

Problems Of Social Media Marketing Activities In Influencing Customer Intention In Fashion Industry

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Abstract

Throughout its history, marketing has relied on the ingestion of new types of customer data and the translation of this data into ever-more-effective methods for engaging and targeting customers. Different marketing approaches have been used to the focus on customer digital segmentation: relationship marketing, experience marketing, and more recently, attempts at "collaborative" marketing. The goal of customer segmentation is to more successfully encourage specific segments to make repeat purchases. The transition to social networking marketing including social customer relations management, problems of social CRM, however, has not been without major drawbacks, much like previous approaches. While social media's advent and the way it has been used for marketing purposes have created the potential for more ways to track and categorise consumer behaviour, this paper emphasises how all but a few specific marketing strategies have limitations when it comes to "making up" successful markets.

Keywords: Social Media, Problems, Market, Marketing, Customers.

Introduction

Clearly visible in the ways those informants for this study divided themselves up. Of course, throughout its history, marketing has always relied on the addition of new types of customer data. It depends on converting this data into ever-more-efficient ways to

engage and target customers. From relationship marketing to experiential marketing to more contemporary attempts at "collaborative" marketing, the emphasis on the digital classification of consumers, which started in effect in the 1970s, remains subject to varying marketing orientations. In any case, the goal of customer segmentation is to more effectively engage specific groups in order to encourage repeat business and increasing purchasing behaviour. These are examples of within-market classifications that put customers in a categorical context or on a continuous scale and that are applied ever more broadly beyond spheres of life.

Companies that optimise their client care levels by monitoring and reacting to what customers share about their company are the ones who thrive on social media. But, businesses must make sure that their audience engagement is done correctly. To avoid further alienating people, tone, substance, and vocabulary should all be customised based on the recipient's role whether they are a customer, prospect, fan, or detractor. The most important thing is to pay attention to what was said and by those involved, and then make sure that the answer takes into account their viewpoint and position even if it goes against it. They may now more effectively voice their opinions, create waves, and most importantly influence the success or failure of a business through word-of-mouth marketing.

Significance of the study

The motive of the study is to show the problems faced by social media marketing activities in influencing the customers' intention.

Statement of the problem

Trends keep on changing which is one of the major difficulties, Fashion priorities keep on changing from customers to customers, Competitors discounts and offers interrupts own business, Tending social media apps changes their position which makes difficult the reach among customers, Frequent apps up gradation with new technological aids which is cost burden, Reaching customers through contactless is very tough, Faith and trust issues among customers can be seen often, Brand loyalty decreases frequently among customers, Returns and damages have to be bared and

compensated, the main work as these many perceptions has been viewed in this study.

Objective of the study

To study the problems faced by the social media marketing activities in influencing the customers' intention.

Hypotheses

H01: There is no significant difference between problems faced by social media marketing activities and age of the respondents.

H02: There is no significant difference between respondents experience in social media and problems faced by social media marketing activities.

H02: There is no significant difference between respondents' gender in social media and problems faced by social media marketing activities.

Research Methodology

The process of enumeration, as well as the correct recording of outcomes, is referred as data collection. The proper data is critical to the success of an investigation; the study comprises assessing the respondent's Commitment influence in various aspects, as well as the researcher employ the current study was carried out in a practical world situation.

Sample Design

The approaches of random samples were used to get the main data. Interview Schedule was used to perform a field survey. The employees participating in the trial is using a straightforward convince sampling technique, with 127 as sample size.

Statistical Tools

The ANOVA, Descriptive, and Simple percentage analysis has been used to analyze the connection towards Problems of social media marketing activities and influencing customer intentions.

Literature Reviews

Barger (2013), Social media metrics are flooding the market, but there isn't much agreement on what exactly should be measured or how to use the data to inform strategy. Using a

combined marketing communications perspective, this essay aims to clarify the situation. Seven essential social media data are found by evaluating current metrics for compatibility with social media interaction goals. After that, these KPIs are explained, and a discussion of how to use them for internet marketing within an integrated promotional communication standpoint follows. Ultimately, the measurements' limitations are taken into account to generate recommendations for additional research.

