

THE INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER PURCHASE BEHAVIOR

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ABSTRACT

One of the most popular marketing techniques for FMCG companies to reach their target market is social media advertising. Maximising impact, however, requires an awareness of the elements affecting these ads' efficacy. The purpose of this study was to determine the critical factors that have a major impact on consumers' purchasing decisions in response to FMCG product advertisements on social media. Using a quantitative methodology, the study gathered information by surveying social media users who interact with ads for FMCG brands. The study found that audience relevance, content quality, trust, and engagement are some of the most important elements that have a big impact on how effective social media advertising is.

With the vast majority of respondents falling within the 21–30 age range, the study's findings demonstrated that audience relevance was a crucial component, underscoring the significance of focussing on younger audiences. Respondents preferred captivating images and videos as well as client endorsements and evaluations, indicating that content quality was equally important. Additionally, trust was crucial, and the most important elements in fostering trust were customer evaluations and testimonials as well as brand awareness. Another important aspect was engagement, which was dominant at times but still represented a large amount of contact.

Additionally, the study discovered that weariness and ad structure were important factors. Although respondents favoured brief and captivating video advertisements, they also felt that frequent exposure to advertisements caused ad fatigue. Furthermore, the vast majority thought that advertisements for FMCG products on social media were frequently overstated or deceptive. Lastly, the majority of respondents only suggested things they had personally experienced, indicating that personal experience was the most important element determining recommendations. Overall, this study emphasises how crucial audience relevance, content quality, engagement, and trust are to the success of social media advertising for fast-moving consumer goods. To build successful campaigns, marketers should concentrate on producing genuine, interesting, and reliable content that appeals to their target market.

KEYWORDS: social media, marketing, strategies, consumer purchase behaviour

INTRODUCTION TO THE INDUSTRY

Understanding the FMCG Industry

• The Fast-Moving Consumer Goods (FMCG) sector, also recognized as the Consumer Packaged Goods (CPG) market, ranks among the largest and most competitive industries worldwide. It includes items that are consumed often, have a relatively brief shelf life, and are priced affordably. These items encompass:

- Food and Beverages – Processed foods, dairy products, soft drinks, snacks, and frozen meals.
- Personal Care Products – Makeup, skincare items, hair care products, oral hygiene essentials, and toiletries.
- Household Essentials – Cleaning supplies, detergents, and paper goods such as tissues and napkins.
- Over-the-counter (OTC) Pharmaceuticals – Vitamins, pain relievers, and general wellness supplements.

Growth and Importance of the FMCG Industry

The FMCG sector is vital to the global economy, thanks to its extensive market presence and consumer focus. Several factors drive its growth, including:

1. Consistent Consumer Demand – FMCG goods are used daily, ensuring stable demand even in fluctuating economies.
2. Broad Distribution Network – Products are available through various channels such as retail shops, supermarkets, e-commerce sites, and direct-to-consumer methods.
3. Competitive Market Dynamics – Brands consistently strive to innovate in quality, pricing, and marketing to outperform their rivals.
4. Technological Innovations – The growth of e-commerce and digital marketing has revolutionized the sales and promotional strategies of FMCG firms, shifting from traditional storefronts to online avenues.

The Evolution of Advertising in FMCG

In the past, FMCG brands predominantly used traditional advertising techniques like TV commercials, print ads, billboards, and in-store promotions to enhance brand awareness and sway consumer purchasing decisions. These mass marketing approaches aimed at reaching a wide audience and fostering trust through consistent exposure. Yet, the digital revolution has transformed the landscape of product marketing. With more people online, the advent of smartphones, and the prominence of social media, consumer habits have evolved significantly. Nowadays, social media advertising has become a fundamental marketing strategy for FMCG brands, enabling them to interact with consumers in real time and craft tailored experiences.

The Rise of Social Media in FMCG Advertising

In the FMCG sector, social media sites like Facebook, Instagram, YouTube, Twitter, and TikTok have developed into effective digital marketing tools. Social media, in contrast to traditional advertising, facilitates two-way communication, giving firms the opportunity to engage with customers directly, get immediate feedback, and increase engagement.

Several key factors have contributed to the growing importance of social media advertising in FMCG marketing:

1. Personalization & Targeting

In order to make sure that the appropriate audience sees pertinent material based on their interests, search history, and online activities, social media platforms use AI-driven algorithms and consumer data analytics to generate personalized ads.

2. Influencer Marketing

FMCG companies work with content producers and social media influencers who have devoted fan bases. These influencers boost credibility and foster consumer confidence by promoting things in a genuine and sympathetic way.

3. Visual Appeal & Engagement

Platforms like Instagram and TikTok are perfect for FMCG businesses who want to engage customers with high-quality photos, brief films, and interactive content like challenges, polls, and quizzes because they place a strong emphasis on visual storytelling.

4. Real-Time Consumer Interaction

Social media, in contrast to traditional advertising, enables users to like, share, comment, and give immediate feedback, promoting user-generated content and building relationships between brands and customers.

5. Cost-Effectiveness & Measurability

Brands can monitor campaign results in real time using important metrics like engagement rates, click-through rates (CTR), and conversion rates, and social media advertising is less expensive than traditional media.

Challenges in Social Media Advertising for FMCG

Despite its advantages, social media advertising in the FMCG industry also presents several challenges:

1. Ad Fatigue – Consumers often ignore repetitive or overly promotional ads.
2. Consumer Skepticism – Many people distrust online advertisements due to misleading claims or exaggerated marketing.
3. High Competition – Thousands of brands compete for consumer attention, making it harder to stand out.
4. Privacy Concerns – With increasing awareness about data privacy, consumers are becoming cautious about how their personal information is used for targeted advertising.

