

The Impact of Advertising Media Strategy on consumer buying behaviour with special reference to FMCG Products

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Introduction

Media Advertisement is a very effective tool of communicating message to its target audience, it is a combination of visual and audio communication and this makes awareness of products effective in target audience. Celebrity endorsement is commonly used to maximise the impact of an advertisement.

Purpose of Research

The objective of this research is to study the impact of advertising media strategy on consumers for FMCG advertisements and to study the influence of demographic factors like age, gender, income etc., towards customers' perception for FMCG advertisements.

Design / Methodology / Approach

For research, the primary data with well-structured questionnaire has been used. Non-Random Convenience sampling has been used for the research data collection. The sample size for the research was 150. For the analysis of primary data, chi-square and percentage analysis has been used. The geographical area for the research was Gurgaon.

Findings

The findings include the reasons and factors which capture the customer's attention more towards FMCG advertisement through social media marketing and influence the customer to buy the product.

Research Limitations

In this research, few categories in FMCG products have been considered, consumer preference in whole FMCG sector cannot be considered.

KEYWORDS: *Social Media Marketing, FMCG, advertisements, consumer buying behaviour, social media channel*

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INTRODUCTION

Success of business depends on the effective media communication. The rise of social media has led to the introduction of many new and innovative methods of marketing. The possibility to engage with countless users, even those at the other end of the world, has revolutionized the marketing sphere. Most significantly, the one way communication between brands and consumers has become a thing of the past. Brands have started using social media to communicate with and respond to their customers. And the FMCG Industry is the most prominent and the largest category on social media today. The myriad of choices it provides to consumers with makes it hard for them to decide. Seeing as social media is among the first places people check for reviews before making a purchase, having a strong online presence has become imperative for the FMCG sector.

The term social media is defined as websites and applications that enable users to create and share content or to participate in social networking. The accessibility and scalability of social media make it a lucrative option for the purpose of marketing. Social media has already revolutionized marketing. 63 % of companies claim they have benefitted from social media marketing. Social media has re-written the fundamentals of marketing to such an extent that conventional marketing tools like business cards, Flyers, handouts are now vintage look out of place in today's tech-savvy world. Establishing communication is the key for social media marketing. Effective use of Social networking sites can be a promising means of not only finding new potential customers, but also providing an avenue to get feedback from the already catered customer. The following figures illustrate the potential enormity of the audience at one's disposal via social media. Facebook has 1,550 million registered accounts (Nov 2015) followed by other popular networks like WhatsApp (900 million), Instagram (400 million) and Twitter (316 million). [Times of India, dated: 25 March, 2016] According to a study in 2015, India has the largest growth in terms of social media users. There are 112 million Facebook users and 22.2 million Twitter users in India (2015). Enormous social media users on one hand and the massive scale of sales of fast moving consumer goods FMCG on the other hand form a tempting proposition waiting to be linked. FMCG sector is the fourth largest sector in Indian industries. The demand of FMCG products is very high because of large number of customers in India. The FMCG products sector is vital contributor to Indian GDP. Due to liberalization, many MNCs have entered in India for business, so market situation is very competitive. For growth, excellence and to increase demands in business the need for media advertising has been felt. If advertising with strategic media planning is done the effect will be higher.

