

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi****An Analysis of Impact of Social Media on Brand Perception in Fast Moving Consumer Goods: A Study of Ranchi District****Suraj Kumar ¹**

Research Scholar, Department of Commerce, Ranchi University, Ranchi.

Email: surajkumarleaplearning@gmail.com

Dr. Tarun Chakraborty ²

Associate Professor, Department of Commerce, Marwari College, Ranchi University, Ranchi.

Email: tarun.proff.tc@gmail.com

Abstract

Social media could be defined as the instrument of social communication. It encompasses techniques that facilitate interactions among people in which they communicate, share their contents, exchange ideas and information, collaborate with individuals in virtual space and networks. FMCG (Fast-Moving Consumer Goods) refers to the product that can be sold quickly at relatively low cost. They are considered moving because retailer need to restock their shelves regularly due to high turnover rates. This is because they are either perishable in nature or demand of these kinds of goods are generally high. Given its growing importance in individual's activities, social media is a powerful marketing method for customer's interaction with the products and their purchasing behaviour. Social media plays a great role in developing brand perception. The primary objective of this article were to prepare the demographic profile of the samples, to find the reliability of the items constructed and to see what impact does social media has on brand perception. A structured questionnaires were distributed among 100 samples using stratified random sampling. Cronbach Alpha was calculated to find out the reliability coefficient of the items constructed. Pearson Correlation was performed to see the association between brand perception and customer loyalty. After the collection of data, the data was analysed through SPSS27 software. After the analysis of data, it was seen that brand perception was positively associated.

Keywords: *Social Media, Brand Perception, FMCG Products.***Introduction**

With the recent advancement in the field of communication and technology, social media or digital marketing has become the most important choice for companies & entrepreneurs seeking to disseminate details related to their products, foster public recognition and cultivate a broader audience. Earlier, the entrepreneurs and companies generally used celebrities as a way to shape their brand perception. Social media platforms not only serve as channels for communication for

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi**

companies but also amplify brand visibility (Tegler, 2009). Social media is now acting as a dynamic third-party endorser to communicate about the brand to the consumer across the world. Between 2019 and 2023, the users of social network are projected to increase by 480 million globally, according to Statista. In India, digital influence is significantly impacting the Fast-Moving Consumer Goods (FMCG) sector. A report by Google India and Boston Consulting Group (BCG) estimates that by 2020, 40% of FMCG consumption in India will be driven digitally, translating to approximately \$45 billion (Jaitly, 2021). This shift is attributed to factors such as increased internet penetration, the proliferation of smart devices, and the growing consumption of digital media (Johansson, 2010). Fast Moving Consumer Goods (FMCG), also known as Consumer-Packaged Goods (CPG), consist of products that are purchased frequently by consumers. These include everyday essentials such as cleansing bar, laundry detergents, shampoos, oral paste, shaving foam, shoe cream, packaged foods, and household necessities (Kavitha, 2012). The category may also encompass some electronic products. These goods are typically used on a daily or regular basis and generate significant returns due to their high turnover (Kavitha, 2012). The use of social media on a large scale has led many companies across various industries to incorporate it into their communication strategies. However, there is a notable lack of comprehensive marketing research examining how social media interactions influence consumer attitudes and behaviours, as well as the underlying processes involved (Chandpuri, 2020). Most existing studies primarily focus on describing the features of social media and mentioning the difference of social media from traditional media pose challenges to marketing strategies. For instance, Kietzmann et al. (2011) discusses the function of social media, emphasizing its role in creating highly interactive platforms for content sharing and community engagement. These studies tend to rely more on descriptive analysis than empirical evidence (Laroche et al., 2013). Furthermore, the results regarding the social media's impact interactions are mixed. While some research suggests that increased social media interactions can lead to more visits to a brand's website (Social Bakers, 2014), other studies indicate that such engagements may not be effective in enhancing brand loyalty and sales (Traphagen, 2015). Brand perception refers to the way consumers view and interpret a brand based on their experiences and interactions. It encompasses the opinions, beliefs, and feelings that people relate with a brand, influenced by various factors such as quality of the product, service of the customer, marketing messages, visual identity, and overall customer experience (Robert, 2018).

