

RESEARCH ARTICLE

Exploring the Power of Social Media in the FMCG Industry: A Case Study of Bangladesh

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VOLUME: Vol.03 Issue03 2024

PAGE: 04-07

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Abstract

This study, Exploring the Power of Social Media in the FMCG Industry: A Case Study of Bangladesh, investigates the impact of social media on the fast-moving consumer goods (FMCG) market in Bangladesh. As digital platforms increasingly shape consumer behavior, FMCG companies are leveraging social media to engage with consumers, enhance brand visibility, and drive sales. This research examines how various social media platforms influence consumer purchasing decisions, brand perception, and marketing strategies within the FMCG sector in Bangladesh. Using a case study approach, data is collected through surveys and interviews with industry experts, marketers, and consumers to understand the effectiveness of social media campaigns and their role in shaping market trends. The findings indicate that social media plays a pivotal role in creating direct connections between brands and consumers, fostering brand loyalty, and providing a platform for real-time customer feedback. The study also highlights the challenges of managing online reputation and the need for effective content strategies to maximize engagement. By exploring the evolving role of social media, this study offers valuable insights for FMCG companies looking to harness the power of digital marketing to strengthen their position in the Bangladeshi market.

KEYWORDS

Social Media, FMCG Industry, Bangladesh, Consumer Behavior, Digital Marketing, Brand Engagement, Marketing Strategies, Brand Perception, Consumer Loyalty, Social Media Campaigns.

INTRODUCTION

The FMCG (Fast Moving Consumer Goods) market in Bangladesh is highly competitive, with numerous brands vying for consumers' attention and loyalty. In recent years, the rise of social media has revolutionized the way people communicate, connect, and consume information. Social media platforms such as Facebook, Instagram, and Twitter have become integral parts of people's daily lives, offering vast opportunities for businesses to engage with their target audience. This study aims to explore the impact of social media on the FMCG market in Bangladesh, specifically focusing on consumer behavior, brand awareness, and purchase decisions.

METHODOLOGY

This study, Exploring the Power of Social Media in the FMCG Industry: A Case Study of Bangladesh, seeks to understand how social media influences consumer behavior, brand perception, and marketing strategies within the fast-moving consumer goods (FMCG) sector in Bangladesh. To achieve this, the research employs a mixed-methods approach, combining both quantitative and qualitative data collection techniques to provide a comprehensive understanding of the role of social media in the FMCG market. The methodology is structured to

collect and analyze data from various stakeholders, including consumers, industry experts, and marketing professionals, to offer a holistic view of the impact of social media on the FMCG industry in Bangladesh.

Research Design

The research follows a case study design, focusing on selected FMCG companies operating in Bangladesh. By using a case study approach, the study can provide detailed insights into specific organizations' experiences with social media marketing, explore challenges they face, and understand the nuances of consumer engagement in the context of Bangladesh's unique social and cultural environment. The mixed-methods approach ensures a well-rounded exploration of the topic, integrating both broad quantitative insights and deeper qualitative findings.

Phase 1: Quantitative Survey

The first phase of data collection involves a structured survey to gather quantitative data from consumers in Bangladesh. The survey is designed to capture how social media influences their purchasing behavior, brand perception, and engagement with FMCG products. The survey includes questions related to the frequency of social media use, platforms favored by consumers, types of content they engage with, and how these activities influence their decision to purchase FMCG products. Additionally, questions regarding consumer trust in social media advertising, interaction with brands, and the role of social media in shaping product choices are included.

The target sample consists of 500 respondents from urban and semi-urban areas of Bangladesh. This sample size ensures that the data is statistically significant and reflective of the diverse consumer base in Bangladesh. The survey is distributed both online and offline, ensuring accessibility for participants with varying levels of internet access. The online version is disseminated via social media platforms and email, while the offline version is distributed in local markets, malls, and public places. The survey uses Likert-scale items, multiple-choice questions, and open-ended questions to obtain both quantitative and qualitative responses.

Data Analysis (Quantitative Phase)

Once the survey responses are collected, the quantitative data are analyzed using statistical methods such as descriptive statistics, correlation analysis, and regression models. Descriptive statistics are used to summarize key consumer demographics, including age, gender, income level, and social media usage patterns. Correlation analysis helps examine the relationship between consumer engagement with social media content and their purchasing decisions. Regression models are employed to identify the strength and direction of the influence of different types of social media interactions (e.g., liking, sharing, commenting) on consumer behavior and brand perception in the FMCG sector. The results of these analyses help determine the overall impact of social media engagement on the

FMCG market in Bangladesh.

Phase 2: Qualitative Interviews

The second phase of the research involves in-depth qualitative interviews with key stakeholders, including industry experts, marketers, and managers from leading FMCG companies operating in Bangladesh. The interviews aim to explore how these companies are utilizing social media in their marketing strategies and how they perceive its effectiveness in driving sales, enhancing brand loyalty, and engaging with consumers. The interview questions cover a wide range of topics, including the types of social media campaigns implemented, the platforms used, the challenges faced in social media marketing, and the metrics used to measure success.

