

## A Review –of Sales Encourage Online Consumer selected FMCG Product

Santosh Srivastava<sup>1</sup>, Bashkar Nalla<sup>2</sup>

Student , Doctor of Philosophy P.K. University,Shivpuri<sup>1</sup>

Professor P.K.University<sup>2</sup>

**Abstract:-**This Paper Provides, Customers Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.. These goods are purchased frequently, consumed rapidly, priced low, and sold in large quantities. They also have a high turnover when they're on the shelf at the store. This study aims to determine how digital platforms change customer behavior due to many factors that are affected by technological development. This research also provides a perspective on how customers decide to buy FMCG from a digital platform. The results show that brand awareness, audiovisual social media advertising, ease of access, and reviews from other consumers affect how consumers buy options. Advertising in social media, electronic word of mouth (e-WOM), customer engagement, positive influence, brand awareness, and sales enhancement are major factors that make digital platforms profitable for suppliers or manufacturers as a new business model

**Keywords:-** customer digital platform; FMCG distribution; internet technology; Consumer Behavior towards Virtual Shopping.

### 1.INTRODUCTION

The creative technique built up a virtual store, where customers hold a list or a product enters up to mobile webcams in the aisles which produce a life-size 3D projection of items and read their specifications prior to making a buy. It has been consistently established that in today's world the internet and applications plays a significant role in the people lives. There is an increase in consumers who take product decisions on their own, obtaining information from different sources. In India, the recent increase in usage of applications and smart phones has given opportunities for organizations to tap into the previously inaccessible population of customers. Moreover, organizations have been constantly paying attention to the client opinions and their preferences, which can be readily available on smart phones. The various activities taking place on social interaction with different individuals on different websites can influence the consumer buying decisions. Our investigation revealed that many scholars have incorrectly equated these four concepts despite their clear distinctions in meaning and terminology. It's important to remember the agreed upon definition of "E-marketing," as well as the fact that this term encompasses much more than just the use of the internet and its associated technologies, such as the World Wide Web (www) and electronic web .

The habit of consumers who often purchase smart phones is known as online purchases. The development of online purchasing has increased by 30% to 37% in recent years. Digital platforms, such as e-commerce, also support this increase. E-commerce has become a major sales sector for FMCG or other retail industries, so a shift occurs, especially when there are not many physical stores needed. The shifting consumer habits of buying through the e-commerce system are also influenced by educational factors and the segmentation of types of residences with a certain population density; therefore, people in urban areas with higher levels of education tend to take advantage of this new technology. Objective of sales promotion:- Prior to designing a promotional campaign, must identify the target groups. This is done by breaking up of product market and classification of small groups of consumers whose wants and needs are not the same as the market as a whole.

Consumer Sales Promotions Sampling If objective is to ensure the product then sampling is an efficient sales promotion method. Typically sampling is involved with low value products and products having very visible features of benefits. In support of delivery sample products marketers use either door to door or Mailing approach. Couponing It is one of the traditional sales promotion strategies and occasionally couponing makes the product problematic by cheapening brand name. Coupon is largely used for attracting new consumers as well as to increase immediate sales with price lessening of a product. Premiums and Bonus Packs Premium offer means more items or totally at a low price. Premiums are one of the efficient sales promotions in targeting the brand switching buyers and also to boost sales rate among the existing buyers. Loyalty Schemes This is a good way to hold the loyalty of buyers. It is essentially a point based system, where each buyer gets some points on each purchase and later may use these points on 20 buying the same products or other products at a reduced price. To many marketers, loyalty schemes are also known as normal purchasing scheme.

## 2. LITERATURE REVIEW

The literature on empirical analysis of the impact of e-marketing on consumer buying behavior is extensive and covers a wide range of topics. Here are some key findings from recent studies: Personalization: Research shows that personalized e-marketing messages can have a significant impact on consumers' purchasing behavior.

Social proof: The influence of social proof on consumer buying behavior has been widely studied.

Trust: Trust is a critical factor in e-marketing, and research suggests that it is closely linked to consumers' perceptions of e-marketing messages' usefulness and credibility.

