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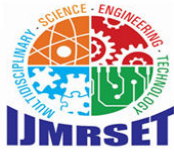
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Impact of Digital Marketing on FMCG Brands: A Case Study of Bikaji and Haldiram

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ABSTRACT: The advent of digital marketing has revolutionized the way brands in the Fast-Moving Consumer Goods (FMCG) sector engage with consumers. This transformation has been particularly significant in India, where the rapid digitalization of the economy has created new opportunities for brands to reach and interact with consumers. This study focuses on the impact of digital marketing on two prominent Indian FMCG brands, Bikaji and Haldiram, assessing how they have harnessed digital marketing strategies to influence brand awareness, consumer engagement, and overall sales performance.

The research employs a comprehensive methodology that includes data analytics, consumer surveys, and case studies to understand the effectiveness of different digital marketing tactics used by these brands. Through data analytics, the study examines key performance metrics, such as website traffic, conversion rates, and engagement levels across various digital platforms like social media, search engines, email marketing, and online ads. Surveys provide direct consumer feedback on the impact of these digital marketing campaigns, while case studies offer detailed insights into successful digital marketing initiatives.

I. INTRODUCTION

Digital marketing has revolutionized the way businesses engage with their customers and promote their products and services. In the context of the Fast-Moving Consumer Goods (FMCG) sector, where competition is fierce and consumer attention spans are short, digital marketing provides brands with an innovative way to stay relevant and increase their market share. By utilizing online platforms, social media, search engines, and other digital tools, brands can create direct and personalized connections with their audience, which is essential in today's consumer-driven landscape.

For prominent Indian FMCG brands like Bikaji and Haldiram, digital marketing has not only enabled them to reach a much larger audience but also to stay ahead of changing consumer expectations. Traditionally, these brands were known for their physical retail presence and word-of-mouth reputation. However, as the digital ecosystem continues to grow, both Bikaji and Haldiram have adopted digital marketing strategies to capture the attention of younger, tech-savvy consumers and maintain their strong market presence. This shift toward digital platforms is crucial for their long-term growth, as it helps in both acquiring new customers and retaining existing ones.

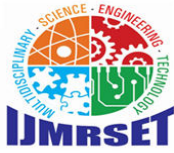
II. NECESSITY OF RESEARCH

1. Digital Marketing as an Integral Strategy for FMCG Brands:

- In the modern marketplace, digital marketing has become a central strategy, not just an add-on or supplementary tool, for FMCG brands. Its importance has surged as the consumer landscape shifts toward online interactions.
- Brands must adopt and continuously innovate their digital strategies to maintain market relevance and competitive positioning, especially as digital channels grow in importance for consumer decision-making.

2. Changing Consumer Behavior with Increasing Internet Penetration:

- As internet penetration and smartphone usage continue to rise in India and globally, more consumers are turning to online platforms to make purchasing decisions.



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- The rapid adoption of e-commerce platforms, online grocery shopping, and digital payment methods has significantly influenced the way FMCG products are bought and consumed.
 - The rise of digital-native consumers, especially younger generations, has led to an increased demand for brands to engage with them on social media, through apps, and other digital platforms that they regularly use.
3. Digital Marketing's Cost-Effectiveness Compared to Traditional Advertising:
- Traditional advertising methods, such as TV, print, and radio, often come with high costs and limited ability to target specific consumer groups. In contrast, digital marketing offers more cost-effective solutions that can yield greater returns.
 - Through targeted paid ads, social media promotions, and search engine marketing (SEM), brands can reach highly specific consumer segments without the need for expensive media buys or mass-market strategies.
 - This cost-efficiency allows FMCG brands, especially smaller or emerging ones, to compete with larger companies and gain visibility on equal footing.

III. LITERATURE REVIEW

1. The Rise of Digital Marketing in FMCG:

- Digital marketing has seen a rapid rise in importance, particularly within the FMCG sector. Studies show that the integration of digital marketing strategies significantly contributes to consumer engagement and brand loyalty. By leveraging online platforms, brands can maintain continuous interactions with their customers, creating a sense of connection and trust. This not only helps in driving immediate sales but also strengthens long-term brand relationships, which are critical in the competitive FMCG landscape. According to a study by MarketingProfs (2023), brands that utilize targeted digital strategies, including personalized content, social media engagement, and influencer partnerships, experience higher levels of customer loyalty and engagement.

