EFFECT OF SOCIAL MEDIA MARKETING ON FMCG SECTOR IN BANGALORE REGION SOUTH

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ABSTRACT

Social media is an all-inclusive term for websites that may provide radically diverse social interactions. The significance of social media in the Indian FMCG market can be observed by analysing the market, the fact that 50% of the total population in India is below 30 years of age gives further incentive to continue investing in conducting such campaigns.

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. 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. 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.

Key Words: FMCG, Social Media