The Future of Social Media Advertising in FMCG

To maintain effectiveness, FMCG brands must continuously innovate by leveraging emerging technologies such as:

- Artificial Intelligence (AI) – To optimize ad targeting and personalize marketing strategies.
- Augmented Reality (AR) & Virtual Reality (VR) – To create immersive consumer experiences (e.g., AR try-on features for cosmetics or VR brand experiences).
- Advanced Data Analytics – To track consumer behavior and fine-tune advertising strategies.

Conclusion

Social media advertising is becoming a game-changer for firms trying to increase their market presence in the rapidly changing FMCG sector. Businesses can improve customer interactions, boost brand loyalty, and boost revenue by utilizing digital marketing technologies.

This study will examine how social media advertising affects customer purchasing decisions by examining important elements like personalization, engagement, trust, and content design. In a market that is becoming more and more digital, the results will assist FMCG companies in optimizing their marketing plans and maximizing their return on investment (ROI).

LITERATURE REVIEW

Social media networks have become crucial tools in contemporary marketing communication within organizations since they provide a window through which companies can directly connect with consumers. When it comes to the FMCG (Fast Moving Consumer Goods) industry it has shifted the conventional advertising via Facebook, Instagram, and YouTube. As opposed to other forms of marketing such as billboards and newspapers, the social media advertising environment is live whereby businesses can communicate with consumers on the same platform.

Specifically, this research aims to examine social media advertising in an attempt to establish determinants of consumer buying behavior such as the appeal and design of advertisements, level of consumer engagement, and brand or message trust. These are important because they define how potential consumers will respond to marketing communications. The study also put a lot of focus on how the business can effectively market itself online using the most efficient techniques in order to better appeal to the consumers. The inclusion of social media into the marketers' tool kit has altered the communication style from a conventional broadcaster model to a dialogical model. Kotler and Keller (2016) reporting on social media advertising noted that it enables businesses to design very specific ad campaigns to reach pre-identified target consumers. This is an assurance that the business, message, is reaching the intended consumers at the right time. According to Solomon (2020), whereby social media plays an important factor is that it cures the psychological factors in that it fuels consumer interaction by providing tailored and familiar information. In view of the fact that social media is typically characterized by two-way communication, the relationships created are more profound in their ability to impact the purchase intentions of audiences. This can be associated with the objectives of relationship marketing, especially in that the more one spends more time interacting with the brand, the more the bond that is likely to be formed. Interactivity among the consumers remains one of the key measures in determining the effectiveness of the S_MA. Using, interactivity in posts, polls, contests, graphics, and every captivating content ensures consumers get hooked. This paper agrees with Chaffey and Ellis Chadwick's (2019) point that engagement strategies in social media are more effective than traditional ads; hence the consumer feels like they are part of the brand story. Chung and Austria (2010) conducted a study to determine social media consumption gratification, which is the pleasure consumers gain from interacting with content. Trivial pleasures like entertainment, information, and familiarisation with interpersonal networks have the ability to influence the receptive mode of consumers to marketing communication stimuli.

For instance, there will be a higher impact in an ad that contains informative content fused with humor or a story than in an ad classified solely under promotion. The development of trusting relationships is crucial in social media advertising. Such consumers are usually very critical of the legitimacy of online advertisements more so given that many brands are in sectors such as the FMCG sector. Kumar and Gupta (2016) also include the issue of transparency within their list of factors that serve to strengthen credibility. Elements like consumer reviews, and endorsements and, information about the quality of products and services create consumer confidence. In his work, Keller (2013) describes how trust can help build long-term consumer relationships pointing out that brands, that are considered more authentic and trustworthy, are likely to retain consumer loyalty. Social media facilitates this in that Brand Communications can directly comment on the products, respond to complaints, and post photos and videos that give them a more personal feel. In unison, they bring a lot of benefits that help to enhance the consumer trust in the established brand. The FMCG industry is well placed to benefit from social media advertising because consumption is usually frequent and consumes repetitive in nature. According to Tuten and Solomon (2018), attractive and easily digestible advertisements are more suitable to FMCG consumers most of whom make impulsive purchases. The other advantage mainly comes from the editable feature of posts, which makes its distribution easier, since users, who interact with it, spread it in their circles. Key elements that influence FMCG consumer behavior include:

- Design and Visual Appeal: Lively, uncluttered graphics and simple taglines aimed at the reader's head grab attention immediately.
- Platform-Specific Strategies: Two examples of social networks are Instagram for image-based campaign and Youtube for video adverting story telling.
- Personalized Targeting: In a social media platform it can use data to advertise in a way that the right message gets to the right people. Albeit, there is always a hitch when it comes to social media advertising. According to Solomon (2020) ad fatigue would be another impediment where the consumer is put off by successive or extremely commercialised material. That is why marketers must always come up with creative campaigns and keep changing them. Another factor is skepticism; consumers are getting very cautious when it comes to advertises, often regarding and reading them as false, unnatural, or plain pushy. However, the problem can be solved using current technologies in analytics and artificial intelligence. Marketers can therefore gain valuable insights from user behaviour, besides enabling them to modify the campaign as necessary to fit the expectations of the users. For instance, the timing for the display of the advertisement and the content to be posted by the firm to clients can be generated by predictive analytics and AI personalization respectively. Social media advertising will provide high importance in integrating technologies such as AR and VR in the future.

It is undisputed that these technologies have the potential of developing fully engaging consumer experiences and improving the way brands narrate their message.

