



MARKETING COMMUNICATION IN THE DIGITAL AGE IMPACT OF 'FAST MOVABLE CONSUMER GOODS'

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Abstract:

This article discusses the impact and challenges of marketing communication in dynamically changing market conditions. Special attention has been drawn to the advancement of the Fast Movable Goods sector. For the increase in the number of available means of communication. The growing demands of recipients, their evolving communication habits and preferences, and initiatives launched by market competitors compel enterprises to gravitate toward "digital age" solutions. It includes tools that enable an effective exchange of information with the market, which is a prerequisite for creating the strategic position of each company and brand in the market. Considering the high outlay for employee skill advancement, the use of external marketing communications professional services is suggested. A compilation of the advantages and disadvantages of marketing communications shows that it is both an opportunity and a challenge for modern industries. Working 'outsourced' with carefully selected service providers can yield excellent results. Technological advances in the scope of information sharing are making it easier to access external experts and their capabilities. Adopting new information technologies and taking advantage of new possibilities of working with experienced external professionals provide great opportunities to increase the effectiveness of marketing communications.

Keywords: *Marketing communication, Brand, Marketing, Strategy, Digitalization, Fast Movable Goods.*

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Introduction:

Marketing communications is the messages and media that marketers use to communicate with target markets. Examples of marketing communications include traditional advertising, direct marketing, social marketing, presentations and sponsorships. Marketing communications is tasked with a number of important objectives, building brand awareness. Marketing communications is responsible for making sure people know that the organization or business exists, and what it offers.

Digitalization of communications is a developing phenomenon, reflected in the way of planning, strategy, control and executing programmes of corporate marketing communications. It constitutes a component of wider phenomenon, which is defined as: digital economy, Internet economy, virtual economy, or web economy (Mazurek,2012). Marketing communication is an important player in the life of a business. Consumer take the information from marketing communication to make wise purchase decisions. Business ranging from multinational corporations to small retailer, depend on



marketing communication to sell their goods and services. Digital marketing offers a range of target specific audiences, track consumer behaviour and measure the effectiveness of marketing social media marketing's. Digital marketing strategies have a significant impact on the sales of Fast Movable Consumer Goods (FMCG) products.

Objective of study:

- i) To explain the Marketing Communication channel
- ii) To explain the concept of "Digital age
- iii) To explain the challenge of Marketing Communication
- iv) To explain the marketing communication impact on "ast Movable Consumer Goods"

Research Methodology:

1. Research design used in the study:

Research design is a systematic method to carry out the research. Present research falls under the descriptive type of the research. As it based on the observations and experiences gain by the researcher during data collection and analysis.

2. Data collection method:

Primary data:

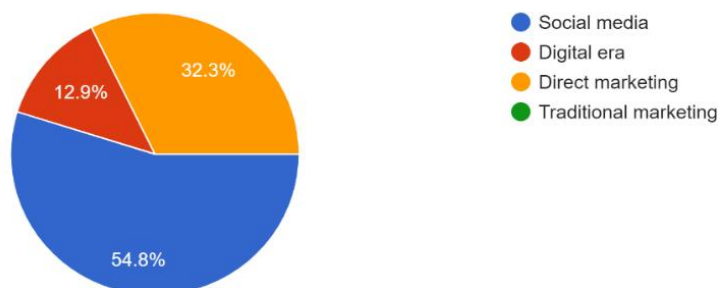
The data collected for the first time through personal experience or evidence in this article collected primary data through Google form.

