



An Efficacy Of Problems Faced By Customers While Using Social Media Advertisement To Purchase The Products Or Services In Bangalore

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ABSTRACT: Social media plays a vital role in the advertising sector and has become increasingly important in enhancing customer perception and satisfaction, ultimately helping to build a loyal customer base, especially in the marketing of goods and services. Customer service is widely recognized as one of the most critical factors in establishing reputation and credibility among the public. This study aims to examine the service quality techniques through social media platforms and their impact on customer perception. It focuses on selected leading social media platforms within the study area. The primary objective is to investigate the factors influencing customer perception and their effect on satisfaction. Additionally, the study evaluates customer attitudes toward social media activities and identifies the challenges faced by customers when using social media advertisements to purchase products or services in the study area. It also analyzes the socio-economic profile of the selected respondents. Methodology refers to a systematic approach to solving a research problem. The study is conducted in Bangalore City, and the results and findings are based on the opinions of its customers; therefore, they cannot be generalized beyond this context.

Key Words: Social Media Advertisements, Problems faced by customers and Perception.

I. INTRODUCTION

Internet and social media penetration in urban areas is nearly twice that of rural areas, with more than one in three individuals in India accessing these platforms. According to the Internet & Mobile Association of India (IAMAI), Indian internet users spend an average of approximately 2.4 hours per day on social media. Notably, younger users are more active online, with nearly two-thirds of internet users in the country falling within the 12–30 age group. A significant proportion of these young users come from rural areas. With this rapid growth, it is estimated that India's digital market could become the second-largest in the media and entertainment sector by 2024, creating expanded opportunities for content creation and marketing.

Social media has become an effective means of communication across almost all age groups. In particular, it has transformed how organizations and marketers interact with their audiences. The study of consumer buying behavior has become central to the exchange of goods and services, as most consumers now rely heavily on web searches and social media platforms for information and decision-making.

II. STATEMENT OF THE PROBLEM

Currently, almost every major brand maintains a website or a presence on social media. This rapidly growing innovation is widely used not only by young people but also by adults and senior citizens, as more individuals spend increasing amounts of time on the internet and electronic devices. Social media has emerged as one of the most popular platforms for communication and for exchanging information about products and services. The analysis of consumer perception particularly that of women entrepreneurs and the decision-making process forms the basis for marketing goods and services, as users across all age groups actively engage with social media platforms.

With social media gaining a strong foothold as a marketing tool, the growing interest and need for deeper understanding in this area have motivated the selection of this research topic. Given the rapid rise in social media usage in India, it is essential to examine its role as a significant marketing tool and its impact on the behavior of young consumers. Furthermore, as this area has not been extensively studied in Bangalore, social media has been chosen as the focus of this research. The study also explores the challenges faced by customers when using social media advertisements to purchase products or services and analyzes their impact on customer attitudes..

III. OBJECTIVES OF THE STUDY

The specific objectives are as follows:

1. To study the customers demographic characteristics and its impact on the purchases towards social media advertisements in Bangalore.
2. To examine the problems faced by customers while using social media advertisement to purchase the products or services in the study area.
3. To offer suitable suggestions to improve the social media advertisements through shopping behavior in the study area.

IV. HYPOTHESIS OF THE STUDY

H₀: There is no significance relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of demographic factors of the respondents.

V. RESEARCH METHODOLOGY AND RESEARCH DESIGN

5.1 Sources of Data

The current study is descriptive in nature. The study is focused on problems faced by customers while using social media advertisement to purchase the products or services in Bangalore. In this study two types of data have been used. There are primary data and secondary data. Primary data is a type of information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. It is data that has not been previously published and is derived from a new or original research study and collected at the source.

The study mainly based on primary data. There are several methods of collecting primary data like questionnaire and case studies so on. The primary data was collected by the respondents from

selected social media websites through a well designed questionnaire. The data were collected from 200 respondents randomly from selected social media websites customers in Bangalore.

