A Study On Various Issues And Problems Faced By Buyers While Making Digital Purchase Of The Products Through Online In Tirupur City

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ABSTRACT

The purpose of the study is to assess the various issues and problems faced by buyers while making digital purchase of the products through online in Tirupur City. The sample size of this survey is based on two hundred participants in the selected study area. This study collects data by conducting well designed and structured questionnaire. In this study, we used a qualitative data acquisition technique. The results show that digital marketing helpful to buyers to buying and selling of products through web shopping. However, when the digital shopping or online shopping is included as a parameter, the relationship between demographic factors and various issues and problems faced by buyers while making digital purchase of the products through online is a new advertising tool used by most of the organizations. This research helps the budding researchers to choose better tools for online promotion and uses a variety of recognition techniques to improve their digital marketing. It has been known through this study, which building customer confidence in product quality is a very effective approach in front of business owners, as brand reputation enhances customer satisfaction. This study is unique in that previous studies considered elements of digital marketing as parameters and ignored to find a direct relationship between problems faced by buyers while using digital marketing.

Keywords: Digital Marketing, Problems Faced by Buyers and Online Shopping.

I. INTRODUCTION

India has the most favorable climate for online shopping thanks to the digital revolution. The idea of everyone shopping anything, anywhere, at any time has boosted India's e-commerce sector. Online shopping is one of the most common pastimes important to today's corporate concerns. Even though there are many benefits for both consumers and businesses, why consumers choose to shop online is still being determined. Business establishments can reach out to more clients through online purchasing at a lower cost and reach out to customers living in remote places. In actuality, they serve as stepping stones toward the global village idea. In addition, the internet has gained acceptance as a powerful and successful communication medium, alongside more conventional ones like radio, magazines, etc.

II. STATEMENT OF THE PROBLEM

The digital marketing of products has assumed significance, with the growing turnover evident from the number of digital marketers. The marketing of the product is done either by digital marketers who market all types of products under one platform or by organizations that produce the goods and services that may market directly to target consumers. The marketing of products by digital marketers is technically called e-commerce companies. These companies have various tools for making the product easily reach consumers compared to traditional marketing. The companies bring the goods and services together by providing various choices to consumers without much cost added to the expenses of consumers. Many producers opt for e-commerce websites to market their products on the website rather than making an expensive way to reach consumers through traditional marketing forms or distribution channels. In the connection some of the problems are raised in buyers' point of view while using digital purchases of the products. Hence the researcher tries to analysis the "Various Issues and Problems Faced by Buyers while Making Digital Purchase of the Products through Online in Tirupur City".

III. OBJECTIVE OF THE STUDY

The overall objective of the study is to "Various Issues and Problems Faced by Buyers while Making Digital Purchase of the Products through Online in Tirupur City".

The main objectives of the research are as follows:
- To analysis the demographic profile of the selected respondents in Tirupur City.
- To examine the various issues and problems faced by buyers while making digital purchase of the products through online in selected study area.
- To express the suggestions given by buyers' perspective to improve in transactions and utility of the digital marketing based on outcomes.

IV. HYPOTHESIS OF THE STUDY

H_0: There is no significant relationship between various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online in Tirupur City. 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 a 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 interview, observation, case studies and so on. The primary data was collected by the respondents from digital marketing in Tirupur City through a well designed questionnaire.