Collected primary data for google form. The said research was done from rural areas of Nashik district.31 people's feedback was taken while researching through google form, marketing communication becomes more effective through social media

Link - <https://forms.gle/1PcuEQyUxBq8kBm7>

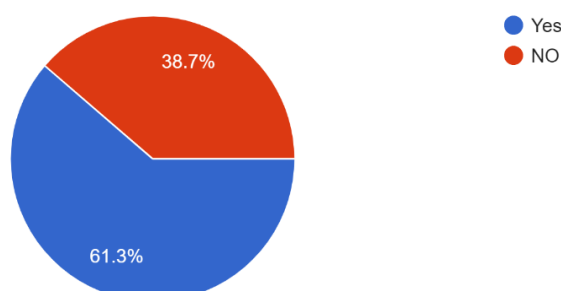
1. Which of the following best way of marketing communication

31 responses



2. Fast movable consumer goods (FMCG) Are fast-selling items a must-buy? (FMCG) (जलद विकला जाणारा माल हा खरेदी करणे आवश्यक आहे का?)

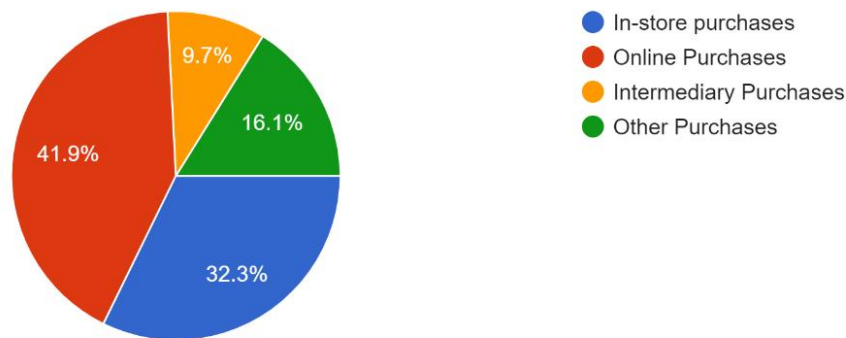
31 responses





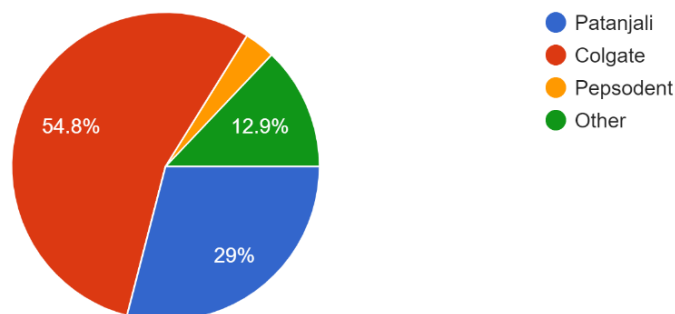
3. How do you buy fast selling goods? (जलद विकल्या जाणाऱ्या मालाची खरेदी आपण कशामार्फत करतात)

31 responses



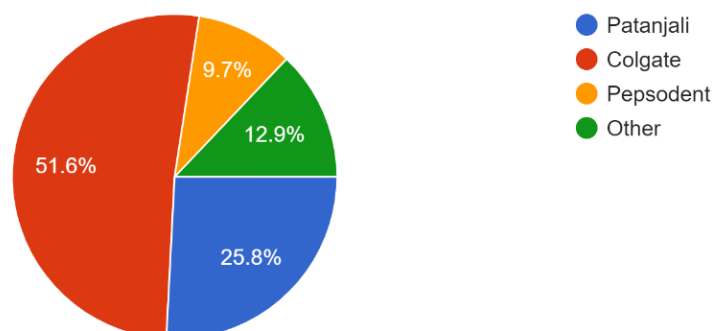
4. Which company's advertisement for the product toothpaste is more effective?