Dwivedi (2015), Recently, social media has become incredibly popular as a powerful communication tool in our digitally-driven times. It has been highly praised in a variety of contexts for promoting interactive communication between companies, communities, society, organisations, consumers, and the like. The literature has given this topic more attention as a result of numerous studies that have elaborated, examined, and documented its practical applications, such as social media marketing (SMM). The goal of this study is to compile the body of knowledge on SMM in order to provide an overview of 71 articles that will highlight the various features of this quickly developing field of media marketing. Additionally, the emerging shortcomings in the social media literature have been noted, and future paths for research have been suggested.

Felix (2017), A crucial component of company in the twenty-first century is social media marketing. But the research on social media marketing is still disjointed and concentrates on certain topics, such communication strategies. Using a qualitative, theory-building methodology, the current study creates a strategic framework that identifies four general aspects of strategic social networking marketing. The scope of social media marketing spans from protectors to explorers; the cultural dimensions of social media marketing encompass conservatism and modernism; the structures of social media marketing lie between hierarchies and networks; and the governance of social media marketing varies from autocracy to anarchy.

Kumar (2018), Businesses and marketers now have a new avenue for communication with their clients and business associates—social media—which they can use into their overall marketing plan. Businesses are entering a new era of marketing thanks to the widespread expansion of social media and the rise in its user base. But as social networking sites and other online

platforms have grown to such an extent, global competition has intensified. Consequently, it has been determined that the largest issue is maintaining and satisfying current customers. Gaining and maintaining the trust of customers is now essential to retaining current clients and luring in new ones. In the online business environment, managing trust becomes crucial for close collaboration with current and potential customers as well as business partners.

Mason (2021), This exploratory study looks at how American consumers' use of social media for marketing increased as a result of the COVID-19 pandemic. Prior studies on the effects of pandemics have concentrated on behaviour related to preventive health; the influence of a global epidemic on consumer behaviour has received less attention. In order to close this gap, research on shifts in consumers' social media behaviours during different consumer decision-making processes was conducted using the Consumer Decision-Making Model as a framework.

Demographic Profile:

Table 1 Age of the Respondents

S.No.	Age (in years)	No. of Respondents
1.	Up to 18 Years	2
2.	19 to 36 Years	5
3.	37 to 54 Years	100
4.	Above 55 years	20
Total		127

Source: Primary Data

The table 1 shows that the most of the respondents (100) belong to the age category of 37 to 54 Years, followed by 20 respondents belong to Above 55 Years category, followed by 5 and 2 belong to 19 to 36 Years and up to 18 Years respectively.

Table 2 Experience in social media

S.No.	Experience (in years)	No. of Respondents
1.	0-6 months	57
2.	7 months – 1 Year	61
3.	More than 1 Year	9

Total	127
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Source: Primary Data

Table 2 shows that the most of the respondents (61) belong to the income category of 7 months to 1 Year, followed by 57 respondents belong to 0 to 6 months category and 9 respondents belong to More than 1 year.

Table 3 Gender of the Respondents

S.No.	Experience (in years)	No. of Respondents
1.	Female	64
2.	Male	63
Total		127

Source: Primary Data

Table 3 shows that it can be noted that out of total respondents 127 investigated in the study in that 64 in Females, followed by males with 63 respondents.

Table 4 Problems of Social Media Marketing Activities

S. No.	Sources	Always	Usually	Occasionally	Not Usually	Never	Total %
1	Trends keep on changing which is one of the major difficulties.	27	62	14	11	13	127
		21	49	11	9	10	100
2	Fashion priorities keep on changing from customers to customers.	35	28	37	14	13	127
		28	22	29	11	10	100
3	Competitors discounts and offers interrupts own business.	30	46	20	18	13	127
		24	36	16	14	10	100
4	Tending social media apps changes their	25	13	32	44	13	127
		20	10	25	35	10	100

	position which makes difficult the reach among customers.						
5	Frequent apps up gradation with new technological aids which is cost burden.	24	27	38	11	27	127
		19	21	30	9	21	100
6	Reaching customers through contactless is very tough.	15	25	23	46	18	127
		12	20	18	36	14	100
7	Incurring extra charges like free delivery, which is cost burden for company.	60	16	33	13	5	127
		47	13	26	10	4	100
8	Returns and damages have to be bared and compensated.	34	42	24	14	13	127
		27	33	19	11	10	100
9	Brand loyalty decreases frequently among customers.	19	41	29	11	27	127
		15	32	23	9	21	100
10	Faith and trust issues among customers can be seen often.	11	24	27	38	27	127
		9	19	21	30	21	100

Sources: Primary Data

Demographic variables and Problems of Social Media Marketing Activities

H₀ 3_a: There is no significant different between employee demographic variables and job.

