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IMPACT OF SOCIAL MEDIA MARKETING ON FMCG SECTOR IN INDIA

Abstract:

Since the very advent of social media, it bore the potential to transform the dynamic of marketing. This transformation promised to be so dramatic that it could not be ignored or overlooked. The corporate overlords embraced social media and acknowledged its importance in their collective marketing arsenal. The relevance of social media has been observed practically, not just in theory, in every market around the world. The ease of access and the exponential growth in the sheer volume of the market that social media brings is undeniable. Social media's cause is aided by the ever increasing number of electronic gadgets in every household. In car terminology, if our computing devices are analogous to the wheels of a hypothetical car then the mobile platform is the equivalent of attaching wings to that car. It gives social media a whole new dimension. Social media itself is an all-inclusive term for websites that may provide radically diverse social interactions. For instance, Twitter is a website designed to let people broadcast short inferences or "tweets" to the rest of the world. Facebook, in contrast, is a full-fledged social networking site that allows us to share various types of content to a massive audience around the world by transcending almost every restriction posed by geography. Facebook has effectively made this world a "smaller" place. The significance of social media in the Indian FMCG market can be observed by analyzing the 'hustle and bustle' of the market. Various FMCG giants like Cadbury, Nestle, Pepsi Co, etc. have designed targeted social media campaigns that have been successful in the recent past. It has been observed that the youth are very responsive to such campaigns. So, the fact that 50% of the total population in India is below 30 years of age (Nelson 2014) gives further incentive to continue investing in conducting such campaigns. This research tries to broadly describe the use of social media in the various aspects of the Indian FMCG sector. The primary research mainly focuses on the application of various social media tools in marketing of FMCG products and also investigates the use of social media as a tool for collecting feedback.

Keywords:

Fast Moving Consumer Goods (FMCG), Supply Chain Management (SCM)

INTRODUCTION

The term 'social media', according to the Oxford English dictionary, is defined as '*websites and applications that enable users to create and share content or to participate in social networking*'. The accessibility and scalability of social media make it a lucrative option for the purpose of marketing. Social media has already revolutionized marketing. 63 % of companies claim they have benefitted from social media marketing. Social media has re-written the fundamentals of marketing to such an extent that conventional marketing tools like business cards, Flyers, handouts are now vintage look out of place in today's tech-savvy world. Establishing communication is the key for social media marketing. Effective use of Social networking sites can be a promising means of not only finding new potential customers, but also providing an avenue to get feedback from the already catered customer. The following figures illustrate the potential enormity of the audience at one's disposal via social media. Facebook has 1,550 million registered accounts (Nov 2015) followed by other popular networks like WhatsApp (900 million), QQ (860 million), Instagram (400 million) and Twitter (316 million). According to a study in 2013, India had the largest growth in terms of social media users. There are 112 million Facebook users and 22.2 million Twitter users in India (2015). Enormous social media users on one hand and the massive scale of sales of fast moving consumer goods FMCG on the other hand form a tempting proposition waiting to be linked. According to India Brand equity foundation IBEF; the FMCG sector has had an annual growth rate of 11% in the past decade. The food and beverage segment leads the FMCG sector with 43% share followed by the personal care and fabric care segment with 22% and 12% market share respectively. The FMCG market value is set to grow at a compound annual growth rate of 14.7% to reach an estimated \$110.4 billion from 2012 to 2020. FMCG segment is the fourth largest sector in Indian economy. The rural FMCG market value is expected to grow at a compound annual growth rate of 17.7% to reach an estimated \$100 billion from 2012 to 2025. The FMCG sector will also benefit by the change in licensing policies recently brought about by the Indian government. The changes in the FDI policies (i.e. 51% FDI for multi brand and 100% FDI for single brand retail) are projected to make major contributions to the increased growth of the FMCG market. Social media is expected to play a key role in helping the FMCG market reach its potential and in the process of doing so, this platform will gain new users to further its own cause thus making the relationship symbiotic. Indian business community has started realizing the exponential potential of social media for marketing. Right from individuals to a startup company to large corporations, all companies are developing strategies to have an online presence and establish an ongoing conversation with customers. Companies are diverting resources and rethinking their traditional outreach strategies. A recent publication in May 2015 claimed the existence of 300 Indian Social Media and Digital Marketing Agencies. FMCG Industry is the most prominent and the largest category on social media today. Use of social media can benefit business by Improving sales,

