

Exploring The Effective Social Media Marketing Strategies of the Fmcg Sector for Establishing the Brand Awareness

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Abstract

Objectives: The FMCG (Fast Moving Consumer Goods) sector plays a crucial role in an economy through offering essential goods, generating revenue, global trade contribution and fostering innovation. An effective marketing strategy encompassed with social media (SM) marketing strategies plays a significant role in establishing Brand Awareness (BA) and drives sales in FMCG sector. The objective of the study is to explore the effective social media strategies of FMCG sectors for BA establishments.

Methods: The study explores the SM Marketing Strategies of FMCG sector for establishing BA and analyzed the factors affecting the SM marketing strategies. The current study uses a quantitative research method to collect the data using a structured questionnaire from 450 customers and it uses purposive sampling method. Further, the gathered data has been evaluated with the aid of ANOVA, regression, Correlation and chi-square tests in SPSS software.

Results: The current study outcome has shown that there is significance of SM Marketing Strategies on FMCG sector, there is a significant impact and association among SM marketing strategies and BA. Additionally, the study has found the factors that affect the SM marketing strategies.

Conclusions: As per the results from the current study, the FMCG sector must adapt and evaluate various SM marketing strategies to establish a BA among the consumers. The present study suggested SM platforms like Facebook, Instagram, and Twitter can be used to attain precise goals, market conditions and targeted audience.

Keywords: SM, SM Marketing Strategies (SMMS), FMCG sector, digital marketing activities, BA and Marketing Strategies.

استكشاف استراتيجيات التسويق الفعالة عبر وسائل التواصل الاجتماعي لقطاع السلع الاستهلاكية سريعة الحركة لتأسيس الوعي بالعلامة التجارية

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ملخص

الأهداف: يلعب قطاع السلع الاستهلاكية سريعة الحركة (FMCG) دورًا حاسمًا في الاقتصاد من خلال تقديم السلع الأساسية وتوليد الإيرادات والمساهمة في التجارة العالمية وتعزيز الابتكار. تلعب استراتيجيات التسويق الفعالة المتضمنة مع استراتيجيات التسويق عبر وسائل التواصل الاجتماعي (SM) دورًا مهمًا في إنشاء الوعي بالعلامة التجارية (BA) وزيادة المبيعات في قطاع السلع الاستهلاكية سريعة الحركة. الهدف من الدراسة هو استكشاف استراتيجيات وسائل التواصل الاجتماعي الفعالة لقطاع السلع الاستهلاكية سريعة الحركة لتحقيق العلامات التجارية.

المنهجية: تستكشف الدراسة استراتيجيات تسويق عبر وسائل التواصل الاجتماعي لقطاع السلع الاستهلاكية سريعة الحركة لتأسيس العلامة التجارية. كما تقوم بتحليل العوامل المؤثرة على استراتيجيات التسويق. تستخدم الدراسة الحالية أسلوب البحث الكمي لجمع البيانات باستخدام استبيان منظم من 450 عميلًا وتستخدم طريقة أخذ العينات الهادفة. علاوة على ذلك، تم تقييم البيانات المجمعة بمساعدة تحليل التباين (ANOVA)، والانحدار، والارتباط، واختبارات مربع كاي في برنامج SPSS.

النتائج: أظهرت نتائج الدراسة الحالية أن هناك أهمية لاستراتيجيات التسويق عبر وسائل التواصل الاجتماعي على قطاع السلع الاستهلاكية سريعة الحركة، وهناك تأثير كبير وارتباط بين استراتيجيات تسويق عبر التواصل الاجتماعي والعلامة التجارية. بالإضافة إلى ذلك، وجدت الدراسة العوامل التي تؤثر على استراتيجيات تسويق عبر وسائل التواصل الاجتماعي.

