Influence of Social Media Advertising on the Buying Decisions of Rural Consumers for FMCG Products

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ABSTRACT

In today's world of social media, large number of consumers use social media platforms for their decisions regarding their daily use products like FMCG products. Majority of population of India are rural. The main of this paper is to know about the influence of social media on rural consumers in buying FMCG products. This can be done with the help of structured questionnaire by using descriptive research design. A sample of 80 respondents is taken to determine the results. The findings of the study are that average number of rural consumers use social media in purchasing of FMCG products.

Keywords: Fast Moving Consumer Goods, Buying Preference, Social Media, Rural Consumer

INTRODUCTION

Rural area plays a significant role in India's economy as about 70% of population of India is rural. In recent time, entrepreneur's and investors find a rural market attractive due to the vast potential offered by rural population. Which provide an opportunity to tap profit from rural consumers by advertising their FMCG Products. Rural consumers literacy rate also increases so they also take help of social media for their purchasing decision. In two or three past decades, advancement of social media changes the behaviour of rural consumers .

Rural Consumer Buying Behaviour

Consumer buying behaviour is the sum of a consumer's attitude, preference, intention and decision regarding their behaviour in the market place when buying a product or service(Leon G. Schiffman et al., 2018). The household of rural area are middle class and their consumption of FMCG is more. Rural consumer behaviour is influenced by many factors like cultural norms, seasonal income, limited access to technology, and reference groups. There are different types of consumers buying behaviour model, one of them is explain below:

The Engel Kollat Blackwell (EKB) Model of Consumer Buying Behaviour (Flori Needle, 2021)

This model of consumer buying behaviour gives a five-stage decision process that consumer go through before buying any product. The key feature of this model is that it distinguishes between high and low involvement purchased based on risk.

1. Awareness – During this stage, consumers see an advertisement and become aware about their need and desire that what they have to purchase.
2. Information Processing – After watching advertisement consumers start thinking that the product or service that they need relate to their past experience and fil their current need.
3. Evaluation – At this stage consumers research about various alternative of the product from the different competitors and select the best option.
4. Purchasing Decision – In this stage consumer purchased the product which is best for their need and also stop buying if they change their mind,
5. Outcome Analysis – After purchased the product, consumer start using the produ(Sawalia Bihari Verma et al., 2014)ct and experience about the positive and negative of product.

After using they decide to repeat the product or stop using the product.

Fast Moving Consumer Goods

Fast moving consumers goods also known as consumer-packaged goods. FMCG product are the highly demanding product, sold quickly or easily and affordable. FMCG goods are perishable in nature and fourth largest sector in the Indian economy(Aashish Pahwa, 2022).

There are four types of FMCG products: -

1. Food and Beverages – Packaged food such as bread, pasta, and chips.
2. Ready to eat food such as packets of nuts etc.
3. Beverages such as cold drinks, packaged water etc.
4. Personal Care Products – This includes lotion, lipsticks, deodorants etc.
5. Healthcare Products - include products like bandages, syringes etc.
6. Home Care Products – contain cleaning products, kitchen towels, dusters etc.

Social media and Social Media Marketing The term "social media" describes the ways in which individuals connect with one another through the creation, sharing, and/or exchange of knowledge inside online groups and networks. The primary accounts on Facebook, X(Twitter), Instagram,

LinkedIn, and YouTube are run by the Office of Communications and Marketing(What Is the Impact of social media on Rural Market? n.d.).

Social media marketing is a tool that is used to inform consumer about products and service. It contains reviews of different products and service which is helpful for consumer. Social media introduced new platforms like Facebook, X (twitter), YouTube etc. which contain more information. It is a tool which is used by consumers to share the information and to receive information. Social media has a significant impact on the rural market. Rural consumers use social media to take their purchase decision and knowledge about the product. Before having social media, rural consumers have no information and communication technology. So social media play an important role in rural development(Binte Kamal et al., n.d.).

LITERATURE REVIEW

Chivandi et.al (2019) asserts that social media platform like X (twitter), Facebook, YouTube have improved FMCG brand awareness and recognition for firm. Consumer offered their opinion on purchased brand of FMCG products and help the company to increase their offer.