According to India Brand equity foundation IBEF; the FMCG sector has had an annual growth rate of 11% in the past decade. The food and beverage segment leads the FMCG sector with 43% share followed by the personal care and fabric care segment with 22% and 12% market share respectively. The FMCG market value is set to grow at a compound annual growth rate of 14.7% to reach an estimated \$110.4 billion from 2012 to 2020. FMCG segment is the fourth largest sector in Indian economy. The rural FMCG market value is expected to grow at a compound annual growth rate of 17.7% to reach an estimated \$100 billion from 2012 to 2025. The FMCG sector will also benefit by the change in licensing policies recently brought about by the Indian government. The changes in the FDI policies (i.e. 51% FDI for multi brand and 100% FDI for single brand retail) are projected to make major contributions to the increased growth of the FMCG market. Social media is expected to play a key role in helping the FMCG market reach its potential and in the process of doing so; this platform will gain new users to further its own cause thus making the relationship symbiotic. Indian business community has started realizing the exponential potential of social media for marketing. Right from individuals to a startup company to large corporations, all companies are developing strategies to have an online presence and establish an on-going conversation with customers. Companies are diverting resources and rethinking their traditional outreach strategies. A recent publication in May 2016 claimed the existence of 300 Indian Social Media and Digital Marketing Agencies. FMCG Industry is the most prominent and the largest category on social media today. Use of social media can benefit business by Improving sales, customer base and penetrating new markets. However, reputation management has become a critical issue to manage as social media can instantly spread both negative as well as positive traits of the product and also response of the customer. Companies have to be alert to potential risks of negative feedback and respond immediately. Many companies took a serious hit to their reputation simply because they took too long to respond to issue raised on social media. For example, when Dove refused to remove Facebook ads which showed up next to pages that disregarded violence against women, it caused an online backlash against the company. This news triggered customers condemning the brand in their social media posts. Dove took a serious hit to their reputation and risked losing many customers, not just because of their refusal but also because of their inadequate response to the situation.

Social media is an intense apparatus for marketing. Promoting by means of online networking includes making computerized mindfulness. It's about flowing an electronic informal word of marketing (eWoM) to promote the product or brand. Procedures utilized for promoting on online networking can be configured to be dynamic and involve user to be active. Dynamic methodologies are clever, as the maker in a roundabout way designates its client to advertise

their items and make brand mindfulness. This technique is very viable, yet might blowback. The greatest point of preference of utilizing online networking for advertising is the simplicity with which you can correspond with your clients. The cooperation between you and your clients is critical. These connections are partitioned into two classifications: Proactive and Reactive. A proactive connection is the posting of substance which is intended to draw individuals' attention towards your items. A receptive association is reaction of the general population who connect with you on online networking by means of remarks, reviews, feedback or messages. Marketing experts predict that social media is becoming more and more integrated in the organization and gaining significance as a means of communication. Explosive growth of personal computers and smart phones is making social media connectivity easy.

LITERATURE REVIEW

India has 71 million active internet users. Social Media is really picking up new heights in India. According to the 2010 Regus Global Survey of business social networking, India tops the usage of social networking by business – it has the highest activity index, 127, far more than the US which is 97, and 52% of the Indian respondent companies said that they had acquired new customers using social networks while only 35% American companies agreed to have succeeded in capturing new customers through social media. Many companies in India are planning in a big way to use Social Media Optimization for their Product or Services Marketing is the heart of business success. Marketing is constantly evolving in line with the evolution of communication systems. Social Media Marketing is currently the most discussed new marketing concept and every business owner wants to know how social media can generate value for their business. Social Media Marketing is about understanding how technology is making it easier for people to connect socially with their social networks and how business can profit from that understanding. Social networking and Social media differ in the fact that networking is about personal communication, while Social media is a tool for sharing and discussing information which encourages every member for feedback and contribution. It is defined as a social instrument of two way communication facilitating the sharing of information between users within a defined network via web 2.0 (O'Reilly, 2005). Blackshaw and Nazzaro (2004) describes social media as “a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on educating each other about products, brands, services, personalities, and issues”. Social Media provides an online platform for people to discover, read, and share information and content. In the words of Solis (2010) it is the “shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers”.