customer base and penetrating new markets. However, reputation management has become a critical issue to manage as social media can instantly spread both negative as well as positive traits of the product and also response of the customer. Companies have to be alert to potential risks of negative feedback and respond immediately. Many companies took a serious hit to their reputation simply because they took too long to respond to issue raised on social media. For example, when Dove refused to remove Facebook ads which showed up next to pages that disregarded violence against women, it caused an online backlash against the company. This news triggered customers condemning the brand in their social media posts. Dove took a serious hit to their reputation and risked losing many customers, not just because of their refusal but also because of their inadequate response to the situation.

Social media is an intense apparatus for marketing. Promoting by means of online networking includes making computerized mindfulness. It's about flowing an electronic informal word of marketing (eWoM) to promote your product or brand. After you 'take care of business', the clients might do your writing so as to promote goods for you through surveys or by rating your items. Procedures utilized for promoting on online networking can be configured to be dynamic and involve user to be active. Dynamic methodologies are clever, as the maker in a roundabout way designates its client to advertise their items and make brand mindfulness. This technique is very viable, yet might blowback. The greatest point of preference of utilizing online networking for advertising is the simplicity with which you can correspond with your clients. The cooperation between you and your clients is critical. These connections are partitioned into two classifications: Proactive and Reactive. A proactive connection is the posting of substance which is intended to draw individuals' attention towards your items. A receptive association is reaction of the general population who connect with you on online networking by means of remarks, reviews, feedback or messages. Marketing experts predict that social media is becoming more and more integrated in the organization and gaining significance as a means of communication. Explosive growth of personal computers and smart phones is making social media connectivity easier

LITERATURE REVIEW

India has 71 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US which is 97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while only 35% American companies agreed to have succeeded in capturing new customers through social media. Many companies in India are planning in a big way to use Social Media Optimization for their Product or Services

Marketing is the heart of business success. Marketing is constantly evolving in line with the evolution of communication systems. Social Media Marketing is currently the most discussed new marketing concept and every business owner wants to know how social media can generate value for their business. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how business can profit from that understanding. Social networking and Social media differ in the fact that networking is about personal communication, while Social media is a tool for sharing and discussing information which encourages every member for feedback and contribution. It is defined as a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0 (O'Reilly, 2005). Blackshaw and Nazzaro (2004) describes social media as *“a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues”*. Social Media provides an online platform for people to discover, read, and share information and content. In the words of Solis (2010) it is the *“shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers”*.

Social media thus encompasses all the online resources that people use for communication, networking, broadcasting, interacting, and sharing of information. The main three advantages that make it an attractive alternative or complement to traditional marketing channels are

1. Cost advantage: It is inherently free, personal, as well as social nature.
2. Fast communication for branding
3. Two way communication between business and customer
4. Mammoth scope for reaching out to masses and targeting new market segments

However some disadvantages are also documented by researchers like

1. Time consuming. Business owners have reported spending 6 to 11hrs per day on Social media marketing.
2. Generation of negative users
3. Lack of control on information available on websites
4. Difficult to evaluate Return on investment

Social media sites offer today's consumers / customers an avenue for gathering information through interaction for product /service related information. Consumers have more trust on social media as a source of information regarding products and services than the corporate means of marketing communications, which is conveyed through traditional media.(Foux,2006). The marketers therefore cannot overlook this phenomenon of social media because *“it has rapidly become the de facto modus operandi for*

consumers who are disseminating information on products and services". (Mangold and Faulds, 2009).

