International Journal of Management, IT & Engineering
Vol. 10 Issue 09, September 2020
ISSN: 2249-0558 Impact Factor: 7.119
Journal Homepage: http://www.ijmra.us, Email: editorijmie@gmail.com
Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate as well as in Cabell's Directories of Publishing Opportunities, U.S.A

Social MediaAwareness: an Effective Tool of Marketing with reference to Fast-Moving Consumer Goods

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Abstract

The purpose of this paper is to know the social media channels/tools (YouTube, Blogs, Twitter, Facebook, LinkedIn, WhatsApp etc.)awareness in context of the fast moving consumer goods. The method of information collection for this researchincluded the review of customers on the basis of age of the consumers, pay, education qualification, occupation and marital status by distribution of a self-made questionnaire among consumers. Analysis technique used in this paper is percentage technique with logistic regression model. The research is restricted to the buyers of Delhi region, and found that the consumers are aware of social media channels/tools with reference to FMCG products. The paper is also trying to examine the significance of social media sites for consumers.

KEYWORDS: Social Media, Blog, Twitter, Facebook, Social Advertising, LinkedIn, YouTube,

I. Social Media an Introduction

Buyers watching to a various number of advertising every day and a huge number of products and whether promoting achieves in convincing these purchasers to buy their item stays a region that should be conscientiously explored. Advertising through all mediums impact customers, but social media advertising sites is a very important mechanism for promoting and helping to increase the standard of living of consumers and as a whole. Advertisers attempt to discover the most sale approach to promote their goods so as to make relationships with purchasers and increase energy to viral informal advertising in internet-based life. The conventional purchasing procedure of a customer incorporate search detail of data of a brand and getting information aboutseveral brands and after assess a some of brands, the ultimate decisions are taken by their requirements.

Social Media and Purchase Decision

Social media networking permitted the consumer to place remarks, provide review regarding products, and also place a position for the products that incorporates tweet, different preferences about the products. At the point while a purchaser is happy by the item, he may be prescribed items to various consumers of online networking by posting the comments with the assistance of different internet based social sites. In prior days, user digest was utilized to put the audits about the items but nowadays users depend on the supposition and assessment of the individuals in web-based social networking. Organizations are lessening their spending limit for paid ads and focusing via web-based networking media ads. Today the consumer first access the information on social media sites for buying anything prior to final purchasing.

Social Media Sites

LinkedIn: In 2002 the LinkedIn was started, but it formally came into existence on fifth May, 2003. According to marketing.linkedin.com (2012) the business pays some charge to advertise their products to precise connection groups or LinkedIn members on LinkedIn.

Facebook: The application Facebook was launched in 2004. Facebook is a long-range interpersonal communication site on which a person can make their own personal profile, associate with their companions and friends, remarks, and like each other status, pictures, connections, and video (Wikipedia, 2013 A).

YouTube: YouTube is the world's most popular video site. In Feb. 2005 the logo and area of YouTube were enlisted by Hurley and after three months the beta test site www.YouTube.com was propelled in May 2005.

Twitter: Twitter is an informal communication stage for micro blogging permit users to tweet and post a message of up to 140 characters, just as re-tweet different massages. Twitter was created by Jack Dorsey in March 2006 and launched in the same year in July 2006.

OLX: The OLX was established in 2006. The OLX commercial center is a stage for purchasing and selling administrations and products like hardware, design things, furniture, family merchandise, vehicles and bicycles etc. In 2014, the platform apparently had 11 billion site views, 200 million monthly dynamic clients, 25 million postings, and 8.5 million transactions each month.

Instagram: The Instagram formally came into existence on October 6, 2010. After 2010 the Instagram speedily achieve popularity with one million customers in the next two months, and 10 million every year, and 800 million up to September 2017.

Other Sites: There are also more other social media sites like "Blogs" coined by Jorn Berger on

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December 17, 1997. Another site "Flickr" is a photograph and the video-sharing site was promoted by Ludicorp and hacked by Yahoo in year 2005. Social media site "Tumblr" is an established by David Karp in the year 2007 and possessed by Verizon Media. Another site "hashtag" was first proposed by Chris Messina in a 2007 with a characteristic of informal communication stages that group pictures, conversation, and discussion, etc. The"Foursquare" social media tool was set up in 2009 and made by the named Naveen Selvadurai and Dennis Crowley in late 2008. It is a social communication site that permits users to through their cell phones, check-in, at venues demonstrating where it is found (Wikipedia 2013 H). One more "Spotify" application was launched by Spotify AB on 7 October 2008, Spotify gives permission to more than 40 million tracks and had 207 million monthly active users as of February 2019, including 96 million paying subscribers. "Pinterest"the social media site was founded in December 2009. The site was set up by the named Evan Sharp, Paul Sciarra with Ben Silbermann. Pinterest has shown up at 250 million monthly active users according to announced in October 2018. "Vine" application is a portable application that permits its user to make and post video clasps of the greatest length of 6 seconds. It was established by American microblogging site in June 2012.

II. Objective of the Study

The objective of the paper is to find out the awareness/exposure of the social media site/tools with reference to FMCG products

III Methodology

The research is conducted with the help of primary and secondary information to understand the social media site/tools and awareness with reference to FMCG products. In the study three types of FMCG products (skin care, hair care and fragrances products) has taken. The primary information for the research has gathered with the help of meetings, individual observation, pilot reviews through questionnaires. The secondary information also has been gathered from the books and diaries, Research reports/proposition, Administrative information and registration, Magazines, Articles from papers, Websites, and so on. The sample where the study has been conducted is on the consumers of Delhi.

