

Problems Faced by Social Media Marketing of Customers in Kannyiakumari District

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Abstract

Even though online buying is one of the most common methods, but it's not everyone feels comfortable using it. Social media marketing is getting more and more popular, including every category of product and types of customers. Online buyers are both men and women, of all ages, and from a variety of backgrounds. Internet is not only a networking media, but also transaction for customers at global market. Social media marketing has become the most popular internet activity, immediately following e-mail using or instant messaging and web browsing. The researcher is to study the factor influencing customers towards social media marketing and identify the problems faced by customers while using social media marketing.

1.1 Introduction

In the modern society the internet is most important in their daily life. The way that customers purchase goods and services is changing because of the internet, which is quickly becoming a global trend. Social media marketing has gained popularity among individuals of all ages as an effect of the rising internet usage. Customers prefer internet purchasing over offline purchase because it is more convenient and quick. Social media marketing has grown popular as a way to buy a variety of goods and services. Customer's attitude towards social media marketing refers to their psychological state in terms of making purchases over the internet. Online purchases are referred to as having an online buying behaviour process. Online purchasing behaviour is more involved and has more steps than traditional shopping behaviour. For instance, a buyer may decide they need to buy a product and go to the internet to make their purchase. They start exploring all of their options, collect information, and

choose the one that best suits their needs. Before making final purchase customers are several factors which limits or influence customers for the final decision.

1.2 Review of literature

Andy Wijaya, Sisca, Erbin Chandra (2020) in their journal entitled “Effectiveness and Challenges of Social Media Marketing” social media marketing carried out is quite useful as seen from the increase in revenue received after running a business through one of the social media platforms compared to when the business is run traditionally. Nevertheless, some challenges can reduce its application's effectiveness, such as continuous technological changes and lack of eloquence of users in utilizing exciting features that exist on social media to promote their sales products. Also, the openness of opportunities for consumers to provide comments that sometimes in the form of negative comments is also a challenge for students.

Valdimar Sigurdssona, et al. (2021) in their journal entitled “Social media: Where customers air their troubles-How to respond to them?” consumers have different preferences for the type of interaction when being invited for a personal conversation concerning the complaint. However, in general, they seem to prefer an authentic dialogue (e.g., phone call and email) over solutions based on artificial intelligence (AI) such as chatbots. Since the use of AI-powered chatbots for interacting with customers on social media is increasing, some caution should be exercised in the use of bots, especially in cases where consumers show clear preferences for more authentic interaction.

Shajitha (2022) in her journal entitled “Problems faced by consumers on social media marketing” Consumers can purchase anything at any time on anywhere easily with the help of the internet. Thus, online buying has become a trend and was increasing every day. social media marketing should take necessary steps to popularize the trend and develop appropriate strategies and feasible solutions to solve the problems of consumers.

1.3 Objectives of the study

- To analyze the factors influencing customers towards social media marketing.
- To identify the problems faced by customers while using social media marketing.
- To offer some suggestions based on the study.

1.4 Statement of the problem

Customers are drastically shifting towards social media marketing. Customers future on social media marketing looking bright and promising. Customer's mentality and perception about social media marketing has grown fast. Thus, Social media marketing has become a mainstream in the coming years. Though, social media marketing seems to be more convenient and easy accessing, there also indulges more problems that customers need to face while purchasing on social media sites. It is very difficult to identify the exact needs and desires of the customers and their satisfaction level, as social media was browsed by millions of people across the world. Therefore, this study was undertaken to analyse about the problems faced by customers on social media marketing.

1.5 Methodology

The present study is based on primary and secondary data. Primary data were collected from 100 respondents in Kanniyakumari district. The data were collected with the help of using random sampling method. The secondary data were collected through various journals, magazines, books and internet.

1.6 Tools of analysis

To analyze the data the researcher has used ANOVA and factor analysis method.

1.7 Factors influence by customers in social media marketing

Social media marketing has increased in popularity among customers everywhere and was created with a variety of features. Consumers may be influenced by a number of factors toward social media marketing. This study aims to determine whether there is a significant association between customer gender and the elements influencing their attitudes about social media marketing using the ANOVA method.