Fast moving consumer goods FMCG are universally consumed. Margins in FMCG goods are not significant but the volume of consumption makes their contribution to business significant. Social media is said to have dramatic influences at every stage of the consumer decision-making process including information acquisition, brand awareness, purchase behavior, and post-purchase communication and evaluation, as well as in influencing general opinions and attitude of consumer (Mangold and Faulds, 2009). However, FMCG items are assumed to be difficult to market since they are low risk investment for consumers and hence evaluation cycle is very short prior to purchase. It is assumed that FMCG product purchase doesn't happen in social media space but at supermarket store, where there are several different brands lined up on single shelf. However, marketers of FMCG products view social media as a great opportunity to boost market share figures. Various aspects of impact of social media marketing on FMCG products have been evaluated by experts. Studies show that FMCG brands are especially connecting emotionally with consumers, building relationships with them and developing community of followers on social media platform are more important than merely advertising or promoting a brand.

Dinesh Chindarkar strongly stressed on this point by saying that for FMCG

"social media as marketing channel ranks 3rd, first would be it's a market research tool, getting consumer insight is at its best through social media.....second would be as a listening medium..... Listening to what consumers are saying and then as marketing channel".

Another observation is that in case of FMCG sector, social media can be best used as market research medium to draw consumer insights about the brands and products. As GuyBevan puts it *"it can probably be used to measure sentiment to a brand"*. It can be deduced that, it is best suited for FMCG brands to create a social media platform to monitor and listen to the consumer's and their needs and wants. Hence it is said that FMCG sector can benefit by focusing on the feedback prior to new product launch rather than using it as a marketing tool. The main reasons to drive this school of thought are:

- As social media offers direct contact with the people; it acts as a better platform for understanding the needs and wants of their customers rather than advertising or promoting a brand.
- Social media can act as platform to keep the consumer 'engaged' with the brand.
- Social media cannot be used in isolation for marketing a FMCG brand; it has to be a 'part' of integrated marketing communications plan.
- On social media platform, consumers "speak their mind"; hence for a brand it is essential to have system in place for online reputation management.

- Social media platform can be utilized differently by several different brands, hence adapting to new tools on social media and experimentation is the key.

This process can help in identifying and formulating key strategies for product design or reach out to capture new markets.

Social Media Marketing in India is being undertaken by brands like Tata Docomo, MTV India, Channel V, Clear Trip, Tata Photon, Axe deodorants, Microsoft, Naukri, Shaadi and many more.

Hindustan Unilever Limited HLL published marketing case study where they used social media to strengthen and capture new customers. The study is all the more interesting as it is focused on the rural market in India. This is the best example from Indian scenario. The focus is the iShakti campaign launch as part of its Shakti campaign by Hindustan Unilever Limited HLL to strengthen its position under changing globalization threats by enhancing consumer awareness of its products. iShakti was an HLL initiative under the Shakti campaign umbrella that sought to extend the benefits of information-technology to rural India. This initiative made a small beginning in early 2003 in a small village in the original Shakti province of Andhra Pradesh where a desktop computer had been placed in the home of a Shakti entrepreneur. This marked the birth of iShakti, a rural community portal. The objective of this portal was to empower the rural community by creating access to information. The desktop was equipped with dialogue-interactive software developed by the Unilever research team in London. Residents of the village could walk in, register, and get a small identity card with their photo, log-in identification, and password on it. Registered users could log on to the site and access information in content areas including education, career opportunities, agriculture, health, grooming, legal procedures, e-governance, and entertainment. Under each content head, users also had the option of posting any question that the available information did not answer. Once a day, the site would be linked to the Internet by a dial-up connection and updated from a central server. The queries would then be sent to a panel of experts who would answer them, so that the next time the user who had asked them logged in, they would find the answer waiting for them. The users were not charged for accessing information or using the query facility.

The iShakti initiative had the potential of bringing the Internet to villages that had never seen a computer. A dial-up connection was the simplest means of connectivity in India, but facilities were poor, especially outside the larger cities. With iShakti, a dial-up link was required only for a few minutes every day. The potential benefits for HLL were equally tantalizing—it was a communication channel, which other media failed to reach.

What had started out as a niche initiative for survival in the face of increased competition due to globalization had attained a scale enough to significantly impact the mammoth HLL business. Growth in HLL's sales had slowed since the mid-1990s. Project Shakti

offered a silver lining. In 2004, Shakti had grown to over 15% of HLL's rural turnover in the districts where it operated. New consumers added 15% to 20% of company revenues.

