



Exploring the Digital Shopper: How Facebook and Instagram Influence Consumer Behavior in the FMCG Sector

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Abstract. When it comes to the promotion of goods that move rapidly (FMCG), consumer behavior is crucial. Numerous variables impact this behavior, and in the worldwide world of today, the requirements and tastes of customers change with time. Given that this sector has a big impact on India's GDP expansion, it is crucial to comprehend changes in consumer FMCG product purchasing trends. Customers' actions include searching for information and purchasing products, which are prompted by external cues. The purpose of this study is to investigate how social media sites like Facebook and Instagram affect the decisions that customers make about what to buy. The research aims to provide insight into the complex dynamics of contemporary consumer choices in the FMCG sector by investigating the ways in which various platforms impact consumer behavior.

Keywords: Fast Moving Consumer Goods, Product Acquisition, Consumer behavior, purchasing decisions, purchasing decisions.

1 Introduction

Websites and computer programs that enable people to communicate and share information online via a laptop or mobile device are referred to as "social media" in the Cambridge English dictionary. Social media is a profitable alternative for advertising purposes because of its accessibility and scalability. Already, marketing and advertising have been transformed by social media. Social media advertising is said to have helped most of the groups. In addition to being a potentially productive way to find new customers, proper utilization of social media networks may provide a means of obtaining feedback from existing ones. The target demographic that may be reached through social media is enormous, as illustrated by the parent who follows.

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2 Literature Review

According to research by R. Vidhya (2021), internet marketing is still in its infancy in India but is expanding quickly and has a lot of promise. People embrace social media and other technology to a great degree, including smartphones, laptops, tablets, personal computers, and many more. Marketers are constantly curious about how to catch customers' attention. The study came to the conclusion that the following variables influence e-commerce orientations: age, gender, and revenue. In particular younger males with higher family incomes may be much more inclined to participate in net purchasing. Finding and understanding the fundamental roles that social media advertisements play in influencing consumers' intentions to purchase is the main focus of this study.

In their 2019 study, Kritika Jain and Pallavi Saxena [4] examined how social media marketing efforts in fast Moving Consumer Goods now affect brand choices and consumer behavior. Who uses social media marketing and advertising websites to purchase goods is the subject of a poll. Through an online poll, the records are gathered. The conclusion demonstrates that trendiness is the most important component of social media advertising and marketing campaigns. Other essential components include corporate image, first-rate service, and cost, all of which contribute to customer satisfaction and loyalty and ultimately influence brand preferences. In accordance to the report, social media marketing and promotion is a very effective technique that hasn't yet reached its full effectiveness in the Indian FMCG industry. Online ads have a stronger influence on customers' alternate decisions.

According to Moosa and Jagadeesan's (2020) study of the commercial observe technique, which is sophisticated given the impact of more appropriate discussion knowledge. With the increasing use of the internet, business advertising has access to more interactive services, rich media tools, and a worldwide audience thanks to the internet, which is gradually becoming a favored advertising medium. The relationship between marketing reactions, member and non-member of Facebook groups' emotional aspects of self-disclosure and outlook, and the institution's contribution related to the Facebook brand name. It is evident from the analysis of strong-minded Facebook users that participants in organizations are far more willing to share intimate data than non-participants.

According to the study, Balathandayutham and Anandanatarajan (2020) [1] noted that the modern era is dominated by technology. It is imperative for businesses and marketers to be up to date with the latest developments in technology. The traditional means of marketing and promotion are outdated and ineffective for promoting products in the current environment. Social media is the most important component of today's cutting-edge marketing and merchandising mix. Social networking sites are one of the primary channels used by business to market their goods. This is especially true for goods related to fashion and handicrafts. The contributors of this study used logical evidence to figure out social media's effectiveness. "The privateers of the clients who use the product is maintained." all other elements are exceptionally vast with customer engagement this means that social media advertising have robust dating with purchaser engagement.