Review of Literature

In a systematic review conducted by Jaitly & Gautam (2021) to see the influence of social media influencers or customer engagement on brand perception found that the study suggests that customers are highly influenced by social media influencers because they can effectively reach specific target audiences. Compared to traditional advertising methods, leveraging influencers provides agencies with a stronger competitive edge in customer engagement and brand promotion.

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi**

A qualitative study conducted on 268 samples to analyze the impact of social media in enhancing brand awareness, reputation and loyalty by Chierici et.al., (2018) reported that utilizing social media alongside other communication channels and effectively sharing information gathered from social media within the organization are key managerial strategies for boosting brand awareness, reputation, and loyalty. Additionally, promptly engaging with customers on social media is vital for fostering brand loyalty. These findings offer valuable contributions to branding and social media studies, offering practical insights for enhancing brand strength in today's digital landscape.

In an empirical study conducted to investigate the relationship between Customer Brand Engagement and Consumer-based Brand Equity in social media by Algharabat (2020) suggests that brand awareness and associations influence perceived quality but do not directly impact brand loyalty. To confirm the effectiveness of the CBE (consumer-based equity) scale, upcoming research could explore its effects across various social media platforms and brands. The lack of substantial empirical studies on CBE drove the motivation for this research.

In another research conducted by Chu-Bing Zhang (2019) to know how social media usage influences B2B customer loyalty: roles of trust and purchase risk showed that the social media usage alone doesn't directly impact the risk associated with purchasing decisions; instead, only the perception of benevolence can mitigate purchase risk. Through serial mediation models, we find that social media usage influences customer loyalty indirectly by shaping trust in salespersons' integrity and benevolence, which in turn affects purchase risk.

Ebrahim (2020) conducted a study to understand how marketing through social media influences Brand Equity and Brand Loyalty. The study aimed to understand how marketing through social media impact brand loyalty by examining the roles of brand trust and brand equity. This research was conducted through an online survey in which 287 users who followed telecommunications companies on social media in Egypt, the data was analysed using structural equation modelling. The study reveals that SMM activities can be categorized into three dimensions: trendiness, customization, and word-of-mouth. The dimensions mentioned in the study has an direct impact on brand loyalty and indirectly impact on brand equity, with brand trust serving as a mediator. The study states the importance of trust and offers insights into understanding how effective social media marketing strategies are.

Kainde (2023) from his study suggested that social media marketing (SMM) activities affect students' perceptions of educational institutions' brands and their loyalty towards them. The results indicate that SMM significantly influences students' attitudes towards educational institutions and fosters loyalty to these institutions. Moreover, brand loyalty is mediated by SMM The study concludes by offering practical insights for educational marketers to leverage social media marketing strategies effectively to cultivate brand loyalty and improve the reputation of their institution.

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi****Rationales of the Study**

Making a customer happy and satisfied from its product is the primary objection of any business because the happy customer and satisfied customers are the one who are willing to spend on the same product more often and ensures customer loyalty. An entrepreneur invests more in a business to ensure customer loyalty if they have a good bond with the consumer. This study will help to know what role social media plays in shaping brand perception. It will also help to know how effective the medium of social media is to promote products and services. This study investigates how agencies perceive the use of social media influencers and their impact on brand perception and brand awareness.

Method**Objectives**

The present study has been carried out with the following aims:

- To prepare the demographic profile of the samples.
- To find the reliability of the items constructed.
- To see the association between social media and brand perception

Hypothesis

To meet the above mention objectives following hypotheses were formed:

- Social media influencers would be positively associated with brand perception.

Samples

A total of 120 samples were selected from the Ranchi district who uses social media at least once a week and follows at least one FMCG product on social media.

Data Collection

The primary data will be collected using self-administrated online questionnaire. Two different types of questionnaires will be constructed of which one will measure social media activities and the other will measure how social media influences brand perception. Only those sample will be included who uses social media once a week and follows at least one FMCG brand through social media advertisement.

Data Analysis

The quantitative data were analysed using SPSS27 Version.