Segmentation: Segmentation is a key emarketing strategy that involves dividing a target market into subgroups with different needs and preferences.

Tomar, M., Pandey, A. K., Ahuja, V. & Bansal, S. (2019): Research into the Technology Acceptance Model has many real-world and managerial applications, and it provides valuable insight to businesses looking to maximise the potential of e-marketing and their massive online customer base by increasing their spending on digital marketing channels like social media, live interaction digital marketing campaigns, and emailers

Patel, J. & Malpani, A. (2020): The research observed previous studies on the effects of covid19 on e-marketing and analysed recent developments in the field of e-marketing. The study serves as a foundation for future studies by offering critical and informative analyses of international e-marketing efforts. The study also provided insight into how businesses across the globe are employing e-marketing to further their operations.

Khusainova et al. (2021) conducted a study to examine the impact of emarketing on consumer behavior in the context of social media advertising. They found that e-marketing has a significant impact on consumer behavior, including purchase intention and willingness to pay. Moreover, they found that the relationship between e-marketing and purchase intention is mediated by perceived value.

## **SCOPE OF THE STUDY**

The research focuses on the examination of consumer behaviour in relation to electronic marketing. At any given moment, there exists a vast online population of billions of individuals who represent potential customers for companies engaged in e-commerce. Owing to the swift progress in the realm of the Internet, a business entity that intends to vend its wares through its website must consistently strive to gain a competitive advantage. Given the significant potential obstacles, it is crucial to comprehend the desires and requirements of the consumer.

## **METHODOLOGY**

The framework used in this research is based on scientific sources and the relationship between digital platforms and consumer behavior in purchasing FMCG products.

Digital platforms

Digital platforms users

Input and output from digital platforms

users Digital platforms affect FMCG

## **DESIGN OF THE STUDY**

The research was characterised as descriptive in nature, as it entailed the utilisation of an online survey to gather data from product consumers. Participants were requested to complete an online questionnaire to aid in the identification of issues pertaining to the problem being investigated.

## **INSTRUMENTATION**

The survey consisted of two distinct sections. The initial segment of the study collected data pertaining to the demographic characteristics and the perceived worth of participants based on their quantitative conduct. The survey included inquiries pertaining to gender, income particulars, educational attainment, and other relevant demographic information.

Price based Promotion

Price-off-> Offers a discount on the regular price of the purchase.

Coupon-> Provides a certificate entitling the bearer to a saving on the purchase

Rebates-> Offers cash back from the manufacturer on a purchase

Non-Price based Promotion

Extra product-> Offers an increased quantity of the product/service without an increase in normal price.

Premium-> Offers a free gift in addition to the main purchase Contest-> Provide a chance to win a large prize through skill (ex. demonstrated by answering a question or writing a brand slogan)

Sweepstake-> Provides a chance to win a large prize based on chance (through a lucky draw or a scratch card)

### TARGET POPULATION

The study did not have a specified age limit, but the population under investigation consisted of residents and users of FMCG located in Agra, Prayagraj, Jhansi

### SAMPLING TECHNIQUE

The identification of the particular process utilised to select the entities of a sample is referred to as a sampling technique. A sample size of 200 individuals was obtained. The present study employed a simple random probability sampling technique to facilitate data collection. Participants were selected from diverse descriptive profiles.

### CHI SQUARE TEST

Association between Gender and E-Marketing services

Gender	Level of determination			Total	Chai Square value	P Value
	Low	Medium	High			
Male	77	81	74	232		
Female	99	63	78	240		
<b>Total</b>	176	144	152	472	4.97	0.038

### FINDINGS OF THE STUDY

A comprehensive analysis was conducted to identify valuable patterns in consumer purchasing behaviour. According to our study, there exists a correlation between the purchasing patterns of consumers and their monthly expenditure. Various factors such as societal norms, familial influences, lifestyle choices, and social media usage may exert independent effects on consumer purchasing behavior.

when these factors converge with significant force, they can collectively impact the buying behaviour of consumers. The research reveals that the E-commerce industry has emerged as a significant player, and the utilisation of online channels for product sales can prove to be a cost-efficient and efficacious approach for vendors. Moreover, amidst and post the pandemic, this approach would demonstrate the potential to yield optimal advantages for vendors, with Social Media emerging as the most favoured platform.

