

# FROM THEORY TO IMPACT: NEW VISIONS ACROSS DISCIPLINES

**FIRST EDITION  
2025**

Editor-in-Chief  
**Daniel James**



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# IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMERS OF FMCG PRODUCTS IN MADURAI DISTRICT

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## ABSTRACT

This study investigates how social media marketing influences consumer behavior toward FMCG (Fast-Moving Consumer Goods) products in the Madurai district of Tamil Nadu, India. Utilizing a mixed-methods approach with survey data and statistical analysis, the research identifies key factors such as brand awareness, social influence, and purchase intention. Factor analysis reveals underlying dimensions of consumer response, while descriptive statistics highlight usage patterns. The findings suggest that targeted social media campaigns significantly affect consumer perception and buying habits. Recommendations for marketers include personalized engagement strategies and content optimization.

**Keywords:** Social Media Marketing, FMCG, Consumer Behavior, Factor Analysis

## INTRODUCTION

The FMCG sector encompasses high-frequency, low-cost products such as packaged food, beverages, toiletries, and cleaning supplies. In recent years, social media platforms—Facebook, Instagram, WhatsApp, and YouTube—have emerged as potent channels for marketers to engage with customers in real time. Madurai district, known for its unique socio-cultural fabric, presents a compelling context in which to explore this phenomenon. While FMCG consumption is universal, consumer preferences and responses to marketing tactics often differ by region. This study aims to delve deeply into how social media marketing strategies—like influencer campaigns, targeted advertising, user-generated content, and viral promotions—are shaping consumer awareness, attitudes, and purchase decisions in Madurai. Understanding this dynamic is essential for local FMCG brands, national companies, and digital marketers seeking to capture market share through optimized social engagement.

### Objectives

1. To assess the impact of social media marketing on brand awareness and purchase intention for FMCG products among consumers in Madurai district.
2. To identify the principal dimensions driving consumer attitudes toward social media marketing using factor analysis.

## LITERATURE REVIEW

**Smith (2018):** Linked social media engagement with improved brand recall in FMCG contexts. **Rajan & Kumar (2019):** Highlighted the influence of targeted Facebook ads on rural consumer purchase decisions. **Lee et al. (2020):** Demonstrated that Instagram influencer endorsements boost purchase intent among millennials.

**Patel (2021):** Showed WhatsApp promotional broadcasts raise awareness for local brands in southern India. **Gonzalez (2019):** Found user-generated content encourages trust and perceived authenticity. **Choudhary & Rao (2020):** Applied factor analysis to identify key drivers (e.g., perceived usefulness, ease of use) of SME adoption of social media.

**Varma (2022):** Surveyed consumers in Tamil Nadu; Facebook ads increased trial purchases by 25%. **Anderson & Levin (2021):** Noted that video-rich content (on YouTube) linked to higher engagement and sales lift. **Sharma (2019):** Emphasized that two-way communication (comments, chatbots) increases customer satisfaction. **Kumar et al. (2023):** Pointed to the moderating effect of demographic variables (age, income) on social media marketing impact.

## Methodology

- **Research Design:** Quantitative survey-based study.
- **Sample:** 300 respondents aged 18–55 across urban and semi-urban Madurai.
- **Sampling Technique:** Convenience sampling via online and offline outreach.
- **Instrument:** Structured questionnaire with Likert-scale items covering variables such as brand awareness, social influence, purchase intention, content engagement, usefulness, and trust.
- **Data Collection:** Conducted over two months (May–June 2025).
- **Analysis Tools:** SPSS v26 for descriptive and inferential statistics.

## Statistical Analysis

### Descriptive Analysis

The descriptive analysis aims to summarize the demographic profile of respondents and their perceptions of social media marketing in relation to FMCG products. It also provides insights into platform usage patterns, brand awareness levels, purchase intention, and the influence of social content.

#### 1. Demographic Profile of Respondents

| Variable                 | Category               | Frequency (n) | Percentage (%) |
|--------------------------|------------------------|---------------|----------------|
| <b>Gender</b>            | Male                   | 150           | 50.0%          |
|                          | Female                 | 145           | 48.3%          |
|                          | Other / Prefer not say | 5             | 1.7%           |
| <b>Age Group</b>         | 18–24                  | 60            | 20.0%          |
|                          | 25–34                  | 120           | 40.0%          |
|                          | 35–44                  | 75            | 25.0%          |
|                          | 45–55                  | 45            | 15.0%          |
| <b>Area of Residence</b> | Urban                  | 180           | 60.0%          |
|                          | Semi-urban             | 120           | 40.0%          |
| <b>Education</b>         | Undergraduate          | 90            | 30.0%          |



|                       |                        |     |       |
|-----------------------|------------------------|-----|-------|
|                       | Graduate               | 150 | 50.0% |
|                       | Postgraduate or higher | 60  | 20.0% |
| <b>Monthly Income</b> | Below ₹15,000          | 45  | 15.0% |
|                       | ₹15,001–₹30,000        | 90  | 30.0% |
|                       | ₹30,001–₹50,000        | 105 | 35.0% |
|                       | Above ₹50,000          | 60  | 20.0% |

## 2. Social Media Usage for FMCG Awareness

Respondents were asked which platforms they frequently use to learn about FMCG products. Multiple selections were allowed.

| Platform  | % of Respondents Using for FMCG |
|-----------|---------------------------------|
| WhatsApp  | 85.0%                           |
| Facebook  | 75.0%                           |
| Instagram | 60.0%                           |
| YouTube   | 45.0%                           |
| Twitter/X | 10.0%                           |

**Observation:** WhatsApp and Facebook dominate the local landscape for FMCG promotion, followed closely by Instagram. YouTube is gaining traction, especially for product videos and influencer content.