For instance, AR can enable consumers to see how a given product can fit into their lives while VR can give consumers brand related tours/experiences. Besides, the use of machine learning algorithms to estimate consumer propensity and customisation of advertisements will also form an essential element. In particular, as the consumer expects and demands for information delivery and entertainment increase significantly, brands will have to combine their content with relevance to social and cultural interactions. The literature demonstrates the significant influence that social media advertising has on FMCG industry consumer behaviour. Brands may successfully affect consumer views and purchasing decisions by encouraging participation, establishing trust, and utilising platform specific tactics. But in order to maintain their influence, marketers need to constantly adjust to shifting consumer tastes and technical developments. This study advances knowledge of these dynamics and offers practical advice for maximising digital marketing tactics in a setting that is becoming more and more competitive.

OBJECTIVE

This study's main objective is to examine how social media advertising affects FMCG consumers' purchasing

decisions. In contrast to traditional advertising techniques, the study will evaluate the effects of various digital marketing components on consumer perceptions, engagement, and purchase decisions. Businesses can improve sales performance, trust, and brand awareness by adjusting their marketing strategy based on a knowledge of these dynamics.

KEY OBJECTIVES

1. Evaluate the Effectiveness of Social Media Advertisements

- Assess how social media ads shape consumer perceptions and purchasing decisions compared to traditional advertising (TV commercials, print ads, in-store promotions).
- Identify which platforms (Facebook, Instagram, YouTube, TikTok) are most effective for FMCG marketing.

2. Identify Key Factors Affecting Consumer Behavior

- Investigate how ad design, visual appeal, and storytelling influence consumer engagement.
- Examine the role of consumer trust and transparency in social media marketing.
- Measure the impact of interactive elements (polls, contests, and influencer marketing) on purchase intent.

3. Analyze the Role of Personalization and Targeted Advertising

- Explore how AI and machine learning help FMCG brands create personalized advertisements.
- Study consumer responses to data-driven marketing techniques (e.g., behavior-based targeting and predictive analytics).

4. Compare Social Media Advertising with Traditional Marketing

- Identify the advantages and limitations of social media ads versus conventional marketing methods.
- Determine how digital marketing contributes to brand loyalty and long-term customer relationships.

5. Provide Strategic Insights for FMCG Brands

- Offer actionable recommendations to optimize social media advertising ROI.
- Suggest best practices for increasing consumer engagement, trust, and sales through digital platforms.
- Explore emerging trends such as AI-driven marketing, augmented reality (AR), and virtual reality (VR) in social media advertising.

By accomplishing these goals, the study will offer insightful information about FMCG digital marketing trends, assisting firms in improving their advertising tactics for increased customer engagement, trust, and sales.

RESEARCH METHODOLOGY

In order to investigate how social media advertising affects customer purchasing decisions in the FMCG industry, this study will use a quantitative research approach. Data from individuals who actively interact with social media ads will be gathered using a standardized survey form. Closed-ended questions will be included in the survey to guarantee quantifiable and impartial outcomes.

Sampling and Data Collection

A random sample technique will be used to pick 200 respondents in order to ensure the research's generalizability and reliability. To guarantee more reach and participation, the survey will be administered online via social media and email.

Data Gathering

The purpose of the survey is to evaluate the main variables affecting how consumers react to advertisements on social media. The following topics will be covered:

1. Effectiveness of Social Media Advertisements – Consumer perception of digital ads vs. traditional ads.
2. Engagement Factors – Role of likes, shares, comments, and interactive content.
3. Influence of Personalization – Impact of AI-driven and behavior-based targeting.
4. Trust & Transparency – Consumer attitudes towards brand authenticity and credibility.
5. Influencer Marketing – The role of influencer endorsements in shaping purchase decisions.

Data Analysis

Descriptive statistics will be used to analyze the gathered data. To evaluate customer preferences and patterns of activity, metrics including frequency, mean, and standard deviation will be computed. Data analysis will be conducted using statistical tools and Microsoft Excel, and the results will be visually presented through the creation of graphs. Through the use of this technique, the study seeks to offer useful insights into the ways in which social media advertising influences FMCG consumers' purchasing decisions, as well as practical suggestions for firms looking to improve their digital marketing tactics.

Data Analysis:

A quantitative method was used for the study's data analysis. A survey of seventy-two people was used to get the data, however the percentages suggest that the sample is representative of social media users. The information was examined in order to determine which social media advertising-related aspects have the greatest influence on consumer purchasing decisions in the FMCG sector.

Data analysis revealed that replies were significantly influenced by age, with younger respondents (those between

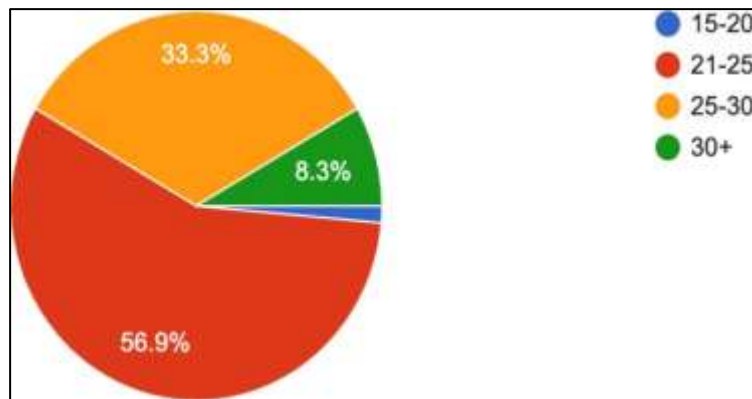
the ages of 21 and 30) making up the majority. The age groups of 21–25 made up 56.9% while 25–30 made up 33.3%. The 15-20 age group was under-represented, and the older responders (30+) made up a lesser portion (8.3%).