Analysis of information on social media marketing shows there is no universal formula for success using social media. There is need to evolve this technique to fit the product and service needs. Moreover Social media marketing is dependent on the motivation of consumers for using this means and participating for review and feedback. This study is therefore focused on evaluating the mindset of consumers by estimating the usage of social media for marketing with special emphasis on FMCG goods in Indian market scenario and also analysis of the willingness of consumers to participate in the social media marketing review and feedback.

METHODOLOGY

The technique utilized is Descriptive exploration utilizing accommodation inspecting. The information gathering was done by means of study. Consumers from 11 states of India were chosen as tests. A poll was intended to get some information about the utilization and promoting effect of interpersonal interaction destinations in FMCG division. The inquiries asked were all nearby finished inquiries. Cross tabulation strategy utilizing frequency distribution was utilized to do the investigation.

A. Data collection

The Data was gathered from 134 respondents (clients of online networking) from 25 urban areas spread crosswise over 11 unique conditions of India. The middle age of the respondents was ascertained 26 years with the reach from 10 to 64. Out of 134 respondents 57(42.54%) were female respondents while 77(57.46%) were male respondents. 38.81% respondents were students, 20.15% in service, 16.42% were doing private jobs , 15.67% in business, 6.72% were self employed and 2.24% were professionals.

An organized non-masked survey was utilized to gather information from 150 respondents crosswise over 25 urban communities and towns in India. The poll was conducted online by invitation and further sharing of the online link and 134 respondents submitted the feedback.

The survey enquiry gave incite about favored interpersonal interaction webpage, recurrence of utilization of long range informal communication locales, accessing supported advertisements of FMCG items on online networking and what category of FMCG item promotion they saw most on social networking, whether they were ever influenced to purchase a FMCG item through online networking promotions and whether they shared advertisements, photographs, recordings, web journals of FMCG items or partook in a social networking effort. The survey aimed to gather usage information and willingness of respondents to communicate product information and give feedback on social media.

B. Data analysis

Data analysis focused on three major aspects of FMCG market –

- 1) Use of Social Networking Sites SNS& preference
- 2) Type of products
- 3) User willingness for interacting for marketing of FMCG products on social networking sites.

The use of social networking sites is calculated by knowing the preferred SNS and the frequency of usage of SNS on daily or hourly basis. The responses are converted into percentage of preferred SNS and accordingly assigned the ranks whereas the frequency of usage determines the actual time spent by the respondents on SNS. The marketing aspect of FMCG products on SNS helps to determine the response, influence, most popular type of FMCG on SNS and product marketing by customers.

Table 1 Age of respondents

Age group	%
10-19	2.24%
20-29	63.43%
30-39	16.42%
40-49	9.70%
50-59	7.46%
60-69	0.75%

Data of respondents Table 1 indicates the age profile of respondents to the study survey. This data shows that 20-29 age group comprises highest percentage of respondents for the study.

Survey data Table 2 shows that Facebook is the most preferred SNS among respondents followed by Twitter and Instagram. The reason facebook is the most mainstream SNS since it gives a multi stage to users, the client can share by means of blogging, pictures, videos, make pages and so on it is significantly more easy to understand. Twitter is quick picking up ubiquity, it is still contemporary and youth is still amped up for the new interphase. Youth prefers to utilize a miniaturized scale blogging stage; which is easy to share and simple to post.

Table 2 Preferred SNS

Rank	SNS	%
1 st	Facebook	59%
2 nd	Twitter	20%
3 rd	Instagram	14%
4 th	LinkedIn	5%
5 th	Pinterest	2%
6 th	Tumblr	0%

As shown in Table 3, Usage of SNS was 100 % and 124 out 134 respondents (92.5%) indicated they used SNS on a daily basis. 100 % Access of SNS by all age groups indicates the immense potential for using SNS for marketing.

Table 3 Frequency of use

Frequency of use	%
Never	0
Everyday	92.5
Only on weekends	2.2
Once a week	5.3
Once a month	0

As shown in Table 4, 49.19% use SNS for less than an hour a day, 27.43% use SNS for 1-2 hours, 21.77% for 2-3 hours and 1.61% use it for over 3 hours. These numbers explain there is an enormous extent of utilizing SNS for advertising of items and making brand mindfulness. Utilizing SNS has turned into a propensity which obviously shows the huge extent of promoting on SNS.