الخلاصة: وفقًا لنتائج الدراسة الحالية، يتعين على قطاع السلع الاستهلاكية سريعة الحركة تكييف وتقييم استراتيجيات التسويق المختلفة للشركات الصغيرة لإنشاء علامة تجارية بين المستهلكين. اقترحت الدراسة الحالية إمكانية استخدام منصات اجتماعية مثل فيسبوك وانستغرام وتويتر لتحقيق أهداف دقيقة وتحديد أحوال السوق والفئة المستهدفة.

الكلمات الدالة: التواصل الاجتماعي، استراتيجيات التسويق (SMMS)، SM، قطاع السلع الاستهلاكية سريعة الحركة، أنشطة التسويق الرقمي، العلامة التجارية واستراتيجيات التسويق.



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1. Introduction

1.1 Background of the study

SM Marketing (SMM) is defined as the process of reaching website attention or traffic through SM sites. These marketing programs center on efforts to generate content which encourages the readers and attracts attention across social networks (Kaur, 2016). The rise of SM platforms like Facebook and Twitter are altered the landscape of marketing fundamentally. SM allowed the consumers to exchange and create user-generated content (UGC) and enabled them to associate with other consumers and companies (Hruska & Maresova, 2020). SMM and BA has a significant and positive effect on brand loyalty which is mediated through the brand image. SMM built high awareness on brand which can affect the advertised mind of each customer that can embed firmly in their memories thereby, increase the same brand loyalty continuously. (Heskiano, Syah, & Hilmy, 2020).

SM Communication has an importance for the frequently consumed and purchased. Fast moving consumer goods or producers of mass-produced. Generally, FMCG producers are concentrated on selling products which meet basic requirements of consumers. The FMCG sector have grown rapidly because of rising middle class and increase in population in emerging economies (Bednarz, Orelly, & Economics, 2020). Similarly, companies deployed tools, SM, platforms and services in different activities that aims to make better experience for customers that may lead to better branding, increase of sales and loyalty. Companies across the key industries are started developing the SMM strategies with increased market budgeting allocations. Therefore, the usage of SM as a tool that is growing gradually for numerous benefits they deliver to start-ups and companies, etc. (Sharma & Rehman, 2016).

The SM concept has a top agenda for all the entrepreneurial companies today. Researchers, Consultants and Marketing executives were trying hard to search out the ways where that a brand can create maximum use of various SM platforms (Choudhary, Jhamb, & Sharma, 2019). Great marketing on the SM platforms can provide remarkable success in business. Driving leads, sales and creating dedicated brand advocates. Therefore, digital marketing are implemented exclusively by digital channels and provides the marketers more control, data, tools to analyses the campaign effectiveness (Vidhya & Education, 2021). Similarly, like Instagram and Facebook for an instance, these have reported as having about 1 and 2 Billion daily active users respectively. In general, the businesses thrive and survive through the SM brand page participations by sharing the communication and information with existing and new customers in hopes on building image and making BA. Hence, it ultimately boosts the sales (Koay, Ong, Khoo, Yeoh, & logistics, 2020)

Generally, the SMM is considered to be a challenge for marketing managers which can be utilize as powerful drive towards the response of the consumers. It can positively impact the intentions, purchase decisions and behaviors. In the SM context, customer responses to different interactions are subjected to trust which plays a vital role in offering the influence of translating marketers and online activities efforts to brand loyalty and equity (Ebrahim, 2020). SM users may involve through the SM features that have the power to impact the decision making process of consumers in creating purchases. The central role of SMM in making decisions through communicating about the positive things to the friends and family that is frequently known as Word-of-Mouth (WOM). Furthermore, SM allowed consumers to transfer information with peers about the products and services brand (PUSPANINGRUM & Business, 2020).