IV. Review of Literature

Anupam Jain and Sharma (2012) clarified in look into that the product awareness and consumer preferences for fast-moving consumer products in the rural bazaar of Garhwal area. The investigation give the output that regular consciousness of the respondent in the rural bazaar in the event of toothpaste, tea, soap, washing powder and shampoo is around 75 percent, 70 percent, 72 percent, 64 percent and 73 percent separately, which presume that residents in the rural market have on a normal awareness about for the most part goods. In the shampoo classification, the primary position is found from the respondents about Pantene shampoo and last position to Chik shampoo in the event of wash powder, first grade to Surf Excel powder and absolute last grade to Nirma powder to soap category, first grade to Dettol soap and last grade to Rexona soap if there should arise an occurrence of Tea, first grade to Tata tea with the last grade to Maharani tea in addition to in the classification of toothpaste, first grade to Colgate as well as the last grade to Cibaca which presume that publicizing and advertising exercises has a fundamental factor in selections of residents in rural advertise. The research additionally exposed that in different components, for example, family preferring, quality, advertisement, variety, cost, simple accessibility, credit attribute of brand affection the quality is the principal loving if there should arise an occurrence of brand decisions and rural individuals give less tendency to diversity and credit attribute. It is further reasoned that there is an optimistic effect of social media marketing on brand awareness of fast-moving consumer products among clients and customers.

Indrila Goswami (2014) concentrated on the components that influence the web-based purchasing behavior of ladies where the sellers recognize the web-based purchasing behavior of consumers of India for the latest type for recognizing particular productive buyer area and target them superior. They desire to identify who are the internet purchaser, what customers need to purchase on the web, and why, what keeps them from purchasing on the web, what are the other thing influence their web-based buying behavior, does internet based life has any effect on their purchasing behavior. Further the study analyzes the purchasing way of homemaker. It also tries to examine the component and purchasing behavior versus web-based purchasing behavior of the goal-oriented audiences. Web-based social networking advertising has not yet prepared a major influence as wanted in inspiring ladies customers to purchase on the web. This research recommended that businesses should point not only to make awareness and interest among the portion, instead of utilization broad communications and advanced correspondence to make a mentality move towards web-based buying.

Latif and Abideen (2011) define that Advertising is a subset of promotion mix. As a limited-time system, advertising serves as a significant instrument in making brand awareness in the mind of an imminent consumer to take extreme buying decisions. advertising through all middle of the audience, but TV is most grounded media of promoting and because of its mass arrive at it can influence not just 'the person's mentality, behavior, way of life, presentation and over the long run, even the way of life of the rural.

Nabi, Kamalun (2016) focused that advertisement effectiveness on decisions of the customers concerning fast moving customer products in district of Bhadrak and expected to make the awareness and perception of individuals about the detergent powder product. The outcomes anticipated that individuals change their products to attempt the new products and as well suggested that purchaser decisions altered to the kind of salary and males were increasingly open in contrast with females to the advertisement.

Neeraj Gohil (2015) clarified with the help of secondary information; contextual analysis on Madhya Pradesh State Tourism utilized web-based life as a useful asset for marking and situating the travel industry in India and around the world. The study concluded that web-based social networking is an effectual type of advertising that was utilized to develop product awareness, product dependability, consumer administrations which lead to enhance in retailing. M.P. tourism has an extensive web-based life inclusion that gives all fundamental data and assisted with making a specialized product picture from internet methodology. The brave establish by hard work of web based life advertising lies in expanding the quantity of visitor appearances in the state with the divers of taste, interest and anxiety of tourists.

Rasool, Muhammad Sajid (2012) find out the impact of advertisements on customer decisions in Lahore city and planned to hear the point of view and awareness of individuals about the toothpaste marks in fast-moving consumer goods. The investigation said that individuals change their image to attempt the other new brand and also recommended that consumer decision changed by the salary and males are more similar to as opposed to the female to the advertisement. The consumer exercises with respect to buying the products could be changed by the advertisement but there is no impact on costly products and the reiteration of advertisement for the buying decision of the products.

Sulekha and Dr. Kiran Mor (2013) concentrated in his theme an empirical study of Consumer purchasing decision for fast moving consumer products in Rural Haryana. The investigation was directed in four (4) districts of Haryana specifically Gurugaon, Kurukshetra, Panipat and Jind with an example size of 500 customers. The research demonstrated the outcomes that rural customers' wages are expanding and need to purchase the goods which get better their way of life, rural buyers are not only price-sensitive as well as they consider brand, execution, quality, reliability and other basic aspects. Nowadays the people groups who lives in villages got more information instead of urban because of training, education and awareness through the internet or other online media.

V.Analysis

The paper provides results of the collected data and to analyzed the exposure of the consumers towards social media channels. The results are presented in figures and tables by using software "SPSS" with help of percentage method under Logistic Model. In the first part provides background data on the demographic demonstration of the respondent. The next part showed the exposure of social media marketing in reference to fast-moving consumer goods.

Gender of the Respondents

Figure 5.1 shows the gender of the respondents who contribute in the research. 45.5% were female and 54.5% were male. This showsthat majority of the respondent in the paper were male.