5.2 Sample Selected for the Study

The study is to determine problems faced by customers while using social media advertisement to purchase the products or services in Bangalore. The sample social media have been selected on the basis of size and services provided by the online stores, which are utilized by the customers. There are several social media websites are operated and provide their service in the study area of Bangalore. The researcher selected only few as well as top social media websites based on simple random sampling method. Such as Whats App, Face book, Instagram, Twitter, You Tube, Linked In and Snap Chat are used. From the above mentioned social media websites 200 respondents were selected for the study by adopting the method of Non – probability purposive sampling technique.

5.3 Statistical Tools

The primary data collected from the respondents were analyzed and presented in the form of tables are used. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Descriptive Analysis and Kruskal Wallis test.

VI. LIMITATIONS OF THE STUDY

- 1) The research study is limited to Bangalore City. The research findings may not generalize to other areas.
- 2) Totally 200 samples were taken under a Non – probability purposive sampling method. The result may not generalize to the total population.

VII. REVIEW OF LITERATURE

Review of literature has significant relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. Many researchers have been conducted to analyze the various aspects of problems faced by customers while using social media advertisement to purchase the products or services. The available literature related to customer satisfaction, perception and problems faced by customers while using social media advertisement.

Knoll, J. (2016)¹ This article presents an up-to-date review of academic and empirical research on advertising in social media. Two international databases from business and communication studies were searched, identifying 51 relevant studies. The findings of the identified studies were organized by seven emerging themes: use of advertising in social media, attitudes about and exposure to advertising, targeting, user-generated content in advertising, electronic word-of-mouth in advertising, consumer-generated advertising, and further advertising effects. Besides researched topics and major results, year of publication, journal, theoretical framework, research method, sample, measured constructs, and way of analysis were examined regarding each article. The review concludes by providing an agenda for future research.

Mayank Yadav and Zillur Rahman (2017)² In a decade's time, the social media has not only brought about drastic changes in the mode of communication but has also become an important marketing tool, making it an area of eminent interest for the academicians as well as the industrialists. This study provides a taxonomic classification of the social media research articles published in the marketing journals listed on the website of the Academy of Marketing Science, from 2004 to March

2015. In addition to it a framework depicting various antecedents, mediators, moderators and consequences has been developed. This is presumably the first exhaustive review of the literature on the social media for the period 2004-March 2015, comprising both classification of the literature and various constructs adopted in the social media research. It contributes to the existing body of literature by providing more comprehensive knowledge of the trends in, and the cause-and-effect relationship between the constructs used in the social media research.

Zhao, Wenjin and Yun, Xu (2020)³ Social media marketing is performed accordingly to the emerging market, it is vital to understand the dynamic pattern of social media marketing and its influences on consumers, marketers and the relationship between them. This study conducts a systematic literature review based on 92 papers to identify the transformation of social media marketing in social, behavioral and market-related areas. The paper uses the dynamic social content theory and the framework of transformative social media marketing to understand to what extent social media marketing has changed over time and how it is shaped by recent work. We found that consumer engagement is influenced by the emerging market and new marketing tools would occur on social media platforms. This research provides a clear pattern to understand transformative social media marketing on its forces and outcomes, which would be benefit for both consumers and firms.

Chu S, Deng T, Cheng H (2020)⁴ This study aims to provide an assessment of the existing literature on the role of social media advertising in hospitality, tourism and travel (HTT) as well as an agenda for future research. Covering a 15-year time span (2004–2019), this study is focused on journal papers archived in two academic databases in social sciences: Business Source Complete and Communication and Mass Media Complete. Each of the 192 papers collected was coded for 8 major variables: journal, year of publication, research topic, country studied, type of social media investigated, method, theoretical underpinning and key findings. Three major topic areas are identified in this study: use of social media from consumer's perspective, use of social media from organization's perspective and effects of social media. Although a few prior papers have provided a literature review of social media in tourism and hospitality, no review-based papers have ever examined social media as an advertising vehicle in the context of HTT. Most reviews to date have been limited to general social media studies, without much advancement of theory building in advertising research. To the best of the authors' knowledge, this paper represents the first theoretical review of academic research on social media advertising in HTT. The review concludes by suggesting a theoretical framework for studying social media advertising in HTT and offering an agenda for future research.

