Social media marketing strategies adopted by FMCG companies and their influence on Generation Z mindset

Dr Prashant Kalshetti
Associate Professor & Head, Dept.of BBA,
Dr. D Y Patil Vidyapeeth, Global Business School and Research Centre, Pune
prashantkalshetti@gmail.com
Orcid 0000-0003-3553-2093

Abstract

While businesses pay attention to getting in the limelight to sell their goods, the younger generation is always reading through social media sites to learn something fresh. Putting the company's image in the thoughts of consumer's results in the creation of awareness of the business. The marketplace for the fastest-moving consumer goods (FMCG) is expanding and becoming more highly competitive due to the entry of new competitors. Businesses are turning to online platforms to promote their businesses. This Is a cost-effective way for them to sell their goods and raise consumer knowledge of their brands. The purpose of this article is to examine how consumer consciousness is developed in the FMCG industry via social media, how important it is, and what kinds of tactics advertisers may use to raise their company's visibility using electronic technologies.

***Keywords*:** Social networking sites, young people, Generation Z, FMCG, recognition of brands, and acquiring consumers

DOI Number: 10.48047/NQ.2022.20.13.NQ88517 **Neuroquantology 2022; 20(13):4246-4253**

INTRODUCTION

Performances on social networking sites may affect maintaining client fulfilment, affection, and image. Businesses may create plans to interact with previous clients and draw in new ones, especially from the Generation Z mindset. But an organization's success isn't necessarily correlated with its amount of followers. Although there are strategies to raise brand recognition online, the results mostly benefit people who have already interacted with a fast-food establishment. With younger persons using social networking sites more often than older ones, the nation of the Philippines has the largest proportion use of social networks worldwide. Social media platforms are still influencing people's daily lives thus businesses are using them to connect and interact with their clients. 71% of consumers increasingly rely on their purchases on recommendations from friends and family on social networks. The Philippines leads the world in the amount of time used for online platforms, with most users being under the age of 36. There is a study vacuum on the Impact of social media platforms and the recognition of brands on individuals' food choices. The FMCG (fastest moving consumer goods) Companies need to take into

account the impact of technological advances, the effect of internet usage on buying habits, and also the capacity to realize how social media affects consumer choices to properly assess the efficacy of company recognition via social media about consuming fast-food.

Aim and objectives:

Aim: The study aims to explore Social media marketing strategies adopted by FMCG companies and their influence on the Generation Z mindset.

Objectives:

- To focus on Social Media Advertising, consumer purchasing, and consciousness of Brands.
- To understand Increasing Brand Recognition in the FMCG Sector Through Digital Marketing.
- To explore the significance of electronic advertising in raising visibility for (FMCG) brands.
- To find out the methods for using Digital Methods in the FMCG industry.

LITERATURE REVIEW

Social Media Advertising:

Due to the huge influence of the quick development of the internet and electronic media, social networking sites have become a more popular means of promotion for businesses. Increased outreach and customer interaction across multiple platforms, including Facebook, are possible with this strategy for companies. Having 93% of advertisers use online content for enterprise, it is a particularly frequently used kind of interaction (Olutade, 2020. When a customer is engaged in digital advertising, the company's items are promoted and connections are built using social media sites, which provide consumers with further details about the goods and raise their knowledge of the corporation before they decide on an investment. Customers use social networking sites and other online channels to investigate and buy items and services from across the globe. As it impacts the business's earnings as well as virtual clients, involvement is essential in this kind of advertising (Pinto, and Paramita, 2021). Social media use could attract new customers who are attracted to marketing, and the fast-food sector is one where social media usage is very popular among users. Generation Z customers who could defect from the company can be avoided with careful management of media sites and profiles. Because customers are so cost-conscious, fast-food businesses should provide valuable material, such as rewards, to encourage loyalty and recognition of the brand to keep followers.