SMMS and customer experience have engaged collectively in marketing on Social Networking Sites (SNS). Additionally, SNS allowed users to associate each other and possibly became a reciprocal communication medium among the customers and enterprise (Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2020). Firstly, with any communication practise, it is essential to shape SMM campaigns before their launch. Furthermore, in contrast to conventional marketing that involves inadequate customer participation, hence, managers need to enhance the new versions of advertorial content that courage the user participation. Marketing managers have to provide exclusivity, harness the stories power, and increase SM presence and leverage on emotional connections. Concluding, SMM need to be complemented with the remaining marketing communications (Adeola, Hinson, Evans, Theory, & cases, 2020).

1.2 Problem statement

SMMS are the most essential for organisations and companies in present world. Lack of SMMS can lead to miss the

opportunities which are engaged with brand awareness, drive conversions and target audiences. Hence SMMS can aid with establishing brand awareness on FMCG brands and industries. Many scholars and researchers are struggling hard to find the ways for SM strategies to make their brand visible among the consumers (Choudhary et al., 2019). Businesses are sharing and creating content on SM networks to attain organisational branding goals. Though there are numerous research on SM marketing however, there is an insufficiency of research on its influence on BA and brand loyalty. Furthermore, there is a research hole to catch out the SM marketing strategies in the FMCG industry. The present study evaluates the challenges and explores the SMMS which is beneficial to gain insights into the BA and consumer behaviour.

1.3 Research Objective

The objective of the current study is given below.

- To illustrate the significance of SM marketing strategies of FMCG sector.
- To evaluate the factors affecting SM marketing strategies of FMCG sector.
- To assess the association between SM marketing strategies and BA.
- To analyse the impact between SM marketing strategies of FMCG sector and BA.
- To suggest effective SM marketing strategies of the FMCG sector for augmenting the BA.

1.4 Significance of the study

Exploring the effective SM marketing strategies of the FMCG sector for establishing BA is significant for enhancing customer engagement, building BA, increasing consumer reach, monitoring and analysing performance and driving sales and conversions. Through executing effective SM marketing strategies, FMCG sectors can extend their connection and reach the potential customers by existing marketing channels. The sectors can encourage consumer participation and gather feedback which increase the brand loyalty and awareness. Through using SM platforms effectively, FMCG firms can influence consumer behaviour and gain valuable insights and analytics.

2. Literature Review

2.1 SM marketing strategies

SM marketing strategies are known as approaches, tactics that focused on consumers. There is a strong association among the marketing sorts and prevailing Customer Relationship Management (CRM) (Kumar & Reinartz, 2018). The existing study (Nemati & Weber, 2022) has investigated the association in order to better efforts of SM marketing. The conventional study has employed value chain model and the findings have suggested that new SM marketing strategies generate incentives for sharing firm resources to attract new consumer through media, customer branding, develop capabilities and pay attention to consumers' feedback. Contrarily, the usage of SM has gained rising significance as firms' strategies portfolio components, scan research has been expanded knowledge and consolidated systematically on SMMS. The conventional study (Li, Larimo, & Leonidou, 2021) has validated the taxonomy of SMMSs utilising information that have derived from existing studies and quantitative survey method among SM marketing managers.

Similarly, digitalisation has been increased the significance of marketing in online forms, encompassed with SM marketing for companies. The prevailing study (Drummond, O'Toole, & McGrath, 2020) has identified the digital engagement tactics and strategies in improving SMM capability. Therefore, the existing study has utilised ethnographic content analysis of a company and business-to-business network and has been classified 1,248 network Twitter tweets and Facebook posts from an artisan food producer. The findings have derived 8 digital engagement strategies and 15 tactics for four layers of SMM capability. Correspondingly, Twitter, Instagram and Facebook are the major SM platforms that have experienced the rapid development. The prevailing research (Rahardja, 2022) has explored the usage of SM particularly Facebook, Instagram and Twitter in online business marketing strategies and has used descriptive analysis with quantitative method to find the results. The findings have suggested that endorsement through offering sample products or services to the public consumers then asking testimonials to draw buying interest among consumers and providing free shipping.