Nilson (1995) states that the media's influence and ability to change perception and behaviour is so strong that traditional analytical tools for studying the market are insufficient. It studied the process of consumer perception, and influence of media on consumer perception, **De Pelsmacker, Maggie Geuens and Anckaert (2002)** suggested that media context from both academic as well as managerial point of view, media context effects are key part of media planning and Ad pre-testing. The effectiveness of advertising might improve greatly by embedding it in the appropriate media context. **Lisa R. Klein (2004)** researched that attempts to measure the impact of advertising in the new media, utilizing traditional advertising measurement methods. This model will facilitate a greater understanding by marketer and academic of how a medium can influence consumer information search and through its impact on the critical information consumer have access to prior to product usage. **Geeta Sonkusare (2013)** suggested that Television advertising is a very effective tool of communicating message to its target audience as it has ability to combine visual & audio communication and thus makes advertisements an important medium to make people aware of any product. The effects of such communication processes on women's are evaluated in the context of household decision making. **Kumar, Joseph (2014)**, the study identified the level of influence of various factors on the purchase of FMCG products –soaps & detergents among the rural / semi urban consumer, the study emphasized that rural consumers gave more importance to the 'Quality' of the FMCG, they focus on personal care brands they brought rather than the normative influence or social appeal vide celebrity endorsement in the mass media. **Uzma Hasan, Reshma Nasreen (2012)** discussed that the implication of cognitive dissonance on various aspects of consumer buying behaviour and the identification of the degree of involvement in the purchase of a product creates dissonance for a customer, purchase of luxury products would make customers more dissonance as compared of FMCG products. **Jain and Sharma (2012)** analysed the brand awareness and customer preference for FMCG products in rural market which revealed that people in the rural market have on an average awareness about most of the products.

Social media thus encompasses all the online resources that people use for communication, networking, broadcasting, interacting, and sharing of information. The main advantages that make it an attractive alternative or complement to traditional marketing channels are

1. Cost advantage: It is inherently free, personal, as well as social in nature.
2. Fast communication for branding.
3. Two way communication between business and customer

4. Mammoth scope for reaching out to masses and targeting new market segments.

However some disadvantages are also documented by researchers like

1. Time consuming. Business owners have reported spending 6 to 11hrs per day on Social media marketing.
2. Generation of negative users
3. Lack of control on information available on websites
4. Difficult to evaluate Return on investment

Social media sites offer today's consumers / customers an avenue for gathering information through interaction for product / service related information. Consumers have more trust on social media as a source of information regarding products and services than the corporate means of marketing communications, which is conveyed through traditional media, **(Foux,2006)**. The marketers therefore cannot overlook this phenomenon of social media because — it has rapidly become the de facto modus operandi for consumers who are disseminating information on products and services. **(Mangold and Faulds, 2009)**

Fast moving consumer goods (FMCG) are universally consumed. Margins in FMCG goods are not significant but the volume of consumption makes their contribution to business significant. Social media is said to have dramatic influences at every stage of the consumer decision-making process including information acquisition, brand awareness, purchase behaviour, and post-purchase communication and evaluation, as well as in influencing general opinions and attitude of consumer **(Mangold and Faulds, 2009)**. However, FMCG items are assumed to be difficult to market since they are low risk investment for consumers and hence evaluation cycle is very short prior to purchase. It is assumed that FMCG product purchase doesn't happen in social media space but at supermarket store, where there are several different brands lined up on single shelf. However, marketers of FMCG products view social media as a great opportunity to boost market share figures. Various aspects of impact of social media marketing on FMCG products have been evaluated by experts. Studies show that FMCG brands are especially connecting emotionally with consumers, building relationships with them and developing community of followers on social media platform which is more important than merely advertising or promoting a brand.

Social media marketing for FMCG sector can benefit the sector by focusing on the feedback prior to new product launch rather than using social media channel as a marketing tool. The main reasons to drive this school of thought are:

- As social media offers direct contact with the people; it acts as a better platform for understanding the needs and wants of their customers rather than advertising or promoting a brand.
- Social media can act as platform to keep the consumer engaged with the brand.
- Social media cannot be used in isolation for marketing a FMCG brand; it has to be a part of integrated marketing communications plan.
- On social media platform, consumers — speak their mind; hence for a brand it is essential to have system in place for online reputation management.

Social media platform can be utilized differently by several different brands, hence adapting to new tools on social media and experimentation is the key.

This process can help in identifying and formulating key strategies for product design or reach out to capture new markets.