Murooj Yousef, Timo Dietrich and Sharyn Rundle-Thiele (2021)⁵ Social media offers a cost-effective and wide-reaching advertising platform for marketers. Objectively testing the effectiveness of social media advertising remains difficult due to a lack of guiding frameworks and applicable behavioral measures. This study examines advertising appeals' effectiveness in driving engagement and actions on and beyond social media platforms. Method: In an experiment, positive, negative and coactive ads were shared on social media and promoted for a week. The three ads were controlled in an A/B testing experiment to ensure applicable comparison. Measures used included impressions, likes, shares and clicks following the multi-actor social media engagement framework. Data were extracted using Facebook ads manager and website data. Significance was tested through a series of chi-square tests. Results: The promoted ads reached over 21,000 users. Significant effect was found for appeal type on engagement and behavioral actions. The findings support the use of negative advertising appeals over positive and coactive appeals. Conclusion: Practically, in the charity and environment context, advertisers aiming to drive engagement on social media as well as behavioral actions beyond social media should consider negative advertising appeals. Theoretically, this study

demonstrates the value of using the multi-actor social media engagement framework to test advertising appeal effectiveness. Further, this study proposes an extension to evaluate behavioral outcomes.

Huihui (2021)⁶ Humor is the representative of entertainment. Thus, humor advertisements are common in social media marketing. Previous research has found humor advertising with many positive effects, while overlooking the negative effects. The present study analyzes related documents based on Cite Space 5.7 R5, elaborates the concept and mechanism of humor, and summarizes antecedents and consequences of humor advertising persuasion. Also, this study summarizes and analyzes the number of theories used in the humor advertising literature for the past decade. It is hoped that this study will provide suggestions for the effective dissemination of humorous advertising information on social media and it will provide a scientific basis for the formulation of enterprise marketing strategies.

Gao, T. (2022)⁷ This paper provides an overview of the literature on the use of social media advertising (SMA) and the key factors that affect the effectiveness of SMA. A total of 92 manuscripts published in top ranking journals in the last decade are reviewed. At the firm level, factors, such as brand's social role, time to post on social media platforms, frequency of social media posts, and genre of the posts, are found to affect consumer's purchasing decision and intention to share. At the individual consumer level, factors including demographic characteristics, general attitude toward online advertising, and privacy concerns are found to influence consumer's buying behaviors.

Hanaysha (2022)⁸ This study aimed to investigate the impact of social media advertising features (interactivity, perceived relevance, informativeness and entertainment) on brand engagement in the fast food industry. It was also designed to identify the effect of brand engagement on purchase intention. The data was gathered from 258 customers of fast food restaurants in United Arab Emirates using an online survey. The collected data was analyzed via the partial least square approach (PLS-SEM) to verify the hypotheses and reach at conclusions. The findings indicated that social media advertising features have positive effects on brand engagement. In particular, it was found that interactivity, perceived relevance, informativeness and entertainment are positively associated with brand engagement. The results also confirmed that brand engagement has a positive effect on purchase intention.

This study provides a noteworthy contribution to the literature by examining the effect of four unique social media advertising features on consumer engagement. By looking at previous studies, it can also be observed there is a limited empirical research on the effect of perceived relevance and informativeness on brand engagement. It further focuses on covering existing gaps in the literature concerning the effect of brand engagement on purchase intention in the fast food industry setting. This is one of the earlier studies that collectively examined these factors in model; particularly, in fast food industry setting with empirical data from a Middle East country.

Shiv Bansal and Pallavi Rana (2023)⁹ The given study is based on the systematic literature review and bibliometric review to synthesize and map the current knowledge on the topic of how social media advertising affects brand awareness and other brand equity outcomes between 2010 and 2025. Basing on general search of the Scopus database and pre-determined inclusion exclusion criteria, 218 English language journal articles and conference papers in the field of business, management, marketing, and other social sciences have been retained to be thoroughly reviewed. The review is organized according to PRISMA 2020 reporting and consists of descriptive SLR tables and VOSviewer network, density, and overlay visualization to distinguish highly influential authors, journals, countries, and clusters of keywords. The results reveal that informativeness, interactivity, trendiness, electronic word of mouth, and creative content as operationalized forms of social media