5.2 Sample Selected for the Study

The study is to determine the various issues and problems faced by buyers while making digital purchase of the products through online in Tirupur City. The sample sites have been selected on the basis of services provided by the digital shopping, which are utilized by the internet buyers. There are several online sites are available in World Wide Web. The researcher selected only few as well as frequently used

by internet buyers based on simple random sampling method. Such as www.amazon.in, www.flipkart.com, www.myntra.com, www.meesho.com, www.ajio.com, www.snapdeal.com, www.jiomart.com, www.lenskart.com, www.shopsy.in, www.shopclues.com. From the above mentioned sites 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 Tirupur City. The research findings may not generalize to other area.
2) Totally 200 samples were taken under a purposive sampling method. The result may not generalize to the total population.
3) The respondents' views and opinions may hold good for the time being and may vary in future.
4) Prejudice of some of the internet users may mislead the survey

VII. REVIEW OF LITERATURE

Many researchers have been conducted to analyze the various aspects of buyers perspective about digital marketing in India and abroad. But there are very few research and literature available on the subject related to customer services and technologies used on web shopping. The available literature related to internet users level of preference, satisfaction, attitude and problems towards digital marketing.

Lyu Liang, Sazrinee, Binti Zainal Abidin, Nazlina Binti Shaari, Mohd Faiz Bin Yahaya, And Lyu Jing (2024)[1] The logo is the most crucial element in corporate visual identity design, and there is a growing of research and review literature on this subject. However, comprehensive literature reviews on the holistic impact of logos were not update until 2019, lacking the latest advanced knowledge. Therefore, this paper further refresh the research progress on logo in the last five years, providing a comprehensive understanding of the latest studies on how logo influence consumer perceptions, cognitions and behaviors. This paper identifies six major impacts of logos on consumers and suggests that these impacts represent a sequential process, gradually influencing consumers and ultimately leading to purchase behavior. However, the relationships among these six impacts have not been confirmed in the paper. Therefore, future research should further demonstrate the relationships among these impacts and the sequential order of the influencing process.

Tharun Pandiyan and Gokul Pandian (2024)[2] The digital marketing landscape is rapidly evolving, driven by technological innovations and changing consumer behaviors. As we move into 2024, several emerging trends will reshape how businesses engage with their target audiences. This article explores key developments such as artificial intelligence (AI)-powered marketing, video marketing dominance, voice search optimization, privacy-centric strategies, hyper-personalization, and the growth of social commerce. These trends emphasize the importance of personalization, data privacy, and immersive customer experiences. Marketers who adapt quickly to these trends and leverage emerging technologies will deliver personalized, engaging experiences that drive growth and foster customer loyalty. By understanding and embracing these trends, businesses can build stronger relationships with their audiences and remain competitive in the evolving world of digital marketing.

Vanitha and Anuradha (2024)[3] Digital marketing is growing tremendously day by day which makes buying and selling easier. Digital marketing is the utilization of various electronic media by the marketers to promote their products and service in the market. This generation is widely moving towards digital marketing that involves all types of buyers and sellers under one platform. This study has attempted to identify the level of satisfaction of customer related to information, easy buying, delivery status, customer service and exchange or refund. Digital marketing has more advantages as well as disadvantages, many buyers are clear about buying a product through internet.

Kalaiarasan and Seethal (2024)[4] While working in the organization respondents were trained as a relationship personnel being engaged into various jobs such as dealing with clients, answering customer queries through telephonic conversations and providing them knowledge about new schemes and converting them into our customers. The most effective medium for turning a product into a brand is digital media. Since it offers marketers several touch points and is more cost-effective. Through digital channels, brands may effectively engage their target population. Digital media is useful for more than just engagement; brands may use it to attract new consumers or keep hold of their current clientele. Target groups are more likely to recall brands when they are exposed to digital media.

Meghana (2024)[5] Digital payments refer to financial transactions that are conducted electronically through various digital platforms. These payments are made using digital devices like smart phones, computers, or cards, and they involve transferring funds from one account to another without the need for physical cash. Digital payments have become increasingly popular due to their convenience, speed, and efficiency. Digital payments have also facilitated greater financial inclusion, enabling unbanked and under banked populations to access financial services more readily. However, the transition to digital payments is not without challenges. Issues such as cyber security threats, privacy concerns and the digital divide need to be addressed to ensure the equitable and secure use of digital payment platforms. Technology providers must collaborate to create robust regulatory frameworks and innovative solutions that protect users and promote the widespread adoption of digital payments. Overall, the ongoing evolution of digital payments represents a significant step towards a more connected and efficient global economy, highlighting the importance of continuous innovation and regulatory oversight in this dynamic field.

