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A Comparative Research Study Looks at the Problems Customers Have When Purchasing Online Sports Products from Social Media Advertisements

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ABSTRACT

Consumer behavior differs from person to person based on the purchases they make, which are influenced by their purchasing habits and decisions, which in turn are influenced by psychological and social aspects that influence the decision to buy. Interactive media, such as the World Wide Web, is growing increasingly popular in today's culture. Over the last decade, the bulk of business companies have responded to technology advances. Online shopping, or marketing, is the use of technology (specifically, a computer) to increase marketing results. The Internet's evolution, incredible usage growth, and deregulation from a research tool to a free network that everyone can access suggest that marketers are now in favor of using the Internet as marketing. Interactive media, such as the World Wide Web, are becoming more and more prevalent in today's society. Interactive media, such as the World Wide Web, is growing increasingly popular in today's culture. Over the last decade, the bulk of business companies have responded to technology advances. Online shopping, or marketing, is the use of technology (specifically, a computer) to increase marketing results.

Keywords: Social media advertisements, sports products, online shopping, and consumer behavior.

I. INTRODUCTION

A number of elements influence online shopping and customer behaviour, including website visibility, online store legitimacy, information comparison, payment security, privacy, website interface, convenient timing, education level, and network cultural experience. Because online shopping is based on human perceptions, social, personal, and psychological aspects all play a role. Consumer habits differ significantly between online and traditional shopping. Both involve social, cultural, personal, and psychological aspects, but traditional purchasing is far more influenced by these elements than online shopping since online clients are social, cultural, and psychologically linked. A person's ideas and interests influence the bulk of online purchases. E-marketing is among the most contemporary and inventive marketing tactics. It includes the innovative application of internet technologies, such as the usage -marketing involves more than just developing or promoting a website; it also includes

placing banner adverts on other websites. It includes advertising (in the form of flash, text, photos, music, or video), product navigation, 3-D product views, and basket selection, checkout, and payment options. The terms internet marketing and e-marketing is interchangeable. Millions of people are currently online across the world and have the opportunity to buy a product or use a service that a business is offering. With growing rivalry and quick technological advancements, customers' everyday online purchasing is receiving more attention.   Given the intense market competition and high expectations of online consumers, it is crucial for an online shop to understand what kind of products and marketing techniques aid to boost sales. The study demonstrates that websites with excellent customer service have a considerable edge in generating online sales. Understanding consumer behavior and what they require is critical for improving performance and attracting more customers, as online shopping is a new type of retail with unique client needs. It is tough for an online store to detect and address the needs of every consumer because customers have varied attitudes and views all around the world.
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II. Explanation of the Problems

Website visibility, credibility, information availability and comparison, payment security, privacy, website interface, time economy, literacy level, and network experience are all well-known factors influencing online shopping and consumer behavior. Typically, an individual's perspective and style of thinking influence these factors. When it comes to social, cultural, emotional, and psychological reasons, online and traditional purchasing habits differ. In comparison to online purchases, the aforementioned factors have a considerably bigger impact on traditional shopping. Online trade advertising has evolved into new formats that surpass traditional media such as print, television, and radio. In addition to creating an impact on the audience, they also get the audience to engage with the marketing data generated by various communication tactics used on various social networking sites. The key medium for highly focused marketing and advertising will be social networking sites. As a result, studying how consumers behave on social media sites where they can express their preferences, e-marketing choices, and other consumer-related data is crucial.

III. Research Objectives

The city of Coimbatore is divided into five zones: east, west, central, north, and south zones, as per the administration of the government. To determine the sample size for the study, the researchers adopted the Krejcie and Morgan table for sampling. This table provides guidelines for determining the appropriate sample size based on the population size. In this case, the researchers decided to have a total sample size of 768, which is twice the recommended sample size of 384 for a million populations. By selecting a sample size that is twice the recommended size, the researchers aimed to ensure an adequate representation of the population and increase the statistical power of their study. This approach allows for a larger sample, which can potentially provide more reliable and generalizable results. It's important to note that the Krejcie and Morgan table is commonly used in research to determine sample sizes, taking into account various factors such as population size, the intended degree of confidence, and the error margin. Researchers might try to get a representative sample that reflects the features of the target population by adhering to established sampling rules. The study used stratified random sampling as its sampling method. This is the result of the city being divided into strata or zones, and the study only used online shoppers who purchase apparel items exclusively through social media platforms as samples. 75 people make up the final sample for the study when the respondents' questionnaires are returned and those with missing data are eliminated.