International Conference – 2025: Developed India @ 2047

Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025

Organised by: IQAC - Gossner College, Ranchi

Result

Table 1: Demographic Profile of The Respondents

Demographic Factors		Frequency	Percentage (%)
Gender	Male	50	41.66
	Female	70	58.33
Age	19-25 years	20	16.66
	26-32 years	70	58.33
	33 & above	30	25
Occupation	Students	15	12.5
	Self-employed	25	20.83
	Working Professionals	50	41.66
	Unemployed	30	25
Income	None	15	12.5
	Up to 20000	25	20.83
	20000-50000	40	33.33
	50000 & above	40	33.33

Table 1 illustrates the demographic profile of the respondent on the basis of their gender, age, occupation and income level. From the above table we can see about 41.66% were male respondents and about 58.33% were female respondents. Out of total respondent majority of the respondent falls under the age range 26-32 years i.e., 58.33%, rest 16.66% falls under the age range of 19-25 years followed by 25% falling under the age range of 33 & above. On the basis of occupation, samples were divided into four categories i.e., students, self-employed, working professionals and unemployed, of which 41.66% who uses social media to purchase certain items were working professionals, 25% were unemployed, 20.83% were self-employed and rest 12.5% were students. The respondents were also classified on the basis of income. Majority of the respondents fall under the category of amount earning between 20000-50000 & 50000& above i.e., 33.33% Rest of the samples falls under the category of amount earning between up to 20000 followed by who were not earning i.e., 12.5%.

Reliability Analysis

Table 2: Reliability Analysis of Social Media Questionnaire

Cronbach's Alpha	Number of items
0.67	20

Table 2.1 shows the reliability value of the items constructed to measure social media activities. Cronbach Alpha was calculated to find the reliability coefficient. The results of reliability analysis provide the value of Cronbach's was 0.67. The reliability coefficient above 0.6 is acceptable value for reliability analysis. Hence from the table we can say the items has good internal consistency.



International Conference – 2025: Developed India @ 2047

Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025

Organised by: IQAC - Gossner College, Ranchi

Table 3: Reliability Analysis of Brand Perception Questionnaire

Cronbach's Alpha	Number of items
0.75	20

Table 2.1 shows the reliability value of the items constructed to measure brand perception. Cronbach Alpha was calculated to find the reliability coefficient. The results of reliability analysis provide the value of Cronbach's was 0.75. The reliability coefficient above 0.6 is acceptable value for reliability analysis. Hence from the table we can say the items has good internal consistency.

Table 4: Association Between Social Media and Brand Perception

Variables	Brand Perception
Social media	.575*

* Correlation significant at .05 level

In the table, the relationship between social media and brand perception is quantified by a correlation coefficient of 0.575. This value indicates a moderate positive correlation between these two variables. This means that as the activity or engagement on social media increases, there is a tendency for brand perception to improve as well.

Discussion

The role of marketing and branding on social media has sparked considerable debate, with researchers holding differing opinions regarding its relevance and impact. While some argue that social media is a powerful tool for brand building and consumer engagement, others question its long-term effectiveness and the tangible results it generates. These differing perspectives reflect the ongoing uncertainty and complexity surrounding the use of social media for marketing purposes. For example, many people have a believe that social media is the best tool for the companies to reach and interact with their customers while some believe that social media advertisement of brand can spoil the environment which facilitate interaction among the people (Fournier & Avery, 2011; Kaplan & Haenlein, 2010). Survey data indicated that consumers engage with brands because they are fond of the goods, often think about the brand and its offers, and experience a sense of social connection. This research has highlighted the advantages of leveraging social media platforms and how organizations can capitalize on them. The study revealed that establishing brand communities on social media is crucial for fostering brand allegiance and confidence. The results of this investigation align with previous studies, which demonstrated that brand loyalty is positively correlated with engagement in online brand communities (Casalo et al., 2010). The findings indicated that consumers utilize social media to engage in meaningful exchanges and forge relationships with brands. By proactively contributing to these experiences, brands can foster a deeper emotional affinity between themselves and their customers (Popp & Woratschek, 2017). Brands with well-defined personas tend to hold a strategic edge when consumers make purchasing decisions. This study aims to empower

**International Conference – 2025: Developed India @ 2047****Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025****Organised by: IQAC - Gossner College, Ranchi**

marketers in leveraging social media effectively. The inherent value proposition of social media – encompassing cost-efficiency, broad reach, ease of use, and widespread adoption – motivates marketers to harness its potential to the fullest.