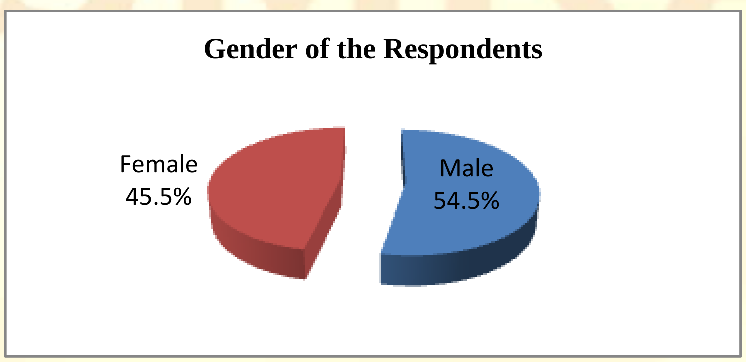

Figure 5.1

Age of the Respondents

Figure 5.2depict the age of the respondents who contribute in the research. The figure proved that the youngest age groups below 25 years were 24.2%, in the age group of 25 to 35 year olds were 31.6%, the next age group of 35 to 45 year were 32.2%, in the age group of above 45 years were 12% only as

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shown in Figure 5.2. This means that mostof the respondents in this research were from between 35 to 45 years old.

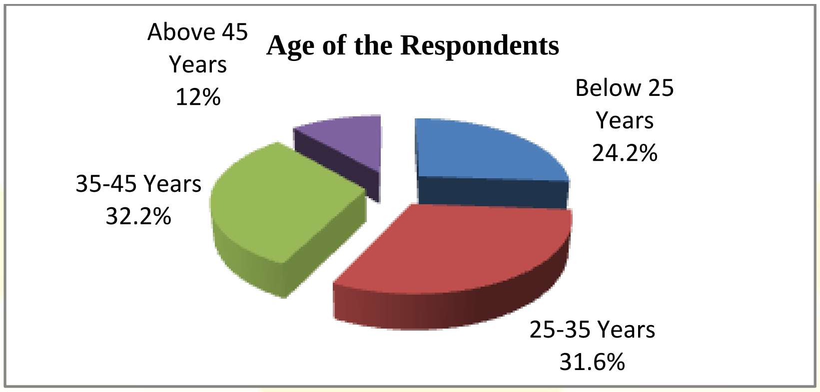

Figure 5.2

Marital Status of the Respondents

Figure 5.3 shows the marital status of the respondents. The figure demonstrates that 58.1% were married, 41.9% were un-married. This shows that most of the respondents were married.

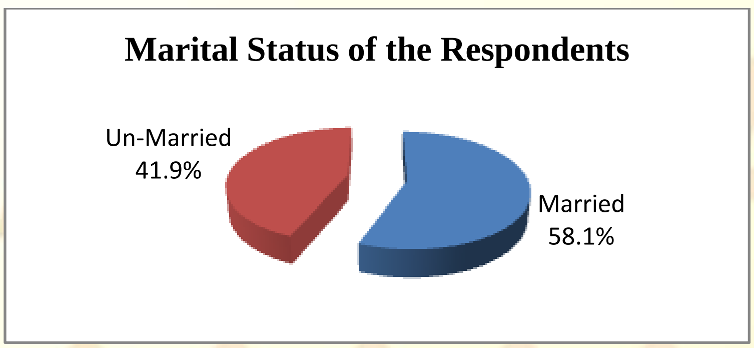

Figure 5.3

Education Level of the Respondents

Figure 5.4 revealed that studied up to senior secondary school were 16.9% of the sample, studied up to graduation represents 14% of the sample, studied up to post graduation 47.5% of the sample and studied the others courses like diploma etc. were 21.5% of the total sample as shown in table 5.4 below. It proves that the sample of the respondents in this paper were well educated.

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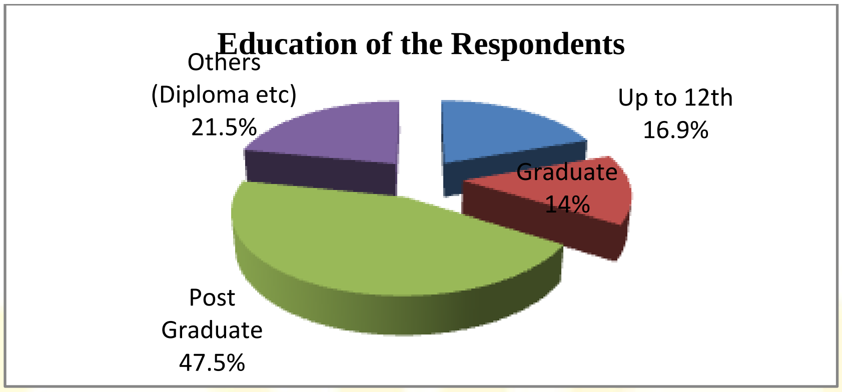

Figure 5.4

Occupation of the Respondents

Figure 5.5 provides the occupation of the respondents. Results shows that in total sample, 31.8% of the respondents belongs to students, the proportion of businessmen were 13.6%, and 8.7% belongs to others category, the government employees were 29.1% and 16.7% of the sample is belongs to professionals.