advertising have a consistent positive influence on the brand awareness, and such an influence is usually mediated by ad attitude, consumer engagement, and consumer based brand equity. Themes emerging include an increase in the roles of influencer and native advertising, consumer empowerment, and AI allowed personalization to enhance brand recall, recognition, and downstream behavioral intentions. The research is valuable in offering a synthesized evidence map on this fast-growing area, demystifying prevailing theoretical prisms and research methodology trends, and presenting a research agenda in the context of the under researched settings, longitudinal designs, as well as cross platform advertising strategies.

Rong Liu, Na Duan and Jingyi Liu (2025)¹⁰ In the context of the rapid development of the information economy, social media advertisement placement has emerged as a pivotal component of enterprises' marketing strategy, thereby playing a significant role in enhancing their economic performance. Building upon this foundation, this paper incorporates data from A - share listed companies in the tourism and related service industries on the Shanghai and Shenzhen Stock Exchanges in China from 2011 to 2023. Using firms' advertising placements on social media platforms as a quasi - natural experiment, it employs the difference - in - differences model, integrating theoretical analysis and empirical evidence, to explore the relationship between social media advertising investment and firms' economic efficiency. Research findings indicate that advertising on social media positively promotes the growth of corporate economic efficiency. This conclusion remains valid after a series of rigorous tests. Mechanism analysis shows that social media advertising promotes the growth of corporate economic efficiency by increasing public attention, enhancing interaction between companies and consumers, and improving corporate reputation. Moderation effect analysis shows that the digital background of senior executives and government digital attention play a positive moderating role in the process of social media advertising promoting corporate economic efficiency. This paper is significant in that it both enhances the extant research system on the connection between social media advertising and enterprise economic efficiency and provides enterprises with targeted, practical references to optimize their advertising strategies and enhance their economic efficiency in the digital context.

VIII. RESULTS AND DISCUSSIONS

8.1 DESCRIPTIVE ANALYSIS

One of the most commonly used statistical tools is descriptive analysis, which is primarily employed for the analysis and interpretation of primary data. It represents respondents' answers to specific questions in percentages derived from the total population selected for the study. Descriptive analysis is the simplest form of analysis and makes research findings easy to understand. It is widely used by commercial research organizations and is typically presented in tabular or pictorial form.

8.1.1 Gender

Gender normally plays a very important role as the new generation marketers are providing most significance to gender segmentation in order to offer new products and services. The Indian females are changing their clutches from house responsibility to building up good careers. This new identified economic independence allow them to take their decision by own and make proper use of purchasing products through social media advertisements. Hence, it is not viable to consider the role of gender in any research. For this purpose, gender has been divided into two namely male and female.

The table 1 identifies that out of all the respondents taken for the study, in this regard gender-wise classification of respondents it was found that out of the 200 respondents, 105 (52.30 per cent)

were male respondents and the remaining 95 (47.70 per cent) were female. Hence, in the current study a majority 52.30 per cent of the respondents were male in the study area.

8.1.2 Age

The Age wise description is exposed in the Table 1. Middle age group customers are the modern, dynamic and energetic persons. Hence they will have more interest in selecting, analyzing and using the social media services offered by advertisements. Now –a-days all age group of customers are more aware of details of purchase of products or services through social media.

Table 1 reveals that, the age of the respondents shows that the highest number of the respondents have age group from 26 years to 35 years with 33.80 per cent, the second highest number of the respondents are coming under the age group from 36 years to 45 years with 23.34 per cent, then third highest number of the respondents from 46 years to 55 years with 22.70 per cent, the fourth number of the customer or respondents are below 25 years with 12.24 per cent and fifth or last number of the respondents are above 55 years with 7.91 per cent.

It may be noticed that, highest numbers of the respondents are from 26 years to 35 years of the age group with 33.80 per cent. Hence it is stated that this age cluster dominates as well as guide the other age groups in the use of social media activities in the study area.