In total, 15 interviews are conducted with professionals from various FMCG sectors, including food and beverages, personal care, and household products. The interviews are semi-structured, allowing for flexibility and exploration of relevant topics that may emerge during the conversation. The participants are selected based on their expertise in digital marketing, social media strategies, or brand management within the FMCG industry. These interviews are conducted in Bengali and English, depending on the preference of the participants, and are recorded with the consent of the interviewees for subsequent transcription and analysis.

Data Analysis (Qualitative Phase)

The qualitative data collected from the interviews are analyzed using thematic analysis. Thematic analysis allows for the identification of recurring patterns, themes, and insights that reflect the impact of social media on FMCG marketing strategies and consumer behavior. The transcribed interviews are coded in multiple stages, starting with an initial open coding process to identify significant themes, followed by focused coding to refine and organize these themes into key categories. The analysis explores several key areas, including the effectiveness of specific social media platforms (such as Facebook, Instagram, YouTube, etc.), the type of content that resonates with Bangladeshi consumers, and how brands adapt their strategies to engage with consumers in meaningful ways.

Thematic analysis is also used to explore the challenges faced by FMCG companies in managing their social media presence, such as dealing with negative feedback, maintaining authenticity, and creating content that aligns with brand values. This qualitative data helps contextualize the quantitative findings by providing a deeper understanding of the practical applications and limitations of social media marketing in the FMCG sector in Bangladesh.

Integration of Quantitative and Qualitative Data

The results from both the quantitative and qualitative phases are integrated to provide a comprehensive view of the impact of social media on the FMCG market. The quantitative survey provides statistical evidence of the relationship between social media

engagement and consumer purchasing behavior, while the qualitative interviews offer context and insights into how FMCG companies approach social media marketing and its challenges. By combining both sets of data, the research creates a fuller picture of how social media influences the FMCG industry in Bangladesh, offering both broad patterns and detailed examples.

Ethical Considerations

Ethical standards are adhered to throughout the study. Informed consent is obtained from all survey respondents and interview participants, and they are assured that their responses will remain confidential and anonymous. Participants are made aware that they can withdraw from the study at any time without consequence. The data collected is securely stored and used solely for the purpose of this research. All participants are also informed of their right to access the findings of the study upon request.

Limitations

While this study offers valuable insights into the role of social media in the FMCG industry, several limitations need to be acknowledged. First, the study focuses only on the Bangladeshi market, so the findings may not be directly applicable to other countries with different cultural, economic, and technological contexts. Additionally, the use of self-reported data in both the surveys and interviews may introduce biases, such as social desirability or recall bias. The research is also cross-sectional in nature, meaning it captures a snapshot of social media influence at a single point in time, which may not account for changes in social media trends or consumer behavior over time.

Results

The results of the case study indicate that social media has a significant impact on the FMCG market in Bangladesh. The findings reveal that a majority of consumers in Bangladesh actively use social media platforms and rely on them for gathering information, seeking recommendations, and making purchase decisions related to FMCG products. The study identifies several key findings:

Increased brand awareness:

FMCG companies that effectively utilize social media platforms experience higher brand awareness among consumers. Engaging and interactive social media campaigns, influencer collaborations, and user-generated content contribute to increased brand visibility and recognition.

Influenced consumer behavior:

Social media plays a crucial role in shaping consumer behavior in the FMCG market. The study reveals that consumers are more likely to try new FMCG products or switch brands based on positive experiences shared by their peers on social media platforms.

Purchase decisions influenced by social media:

Social media platforms serve as a virtual marketplace for consumers to explore, compare, and evaluate FMCG products. The study finds

that a significant number of consumers make purchase decisions based on product reviews, recommendations, and promotions they encounter on social media.

DISCUSSION

The findings highlight the importance of social media in the FMCG market of Bangladesh. The interactive and dynamic nature of social media platforms allows FMCG companies to directly engage with their target audience, gather feedback, and build brand loyalty. By leveraging social media, FMCG companies can establish a strong online presence, cultivate brand advocates, and drive sales.

The study also discusses the challenges and opportunities associated with social media marketing in the FMCG market. It identifies the need for FMCG companies to develop effective social media strategies tailored to the preferences and behaviors of Bangladeshi consumers. Additionally, the study emphasizes the importance of authenticity, transparency, and timely response in social media interactions to build trust and credibility among consumers.

CONCLUSION

In conclusion, this case study provides insights into the impact of social media on the FMCG market in Bangladesh. The findings demonstrate that social media has transformed consumer behavior, brand awareness, and purchase decisions in the FMCG sector. FMCG companies need to recognize the significance of social media as a powerful marketing tool and develop strategic approaches to effectively engage with consumers.

By understanding the preferences and behaviors of Bangladeshi consumers on social media platforms, FMCG companies can tailor their marketing efforts to drive brand awareness, influence consumer behavior, and ultimately enhance customer retention and loyalty. However, it is crucial for companies to continuously adapt and evolve their social media strategies to keep up with the dynamic nature of social media and the evolving needs and expectations of consumers in the FMCG market in Bangladesh.

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