31 responses



5. Which company's toothpaste is bought more in your area?

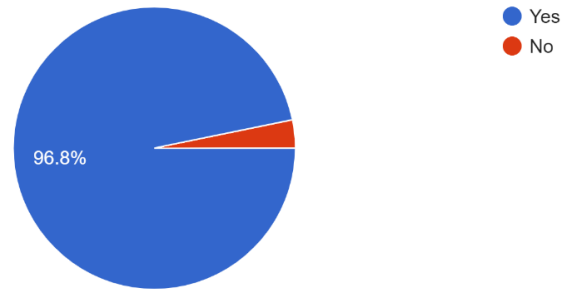
31 responses





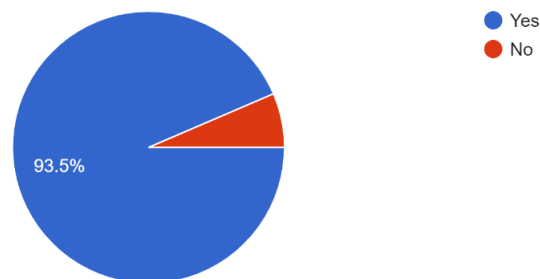
6. Whether digital marketing has increased the purchasing power of people

31 responses



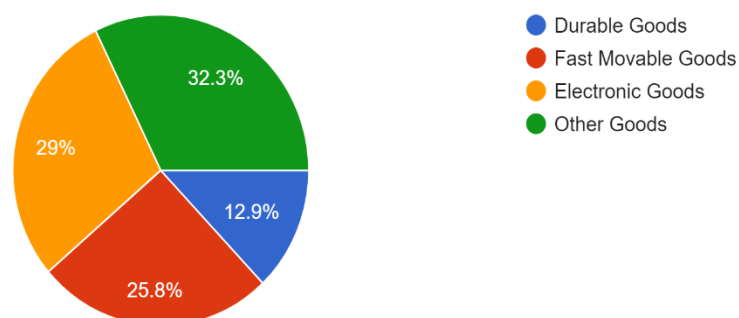
8. Has digital marketing been effective in your area?

31 responses



7. Which of the following types of goods do we buy more due to digital marketing communication?

31 responses



Secondary data:

It is the data which was already collected by someone else. Researcher has to analysis data and interprets the results. For the present research the researcher collected

the secondary data through various books, websites, published information, sources of which is given the endnote of this paper.



The concept of Marketing Communication:

Marketing communication involves sharing of meaning, information and concepts by the source and the receiver about the products and services and also about the firm selling through the devices of promotion via, advertising, publicity, salesmanship and sales promotion. In marketing the source is the marketer who desires to promote the product. Marketer delivers a message to a receiver, who is the target market segment. Message is received and integrated by consumers and if their predisposition becomes favourable, they decide to purchase. Feedback is the reverse flow of communication to the marketer. Marketing communication may be distorted particularly when a message passes through a number of channels. Noise is a major injurious. Noise can arise due to faulty transmission, faulty reception. Competitive communication constitutes the most serious noise.

Marketing communications refer to the strategy used by a company or individual to reach their target market through various types of communication. Marketing communication includes advertising, direct marketing, branding, packaging, sales presentations, trade show appearances etc.

1. Marketing Communication channel

Traditional marketing channels don't rely on the internet, but they remain a vital tool for many enterprises. Some businesses primarily rely on traditional marketing channels because of their target demographic or because of their business model. Roadside restaurants, for instance, mostly rely on simple signage to attract diners. Since digital advertising increasingly reflects what users already know about and like, some companies may use traditional marketing communication channels to introduce products to consumers unfamiliar with their brand. Examples of traditional marketing communication channels include:

- * Physical mail

- * Radio ads
- * Telemarketing
- * Print ads
- * Events
- * Billboards and signs

Digital marketing communication channels have empowered companies to reach much wider audiences, often for very reasonable costs. One of their transformative effects has been enabling marketers to receive immediate feedback about the performance of an ad. Companies learn almost instantly which ads earn engagement and convert sales and can quickly apply insights to ongoing or future marketing efforts. Examples of digital marketing communication channels include:

- * Websites
- * Blogs
- * Video
- * E-mail
- * Social media
- * Podcasts
- * Online and mobile ads

The concept of Digital age:

The **Digital Age**, often known as the **Information Age**, refers to a historical era and information technology-based economy originating in the twentieth century. It is marked by a rapid transition from the industrialized economy brought about by the Industrial Revolution to a knowledge-based economy. The Information Age also known as the Computer Age, Digital Age, Silicon Age, New Media Age, or Media Age is a historical period that began in the mid-20th century. It is characterized by a rapid shift from traditional industries, as established during the Industrial Revolution, to an economy cantered on information technology. The onset of the Information Age has been linked to the development of the transistor in 1947, the optical amplifier in 1957, and Unix time which began on 1 January 1970. These technological advances have had a



significant impact on the way information is processed and transmitted.

Example of Digital age

- i) Personal computer
- ii) Internet
- iii) Fiber optic cables
- iv) Intel
- v) World Wide Web
- vi) E-mail
- vii) GPS
- viii) Caller ID

Challenge of Marketing Communication:

At the heart of a successful marketing team is skilful communication. Seeking feedback on a design, breaking out in to a creative brainstorm, answering client questions, there are so many different reasons someone at an agency will partner with someone else on a daily basis. There's no debate that you need to have a strategy for cross-team communication and collaboration; it's a matter of how you go about it. How do you implement collaboration with your team, and how do you sustain it? Take a look at your company's communication pain points, and find what works best for your team.

1. Meeting Regularity

A full calendar is a bummer, and an empty calendar is a red flag. Your happy medium can exist, and it's a matter of gauging when communication is needed and when it isn't. We've all seen the coffee mugs slyly commenting on "meetings that could have been emails," but you also shouldn't overly rely on written communication. If a conversation has to do with serious coaching or feedback, and that message could be misconstrued it's best to hop on a phone call, video chat, or swing by in-person where possible to ensure common ground is reached.

2. Lacking Physical or Virtual Space for Collaboration

Not every office can have bean bags and indoor slides, but you still need to find a way to welcome

team collaboration. If your employees all work onsite together, central areas armed with white boards and seating areas can help teams come together. If you have a remote team and you don't have virtual space for your teammates to communicate, you run into a different problem, and cause your team to be even more soloed.

3. Too Much Back-and-Forth

No one wants to get caught up in a painful dialogue that could be resolved in three seconds through a simple chat or project management tool. Emails have a tendency to get lost or forgotten in long chains, leading to the ever-pleasant, "Per my last email"

4. Too Many Communications Channels

There is such a thing as too many options. Between G-chat, text, email, video meetings, and Slack, it's easy to lose the message and confuse your team. At a certain point, centralizing communication is necessary.

Concept of Fast Movable Consumer Goods:

Fast-Moving Consumer Goods (FMCG), or Consumer Packaged Goods (CPG), is products sold quickly and at a relatively low cost. The FMCG industry is characterized by high-volume sales, quick inventory turnover, and various products catering to consumer needs. These goods include essential everyday items such as food and beverages, toiletries, cleaning supplies, and other low-cost household items. FMCG products, or merely fast moving consumer goods, are non-durable products that need to be sold, usually at a low cost, and consumed within a set duration. FMCG products are perishable and highly demanded, so they are produced and sold in large quantities

1. Example of Fast Movable Goods/Products

- i) Packaged foods,
- ii) Beverages
- iii) Toiletries
- iv) Candies
- v) Cosmetics