Choudhary (January, 2019) the main of this study is to find impact of social media on consumer buying behaviour with the help of empirical research. Data of this research is collected with the help of questionnaire and 250 respondents taking part in this research survey. They also use the techniques like

factor analysis and linear regression to find the result. They find that consumer is strongly influenced to social media for their purchase, brand awareness, reviews of product.

Kamal (June 2021) the purpose of this study is to analyse the impact of social media on purchase of consumer decision of FMCG product in the region of Bangladesh. The purpose was accomplished with the help of questionnaire and collecting 80 sample. Different types of social media platform are used. They find that customer want to spend less time on FMCG product, so they are use social media for their decision, also rely on reviews of social media and share it with their contacts.

Ramkrishna & Mishra et.al (November, 2023) was done research for the purpose of analysing the behaviour of consumer that how they use online sites for making decision of buying FMCG products. The report shows a smaller number of rural family use online sites for purchase decision of FMCG products in a monthly basis. But they also find that large no of consumer use social media like YouTube, Facebook to learn about FMCG product.

Rahul M & Dr. Varsha PS done research with the aim of showing influence of social media on consumer decision making process regarding FMCG product. This study uses descriptive research design and making questionnaire to collect data from Bangalore region. In this study they find that consumer use social media mainly for brand awareness and knowledge about FMCG products.

RESEARCH GAP

During the review of literature, I observed that there is many research was done for consumer purchase intention of FMCG products due to social media platforms but there are very a smaller number of studies was done for rural consumers. So, the main objective of my study is to know about impact of social media on rural consumers purchase intention towards FMCG products.

OBJECTIVES

1. To analyze the awareness level of influence on social media of rural consumers.
2. To explore the buying preference of rural consumers by using social media.

RESEARCH METHODOLOGY

The study used descriptive research design. Simple random sampling is used to collect the data from the respondents and framing a questionnaire to collect the data. Data is collected from rural region. The following study analyse the buying decision of rural consumer influenced by social media.

Sample size – A sample of 80 respondents are collected to complete the survey. The demographic data include students, workers, farmers and housewife of different age group of rural regions.

Scope of Study – The scope of study is to determine the influence of social media on buying decision of consumers on FMCG products. The study is done in rural region to know about buying behaviour of rural consumers.

Significant of the Study – The significant of this study is to understand about the influence of social media on rural consumer buying decision about FMCG products.

Method of Survey – Structured questionnaire is prepared in goggle form to collect data.

Research Approach – Percentage analysis is used to measure the data and excel is used to determine the table and graphs.

Data analysis – All the data are study on the basis of result which are given in the form of table, pie-charts and graphs.

Table 1
Data on the basis of gender

Gender	Respondents	Percentage
Male	33	41.25%
Female	47	58.75%
Other	00	0
Total	80	100%

Table 1 explain about the gender classification. There are 33 male and 47 female out of 80 respondents of male and female.

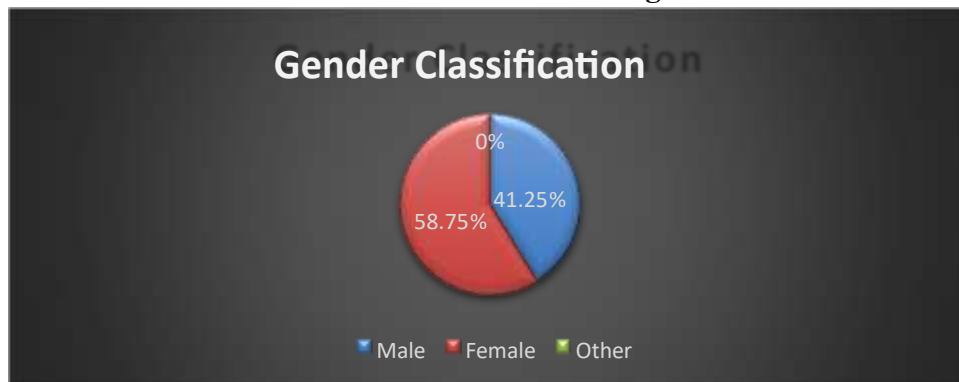**Figure 1**
Classification on the basis of gender

Table 2
Classification on the basis of age-group

Age-group	No of Respondents	Percentage
Below 18 Years	08	10%
18-40 Years	66	82.5%
40-60 Years	06	7.5%
60 and above	00	00
Total	80	100%

Table 2 explain about the classification of age-group. In this classification consumers from 18-40 age group are larger respondents.