ANOVA Test of Age and Problems of Social Media Marketing Activities

Table 5 Age and Problems of Social Media Marketing Activities

Variables	Age	N	Mean	S.D.	F Value	Sig.
Trends keep on changing which is one of the major difficulties.	Up to18 Years	2	3.21	0.86	2.890	0.045*
	19 to 36 Years	5	4.36	0.75		
	37 to 54 Years	100	3.21	1.02		
	Above 55 years	20	4.02	1.20		
	Total	127	4.25	0.99		
Fashion priorities keep on changing from customers to customers.	Up to18 Years	2	4.22	0.87	3.596	0.018*
	19 to 36 Years	5	4.19	0.93		
	37 to 54 Years	100	3.89	1.00		
	Above 55 years	20	4.15	0.94		
	Total	127	4.11	0.98		
Competitors discounts and offers interrupts own business	Up to18 Years	2	3.94	0.71	4.360	0.006*
	19 to 36 Years	5	4.06	0.90		
	37 to 54 Years	100	3.74	1.15		

	Above 55 years	20	3.77	1.17		
	Total	127	3.94	1.00		
Tending social media apps changes their position which makes difficult the reach among customers.	Up to 18 Years	2	4.26	0.98	4.077	0.007*
	19 to 36 Years	5	3.84	1.04		
	37 to 54 Years	100	3.90	1.44		
	Above 55 years	20	3.67	1.08		
	Total	127	3.89	1.15		
Frequent apps up gradation with new technological aids which is cost burden.	Up to 18 Years	2	4.29	0.76	5.068	0.001*
	19 to 36 Years	5	3.74	1.58		
	37 to 54 Years	100	3.81	1.75		
	Above 55 years	20	3.78	1.33		
	Total	127	3.84	1.12		
Reaching customers through contactless is very tough.	Up to 18 Years	2	4.47	0.70	4.046	0.003*
	19 to 36 Years	5	4.37	1.00		
	37 to 54 Years	100	4.39	0.82		

	Above 55 years	20	4.95	0.89		
	Total	127	4.23	0.91		
Incurring extra charges like free delivery, which is cost burden for company.	Up to 18 Years	2	3.77	0.90	3.258	0.027*
	19 to 36 Years	5	4.09	0.82		
	37 to 54 Years	100	4.05	1.02		
	Above 55 years	20	4.32	0.82		
	Total	127	4.10	0.89		
Returns and damages have to be bared and compensated.	Up to 18 Years	2	3.46	0.84	2.710	0.049*
	19 to 36 Years	5	3.67	1.06		
	37 to 54 Years	100	4.15	0.97		
	Above 55 years	20	3.85	1.04		
	Total	127	3.95	1.01		
Always product Availability is there.	Up to 18 Years	2	4.01	1.06	3.369	0.025*
	19 to 36 Years	5	3.09	1.00		
	37 to 54 Years	100	4.30	0.93		

	Above 55 years	20	4.21	0.86		
	Total	127	4.10	0.98		
Brand loyalty decreases frequently among customers.	Up to 18 Years	2	4.42	0.96	6.963	0.001*
	19 to 36 Years	5	3.06	1.30		
	37 to 54 Years	100	4.07	1.11		
	Above 55 years	20	3.97	1.18		
	Total	127	3.87	1.21		
Faith and trust issues among customers can be seen often.	Up to 18 Years	2	4.42	0.96	6.980	0.001*
	19 to 36 Years	5	3.06	1.30		
	37 to 54 Years	100	3.07	0.11		
	Above 55 years	20	4.97	1.18		
	Total	127	3.87	1.21		