When it comes to making product recommendations based on social media ads, the pie chart shows a notable preference for firsthand knowledge. 58.3% of respondents said they would only suggest a product if they had personally used it, indicating a high dependence on first-hand experience. Nonetheless, 30.6% of respondents said they would be inclined to propose a product if the advertisement seemed persuasive, indicating that some customers may be swayed by strong marketing. Although the precise percentages are not entirely evident, the existence of answers like "No, I rely on personal experience" and "Never" highlights the significance of self-validation and caution when it comes to suggestions derived exclusively from social media advertising.

To ascertain the effect of credibility and trust on the efficacy of influencer marketing, the study conducted additional data analysis. According to 66.7% of participants, people are more inclined to trust an influencer with a well-known brand. 76.4% of those surveyed said they were more inclined to believe social media advertisements featuring client endorsements and reviews. Influencer-recommended ads were trusted by 50% of respondents.

To determine whether there were any age-based discrepancies in the responses, the data was also examined. While older respondents were more inclined to place a higher value on customer evaluations and brand awareness, younger respondents (those aged 21 to 30) were more likely to place a higher value on captivating images and brief advertisements.

Age

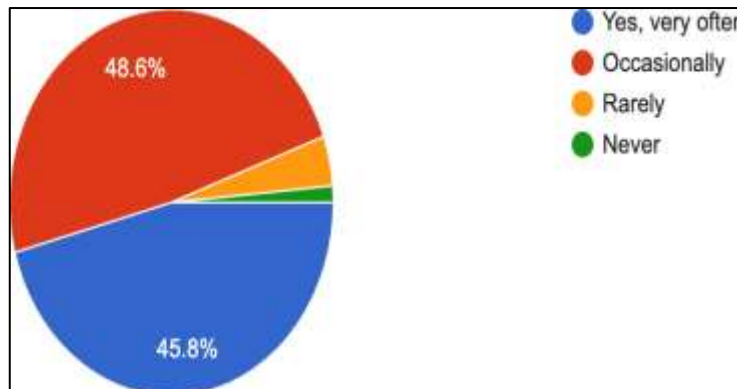


The 21-25 age group dominates at 56.9%, indicating a strong youth presence.

A significant 33.3% are in the 25-30 age bracket, also representing young adults. Older adults (30+) are a smaller segment at 8.3%.

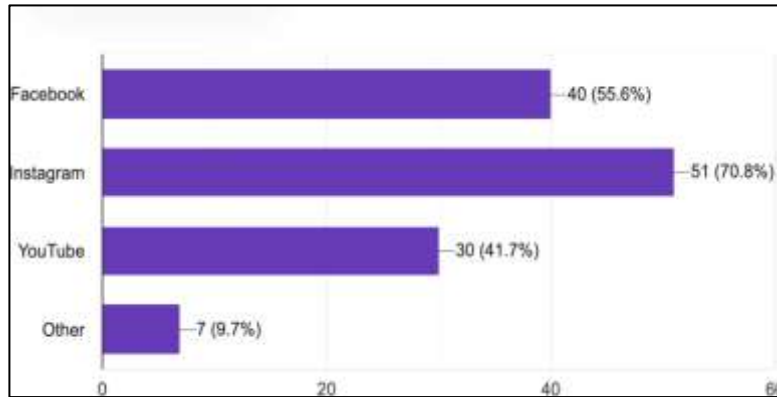
The 15-20 age group is too small to be labeled, showing minimal representation.

Q1) Do you frequently come across advertisements for FMCG products on social media?



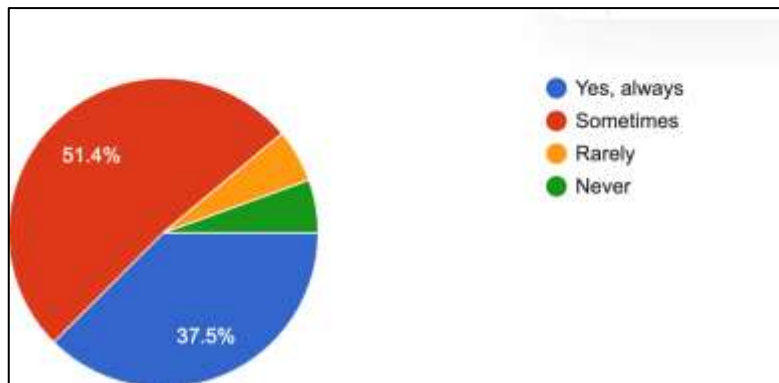
A noteworthy 45.8% of respondents regularly see FMCG ads on social media, while an even higher 48.6% see them occasionally, according to the pie chart. The low number of "Rarely" and "Never" answers indicates how common these advertisements are on social media. As a result, this research highlights social media's critical function as a medium for FMCG product advertising, indicating a high potential to impact consumer buying decisions.

Q2) Which social media platform do you most frequently use for engaging with brand advertisements?