Contrarily, the existing study (Chandpuri, Ahuja, & Policy, 2020) has elucidated the obtained data from SM pages of 8 various FMCG brands and has suggested the measurement of trust among the firms' prospects and consumers. It employed the Netnography (data collection process) and has demonstrated that the brands have the greatest number of posts do not

have essential number of engagement levels. The study (Niros, Niros, Pollalis, & Ding, 2023) has proposed marketing strategies for Global FMCG brands for thriving and sustaining in the raging economic environment in COVID-19 pandemic. It has used mall-intercept method and found marketing strategies for developing values and generating strong customer-brand relationship have boosted the purchases.

Correspondingly, the prevailing study (Katsikeas, Leonidou, & Zeriti, 2020) has examined the SMM on brand image and trust impacts to the Indonesian Male's skincare purchase intention. The conventional study proposed a model which shows the influence of skincare marketing strategies by SM for male generations and employed a quantitative research method to collect the data to help the model utilising online investigations. Therefore, the results have shown that the SM marketing have a significant impact on brand trust and image. Furthermore, the brand image and brand trust have a significant impact on purchase intention.

2.2 SM marketing and BA

SMM activities have found as an effective factors on brand loyalty and brand image, besides it has intended that on BA (Y. J. B. Bilgin & journal, 2018). The prevailing study (Saha, Kumar, Jannat, Nahar, & Research, 2021) has related on association among brand positioning, SM and brand equity. The branding key factors are image, brand equity (BE), perceived quality, and BA and brand loyalty. Through online and offline survey, the results have shown that there is positive association among brand positioning, brand equity and SM. The research (Cheung, Pires, Rosenberger III, & Research, 2019) has seek to improve the influence of social-media marketing communications on products, brands with various involvement stages.

Correspondingly, the existing research (Maria, Pusriadi, Hakim, & Darma, 2019) has analysed the direct effect of SMM, word of mouth and the advertising effectiveness on BA. Through SPSS analysis, the results have shown that these effect has a vital positive effect on BA. Additionally, SMM and advertising effects indirectly have a positive effect on buying intention through BA. The existing study (Ansari, Ansari, Ghor, Kazi, & Insight, 2019) has examined the significance of BA and SM content marketing in generating purchase intention of the consumers. The results have shown that the SM content marketing has a moderate positive association with purchase intention, whereas BA ha a weak association with purchase intention.

Contrastingly, the existing study (Dedeoğlu, Van Niekerk, Küçüker, De Martino, & Okumuş, 2020) has examined the SM effect on tourism destination of natural and service quality and the BA. Through the Structural Equation Modelling (SEM), the prevailing study has found that the destination BA has positive influences on tourist perceptions of both destination natural and service quality. Similarly, the prevailing study (Nurhandayani, Syarif, & Najib, 2019) has analysed the effect of brand image and SM influencer on purchase intentions of the consumers. Through the SEM, the existing study has hammered the present believes which is true the SM influencer had a crucial impact on promoting brand images and also had a positive significant correlation.

Concomitantly, the conventional research (Al-Azzam, Al-Mizeed, & Business, 2021) has guided through numerous digital marketing platforms in Jordan which can identify the product purchased by consumers on online and affect the purchasing intentions. The result of the existing study has demonstrated that the digital marketing like SM and mobile marketing have profound impact on customer purchasing intention (PI). In addition, the study has suggested that the companies need to adopt the strategies to endure the digital technology and world, improving BA by digital platforms to continue the competition in current commercial environment. In parallel, the prevailing study (Choedon & Lee, 2020) has investigated the SMMS impact on purchase intention in Korean cosmetic companies along with social brand management and brand equity. The results have demonstrated that all the five elements such as learn, attract, retain, engage and relate of SMMS have positively related to the Social Brand Engagement (SBE), PI and BE.