Based on Primary Data * Sig.@5%

Table 5 shows that the ANOVA test results of age and variables are significant at 5% level. Hence, the stated null hypothesis is rejected as the analysis is done with age and problems. Trends keep on changing which is one of the major difficulties, 2.890 as F value, Fashion priorities keep on changing from customers to customer with SD 0.98, Competitors discounts and offers interrupts own business as the F value 4.360, Tending social media apps changes their position which makes difficult the reach among customers with 3.89 as mean, Frequent apps up gradation with new technological aids which is cost burden as SD is 1.12, Reaching customers through contactless is very tough with mean 4.23,

Incurring extra charges like free delivery, which is cost burden for company as the 0.89 is recorded SD, Returns and damages have to be bared and compensated as 3.95 mean, Always product Availability is there with 4.10 mean and SD is 0.98, Brand loyalty decreases frequently among customers with F value as 6.963 and Faith and trust issues among customers can be seen often as the mean is 3.87 and SD is 1.21.

Table 6 Gender and Problems of Social Media Marketing Activites

Variables	Gender	N	Mean	S.D.	T Value	Sig.
Trends keep on changing which is one of the major difficulties.	Male	64	3.96	1.14	3.890	0.004*
	Female	63	4.58	0.93		
	total	127	3.58	0.89		
Fashion priorities keep on changing from customers to customers.	Male	64	3.82	1.11	3.750	0.001*
	Female	63	4.54	0.88		
	total	127	4.25	0.83		
Competitors discounts and offers interrupts own business	Male	64	3.88	1.16	2.589	0.019*
	Female	63	4.42	1.02		
	total	127	4.25	0.90		
Tending social media apps changes their position which makes difficult the reach among customers.	Male	64	3.85	1.22	2.587	0.057*
	Female	63	4.38	1.21		
	total	127	3.78	1.20		
Frequent apps up gradation with new technological aids which is cost burden.	Male	64	3.88	1.19	4.683	0.001*
	Female	63	4.67	0.92		
	total	127	4.23	0.63		

Reaching customers through contactless is very tough.	Male	64	3.83	1.16	2.882	0.008*
	Female	63	4.42	0.97		
	total	127	4.50	0.89		
Incurring extra charges like free delivery, which is cost burden for company.	Male	64	3.96	1.17	2.099	0.038*
	Female	63	3.25	1.57		
	total	127	3.02	0.78		
Returns and damages have to be bared and compensated.	Male	64	3.96	1.13	3.837	0.001*
	Female	63	4.67	0.87		
	total	127	4.30	1.01		
Brand loyalty decreases frequently among customers..	Male	64	4.00	1.10	2.969	0.006*
	Female	63	4.58	0.93		
	total	127	4.02	0.83		
Faith and trust issues among customers can be seen often.	Male	64	3.87	1.19	3.257	0.003*
	Female	63	4.54	0.98		
	total	127	3.89	0.69		

Based on Primary Data * Sig.@5%

Table 6 shows that the ANOVA test results of age and variables are significant at 5% level. Hence, the stated null hypothesis is rejected as the analysis done with gender and problems based. Trends keep on changing which is one of the major difficulties as T value is 3.890, Fashion priorities keep on changing from customers to customers as with 4.25 mean, Tending social media apps changes their position which makes difficult the reach among customers with the T value 2.587, Reaching customers through contactless is very tough with the T value 2.882, Incurring extra charges like free delivery, which is cost burden for company with mean value 3.02, Returns and damages have to be bared and compensated as the T value 3.837 and Faith and trust issues among customers can be seen often as the mean value is 0.69 and the T value is 3.257.

ANOVA Test of Employee position in Years and Problems of Social Media Marketing Activities

Table 7 Level of Position and Problems of Social Media Marketing Activities

Variables	Cadre in years	N	Mean	S.D.	F Value	Sig.
Trends keep on changing which is one of the major difficulties.	0-6 months	57	3.65	1.42	8.870	0.001*
	7 months – 1 Year	61	4.38	0.80		
	More than 1 Year	9	4.03	1.13		
	Total	127	4.25	0.99		
Fashion priorities keep on changing from customers to customers..	0-6 months	57	3.95	1.57	6.529	0.001*
	7 months – 1 Year	61	4.26	0.81		
	More than 1 Year	9	4.01	1.06		
	Total	127	4.11	0.98		
Competitors discounts and offers interrupts own business.	0-6 months	57	3.30	1.66	11.270	0.001*
	7 months – 1 Year	61	4.06	0.84		

