ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 10| Issue: 7| July 2024|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2024: 8.402 || ISI Value: 1.188

THE INFLUENCE OF FMCG ITEMS ON CONSUMER BEHAVIOR THROUGH DIGITAL MARKETING

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ABSTRACT
In the modern world, digital marketing techniques are becoming more and more popular. To control the market, a variety of business concepts are presented. These days, people spend most of their time on digital platforms and shop online to save time.Since consumers prefer safe digital platforms to handle their demands, traditional marketing has lost some of its appeal. Many fast-moving consumer goods (FMCG) companies also favor selling their items to customers online. It has been discovered that by lowering the cost of retail and associated capital, this makes it simpler for the businesses to sell their goods quickly. Using digital media has resulted in a significant decrease in labor costs. Simultaneously, FMCG firms like as Dabur, HUL, Godrej, Patanjali, etc. are increasing customer capacity to purchase at their convenience by offering their products 24 hours a day, 7 days a week. Therefore, the impact of FMCG product digital marketing on consumer behavior is the main emphasis of this study.

KEYWORDS: *Digital advertisement, technology, consumer. Retail, positive impact*

INTRODUCTION

Over the past few decades, there have been significant developments to the field of marketing. In 1450, Gutenberg started using a printing press. Since then, flyers and brouchers have been produced in large quantities. Up to now, marketing technology has changed quickly, leading to a revolutionized reform of the phenomenon. Marketing has adapted to the rapidly evolving technologies quite successfully. In the current world, "modern marketing," or "digital marketing," has steadily arisen in the form of "digital marketing," along with other changes such customers' social orientations toward buying and the vast amount of information readily available to compare numerous products and brands.

India's FMCG industry is the country's fourth-largest economic sector. Due to the GST, the FMCG industry is saving a lot of money on logistics and distribution since having various sales depots is no longer necessary. From US $31.6 billion in 2011 to US $49 billion in 2016, it has increased. A strong distribution network, low penetration rates, low operational costs, reduced per capita consumption, and fierce competition between the organized and unorganized sectors are the hallmarks of the FMCG industry. The India FMCG Market was valued at USD 164 Billion in 2023 and is expected to reach USD 1093.06 Billion by 2032, at a CAGR of 21.61% during the forecast period 2023 – 2032.

FMCG (Fast Moving Consumer Goods) are a particular group of goods, which are sold quickly and at relatively low costs. FMCG goods include Food & Beverages, Household & Personal Care and Healthcare. These goods move very fast in value from manufacturing, distribution, and marketing to end users, so it is called FMCG (Fast Moving Consumer Goods). Indian FMCG sector employs around 3 million people accounting for approximately 5% of the total factory employment in India.

As things are, India's FMCG sector accounts for less than 2% of the global market. The welfare sector has an unparalleled opportunity as a result of the government's 'Make in India' initiative, which places particular emphasis on this domain. Individuals and utilities can both actively participate in the global market and have a significant impact.

OBJECTIVE OF THE STUDY

The primary goals of the current study are to determine how digital marketing influences consumer behavior when it comes to purchasing FMCG products. These include:-

i. determining the frequency of online FMCG product purchases;
ii. identifying the most popular FMCG company; and
iii. identifying the most frequently purchased product.
iv. Researching the necessity of digital channels for FMCG product purchases
v. Gaining insight into how advertisements impact consumers

DATA AND METHODOLOGY

Both primary and secondary data were employed in this investigation. The secondary data was obtained from a number of relevant books, journals, and published papers.

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50 respondents in the Lucknow district completed a closed-ended questionnaire that provided primary data. The study's goals were achieved when the replies were gathered and the findings were ascertained. The type of research being done now is descriptive.

RESEARCH FINDINGS

1. **Factors Affecting the Growth of Digital Marketing**

(i) Technological development: People need to regularly consume FMCG goods like food, cereal, cosmetics, dental care, skin care, and health care products. For FMCG companies, tracking their consumer base on a wide scale becomes relatively easy. Customers can make their everyday purchases while lounging at home thanks to online shopping. These businesses use a variety of websites and applications to advertise their goods.

(ii) The advantage obtained by the original (first moving) significant tenant of a market segment is known as the First Mover Advantage (FMA). It is also known as technological leadership. When a player enters the market first, he will have the advantage of being the first mover. In addition, he benefits from a monopoly, which gives him a competitive edge. They get something in return.