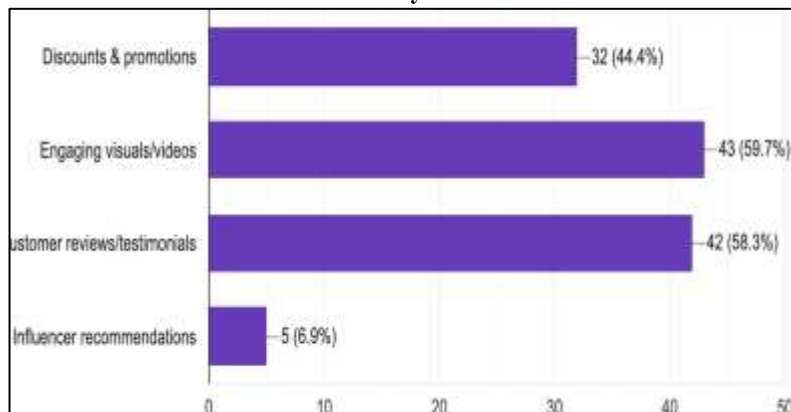
According to the graph, 70.8% of respondents chose Instagram as their preferred social media channel for interacting with company ads. With 55.6% of the vote, Facebook comes in second. A significant 41.7% of respondents use YouTube, compared to just 9.7% who engage with "Other" sites. These findings demonstrate Instagram's important role in the FMCG industry's consumer connection with brand ads.

Q3) Do social media ads influence your decision to purchase FMCG products?



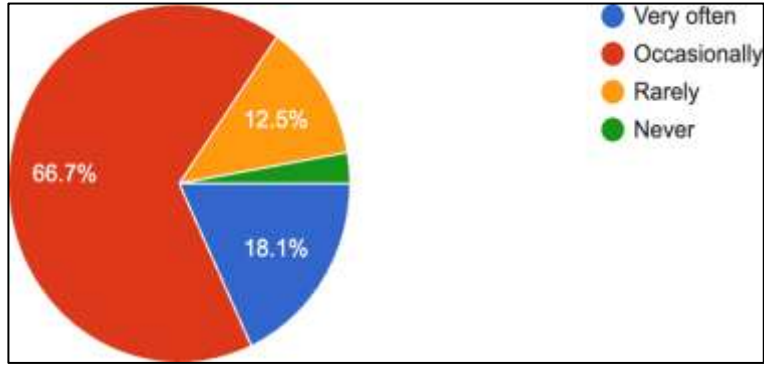
According to the pie chart, 37.5% of respondents say social media advertisements "Yes, always" affect their decisions to buy FMCG. 51.4% of respondents say social media advertisements "Sometimes" affect their purchasing decisions. Just a small portion of respondents said they "rarely" or "never" allow social media advertisements to affect their purchasing decisions. This study demonstrates how social media significantly influences how consumers buy FMCG products.

Q4) What type of content in social media ads attracts you the most?



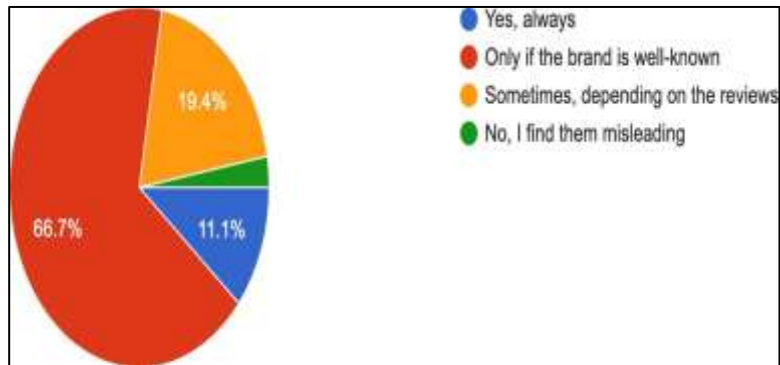
According to the chart, 59.7% of respondents said that captivating images and videos provide the best content for social media advertisements. Consumers are also drawn to customer reviews and testimonials, as indicated by the 58.3% favourable response rate. 44.4% of respondents said they are drawn to discounts and promotions. At just 6.9%, influencer recommendations are the least appealing.

Q5) How often do you engage with FMCG brands through social media (e.g., liking, sharing, commenting)?



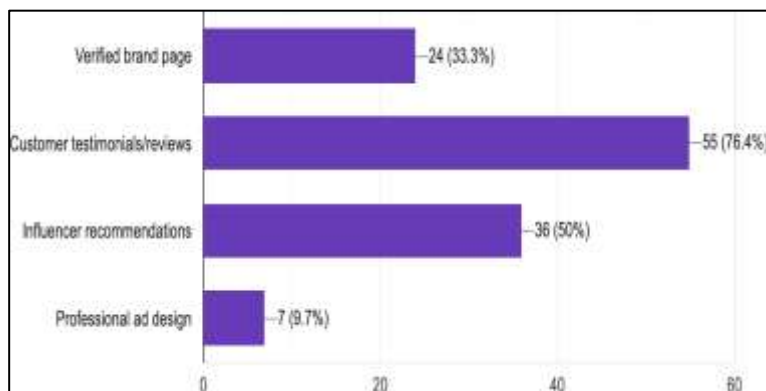
According to the data, 66.7% of respondents said they interact with FMCG firms on social media "Occasionally." Just 18.1% of respondents select "Very often," indicating frequent interaction. Just 12.5% of consumers "Rarely" and very less "Never" interact with these brands on social media. According to this research, there is still a considerable amount of connection between customers and FMCG businesses on social media platforms, even though sporadic participation is more common.

Q6) Do you trust social media advertisements for FMCG products?