According to Olamide & Dixon-Ogbechi,(2022c) examined the role that internet marketing plays in consumers' decisions to purchase FMCG goods. With the use of a questionnaire and in-person interviews with the respondents, data for the examination was acquired. This analysis gathers data from one hundred Karaikudi city customers. The initial goals of this study were to analyze the socio-financial backgrounds of the participants, investigate consumer awareness of food and beverage industry goods and the factors that influence their decision to purchase these products—that is, children's and splendor care merchandise—as well as to gauge consumer awareness and comprehend their demands. This well-known study demonstrates that the aspects of cost, availability, logo image, promotional offer, advertisement, and first-rate effects are primarily hurting customers' alternatives. The findings from this pilot project provide researchers and FMCG marketers with useful data on consumer behavior as well as suggestions for developing and marketing a line of children's and beauty care products. The study revealed that the most crucial decision is a great purpose combined with fitness factors, so business owners should take this fact very seriously when creating their advertising channels. Thus, keeping in mind fitness factors, starting point, brand, and sensory appeal first. The findings can help researchers and the dairy industry segment create and market a line of children's and beauty care products based primarily This well-known study demonstrates that the aspects of cost, availability, logo image, promotional offer, advertisement, and first-rate effects are primarily hurting customers' alternatives. The findings from this pilot project provide researchers and FMCG marketers with useful data on consumer behavior as well as suggestions for developing and marketing a line of children's and beauty care products. The study revealed that the most crucial decision is a great purpose combined with fitness factors, so business owners should take this fact very seriously when creating their advertising channels, keeping in mind fitness factors, starting point, brand, and sensory appeal first. The findings can help researchers and the dairy industry segment create and market a line of children's and beauty care products focused mostly.

According to Chandwani Vinod Surenderkumar's (2016) [2] analysis, social media marketing is a highly popular instrument and approach in the field of all forms of advertising and marketing, and it may play a significant role in the study. It is well known that a businessman's primary goal is to promote as many articles as possible using as many marketing tools and strategies as possible. Without a doubt, it might increase the compensation of an exponent of a diverse agency. The primary goal of this study is to determine the predicted linkages between various social media platforms and to investigate how social media marketing and advertising will influence the ultimate behavior of consumers among those who use social media websites frequently. Social media has changed the electrical grid in the area around popular online and brick-and-mortar stores. It explains their perspective and practical importance in commercial enterprise advertising planning and provides a special way to handle them as marketing tool and technique. While social media is receiving active attention for its ability to influence customer behavior, passive attention is being paid to how social media is being used for direct advertising and product personalization. Nowadays, social media usage by all customers has significantly improved, and it affects them in a variety of ways. Social networking websites are used heavily by consumers.

In light of the interplay between consumers' purchasing attitudes in a digital space, Jibril et al. (2019) [3] investigated the mediating role of online-based-brand community (OBBC) using social media platforms (SMP). In order to establish the relationship between social media usage and consumer brand loyalty (CBL) via the internet-based totally-brand network, an online poll was conducted to get opinions from online shoppers. A total of 122 social media users who are members of at least one online brand community participated in the poll. The results of the partial least square and structural equation modeling (PLS-SEM) revealed that OB+BC on the social media platform definitely starts the client-emblem interaction and the user-brand conversation. Even so

3 Research Gap

While studies on the subject are being conducted, it is important to note that it is necessary to identify the influence of social media platforms, particularly Instagram, on consumers' purchase behavior with regard to FMCG products. The research aims to determine the influence of social media platforms on this behavior.

3.1 Rationale for the Study

Social media leverages middle-of-attention on social media and readily available, scalable communication ability. The use of social networks started to impact business in numerous industries and has biased both internal and buyer-associated ties. Sports marketing and advertising often includes mainly outbound and inbound marketing and advertising. Inbound marketing places an enormous value on being seen by buyers and other investors, as well as on the crucial elements such as Google optimization, social media, content branding, and search engine marketing to be seen by customers; lead nurturing, landing pages, and lead tracking to manage the discussions from a particular consumer casual hobby to a purchase; and finally, blog analytics, advertising success, or closed loop analytics to observe clients' overseas magazine

3.2 Problem Statement

Advertising and marketing professionals of the modern times has considered this social media concept as an important detail of conversation blend of their practices of (IMC) Integrated Marketing Communication. Most of the agencies of the present day days are making communications with their stakeholders via making use of Twitter, Facebook fan page, Instagram reels and YouTube videos.

The clients also are becoming a member of with the social media interactions made by way of the emblem. If they like the contents of a logo, they share it and express their remarks via their perspectives, happiness, dissatisfaction and reviews. Marketing through social media is also confronted with positive demanding situations. Those challenges may additionally encompass the way of assessing the efficiency of marketing through social media and the way through which the engagement of clients may be enhanced.

3.3 Research Objectives

- To study the demographic profile of customers those who have inclination towards FMCG products through social media
- To study the influence of social media on purchase behavior of consumers towards FMCG products.
- To analyze the factors that influences the consumers through social media in buying behavior towards FMCG products.

