CLOTHING PRODUCTS PURCHASES THROUGH SOCIAL MEDIA ADVERTISEMENTS AND THE PROBLEMS INVOLVED

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Abstract

The consumer behaviour of every person is different since it is based on the person's purchasing patterns and preferences. These are in turn driven by the psychological and social variables that influence the process of making a purchase decision. The level of acceptance people have for interactive forms of media, such as the World Wide Web, is expanding at a breakneck pace in today's culture. The vast majority of business companies have managed to stay current with technology development throughout the course of the last decade. The use of technology (in this case, a computer) to enhance the effectiveness of marketing activities is known as online shopping or marketing. The growth and huge increase in usage of the Internet, in addition to its deregulation from a research tool into a free network that anyone can access, all point to the fact that marketers are now passionate about using the Internet as a marketing tool. People are lured to social media sites and the advertising scenarios that are associated with them, which ultimately results in higher commerce for the companies that are involved. This study will shed light on the challenges that customers face when making clothes purchases in Chennai via social media marketing and it will do so by providing insight into those challenges.

Keywords: *Consumer Behavior, Online shopping, Clothing Products and Social Media Advertisements.*

Introduction

The manner in which people buy online and the choices they make based on what they see are influenced by a variety of factors, including individual differences in perception, culture, society, and psychology. These factors include, but are not limited to: education level, network experience, website interface, shopping convenience, website accessibility, credibility of online store, information comparison, payment security, privacy, and information comparison, website interface, and website accessibility. The shopping behaviours of customers online are very different from those of their offline counterparts in a significant way. Because online shoppers are

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constrained by the social, cultural, and psychological elements of the online environment, traditional shopping is substantially more influenced by social, cultural, personal, and psychological factors than is online shopping. The shopper and the specific criteria that are important to them are the most important factors in determining the success or failure of an online purchase. E-marketing is a form of advertising that is not all that old but is still growing in popularity. Examples of creative applications of internet technology include advertisements, online forms, and online businesses that make use of the internet to present things to users and sell those products to them.

E-marketing encompasses a wider scope than simply developing and publicizing a website or placing advertisements on those of other websites. Everything from advertisements (in the form of Flash, text, graphics, audio, or video) to exploring and purchasing items to checking out and paying for goods can be done in three dimensions. Both "e-marketing" and "internet marketing" refer to the same thing in their respective contexts.

Because of its ubiquitous availability, the internet has made it possible for millions of people in different parts of the world to be prospective customers for a given company's products and services. As a direct result of the swift and rapid advancements in information technology as well as the increased amount of competition, customers are paying more attention to their daily online shopping. Because there is so much competition and because online customers have such high expectations, it is essential for a firm to have a solid understanding of what it takes to increase sales. According to the findings of the survey, the websites that offer the highest quality of user experience are also the ones that produce the highest volume of online sales. It is essential, in order to improve business outcomes and attract more customers, to have an understanding of customer behaviour as well as the wants and needs of online shoppers. Considering that buying online is the new medium for purchasing, this is especially important. It might be challenging for an online retailer to satisfy the requirements of all of its customers due to the fact that people in various regions of the world hold varying perspectives and have varying levels of anticipation.

Online shopping of clothing products

The sale of clothing items, which account for a sizeable portion of all online sales, presents an extremely difficult problem for online retailers. It is essential, if one want to make a profit from an online store, to entice the kind of customer who is most likely to complete a transaction and buy anything. In spite of the fact that the virtual environment offers the same visual, tactile, and auditory experiences as the actual thing, a significant number of consumers still choose to send their purchases back. Many clients are reluctant to buy for clothing online because they have either had a bad experience doing so in the past or are afraid of repeating it. Users of the internet who are highly innovative are more likely to really buy products online compared to persons who are less creative. Because of how infamously difficult it is to send clothing products, purchasing apparel through an internet retailer can be challenging. It is critical to perform a thorough inspection of the items before making a purchase of clothing. You may find advertisements for all of the newest

pieces of apparel and accessories on the social networking site that you use the most. Younger members of the millennial generation are mostly responsible for the expansion of online purchasing. There has been an effort made to research the effects of social media marketing on the perspectives of consumers as well as the degree to which they have abandoned in-store purchases in favour of one's made online.