Similarly, the conventional study (Y. J. I. J. o. M. Bilgin, Communication & Media, 2020) has analysed the SM friendships impact on approaches of young consumers to the brands in name of image, trust, awareness and among purchase intentions. The existing study has employed quantitative research method and found out the BA have strong impact on brand trust and brand image. But, brand trust is more influential on young adults' purchase intention than brand image and awareness.

2.3 Research gap

- The prevailing study (Li et al., 2021) has not expanded the research with various other issues for development in SM marketing practices. The existing study (Drummond et al., 2020) has focused only on B2B network and case study within the artisan food sector.
- The existing study (Chandpuri et al., 2020) has not included pad campaign and other such factors that affects the likes, number of followers, shares and number of campaigns through a brand. It has not considered more brands for the research.
- The traditional study (Al-Azzam et al., 2021) has not discussed on a huge number of young people or other age factors and the Jordanian universities have not focused on their youths on all the applications used in the existing research.

2.4 Research Hypothesis

- **H₁₁**: SM marketing strategies have impacts on FMCG sector.
- **H₀₁**: SM marketing strategies have no impacts on FMCG sector.
- **H₁₂**: Factors that affect the SM marketing strategies of FMCG sector.
- **H₀₂**: Factors do not affect the SM marketing strategies of FMCG sector.
- **H₁₃**: There is a significant association between SM marketing strategies and BA.
- **H₀₃**: There is not a significant association between SM marketing strategies and BA.
- **H₁₄**: There is a significant impact between BA and SM marketing strategies.
- **H₀₄**: There is not a significant impact between BA and SM marketing strategies.

3. Research Methodology

3.1 Research design

The research design is denoted as the structure of the research method to finish the motive of the study (Asenahabi, 2019). The research design is envisioned to give an appropriate and suitable framework for the study. The significant judgement and resolutions in the design progression is the decision to be made concerning approach (Sileyew, 2019). The process of providing a précised and complete framework on which the research will be processed is denoted as research design. In humble words, the research design is considered as the execution of several procedures, processes and instruments to obtain data for the purpose of research. The entire framework and the research flow of current study is revealed in the research design. It integrates the appropriate way of approach for current research through answering questions. In research plan, it also encompasses various combinations of techniques and plans. The current study adopted a quantitative research approach. The quantitative method designates the occurrence through congregating numerical unchangeable data which has been evaluated with aid of mathematical approaches. This provides statistics associated questions of when, how, where, what, how much and how many. It incorporates the objective, logic and number stance (Baur). The current study utilizes quantitative research methodology for congregating data through a questionnaire from teachers in universities. The research instrument utilized in the current research is questionnaire which aided to congregate data regarding the lean methodology and its optimization of current study (Mohajan, 2020). The quantitative research utilizes survey as well as questionnaire method for the gathering of primary data (Sürtücü & MASLAKÇI, 2020).

3.3 Sampling Frame

The sample size is nominated as the units of study units and respondents that need to be comprised for answering the structured questionnaire of the research. The current study has selected around 450 customers. Henceforth, evaluating the suitable number of samples for creating result with the aid of statistical procedure and the present study employed purposive sampling method to amass the data from 450 customers.

3.4 Source of Data

The present study uses primary data collection method to collect data from the participants. A primary data is denoted as an important optimal data due to the data accumulation from the chosen respondents. This data gathering process associated with structured questionnaire, polls, survey and etc. (Mazhar, Anjum, Anwar, & Khan, 2021). Therefore, the

current study embraced primary data gathering method to congregate the first hand data from the customers.

3.5 Data analysis

Quantitative data analysis is defined as the systematic phenomenon for collecting data and accomplishing the computational, mathematical techniques and also in statistical way (Jung, 2019). The quantitative research method gathered data from perspective and existing participants with the sampling tools aids and offering online polls and survey etc. The result of the quantitative technique is identified numerically. Therefore, the numerical values are interpreted and predicted the future research with suitable changes.