8.1.3 Educational Qualification

Education has a major role and helps to adapt modern principles and techniques. For this concern, the educational status of the respondents is divided into five groups such as SSLC / HSC, Diploma, Under Graduate, Post Graduate and others. Education plays a vital role in improving the knowledge, attitude, tendency and temperament of the consumers.

Table 1 discloses that, 36.50 per cent of the respondents comes under graduates, 21.50 per cent of the respondents educational qualification at diploma holders, 16.00 per cent of the respondents are qualified post graduates, 15.50 per cent of the customers are from school level and remaining 10.50 per cent of the respondents are ‘others’ like not completed certificate courses or drop the schooling.

Hence, it is stated that the more number of the customers or respondents are graduates which is more sufficient to using social media advertisements effectively.

8.1.4 Monthly Income

Monthly income is an important factor for all human beings since income is needed for day to day life. Individuals have to spend their hard-earned money on different products and services. In this research, the income of the respondents has been studied deeply to see its relationship with using social media activities. The respondents’ income was analyzed under four different categories. For this purpose the monthly income level of respondents are classified into five types such as below Rs.25,000, Rs.25,001 to Rs.50,000, Rs.50,001 to Rs.75,000, Rs.75,001 to Rs.1,00,000 and above Rs.1,00,000.

Table 1 clearly states that, the monthly income of the respondents at various levels did vary. It was obvious from the table 28.19 per cent of the respondents earned an income between Rs.25,001 to Rs.50,000 whereas Rs. 50,001 to Rs.75,000 was earned by 24.23 per cent of the respondents per month, followed by 20.92 per cent and 15.18 per cent of the respondents who had an income between Rs.75,001 to Rs.1,00,000 and below Rs.25,000 per month respectively. Lastly 11.48 per cent of the respondents earned above Rs.1,00,000.

Thus the greater part of the respondents (28.19 per cent) on an average earned an amount between Rs.25,001 to Rs.50, 000 monthly.

8.1.5 Employment

Employment wise classifications of the respondents are classified based on their occupation status. Occupation is a status symbol in society. Hence the respondents are streamlined into groups such as Private, Government, Businessmen, Professionals and Others.

Table 1 demonstrates that 29.46 per cent of the respondents are belongs to private sector employees, where as 24.49 per cent of the customers are Government employees, 23.72 per cent of respondents are professionals, 17.22 per cent respondents are looking after their business and last 5.10 per cent of the respondents are 'Others' like farmers, workers from unorganized sector etc., It shows majority of the respondents are private and Government employees are frequent user their social media advertisements to purchase products or services in Bangalore.

8.1.6 Marital Status

Marital status of sample respondents is classified based on their social position, because in society the marital status is also one of the major factor as well as status symbol. Hence the respondents are classified into groups namely married and unmarried.

Table 1 shows the marital status wise classification of respondents. In total of 200 respondents, (130 customers) 64.92 per cent of the respondents are married. It is clear that, married respondents are more committed to using social media activities which are more useful like safety and time savings in the busy world. Next to unmarried respondents are (70 customers) 35.08 per cent.

That it shows most of the respondents belongs to the married category in the selected study area of Bangalore.

8.1.7 Size of the Family

It represents the total number of family members living with the selected respondents. Since the family size of the customers may influence the level of the standard of living the respondents and it may have its own influence on their level of perception and utilization. The number of dependents in family in the present study is confined to up to Two Members, Three to Four Members, Five to Six Members and Above Six Members.

The table 1 indicates that, the important numbers of dependents in family members are up to two members which constitute 41.50 per cent, three to four members of the family are 27.50 per cent, five to six members of the families are 18.00 per cent. As a final point 13.00 per cent of the respondents constitute above six members in the family.

The analysis infers that the numbers of family members or size of the family, up to two members of the family are more (41.50 per cent) compare to others.

8.1.8 Type of Family

Type of the family shows a major impact in buying products or services through social media advertisement. The increased number of dependents was obviously increasing the necessity to spend more for the family. For this purpose of the study, the type of the family was classified in table below.

Table 1 explains that 63.52 per cent of respondents or internet users lie under nuclear family and 36.48 per cent of the families lie under joint family of the chosen customers or respondents in the study area.