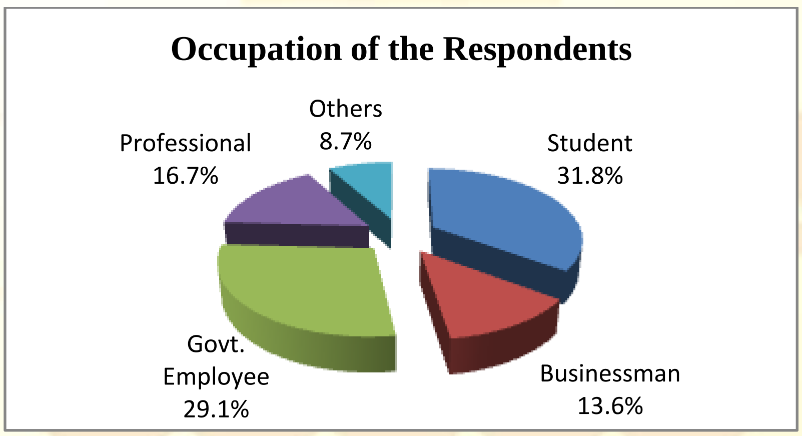

Figure 5.5

Monthly income of the Respondents

The monthly income distribution pattern of respondents is presented in the Figure 5.6. The 36% of respondents were in the level of income less than 25,000 which is showing the majority of respondents. While 16.9% of the respondents were in the income group of 25,000 to 50,000. About 21.7% of the respondents constitute in the income range of 50,000 to 75,000 and 25.4% of the respondents were from the group of more than 75,000 category.

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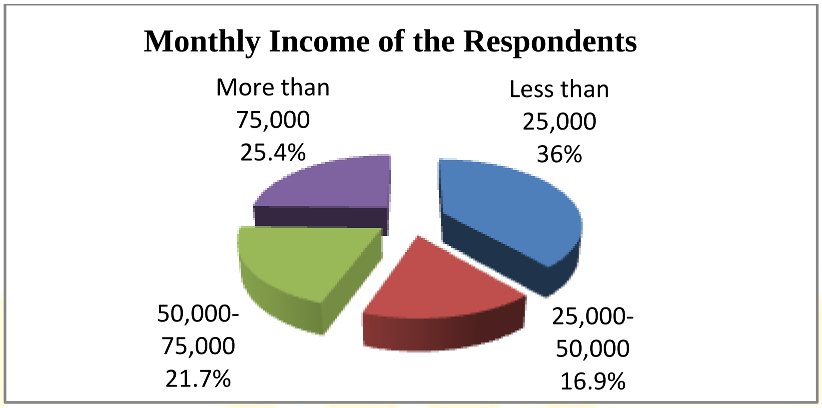

Figure 5.6

Monthly Expenditure on Fast-Moving Consumer Goods

The monthly expenditure distribution pattern of respondents is presented in the Figure 5.7. The 51.7% of respondents were in the level of monthly expenditure on FMCG is in group of less than 3,000 which is shown majority of respondents. While 23.8% of the respondents were in the in range of 3,000 to 6,000. About 10.1% of the respondents constitute in the monthly expenditure group of 6,000 to 8,000 and 14.5% of the respondents were from more than 8,000 category.

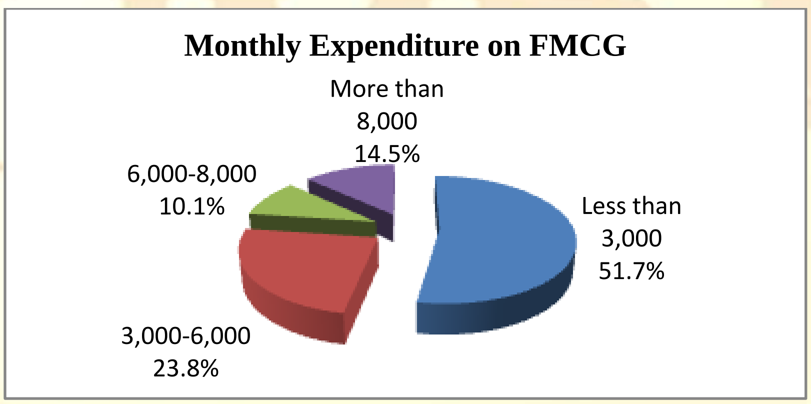

Figure 5.7

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Use of Social Media Sites on the basis of Education

Table 5.1 Binary Logistic Regression on Education and social Media

Variables	co-eff	Wald	P-value	Exp Co-eff
LinkedIn	-1.381	7.296	0.007	0.251
Twitter	-0.281	0.236	0.627	0.755
Facebook	**1.827**	**21.538**	**0.000**	**6.217**
Instagram	-2.467	48.604	0.000	0.085
Youtube	-0.85	5.089	0.024	0.427
OLX	-2.066	7.957	0.005	0.127
WhatsApp	**0.999**	**5.986**	**0.014**	**2.716**
Constant	2.19	9.119	0.003	8.937
-2log likelihood	336.57			
Cox & Snell R^2	0.193			
Negelkerke R^2	0.323			

Dependent variable; education = 1 for 12th class and =0 for above 12th class

As compared to the above 12th class students, 12th class students are 6.217 times more likely to always use the Facebook sites and 2.716 times more always use WhatsApp sites for FMCG products. It is statistically significant at 1 percent and 5 percent level of significance, respectively. On the other hand, other social sites even Youtube would shows a negative response towards always use.

Use of Social Media Sites on the basis of Occupation

Table 5.2 Binary Logistic Regression on Occupation and Social Media

Variables	co-eff	Wald	P-value	Exp Co-eff
LinkedIn	-2.258	16.771	0.000	0.105
Twitter	**0.174**	**0.103**	**0.748**	**1.19**
Facebook	**2.808**	**40.385**	**0.000**	**16.57**
Instagram	-3.853	80.302	0.000	0.021
Youtube	-0.381	1.421	0.233	0.683
OLX	-1.398	2.969	0.085	0.247

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WhatsApp	**1.207**	**14.045**	**0.000**	**3.34**
Constant	3.005	14.26	0.000	20.19
-2log likelihood	413.4			
Cox & Snell R2	0.328			
Negelkerke R2	0.459			

Dependent variable; Occupation = 1 Students and =0 for other than Students

As compare to other than students by occupations, students are 16.57 times more likely to always use Facebook, 3.34 times more likely to always use WhatsApp, and 1.19 times more likely to always use Twitter, respectively for FMCG. Except Twitter, the above two social sites are statically significant at a 1 percent level of significance. Other than the above three social sites all sites reflect significantly negative responses to FMCG products.