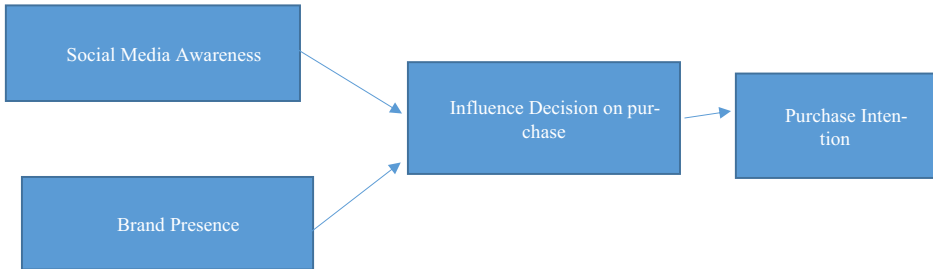
3.4 Research Hypothesis

- Ha: The social media platforms (Facebook and Instagram) has an influence on purchase behavior of consumers towards FMCG products.
- H1: The social media platforms (Facebook and Instagram) do not have any influence on purchase behavior of consumers towards FMCG products.
- Hb: Demographic factors has an influence on purchase behavior inclination of consumers towards FMCG products through Facebook and Instagram.
- H0: Demographic factors doesn't have any influence on purchase behavior inclination of consumers towards FMCG products through Facebook and Instagram.
- Hc: Various factors like social media advertisements, sponsored videos, reviews, like comment shares, brand presence in Facebook and Instagram has influence on buying behavior towards FMCG products.
- H0: Various factors like social media advertisements, sponsored videos, reviews, like comment shares, brand presence in Facebook and Instagram doesn't have any influence on buying behavior towards FMCG products.

3.5 Methodology of Research

The nature of the study is descriptive. A mixed-approaches strategy, integrating quantitative and qualitative research methods, could be used in the study design for the learning module Exploring the Digital shopper: How Facebook and Instagram Influence Consumer Behavior in the FMCG Sector. This strategy would enable a thorough comprehension of the phenomenon from several angles. The goals of the research are well-defined. In order to identify pertinent concepts, theories, and prior research findings that are connected to the study objective, primary and secondary data sources are used in the literature review process. Using an instrument questionnaire and the survey method, primary data was gathered. The survey was properly designed, with both open-ended and closed-ended questions utilized to collect information. the surveys that were given to a subset of pupils,

3.6 Proposed Research Framework



4 Data Analysis

Reliability test: The term "reliability" describes the degree to which test and process results may be repeated. Variations in observers or measuring tools, such as a questionnaire or measuring attribute instability, can lead to a lack of reliability, which in turn impacts the validity of that questionnaire.

Reliability Statistics

Cronbach's Alpha	N of items
0.726	40

The reliability test was conducted with 86 replies in total. The results showed a good fit and improved internal consistency between the variables, with a Cronbach's alpha of 0.726. We can determine that the test we created is more reliable because it measures the relevant variable precisely.

CHI-SQUARE TEST: One statistical technique for comparing actual results to forecasts is the chi-square test. This test aims to determine whether a discrepancy between observed and predicted data is due to random variation or a link between the variables being studied. Because of this, the chi-square test is an excellent tool that helps us comprehend and evaluate the relationship between our two category variables.

To investigate the distribution of a categorical variable, one must do a chi-square test or a comparable nonparametric test. Nominal or ordinal categorical variables can

be used to denote categories such as countries or animals. They cannot have a normal distribution since they can only have a small number of specific values.

The formula for Chi Square $\chi^2 = \sum (O - E)^2 / E$

Where; C= Degree of freedom O= Observed value E= Expected value.

The number of variables that can change in a calculation is represented by the degrees of freedom in a statistical calculation. It is possible to determine the degrees of freedom to make sure chi-square tests are statistically reliable. These tests are typically employed to contrast the observed data with the data that would be anticipated if a specific hypothesis were to be correct. The values you compile on your own make up the observed values. Based on the null hypothesis, the predicted values are the anticipated frequencies. A statistical test called chi-square examines how categorical variables from a random sample differ from one another to determine whether the results are consistent with what was anticipated. The following circumstances call for the application of the Chi-Squared test:

The Chi-squared test can be used to check whether your data resembles a well-known theoretical probability distribution, such as the Normal or Poisson distribution. The Chi-squared test can be used to assess the goodness of fit tested regression model on the training, validation, and test data sets. The chi-squared test is the procedure used the most frequently to evaluate hypotheses. An claim that any given scenario might be true can be tested later and is known as a hypothesis. The When the sample size and the number of variables in the relationship are known, the Chi-Square test calculates the degree of variation between the expected and actual results. Degrees of freedom are used in these tests to assess whether a certain null hypothesis can be disproved in light of all the observations that were made throughout the experiment. The finding is more reliable the larger the sample size.