Additionally, the quantitative data method is utilised for examining the data that has been collected through structured questionnaire from the respondents. The data were recorded using Excel sheet for providing study variables. The SPSS tool is used to examine the variables of the present study in Excel sheet. The results of the study is evaluated using several analysis such as ANOVA, Correlation, Coefficient, Chi-square and Regression.

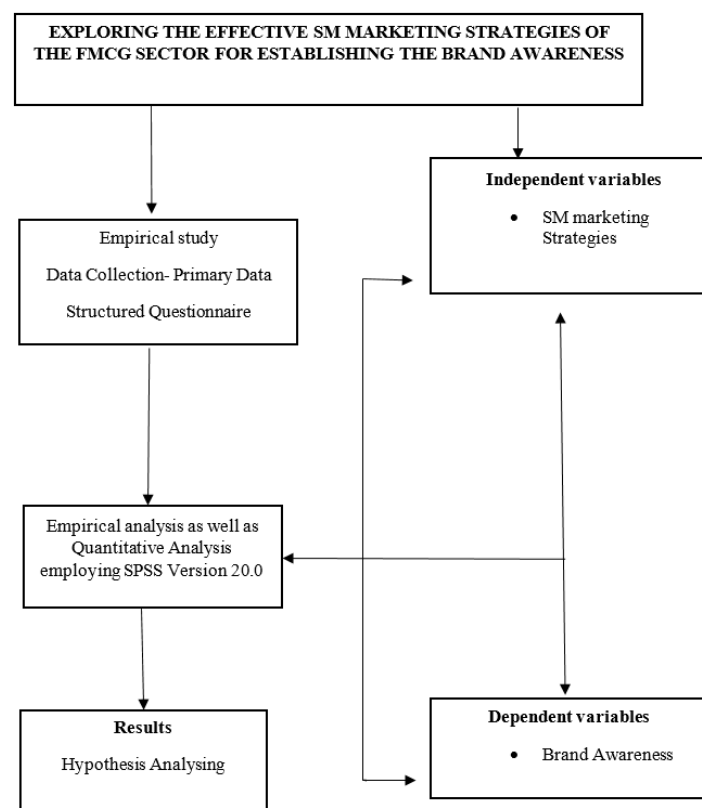


Figure 1 Research Design

The data is collected from the chosen respondents like customers. The SPSS software utilisation in the present study creates the result effectively in the value counting. The collected data is evaluated using Excel and SPSS software. Correlation, regression, chi-square and ANOVA are adopted for estimating the data to prove the hypothesis of the study. In the process of data evaluation, it incorporates the three stages such as Excel, demographic characteristics and the frequency distribution of the customers. To list the data estimated by statistics for identifying the median range (MR), standard deviation (SD) and mean (M) of different study variables in the present study. SPSS tool is utilised in the present study to investigate the variables. Correlation, Regression, chi-square and ANOVA have been employed for examining the hypothesis of the study.

4. Analysis

4.1 Statistical Analysis

The total number of 450 respondents of customers are regarded as the participants of current research. The demographic customers' details are provided in the table 1.

Table 1 Demographic Details

Demographic Profile	Factor	Participants	%
Age	21-25	304	67.56%
	26-30	45	10%
	31-35	54	12%
	36-40	25	5.78%
	41-45	0	0%
	46-50	22	4.67%
	Total	450	450
Monthly Income	10,000 – less than 15,000	30	6.67%
	15,000 – less than 20,000	45	10%
	20,000 – less than 25,000	40	8.89%
	25,000 and more	300	66.66%
	Less than 10,000	35	7.78%
	Total	450	450
Education Qualification	Undergraduate	95	21.11%
	Postgraduate	130	28.89%
	Graduate	170	37.78%
	PhD/doctorate	55	12.22%
	Total	450	450
Gender	Female	270	60%
	Male	180	40%
	Total	450	450

The table 1 illustrates the demographic data of the customers who are participated in the survey. As from the table 1 the age factor of 20-25 has 57.56% of respondents, 66.66% of above 25,000 income holders, 37.78% of graduates and 60% of females in the analysis. The salary factor of 10,000-15,000 has 6.67%, 15,000 – 20,000 has 10%, 20,000 – 25,000 has 8.89%, Above 25,000 has 66.66% and less than 10,000 has 7.78%. The gender factor of female has 60% and male has 40%. The qualification factor of undergraduate has 21.11%, PhD/Doctorate has 12.22%, graduate has 37.78% and postgraduate has 28.89%.

