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Impact of Social Media Advertising on Consumer Purchase Behaviour Towards FMCG Products with Special Reference to Chennai City

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Abstract

Social media advertising has emerged as a powerful marketing communication tool influencing consumer behaviour, particularly in the Fast-Moving Consumer Goods (FMCG) sector. The present study examines the impact of social media advertising on consumer purchase behaviour towards FMCG products with special reference to Chennai city. A descriptive and analytical research design was adopted, and primary data were collected from 300 respondents using a structured questionnaire. Statistical tools such as Percentage Analysis, Chi-square Test, Correlation Analysis, Regression Analysis, and Analysis of Variance (ANOVA) were applied using SPSS software. The results indicate that social media advertising significantly influences consumer awareness, brand perception, trust, and purchase intention. Influencer endorsements, content quality, and advertisement credibility were identified as key determinants of consumer purchase behaviour. Demographic variables such as age and gender were found to significantly moderate consumer responses. The study provides practical insights for FMCG marketers to design effective social media advertising strategies and contributes to the growing body of literature on digital consumer behaviour in urban India.

Keywords: Social Media Advertising, FMCG Products, Consumer Purchase Behaviour, Digital Marketing, Chennai City

1. Introduction

The rapid advancement of digital technology has transformed the marketing landscape, with social media emerging as one of the most influential platforms for advertising and consumer engagement. Social media platforms such as Facebook, Instagram, YouTube, and Twitter enable marketers to interact directly with consumers, deliver personalized content, and influence purchase decisions in real time.

The Fast-Moving Consumer Goods (FMCG) sector plays a vital role in the Indian economy and is characterized by high consumption frequency, low unit cost, and intense competition. Traditionally, FMCG companies relied heavily on mass media advertising; however, the rise of social media has compelled marketers to adopt digital advertising strategies to reach tech-savvy consumers.

Chennai city, one of India's major metropolitan centers, exhibits high internet penetration and active social media usage across diverse demographic groups. Understanding how social media advertising influences consumer purchase behaviour in this urban context is essential for marketers seeking competitive advantage. Hence, the present study focuses on analysing the impact of social media advertising on consumer purchase behaviour towards FMCG products in Chennai city.

2. Review of Literature

Kaplan and Haenlein (2010)^[3] defined social media as a group of internet-based applications that facilitate the creation and exchange of user-generated content. They highlighted the role of social media in influencing consumer opinions and decision-making processes.

Mangold and Faulds (2009)^[4] emphasized that social media acts as a hybrid element of the promotion mix, combining traditional advertising with electronic word-of-mouth communication. Their study revealed that consumer interactions on social media significantly affect brand image and purchase intention.

Duffett (2017)^[1] examined the influence of social media advertising on young consumers and found that entertaining and informative advertisements positively influence attitudes and purchase intention, particularly for low-involvement products like FMCGs.

Godey *et al.* (2016)^[2] reported that social media marketing activities enhance brand awareness, brand loyalty, and perceived quality, which in turn influence consumer behaviour.

Indian studies by Sharma and Verma (2018)^[5] observed that social media advertising significantly affects consumer awareness and trial purchase of FMCG products, especially among urban consumers. However, city-specific empirical studies focusing on Chennai remain limited, creating a research gap addressed by the present study.

V Anupriya, G Maheswari, M Kavitha (2021)^[6] Factors determining brand resonance of apple iPhone. - Psychology and Education, 2021. Building brand resonance in a competitive market can play an active role in the modern marketing arena. It is now widely acknowledged by companies and business enterprises that strong brand resonance will create a competitive advantage in the marketplace that will enhance their overall reputation and credibility. Brand resonance depends on a systematic understanding of the company's consumers, competitors, and marketing environment. Brand resonance is based on appropriate identity that needs to reflect the marketing strategy and the firm's willingness to invest in the programs needed for the brand to live up to its promise as well as commitment to consumers. Strong brands take pleasure in consumer loyalty, the possibility to charge premium prices, and extensive brand power to hold up new product and service launches. Companies and business enterprises need to have careful as well as systematic understanding of consumer beliefs, behaviors, product or service characteristics as well as attributes and rivals.