Ho: There is no discernible correlation between the influence of technology on the educational system and its role.

HA: The Influence of Social Media on Purchase Intention Is Significantly Associated with

Table 1. Observed Values

	Face-book	Instagram	LinkedIn	Twitter	You Tube	Total
• To make friends	6	2	3	5	2	18
• To search for products	4	2	5	5	3	19

• To promote product						
• To compare brands	5	2	3	4	2	16
• Other like socialization and networking	3	3	2	4	3	15
Total	23	10	19	21	14	86

Table 2. Expected Values

	Fa- cebook	Insta- gram	LinkedIn	Twit- ter	You Tube	To- tal
• To make friends	4.6	2.09	3.97	4.39	2.93	18
• To search for products	4.86	2.2	4.19	4.63	3.09	19
• To promote product	4.6	2.09	3.97	4.39	2.93	18
• To compare brands	4.09	1.86	3.53	3.9	2.6	16

• Other like socialization and et-working	3.83	1.74	3.31	3.66	2.44	15
Total	22	10	19	21	14	86

$X^2 = 6.4178$

Number of Rows = 5

Number of Columns = 5

Degree of Freedom= 16

The calculated value is more than 0.5 so the null hypothesis will be rejected. So there is a Significant Association between Social Media influence and Purchase intention

Hypothesis Ha: There is a Strong Impact on Purchase behavior and social media Platform what we use

Regression Analysis: Regression analysis is a statistical technique for examining several variables and determining which variables can have an impact on an aim (such as the success of a product launch, company expansion, or a new marketing campaign

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 ^a	.011	-.025	1.8129

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Table 4. ANOVA

		Sum of		Mea		
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Model		Squares	df	Mean Square	F	Sig.
1	Regression	3.083	3	1.028	.313	.816 ^b
	Residual	269.513	82	3.287		
	Total	272.596	85			

a. Dependent Variable: Y

Predictors: (Constant), X3, X1, X2

Table 5. Coefficients

Unstandardized Coefficients				Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.856	1.839		1.009	.316
	X1	.076	.081	.104	.939	.351
	X2	.045	.402	.013	.113	.910
	X3	.020	.179	.013	.113	.910

a. Dependent Variable: Y

Table 6. Residuals Statistics

Minimum		Mean	Std.	N

		Maximum		Deviation	
Predicted Value	3.079	3.847	3.587	.1904	86
Residual	-2.8271	3.7035	.0000	1.7807	86
Std. Predicted Value	-2.667	1.366	.000	1.000	86
Std. Residual	-1.559	2.043	.000	.982	86

a. Dependent Variable: Y

Inference: According to the above statistical tool Regression analysis, Y is dependent variable and X is independent variable.

$$Y (\text{Purchase Behavior}) = X1(\text{Instagram}) + X2 (\text{Facebook}) + X3 (\text{You tube})$$

$$Y (\text{Purchase Behavior}) = 0.076 X1 + 0.045 X2 + 0.020 X3$$

$$Y = 0.141$$

As the P value is less than 0.05, null hypothesis will be rejected and accept the alternate hypothesis There is a significant Effect between Purchase Behavior and Social Media Platform what we use.

Which social media platform influence you to purchase impulsively?

112 responses

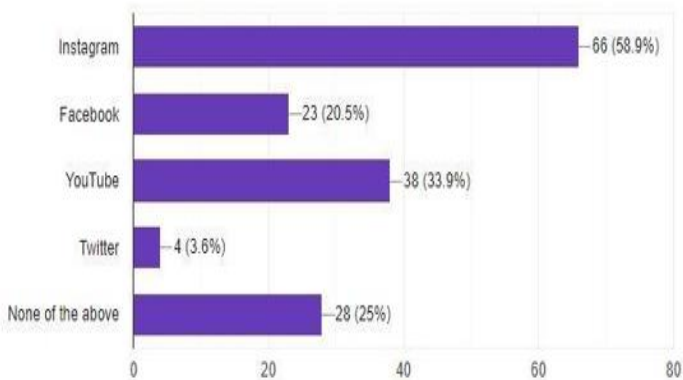


Fig 1: usage of socialmedia platform

5 Hypotheses testing

Hypothesis	Results
Influence of social media (Facebook and Instagram) on purchase behavior of consumers towards FMCG products.	There is a strong correlation between Social media Influence and Purchase behavior
Influence of demographics on purchase behavior inclination of consumers towards FMCG products through social media	There is a significant correlation between the demographic profile of the customer and purchase inclination towards FMCG Products
Various factors that influences the consumers through social media in buying behavior towards FMCG products.	There is a strong Association between purchase intention and various platform of social media like Instagram , you tube, Facebook and twitter

