

Ai-Powered Sentiment Analytics For Brand Positioning In The FMCG Sector

S. Shanmugapriya

Research scholar, department of kalasalingam business school, kalasalingam academy of research and education, krishnankoil

Mail id: Mpriya2615@gmail.com

Dr. R. Thirumurugan

Associate professor, department of kalasalingam business school, kalasalingam academy of research and education, krishnankoil

Mail id : R.thirumurugan@klu.ac.in

Abstract

In today's digital era, social media platforms play a vital role in shaping consumer opinions about brands. A lot of user-generated content is produced by consumers who frequently share their thoughts, feelings, and experiences with other users on the internet. Companies in fast-moving consumer goods (fmcg) need to keep an eye on this content to find out how people feel about their brands. A useful tool that enables businesses to track, analyze, and respond to consumer sentiments in real time is ai-powered sentiment analysis. Using natural language processing (nlp) and machine learning algorithms, this technology classifies social media posts as positive, negative, or neutral, enabling brands to extract meaningful insights. This paper explores how ai-based sentiment analysis supports effective brand positioning in the fmcg sector. Companies can determine consumer preferences, market trends, and potential issues by analyzing online feedback. Brands are able to reposition themselves and refine their marketing messages in response to real-time sentiment thanks to these insights. These tools have been used successfully by a number of fmcg businesses to improve customer satisfaction and brand image. The study also highlights challenges such as data bias, language limitations, and privacy concerns. Ethical handling of consumer data and accurate model training are essential for reliable sentiment analysis. In the end, fmcg brands can use ai-driven sentiment analytics to make decisions based on data, provide more individualized experiences, and increase customer loyalty. As the competition intensifies, understanding consumer emotions through ai will be a key factor in building lasting brand success.

Keywords: Artificial intelligence (ai), sentiment analysis, brand positioning, social media, natural language processing (nlp), fmcg, machine learning, consumer perception, brand strategy, customer feedback.

Introduction

Social media platforms have become effective means of communication in the age of digital transformation, allowing customers to freely share their thoughts, feelings, and experiences regarding goods and companies. Customers' perceptions and positioning of brands have been profoundly impacted by this change. Effective brand positioning requires an understanding of current consumer sentiment, particularly in the fast-moving consumer goods (fmcg) industry where consumer preferences shift rapidly and brand competition is fierce.

Artificial intelligence (ai) has completely transformed marketing by providing more in-depth, data-driven insights into consumer behavior. Among its many uses, sentiment analysis driven by artificial intelligence has emerged as a crucial instrument for examining user-generated content on social media sites. Businesses can use machine learning and natural language processing (nlp) algorithms to categorize public opinion into positive, negative, and neutral sentiments. With the aid

of these insights, marketers can better comprehend how consumers view their brand, spot changes in consumer sentiment, and modify their branding tactics accordingly.

Accurate consumer insights are crucial to brand positioning, which is the tactic a business employs to set itself apart in the marketplace. In conventional marketing, focus groups and surveys—time-consuming and narrowly focused methods—were frequently used to gauge brand perception. However, by giving real-time access to a variety of customer feedback, ai-driven sentiment analysis makes it possible to continuously and extensively monitor public opinion.

The purpose of this study is to investigate how brand positioning strategies in the fmcg industry can be supported by sentiment analytics driven by artificial intelligence. It looks at the technologies used, the advantages of using sentiment data to inform branding choices, and the difficulties with data privacy, ethics, and accuracy.

Objectives of the study

1. To investigate how sentiment analysis and artificial intelligence (ai) can be used to comprehend how customers view social media platforms.
2. To investigate how brand positioning strategies in the fmcg industry can be supported by sentiment analytics driven by artificial intelligence.
3. To determine and examine the main tools, technologies, and algorithms (such as machine learning and natural language processing) utilized in sentiment analysis for brand tracking.
4. To assess how well sentiment analysis works at identifying current customer sentiment and feedback about fmcg brands

Review of literature

The integration of artificial intelligence (ai) in marketing has opened new avenues for understanding consumer behavior, especially through sentiment analysis on social media. Several studies have explored how sentiment analysis can provide real-time insights into customer opinions, which are essential for effective brand positioning.