In this era of nuclear families are majority in the study area, the table discloses that now-a-days the nuclear families maximum use social media advertisements and prefer more number of different variety of products.

8.2 KRUSKAL WALLIS TEST

The Kruskal-Wallis H test is a rank-based non parametric test that is used to find if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable framed. It is considered the nonparametric alternative is the one-way ANOVA, and an extension of the Mann-Whitney U test to allow the comparison of one or more than two independent groups. In other words, the Kruskal Wallis statistic measures is used to find how much the group ranks differ from the average rank of all groups.

8.2.1 Gender of the Respondents

Table 2 reflects that, values of the variables are ranked for each case. This table lists the ranking of each variable. Lower rank represents to the low values of the variables. In this study female respondents find lower values than the other variables with the mean rank of 91.67. In the mean time the male respondents secure larger values than the other variables which has the mean rank of 108.33. The outcome of the Kruskal Wallis test whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services in the study area are based on gender.

H₀ : There is no association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of gender of the respondents

H₁ : There is association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of gender of the respondents

The table 2 shows that the result of the Kruskal Wallis test. Since the p-value is less than 0.05, hence the null hypothesis is rejected at 5% level of significance and accepted alternative hypothesis. So, there is association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of gender of the respondents.

8.2.2 Age of the Respondents

Based on the test (Table 2); values of the variables are ranked for each case. This table states the ranking of each variable. Lesser mean rank shows to the low values of the variables. In this table the age group of above 55 years secured lower values than the other variables with the mean rank of 83.36. On the other side 36 to 45 years have larger values than the other variables with the mean rank of 118.16. The results of the test states whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services are according to age.

H₀ : There is no important association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of age of the respondents

H₁ : There is important association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of age of the respondents

The table 2 indicates the result of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is important association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of age of the respondents.

8.2.3 Educational Qualification of the Respondents

In table 2, values of the variables are ranked for each case. This table represents the ranking of each variable. Lesser rank corresponds to the less value of the variables. Here the respondents' category of 'others' such as holders of certificate courses have lower values than the other variables with the mean rank of 86.96. Mean while the category of under graduate have larger values than the other variables with the mean rank or score of 110.98. The Kruskal Wallis test determines whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services s along with educational qualification of the respondents.

H₀ : There is no significant relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of educational level of the respondents

H₁ : There is significant relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of educational level of the respondents

The table 2 evident that the results of the Kruskal Wallis test which explains, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is significant relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of educational level of the respondents.

8.2.4 Average Monthly Income of the Respondents

The values of the variables are listed and ranked for each case and the table 2 reveals the ranking of each variable. Lesser rank corresponds to the less value of the variables. In this situation the respondents monthly income above ₹1,00,000 have secured lower value than the other variables with the mean rank of 86.45. Another side monthly income ₹25,001 to ₹50,000 have greater values than the other variables with the mean score of 117.28. Finally the Kruskal Wallis test describes whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services in relation to monthly income of the respondents.

H₀ : There is no major connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of average monthly income of the respondents

H₁ : There is major connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of average monthly income of the respondents

The table 2 shows the outcome of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance and accepted the alternative hypothesis. Hence, the researcher sum up there is major connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of average monthly income of the respondents.

8.2.5 Employment of the Respondents

Table 2 indicates the values of the variables are listed based on rank for each case. The above mentioned table explains that the ranking of each variable. Lower rank represents to the low values of the variables. At this juncture respondents of 'others' category has lower values than the other

variables with the mean rank of 76.10. Alternatively, the respondents working in private concern have larger values than the other variables with the mean rank of 118.98. The outcome of the Kruskal Wallis test finds out whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services consistent with occupation or employment of the respondents in the study area.

H₀ : There is no major association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of employment of the respondents

H₁ : There is major association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of employment of the respondents

The table 2 result of the Kruskal Wallis test elucidate that, since the p-value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, there is no major association between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of occupation or employment of the respondents.