Hindustan Unilever Limited HU published a marketing case study where they used social media to strengthen and capture new customers. The study is all the more interesting as it is focused on the rural market in India. This is the best example from Indian scenario. The focus is the iShakti campaign launch as part of its Shakti campaign by Hindustan Unilever Limited HLL to strengthen its position under changing globalization threats by enhancing consumer awareness of its products. iShakti was an HLL initiative under the Shakti campaign umbrella that sought to extend the benefits of information-technology to rural India. This initiative made a small beginning in early 2003 in a small village in the original Shakti province of Andhra Pradesh where a desktop computer had been placed in the home of a Shakti entrepreneur. This marked the birth of iShakti, a rural community portal. The objective of this portal was to empower the rural community by creating access to information. The desktop was equipped with dialogue-interactive software developed by the Unilever research team in London. Residents of the village could walk in, register, and get a small identity card with their photo, log-in identification, and password on it. Registered users could log on to the site and access information in content areas including education, career opportunities, agriculture, health, grooming, legal procedures, e-governance, and entertainment. Under each content head, users also had the option of posting any question that the available information did not answer. Once a day, the site would be linked to the Internet by a dial-up connection and updated from a central server. The queries would then be sent to a panel of experts who would answer them, so that the next time the user who had asked them logged in, they would find the answer waiting for

them. The users were not charged for accessing information or using the query facility.

The iShakti initiative had the potential of bringing the Internet to villages that had never seen a computer. A dial-up connection was the simplest means of connectivity in India, but facilities were poor, especially outside the larger cities. With iShakti, a dial-up link was required only for a few minutes every day. The potential benefits for HLL were equally tantalizing—it was a communication channel, which other media failed to reach.

What had started out as a niche initiative for survival in the face of increased competition due to globalization had attained a scale enough to significantly impact the mammoth HLL business. Growth in HLL's sales had slowed since the mid-1990s. Project Shakti offered a silver lining. In 2004, Shakti had grown to over 15% of HLL's rural turnover in the districts where it operated. New consumers added 15% to 20% of company revenues.

Analysis of information on social media marketing shows there is no universal formula for success using social media. There is need to evolve this technique to fit the product and service needs. Moreover Social media marketing is dependent on the motivation of consumers for using this means and participating for review and feedback. This study is therefore focused on evaluating the mindset of consumers by estimating the usage of social media for marketing with special emphasis on FMCG goods in Indian market scenario and also analysis of the willingness of consumers to participate in the social media marketing review and feedback.

NEED OF THE STUDY

This study has determined the use of media advertisement for marketing companies. Marketing and advertising agencies do a lot of investments on media advertisements. Sometimes that investment result in huge profits for the companies but sometimes it results in loss of investment if media advertisement does not work well. Also this study determines how the consumer behaviour changes towards different FMCG brands when they go for purchasing a product.

OBJECTIVES

1. To examine the influence of media advertisement in purchase decision of consumer on FMCG products.
2. To examine the influence of income level on consumer buying behaviour.
3. To examine the change in consumer behaviour towards different Brands of FMCG products

RESEARCH METHODOLOGY

For research, primary data and secondary data with well-structured questionnaire has been used. The questionnaire was designed with respect to impact of media strategy on consumer buying behaviour towards FMCG products. First part of questionnaire contained information regarding demographic profile of consumers. Second part of questionnaire contained closed ended indirect questions, which were based on daily bases needs of FMCG products.

SAMPLING TYPE

Non-random convenience sampling has been used for research survey.

SAMPLE SIZE

For the purpose of completing survey 150 respondents are selected from different MNCs of Gurgaon and questionnaire was given to them.

TARGET AUDIENCE

The target audience for this research were the corporate people working in MNCs of Gurgaon region.

SAMPLING TOOL

To test the hypothesis, percentage analysis and Chi-square has been used.

