



# CONSUMER OPINION ON DIGITAL MARKETING TOWARDS FMCGs IN TELANGANA STATE

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## ABSTRACT

All business endeavours made to encourage the purchase or sale of a good or service is referred to as marketing. Consumer behaviour is very important since it helps with product positioning, creating a winning marketing plan, and creating enduring customer relationships. Consumers that engage in the act of impulse purchase do it without any previous forethought. This paper aims to present consumer opinion on Digital Marketing towards FMCGs in Telangana State.

**Keywords: Digital Marketing, FMCGs, Consumer Behaviour**

## **1.0. Introduction**

The term "market" encompasses all marketing tools that work together to deliver all the products and services that a producer or manufacturer need straight to the customer. Understanding consumer behaviour is crucial for successful marketing. Advertising, selling, and delivering goods to customers or other firms are all included in marketing.

## **1.1. Consumer Behaviour**

Consumer behaviour is the end customer's purchasing behaviour. Consumer behaviour is very important since it helps with product positioning, creating a winning marketing plan, and creating enduring customer relationships. The technique of examining how consumers behave before they make purchases is known as consumer behaviour. It comprises the products people wish to buy as well as the timing, frequency, and motivating factors for their purchases. Marketers need to comprehend consumer behaviour in order to determine the best ways to meet customers' wants given the circumstances of the market. Understanding customer behaviour enables marketers to better understand what drives consumers' buying decisions. It aids marketers in developing their market strategy to boost sales volume. Fashion, brands, culture, taste, time,

place, presentation (store atmosphere), and financial status are some of the significant elements that affect customer behaviour.

## 1.2. Fast Moving Consumer Goods

Fast-Moving Consumer Goods (FMCG), also called Consumer Packaged Goods (CPG) are items that are in great demand, readily available, and reasonably priced. These goods are referred to as "fast-moving" because they are frequently taken from the shelves of a store or supermarket. Given that India has the second-highest population in the world; it should without a doubt be a leading and expanding FMCG market. FMCG, sometimes known as consumer packaged goods on occasion, stands for fast-moving consumer products. It refers to commodities or products that are frequently (but not always) priced at a low price and that sell rapidly. Non-durable home items such packaged meals, drinks, toiletries, candy, cosmetics, over-the-counter medications, dry goods, and other consumables are some examples.

## 2. Objectives of the Paper

The primary goal of the current article is to examine customer opinion about digital marketing towards FMCG purchases. The aforementioned sub-objectives are set forth for the operational purpose:

- a) To present the socio-economic profile of sample Respondents.
- b) To analyze the consumer opinion on Digital Marketing towards FMCGs in Telangana State.

## 3. Importance of the Study

Consumers are without a doubt the beginning and the conclusion of marketing. Understanding customer perceptions of digital marketing to FMCGs is crucial. The current analysis can be able to help marketers decide whether they choose or not to purchase FMCGs through digital marketing channels. The preferences and tastes of consumers are expanding and changing over time. Numerous researches marketing have focused on certain consumables that are sold on online marketplaces. The current study sheds information on how to examine customer perceptions of digital advertising for FMCGs.

## 4. Method of Analysis, Data base and Tools

The study's scope has been restricted to Telangana State's Warangal district in order to achieve the study's stated goal. The researcher had social ties to the Warangal area, hence it was selected. The sample respondents have been given access to a thorough schedule. Formal and informal interviews, extra information, and opinions have all been obtained through comprehensive interaction.

Where necessary, secondary sources of information including records, brochures, annual reports, and other publications have been used to complement primary data. The collected data was processed and tabulated using MS-Excel software and partially by hand. The final processed data have been presented in a two-way tabular format. The data have been analysed using straightforward statistical methods.

## 5. Sample Design

The present study is by and large based on primary data. As it is evident from the title of the work, it was carried out in Warangal district of Telangana State with a sample size of 200.

## 6. Socio-economic Profile of the Rural Consumers

Socio-economic profile of the sample respondents are presented in the below Table-1.

Table 1 presents the details of age of the sample respondents. It can be seen from the same table that, 67.5 per cent of the sample respondents are belong to female and 32.5 percent represents male consumers. It can be said that most of the sample respondents are males only. An analysis has been made on the basis of Age 17.5 per cent of respondents are in the age group below 19 years, 32.5 per cent of the respondents are in the age group of 19-28 years, 30 per cent of the respondents are in the age group of 29-38 years, 10 per cent respondents are in the age group 39-48 years, 7.5 per cent are in the age group of 49-58 years and 2.5 per cent are in the age group 59 and above, it is observed that most of respondents falls in the age groups 19-28 and 29 – 38 years. Among 200 respondents, 30 per cent of the respondents are in the income range Rs. 5,00,001 – Rs. 10,00,000 and 22.5 per cent representing for Rs.2,50,001 to Rs.5,00,000 ,where as Rs. 50,001 to Rs. 1,50,001 are standing at only for 10 percent. It can be seen from the same table that, only 10 percent of the sample respondents are belong to the income range that above Rs. 10, 00,001. It can be find out that most of the urban sample respondents are from the Rs.2,50,001 -Rs.5,00,000 and Rs.5,00,001 -Rs.10,00,000 groups only.