8.2.6 Marital Status of the Respondents

From the Kruskal Wallis test, values of the variables are ranked for each case. This table 2 determines the ranking of each variable. Lesser rank corresponds to the less value of the variables. In the table the respondents those who are unmarried have lower values than the other variables with the mean rank of 100.30. In the meantime, the respondents are married have larger values than the other variables with the mean rank of 100.82. The Kruskal Wallis test resolves whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services are based on marital status.

H₀ : There is no close relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of monthly income of the respondents.

H₁ : There is close relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of monthly income of the respondents.

The table 2 designates the result of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is close relationship between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of marital status of the respondents.

8.2.7 Size of the Family of the Respondents

With reference to the test, the values of the variables are ranked for each case and the table determines the ranking of each variable. Lower rank match up to the low values of the variables. At this point respondent belongs to above six members of the family has secured lower values than the other variables with the mean rank of 98.82. On the other part respondent belongs to up to two members of the family has secured larger values than the other variables with the mean rank of 119.27. The Kruskal Wallis test is use to whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services in accordance with size of the family of the respondents.

H₀ : There is no association between problems faced by customers while using social media advertisement to purchase the products or services in accordance with the mean rank of size of the family of the respondents.

H₁ : There is association between problems faced by customers while using social media advertisement to purchase the products or services in accordance with mean rank of size of the family of the respondents.

The table 2 determines the output of the Kruskal Wallis test, since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, there is association between problems faced by customers while using social media advertisement to purchase the products or services in accordance with size of the family of the respondents.

8.2.8 Type of Family of the Respondents

The values of the variables are listed and ranked for each case and the table 2 reflects the ranking of each variable. Lesser rank corresponds to the less value of the variables. At this juncture respondent belongs to joint family have secured lower values than the other variables with the mean rank of 112.63. Conversely, the nuclear family type respondents have larger values than the other variables with the mean rank of 132.35. The Kruskal Wallis test decides whether the average ranking differs across variables.. The Kruskal Wallis test is used to find whether the average ranking differs across variables. Here, the problems faced by customers while using social media advertisement to purchase the products or services according to locality of the respondents.

H₀ : There is no close connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of locality of the respondents

H₁ : There is close connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of locality of the respondents

The table 2 lists the result of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected and accepted alternative hypothesis at 5% level of significance. Hence, the researcher concludes there is close connection between problems faced by customers while using social media advertisement to purchase the products or services and mean rank of locality of the respondents.

IX. SUGGESTIONS AND RECOMMENDATIONS

This section discusses the practical recommendations of the study in line with the observed findings. On the basis of the findings, certain problems have been identified. An effort is made here to suggest recommendations which will help to reduce the problems faced by customers while using social media advertisement to purchase the products or services. The recommendations are narrated below.

1. Advertisements should feature only verified customer reviews to enhance trust and credibility among potential buyers. Campaigns must highlight easy return policies and prompt replacement services to minimize customer hesitation.
2. Promotional content should emphasize discounts, giveaways, and limited-time offers to appeal to price-sensitive consumers.
3. E-commerce brands, apart from major players like Amazon and Flipkart, should implement strong awareness campaigns to improve their visibility.
4. Product advertisements need to clearly present detailed specifications, features, and usage information to meet customer expectations. Social media creative should focus on simple and quick return processes to enhance user experience.

5. Advertisements should promote flexible payment options such as “Buy Now, Pay Later” to attract a wider customer base. Personalized advertising based on demographic insights should be used to effectively target specific customer segments.
6. Campaigns should highlight weekend sales, clearance events, and month-end offers to boost engagement and conversions. Social media advertisements should encourage customer feedback and promote support channels such as helplines and chat services.
7. Advertisements should showcase trained customer support and expert guidance to assist buyers in decision-making.
8. Brands should incorporate interactive content like games, quizzes, and live shopping to create an engaging “shopper entertainment” experience.
9. Campaigns should aim to build a positive consumer perception to strengthen brand image and awareness.
10. Advertisements must stress data security, encryption, and safe payment methods to build customer confidence. Social media campaigns should present e-commerce as a modern and essential part of everyday life.