A Asha, GS Maheswari, M Kavitha – 2025^[7] Consumer Purchase Decision Making of Omni-Channel Market-A Study with Special Reference to Chennai City. International Conference on Automation and Computation (AUTOCOM). Consumer shopping behaviour has changed noticeably as omni-channel retailing—especially in cities like Chennai—has proliferated. In this sense, stores must be rather clear about the factors affecting consumers' purchase decisions.

S Dhanalakshmi, M Kavitha, S Senthil Kumar – 2025^[8] Counterfeit Product Detection Using Structured Prediction-Based Deep Convolutional Generative Adversarial Networks for Classification. International Conference on Networks and Cryptology (NETCRYPT) For many different industries, the

proliferation of counterfeit goods now poses a significant challenge that compromises brand integrity and consumer confidence in them. Conventional methods of spotting counterfeit products sometimes depend on hand inspection or basic image recognition algorithms. These methods rely on hand inspection; thus, they could not be able to find minute differences between actual and fake products. A solution that is not only automated but also robust and scalable is quite important to detect false products in real time. On the other hand, traditional deep learning techniques are not able to incorporate structural dependencies in image data, which might help to raise the accuracy of counterfeit detection.

3. Objectives of the Study

1. To analyse the level of consumer exposure to social media advertising of FMCG products.
2. To examine the impact of social media advertising on consumer purchase behaviour.
3. To study the relationship between social media advertising attributes and purchase behaviour.
4. To identify the influence of demographic variables on consumer response to social media advertising.
5. To suggest suitable strategies for improving social media advertising effectiveness in the FMCG sector.

4. Hypotheses of the Study

- **H01:** There is no significant relationship between social media advertising exposure and consumer purchase behaviour towards FMCG products.
- **H02:** There is no significant association between demographic factors and the influence of social media advertising.
- **H03:** Social media advertising attributes do not significantly predict consumer purchase behaviour.
- **H04:** There is no significant difference in purchase behaviour across different age groups.

Limitations of the Study

Despite its contributions, the study has certain limitations:

1. The study is confined to Chennai city; hence, findings may not be generalizable to other regions.
2. The sample size is limited to 300 respondents, which may not fully represent the entire population.
3. The study relies on self-reported data, which may be subject to respondent bias.
4. Time constraints limited the scope of longitudinal analysis.
5. Only selected statistical tools were used for analysis.

5. Research Methodology

The study adopted a descriptive and analytical research design. The area of study was Chennai city. Primary data were collected from 300 respondents using a structured questionnaire through convenience sampling. Secondary data were collected from journals, books, and online sources.

Statistical Tools Used: Percentage Analysis, Chi-square Test, Correlation Analysis, Regression Analysis, and ANOVA using SPSS software.

6. Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Gender	Male	168	56.0
	Female	132	44.0
Age	Below 25	96	32.0
	26-35	112	37.3
	36-45	64	21.3
	Above 45	28	9.4
Total		300	100

Interpretation: The sample consists predominantly of young and middle-aged consumers, indicating strong relevance for social media advertising analysis.

Table 2: Exposure to Social Media Advertising

Exposure Level	Frequency	Percentage
High	138	46.0
Moderate	102	34.0
Low	60	20.0
Total	300	100

Interpretation: Nearly half of the respondents experience high exposure to social media advertisements, confirming the dominance of digital media.

Table 3: Chi-Square Test Gender vs Influence of Social Media Advertising

Test Statistic	Value
Chi-Square	9.452
Degrees of Freedom	2
Significance (p-value)	0.009

Decision: Reject H02

Interpretation: Gender significantly influences how social media advertising affects FMCG purchase behaviour.

Table 4: Correlation Analysis

Variables	Pearson r	Sig (2-tailed)
Ad Exposure & Purchase Behaviour	0.721	0.000

Decision: Reject H01

Interpretation: A strong positive correlation exists between social media advertising exposure and purchase behaviour.

Table 5: Regression Analysis

Model Summary	Value
R	0.781
R ²	0.610
Adjusted R ²	0.607
Std. Error	0.487

Dependent Variable: Purchase Behaviour ANOVA (Regression)

Source	F	Sig
Regression	118.402	0.000

Decision: Reject H03

Interpretation: Social media advertising attributes explain 61% of variance in consumer purchase behaviour.