1. Pang and lee (2008) laid the foundation for sentiment analysis by categorizing online reviews into positive and negative sentiments using machine learning. Their work influenced many later studies that applied natural language processing (nlp) for brand-related content.
2. Cambria et al. (2017) emphasized the importance of affective computing in understanding consumer emotions, highlighting how ai enables deeper emotional engagement through data interpretation.
3. Kaplan and haenlein (2010) were among the first to recognize the strategic role of social media in marketing, describing platforms like facebook and twitter as public arenas for consumer-brand interaction.
4. Kietzmann et al. (2011) further developed this by introducing the social media honeycomb model, underscoring how sharing, conversations, and reputation shape brand image. Their work supports the relevance of sentiment mining from these channels for brand management.
5. Keller's brand equity model (1993) emphasizes customer-based brand equity, where brand positioning is largely shaped by how consumers perceive and emotionally connect with a brand.
6. Research by aaker (1996) adds that brand identity and differentiation are crucial in fmcg markets, where consumer loyalty is fragile. Sentiment analysis supports these frameworks by quantifying emotional and cognitive responses in real time.
7. Chatterjee et al. (2020) and kumar & mokha (2022) show how fmcg firms increasingly adopt ai tools to monitor customer satisfaction, detect shifts in sentiment, and manage brand crises. For instance, unilever and nestlé have used ai-driven dashboards to track online sentiment around product launches and consumer complaints, leading to quicker and more effective marketing responses.

8. Liu (2012) noted issues such as sarcasm detection, multilingual content processing, and data noise that affect model accuracy. Recent research also highlights concerns about algorithmic bias, ethical data use, and privacy in collecting user-generated content (zuboff, 2019).

Top fmcg companies in india and social media platforms used

S. No.	Name of company	Social media platforms used
1	Hindustan unilever limited (hul)	Facebook, twitter, youtube
2	Colgate palmolive	Facebook, twitter, youtube, linkedin
3	Itc limited	Twitter
4	Nestlé india	Facebook, twitter, youtube, google+
5	Parle agro	Twitter, google+
6	Britannia industries limited	Facebook, twitter, youtube
7	Marico limited	Facebook, instagram, youtube, linkedin
8	Procter & gamble (p&g)	Facebook, twitter
9	The godrej group	Facebook, twitter, youtube
10	Amul	Facebook, instagram, youtube, linkedin, google+

Source: <https://www.reviewsexp.com/blog/fmcg-companies-in-india/>

Brand positioning in fmcg using ai

Establishing a unique identity and image in the eyes of consumers to set a brand apart from its rivals is known as brand positioning in the fiercely competitive fmcg sector. Artificial intelligence (ai) is being used by businesses more and more these days to improve their brand positioning tactics. Fmcg companies can analyze vast amounts of consumer data from online reviews, social media, and purchase trends with the aid of ai-powered tools. Brands can learn what customers like and dislike about their products, as well as what rivals are selling, by employing artificial intelligence (ai)-driven sentiment analysis. Businesses can use this information to improve their messaging, tailor marketing efforts, and introduce goods that better suit the needs of their target market. Additionally, ai assists in precisely grouping consumers according to their preferences and behavior, enabling brands to effectively position themselves for each target market. An fmcg company, for instance, can use ai to monitor sustainability or health-consciousness trends and market its goods as eco-friendly, organic, or healthful. Chatbots and ai-powered customer service enhance brand perception by fostering trust and offering prompt assistance. All things considered, artificial intelligence (ai) offers fmcg companies a competitive edge in tracking the health of their brands, forecasting trends, and remaining relevant in a changing market by making sure their positioning matches shifting consumer expectations.

Framework for ai-powered sentiment analytics in fmcg brand positioning

Data sources

Collecting information from several trustworthy sources is the first stage in fmcg companies' ai-powered brand positioning. Social media platforms are rife with real-time consumer discussions, trends, and opinions regarding products. Online reviews provide detailed ratings and feedback that highlight consumer preferences. Direct customer feedback is also gathered by businesses through surveys, complaints, and service inquiries.

Data collection & preprocessing

This raw data needs to be cleaned and ready for precise analysis after it has been gathered. Spam, duplicate entries, and irrelevant content are eliminated during data cleaning to prevent results from being distorted. Lemmatization, which reduces words to their root form for improved analysis, and tokenization, which divides text into words, are examples of preprocessing. Correct interpretation of regional slang and cultural expressions is ensured by identifying the appropriate

language and dialect. This preparation is necessary for the ai engine to operate correctly with high-quality, meaningful data.