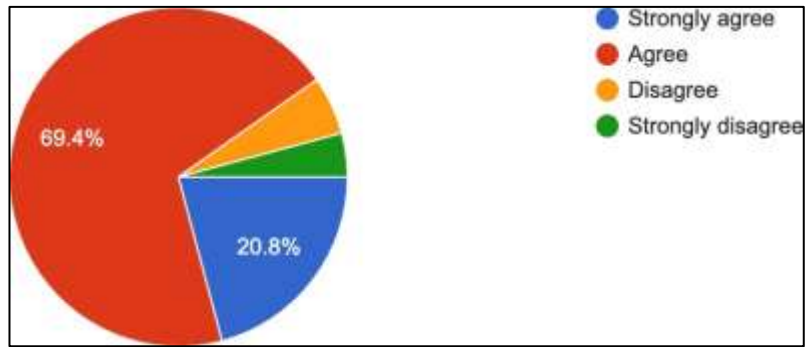
According to the graph, a noteworthy 66.7% of participants only believe social media advertisements for fast-moving consumer goods if the brand is well-known. A lower 19.4% occasionally have faith in them, based on reviews. Just 11.1% of people always believe them, while a very tiny percentage think they are deceptive. According to this study, establishing trust in FMCG ads on social media is mostly dependent on brand recognition.

Q7) What factor increases your trust in a brand's social media advertisement?



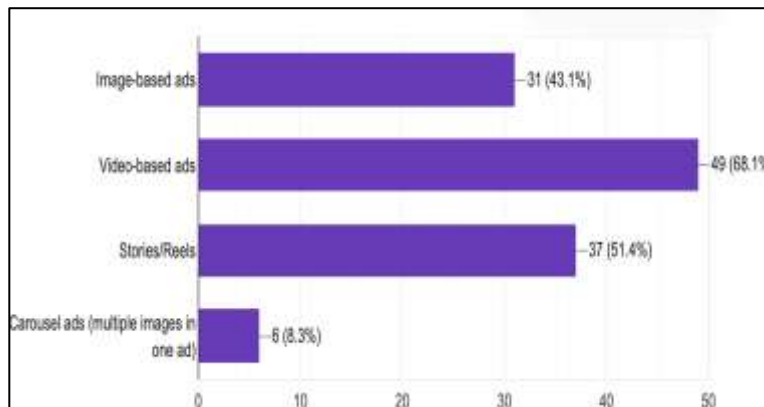
With 76.4% of respondents choosing a brand's social media advertisement based on customer reviews and testimonials, the data unequivocally demonstrates that these elements are the most important in boosting trust in the campaign. Because 50% of respondents trust suggestions from influencers, they also have a significant impact. 33.3% of respondents said they trust a verified brand page. Just 9.7% of respondents chose professional ad design, which has the least effect on trust.

Q8) Do you prefer short and engaging social media ads over traditional long-form advertisements?



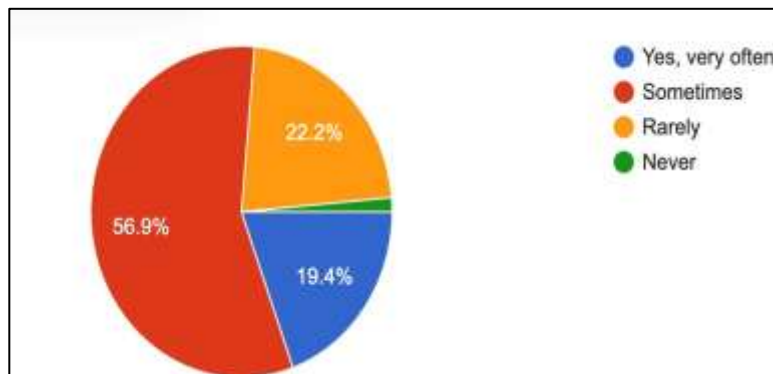
According to the pie chart, 69.4% of respondents "Agree" that they prefer brief and interesting social media commercials than more conventional long-form ones. Another 20.8% of respondents "Strongly agree" with this choice. Just a small portion of respondents selected "Disagree" or "Strongly disagree," suggesting that people generally like social media advertisements to be brief. The significance of producing succinct and captivating content for social media advertising in the FMCG sector is highlighted by this statistics.

Q9) Which type of social media ad do you find most effective for FMCG products?



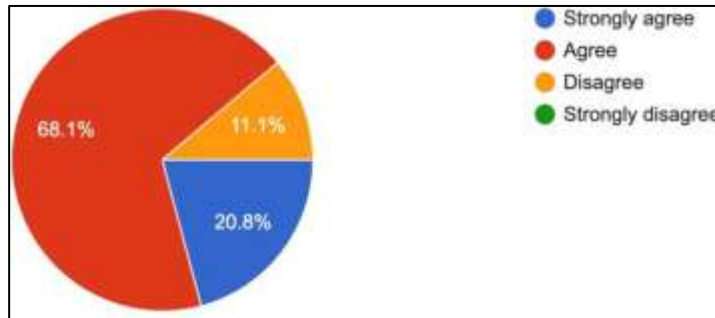
According to the chart, 68.1% of respondents said that video-based advertisements are the most successful for FMCG products. 51.4% of respondents chose stories and reels, indicating their high effectiveness. 43.1% of people choose image-based advertisements, which are moderately effective. According to just 8.3% of respondents, carousel advertisements are the least effective.

Q10) Have you ever experienced ad fatigue (feeling annoyed by repeated social media ads)?



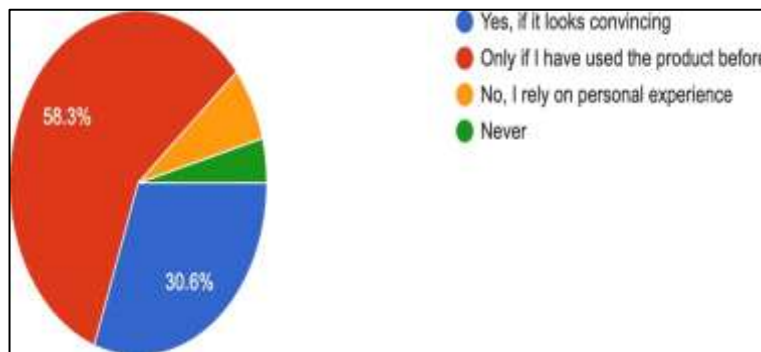
According to the data, a noteworthy 56.9% of respondents said they "Sometimes" get tired of seeing the same old social media advertisements. Repeated advertisements irritate 19.4% of respondents, who answered "Yes, very often." Furthermore, 22.2% "Rarely" feel the effects of ad fatigue. Just a tiny portion of respondents said they "Never" find repetitive social media ads annoying.

