brands is more informative than traditional media.
• Strongly Disagree
• Disagree
• Neutral
• Agree
• Strongly Agree

3. Online marketing is more reliable than traditional media marketing in case of FMCG brands.
• Strongly Disagree
• Disagree
• Neutral
• Agree
• Strongly Agree

4. I refer to the opinion of experts online while considering FMCG products.
• Strongly Disagree
• Disagree
5. I refer to number of likes/dislikes while considering any FMCG product.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

6. I am subscribed to the online updates and alerts regarding an FMCG brand or product.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

7. FMCG companies that use online mediums for marketing purpose are more innovative than others who are not using it.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

8. FMCG companies that use online mediums for marketing purpose are more reputed than others who are not using it.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

9. I will recommend an FMCG brand to a friend after being its online follower.
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

10. I will follow a brand which my friends are already following online or on social media.
    - Strongly Disagree
    - Disagree
    - Neutral
    - Agree
    - Strongly Agree
11. Internet is an effective tool to compare FMCG brands
   • Strongly Disagree
   • Disagree
   • Neutral
   • Agree
   • Strongly Agree

12. I trust my friend’s review or comment about an FMCG product on social media
   • Strongly Disagree
   • Disagree
   • Neutral
   • Agree
   • Strongly Agree

13. What is your reason to use Social Media?
   • To keep in touch with people
   • To share your interests (pictures, musics, videos...)
   • To listen music and watch videos
   • To exchange documents/files
   • To find information about products/services/brands
   • To meet new people
   • Other

14. Do you follow FMCG brands on social media?
   • Yes
   • No

15. What is the main reason to follow FMCG brands on social media?
   • To read comments and reviews about products
   • To get discount or free products
   • You are a current customer
   • To communicate with brands
   • To get updates about products/services
   • Other