Conclusion

This study explores the social media's impact on brand perception, particularly the role of social media influencers in shaping buyers attitudes toward FMCG products. The findings reveal a moderate positive correlation (0.575) between social media engagement and brand perception, indicating that increased activity on social media platforms can enhance consumers' views of a brand. This is consistent with existing literature that emphasizes the function of social media in improving brand visibility and fostering customer loyalty (Hudson et al., 2016; Kim & Ko, 2012).

Moreover, the research highlights the significance of social media influencers in marketing strategies. Influencers, by blending lifestyle with product promotion, have created an intimate connection with their followers, leading to more personalized and credible recommendations than traditional advertising methods. The study also suggests that brands leveraging social media platforms can foster stronger relationships with customers, enhancing brand loyalty and boosting purchase intentions.

While the correlation between social media and brand perception is evident, more research in this field is needed to understand the long-term effects of these engagements and how different social media platforms might influence brand perception differently. Future studies could also investigate the specific mechanisms through which social media influencers affect consumer behavior and brand equity.

Social media has proven to be the best tool for enhancing brand perception, offering businesses an effective, cost-efficient platform to engage with consumers and strengthen their brand presence. Marketers should try to understand the power of social media to promote products and also as a means to cultivate trust and loyalty among their target audiences.

Implications

The present study will help to know how one can expand his audience using social media, grow its market in the country and abroad, build trust and loyalty for your brand, interact with your customers in your real time and how to advertise your products and services for a better marketing.

References

1. Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53, 101767.
2. Casaló, L. V., Flavián, C., & Guinalú, M. (2010). Relationship quality, community promotion and brand loyalty in virtual communities: Evidence from free software communities. *International journal of information management*, 30(4), 357-367.


International Conference – 2025: Developed India @ 2047

Charting Multidisciplinary and Multi-Institutional Pathways for Inclusive Growth and Global Leadership held on 4th & 5th April, 2025

Organised by: IQAC - Gossner College, Ranchi

3. Chierici, R., Del Bosco, B., Mazzucchelli, A., & Chiacchierini, C. (2019). Enhancing brand awareness, reputation and loyalty: the role of social media. *International journal of Business and Management*, 14(1), 216-228.
4. Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287-308.
5. Fournier, S., & Avery, J. (2011). The uninvited brand. *Business Horizon*, 54(3), 193-207.
6. Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International journal of research in marketing*, 33(1), 27-41.
7. Jaitly, R. C., & Gautam, O. (2021). Impact of social media influencers on customer engagement and brand perception. *International Journal of Internet Marketing and Advertising*, 15(2), 220-242.
8. Kainde, S. J., & Mandagi, D. W. (2023). From likes to loyalty: the interplay of social media marketing in shaping education institution brand attitude and loyalty. *Jurnal Ekonomi*, 12(02), 465-475.
9. Kaplan, A.M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
10. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.
11. Popp, B., & Woratschek, H. (2017). Consumers' relationships with brands and brand communities–The multifaceted roles of identification and satisfaction. *Journal of Retailing and Consumer Services*, 35, 46-56.
12. Zhang, C. B., & Li, Y. N. (2019). How social media usage influences B2B customer loyalty: roles of trust and purchase risk. *Journal of Business & Industrial Marketing*, 34(7), 1420-1433.
13. Chandpuri, S. H., & Ahuja, V. (2020). Using social media for generating trust-A study of FMCG brands. *NMIMS Journal of Economics and Public Policy*, 4, 42-60.
14. Kavitha, T. C. (2012). A comparative study of growth, challenges and opportunities in FMCG of rural market. *Interscience Management Review*, 2(3), 23-28.
15. Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International journal of research in marketing*, 33(1), 27-41.
16. NN, Yesha and P, Wiiliam Robert, A Study on Brand Perception in Electronics Industry (July 11, 2018). *Indo-Iranian Journal of Scientific Research (IIJSR)*, Volume 2, Issue 3, Pages 268-275, July-September 2018, Available at SSRN: <https://ssrn.com/abstract=3536371>