Table 1: Demographic profile of consumers

GENDER	Male	82	54.6%
	Female	68	45.3%
MARITAL STATUS	Married	40	26.6%
	Unmarried	110	73.3%
MONTHLY INCOME	20,000-30,000	24	16%
	30,000-40,000	45	30%
	40,000-50,000	50	33.3%
	50,000- 60,000	15	10%
	60,000 and above	16	10.6%
AGE	Below 20 years	2	1.33%
	21-30 years	78	52%
	31-40 years	60	40%
	40 years & above	10	6.66%

The above demographic data shows that more males are using FMCG products that are advertised on social media channels as compared to females. 73% of people are unmarried who are influenced by FMCG advertisements whereas 27% are married. Maximum people fall in the category of 40,000-50,000 monthly income groups. It can be drawn from this data that the spending capacity of customer working in corporates is good in metropolitan city. Lastly, young people are working more in corporates i.e. 52% of the people working in MNCs falls in the age group of 21-30yrs. Young people are more active on social media. So, FMCG companies should make their marketing strategies keeping in mind the age group of customers they are targeting.

HYPOTHESIS 1:

H0: Media advertisement has no effect on the purchase decision of customers of FMCG products.

H1: Media advertisement has effect on the purchase decision of customers of FMCG products.

Hypothesis	Chi-square value	P value	Result
H0: Media advertisement has no effect on the purchase decision of customers of FMCG products.	$\chi^2_{\text{cri}} = 9.487729$ $\chi^2_{\text{cal}} = 14.58333$	0.005648	Rejected
H1: Media advertisement has effect on the purchase decision of customers of FMCG products.			Accepted

Level of significance: 0.05 ($\alpha=0.05$)

Since $p\text{-value} < \alpha$, Reject H_0 and Accept H_1

Since $\chi^2_{\text{cal}} > \chi^2_{\text{cri}}$, Reject H_0 and Accept H_1

This test has shown that media strategy does influence the purchase decision of customers regarding FMCG products. Social media tools like YouTube, Facebook, Twitter with the help of promotional activities through advertisements, videos and blogs keeps on taking the attention of customers towards the FMCG products whether it is the launch of a new product or new

advertisement of existing products. Therefore, marketing through social media can be very effective for increasing the sales of FMCG products.

HYPOTHESIS 2:

H_0 : Income level has no influence on consumer buying behaviour.

H_1 : Income level has influence on consumer buying behaviour.

Hypothesis	Chi-square value	P value	Result
H_0 : Income level has no influence on consumer buying behaviour.	$\chi^2_{cal} = 16.10708$ $\chi^2_{crit} = 9.487729$	0.002879	Rejected
H_1 : Income level has influence on consumer buying behaviour.			Accepted

Level of significance: 0.05 ($\alpha=0.05$)

Since $p\text{-value} < \alpha$, Reject H_0 and Accept H_1

Since $\chi^2_{cal} > \chi^2_{crit}$, Reject H_0 and Accept H_1

This hypothesis shows that income level has influence on consumer buying behaviour. Income of a consumer is most important factor affecting the demand and subsequently the purchase decisions. Every person has unlimited wants but limited resources so higher the income higher is want backed by the buying power i.e. demand. The demands may increase or decrease depending upon the person's expectations about the future income. Consumer economic situation has great influence on his buying behaviour. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

HYPOTHESIS 3:

H_0 : Consumer behaviour does not change towards different brands of FMCG products.

H_1 : Consumer behaviour change towards different brands of FMCG products.

Table 2: Data Analysis of respondents with behaviour change towards different brands of FMCG products

Responses	No of respondents who said Yes	No. of respondents who said No	Total
No. of respondents	90	60	150
Percentage	60%	40%	100%



Today it is a world of social media marketing. The social media generation is well updated with the current trends in the market. There exist an ample of brands of FMCG categories whether it is beverages, cosmetics etc. Some people are brand conscious and some are not. So, when it comes to the purchasing of FMCG product, consumer behaviour changes due to the factors like brand awareness, brand loyalty, brand recall.