An attempt has also been made on the basis of consumer education levels. About 12.5 percent of the sample respondents had Secondary School Education and 20 percent had no formal education. Graduates representing at 50 per cent, professionals are at 12.5 per cent.

With reference to occupation levels of the urban consumers were ranged from agriculture, Business, Profession, Employee and House wife. It can be emphasized from the same table that most of the consumers were drawn from employees are representing at 40 percent and followed by Business people representing at 20 per cent. House wives are standing at 17.5 percent and followed by farmers and professional standing at 10 and 12.5 per cent respectively.

**Table-1**  
**Socio-Economic profile of the sample respondents**

Profile		No. of	Percentages
Gender	Male	135	67.5
	Female	65	32.5
	<b>Total</b>	<b>200</b>	<b>100</b>
Age	Below 19 Years	35	17.5
	19-28 Years	65	32.5
	29-38 Years	60	30
	39-48 Years	20	10
	49-58 Years	15	7.5
	59 and Above	5	2.5
	<b>Total</b>	<b>200</b>	<b>100</b>
Income	Less than Rs. 50,000	15	7.5
	Rs. 50,001-Rs.1,50,000	20	10
	Rs. ,1,50,001-Rs.2,50,000	40	20
	Rs.2,50,001 -Rs.5,00,000	45	22.5
	Rs.5,00,001 -Rs.10,00,000	60	30
	Above Rs. 10,00,000	20	10
	<b>Total</b>	<b>200</b>	<b>100</b>
Education	Up to SSC	25	12.5
	Intermediate	40	20
	Graduation	100	50
	Professional	25	12.5
	Others	10	5
	<b>Total</b>	<b>200</b>	<b>100</b>
Occupation	Agriculture	25	12.5
	Business	40	20
	Profession	20	10
	Employee	80	40
	House Wife	35	17.5
	<b>Total</b>	<b>200</b>	<b>100</b>
Place of Living	Rural	100	50
	Urban	100	50
	<b>Total</b>	<b>200</b>	<b>100</b>

*Source: Primary Data*

## 7. Consumer opinion on Digital Marketing towards FMCGs

Marketing activity starts with identifying and understanding the consumer needs and wants and tries to satisfy their needs and wants. It is also necessary to study the consumer opinion on digital marketing towards FMCGs. It is now proposed to present the consumer opinion on digital marketing towards FMCGs. The following factors are identified to know the opinion of consumers on digital marketing towards FMCGs:

- Digital Advertising results in better products for the public.
- Attention catching
- Online advertisement on digital media helps me shopping
- Digital Advertising is trustworthy.
- I Like the Digital Advertising
- I Feel Positive towards Digital Advertising
- I react favourable to the Digital Advertising
- Digital Advertising provides timely information.
- Digital Advertising is very essential.
- Digital Advertising is a good source of product/service information.
- Digital advertising promotes competition, which benefits the consumer
- Digital Advertising provides complete information.
- Quality of the Purchased FMCG is good by getting information on digital marketing channel.

With regarding to the above satisfaction factors the sample respondents were asked to express their opinion on the 5 point scale measurement in the following forms.

1. Strongly Disagree,
2. Disagree,
3. Neutral,
4. Agree,
5. Strongly Agree

The statistical information regarding the respondents' opinion presented in table 2

**Table 2**  
**Consumer opinion on Digital Marketing towards FMCGs**

Factors	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Digital Advertising results in better products for the public.	15	7.5	20	10	45	22.5	65	32.5	55	27.5	200	100
Attention catching	8	4	22	11	50	25	70	35	50	25	200	100
online advertisement on digital media helps me shopping	10	5	15	7.5	10	5	70	35	95	47.5	200	100
Digital Advertising is trustworthy.	25	12.5	30	15	60	30	40	20	45	22.5	200	100
I Like the Digital Advertising	5	2.5	10	5	35	17.5	85	42.5	65	32.5	200	100
I Feel Positive towards Digital Advertising	7	3.5	25	12.5	30	15	60	30	78	39	200	100
I react favourable to the Digital Advertising	15	7.5	20	10	45	22.5	65	32.5	55	27.5	200	100

