

## **PROBLEMS FACED BY CONSUMERS ON SOCIAL MEDIA MARKETING**

**K.SHAJITHA<sup>1</sup>,**

**Ph.D Research Scholar (Reg No: 19213281012022),**

Department of Commerce, Women's Christian College, Nagercoil – 629001

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,

Tirunelveli-627012, Tamil Nadu, India

Email: shajitha.khader@gmail.com

**Dr.P.JESINTHA<sup>2</sup>,**

**Assistant Professor**

Department of Commerce, Women's Christian College, Nagercoil – 629001

Affiliated to Manonmaniam Sundaranar University, Abishekapatti,

Tirunelveli-627012, Tamil Nadu, India

Email:joesahayajeba@gmail.com

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### **ABSTRACT**

The evolution of Internet, commonly known as Web 2.0 has revolutionized the way how people communication, interact and share their information and there is radical change in consumers buying process. More consumers spend more time online in India and the digital tools play an important role in their lives. The use of social media marketing has wholly changed the buying behavior of consumers and the ways of organizations conducting their business. Consumers are even more attracted towards social media marketing due to their saving time, price flexibility and availability of products at one platform. The behavior of online consumers is not yet fully understood, since there are a lot of problems that are encountered by consumers. Social media marketing comprises of various problems such as reputation, security, trust, payment mechanism, legal framework, and advertising and online catalogues. The problems in social media marketing arise at any time for consumers from entering the social media sites for purchasing the products or even after using the products or at the time of payment or delivery. In case of social media marketing, there is no face to face interaction between buyer and seller, which makes it non-socialize, sometime consumers couldn't develop trust towards some online buyers. This study was made to analyze about the problems faced by consumers on social media marketing with special reference to kanniyakumari district. In addition, an attempt was made to analyze the factors that influencing consumers towards social media marketing.

**KEYWORDS:** Buying behaviour, legal framework, Reputation, Price flexibility, Consumers.

## INTRODUCTION

Internet, especially social media with its enhancing have become part of everyone's life and billions of people were browsing social media every day. The usage of social media has become an integral element to many people across the world. In 2019, nearly 2.95 billion users were active on social media across world. Consumers can significantly benefit from social media marketing, as it becomes an important part of their life. Social media marketing enables companies to connect with their consumers, improve the production quality after sales, product development after receiving feedback from consumers, encourages brand awareness and influences attitude of consumers. The process of purchasing through social media marketing involves various steps and it is similar to purchasing on traditional market. But the difference between traditional and social media marketing is that extent of interaction between consumer and seller. Through social media, consumers can interact and enquiry more about policies, payments, products and other consumer concern effectively.

Social media marketing is used as a medium of communication and it is to enhance the quality, attractiveness, value of delivering consumer's benefits and better satisfaction. According to a survey, in India overall 72% of young people access internet on regular basis. The number of purchaser are growing every year in India, even though, social media marketing is still not popular in India. Additionally, social media marketing are exploring themselves across worldwide. The usage of Application Programming Interface, social media and its applications allows users to create and install unique and standard custom made features such as business-related ads, promotions, or coupons and it can also create various entrepreneurs by providing platform for business and services.

Consumers were spending more amount of time spending on social media by searching information about various products, communicating with other consumers about the experience of the product and engaging with companies. But before making the final decision, consumers are bombard or gets fear by several factors which limits or influence consumers for final decision. The main purpose of the study was to explore the problems faced by consumers on social media marketing, since social media includes lots of risk factors such as lack of privacy and security, lack of full cost disclosure and many other burdens. The study was also targeted to find out about the factors influencing consumers towards social media marketing.

## REVIEW OF LITERATURE

**Sumanta Behera, Balaji P (2019)** in this study discusses that in the era of internet everyone is aware of social networking. Social network is a place where users can communicate what is in their mind, share knowledge about similar interests, discuss favorite topics, review and rate products/services and places, etc. social network marketing is still in a integrating stage, still it holds a potential success for businesses if it is carefully integrated in the marketing mix. This paper discusses the advantages and risks that social network marketing holds. Future opportunities for social networks, particularly mobile social networking are also discussed

## STATEMENT OF THE PROBLEM

Consumers, now-a-days, are drastically shifting towards social media marketing. Consumers' future on social media marketing looking bright and promising. Consumer'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 consumers need to face while purchasing on social media sites. It is very difficult to identify the exact needs and desires of the consumers and their satisfaction level, as social media was browsed by millions of people across the world. Therefore, this study was undertaken to analyze about the problems faced by consumers on social media marketing.

### OBJECTIVES OF THE STUDY

- To analyze the factors influencing consumers towards social media marketing.
- To identify the problems faced by consumers while using social media marketing.

### RESEARCH METHODOLOGY

In due consideration of the above-mentioned objectives, the following methodology has been adopted for conducting the present study. Respondents has selected from the population as per the convenience. Data has collected from 550 respondents from the kanniya kumari district. The sampling method used in this study was convenience sampling.

**A) Data Source:** This study is both descriptive and analytical in nature and hence both primary and secondary data have used for the study.

**Primary Data:** It has collected from the respondents directly with the help of questionnaire.

**Secondary Data:** Secondary data has collected from various Books, and Websites.

### FACTORS INFLUENCING CONSUMERS TOWARDS SOCIAL MEDIA MARKETING

Social media marketing has more popularity among people all over the world and it was developed with various facilities. There are various possibility which influences consumers towards social media marketing. This is an attempt has been made to analyze whether there is any significant relationship between gender of the consumers regarding the factors influencing the consumers towards social media marketing. The Mean score and the T statistics are presented in the below table.