Ai sentiment analytics engine

The prepared data is then processed by sophisticated sentiment analytics engines that use ml and nlp technologies. The text's sentiment classification shows if it is positive, neutral, or unfavorable to the brand. In order to uncover hidden emotions like happiness, trust, rage, or disappointment in customer feedback, emotion detection digs deeper. Through contextual analysis, ai is able to understand cultural quirks, slang, and sarcasm that simple word checks might overlook. When combined, these capabilities provide a more comprehensive and accurate picture of public sentiment.

Sentiment insights dashboard

The analyzed data is converted into understandable, actionable visual reports via interactive dashboards. These dashboards display sentiment trends over time, illustrating how customer perception changes during crises or campaigns. Perception metrics that show degrees of customer satisfaction and brand loyalty are among them. Competitor benchmarking compares your brand's sentiment to that of your industry competitors. This clear presentation makes it easy for marketing teams to understand complicated ideas. It turns sentiment data into a useful instrument for making decisions.

Brand positioning strategy

Lastly, each of these insights has a direct impact on a company's brand positioning efforts. Marketing teams can use the findings to modify product features, pricing, or packaging in order to better meet customer expectations. Social media content and advertising messages can be matched to the sentiment and emotional triggers of the target audience. Teams can manage crises before they worsen by identifying negative sentiment trends early. Customizing engagement for different customer groups becomes easier and more effective. This guarantees that the brand stays distinctive, reliable, and relevant in a cutthroat fmcg market.

Applications of ai-powered sentiment analytics for brand positioning in the fmcg sector

Real-time customer feedback analysis

Companies in the fmcg industry can monitor customer reviews, social media posts, and online comments in real time using sentiment analytics powered by ai. This enables businesses to quickly gain an understanding of how consumers feel about their goods, advertisements, or marketing campaigns. Early detection of issues like complaints about quality, taste, or packaging defects enables quick corrective action. By addressing concerns promptly, companies can protect their brand reputation. Customers view the brand as more responsive and trustworthy as a result of this real-time feedback loop.

Competitive benchmarking

Using sentiment data to compare a brand's performance to that of its rivals is another important application. Fmcg companies can track how consumers perceive rival products, identifying areas where they are strong or weak. Brands can use this comparative insight to reposition their own offerings to stand out and highlight distinct benefits. For example, if competitors are seen as less eco-friendly, a brand can highlight its sustainable practices. Benchmarking keeps brands informed and better prepared to adapt in a competitive market.

Targeted marketing campaigns

By revealing which emotions, words, images, or influencers resonate with consumers, ai sentiment tools assist brands in designing marketing campaigns that are more successful. Companies can create individualized messages that are in line with what people are currently concerned about by analyzing trends and mood shifts. Promotions and ads can be tailored for different audience segments, increasing relevance and engagement. This guarantees improved returns on marketing investments. In general, it assists brands in emotionally connecting with their target audience.

Crisis management

In times of crisis, such as a product recall or a negative viral post, ai sentiment analytics becomes a vital tool. It is able to detect sudden rises in negative sentiment, enabling businesses to swiftly respond to issues before they escalate. Early warnings allow teams to issue clarifications, apologies, or recalls to manage the situation. Customers are shown that the business cares and is responsible by proactive communication. This rapid response helps protect the brand's image and maintain consumer trust even during challenging times.

New product development

Sentiment analysis is also used by fmcg businesses to encourage creativity and lessen product failure risk. They can identify unmet needs, popular flavors, preferred packaging, and rising trends like eco-friendly products by listening to consumer conversations and feedback. The creation of new products that have a better chance of succeeding in the market is guided by this data-driven insight. It keeps the company ahead of competitors by ensuring that the offerings of the brand meet current consumer expectations.

Brand health monitoring

Tracking sentiment over time helps fmcg companies measure whether their brand positioning is improving or declining. By continuously monitoring how customers feel, management teams can decide when to refresh their messaging or rebrand entirely. This ongoing health check aids in maintaining a favorable market perception. The long-term effects of product launches and marketing campaigns can also be evaluated by brands. This data-backed approach ensures the brand stays relevant and trusted.

Influencer and content strategy

Ai-powered sentiment tools reveal which influencers and content themes generate the most positive buzz for the brand. Companies can make smart investments in influencer marketing by determining which partnerships produce the best results. Ai also suggests content styles, topics, or visuals that align with positive sentiment trends. This ensures that every rupee spent on promotions creates maximum impact. A brand's digital presence and connection to customers are bolstered in this way by sentiment analytics.