Digital Advertising provides timely information.	30	15	15	7.5	30	15	75	37.5	50	25	200	100
Digital Advertising is very essential.	15	7.5	20	10	45	22.5	65	32.5	55	27.5	200	100
Digital Advertising is a good source of product/service information.	4	2	10	5	20	10	71	35.5	95	47.5	200	100
Digital advertising promotes competition, which benefits the consumer	16	8	22	11	45	22.5	52	26	65	32.5	200	100
Digital Advertising provides complete information.	5	2.5	12	6	25	12.5	74	37	84	42	200	100
Quality of the Purchased FMCG is good by getting information on digital marketing channel.	22	11	14	7	32	16	70	35	62	31	200	100

Source: Primary Data

**Digital Advertising results in better products for the public:** 27.5 percent of respondents strongly agreed, 32.5% agreed, 22. Per cent were neutral, 10% disagreed, and another 7.5 per cent strongly disagreed. However, the majority of respondents believe that digital advertising makes for better items that are sold to the general public.

**Attention catching:** 27.5 percent of respondents strongly agreed, 32.5% agreed, 22. Per cent were neutral, 10% disagreed, and another 7.5 percent strongly disagreed. However, the majority of responders thought it was attention-grabbing.

**Online advertisement on digital media helps me shopping:** Strong agreement was expressed by 47.5% of respondents, followed by agreement by 35%, neutrality by 5%, disagreement by 7.5%, and strongly disagreement by another 5%. The majority of respondents, however, believe that digital media advertisements online facilitate buying.

**Digital Advertising is trustworthy.** 22.5 percent of respondents strongly agreed, 20 percent agreed, 30 percent were neutral, 15% disagreed, and another 12.5 percent strongly disagreed. The majority of respondents, however, believe that digital advertising is reliable.

**I Like the Digital Advertising:** 32.5% of respondents strongly agreed, followed by 42.5% who agreed, 17.5% who were neutral, 5% who disagreed, and another 2.5% who strongly disagreed. Nevertheless, the majority of respondents said they like digital advertising.

**I Feel Positive towards Digital Advertising:** Strong Agree was expressed by 39% of respondents, followed by agree by 30%, 15% neutrality, 12.5% disagree, and disagreement by 3.5%. The majority of respondents, however, felt positively about digital advertising.

**I react favourable to the Digital Advertising :** The respondents were strongly agreed at 27.5 per cent, 32.5 per cent agree, 22.5 per cent neutral, 10 per cent disagree and another 7.5 per cent were strongly disagree. However majority of the respondents' opinion that they react favourable to the Digital Advertising.

**Digital Advertising provides timely information.:** The respondents were strongly agreed at 25 per cent, 37.5 per cent agree, 15 per cent neutral, 7.5 per cent disagree and another 15 per cent were strongly disagree. However majority of the respondents' opinion that Digital Advertising provides timely information.

**Digital Advertising is very essential.:** The respondents were strongly agreed at 27.5 per cent, 32.5 per cent agree, 22.5 per cent neutral, 10 per cent disagree and another 7.5 per cent were strongly disagree. However majority of the respondents' opinion that Digital Advertising is very essential.

**Digital Advertising is a good source of product/service information.:** The respondents were strongly agreed at 47.5 per cent, 35.5 per cent agree, 10 per cent neutral, 5 per cent disagree and another 2 per cent were strongly disagree. However majority of the respondents' opinion that Digital Advertising is a good source of product/service information.

**Digital advertising promotes competition, which benefits the consumer:** The respondents were strongly agreed at 32.5 per cent, 26 per cent agree, 22.5 per cent neutral, 11 per cent disagree and another 8 per cent were strongly disagree. However majority of the respondents' opinion that Digital advertising promotes competition, which benefits the consumer:

**Digital Advertising provides complete information.:** The respondents were strongly agreed at 42 per cent, 37 per cent agree, 12.5 per cent neutral, 6 per cent disagree and another 2.5 per cent were strongly disagree. However majority of the respondents' opinion that Digital Advertising provides complete information.

**Quality of the Purchased FMCG is good by getting information on digital marketing channel.:** The respondents were strongly agreed at 31 per cent, 35 per cent agree, 16 per cent neutral, 7 per cent disagree and another 11 per cent were strongly disagree. However majority of the respondents' opinion that Quality of the Purchased FMCG is good by getting information on digital marketing channel.

## **8. Conclusion:**

The study's findings support consumer perceptions of FMCG digital marketing. Consumer behaviour, business, and business model paradigms are changing, which will cause some companies to fail and others to grow more slowly businesses throughout the globe value information about customer behaviour. This is as a result of their ongoing efforts to improve both the shopping experience and ultimately their sales numbers. They can comprehend customer expectations in the market by studying consumer behaviour. Additionally, it enables them to make adjustments that would enable customers to make wiser purchase selections. Today's consumers prefer digital advertisements because they provide better information about items. Digital Marketing plays a crucial part in reaching target audiences with an effective message, and can communicate with customers through the finest visual and auditory communication.

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