**TABLE NO.1**  
**FACTOR INFLUENCING CONSUMERS TOWARDS**  
**SOCIAL MEDIA MARKETING**

| SI. NO | FACTORS           | GENDER Mean Score |         | T-statistics | P- Value |
|--------|-------------------|-------------------|---------|--------------|----------|
|        |                   | MALE              | FEMAL E |              |          |
| 1      | Easy Availability | 4.8000            | 4.3333  | 2.849        | 0.048*   |
| 2      | Cash on delivery  | 3.6667            | 3.5714  | 5.920        | 0.006*   |
| 3      | Quick search      | 3.4000            | 2.0000  | 2.635        | .194     |
| 4      | Convenience       | 2.6224            | 2.3857  | 1.250        | .303     |
| 5      | Saves travel time | 4.6158            | 4.3570  | 3.505        | 0.028*   |

|    |                                  |        |        |       |        |
|----|----------------------------------|--------|--------|-------|--------|
| 6  | Detail information               | 4.3000 | 4.2734 | 6.112 | 0.000* |
| 7  | Trustworthy                      | 3.8724 | 3.9724 | 1.283 | .292   |
| 8  | Internet speed                   | 3.6000 | 2.7429 | 0.192 | .102   |
| 9  | Easy available of product review | 2.8667 | 2.7143 | 1.746 | .171   |
| 10 | 24 hours access                  | 4.1000 | 3.7843 | 6.960 | 0.000* |

Source: Computed data  
Significant at 5%level

The most important factor influencing consumers towards social media marketing among male is “Easy availability”, “Saves travel time” and “Detail Information”, since their mean scores are 4.8000, 4.6158 and 4.3000. The most important factor influencing consumers towards social media marketing among female is “Easy availability”, “Saves travel time” and “Detail Information”, since their mean scores are 4.3333, 4.3570 and 4.2734.

Regarding the factors influencing social media marketing among Gender, the significant difference has been identified in the case of “Easy Availability”, “Cash on delivery”, “Saves travel time”, “Detail Information” and “24 hour access”, since their respective ‘T’ statistics are significant at 5% level.

**PROBLEM FACED BY CONSUMERS TOWARDS SOCIAL MEDIA MARKETING**

Social media marketing is a common trend which was developing into amazing in recent years, yet everything has two sides. There exist several issues in social media marketing which creates a bad experience for consumers. The most important problem faced by consumers towards social media marketing was analyzed by using Garrett Ranking.

**TABLE NO.2  
PROBLEMS ON SOCIAL MEDIA MARKETING**

| SI.NO | PROBLEMS                          | MEAN SCORE | RANK |
|-------|-----------------------------------|------------|------|
| 1     | Quality of product                | 66.89      | II   |
| 2     | Delivery and logistics issues     | 54.12      | V    |
| 3     | Lack of trust                     | 68.24      | I    |
| 4     | Lack of privacy and security      | 58.28      | IV   |
| 5     | Additional charges                | 49.76      | VI   |
| 6     | Payment confirmation is not clear | 46.11      | VII  |
| 7     | Trouble with hidden cost          | 42.22      | VIII |
| 8     | Refund policy was unclear         | 60.27      | III  |

Source: Computed data

Thus, the study explicit that the major problem faced by consumers towards social media marketing is ‘Lack of trust’ with a mean score of 68.24, followed by ‘Quality of product’

with a mean score of 66.89 which was ranked as second. The third problem faced by consumers was 'Refund policy was unclear' with a mean score of 60.27. 'Lack of privacy and security' was ranked as fourth with a mean score of 58.28, 'Delivery and logistics issues' was ranked as fifth with a mean score of 54.12. The sixth problem considered by consumers was 'Additional charges' with a mean score of 49.76, followed by 'Payment confirmation is not clear' which was ranked as seventh with a mean score of 46.11. The problem which was considered at least was 'Trouble with hidden cost' with a mean score of 42.22.

## SUGGESTIONS

- It was advised for companies and marketers to address and upload the policies, rules and regulations clearly to consumers before and after their online purchase. It was suggested for companies and marketers to provide security to personal data protection of consumers, since trust issue was considered as the major problem by consumers. They should create a strict legal framework for consumer protection.
- The internet illiteracy have to be reduced in case of social media marketing by providing and creating proper awareness to consumers like benefits, advantages and disadvantages about social media marketing.
- Companies should not provide fake products to consumers and the company should allow the consumers to verify the products directly before accepting the delivery.
- It will be difficult for companies and marketers to hold on existing consumers and retain new customers, if they fail to solve the queries raised by consumers and problems faced by them. The companies should try to rectify the problem of consumers and support them by providing various services.
- The hidden costs of complexity are large and growing and are a threat to consumer effectiveness. It's time for procurement to seek ways to simplify relationships and to eliminate these hidden costs.

## CONCLUSION

This research clearly highlights that social media marketing is having a vast scope and plays a major role in the study area. 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. The main intention of the study is to identify the various problems faced by the consumers towards social media marketing and the factors influencing consumer towards social media marketing. The study concludes that social media marketing should take necessary steps to popularize the trend and develop appropriate strategies and feasible solutions to solve the problems of consumers.

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