Consumer Purchasing:

1. Social media advertising is essential for building consumer trust and raising the level of competition for a company. It provides quick replies from an identified audience, giving clients a chance to interact with the business and experience a sense of cooperation. Brand devotion and social media advertising are crucial elements in attracting new customers (Thangavel, et al. 2021). A bigger audience generates more natural interest in the business and potential clients. Involvement in social media advertising increases brand awareness and digital sales; people who applied social media advertisements benefited from 27% more brand awareness. There is a substantial correlation between the perception of social media marketing operations and the percentage of online transactions and brand awareness. Businesses should be able to interact with fans on social networks every day at a cheap cost and anytime to improve the connection between their company and customers as well as their bottom line (Khalil, et al. 2021). Acquisitions and earnings may both benefit from increased brand recognition. According to research,

conventional promotion has a greater connection to customer continuation, whereas material created by users is more directly linked to gaining clients. Before choosing a purchase, consumers study and examine options all the time.Brands are using Instagram to drive engagement and connect with the targeted markets and audience. Each and Every company is coming up with unique content, by using quality images, Videos. Though some companies are unable to create post quality content, having a strong fan base in their social media platformsChalla, Anute (2021).

Being conscious of Brands:

A business's brand value is impacted by important factors such as brand recognition, which shape consumer demands and decisions. A brand may go through 4 phases: front of thoughts, memory, acceptance, and unknowing. Attention-grabbing advertisements should be given particular focus since recognition of a brand regulates the impact of marketing on thoughts about brand importance and characteristic impact. To succeed in managing brands, one needs to know and monitor loyalty to the company and its image (Thomas, et al. 2024). Knowing of a brand, associated products, and material may vary greatly from simple awareness of the name to deeper comprehension. Customer awareness of a brand does not guarantee that they would utilize it when creating spending, according to research. To achieve desired market results, brand recognition must be built via a variety of advertising platforms, including social media. To increase purchases and provide consumers the opportunity to investigate the products and solutions they want, brands use placement and marketing in a variety of target demographics. By reaching different degrees of popularity, praise, remember, top of thoughts, and authority, brand promotion can establish a solid connection with consumer purchase and upkeep.

Theoretical structure:

The impact of awareness of companies and social networking site usage on getting customers was the primary goal of this research. The factors that influence social networking site usage include customer involvement, the material to be shared, and the manner of interaction. The suggested theoretical structure is given next, according to the literature study that was supplied.

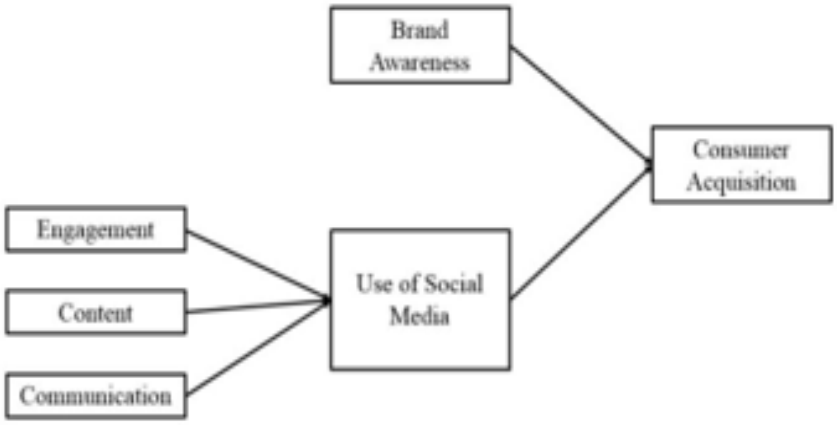

Fig1: The Research Framework

METHODOLOGY

One of the finest methods for gathering empirical data is the process of collecting secondary data. This procedure has been applied to this empirical study. The majority of the data comes from peer-reviewed publications, books, and journals. Due to the growing importance of sentiment analysis in social media, several papers and articles on the subject can be found on well-known websites like "PubMed, ResearchGate, Google Scholar", and many more. The information is gathered by looking up the keywords on the websites.

ANALYSIS

Increasing Brand Recognition in the FMCG Sector Through Digital Marketing:

Items with a shorter lifespan and frequent usage are known as fast-moving consumer goods (FMCG). Astrid, 2022). Many different companies that are successful in and of themselves are part of the FMCG industry. They are all making every effort to provide their clients with the greatest goods and offerings possible to keep them stay for a lengthy duration of time. To facilitate to promote a greater sense of devotion to a brand within the target audience, online advertising companies use modified advertising approaches (Walgrove, 2020). Through the application of online advertising, businesses may either directly or indirectly communicate with their intended demographic (Yuvaraj and Indumathi, 2018). Digital platforms may assist companies in raising their visibility by sending out alerts, encouraging, and alerting people about their brand. By providing them with better material about their FMCG firms, digital marketers provide importance to their consumer base and aid in the growth of their visibility. Marketing professionals may maintain the company's position in competition for a greater period by working together with online shopping platforms.