## LIMITATIONS

**Sample size:** The size of the sample used in the study may not be representative enough to draw general conclusions about the population as a whole. This can lead to biased results and limit the external validity of the study. **Sample selection bias:** The selection of participants may also be biased towards a certain group, which can further limit the generalizability of the findings.

**Timeframe:** The study may be limited by the timeframe of the research, which may not capture changes in e-marketing strategies or consumer behavior over time. This can make it difficult to draw meaningful conclusions about the longterm impact of e-marketing on consumer behavior. **Causality:** It can be challenging to establish a causal relationship between emarketing and consumer purchasing behavior. Other variables, such as economic factors, personal preferences, and social influences, may also impact consumer behavior and need to be taken into account.

## RESULTS AND DISCUSSION

English is a commonly used language for online shopping, however, there is a growing demand for websites that offer multilingual support, including the use of customers' native languages. In 2023, there has been a growing trend among Indian consumers to become more acquainted and at ease with the utilisation of online payment methods. However, it is noteworthy that cash-on-delivery remains the most favoured mode of payment for online shopping. The velocity of delivery remains a critical factor in preserving brand allegiance. In the realm of ecommerce, it is imperative for companies to comprehend the success stories of Amazon India, Flipkart, and Myntra in order to establish themselves as prominent players in the market. These aforementioned companies have achieved a dominant position in the Indian ecommerce industry. The research has identified eight significant time intervals that represent critical shopping periods. Therefore, it is possible to analyse these hotspots and utilise them efficiently in the implementation of online advertisements, resulting in a reduction of costs.

This study provides evidence that social media has the ability to generate trends, which in turn can influence consumer purchasing behaviour. The Indian consumer market exhibits a keen inclination towards purchasing a diverse range of products such as clothing, accessories, electronic gadgets, food, books, and more through online channels. Digital platforms offer more advantages to end-users of FMCG because products can be sent directly, and no longer time for end-users to get what they need. Augmented reality systems benefit manufacturers so that they can reach a wider range of consumers. Suppliers on FMCG Suppliers are perceived as important factors in product development. Suppliers participate in integrated product development and supply chains. Balance power between suppliers and companies creates optimum product development . The research results indicate a significant correlation between consumer purchasing patterns and electronic marketing strategies. If the online platform is utilised strategically, while considering all pertinent parameters, it has the potential to generate optimal revenue for the organization. Given that a firm's primary objective is to maximise revenue, the branding and marketing of products is a crucial strategy to achieve this goal.

Search Engine Optimisation, pay-per-click, pay-per-view, email marketing, and various social media channels are considered as specialised techniques. Thorough exploration of both organic and inorganic searches is necessary to provide e-marketing with an opportunity to demonstrate its effectiveness in managing the current global crisis. This study can serve as a valuable resource for micro, small, and

medium enterprises seeking to develop effective strategies for enhancing their sales performance. The digital India platform has facilitated the transition of enterprises to the online sphere, enabling them to engage in global market competition. To remain current, it is advisable to adopt pay-per-click and pay-per-view techniques in accordance with prevailing trends. The optimisation of the Search Engine Optimisation technique should be strategically executed to achieve the highest possible impact in the market. It is imperative to consider the psychological factors of Indian consumers when applying the costs of traffic and products. Given the decrease in spending within the Indian market resulting from the global pandemic, it is imperative that the product be priced in a manner that does not give the impression of being excessively expensive.

Thus, by implementing appropriate measures, the adverse effects of the COVID-19 pandemic on commercial enterprises can be mitigated. The utilisation of influencer techniques has the potential to effectively promote a brand, while the implementation of well-executed digital social campaigns can further enhance its reach and impact. The ecommerce techniques are currently considered the most appropriate in the market due to their favourable returns and cost-effectiveness in terms of maintenance. This study aims to challenge the prevalent notion that language poses a hindrance in India.

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