Literature Review

Iffat ali et al, (2021) said that people's use of social media has been growing quickly no matter where they live or how much money they have. In particular, it has spread faster in developing and low-income countries that have a lot of health and mental health problems. Since it is known that women are more likely than men to have mental disorders, the goal of this research is to look at the reasons why women in Pakistan use social media and how that affects their mental health. The results showed that traditional patriarchal social pressure means that Pakistani women not only have to follow cultural norms when they're online, but they also have to follow gender roles that society has made up. The mixed results suggest that more research needs to be done to learn more about how social media affects the mental health of women in other low-income countries.

Hill, Provost, and Volinsky (2020) discovered that social media allows marketers to target audiences and consumers based on site users' particular preferences and what their friends enjoy. To offer a personal connection, some sites' advertising will also highlight which country singers your friends enjoy. Marketers can efficiently contact the people who are most interested in what they have to offer via "smart" marketing and advertising. Also, social networking makes it possible for people to talk about products in ways that traditional advertising can't.

According to Watson et al. (2020), a social media marketing firm can establish interactions by customising content for individual clients, allowing customers to construct products and services that match their specific needs. Also, social networking sites can help customers and businesses do things that would normally need to be done in person, as successful companies like Dell and Amazon.com have shown.

According to Weinberg (2020), the biggest advantage of social media marketing is cost-effectiveness. When compared to other forms of marketing, social media marketing has relatively low price hurdles. The majority of social media platforms allow you to create a profile and submit content for free. Traditional marketing efforts can cost millions of dollars, yet many social media tools are free to use, even for businesses. Businesses with a modest marketing budget can operate highly successful social media marketing campaigns. The benefit of reaching your target market for little or no money is significant, and the audience who wants your material joins or follows you freely. Pay-per-click adverts on sites like Facebook are "geo-targeted" based on particular parameters in order to reach the right audience. Because of the viral nature of social media, each person who views your posts has the potential to spread the word even further.

According to Hafele (2019), blogs, whether administered by individuals or businesses, are another popular marketing forum. Businesses can raise brand awareness by offering insider information, informing customers about new items, and providing access to the key sales channels via blogs. Fans will be kept up to date on any special events, contests, or new promotions that the brand or product organizes. Blogs also make it easier to post comments and feedback, allowing fans and detractors to voice their ideas and pose concerns to producers. This promotes the exchange of ideas among peers and can also promote open dialogue between individuals and businesses in order to improve their practices.

According to Barefoot and Szabo (2019), social media marketing is a new and rapidly developing tool for businesses to easily reach out to targeted clients. Social media marketing is essentially the use of social media networks to promote a business and its products. This type of marketing is a subcategory of online marketing activities that complement standard Web-based promotion tactics like e-mail newsletters and online advertising campaigns. According to the report, social media marketing has introduced a new concept of exponential dissemination and trust to mass communication and mass marketing by encouraging users to share messages with their personal contacts.

Sivakumar and Shankar (2019) opined that the social media purchases revolutionized the purchase behaviour of consumers of all products globally. According to Rubathee Nadaraja and Rashad Yazdanifard (2018), social media has become increasingly important in recent years for social networking, content sharing, and online access. Because of its dependability, stability, and instantaneity, social media opens up a wide range of opportunities for organisations, such as internet marketing. Thanks to social media marketing, companies may now reach out to targeted consumers easily, efficiently, and instantly. Aside from that, social media marketing has a number of obstacles in the area.

According to Mangold and Faulds (2018), social media helps businesses engage with their customers while also allowing customers to communicate with one another. They proposed that communication between businesses and their customers go beyond traditional techniques of building brand loyalty, which allow for the promotion of products and services as well as the formation of online communities of brand followers. Furthermore, consumer discussions give businesses new ways to increase brand exposure, familiarity, and recall. Kalaivani and Shankar (2017) stated that promotional activities are torch bearers of any mode of purchases.

Statement of the problem

There are currently millions of people in the world who have access to the internet and can thus use the products or services offered by a corporation. Customers are given more attention when they make their normal purchases online due to the speedy and rapid improvements in information technology as well as the rising level of competition. In today's highly competitive industry, where purchasers have high expectations, it is essential for an online company to know what items and

techniques will help to raise sales in order to be successful. According to the results of the survey, the rate of growth in e-commerce was significantly greater for companies whose websites were centred on the experience of the customer. It is essential to understand consumer behaviour and what customers require in order to increase performance and attract a greater number of customers. This is because online shopping is a new sort of retail that has new client needs. Because people in different parts of the world hold varying viewpoints and anticipations, it can be difficult for an online store to satisfy everybody's needs.