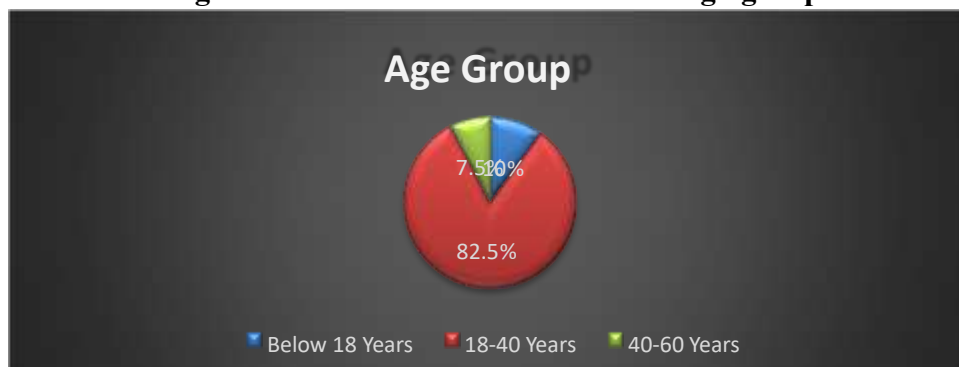**Figure 2 Classification on the basis of age-group**

Table 3 Classification on the basis of educational qualification

Educational Qualification	No of Respondents	Percentage
Higher school	5	6.25%
Undergraduate	5	6.25%
Graduate	17	21.25%
Post graduate	49	61.25%
Others	4	5%
Total	80	100%

Table 3 explain about the educational qualification of all respondents, in which most of the consumers belong to qualification of post graduate degree.

Figure 3 Classification on the basis of educational qualification

Table 4 Classification on the basis of occupation

Occupation	No of Respondents	Percentage
Farmers	00	00
Businessman	00	00
Professionals	09	11.25%
Students	51	63.75%
Salaried Persons	13	16.25%
Others	07	8.75%
Total	80	100%

Table 4 explains about the occupation of the consumers in which students is the largest respondents.

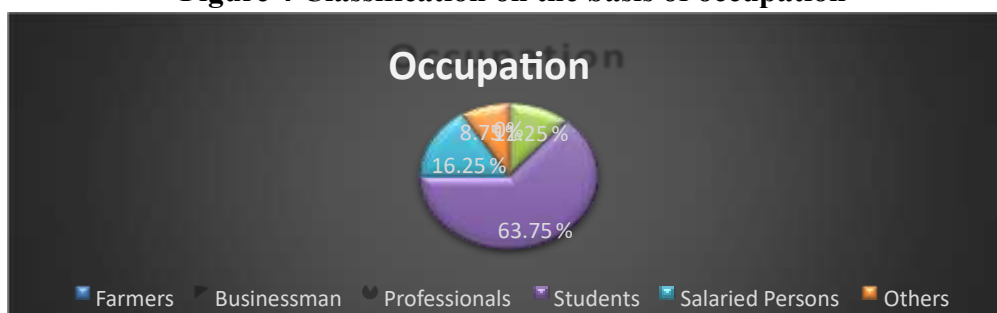**Figure 4 Classification on the basis of occupation**

Table 5
Classification on the basis of income (per annum)

Income (per annum)	No of Respondents	Percentage
Below than 50,000 p. a	45	56.25%
50,000 – 1,00,000 p. a	08	10%
1,00,000-2,50,000 p. a	05	6.25%
2,50,000-5,00,000 p. a	14	17.5%
More than 5,00,000 p. a	08	10%
Total	80	100

Table 5 explain about the income distribution of respondents, in which more of the respondent's income is below than 50,000.