H₁₁: SM marketing strategies have impacts on FMCG sector.

H₀₁: SM marketing strategies have no impacts on FMCG sector.

Table 2 ANOVA

People prefer brands for the prestige as this would add value to their personal life.					
	(SOS)	Degrees of freedom	(M ²)	F	Significance
Between Groups	13.824	3	4.608	8.867	.000
Within Groups	49.886	446	.520		
Total	63.710	449			

The table 2 deliberates the results of ANOVA test. It has applied to determine the significant impact of SM marketing on FMCG sector. The p-value of the ANOVA test is .000 which is less than .005. Thus, the ANOVA results have shown that there is a significant impact of SM marketing strategies on FMCG sector. Therefore, the results of the current study rejects the null hypothesis.

H₁₂: Factors that affect the SM marketing strategies of FMCG sector.

H₀₂: Factors do not affect the SM marketing strategies of FMCG sector.

Table 3 Model Summary

Model	R	(R ²)	Adjusted (R ²)	Std. Error of the Estimate
1	.597 ^a	.657	.344	.610

a. Predictors: (Constant), Income of the consumer will influence the digital SM marketing strategy. Mobiles equipped with affordable internet have disrupted, so well-managed strategy is essential for brands to stay up to date

The table 3 has deliberated the model summary of regression analysis for the hypothesis. Thus, the R square value is .657 which is above 0.50.

Table 4 Coefficients ^a

Model	Unstandardized Coefficient		Standardized Coefficient	t	Significance
	B	Std. Error	Beta values		
1 (Constant)	.699	.166		4.203	.000
Mobiles equipped with affordable internet have disrupted, so well-managed strategy is essential for brands to stay up to date	.254	.074	.302	3.424	.001
Income of the consumer will influence the digital SM marketing strategy.	.350	.075	.411	4.656	.000

a. Dependent Variable: Behaviour and preferences of the individual will impact the virtual marketing strategy

The table 4 explains the results of the regression analysis (Coefficient). The test has employed to determine the factors affect the SM marketing strategies on FMCG sector. For the questionnaire Mobiles equipped with affordable internet have disrupted, so well-managed strategy is essential for brands to stay up to date, the p-value is .001. For the questionnaire Income of the consumer will influence the digital SM marketing strategy has the p-value of .000. Thus, both the p-values of .001 and .000 are less than .005. Therefore, the results have shown that factors affect the SM marketing strategies of FMCG sector.

H₁₃: There is a significant association between BA and SM marketing strategies.

H₀₃: There is not a significant association between BA and SM marketing strategies.

Table 5 Correlations

		Physical attractiveness of a celebrity endorsed advertisements is influential on BA	Video, e-mail marketing, ad campaigns will create the BA
Physical attractiveness of a celebrity endorsed advertisements is influential on BA	Pearson Correlation (PC)	1	.372**
	Significant (2-tailed)		.000
	N	450	450
Video, e-mail marketing, ad campaigns will create the BA	Pearson Correlation	.372**	1
	Significant (2-tailed)	.000	
	N	450	450

Correlation is significant at the 0.01 level (2-tailed).

The table 5 exemplifies the results of correlation. The test has employed to determine the significant association between SM marketing strategies and BA. The p-value of the correlation is .000 which is approximately less than .005 (threshold value). Hence, the result of the correlation analysis explains that there is a significant association among SM marketing

strategies and BA. Furthermore, the result of the study rejects the null hypothesis.