6 Findings

From the above table most of 34% of respondents, the majority, said they search up different products on social media. Eighty-four percent of respondents said they buy goods both online and offline, while eleven percent said they only buy things online. 48.2% of respondents, or most of them, stated they regularly viewed FMCG products online. Only 32.1% of respondents had ever seen the product. The majority of respondents said they frequently use social media, which influences their decision to buy. Instagram, you tube, and Facebook all have an effect on impulsive purchasing. Most respondents will most likely purchase the FMCG products that are recommended online. These results unambiguously show that consumers' decisions to buy FMCG goods are influenced by social media platforms like Facebook and Instagram. Men make up the majority of responders (55.4%), with women making up 44.6% of the sample. The majority of respondents (48.2%) fall under the 3–6 lakh age range. 24.1% is 10 Lakhs or more, and 27.7% is between 6 and 10 Lakhs. Thirty-four percent of people work, while 52.7% of people are students. Based on the data, it is evident that social media buying behavior of FMCG products is significantly influenced by demographic characteristics. The majority of people (60%) say as much. 17.9% of people are undecided. The majority of people believe that sponsored videos on Facebook or Instagram have an impact on people's decisions to buy.

7 Recommendations

The maximum important element with a purpose to compel clients to select one brand over the alternative isn't always the actual benefits of one, however the present dating they've with the brand and their belief of it. The only virtual advertising and marketing strategy for FMCG manufacturers is to continuously have interaction with their customers by way of achieving out to them via social media systems. With purchasers spending greater time on social media than ever before, virtual has been driving FMCG income in India. The effective social media marketing goes deeper than merely posting a few updates. Here are some recommendations to the FMCG brands to succeed.

- Respond to and encourage brand mentions

Customers will especially mention manufacturers they may be currently the use of or ones that they love. Responding to these clients will help them sense in the direction of your logo and will inspire logo loyalty, that's essential for the FMCG sector.

- Keep consumers engaged through Instagram Stories

Instagram stories is one of the best things that manufacturers should make use of. While Snapchat was the pioneer in popularizing the idea of "ephemeral content," Instagram Tales has overtaken it in a short amount of time to become the more popular app. Maintaining an active Instagram story helps you market your goods, engage with your followers more, and creatively convey the narrative of your brand. One important feature that distinguishes Testimony from Snapchat for companies is the ability to tag and link to pages. This can assist FMCG businesses in attracting customers to their store or website so they can make purchases. Stories can also boost user engagement through polls, contests, and user-generated content with powerful influencers.

One of the best channels for FMCG firms to explore is influencer marketing. It enables producers to establish trust, grow their clientele, and even compel revenue. Through the utilization of relevant influencers, marketers may cultivate brand awareness in a more natural way. Through influencer marketing, bloggers also shared their thoughts about the product, encouraging their followers to learn more about it. This allows business owners to quickly increase audience awareness of the product Make products easily available through social platforms

Although social media has been utilized by brands primarily for brand construction and awareness, social media's current role goes well beyond that. FMCG companies can now simultaneously squeeze income through social media. Reducing the amount of time and processes needed for a customer to finish a transaction can encourage them to do so. at the traditional marketing approach, customers may benefit from brand awareness and recall via social media and then decide later on whether or not to buy the product at an offline store. Manufacturers can expedite a customer's decision process and force them to make an honest buy by making products conveniently accessible while marketing a product.

- Use videos to communicate the message more effectively

Videos are a valuable tool that brands should use right away; they're not only the marketing of the future. In particular, video content could result in sales for FMCG brands. According to surveys, the majority of people who watched an introductory video for a product later made a purchase. In a brief amount of time, videos can be among the best tools for improving the audience's understanding of the product. Filmmaking is much more crucial for marketers who sell goods online. The majority of customers said that after watching a product video, they felt more comfortable making an online purchase.

8 Conclusion

Social media platforms—especially Facebook and Instagram—have a big impact on consumers. As a result, there is a significant influence on consumers' purchase behavior for FMCG products. Nowadays, a greater number of consumers than ever before use social media platforms. Reviews and advice are what buyers are looking for. Having a distinctive online presence across many social media platforms is therefore essential. Currently, social media creation is a popular trend in marketing and advertising. Customers can be influenced by social media from the beginning of a purchase all the way through to its completion and beyond. Customers need to be made aware of the brand and its offerings first. You'll eventually require a subsequent step, after customers start to narrow their options.

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