Figure 5
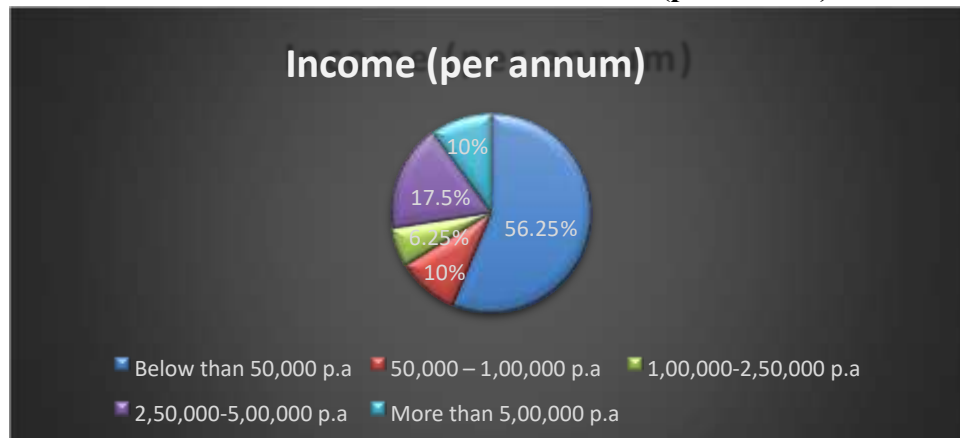**Classification on the basis of income (per annum)**

Table 6
Data based on the frequently use of social media

How frequently do you use social media	No of Respondents	Percentage
Multiple times in a day	56	70%
Occasionally	07	8.75%
Once or twice on a day	13	16.25%
Rarely	04	5%
Total	80	100%

Table 6 shows the frequently use of social by the consumer. Most of the respondents use social media multiple times in a day.

Figure 6
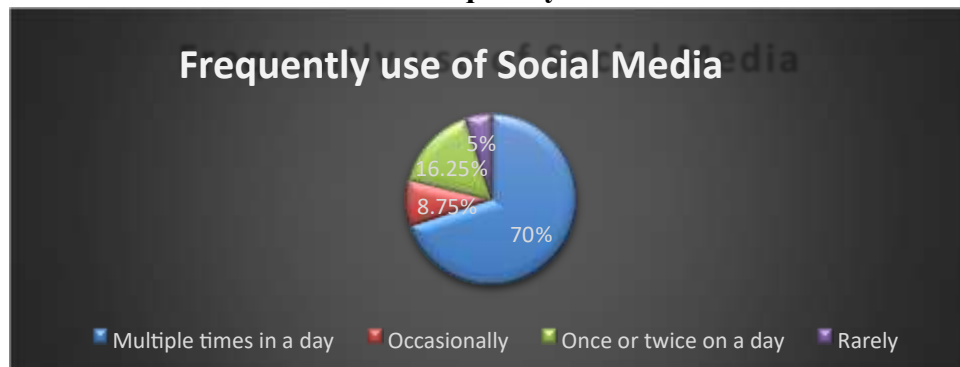**Data based on the frequently use of social media**

Figure 7
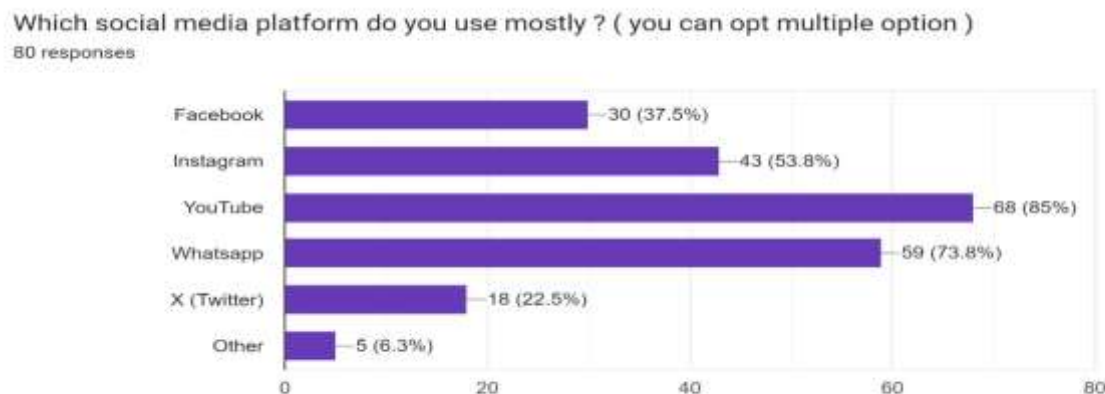**Data based on the platform of social media used mostly**

Figure 7 shows the social media platform used by the consumers. Most of the consumer used YouTube and WhatsApp and very less no of consumer use some other platform.