It is well known that a variety of factors, including website exposure and credibility, information availability and comparison, payment security and privacy, website interface, time economy, literacy level, and familiarity with network, all play a big role in the behaviour of online shoppers and online consumers. Consumers' online and in-store habits are influenced by a variety of factors, including social factors, cultural factors, personal factors, and psychological factors. When compared to shopping online, traditional shopping has a much greater impact on consumers' purchasing decisions than does shopping online. When compared to their more traditional equivalents in print, television, and radio, the more modern forms of commercial advertising that may be found on the internet provide a variety of benefits. They not only make an effect on the target audience, but they also engage that audience in the collection of marketing data through a variety of online communication channels. More and more advertising and marketing efforts will be directed at specific audiences on social networking platforms. Because of this, research into consumer habits via social media platforms is necessary because these platforms now let customers to openly disclose information about their purchasing patterns, preferences about e-marketing, and so on. As a result, this makes research into consumer habits via social media platforms essential. With the help of above setting the present study is intended to find the solution for the following research objective.

To identify the problems involved in purchasing the clothing products through social media advertisements.

Research Methodology

The population targeted for this study consisted of respondents who use social media websites to make purchases from Chennai. The total samples taken for the study is 100 by adopting simple random sampling. The primary data for analysis is collected from the sample respondents through the questionnaire and the other relevant information for the study is collected from various publishes and unpublished sources.

Analysis and discussion

Table 1: Problems Faced by respondents towards clothing products purchases through Social Media Sites

S. No	Attitude	Percentage of frequency	Total

			SA	A	N	DA	SDA	
1	Performance risk	No.	17	21	32	15	15	100
2	After Sales Service	No.	22	19	24	23	12	100
3	Physically examination of the products	No.	34	31	16	10	9	100
4	Delivery delay	No.	29	17	28	10	16	100
5	Unavailability of cash on delivery over certain products	No.	37	23	18	9	11	100
6	Mismatch between the products ordered and received	No.	26	22	24	15	13	100
7	Guilty over the impulsive purchases	No.	28	23	20	15	14	100
8	Low quality	No.	31	30	14	12	13	100
9	High cost in case of some products	No.	33	25	12	19	11	100
10	Loss of fun on in store visit while shopping	No.	30	24	18	12	16	100

Source: Compiled and calculated using the primary data.

The table above expresses the respondents' Problems Faced by respondents towards clothing products purchases through Social Media Sites.The table confers both the frequency and percentage of their responses that range between Strongly disagree, Disagree, Neutral, Agree and Strongly agree. 32 respondents Neutral of Performance risk, 24 respondents Neutral of After Sales Service, 34 respondents Strongly Agree of Physically examination of the products, 29per cent of the respondents Strongly Agree of Delivery delay, 37 respondents Strongly Agree of Unavailability of cash on delivery over certain products, 26 respondents Strongly Agree of Mismatch between the products ordered and received, 28 respondents Strongly Agree ofGuilty over the impulsive purchases, 31 respondents Strongly Agree of Low quality followed by 33 respondents Strongly Agree of High cost in case of some products and 30 respondents Strongly Agree of Loss of fun on in store visit while shopping.

Analysis of difference between the problems of respondents towards clothing products purchases through Social Media Sites and their demographic profile

H_{01}: There is no significant difference between problems of respondents towards clothing products purchases and their demographic profile

Table 2: Analysis of Variance

Dependent Variable	Independent Variable	F	P
Problems	Gender	.362	0.025*
	Age	1.905	0.048*
	Residence	28.174	0.622
	Marital Status	2.104	0.002**
	Education	6.030	0.020*
	Annual Income	1.619	0.034*

Source: Primary Data

The table 2 depicts the analysis of variance for checking the Analysis of difference between the problems of respondents towards clothing products purchases through social media advertisements and their demographic profile. It can be concluded that all the independent variables except residence are found significant with the problems at p values significant at 5 per cent and 1 per cent levels respectively. Hence, it can be conferred that there is a difference between problems of respondents towards clothing products purchases through social media advertisements and their demographic profile.via; gender, age, marital status, education and annual income.

Conclusion

Marketers who use third-party social media outlets should check that their campaigns don't inadvertently encourage customers or anyone else to do anything that would be against the social media company's privacy policies. Companies that manage their own blogs or other social media platforms should also keep detailed rules that detail the company's data collecting, use, and storage practices as well as any third-party duties in this area. When it comes to social media marketing, the internet presents both new possibilities and new problems and challenges. Online marketing communication must be consistently planned, designed, implemented, and controlled because of the widespread accessibility of the web.

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