Time Spend on Social Media Vs Mass Media

Table 5.3 Time Spent on Social Media Vs Mass Media

Time (approx.) spent on social media (Per week)		**Time (approx.) spent on mass media (Radio, TV, Magazine, Newspaper etc.) (Per week)**
Time	**Percent**	**Percent**
Less than 4 hours per week	39.9	43.8
4-8 hours per week	22.1	33.1
8-12 hours per week	18.0	11.2
12-16 hours per week	11.8	8.5
More than 16 hours per week	8.3	3.5
Total	100.0	100.0
Mean	2.26	1.95

Source: Field Survey 2020

Table no. 5.3 showed that how much time spend by the respondents on social media platforms and mass media channels per week foundthat 8.3% of respondents spend more than 16 hours per week on social media whereas only 3.5% on mass media platforms. Further the table found that the mean value of social media (2.26) is more than the mean value of mass media (1.95) clearly indicates that the respondents spentmore time on social media rather than mass media.

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Gender wise Exposure by LinkedIn with different Age Groups

Table 5.4 Gender wise Exposure by LinkedIn with different Age Group

Gender	Age Group	LinkedIn (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	14.5	10.9	23.6	14.5	36.4	100
	25-35 Years	7.7	12.8	29.5	32.1	17.9	100
	35-45 Years	3.8	10.5	28.6	24.8	32.4	100
	Above 45 Years	11.5	7.7	34.6	23.1	23.1	100
	Total	8	11	28.4	24.6	28	100
Female	Above 25 Years	6.5	6.5	38.7	14.5	33.9	100
	25-35 Years	10.7	5.3	28	25.3	30.7	100
	35-45 Years	7.8	3.9	25.5	33.3	29.4	100
	Above 45 Years	6.3	15.6	18.8	34.4	25	100
	Total	8.2	6.8	29.1	25.5	30.5	100
Total	Above 25 Years	10.3	8.5	31.6	14.5	35	100
	25-35 Years	9.2	9.2	28.8	28.8	24.2	100
	35-45 Years	5.1	8.3	27.6	27.6	31.4	100
	Above 45 Years	8.6	12.1	25.9	29.3	24.1	100
	Total	8.1	9.1	28.7	25	29.1	100

Source: Field Survey 2020

The gender-wise exposure by LinkedIn with different age groups of respondents is presented in percentage in table 5.4 above. The table showing that 14.5% of male respondents above the age of 25 years always used LinkedIn, but in the age of 25 to 35 years 32.1% used rarely. In the age group of 35 to 45 years, 28.4% sometimes and 32.4% never used LinkedIn. Above the age group of 45 years, 34.6% used LinkedIn for sometimes. In female respondents, above the age of 25 years, 38.7% used LinkedIn for sometime. Under the age of 25 to 35 year, 28% and 30.7% has been used for sometime and never respectively. In the age group of 35 to 45 years, 25.5% sometimes, 33.3% rarely and 24.9% never used the LinkedIn. Above the age group of 45 years, 34.4% of female respondents used LinkedIn rarely.

Gender wise Exposure by Twitter with Different Age Group

Table 5.5 Gender wise Exposure by Twitter with different Age Group

Gender	Age Group	Twitter (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	10.9	14.5	14.5	25.5	34.5	100
	25-35 Years	6.4	10.3	23.1	30.8	29.5	100
	35-45 Years	7.6	19	27.6	19	26.7	100
	Above 45 Years	11.5	7.7	34.6	34.6	11.5	100
	Total	8.3	14.4	24.2	25.4	27.7	100
Female	Above 25 Years	6.5	14.5	30.6	16.1	32.3	100
	25-35 Years	4	9.3	33.3	21.3	32	100
	35-45 Years	2	13.7	21.6	17.6	45.1	100
	Above 45 Years	6.3	15.6	40.6	21.9	15.6	100
	Total	4.5	12.7	30.9	19.1	32.7	100
Total	Above 25 Years	8.5	14.5	23.1	20.5	33.3	100
	25-35 Years	5.2	9.8	28.1	26.1	30.7	100
	35-45 Years	5.8	17.3	25.6	18.6	32.7	100
	Above 45 Years	8.6	12.1	37.9	27.6	13.8	100
	Total	6.6	13.6	27.3	22.5	30	100

Source: Field Survey 2020

The table 5.5 explained that the male respondents above the age of 25 years only 10.9% always used Twitter, but in the age of 25 to 35 years, 30.8% used rarely. In the age group of 35 to 45 years 27.6% sometimes and 26.7% never used Twitter. Above the age group of 45 years, the same 34.6% male respondents used Twitter for sometimes and rarely respectively. In female respondents, above the age of 25 years, 32.2% of respondents never used Twitter. Under the age of 25 to 35 year, 33.3% and 32% has been used for sometime and never respectively. In the age group of 35 to 45 years, the 11.5% always, 21.6% sometimes, 17.6% rarely and 41.1% never used the Twitter. Above the age group of 45 years, the 40.6% of female respondents used Twitter sometimes.