vi) Dry goods

2. Companies of Fast Movable Goods/Products

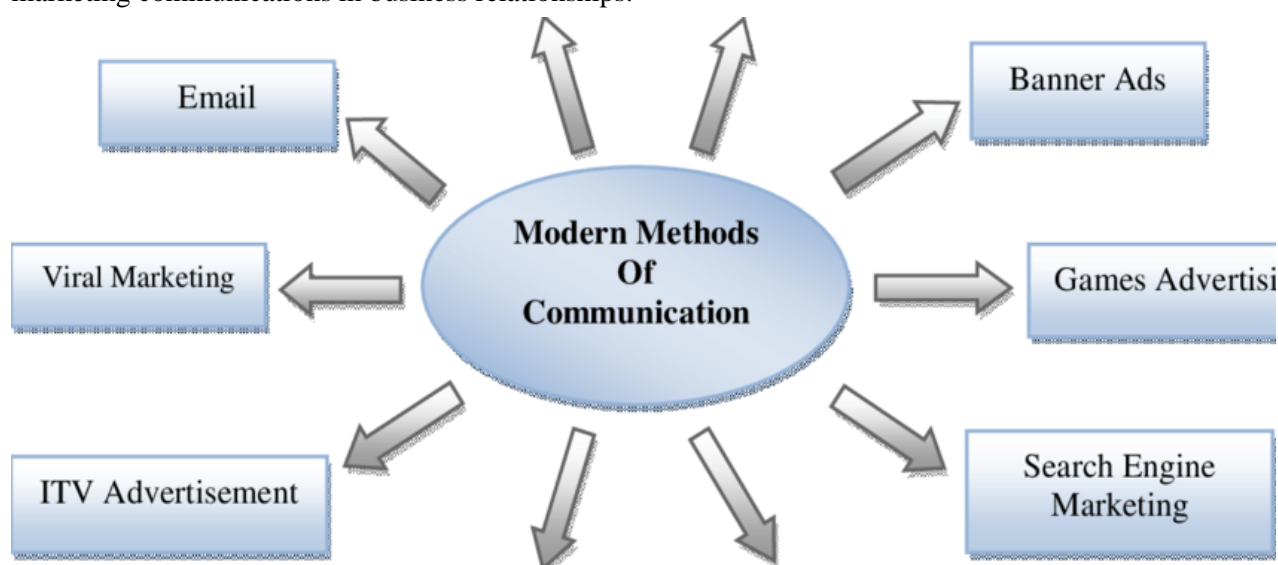
- i) Hindustan Unilever Limited (HUL)
- ii) Nestle India Limited
- iii) Godrej Consumer Products
- iv) Britannia Industries Limited
- v) Dabur India Limited
- vi) Tata consumer product

3. Marketing communication impact on "Fast Movable Consumer Goods"

Communication is a important factor in any business organization as well as other types of companies Communication also helps in understanding the concepts and variables that come across the thinking of informed person or group. Communication can also be seen as the flow of information from the sender to the receiver, taking a mutual understanding into consideration. Communication also serves as a means of relational governance that increases affective commitment toward the business relationship. Despite the existing body of knowledge on interim communication, less is known about the role of

marketing communications in business relationships.

Despite the existing body of knowledge on inter firm communication, less is known about the role of marketing communications in business relationships. Consumer goods are products purchased for consumption by the average consumer. They are divided into three categories: durable, nondurable, and services. The impact of marketing communication tools of fast movable goods are business effective communication is the guarantee of success; however, there are many different channels of communication for example TV, Radio, Newspaper, internet, SMS, etc. According to many researchers FMCG includes those products which are low involvement products and consumers don't take much time on decision making process before purchasing them likewise, Bulmer (1998) defined the range of FMCG products from cosmetics to households. Effective marketing communication strategy consumers' brand royalty and emotional attachment can be gain. According to Fill (2005) brand is being kept within evoked set of brands and evoked set of brand mean the whole range of brand which is being under considered by consumers while making purchase decision.



1. Nabieva, 2021

Digital Marketing Strategy and Business Resource Transformation. Evidently no one, at individual or

Review of Literature:



organizational level, can proceed with a transformation of any kind without changing its mindset, allocate properly available resources and find ways of doing things both effectively and efficiently.