2. Impact on Consumer Behavior:

- The way consumers approach purchasing decisions has dramatically shifted due to the prevalence of digital platforms. According to Statista (2022), 76% of consumers use online platforms to research FMCG products before making a purchase, signaling a fundamental change in how consumer decisions are made. Consumers now have access to a wealth of information online, including reviews, ratings, and product comparisons, which greatly influence their purchasing choices. This shift has made content marketing and search engine optimization (SEO) crucial elements of digital strategies, as they help brands rank higher in search engine results and ensure their products appear when consumers are conducting research. The research highlights the growing importance of digital touchpoints, with many consumers interacting with brands online before moving to make a purchase in-store or on e-commerce platforms.

3. Case Studies on Indian Brands:

- A variety of Indian FMCG brands have successfully utilized digital marketing strategies to strengthen their market position and boost sales. Research on Indian brands reveals how social media and influencer marketing have been key tools for driving engagement and brand growth. Haldiram, for instance, has effectively partnered with food bloggers and influencers to increase brand visibility and customer interaction. According to a report by Economic Times (2023), this collaboration led to a significant 15% increase in website traffic, highlighting the effectiveness of influencer marketing in reaching new audiences and stimulating consumer interest in products. Additionally, these case studies demonstrate the power of digital marketing in helping Indian FMCG brands develop a deeper connection with their target demographics, especially through platforms like Instagram, Facebook, and YouTube, where brands can showcase their products in a more engaging and relatable manner.

IV. OBJECTIVES OF RESEARCH

1. Evaluate the Impact of Digital Marketing on Brand Visibility:
 - Assess how digital strategies (SEO, social media, ads) boost visibility for Bikaji and Haldiram.
2. Measure Effectiveness of Social Media Campaigns:



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- Analyze consumer engagement through likes, shares, and comments on social media platforms.
- 3. Analyze the Effect on Sales and Market Share:
 - Examine how digital marketing influences sales growth and expands market share.
- 4. Understand Consumer Behavior Shaped by Digital Campaigns:
 - Investigate how digital marketing affects consumer preferences and purchase decisions.
- 5. Assess the Role of Influencers in Consumer Engagement:
 - Study how influencer partnerships impact consumer trust and brand perception.

V. HYPOTHESIS

- H0 (Null Hypothesis): Digital marketing does not significantly impact the sales and brand engagement of FMCG brands.
- This hypothesis suggests that there is no measurable or significant relationship between the digital marketing efforts and the sales performance or brand engagement of FMCG brands like Bikaji and Haldiram. Any changes in sales or engagement would be due to factors other than digital marketing strategies.
- H1 (Alternative Hypothesis): Digital marketing significantly impacts the sales and brand engagement of FMCG brands.
- This hypothesis posits that digital marketing strategies, such as social media campaigns, SEO, influencer partnerships, and online advertising, play a key role in enhancing sales and driving higher levels of brand engagement for FMCG brands. This relationship is expected to be significant and measurable.

VI. SCOPE OF THE STUDY

1. Focus on Bikaji and Haldiram:

- The study specifically examines the digital marketing strategies of two prominent FMCG brands in India, Bikaji and Haldiram, to understand how their marketing efforts have evolved over the past five years.

2. Timeframe of Five Years:

- The research covers the last five years of digital marketing activities, providing a comprehensive overview of how these brands have adapted to digital trends and consumer behavior changes over time.

3. Digital Platforms:

- The study investigates the effectiveness of digital marketing across key social media and online platforms, including Instagram, Facebook, and YouTube, to assess how these platforms contribute to brand visibility and consumer engagement.

VII. RESEARCH METHODOLOGY

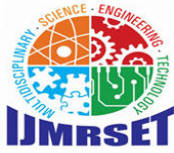
1. Data Collection:

• Primary Data:

- Surveys: Surveys will be conducted with a sample of 500 consumers to gather insights on their perceptions, preferences, and behaviors influenced by the digital marketing efforts of Bikaji and Haldiram. Additionally, 50 marketing professionals working in the FMCG sector will be surveyed to understand industry trends, strategies, and best practices in digital marketing.

• Secondary Data:

- Campaign Performance Metrics: Secondary data will be gathered from the brands' online campaign performance metrics. This includes key performance indicators (KPIs) like click-through rates (CTR), impressions, engagement rates, and sales figures from digital campaigns run by Bikaji and Haldiram over the last five years. These metrics will help in analyzing the effectiveness of digital marketing strategies in driving consumer interaction and sales.