X. CONCLUSION

In conclusion, social media advertising has become a powerful and transformative element of modern marketing, fueled by the rapid expansion of social networking platforms and increased digital connectivity. Platforms such as Instagram have reshaped the way businesses interact with consumers by providing visually appealing, interactive, and cost-efficient promotional tools. Features like photos, videos, likes, comments, and hash tags enable companies to strengthen brand awareness, encourage customer engagement, and build long-term relationships with their target audience. Despite its many advantages particularly for small-scale marketers social media advertising also presents certain challenges, including privacy concerns, the spread of misleading information, and difficulties in verifying the authenticity of customers. These issues underline the importance of using such platforms in a thoughtful and strategic manner. Overall, social media advertising, especially through Instagram, plays a vital role not only in marketing and business development but also in influencing consumer behavior and fostering brand loyalty. When applied effectively and responsibly, it acts as an integrated communication tool that enhances both organizational performance and customer interaction in the digital era.

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Table 1
Demographic Profile of the selected customers in Bangalore

S.No	Factors	Classifications	Number of Respondents	Percentage
1	Gender	Male	105	52.30
		Female	95	47.70
2	Age	Up to 25 years	24	12.24
		26 – 35 years	68	33.80
		36 – 45 years	47	23.34
		46 – 55 years	45	22.70
		Above 55 years	16	07.91
3	Educational Qualification	SSLC / HSC	31	15.50
		Diploma	43	21.50
		Under Graduate	73	36.50
		Post Graduate	32	16.00
		Others	21	10.50
4	Average Monthly Income	Below ₹ 25,000	30	15.18
		₹ 25,001 to ₹ 50,000	56	28.19
		₹ 50,001 to ₹ 75,000	48	24.23
		₹ 75,001 to ₹ 1,00,000	42	20.92
		Above ₹ 1,00,000	23	11.48
5	Occupation / Employment	Private	59	29.46
		Government	49	24.49
		Businessmen	34	17.22

		Professionals	47	23.72
		Others	10	05.10
6	Marital Status	Married	130	64.92
		Unmarried	70	35.08
7	Size of the Family	Up to Two Members	83	41.50
		Three to Four Members	55	27.50
		Five to Six Members	36	18.00
		Above Six Members	26	13.00
8	Type of Family	Joint Family	73	36.48
		Nuclear Family	127	63.52

Sources: Primary Data

Table 2

Problems Faced by the Customers while Using Social Media Advertisement to Purchase the Products or Services in Bangalore

S.No	Factors	Classifications	N	Mean Rank	Test Statistics		
					X ²	df	Sig
1	Gender	Male	105	108.33	5.370	1	0.020
		Female	95	91.67			
2	Age	Up to 25 years	24	102.42	13.384	4	0.000
		26 – 35 years	68	110.02			
		36 – 45 years	47	118.16			
		46 – 55 years	45	106.80			
		Above 55 years	16	83.36			
3	Educational Qualification	SSLC / HSC	31	97.03	8.124	4	0.000
		Diploma	43	108.72			
		Under Graduate	73	110.98			
		Post Graduate	32	106.62			
		Others	21	86.96			
4	Average Monthly Income	Below ₹ 25,000	30	96.33	13.533	4	0.009
		₹ 25,001 to ₹ 50,000	56	117.28			
		₹ 50,001 to ₹ 75,000	48	104.35			
		₹ 75,001 to ₹ 1,00,000	42	81.00			
		Above ₹ 1,00,000	23	86.45			
5	Occupation / Employment	Private	59	118.98	23.045	4	0.101
		Government	49	108.45			
		Businessmen	34	95.05			
		Professionals	47	100.50			
		Others	10	76.10			
6	Marital Status	Married	130	100.82	0.005	1	0.036
		Unmarried	70	100.30			
7	Size of the	Up to Two Members	83	119.27	27.845	3	0.000

	Family	Three to Four Members	55	114.75			
		Five to Six Members	36	109.31			
		Above Six Members	26	98.82			
8	Locality	Joint Family	73	112.63	42.711	2	0.000
		Nuclear Family	127	132.35			

Sources: Primary Data