	More than 1 Year	9	3.68	1.06		
	Total	127	3.94	1.00		
Tending social media apps changes their position which makes difficult the reach among customers.	0-6 months	57	3.75	1.33	2.450	0.050*
	7 months – 1 Year	61	3.89	1.03		
	More than 1 Year	9	3.76	1.29		
	Total	127	3.89	1.15		
Frequent apps up gradation with new technological aids which is cost burden.	0-6 months	57	4.00	0.97	2.677	0.033*
	7 months – 1 Year	61	3.77	1.30		
	More than 1 Year	9	3.75	0.98		
	Total	127	3.84	1.12		
Reaching customers through contactless is very tough.	0-6 months	57	3.95	1.00	3.515	0.008*
	7 months – 1 Year	61	4.39	0.83		
	More than 1 Year	9	4.19	0.85		
	Total	127	4.23	0.91		

Incurring extra charges like free delivery, which is cost burden for company.	0-6 months	57	3.50	1.01	8.500	0.001*
	7 months – 1 Year	61	4.06	0.81		
	More than 1 Year	9	4.15	0.88		
	Total	127	4.10	0.89		
Returns and damages have to be bared and compensated .	0-6 months	57	4.50	0.51	2.970	0.019*
	7 months – 1 Year	61	3.91	0.84		
	More than 1 Year	9	3.92	1.11		
	Total	127	3.95	1.01		
Brand loyalty decreases frequently among customers.	0-6 months	57	3.85	0.94	3.925	0.004*
	7 months – 1 Year	61	4.04	0.99		
	More than 1 Year	9	4.11	0.97		
	Total	127	4.10	0.98		
Faith and trust issues among customers	0-6 months	57	3.05	1.59	7.089	0.001*
	7 month	61	3.82	1.15		

can be seen often.	s – 1 Year					
	More than 1 Year	9	3.91	1.20		
	Total	127	3.88	1.21		

Based on Primary Data * Sig.@5%

Table 7 shows that the ANOVA test results of age and variables are significant at 5% level. Hence, the stated null hypothesis is rejected as the analysis done with experience and problems based. Trends keep on changing which is one of the major difficulties as F value is 8.870, Fashion priorities keep on changing from customers to customers as with 4.11 mean, Tending social media apps changes their position which makes difficult the reach among customers with the F value 2.450, Reaching customers through contactless is very tough with the F value 3.515, Incurring extra charges like free delivery, which is cost burden for company with mean value 8.500, Returns and damages have to be bared and compensated as the F value 3.925 and Faith and trust issues among customers can be seen often as the mean value is 3.88 and the F value is 7.089.

Findings of the study

1. Fashion priorities keep on changing from customers to customers as with 4.25 mean.
2. Trends keep on changing which is one of the major difficulties as usually with 62 respondents at 42 percent.
3. Faith and trust issues among customers can be seen often as the mean value is 3.88 and the F value is 7.089.
4. Returns and damages have to be bared and compensated as the T value 3.837.
5. Competitors discounts and offers interrupts own business as the F value 4.360.

Suggestions of the study

1. The social media marketing has various issues and troubles while reaching customers, as the proper and correct marketing way will help in reaching the desired customers.

2. The trends and fashion keeps on changing as the comfortable attire should be keep in mind while marketing fashion related items in market.
3. At the end it's all about customers who are going to use the items so it should be customer friendly and marketers must give better services even after the purchase made by the customers, as the deal should not be sales minded.

Conclusion

The purpose of this study is to look into how brand loyalty is impacted by apparent social media marketing efforts. The intermediary nature of brand awareness and value awareness in the insurance business was examined. The study's findings demonstrated that the use of social media marketing significantly and favorably affects consumers' perceptions of a brand's value, loyalty, and awareness. The study's findings also demonstrate that brand loyalty is positively and significantly impacted by brand awareness. Furthermore, in the relationship mentioned above, brand awareness has played a key mediating role. To clarify, one of the most significant competitive advantages in the services industry today is branding, particularly in the fiercely competitive insurance services sector. In the end, this may result in client loyalty through the insurance company.

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