Q11) Do you feel that social media ads for FMCG products are often exaggerated or misleading?



A noteworthy 68.1% of respondents "Agree" that social media advertisements for fast-moving consumer goods are frequently overstated or deceptive, according to the chart. 20.8% more people "Strongly agree" with this statement. Just 11.1% of respondents said they "disagree" with this statement, and none said they "strongly disagree." According to this statistics, consumers strongly believe that social media advertisements for fast-moving consumer goods usually present inaccurate or inflated information.

Q12) Would you recommend a product to others based on social media ads alone?



A noteworthy 58.3% of respondents, as seen in the figure, would only suggest a product to others if they had already tried it, suggesting a preference for firsthand knowledge. If a social media advertisement appears credible, a smaller 30.6% would suggest a product. A sizable percentage base their recommendations on personal experience rather than just social media advertisements. Few respondents said they would never suggest a product based on advertisements on social media.

FINDINGS OF THE STUDY

The pie chart clearly illustrates how crucial firsthand knowledge is when it comes to customer referrals. 58.3% of respondents, a sizable majority, said they would only suggest a product to others after using it themselves. This overwhelming preference highlights a key tenet of consumer trust: the strongest kind of recommendation is firsthand confirmation. This study implies that customers are extremely discriminating and value their own judgement over advertising claims, which is significant when it comes to FMCG products, where physical attributes like taste, texture, and functionality are essential. This has significant ramifications for brands since it suggests that producing aesthetically pleasing or convincing advertisements alone is not enough to generate sincere recommendations. Brands should instead concentrate on producing high-quality goods that continuously meet and surpass the expectations of their customers.

Despite the predominance of personal experience, a noteworthy 30.6% of respondents said they would be willing to recommend a product if the social media advertisement seemed credible. This section emphasises how persuasive advertising may have an impact on how consumers think and act. In the current digital environment, when customers are inundated with information, attention-grabbing and professionally designed advertisements can generate curiosity and interest. The efficacy of social media advertisements can be increased by elements like excellent imagery, succinct and straightforward language, and the thoughtful application of social evidence (such as reviews and testimonials). The limitations of advertising alone are highlighted by the fact that this group is smaller than those who rely on personal use.

The "No, I rely on personal experience" portion of the partially visible slice denotes a group of customers who are naturally dubious of advice derived only from commercials. These people put their own judgement and experiences first, showing a significant preference for their own approval over advertising claims. This scepticism emphasises how crucial it is to establish trust via openness and sincerity. This dependence on individual judgement is especially noticeable in the case of FMCG products, as customers frequently have firsthand, immediate interactions with the product. Since these customers are less susceptible to being influenced by advertising rhetoric, brands should concentrate on building sincere relationships with them by providing dependable customer service and consistently high-quality products.

Similarly, the "Never" partially visible slice represents a subset of people who categorically oppose the notion of making product recommendations solely based on social media advertisements. This group probably has serious

doubts about the veracity of advertising promises and would rather rely on firsthand experience or other reliable sources, such as referrals from friends and family. The difficulty of overcoming consumer scepticism in the digital age is highlighted by this categorical rejection. Since these customers are probably immune to conventional advertising strategies, brands should concentrate on establishing trust through sincere interaction and real communication.

The conclusions shown in the pie chart have important ramifications for brand strategy and FMCG marketing. Because human experience is so prevalent, brands must make customer pleasure and product quality the cornerstones of their marketing campaigns. Persuasive advertising can help shape consumer opinions, but it works best when combined with high-quality products and satisfying user experiences. Instead of making inflated claims or providing false information, brands should concentrate on establishing trust via openness and sincerity. Promoting user-generated material, such as reviews and testimonials, can help increase trust and credibility. In the end, the best marketing strategies concentrate on providing outstanding product experiences that inevitably result in word-of-mouth referrals, turning happy consumers into brand evangelists.

RECOMMENDATIONS

• **Determine the Most Relevant Target Audience:** Brands should concentrate on modifying their campaigns to appeal to the 21–30 age range, as the study found that this group dominates social media interaction for FMCG items, especially 21–

25. To guarantee optimal relevance and impact, this entails comprehending their choices, behaviours, and platform usage.

• **For social media campaigns, clearly define your goals and objectives:** It is imperative for brands to set clear and quantifiable goals for their social media marketing. These goals should direct campaign techniques and allow for efficient ROI analysis, regardless of whether the objective is to raise brand awareness, boost sales, or enhance brand reputation.

• **Strategically Select the Correct Social Media Platforms:** According to the report, Instagram is the best channel for engaging FMCG brands, followed by Facebook and YouTube. On these platforms, brands should put their best efforts forward, concentrating on producing content that suits the distinct audience and features of each site.

• **Examine and Improve Social Media Ad Content:** According to the survey, the most successful content kinds include captivating images and videos as well as client endorsements. In order to establish credibility and trust, brands should concentrate on producing excellent, aesthetically pleasing content and utilising user-generated material. Additionally, they ought to give short, interesting ads precedence over lengthy ones.