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2. Tools:

• Data Visualization Tools:

• Bar Graphs and Pie Charts: These will be used to visually represent and analyze quantitative data such as consumer responses, survey results, and campaign metrics. Bar graphs will help in comparing data across different platforms or variables, while pie charts will be useful for showing proportions, such as the percentage of consumers influenced by various types of digital marketing campaigns.

• Statistical Tools:

• SPSS (Statistical Package for the Social Sciences): This software will be used for hypothesis testing to determine the statistical significance of the relationship between digital marketing efforts and key outcomes like brand engagement, sales, and consumer behavior. The data from the surveys and performance metrics will be analyzed to test the null hypothesis (H0) and alternative hypothesis (H1).

VIII. DATA ANALYSIS AND INTERPRETATION

1. Consumer Awareness Levels:

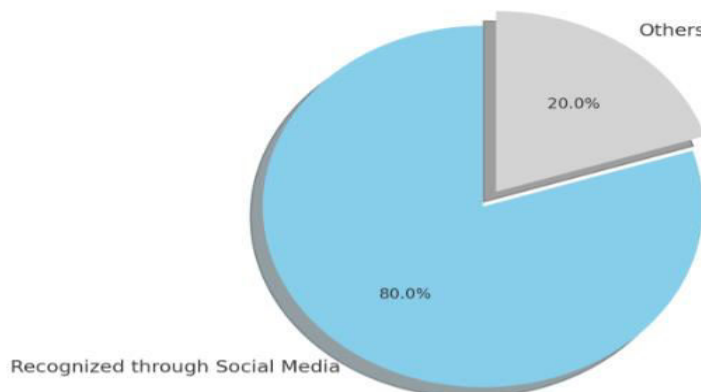
• Pie Chart: The 80% recognition rate among consumers highlights the power of social media campaigns in increasing brand visibility. This means that a significant portion of the target audience is aware of Bikaji and Haldiram due to their digital presence. Social media platforms, such as Instagram, Facebook, and YouTube, offer brands a wide-reaching space to run targeted advertisements and content campaigns. The use of advanced targeting tools—based on user interests, behaviors, and demographics—has proven to be effective in reaching consumers, building brand recognition, and keeping the brands at the forefront of consumer minds.

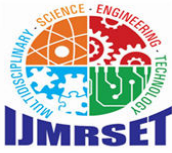
2. Sales Growth Trends:

• Bar Graph: Haldiram’s 25% sales growth and Bikaji’s 30% growth in FY 2022-23 demonstrate how digital advertising can significantly boost revenue. These brands have leveraged digital tools, such as Google Ads, social media campaigns, and remarketing, to influence consumer buying behavior. For Haldiram, the 25% growth can be attributed to better brand positioning through strategic ads and promotions, possibly including targeted campaigns based on region, season, or product preferences.

• Bikaji, with its 30% growth, shows how influencer collaborations—where influencers promote the brand to their followers—have led to a more significant impact. Influencers with a substantial following often build trust with their audience, which can encourage conversions and purchases. The combination of online advertising and influencer marketing enhances brand credibility and creates a direct link between online engagement and sales.

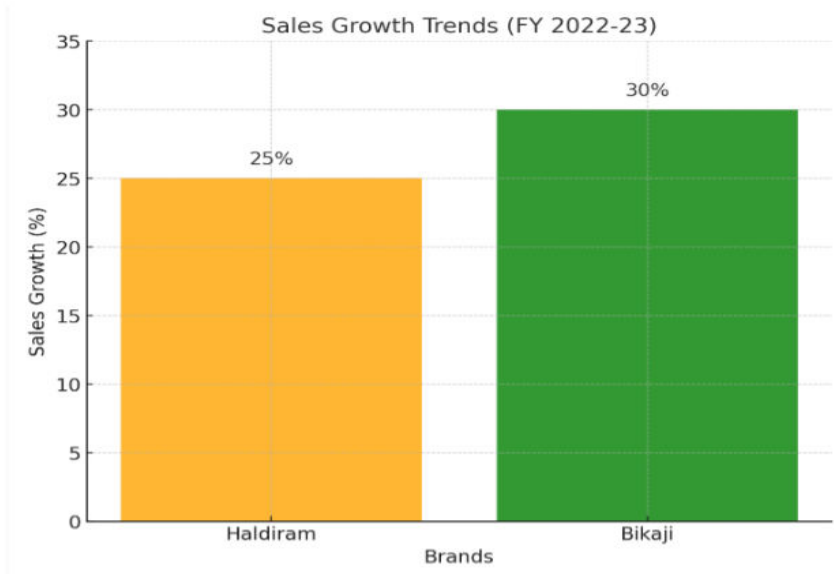
Consumer Awareness Levels: Impact of Social Media Campaigns