The significance of electronic advertising in raising visibility for (FMCG) brands:

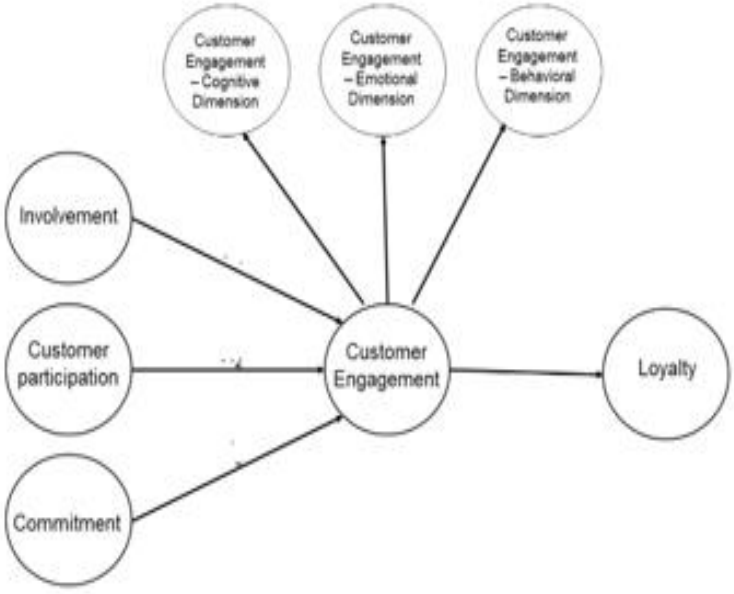

Figure 2. Customer engagement of FMCG brands

Marketing professionals would find it simple to set their goods apart from those of rival brands in the marketplace. Additionally, online advertising offers a creative platform for brand

presentation that allows businesses to raise the popularity of their FMCG products. By lowering the expense for marketplace branding via digital platforms, electronic advertising gives advertisers a better understanding of consumer behaviour, and this in effect enables them to boost the value of investments in advertising techniques (Antonovic, 2020). Online advertising may help track buyer habits, which can serve as the foundation for predicting upcoming demand and helping advertisers raise consumer awareness of businesses based on their tastes. By promptly responding to customer feedback, social media marketing may assist advertisers in strengthening their bonds with clients. Social media marketing platforms facilitate the connection between advertisers and consumers, allowing advertisers to raise the popularity of their brands (Pepper, 2022).

Methods for using Digital Methods in the FMCG industry:

A number of the key techniques for increasing brand recognition in the FMCG industry via social media is creating material. The secret to the successful production of content is creativity, both in terms of idea generation and how it should be presented on social networking sites. Nowadays, generation Z customers are significantly raised in attention via multimedia advertising that uses visually appealing movies or melodic songs to stick in their heads for extended periods. Influencer promotion is just another cutting-edge tactic that companies may use to grow their consumer base. A different instrument for building enduring, stronger connections with consumers and boosting their brand attachment on social media is robotic marketing via email. The FMCG sector's other creative strategy for reaching its intended audience is to evaluate the company's success by maintaining and regulating the company's digital image. Digital marketing initiatives in several local languages may help raise consumer awareness of FMCG products. Digital contact may reduce the distance to communicate between advertisers and consumers, allowing for the affordable sharing of knowledge (Pepper 2022).

DISCUSSION

Since FMCG brands are necessities for the current age, social media marketing is a key instrument for accomplishing its sales goals and advertising these brands. Advertisers can promote whatever they are selling to their prospective customers by using online mediums to connect with them. This builds confidence in customers and fosters devotion to the company. Additionally, enterprises may contact clients more easily thanks to the online market as it enables communication without the need for in-person meetings (Patel, 2020).

When it comes to fast-moving consumer goods (FMCG), digital marketing is a must. For the reason that these things are always being sold, they don't last long. Smart marketing is important for businesses in this area to keep their customers. Firms that sell consumer goods can connect with their ideal clientele in two ways through digital marketing: directly and indirectly (Verma, 2024). One way to keep customers excited is to send those marketing materials and updates at the right time. Marketing online costs less than the old ways, so businesses can get more for their money and learn more about the way their customers behave. This study's results are crucial for making ensuring that marketing plans work better and meet customer wants (Silva *et al.,* 2021).