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Gender wise Exposure by Facebook with different Age Group

Table 5.6 Gender wise Exposure by Facebook with different Age Group

Gender	Age Group	Facebook (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	21.8	16.4	40	14.5	7.3	100
	25-35 Years	35.9	14.1	28.2	14.1	7.7	100
	35-45 Years	38.1	22.9	22.9	5.7	10.5	100
	Above 45 Years	50	15.4	26.9	3.8	3.8	100
	Total	35.2	18.2	28.4	9.8	8.3	100
Female	Above 25 Years	24.2	14.5	37.1	8.1	16.1	100
	25-35 Years	38.7	18.7	20	8	14.7	100
	35-45 Years	33.3	17.6	21.6	9.8	17.6	100
	Above 45 Years	28.1	25	21.9	6.3	18.8	100
	Total	31.8	18.2	25.5	8.2	16.4	100
Total	Above 25 Years	23.1	15.4	38.5	11.1	12	100
	25-35 Years	37.3	16.3	24.2	11.1	11.1	100
	35-45 Years	36.5	21.2	22.4	7.1	12.8	100
	Above 45 Years	37.9	20.7	24.1	5.2	12.1	100
	Total	33.7	18.2	27.1	9.1	12	100

Source: Field Survey 2020

The table 5.6 shows that 21.8% of male respondents above the age of 25 years always used Facebook. In the age of 25 to 35 years, 35.9% used always and 40% sometimes. In the age group of 35 to 45 years, the 38.1% always and the same percentage of 22.9%, often and sometimes used the Facebook. Above the age group of 45 years, 50% of male respondents used Facebook always. In female respondents, above the age of 25 years, 24.2% of respondents always used Facebook. Under the age of 25 to 35 year, 38.7% and 18.7% has been used always and often respectively. In the age group of 35 to 45 years, the 33.3% always, 17.6% often, 21.6% sometimes used the Facebook. Above the age group of 45 years, 28.1% always and 25% often used Facebook by the female respondents.

International Journal of Management, IT & Engineering
Vol. 10 Issue 09, September 2020
ISSN: 2249-0558 Impact Factor: 7.119
Journal Homepage: http://www.ijmra.us, Email: editorijmie@gmail.com
Double-Blind Peer Reviewed Refereed Open Access International Journal - Included in the International Serial Directories Indexed & Listed at: Ulrich's Periodicals Directory ©, U.S.A., Open J-Gate as well as in Cabell's Directories of Publishing Opportunities, U.S.A

Gender wise Exposure by Instagram with different Age Group

Table 5.7 Gender wise Exposure by Instagram with different Age Group

Gender	Age Group	Instagram (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	30.9	23.6	18.2	16.4	10.9	100
	25-35 Years	21.8	16.7	15.4	25.6	20.5	100
	35-45 Years	21.9	15.2	31.4	12.4	19	100
	Above 45 Years	34.6	15.4	19.2	23.1	7.7	100
	Total	25	17.4	22.7	18.2	16.7	100
Female	Above 25 Years	41.9	14.5	21	3.2	19.4	100
	25-35 Years	21.3	18.7	21.3	16	22.7	100
	35-45 Years	19.6	17.6	19.6	13.7	29.4	100
	Above 45 Years	21.9	6.3	21.9	15.6	34.4	100
	Total	26.8	15.5	20.9	11.8	25	100
Total	Above 25 Years	36.8	18.8	19.7	9.4	15.4	100
	25-35 Years	21.6	17.6	18.3	20.9	21.6	100
	35-45 Years	21.2	16	27.6	12.8	22.4	100
	Above 45 Years	27.6	10.3	20.7	19	22.4	100
	Total	25.8	16.5	21.9	15.3	20.5	100

Source: Field Survey 2020

The table 5.7 represents that 30.9% of male respondents above the age of 25 years have always used Instagram. In the age of 25 to 35 years, 21.8% used always and 25.6% rarely. In the age group of 35 to 45 years, 21.9% always and 31.4% used Instagram sometimes. Above the age group of 45 years, 34.6% of male respondents used Instagram always, and 22.7% of respondents used for sometime. In female respondents, above the age of 25 years, 41.9% of respondents always used Instagram. Under the age of 25 to 35 years, the same 21.3% always and sometimes has been used respectively. In the age group of 35 to 45 years, the same 19.6% always and sometimes, 17.6% often, 13.7% rarely used the Instagram. Above the age group of 45 years, the same percentage of 21.9% always and sometimes used Instagram by the female respondents.

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Gender wise Exposure by YouTube with different Age Group

Table 5.8 Gender wise Exposure by YouTube with different Age Group

Gender	Age Group	YouTube (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	60	14.5	23.6	0	1.8	100
	25-35 Years	46.2	35.9	11.5	3.8	2.6	100
	35-45 Years	56.2	21.9	19	2.9	0	100
	Above 45 Years	53.8	30.8	15.4	0	0	100
	Total	53.8	25.4	17.4	2.3	1.1	100
Female	Above 25 Years	48.4	25.8	19.4	6.5	0	100
	25-35 Years	52	33.3	9.3	4	1.3	100
	35-45 Years	60.8	31.4	3.9	3.9	0	100
	Above 45 Years	40.6	40.6	18.8	0	0	100
	Total	51.4	31.8	12.3	4.1	.5	100
Total	Above 25 Years	53.8	20.5	21.4	3.4	.9	100
	25-35 Years	49	34.6	10.5	3.9	2	100
	35-45 Years	57.7	25	14.1	3.2	0	100
	Above 45 Years	46.6	36.2	17.2	0	0	100
	Total	52.7	28.3	15.1	3.1	.8	100

Source: Field Survey 2020

The table 5.8 said that the 60% of male respondents above the age of 25 years have always used YouTube. In the age of 25 to 35 years, 46.2% always, 35.9% often used the YouTube. In the age group of 35 to 45 years, 56.2% always and 21.9% often used YouTube. Above the age group of 45 years, 53.8% of male respondents used YouTube always and 30.8% often used YouTube. In female respondents, above the age of 25 years, 48.4% of respondents always used the YouTube. Under the age of 25 to 35 years, 52% always and 33.3% often used YouTube. In the age group of 35 to 45 years, 60.8% always and 31.4% often, used the YouTube. Above the age group of 45 years, the same percentage of 40.6% has used always and often used the YouTube.