Table 6: ANOVA – Age vs Purchase Behaviour

Source	Sum of Squares	df	Mean Square	F	Sig
Between Groups	245.600	3	81.867	6.723	0.001
Within Groups	3624.400	296	12.251		
Total	3870.000	299			

Decision: Reject H04

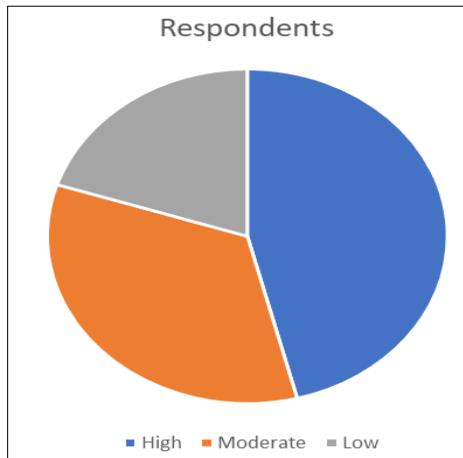
Interpretation: Purchase behaviour significantly differs across age groups.

Table 7: Exposure to Social Media Advertising

Exposure Level	Respondents
High	138
Moderate	102
Low	60

X-Axis: Exposure Level

Y-Axis: Number of Respondents

**Table 8:** Purchase Behaviour across Age Groups

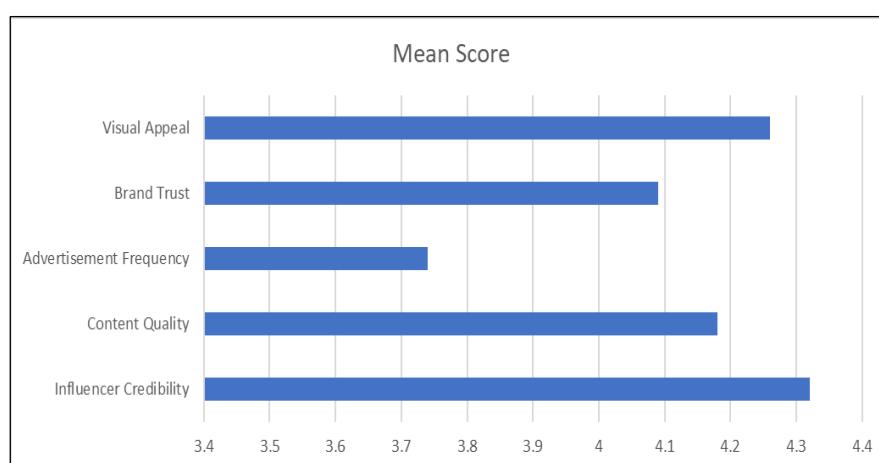
Age Group	Mean Purchase Score
Below 25	3.92
26-35	4.21
36-45	3.78
Above 45	3.41

X-Axis: Age Group

Y-Axis: Mean Purchase Behaviour Score

**Table 9:** Influence Factors of Social Media Advertising (Bar Chart)

Factor	Mean Score
Influencer Credibility	4.32
Content Quality	4.18
Advertisement Frequency	3.74
Brand Trust	4.09
Visual Appeal	4.26



Findings

1. Social media advertising has a statistically significant influence on FMCG purchase behaviour.
2. High exposure to social media advertisements increases purchase intention.
3. Influencer credibility and content quality are the strongest predictors.
4. Age and gender significantly moderate consumer responses.
5. Regression results confirm the strong predictive power of social media advertising.

Suggestions

1. FMCG marketers should focus on engaging and informative content.
2. Influencer marketing should be strategically aligned with brand values.
3. Personalized advertisements can enhance consumer engagement.
4. Brands should encourage user-generated content and reviews.
5. Continuous monitoring of consumer feedback is essential.

Conclusion

The study confirms that social media advertising is a powerful determinant of consumer purchase behaviour towards FMCG products in Chennai city. The empirical findings highlight the growing importance of digital engagement, influencer marketing, and content-driven advertising strategies. FMCG marketers must leverage data-driven social media campaigns to sustain competitive advantage in urban markets.

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