

ROLE OF SOCIAL MEDIA ENGAGEMENT IN INFLUENCE BUYING WITH RESPECT TO BREAKFAST CEREAL

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ABSTRACT:

Present Research emphases on the role of social media engagement in influencing buying with respect to breakfast cereal. Breakfast cereal falls under FMCG sector. Objective of the study is to understand how consumers respond when purchasing breakfast cereals via social media. Consumers are from various profiles and occupation, corporate, professional and government employee are taken into account. The conclusion came after analyzing the data collection through structured questionnaire depicts that people's activeness is dependent on their age and occupation but not by gender and are spending their time on social media is dependent on their age but there is no significant relationship with gender and occupation.

Index Terms: Fast moving consumer goods (FMCG), Breakfast Cereal (BFC), Social Media Platform (SMP)

I.INTRODUCTION

According to Kaplan and Haenlein (2010), social media is an online platform that enables users to create and share content with others. Social Networking Sites (SNSs) are internet-based services that allow individuals to create public profiles and connect with others to exchange comments, pictures, videos, and links. Social networking is now one of the most common activities on the internet, with people worldwide spending an average of 1.59 minutes per day on SNSs, with 18–32-year-olds spending the most time at 2.46 minutes per day (Global Web Index, 2017). Facebook is the most widely used profile-based SNS with about 1.97 billion users, while other SNSs like Flickr and YouTube are content-based and focus on images and videos. With 219 million registered users, the United States has the most Facebook users, followed by India with 213 million users (Statista, 2017).

II.OBJECTIVE

1. To understand how consumers respond when purchasing breakfast cereals via social media.
2. To investigate how social media may affect morning cereal purchases.
3. To determine if individuals buy morning cereal on social media while the country is on lockdown or not.
4. To examine customer adherence to buying breakfast cereals
5. To investigate if people started eating breakfast after being persuaded by social media.
6. To determine social media activity will help the BFC expand.

III.LITERATURE REVIEW

Research carried out by Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chavancova, Michal Pilik-2019 [1] depicts that constructs SMP, OBBC, CBE, UBR, BT/P, and BL all positively influence consumers' buying attitudes and intentions in the social media sense, according to the research model. This is depicted in the Spearman's correlation table above, along with the build coefficients for each. Furthermore, social media, as a moderating force, has the ability to affect customer views and behaviors toward their purchase decisions and intentions. Despite the fact that these results were not part of the original hypotheses, they suggested that marketers and brand managers should focus more on enrolling in and making full use of the online platform for marketing and advertising, which has the potential to increase business growth and sustainability.

Ujjwal Dave-2016 [2] also depicts the importance of social media in the Indian FMCG industry can be seen by looking at the market's "hustle and bustle." Various FMCG behemoths such as Cadbury, Nestle, PepsiCo, and others have devised successful targeted social media strategies in the recent past. It has been observed that such campaigns elicit a strong response from the youth. As a result, the fact that half of India's population is under 30 years old (Nelson 2014) provides even more motivation to continue investing in such campaigns. This study aims to provide a broad overview of the use of social media in various aspects of the Indian FMCG industry. The key focus of the study is on the use of different social media tools in the marketing of FMCG goods, as well as the use of social media as a tool for gathering feedback.

IV. RESEARCH METHODOLOGY

Type of Research: The study of the influence of social media platforms on the purchase of breakfast cereals, has several goals. E-newspapers have been taken into consideration for these numerous pieces. Descriptive research is the style used.

Data collection: The information was gathered utilizing both primary and secondary sources. Google forms that are sent to people and contain independent information like age, gender, occupation, use of social media, and morning cereal consumption are examples of primary sources. It aims to understand how people use social media on a regular basis, how they are impacted by it, and if they start consuming morning cereal as a result.

130 people made up the sample size that was taken into account. Many graphs and charts were used in the investigation, which included both qualitative and quantitative methods.

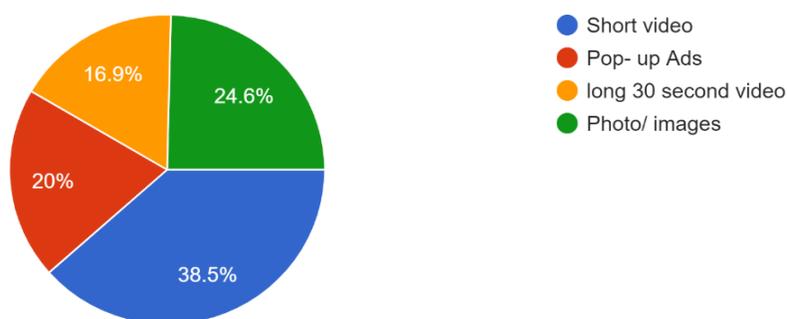
V. DATA ANALYSIS

We have collected the data using primary research method on role of social media platform in influencing of buying FMCG products- breakfast cereals the subject we have collected the data of 130 respondents from various cities across Gujarat. The respondents are from various profiles and occupation, they are, corporate, professional and government employee. Moreover, they are students and housewives also.

The summary of the information gathered from the respondents, from which we can draw specific inferences, is provided below. influence of social networking platforms on the purchase of FMCG items, namely morning cereals.