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Gender wise Exposure by OLX with different Age Group

Table 5.9 Gender wise Exposure by OLX with different Age Group

Gender	Age Group	OLX (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	1.8	18.2	16.4	16.4	47.3	100
	25-35 Years	5.1	10.3	28.2	32.1	24.4	100
	35-45 Years	3.8	9.5	28.6	24.8	33.3	100
	Above 45 Years	0	15.4	26.9	42.3	15.4	100
	Total	3.4	12.1	25.8	26.9	31.8	100
Female	Above 25 Years	1.6	9.7	37.1	16.1	35.5	100
	25-35 Years	1.3	17.3	26.7	18.7	36	100
	35-45 Years	5.9	5.9	21.6	31.4	35.3	100
	Above 45 Years	6.3	6.3	21.9	31.3	34.4	100
	Total	3.2	10.9	27.7	22.7	35.5	100
Total	Above 25 Years	1.7	13.7	27.4	16.2	41	100
	25-35 Years	3.3	13.7	27.5	25.5	30.1	100
	35-45 Years	4.5	8.3	26.3	26.9	34	100
	Above 45 Years	3.4	10.3	24.1	36.2	25.9	100
	Total	3.3	11.6	26.7	25	33.5	100

Source: Field Survey 2020

The table 5.9 illustrated that merely 1.8% of male respondents above the age of 25 years are always used the OLX. In the age of 25 to 35 years, only 5.1% used always and 33.3% never used the OLX. In the age group of 35 to 45 years, the 3.8% always and the 28.6% sometimes used the OLX. Above the age group of 45 years, no person has used the OLX always, but 42.3% of male respondents used the OLX rarely and 26.9% of respondents used it for sometime. In female respondents, above the age of 25 years, only 1.6% of respondents always and 37.1% sometimes used the OLX. Under the age of 25 to 35 years, 1.6% always and 26.7% sometimes used the OLX. In the age group of 35 to 45 years, the same percentage of 5.9% used always and often, 21.6% sometimes used the OLX. Above the age group of 45 years, the same percentage of 6.3% has used always and often the OLX by the female respondents.

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Gender wise Exposure by WhatsApp with different Age Group

Table 5.10 Gender wise Exposure by WhatsApp with different Age Group

Gender	Age Group	WhatsApp (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	78.2	10.9	3.6	3.6	3.6	100
	25-35 Years	71.8	10.3	7.7	7.7	2.6	100
	35-45 Years	73.3	12.4	6.7	7.6	0	100
	Above 45 Years	65.4	19.2	15.4	0	0	100
	Total	73.1	12.1	7.2	6.1	1.5	100
Female	Above 25 Years	71	9.7	11.3	4.8	3.2	100
	25-35 Years	78.7	12	2.7	2.7	4	100
	35-45 Years	82.4	7.8	5.9	2	2	100
	Above 45 Years	59.4	18.8	15.6	6.3	0	100
	Total	74.5	11.4	7.7	3.6	2.7	100
Total	Above 25 Years	74.4	10.3	7.7	4.3	3.4	100
	25-35 Years	75.2	11.1	5.2	5.2	3.3	100
	35-45 Years	76.3	10.9	6.4	5.8	.6	100
	Above 45 Years	62.1	19	15.5	3.4	0	100
	Total	73.8	11.8	7.4	5	2.1	100

Source: Field Survey 2020

The table 5.10explained that the 78.2% male respondents above the age of 25 year, in the age of 25 to 35 years 71.8% and in the age group of 35 to 45 years 73.3% always used the WhatsApp. Above the age group of 45 years, 65.4% male respondents used the WhatsApp always, in female respondent, above the age of 25 year, 71% respondents always and 11.3% sometime used the WhatsApp. Under the age of 25 to 35 years, the 78.7% always and 12% oftenly used the WhatsApp. In the age group of 35 to 45 years, 82.4% used always the WhatsApp. Above the age group of 45 years, 59.4% has used always and15.5% sometimes used the WhatsApp by the female respondents.