• **Measure ROI and Optimise for Long-Term Impact:** Companies should carefully assess the return on investment (ROI) of their social media marketing campaigns, taking into account variables including ad spend, sales impact, and brand perception. By using consistent, genuine, and interesting social media tactics, they should also concentrate on establishing long-term brand equity and client loyalty.

LIMITATION

• **Limited Sample Size and Demographics:** Although the study offers information on the highly represented 21–30 age group, the older adult segment (30+) is noticeably under-represented (8.3%). The findings' applicability to a larger population may be constrained by this small age range. Furthermore, the precise sample size is not specified; if it was too small, the findings might not be entirely representative of the overall population.

• **Selection Bias in channel Usage:** Instagram is emphasised as the main channel for FMCG brand engagement in the study. Despite Instagram's popularity, the "Other" category (9.7%) raises the possibility that specialised platforms or new trends may have been overlooked. The results could be skewed towards platforms that the respondents already prefer due to this selection bias, thereby ignoring the impact.

• **Self-Reported Data and Exaggeration Risk:** The study uses self-reported data on trust and ad influence. Respondents may exaggerate or underestimate their own actions or opinions. For instance, the large majority of respondents (68.1%) who concur that advertisements are overstated may not have a direct impact on actual purchasing decisions. Furthermore, the study depends on the respondents' subjective assessment of what is "convincing"

• **Inadequate Information on impacting aspects:** Although the study highlights important elements like trust and content preference, it might not account for all the aspects impacting FMCG buyers' decisions on social media. It's possible that elements that may have given a more full picture—like particular product categories, geographical variations, or the influence of current trends—were missed.

• **Time Frame and Changing Social Media Landscape:** The results of the study might be constrained by the precise period of time that the data was gathered. Consumer behaviour and social media trends are ever-changing. Rapid changes in platform preferences or the efficacy of particular ad types could eventually make the study's findings less applicable.

CONCLUSION

For FMCG businesses looking to connect with their target market and sway consumer decisions, social media advertising has become a vital tool. However, a number of variables that might have a big impact on these advertising

campaigns' performance determine how effective they are. Through social media advertising, this study sought to determine the major determinants of customer purchasing behaviour in the FMCG industry.

The success of social media campaigns is largely dependent on the authenticity and reliability of the advertising content, according to a thorough investigation. Content that is seen as authentic and reliable has a higher chance of engaging consumers. As a result, companies need to focus on making advertisements that are open, truthful, and in line with what customers want.

The study also found that the advertisement content's relevance to the target audience was a crucial element. Campaigns with material catered to the audience's particular demographics and preferences were proven to be more successful in increasing engagement and swaying purchase decisions. The study's conclusions about age demographics, which show that the 21–30 age range leads social media engagement for FMCG products, emphasise this.

The report also emphasised how crucial it is to select the appropriate social media platform for marketing initiatives. The audience demographics and levels of involvement offered by various channels differ. Therefore, in order to determine which platform would be most efficient in reaching their target audience, firms need to do extensive research.

All things considered, the study highlights the necessity for companies to carefully examine a number of variables that may affect how successful social media advertising is. Businesses may increase the effectiveness of their social media initiatives by choosing the correct platforms, focussing on relevant and authentic content, and identifying the right audience. Additionally, the fact that 58.3% of consumers only suggest goods they have used emphasises the significance of user experience and genuine ratings.

To sum up, social media advertising is an effective way for FMCG companies to connect with their target market and encourage customer interaction. Businesses can use the criteria found in this study as a roadmap to develop consumer-resonant campaigns that meet their marketing objectives.

Annexure Questionnaire

The Impact of Social Media Advertising on Consumer Buying Behavior

This questionnaire is designed to explore the impact of social media advertising on consumer buying behavior in the FMCG industry. It aims to assess consumer engagement with social media ads, their trust in digital marketing strategies, and the factors influencing their purchase decisions.

* Indicates required question

Gender *

Male

Female

Prefer not to say

Age *

15-20

21-25

25-30

30+

Do you frequently come across advertisements for FMCG products on social media? *

Yes, very often

Occasionally

Rarely

Never

Which social media platform do you most frequently use for engaging with brand advertisements? *

- Facebook
- Instagram
- YouTube
- Other

Do social media ads influence your decision to purchase FMCG products? *

- Yes, always
- Sometimes
- Rarely
- Never

What type of content in social media ads attracts you the most? *

- Discounts & promotions
- Engaging visuals/videos
- Customer reviews/testimonials
- Influencer recommendations

How often do you engage with FMCG brands through social media (e.g., liking, sharing, commenting)? *

- Very often
- Occasionally
- Rarely
- Never

Do you trust social media advertisements for FMCG products? *

- Yes, always
- Only if the brand is well-known
- Sometimes, depending on the reviews
- No, I find them misleading

What factor increases your trust in a brand's social media advertisement? *

- Verified brand page
- Customer testimonials/reviews
- Influencer recommendations
- Professional ad design

Do you prefer short and engaging social media ads over traditional long-form advertisements? *

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Which type of social media ad do you find most effective for FMCG products? *

- Image-based ads
- Video-based ads
- Stories/Reels
- Carousel ads (multiple images in one ad)

Have you ever experienced ad fatigue (feeling annoyed by repeated social media ads)? *

Yes, very often

Sometimes

Rarely

Never

Do you feel that social media ads for FMCG products are often exaggerated or misleading? *

Strongly agree

Agree

Disagree

Strongly disagree

Would you recommend a product to others based on social media ads alone? *

Yes, if it looks convincing

Only if I have used the product before

No, I rely on personal experience

Never

[Clear form](#)

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