In which form have you seen the Ad of breakfast cereal ?

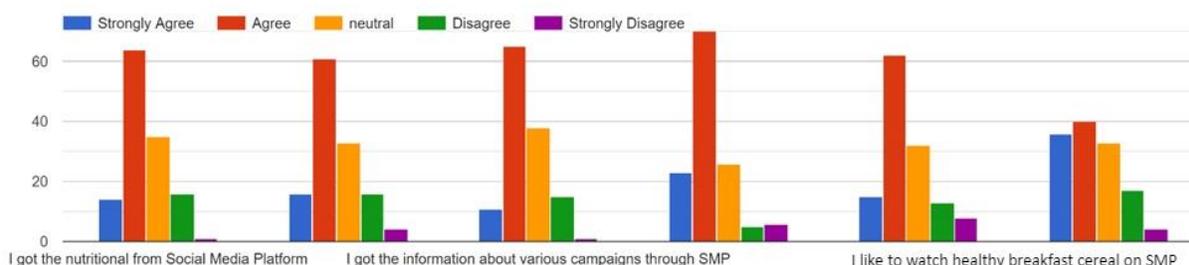
130 responses



Interpretation:

The above chart shows that form of Ad shown by the respondents. The respondents shown Ad from short videos are 38.5% approximately. Where 24.6% people says that they show ad with photos and images. 16.9% people seen long 30 second videos and 20% respondents seen through pop up ads.

What do you think, How much you are influenced by social media platform in BFC?



Interpretation:

The above chart shows the judgments of the respondents about BFC consumption through social media platform. That says 64 respondents get nutritional through the social media. 61 people are influenced to consume BFC. People get various information about campaigns through SMP 60 people says that the price is higher on social media than retail outlets and 40 respondents like to watch healthy videos online.

VI. TESTING OF HYPOTHESIS

Ho: There is no significant relationship between gender and activeness on social media.

Ha: there is significant relationship between gender and activeness on social media.

Gender * are_you_active_on_social_media Crosstabulation

Count

		are_you_active_on_social_media			Total
		Yes	No	Sometimes	
Gender	Male	53	3	6	62
	Female	59	1	8	68
Total		112	4	14	130

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.333 ^a	2	.513
Likelihood Ratio	1.378	2	.502
Linear-by-Linear Association	.005	1	.942
N of Valid Cases	130		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.91.

Analysis: The above chi square test is conducted to see whether people’s activeness is dependent on their gender or not. The test result is above 0.05, so we will accept the null hypothesis and reject the Alternate hypothesis. Thus, there is no significant relationship between both.

VII. FINDINGS

1. From the research it proves that 86.2% are active on social media daily. 10.8% says they use social media sometimes and rest are not at all active on social media.
2. From the study 57.7% people use social media 2- 4 hours daily 20.8% people says that they use 5 - 6 hours daily and there are 16.9% who uses social media less than an hour.
3. Mostly used social media from respondents are users of Instagram which is 51.5% approx.
4. Most of the people are aware about breakfast cereal industry which are 67% approximately. 13.8% people says they are little aware about it and 19.2 % are not at all aware about breakfast cereals.
5. 40.8% people get information about breakfast cereal through social media, 26.9% respondents get information from their friends and relatives and 23% people get know from the broadcast media.
6. When people are asked whether they are influenced to eat BFC through social media or not 36.9% people clearly says yes that they are influenced. 41.5% people says maybe and 17.7% are not influenced from the social media.
7. Mostly followed breakfast cereal industry is Nestle which is 47.7%. than 33.1% people follow Kellogg’s and rest are Quacker, Baggrys.
8. 64 respondents agree they got nutritional from the social media. 64 peoples agree to say that they are influenced through social media 60 people says that the price is higher on social media platform than retail shop. And 40 people agreed to say that they like to watch healthy breakfast cereal videos on social media platform.
9. 38.5% people have seen short video form of Ad. 24.6% people seen photo/images 20% people have seen ad on Pop – up Ad and 16.9% have seen long 30 second videos.

IX. LIMITATIONS

Most studies solely examine the efficiency of conventional media in the FMCG industry and do not compare it to advertising on digital and social media. In addition, there aren't many different kinds of study on digital advertising, thus the number of similar articles is limited.

X.CONCLUSION

People's activeness is dependent on their age and occupation but not by gender and are spending their time on social media is dependent on their age but there is no significant relationship with gender and occupation. People who mostly use specific social media platforms are depended on their age but there is no significant relationship with activeness of people on social media platform. Those who are influenced to eat breakfast cereals through social media platform is not dependent on their age and qualification but dependent on the activeness of people on social media platform. Also, people have seen Ad form of breakfast cereals is dependent on their occupation.

Thus, the Breakfast cereal companies can consider these conclusions and use it as recommendations and can build similar strategies to influence more customers and spread awareness through social media platforms and building trust among the people. Because now a days people are mostly active on social media and most of the information get about anything from there so this is the chance to spread awareness. They can make strategy on prices and spread more awareness about healthy breakfast consumption daily So, we can say that it needs to more concentrate on spreading awareness and make more influence to people about the benefits about breakfast through social media

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