## 3. Mean and Standard Deviation of Key Variables

All items were measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Below are the mean and standard deviation (SD) for major constructs:

| Construct                 | Number of Items | Mean (M) | Standard Deviation (SD) |
|---------------------------|-----------------|----------|-------------------------|
| Brand Awareness           | 4               | 3.85     | 0.67                    |
| Purchase Intention        | 4               | 3.42     | 0.72                    |
| Content Usefulness        | 3               | 3.78     | 0.59                    |
| Trust in Social Media Ads | 3               | 3.66     | 0.74                    |
| Social Influence          | 3               | 3.60     | 0.70                    |
| Engagement with Content   | 3               | 3.50     | 0.82                    |

## Insights:

- Brand Awareness has the highest mean, indicating that consumers largely become familiar with FMCG brands through social media.
- Purchase Intention scores are moderate, suggesting that while social media may create awareness, it doesn't always convert immediately into action.
- Trust and Usefulness of content significantly affect consumer perception and behavior.

## 4. Frequency of Social Media Interaction for FMCG

| Interaction Type                          | % Engaging Weekly or More |
|---|---------------------------|
| Viewing product ads/videos                | 78.0%                     |
| Sharing or forwarding brand-related posts | 50.5%                     |
| Participating in giveaways/contests       | 35.0%                     |
| Following FMCG brand pages/accounts       | 62.0%                     |
| Commenting or reviewing FMCG products     | 28.0%                     |

**Observation:** Viewing ads and following brand pages are the most common forms of engagement, whereas interactive behaviors like reviewing or participating in contests are less common but present a growth opportunity.

## 5. Cross-tabulation Example: Age vs Platform Preference

| Age Group | Top Platform Used for FMCG Content |
|-----------|------------------------------------|
| 18–24     | Instagram (78%)                    |
| 25–34     | Facebook (70%), WhatsApp (85%)     |
| 35–44     | WhatsApp (80%)                     |
| 45–55     | Facebook (65%)                     |

**Insight:** Younger consumers (18–24) prefer visually rich platforms like Instagram, while older age groups favor WhatsApp and Facebook.

## Factor Analysis

- **KMO Measure:** 0.82 (meritorious), Bartlett's significance  $p < .001$ .
- **Four factors extracted (eigenvalues >1):**
  1. **Perceived Usefulness & Trust** – 18% variance
  2. **Social Engagement & Influence** – 15%
  3. **Content Quality & Brand Recall** – 12%

## 4. Purchase Intention Drive – 10%

- **Cumulative explained variance:** 55%.
- **Reliabilities:** Cronbach's alpha ranged from 0.75 to 0.85 across factors.

## Findings

1. High FMCG social media penetration in Madurai, especially via WhatsApp and Facebook.
2. Perceived usefulness and trust were the strongest predictors of positive consumer response.
3. Social engagement (comments, shares, peer endorsement) significantly influences brand perception.
4. Quality content (videos, product demonstrations) boosts brand recall.
5. Purchase intention strongly correlates with trust and perceived value.
6. Demographic moderators: Younger respondents (18–34) are more responsive than older users; urban respondents slightly more influenced than semi-urban.
7. Social media usage is deeply entrenched among FMCG customers in Madurai, with WhatsApp and Facebook leading in reach and impact.
8. The average respondent is aware of FMCG brands via social media and engages with content to varying degrees, but conversion to purchase depends on additional trust and relevance factors.
9. Content usefulness and trust play a critical role in driving consumer engagement.
10. Younger demographics are more receptive to Instagram and influencer-driven campaigns, offering opportunities for age-targeted marketing.

## Suggestions

- **Personalized content strategy:** Develop targeted video and influencer campaigns for younger consumers.
- **Enhance trust factors:** Incorporate certification, user reviews, and direct Q&A sessions into social campaigns.
- **Boost interactivity:** Use polls, contests, and chatbots to engage customers actively.
- **Cross-platform synergy:** Coordinate messages across Facebook, WhatsApp, and Instagram for consistent effect.
- **Monitor metrics & refine:** Track click-through rates, engagement, and conversion to fine-tune topics, formats, and timing.

## CONCLUSION

Social media marketing has a demonstrable and positive impact on FMCG consumer behavior in Madurai. Trust, usefulness, and engagement emerge as key pillars affecting brand awareness and purchase intent. Brands that optimize content quality, interactivity, and targeted messaging are most likely to attract and retain customers in this region. As FMCG buying evolves to a more digitally mediated process, marketers should embrace data-driven social media strategies tailored to local consumer nuances.

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