IV. Examining-Test Frame
Table 1: Problems Respondents Faced When Purchasing Sports Products through Social Media Sites

S. No	Attitude		Percentage of frequency					Total
			SA	A	N	DA	SDA	
1	Performance risk	No.	135	150	241	120	106	752
		%	18	20	32	16	14	100
2	After Sales Service	No.	173	135	180	158	106	752
		%	23	18	24	21	14	100
3	Physically examination of the products	No.	256	218	135	60	83	752
		%	34	29	18	8	11	100
4	Delivery delay	No.	218	143	196	83	112	752
		%	29	19	26	11	15	100
5	Unavailability of cash on delivery over certain products	No.	278	165	143	75	91	752
		%	37	22	19	10	12	100
6	Mismatch between the products ordered and received	No.	196	158	188	128	82	752
		%	26	21	25	17	11	100
7	Guilty over the impulsive purchases	No.	211	165	158	128	90	752
		%	28	22	21	17	12	100

8	Low quality	No.	233	218	113	83	105	752
		%	31	29	15	11	14	100
9	High cost in case of some products	No.	248	196	98	128	82	752
		%	33	26	13	17	11	100
10	Loss of fun on in store visit while shopping	No.	226	188	143	83	112	752
		%	30	25	19	11	15	100

Source: Compiled and calculated using the primary data.

The table above depicts the challenges that respondents encountered when purchasing online sports merchandise through social media networks. The table shows the frequency and proportion of their responses, which range from strongly disagree, disagree, neutral, agree, and highly agree. 32% of respondents are neutral about performance risk, while 24% are neutral about after-sales service. 34% of all responses 29% of respondents strongly agree with physical assessment of the products. 37% of respondents strongly agreed with the delivery delay. 26% of respondents strongly agree with the unavailability of cash on delivery for specific products. 28 percent of respondents strongly agree that there is a mismatch between things ordered and received. 31% of respondents strongly agree with the statement that they are guilty of impulsive purchasing. Strongly agree with low quality, followed by 33% of respondents. 30% of respondents strongly agree with high costs for some products. I strongly agree with the loss of fun during an in-store shopping visit.

Analysis of the difference between respondents' concerns with sports product purchases through social media sites and their demographic profile.

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

Table 2: Analysis of Variance

Dependent Variable	Independent Variable	F	P
Purchase behaviour	Gender	318.62	0.05*
	Age	1258.95	0.04*
	Residence	1298.14	0.59
	Marital Status	26.84	0.00**
	Education	658.30	0.02*
	Annual Income	1.784	0.03*

Source: Primary Data

Table 2 illustrates the analysis of variance for determining the differences between respondents' concerns with online product purchases via social media marketing and their demographic profile. It is possible to conclude that all independent variables except residence are significant, with p values of 0.05, 0.04, 0.00, 0.02 and 0.03, respectively. As a result, it is possible to conclude that there is a distinction between respondents' concerns with online product purchases via social media marketing and their demographic profile. Gender, age, marital status, educational level, and annual income.

V. CONCLUSION

Marketers who utilize third-party social media platforms should ensure that their marketing campaigns do not encourage customers or other parties to engage in actions that violate the social media company's privacy policies, and they should also ensure that they follow the policies. Companies who run their own blogs or social media platforms should also have thorough policies in place that define the company's data collection, usage, and storage procedures, as well as any privacy and data security responsibilities that third parties may have. The internet offers not just opportunities for social media marketing, but also complications and obstacles.

VI. Exchange of Results:

Therefore, it can be said that respondents' worries about buying products online through social media marketing differ from those related to their demographics. Age, gender, amount of education, marital status, and yearly income.

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