Table 4 Frequency of use on hourly basis

Frequency on hourly basis	%
Less than 1 hour	49.19
1-2 hours	27.43
2-3 hours	21.77
More than 3 hours	1.61

Access device used for SNS is depicted in Table 5. This survey results show that 56% respondents access SNS through cell phone applications. This indicates that posting via mobile apps can give FMCG firms a distinct advantage to reach customers at all times. 4.5% accessed SNS by means of desktop and 26.9% respondents use laptop to access SNS and 12.6% utilized mobile sites for accessing SNS. With 4G web soon to enter the

Indian telecom market FMCG advertisers ought to concentrate more on marking and promoting FMCG on portable stage through mobile apps to be easily accessible to SNS users.

Table 5 Access device

Device	%
Desktop	4.5
Laptop	26.9
Mobile apps	56
Mobile sites	12.6

The data from this study indicates that Social media marketing can impact the Indian consumers and customers. Data shows usage of SNS is 100 % by the respondents. Therefore SNS can be an influential platform for reaching out to the consumers. Further analysis of data was done to evaluate the category of FMCG goods which respondents have procured from the information / communication / influence via SNS. Table 6 depicts the data analysis on influence of SNS on the category of FMCG purchased by respondents.

Consumer electronics dominant category of products with 44.2% respondents claiming to view sponsored ads more frequently. 31.8% claim to view ads of food and beverages, 14% claim other FMCG and 10% claim garments.

Table 6 Type of FMCG products

Type	%
Food and beverages	31.8
Consumer electronics	44.2
FMCG	14
Garments	10

The confidence of consumers on SNS and social media ads on information for consumer electronics may also be on account of the strong brand image of the top market players. Another aspect may be the clarity on specifications and availability of usage application information.

Data from this study gives an insight on the potential of social media marketing for FMCG goods. Table 7 summarizes the aspects of marketing which can be used to design the tools for attracting consumers on social media. This analysis shows the most important aspect of social media marketing – consumer / customer willingness.

Table 7 Respondents' insight on marketing of FMCG on SNS

Response	Checking sponsored ads%	Sharing ads on SNS%	Liking/Sharing and commenting pictures, videos or blogs%	Participation in social media campaigns%	Writing review about FMCG on SNS%	Influence of SNS on purchase of FMCG%
Yes	52.2	51.8	52.2	38.8	47.8	57.5
No	48.8	47.2	47.8	61.2	52.2	42.5

Engagement of targeted customer is the most important aspect to measure the success of social media marketing. The first and most significant step in social media marketing is to generate interest among potential customers in order to create a successful marketing campaign or to create brand awareness. As per Table 7 about 52.2 % of the respondents check ads of FMCG products on SNS. It is up to the marketing groups to come up with out of the box ideas to create hype or brand awareness about the product. This data indicates the magnitude of consumer base which can be influenced by social media marketing. Focused efforts can further widen this base to capture new consumers. The second aspect of social media marketing is to use the existing customer to further promote the products. Data from the survey shows 51.8 % respondents share sponsored ads on SNS and 52.2 % link , share and comment on blogs of FMCG products. There is a need to strengthen the motivation for consumers to participate for sharing the product information on social media to reap the real benefits in building brand image. The response to FMCG social media campaigns is reactive and not proactive as only 38.80% have participated and 61.20% have never participated in social media campaign of FMCG. This clearly indicates the lack of success of social media campaigns. Marketers need to determine new ideas to create engagement with consumers using social media campaigns. The ideal way to create engagement with consumer is to start a dialogue. Two way communications is highly important. 47.80% respondents write a review about the FMCG. Consumers writing reviews can be good as well as bad, any negative review can degrade the brand as this information is viewed by large number of potential consumers. FMCG companies are failing to create a dialogue with consumers. FMCG companies should trigger feedback from consumers as it helps in improving the quality of the brand as well as product.