Table 8
Data for following FMCG brand on social media

	No of Respondents	Percentage
Yes	45	56.25%
No	25	31.25%
Can't say	10	12.5%
Total	80	100%

Table 8 shows the brand followed by consumer on social media. Most of the consumer followed the brand of FMCG products on social media.

Figure 8
Data for following FMCG brand on social media

Figure 9
Data for Types of FMCG Products Influenced by Social Media
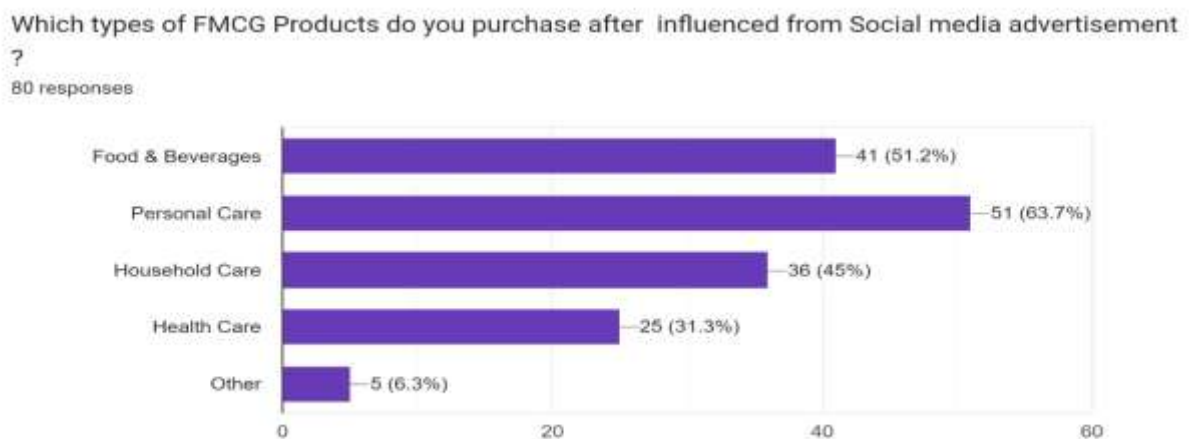

Figure 9 shows the FMCG product which is purchased most after influencing from social media. As given in figure personal care products purchased more from other products.

Table 10
Data for Purchase Decision Influence by Social Media

	No of respondents	Percentage
Highly influenced	18	22.5%
Nicely influenced	33	41.25%
Rarely influenced	27	33.75%
Never influenced	02	2.5%
Total	80	100%

Table 10 shows the influencing of consumer by social media for takin decision of purchasing FMCG products.

Figure 10
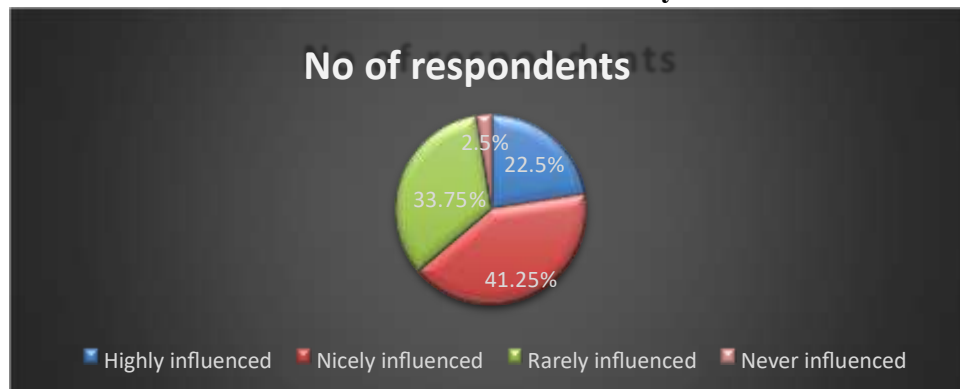**Data for Purchase Decision Influence by Social Media**

Table 11
Data for Product Recommendations Based on Influence of Social Media

	No of Respondents	Percentage
Always	14	17.5%
Many times	25	31.25%
Some times	36	45%
Never	05	6.25%
Total	80	100%

Table 11 show the recommendation of consumer to other about the influence of social media on FMCG products.

Figure 11
Data for Product Recommendations Based influence of Social Media

Table 12
Data for how reviews on social media help in purchasing FMCG products

	No of Respondents	Percentage
Absolutely Help	32	40%

Sometimes can Help	42	52.5%
Can't Say	06	7.5%
Total	80	100%

Table 12 shows the how reviews on social media help rural consumers to purchase FMCG products.