A big part of internet marketing is making content that people want to read. For FMCG brands, this material needs to be creative and useful so that people will want to read it. Advertising that use catchy music as well as stories along with interesting pictures work best with Generation Z (Munsch, 2021). Brands with content that is fun to consume as well as looks good are more likely to connect with this group of people. This means that content creators need to be creative. Along with making content,

influencer marketing has become a very useful tool. FMCG brands can reach more people through trusted speakers when they work with influencers. Influencers can make real content that connects with their fans, which boosts the credibility and recognition of a brand. This approach not only brings in more customers, but it also helps the brand connect with its audience more deeply.

Social media sites are very important for FMCG brands' internet marketing (Aydin *et al.,* 2021). These sites let brands interact with customers directly, answer their questions, and make relationships better. Quick answers to questions and comments from customers on social media can make them much more loyal to a brand. Social media marketing helps marketers connect with customers, which raises the profile of a brand and keeps it relevant in the market. Another useful digital marketing tool is email marketing automation. Sending targeted letters with content based on a customer's likes and dislikes and how they behave can make them feel like they care about them as an individual (Mircea-Alexandru, 2021). This personalised method makes customers happier, which makes them more likely to buy from them again and stay loyal to their brand.

Keeping up with and controlling a business's online image is very important for its growth. Making sure the brand stays relevant and positive in the minds of customer's means regularly updating content, responding to comments, and keeping an eye on the online presence. Digital marketing efforts in local languages can also make people much more aware of their brand and help them remember it. FMCG brands can make the customer experience more human and relatable by taking into account regional tastes and languages (Barry, 2021). This strategy helps the brand become more well-known and accepted in a wider range of areas.

One big benefit is that they can see how well the digital marketing efforts are doing and change the plans accordingly. Digital marketing makes it easy to keep track of how customers act and how well campaigns are doing (Kingsnorth, 2022). By looking at information about how customers connect with each other and what they like, marketers can guess what customers will want in the future and make sure their strategies meet those needs. This method is based on data, which makes sure that marketing efforts are effective and meet customer needs, which improves the brand's overall performance.

Aspect	Summary
Content Creation	Engaging and creative content tailored to capture consumer attention, especially Gen Z.
Influencer Marketing	Collaboration with influencers to reach broader audiences and enhance brand credibility.
Social Media Engagement	Direct interaction with consumers on social platforms to build stronger relationships and loyalty.
Email Marketing Automation	Personalized emails delivering targeted content to foster individual attention and repeat purchases.
Digital Image Management	Regular updates, feedback responses, and online presence monitoring to maintain brand relevance and positivity.
Localized Campaigns	Marketing campaigns in local languages to create a personalized consumer experience and enhance brand recognition.
Cost-Effectiveness	Digital marketing is more cost-effective compared to traditional methods, optimizing resource allocation.

Data-Driven Strategies	Analysis of consumer behaviour and campaign performance to tailor strategies and improve effectiveness.

CONCLUSION

Consumers have begun to depend on digital displays to advertise to them, particularly in the wake of the COVID-19 epidemic that drove many people to stick inside and not go outside. The FMCG industry has witnessed a rising trend in which consumers are becoming more conscious of brands via digital means. Social media marketers build enduring connections with their Generation Z clients in addition to drawing them in as buyers. In emerging nations such as India, building digital skills is critical to increasing brand recognition and knowing buyer habits and tastes. Understanding statistical analysis, storage, commercial technology, and advertising automation is necessary for this.

REFERENCE

Antonovic, A.A., 2020. Market Skepticism as a Specific Trait of Consumer Behavior of Representatives of Generation Z. https://scholar.googleusercontent.com/scholar?q=cache:aClajxm_c38J:scholar.google.com/+Social+media+marketing+strategies+adopted+by+FMCG+companies+and+their+influence+on+Generation+Z+mindset&hl=en&as_sdt=0,5&as_ylo=2020

Aydin, G., Uray, N. and Silahtaroglu, G., 2021. How to engage consumers through effective social media use—Guidelines for consumer goods companies from an emerging market. *Journal of theoretical and applied electronic commerce research*, *16*(4), pp.768790.https://www.mdpi.com/0718-1876/16/4/44