Table 8 SNS wise analysis of response to FMCG ads

SNS	%Check and share ads	%Check and participate	%Share and buy	% Review and buy
Facebook	50%	45%	46%	43%
Instagram	9%	10%	10%	10%
LinkedIn	4%	6%	4%	6%
Twitter	38%	39%	40%	41%
Pinterest	0%	0%	0%	0%

Facebook and twitter users are more responsive to marketing on SNS. A large portion of the general population i.e. half(50%) utilize Facebook to check supported advertisements and share supported ads.38% of twitter users share ads while 9% and 4% of Instagram and LinkedIn share ads. About a large portion of the general population 45% use Facebook to check supported promotions and take an interest in online networking effort, 39% do it by means of twitter 10% through Instagram and 6% by means of LinkedIn. Dominant part of the respondents 46% and 40% use Facebook and twitter to share supported promotions and are impacted to purchase FMCG from the advertisements, Whereas just 10% and 6% use Instagram and LinkedIn respectively.43% Facebook users responded to participating for online review and were influenced by social media ads to purchase FMCG products while 41% of twitter users and 10% and 6% Instagram and LinkedIn users respectively were influenced by social media to purchase and review FMCG products.

Table 9 Age wise data analysis

Age	% Check and share ads	% Share and buy	% Participate and buy
10-19	2%	0%	0%
20-29	48%	50%	57%
30-39	27%	29%	29%
40-49	14%	13%	12%
50-59	9%	8%	2%
60-69	0%	0%	0%

Table 9 depicts data analysis on consumer response with respect to age. This analysis shows Age group 20-29 check ads, share ads, participate in social media campaign and buy FMCG being influenced from SNS.

Among the 20-29 years Agegroup 48% respondents check and share product promotion ads while 27 % respondents in age group 30-39 check and share ads. Percentage of other age groups 40-49, 50-59 and 10-19 is less inclined to check and share ads . Similar trend is observed on the aspect of influence and participation in reviews where response of 50% in age group 20-29 is positive while 29% in the age group 30-39 gave positive response. Approximately 80 % respondents are active promoters for marketing of FMCG goods on social media. This result signifies the potential to use the social media to further strengthen and establish product marketing via social networking and media.

Table 10 Gender wise analysis of data

Gender	% Check and share	% Share and buy	% Participate and buy
Male	57%	58%	57%
Female	43%	42%	43%

57% of male and 43% female check and share supported promotions on SNS.58% of male offer supported advertisements and are influenced to purchase FMCG based on promotions on SNS while 43% of female do likewise .Gender wise the response is not significantly different and hence all products irrespective of target user being male or female have potential for market capture via SNS.

Regression method was used to assess the probability of influence with age by taking event as buying FMCG influenced by sponsored ads on SNS , taking age and Frequency of use of SNSas explanatory variable and Gender was used as the parameter. This analysis led us to derive that for Females with every change in the age by 1 year the chances of buying FMCG by being influenced from sponsored ads on SNS increases by 1.09 and that for males increases by 1.08 times.

CONCLUSION

Social media marketing is a very powerful tool of marketing which is yet to meet its full potential in Indian FMCG market. Today's business is more about customer orientation and customer feedback and social media can be the channel to communicate with the customers. It is important to build a social relationship rather than a transactional relationship.Majority of the respondents check sponsored ads, share ads, like/comment on photos, videos, blog's of FMCG but hesitate to participate in social media campaigns of FMCG yet buy FMCG under the influence of ads available on network. Majority of the respondents don't prefer to write reviews about the FMCG they use on SNS.94% of the participants in our survey agreed that they are influenced by ads for purchase of FMCG. 74% of people who buy FMCG by being influenced from Ads write reviews.People who uses SNS everyday are **twice** more likely to check sponsored ads and only daily users

will share the ads. Everyday SNS users are 1.5 times more likely to buy FMCG by being influenced from the ads compared to the less frequent SNS users. Male gender is responsive to marketing of FMCG product on social media. Males in contrast with females check and share supported advertisements, share and purchase FMCG being affected from promotions and take an interest in online networking effort and purchase being impacted from social networking effort more.

Data from this study reiterates the strength and tremendous influence of social networking and social media marketing to sustain and retain market position. Business needs to focus on developing the right kind of tools to communicate and promote their products. FMCG manufacturers can use social media to widen the customer base and establish products as well as improve products by intelligent design of social media communication.

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