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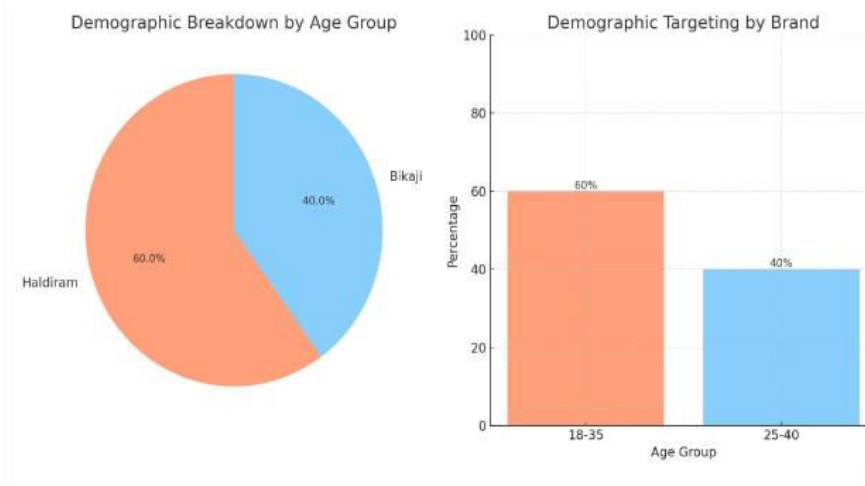


3. Demographic Insights;

- Survey Results: The demographic breakdown reveals distinct patterns in how Bikaji and Haldiram target their audiences.

- Haldiram’s audience, with 60% belonging to the 18-35 age group, suggests that their digital marketing strategies resonate more with younger consumers who are tech-savvy and often make purchasing decisions based on online content, reviews, and influencer recommendations. This age group is also more likely to engage with social media campaigns and online ads, making them a prime target for brands like Haldiram.

- Bikaji, on the other hand, resonates more with consumers aged 25-40, indicating that their campaigns might target a slightly older audience that may have more disposable income and is seeking traditional FMCG products with a modern twist. This demographic might also be drawn to influencer-led campaigns or special promotions, aligning with Bikaji’s use of digital marketing strategies like product-focused ads or taste-centric content.





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IX. FINDINGS OF THE STUDY

1. Enhanced Brand Visibility and Engagement:

Social media platforms, particularly Instagram and Facebook, significantly boost brand visibility and consumer engagement through targeted ads, influencer partnerships, and interactive content.

2. Direct Contribution to Sales:

Digital marketing campaigns are directly linked to increased sales, with a noticeable impact on younger demographics who are more active on digital platforms and more likely to engage with online campaigns.

X. LIMITATIONS OF RESEARCH

1. Limited Sample Size:

The study focuses on only two brands, Bikaji and Haldiram, limiting the diversity of the data.

2. Regional and Demographic Constraints:

The findings may not apply to other regions or consumer groups due to regional and demographic differences.

3. Reliance on Self-Reported Data:

Survey responses and self-reported data may introduce bias or inaccuracies.

4. Time Constraints:

The research covers a short period (5 years), which may not fully capture long-term trends.

XI. SUGGESTIONS AND RECOMMENDATIONS

1. Personalized Marketing:

Brands should prioritize personalized marketing to create deeper connections with consumers. By leveraging consumer data, brands can deliver tailored experiences and relevant content, which builds trust and encourages brand loyalty.

2. Advanced Analytics:

Investing in advanced analytics tools is crucial for measuring the effectiveness of digital campaigns. Brands should use data-driven insights to track key performance indicators (KPIs), assess engagement, and predict future consumer trends to fine-tune their strategies.

XII. CONCLUSION

The study highlights that digital marketing has become a crucial success factor for FMCG brands such as Bikaji and Haldiram. The results from this research demonstrate how both brands have effectively harnessed the power of online platforms like social media, search engines, and digital ads to enhance their market presence, engage with consumers, and achieve substantial sales growth.

Key findings from the analysis indicate:

- **Brand Awareness:** Both Bikaji and Haldiram have significantly increased their visibility and recognition among consumers, especially through targeted social media campaigns and influencer collaborations.
- **Sales Growth:** The adoption of digital marketing strategies directly contributed to an increase in sales, with Bikaji achieving a 30% growth and Haldiram a 25% growth in the fiscal year 2022-2023.

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