Table 1.1

Factors influence by customers in social media marketing

Constructs		Sum of squares	df	Mean square	F	Sig.
Cash on delivery	Between Groups	.058	1	.058	.036	.851
	Within Groups	159.942	98	1.632		
	Total	160.000	99			
Quick search	Between Groups	7.578	1	7.578	6.029	.016
	Within Groups	123.182	98	1.257		
	Total	130.760	99			
Convenience	Between Groups	.062	1	.062	.038	.847
	Within Groups	161.578	98	1.649		
	Total	161.640	99			
Saves travel time	Between Groups	.155	1	.155	.132	.717
	Within Groups	115.085	98	1.174		
	Total	115.240	99			
24 hours availability	Between Groups	2.064	1	2.064	1.595	.210
	Within Groups	126.776	98	1.294		
	Total	128.840	99			
Show more product easier	Between Groups	.657	1	.657	.582	.447
	Within Groups	110.583	98	1.128		
	Total	111.240	99			
Door delivery	Between Groups	.522	1	.522	.401	.528
	Within Groups	127.478	98	1.301		
	Total	128.000	99			
Availability of variety and brand of products	Between Groups	1.354	1	1.354	1.109	.295
	Within Groups	119.646	98	1.221		
	Total	121.000	99			
Many offers and discounts	Between Groups	2.654	1	2.654	3.153	.079
	Within Groups	82.506	98	.842		
	Total	85.160	99			
Easy cancellation and return facility	Between Groups	2.841	1	2.841	2.752	.100
	Within Groups	101.159	98	1.032		
	Total	104.000	99			
Detail information	Between Groups	1.449	1	1.449	1.502	.223
	Within Groups	94.551	98	.965		
	Total	96.000	99			
Easy available of product review	Between Groups	1.227	1	1.227	1.409	.238
	Within Groups	85.333	98	.871		
	Total	86.560	99			

Source: Computed Data

Note: Significant at 5% level of significance

The results of Levene's Test for Homogeneity of variance in the above table 1.1 indicate that Factors influence by customers in social media marketing for all the factors namely Cash on delivery, Quick search, Convenience, Saves travel time, 24 hours availability, Show more product easier, Door delivery, Availability of variety and brand of products, Many offers and discounts, Easy cancellation and return facility, Detail information

and Easy available of product review are varied. That is the p value for three factors is less than the acceptance level of 0.05. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the gender of the respondents and Cash on delivery, Quick search, Convenience, Saves travel time, 24 hours availability, Show more product easier, Door delivery, Availability of variety and brand of products, Many offers and discounts, Easy cancellation and return facility, Detail information and Easy available of product review.

1.7 Problems faced by customer in social media marketing

Social media marketing is a common trend that has become highly successful recently, but everything has two sides. Social media marketing has a number of problems that provide users a negative experience. The most significant issue that customers have with social media marketing was examined using the factor analysis method. It also helps in identifying similar variables and groups them under a single factor.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.478
Bartlett's Test Sphericity	Approx. Chi-Square	470.157
	df	136
	sig	.000

Source: Computed Data

Table 1.2

Comprehensive Work Environment Variables Scale-An Exploratory Factor Analysis

Variables	Factors			communalities
	F1	F2	F3	
F10	.854			.758
F15	.822			.764
F9	.149			.725
F12	.492			.584
F16	.834			.721
F1		.701		.633
F17		-.744		.704
F7		-.859		.835
F6		-.799		.697
F13		.717		.635
F5		-.787		.768
F2			.835	.848
F8			.456	.699
F14			.651	.567
F11			.539	.654
F3			.550	.567
F4			.658	.743
Eigen values	1.519	1.016	.465	
Explained variance (%)	50.625	33.874	15.501	

Cumulative variance (%)	50.625	84.499	100.000	
Cronbach's alpha	-.056	.664	.252	
Exaction method: principal component analysis; Rotation method: varimax with Kaiser normalization; Rotation converged in 17 iterations				

All the three factors have been given appropriate names according to the variables that have loaded on each factor. The three factors are discussed below:

Factor 1 Trust

Five assertions load on this factor and together account for 50.625 percent of the total explained variance with an Eigen value of 1.519. These assertions include (F10) confused by over choices, (F15) false claims, (F9) fake feedback, (F12) fraudulent website, (F16) very long and unappealing. All these statements explain the customer trust issues. Therefore, this factor has been named as "Trust"

Factor 2 Services issues

Six assertions load on this factor and together account for 33.874 percent of the total explained variance with an Eigen value of 1.016. These assertions include (F1) security issues, (F17) lack of personal touch, (F7) difficult to contact sellers, (F6) poor customer service, (F13) tax issues, (F15) return and cancellation issues. All these statements explain the services issues faced by customers in social media marketing. Therefore, this factor has been named as "services issues"

Factor 3 Purchase issues

Six assertions load on this factor and together account for 15.501 percent of the total explained variance with an Eigen value of .465. These assertions include (F2) poor quality, (F8) received wrong goods, (F14) received damaged goods, (F11) late delivery, (F3) non availability, (F4) additional charges. All these statements explain the customer purchase issues in social media marketing. Therefore, this factor has been named as "purchase issues"

1.8 Suggestions

- The Social media marketers could be made successful only by making the proper delivery time and return policy.
- Online transaction of the customers must be ensured of web security and confidential card information.

- Social media marketing websites must ensure about the quality and right of the information to their customers.

1.10 Conclusion

Social media marketing is becoming more popular day by day with the increase in the usage of World Wide Web. Retailers must make sure they fulfill the expectations of potential customers, which include attractive pricing and the convenience of shopping online, in order to take advantage of this growing opportunity. Online coupon sites have grown quickly, indicating that Indian consumers are excited for discounts. This highlights the need for online retailers to implement efficient pricing and marketing methods for their goods. Customers face many problems when making an online purchase. Especially poor product quality. To minimize this problem and increase customer satisfaction, internet marketers have taken the correct measures.

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