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Gender wise Exposure by others (except above social media sites) with different Age Group

Table 5.11 Gender wise Exposure by Others with different Age Group

Gender	Age Group	Others (in percent)					Total
		Always	Often	Sometime	Rarely	Never	
Male	Above 25 Years	10.9	7.3	40	9.1	32.7	100
	25-35 Years	11.5	3.8	34.6	39.7	10.3	100
	35-45 Years	11.4	12.4	40	17.1	19	100
	Above 45 Years	7.7	23.1	30.8	26.9	11.5	100
	Total	11	9.8	37.5	23.1	18.6	100
Female	Above 25 Years	4.8	9.7	41.9	6.5	37.1	100
	25-35 Years	12	8	34.7	17.3	28	100
	35-45 Years	9.8	25.5	27.5	13.7	23.5	100
	Above 45 Years	12.5	21.9	18.8	21.9	25	100
	Total	9.5	14.5	32.7	14.1	29.1	100
Total	Above 25 Years	7.7	8.5	41	7.7	35	100
	25-35 Years	11.8	5.9	34.6	28.8	19	100
	35-45 Years	10.9	16.7	35.9	16	20.5	100
	Above 45 Years	10.3	22.4	24.1	24.1	19	100
	Total	10.3	12	35.3	19	23.3	100

Source: Field Survey 2020

The above table 5.11 showed that the 10.9% male respondents above the age of 25 years, in the age of 25 to 35 years 11.5%, and age group of 35 to 45 years 11.4%, always used the other social media marketing sites. Above the age group of 45 years, only 7.7% of respondents used the other sites always, in female respondents, above the age of 25 years, 4.8% always and 9.7% often used the other social media sites. Under the age of 25 to 35 years, 12% always and 8% often used the other sites of social media. In the age group of 35 to 45 years, 9.8% always used the other social media sites. Above the age group of 45 years, 12.5% always and 21.9% often used the other side of social media by the female respondents.

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Weighted Average of Social media sites per week

Table 5.12

	Uses/Time spent on Social Media Sites per week (in percent)						
Social Media Sites	**Always**	**Often**	**Sometime**	**Rarely**	**Never**	**Weighted Average**	**Rank**
LinkedIn	8.1	9.1	28.7	25	29.1	19.69	**6**
Twitter	6.6	13.6	27.3	22.5	30	19.42	**7**
Facebook	33.7	18.2	27.1	9.1	12	21.87	**3**
Instagram	25.8	16.5	21.9	15.3	20.5	20.82	**4**
YouTube	52.7	28.3	15.1	3.1	.8	22.6	**2**
OLX	3.3	11.6	26.7	25	33.5	19.14	**8**
WhatsApp	73.8	11.8	7.4	5	2.1	24.48	**1**
Others	10.3	12	35.3	19	23.3	20.26	**5**
Total	214.3	121.1	189.5	124	151.3		
Average of Total	26.8	15.1	23.7	15.5	18.8		

Interpretation: The uses or time spent on social media sites per week in percent is presented in the above table 5.12. The table found that LinkedIn has a weighted average of 19.69 with a 6th rank; Twitter got a 19.42 with a 7th rank. Facebook 21.87 with 3rd rank, Instagram 20.82 with 4th rank, Youtube 22.6 with 2nd rank, OLX 19.14 with 8th rank, WhatsApp 24.48 with 1st rank, and the other social media sites got a weighted average of 20.26 with 5th rank.

Uses of Fast Moving Consumer Goods on Social Media Sites

Table 5.13

	Frequently used of FMCG Products on Social Media Sites							Total
Products		**FMCG Products**	**Always**	**Often**	**Sometime**	**Rarely**	**Never**	**Total**
Skin Care Products	**a**	Moisturizer	22.7	22.1	22.5	15.5	17.1	100
	b	Anti-Aging Cream	4.5	11.0	21.9	25.0	37.6	100
	c	Sun Screen	9.1	15.3	23.8	25.0	26.9	100
	d	Body Wash	22.7	17.4	21.3	18.8	19.8	100
	e	Facial Wash	30.4	19.8	19.6	14.3	15.9	100
Total			89.4	85.6	109.1	98.6	117.3	
Average of Total			17.88	17.12	21.82	19.72	23.46	
Hair Care Products	**a**	Shampoo	47.3	24.8	17.1	5.6	5.2	100
	b	Conditioner	19.2	20.9	25.2	17.1	17.6	100
	c	Hair Colour	7.6	14.0	28.5	18.2	31.6	100
	d	Protein Packs	4.8	6.6	26.0	18.4	44.2	100
	e	Styling Gels	2.1	9.9	22.9	20.7	44.4	100
Total			81	76.2	119.7	80	143	
Average of Total			16.2	15.24	23.94	16	28.6	
Fragrances	**a**	Perfumes	22.1	23.3	26.0	13.4	15.1	100
	b	Cologne Talc	6.4	20.0	18.8	20.2	34.5	100
	c	Body Splashes	5.6	9.5	21.9	20.2	42.8	100
	d	Deo Sprays	22.7	21.1	21.1	12.4	22.7	100
	e	Deo Sticks	8.3	12.6	19.4	22.7	37.0	100
Total			65.1	86.5	107.2	88.9	152.1	
Average of Total			13.02	17.3	21.44	17.78	30.42	

Interpretation: Uses of FMCG products on social media sites per week by respondents is given above in the table 5.13. The table showing that the respondents use skin care products 17.88% always, 17.12% often, 21.82% sometime, 19.72% rarely while 23.46% never used, but in case of hair care products is concern 16.2% always, 15.24% often, 23.94% sometime, 16% rarely and 28.6% never used by the respondents and for the fragrances products 13.02% always, 17.3% often, 21.44% sometime, 17.78% rarely while 30.42% never used social media for fast moving consumer goods by the respondents.

Conclusion:In this research paper the utilization of various social media sites for FMCG products by consumers with having a various gender, age groups, income group, expenditure, and marital status was found that all respondents use the social media sites. The results showed that as compare to other social media sites, WhatsApp, YouTube, and Facebook are mostly used by the peoples of Delhi. This implies that respondents are aware of social media as sources for acquiring information regarding various fast-moving consumer goods.

International Journal of Management, IT & Engineering
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