2. Yosep et al., 2021

Digital Content Marketing and Digital Story telling are powerful tools in the hands of capable marketers to leverage and create added value. Social Media marketing content has to evoke feelings of happiness, excitement and entertainment to customers, while giving the opportunity of interaction through two-way direct communication between product/service provider and customer. Must be current, comprehensive, clear and neat, in order to be easily explored by customers

3. Priyanka P.V and Padma Srinivasan (2015)

In her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media.

4. Usha B (2009)

The share of rural areas in total consumption of FMCG products in India, factors affecting sales in rural markets, market entry routes, issues and constraints are discussed. They finally conclude that the future prospects are greater in rural markets due to increasing competition and saturation of urban markets.

5. B.S.Kim (2021)

"Effectiveness of digital marketing in the fast-moving consumer goods industry: a systematic review and

meta-analysis" by b. s. kim et al. (2021). This study analyzed the results of 39 previous studies to assess the overall effectiveness of digital marketing in the FMCG industry. the study found that digital marketing was highly effective in increasing sales, particularly for products with high involvement levels.

6. S.M.Anwar (2021)

"Impact of digital marketing on sales: a study with reference to FMCG sector" by s. m. Anwar et al. (2019). This study examined the impact of digital marketing on sales in the FMCG sector in India. The study found that digital marketing was highly effective in driving sales, particularly for products with a high level of involvement.

7. Sohail & Rahman (2018)

Social media marketing is effective in increasing brand awareness and engagement with consumers, which can lead to increased sales (alalwan et al., 2017; sohail & rahman, 2018).

Future scope of Research:

There are several potential future areas of research that could build upon the existing research on the impact of digital marketing communication strategies on FMCG. Here are some potential future research directions: Exploring the role of specific digital marketing channels: while previous research has examined the impact of digital marketing strategies as a whole, future research could investigate the impact of specific channels such as email marketing, search engine optimization, or social media marketing on FMCG sales. Examining the impact of personalized marketing: with advancements in technology, digital marketing strategies can now be individual consumers. Future research could investigate the impact of personalized marketing approaches on FMCG sales. Investigating the impact of digital marketing on brand loyalty: while previous research has looked at the impact of digital marketing on sales, future research could investigate the impact on brand loyalty



and repeat purchases. Analyzing the effectiveness of different types of digital marketing content: future research could investigate the effectiveness of different types of digital marketing content, such as videos, images, or written content, on FMCG sales. Investigating the impact of digital marketing communication on consumer behaviour future research could examine how digital marketing strategies influence consumer decision-making processes and purchase behaviours. Overall, the potential future research directions can further deepen our understanding of the impact of digital marketing strategies on FMCG sales and inform the development of more effective digital marketing communication strategies in the future.

Conclusion:

The findings of this study indicate the digital marketing strategies have a significant impact on the sales of FMCG products. Social media marketing and email marketing communication are found to be the most effective digital marketing strategies for driving FMCG. This study provides valuable insights for FMCG companies looking to enhance their digital marketing strategies and improve their sales. The study suggests that companies should focus on social media marketing and email marketing to maximize their impact on FMCG

sales. Additionally, companies should tailor their digital marketing strategies based on demographic factors to ensure maximum effectiveness. Communication and interaction between relevant parties, mobile marketing and social media marketing have emerged as key players in creating value for businesses, the first one mainly as an effective tool of accessing offered services/products anywhere at any time, and the second one as a consumer critical decision-making tool. Marketing communication media as important enablers of gaining brand equity, awareness, image, sales promotion, enhanced trust and loyalty intention as well as post-purchase satisfaction.

Bibilography:

1. <https://shodhgangotri.inflibnet.ac.in>
2. <https://www.wallstreetmojo.com/fast-moving-consumer-goods>
3. www.wikipedia.com
4. Google form
5. Magazine - Business Today, Financial Times
6. Book - The Power of Fast-Moving Consumer Goods– John radely,Gregthain
7. Book - Marketing Management ,diamond publication by Dr.V.Kadvekar
8. Book - Strategic co

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