CONCLUSION AND SUGGESTIONS FOR FURTHER RESEARCH

Social media initially changed how we communicate with friends and family, but now it's becoming very clear that it also affects how we interact with customers. But as social media creates new opportunity, it also demands a shift in thinking about marketing and the measures of success. Those companies who are most effective in social media now are not only experimenting with multiple channels, but also creating metrics to measure impact and using new tools to understand how to enter into a new conversation with their customers. In the future, effective use of social media will be led by these organizations that are

able to enter into this new relationship with customers, employees, and partners. In conclusion, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important" (Shankar et al. 2011, 32). According to Curran et al. (2011), social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailer's specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand.

Furthermore, Hill, Provost, and Volinsky's (2006) research establishes that a firm can benefit from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (i.e. Facebook, Instagram, Pinterest etc.) and by examining that network's data. Assessing a network's data substantially improves a company's marketing efforts because it provides the company with vital information on the network's users, which helps determine the best social media tactics for that particular site (Hill, Provost, and Volinsky's 2006). Based on this study, it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful.

Sorescu et al. (2011), stress that a retailer must go beyond the advertising aspect of social networking sites and find ground breaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Sinclair and Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative" (Sinclair and Vogus 2011, 293). Consumers' participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create.

Since social media sites can be exploited for the information it provides on consumer behaviour with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix. A business model is a system of co-dependent structures, activities, and processes that serve as a firm's organizing logic and create value for customers, itself, and its partners (Sorescu et al. 2011). Mangold and Faulds (2009) recommend that social media should be regarded as an integral part of an organization's integrated marketing strategy

and should not be taken lightly. As **Curran et al. (2011)** points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service.

Social networking sites are being utilized to enhance a company's brand appeal and increase their target market because "new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and brand related information" (**Cappo 2033; Jaffe 2005 as cited in Muñiz and Jensen Schau 2007, 35**). **Mangold and Faulds (2009)** stress that traditional communication examples, which relied on the classic promotional mix to create integrated marketing communications, must give way to a new paradigm that includes all forms of social media as potential tools in designing and implementing integrated marketing communication strategies. Retailers are paying attention when it comes to social media because it provides a key component that businesses have struggled to collect for years: feedback (**Gonzalez 2010**). Feedback from consumers has always been important when it comes to product, brand, and business model development. Since, most studies have examined social media marketing in terms of suggesting how to incorporate it within a business plan, and how to gauge consumers' responses, it is important that further research address which strategies work. Although some studies have started to touch upon influences and factors that affect consumers' responses, previous research does not clearly state if social media marketing is valuable to retailers' in terms of return on investment.

Moreover, research based on a small retailer's perspective is limited. How have smaller firms utilized social media within their business model? How successful has social media been with increasing their customer base, brand awareness, and sales? It has become clear that when marketers from large corporations present a new product or brand, they consider both traditional and non-traditional media in which to place advertising in order to make sure they reach their target market (**Cheong and Morrison 2008**). Small retailers also need to start utilizing non-traditional methods of marketing in creative and engaging ways to make certain that they attract a larger number of consumers. **Sorescu et al. (2011, 11)** states "another way in which retailers can engage customers is by selling not just products, but an entire experience that –while centered on the products, adds an entirely new exciting layer to the retail setting."

Additional research is warranted regarding which social media marketing tactics are effective for small retailers. Further studies could look into both the positive and negative long term effects of social media marketing on a small firm. Small retailers have a smaller budget and tighter constraints yet provide more personal retailing, therefore a study examining how these aspects factor into a small store's social media tactics would be beneficial. Studies should also

suggest how small retail businesses could initiate and maintain social media marketing to improve relationships with their customer base. To stay relevant retailers need to keep up with the changes to ensure that they will be noticed by consumers, reinforcing the fact that more research would be valuable to all parties involved: retailers, marketers, and scholars. "Anyone who's not engaged in some form of social media is [making] a mistake in today's world given the volume of people [who have] embraced and utilize social media" (Le Veque as cited in Gonzalez 2010, 84). Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers.

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