Barry, H.A., 2021. An Exploration of Experiential Marketing in the Fast-Moving Consumer Goods Industry: Development of The Experiential Marketing Implementation Model and the Return on Integrated Experience Formula.https://sword.cit.ie/cgi/viewcontent.cgi?article=1030&context=allthe

Challa A and Anute N (2021) The Effectiveness of Instagram Content Marketing on Brand Building of a Company, Journal of Sales, Service and Marketing Research e-ISSN: 2582-7804 Volume-2, Issue-2 (2021), page no. 1-7. https://doi.org/10.46610/JSSMR.2021.v02i02.001

Khalil, S., Ismail, A. and Ghalwash, S., 2021. The rise of sustainable consumerism: evidence from the Egyptian generation Z. Sustainability, 13(24), p.13804. https://www.mdpi.com/2071-1050/13/24/13804

Kingsnorth, S., 2022. *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.http://elibrary.gci.edu.np/bitstream/123456789/3389/1/Bt.bm.522Digital%20Marketing%20Strategy%20An%20Integrated%20Approach%20to%20Online%20Marketing%20by%20Simon%20Kingsnorth.pdf

Mircea-Alexandru, R.O.Ș.U., 2021. Creating and measuring the impact of a content strategy. *CES Working Papers*, *13*(1), pp.128-152.https://www.researchgate.net/profile/Veronika-Stoilova/publication/351443248_Regulation_of_international_data_transfers_under_EU_data_protection_law/links/609829a3a6fdccaebd1d53f0/Regulation-of-international-data-transfers-under-EU-data-protection-law.pdf#page=128

Munsch, A., 2021. Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, *31*(1), pp.10.29.https://thuvienso.hoasen.edu.vn/bitstream/handle/123456789/14285/Millennial%20and%20generation%20Z%20digital%20marketing%20communication%20and%20advertising%20effectiveness%20-%20A%20qualitative%20exploration.pdf?sequence=1&isAllowed=y

Olutade, E.O., 2020. Social media as a marketing strategy to influence young consumers' attitude towards fast-moving consumer goods: a comparative study (Doctoral dissertation, North-West University (South Africa)). https://scholar.googleusercontent.com/scholar?q=cache:D3Glh9GbauQJ:scholar.google.com/+Social+media+marketing+strategies+adopted+by+FMCG+companies+and+their+influence+on+Generation+Z+mindset&hl=en&as_sdt=0,5&as_ylo=2020

Patel, H., 2020. Comparative analysis on traditional and modern consumers behavior change in the market. https://scholar.googleusercontent.com/scholar?q=cache:mQoLZauPIIUJ:scholar.google.com/+Social+media+marketing+strategies+adopted+by+FMCG+companies+and+their+influence+on+Generation+Z+mindset&hl=en&as_sdt=0,5&as_ylo=2020

Pinto, P.A. and Paramita, E.L., 2021. Social media influencer and brand loyalty on generation Z: the mediating effect of purchase intention. Diponegoro International Journal of Business, 4(2), pp.105-115. https://scholar.googleusercontent.com/scholar?q=cache:0jCV6NoXY8YJ:scholar.google.com/+Social+media+marketing+strategies+adopted+by+FMCG+companies+and+their+influence+on+Generation+Z+mindset&hl=en&as_sdt=0,5&as_ylo=2020

Silva, S.C., Duarte, P.A.O. and Almeida, S.R., 2020. How companies evaluate the ROI of social media marketing programmes: insights from B2B and B2C. *Journal of Business & Industrial Marketing*, *35*(12), pp.2097-2110.https://repositorio.ucp.pt/bitstream/10400.14/30762/3/19849061.pdf

Thangavel, P., Pathak, P. and Chandra, B., 2021. Millennials and Generation Z: a generational cohort analysis of Indian consumers. Benchmarking: An International Journal, 28(7), pp.2157-2177. https://www.emerald.com/insight/content/doi/10.1108/BIJ-01-2020-0050/full/html

Thomas, S., Bhatt, V. and Patel, R., 2024. Impact of skepticism on CRM luxury campaign participation intention of Generation Z. International Journal of Emerging Markets, 19(4), pp.964-988. https://www.emerald.com/insight/content/doi/10.1108/IJOEM-10-2021-1568/full/html

Verma, N., 2024. Beyond likes & clicks: Empowering role of social media marketing in value creation. *The Scientific Temper*, *15*(01), pp.1888-1896.https://scientifictemper.com/index.php/tst/article/download/1044/897