(iii) Mobile Platforms and Applications: There has been a lot of interest in the marketing of FMCG products through mobile applications. In order to reach a wide audience, FMCG companies can market their products through online campaigns, live streaming, innovative and interesting films, and mobile-friendly websites.

(iv) Fast-paced world: Just like in the present, people are making ends meet by working long hours and rarely taking time off to visit retail establishments to make purchases. They consider digital transactions to be highly convenient and reasonably priced. As a result, the FMCG businesses draw these customers to their online stores.

2. **Advantages FMCG companies pose for making Digital Advertising:**

Digitalization play an important role in today's competitive world as it involve exploring business models using digital technologies which help in reduction of cost and expending business globally. There are various benefits of digitalization which are –

(i.) It improves the perception of FMCG companies since technology is essential to their ability to compete.

(ii.) Lessen product deterioration because they are not handled regularly.

(iii.) It saves money and time, which is advantageous for FMCG companies as well as customers.

(iv.) Because there is transparency, it guarantees product quality and lessens fraudulent actions.

(v.) It enhances competitive advantage and streamlines corporate procedures.

(vi.) Information access at any time of day and from any location.

(vii.) The capacity to raise organizational productivity given the widely dispersed nature of the market.

3. **Consumers Perception on Digital Advertisement of FMCG products**

For checking consumer's perception on digital advertisement of FMCG products, a total of 50 respondents were chosen for the study of which 29 were females and 21 were males in the age group of 22 to 45 years. Only those respondents who make online purchases of FMCG products were chosen for the study. On the basis of their responses, few observations were drawn.

(i) Frequency of making online purchase of FMCG products.

Category	Respondents	Percentage
More Than 2 Times a Week	23	46
Once A Week	7	14
2 Times A Month	5	10
Once A Month	6	12
Less Than Once A Month	9	18

(ii) FMCG company chosen by the consumers

Category	Respondents	Percentage
Dabur	14	28
HCL	5	10
Godrej	6	12
Patanjali	21	42
Others	4	8

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(iii) Most purchased products

Category	Respondents	Percentage
Washing products	30	60
Dental products	32	64
skin care products	21	42
Hair care products	15	30
Cosmetics	22	44
Health related	35	70
Dairy products	38	76
Bakery products	15	30
paper products	10	20
stationary products	10	20
Food	36	72
Beverages	18	36
Cereals/Pulses	20	40

(iv) Need for digital platform for making purchase of FMCG products

Category	Respondents	Percentage
Saves Time	22	44
Convenient	42	84
Fast Delivery	35	70
Available All Time	48	96
Everything Under One Umbrella	32	64

(v) Means of advertising influencing consumers

Category	Respondents	percentage
Social Media	45	90
Gmail	30	60
Mobile Application	26	52
Mobile Message	15	30
Television	32	64
Instagram	39	78
Other Tele-Communication System	17	34

CONCLUSION

It becomes crucial for any business to understand how customers see them and what drives their purchasing decisions. If these businesses want to grow in the marketing industry, they must gain a thorough understanding of consumer purchasing behavior. This includes knowing what consumers buy, when they buy it, why they buy it, how much they buy, which online alternative they prefer to use, why they buy from you instead of someone else, and a host of other questions. The economy is evolving quickly, and digital marketing is becoming increasingly important in this rapidly shifting landscape. Companies must contend with a number of risks and difficulties in order to survive in the digital economy. Examining consumer perception is necessary to determine whether or not consumers are aware of the benefits and drawbacks of making digital purchases. In order to expand the market, more work needs to be put into making digital marketing secure.

The way that individuals purchase FMCG goods has changed as a result of digitization. In the past, these customers went to retail

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stores to make their purchases. However, it was discovered during the interview process that they find online shopping for products extremely simple when using digital payment methods. They travel and save so much time. Larger cities tend to have higher rates of digital buying activity. It was also discovered through the poll that individuals are receiving incentives in the form of discounts, cash back, gift cards, and coupons, which encourages them to make more online purchases. In summary, in order to raise awareness and promote the use of digitization, more promotional campaigns, social media advertisements, daily online messages to consumers informing them of the introduction of new products and schemes, and increased incentives for consumers are all necessary.

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