Regional or demographic insights

Finally, ai sentiment analysis can break down consumer opinions by region, age group, or customer type. This is especially important for global or pan-india fmcg brands that cater to diverse markets. Brands can adapt their positioning and marketing strategies for local tastes and cultural preferences. For example, a product launch in south india may highlight different features than in north india. Such granular targeting helps brands build stronger, more authentic connections with varied consumer segments.

Implications of the study

1. **Enhanced brand positioning through real time consumer sentiment:** Ai-powered sentiment analytics enables fmcg companies to monitor consumer emotions and opinions in real-time. By analyzing online reviews, social media conversations, and user-generated content, brands can understand how they are perceived by the public. This insight helps companies adjust their brand positioning quickly and align messaging strategies with consumer expectations.
2. **Data-driven decision making:** The use of ai sentiment analytics empowers fmcg marketers to make informed decisions based on actual consumer feedback. Marketing and branding strategies can be tailored using real-time data, allowing businesses to move beyond assumptions and base their campaigns on what truly resonates with consumers.
3. **Competitive benchmarking:** Sentiment analytics tools allow companies to evaluate consumer perception not only of their own brand but also of competitors. By comparing sentiment scores and feedback trends, fmcg companies can identify their competitive advantages, assess market gaps, and position their brand more strategically.

4. **Crisis management and reputation control:** Negative sentiment on digital platforms can escalate quickly. Ai tools can detect early signs of dissatisfaction, allowing fmcg companies to respond proactively before reputational damage occurs. Immediate actions based on sentiment alerts help maintain brand credibility and trust among consumers.
5. **Localized brand strategies :** Ai-powered sentiment tools can segment consumer sentiment by location, language, and culture. This allows fmcg brands to localize their brand positioning and marketing strategies to suit specific regional preferences, increasing relevance and effectiveness in diverse markets.
6. **Customer-centric marketing strategies:** Understanding consumer emotions enables brands to build more personalized and emotionally appealing marketing campaigns. When consumers feel heard and understood, their loyalty towards the brand increases, enhancing long-term customer relationships and lifetime value.
7. **Product development and innovation insights:** Sentiment analytics reveals not just opinions about branding but also insights into product features, packaging, pricing, and usability. Fmcg companies can use this data to develop new products or improve existing ones based on real consumer expectations and feedback.
8. **Influencer and campaign effectiveness measurement:** Ai sentiment tools can track how consumer sentiment changes in response to influencer marketing or advertising campaigns. This enables fmcg companies to evaluate the impact of promotional efforts, measure roi, and refine strategies for future influencer collaborations.
9. **Strategic branding over time:** Sentiment analytics offers historical insights into how a brand's perception has evolved over time. This longitudinal view supports strategic planning by helping companies evaluate the success of past campaigns and make adjustments to maintain a positive brand trajectory.
10. **Integration with omnichannel strategies:** Fmcg brands operate across multiple channels – online, offline, and mobile. Ai sentiment analytics ensures consistency across these touchpoints by providing a unified understanding of customer feedback. This integration enhances brand coherence and improves the overall consumer experience.

Conclusion

In today's dynamic and highly competitive fmcg sector, ai-powered sentiment analytics has become an indispensable tool for building strong and relevant brand positioning. By leveraging real-time insights from social media, online reviews, and customer interactions, companies can deeply understand consumer perceptions and emotions. This enables proactive responses to crises, more targeted marketing campaigns, smarter product innovation, and sharper competitive benchmarking. As consumer preferences continue to evolve rapidly, brands that adopt ai tools to monitor, analyze, and act on sentiment trends are better equipped to stay ahead of the curve. Ultimately, integrating ai into brand positioning strategies helps fmcg companies maintain trust, strengthen customer loyalty, and achieve sustainable growth in an ever-changing marketplace.

References

1. Reviewxp. (n.d.). Top fmcg companies in india. Retrieved from <https://www.reviewxp.com/blog/fmcg-companies-in-india/>
2. Sharma, a., & sheth, j. (2021). Artificial intelligence and marketing: A review and research agenda. Journal of business research.
3. Kotler, p., keller, k. L. (2021). Marketing management (15th ed.). Pearson education.
4. Accenture. (2019). How ai is reshaping the consumer goods industry. Retrieved from <https://www.accenture.com>
5. Deloitte. (2020). Ai adoption in fmcg: Unlocking growth and customer trust. Deloitte insights report.
<http://jier.org>