Figure 12

Data for how reviews on social media help in purchasing FMCG products

Figure 13

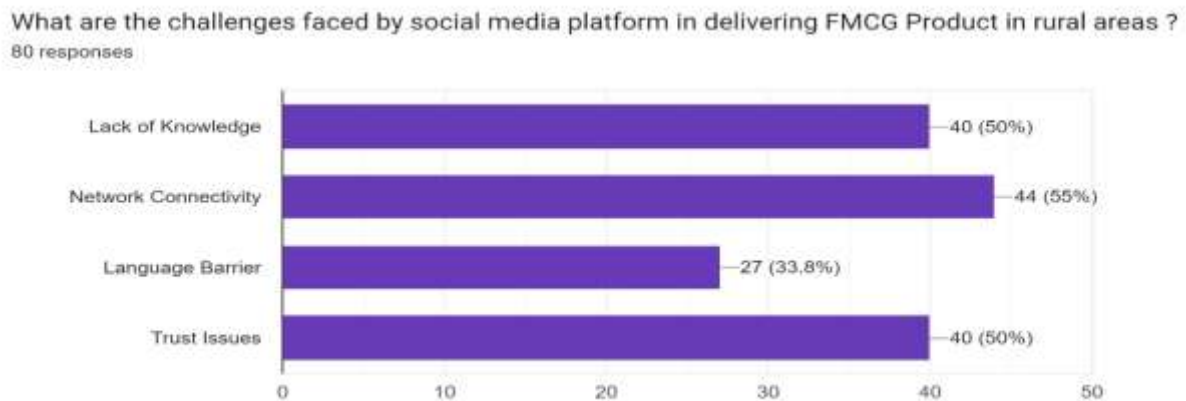**Data for Challenges Faced by Social Media Platforms in Delivering FMCG Products in Rural Areas**

Figure 13 shows which types of challenges faced by rural consumer during purchase decision about FMCG products by influencing social media.

FINDINGS AND RESULT

- **Gender –** Data collected with the help of questionnaire contain male 41.25% and female (58.75%). it shows that large number of females of rural areas participated in this survey.
- **Age Group -** In this survey respondents belonging to 18-40 years (82.5%) age group are more participating.

- **Educational Qualification –** Large number of respondents have postgraduate (61.25%) and very smaller number of other respondents (5%) are participated in this survey.
- **Occupation –** Students represent the majority of the sample 63.75% and there are no farmer and business but some of the participants (5%) are belong to other category.
- **Income (per annum) –** Most of the respondents belong to less than 50,000 rupees (56.25%).
- **Frequency of Social Media usage –** Data given in questionnaire shows that most of the consumers (70%) are used social media multiples times in a day and only 5% of the consumers used social media rarely.
- **Most used platforms of social media –** YouTube is the most used platforms of social media (85%) by the respondents and only 6.3% of other platforms of social media except Facebook, Instagram, WhatsApp, X (twitter) are used.
- **Follow brand of FMCG of social media –** most of the consumers (56.25%) follow brand on social media and only 10% of the consumers not deciding about the follow of any brand of FMCG products.
- **FMCG products influenced by social media** – Personal care products of FMCG products are mostly influenced (63.7%) by social media.
- **Purchase decision influenced by social media –** 41.25% of the respondents are nicely influenced by social media about their purchase decision.
- **Recommendation of product based on social media reviews –** Data collected with the help of questionnaire shows that 45% of the respondents recommend some times FMCG products to other.
- **Social media reviews help in purchasing FMCG products –** 52.5 % rural consumers said that reviews of social media help in purchasing FMCG products.

CONCLUSIONS

The result of the study is that majority of the population lives in rural area of India. As time passes, rural consumers acquire the knowledge of social media after using the mobile phones and internet service. Now in rural areas, average number of consumer use social media for their purchasing decision and consumption of FMCG products is also in large amount in rural areas. So, they use social media to know about the reviews of FMCG products and also influenced by social media platforms like Facebook, YouTube, WhatsApp, etc. The use of social media is need to improve in rural areas so that large number of rural consumers used social media for their purchasing decision. This can be done by improving the network issue, language issue, proper communication so that rural consumer easily understands the social media.

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