H₁₄: There is a significant impact between BA and SM marketing strategies.

H₀₄: There is not a significant impact between BA and SM marketing strategies.

Table 6 Chi-Square

	Value	Degrees of freedom	Asymptotic Sig (2-sided)
Pearson Chi-Square	74.018 ^a	9	.000
Likelihood Ratio	47.910	9	.000
Linear-by-Linear Association	27.439	1	.000
N of Valid Cases	446		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .17.

The table 6 illustrates the outcomes of chi-square test that has employed to demonstrate the significant impact between SM marketing strategies and BA. The chi-square p-value is .000 which is less than .005 (threshold value). Thus, an outcome of the analysis explains that there has a significant impact among SM marketing strategies and BA. Furthermore, the result of the study rejects the null hypothesis.

4.2 Discussion

From the analysis of the collected data from the respondents have examined utilising SPSS tool and the study's inference has made. The results of the ANOVA test has proved that SM marketing strategies have impacts on FMCG sector. Furthermore, the results of the regression analysis have verified that these factors which affect the SM marketing strategies of FMCG sector. Correspondingly, the outcomes of the correlation test has represented that there is a significant association between BA and SM marketing strategies. Similarly, the results of the chi-square test exemplifies that there is a significant impact between BA and SM marketing strategies.

This study (Nemati & Weber, 2022) has investigated the association in order to better efforts of SM marketing. It is based on customer relationship management. Likely, the outcomes of the current study have examined the association among SM marketing strategies with the BA among the customers. The existing study (Chandpuri et al., 2020) has elucidated the obtained data from SM pages of 8 various FMCG brands and has suggested the measurement of trust among the firms' prospects and consumers. Similarly, the proposed study also analyses the factors which affect SM marketing strategies on FMCG sector.

The conventional study (Y. J. I. J. o. M. Bilgin, Communication & Media, 2020) has analysed the SM friendships impact on approaches of young consumers to the brands in name of image, trust, awareness and among purchase intentions. The prevailing study has revealed the significance and impact between SM marketing strategies and BA. The prevailing study (Saha et al., 2021) has related on association among brand positioning, SM and brand equity. The conventional study has analysed the associations between SMMS and the factors affecting SM marketing strategies on FMCG sectors. Likewise, the proposed study also examined the significance and impact among SM marketing strategies and Brand awareness.

5. Conclusion

FMCG brands use directed SM advertising to reach their chosen audience. SM platforms like Facebook, Instagram, and Twitter offered an advanced targeting options based on demographics, behaviors and interests. It is crucial to note that the effectiveness of SM strategies can differ depending the precise goals, market conditions and targeted audience. FMCG brands should regularly evaluate and adapt their SM marketing strategies to stay relevant and competitive in the ever-evolving digital landscape. The present study examined the significance of SM marketing strategies on FMCG sectors and the factors affecting SMM. Therefore, the customer's cooperation is also necessary for the FMCG sector through BA. The SM marketing strategies have to be applied to establish the awareness among the customers which help FMCG sector to acquire massive range of customers. The future research will be focus on the effective SMMS in various sectors to establish

the BA. Additionally, the upcoming study will provide the implications to marketers about rewards and risks of utilising SM in the marketing strategies. Furthermore target marketing and SM situation analysis will be analysed in future research.

6. Ethical Consideration

A common description lying for the ethical concern is the principles obtained which are morally right and are not harmful to any beings and are devoid of violating the rules and terms along with the law. In a research aspect, the ethical consideration is known to be the collection of principles which helps to carry out the entire study and research with appropriate design section and practices. These can be either an informed consent or a voluntary participation and results communication. Some of the ethical considerations include environmental responsibility, discrimination, disclosure of a corporate, espionage and any forms of harassment. A research work might face some of ethical concerns such as confidentiality and anonymity. This respective research is much devoted and are more applicable to practical ethical concern and practices.

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