Kalpana and Deepika (2023)[6] The purpose of this study was to understand customer perception on digital marketing targeting millennials and generations. It was also found that there is a significant difference between the perception of millennials and generations on digital marketing. The findings of this study have implications in terms of consumer behaviour and marketing strategies for companies targeting millennials and generation. The findings of this study are useful for companies looking to target millennials and generations. Companies can use the findings to develop appropriate digital marketing strategies to reach and connect with these target groups. Companies can also use the findings to better understand their customer needs and preferences, and tailor their digital marketing messages accordingly. Additionally, the findings can be used to identify potential obstacles that companies may face in developing effective digital marketing strategies for millennials and generations. Companies should also consider incorporating elements of personalization in their digital marketing messages in order to better appeal to these target groups. Overall, this study provides insights into customer perception on digital marketing targeting millennials and generations. Companies can use these insights to develop effective digital marketing strategies and achieve greater success in reaching their target market.

Indrakanti sekhar and Kasaram Manasa (2003)[7] Digitization being a key economic driver in the present world it is important to integrate the economy by creating digital markets. This revolution has ben aided by the advent of the Internet in a big way. Internet is fast changing the way people used to do things. Naturally, the same would have an impact on the advertisers. The Internet has been accepted as the most powerful media for advertising due to the absence of geographical barriers. The advent of the Internet and

its subsequent acceptance has once again challenged the traditional forms of advertising. Advertisers are trying to use the 'net' to advertise their products and hence 'net' their customers. Thus, with the Internet gaining prominence, advertising equations are fast changing. The present paper is guided by the objective to study the impact of online marketing on Indian economy, the growth pace and its benefits and challenges.

Suraj Kumar (2023)[8] Consumer perception towards social media marketing has been a topic of interest for both marketers and researchers in recent years. Social media has become an important platform for businesses to reach their target audience and promote their products and services. However, consumers have different attitudes towards social media marketing, which can impact the effectiveness of marketing strategies. This abstracter views the literature on consumer perception towards social media marketing, including the factors that influence their perception, such as trust, credibility, perceived value, and the nature of the content. Additionally, the abstract highlights the importance of understanding consumer behaviour in the context of social media marketing, as well as the need for businesses to develop strategies that align with consumer preferences and expectations. Finally, the abstract concludes with suggestions for future research in this field.

Vijaya Lakshmi (2023)[9] Digital marketing have a greater scope of expanding their business in the future as customers have great satisfaction by doing online shopping as they feel that this more easier , safe and enjoy in selecting the right product of their choice and more they place order at any time at any place. This paper has made an attempt to study the behaviour of consumer towards digital marketing with the objectives to identify factors and changing behaviour of consumers towards digital marketing. The study has concluded that there is a positive relationship between customer and digital marketing.

Venkata Naga Siva Kumar Challa (2023)[10] Globalization and technology advances are approaching, and those who embrace them now will be better prepared for the future. E-marketing is expanding rapidly and influencing market and consumer behaviour. This has compelled businesses to use e-marketing as their primary marketing strategy and to strive to satisfy the expectations of their targeted clients. It is important to go beyond the point of sale when determining whether or not multi-channel marketing, whether online or offline, was successful. Notwithstanding the fact that there are no universally accepted criteria for benchmarking techniques and measures like as click-through rates, conversion rates, analysing e-marketing performance and repeat customers give managers with insights and understanding from data that is important to e-marketing ROI.

VIII. RESULTS AND DISCUSSIONS
8.1 DESCRIPTIVE ANALYSIS

One of the most used statistical tools is descriptive analysis which is majorly used in analysis and interpretation of primary data. It refers to the number of respondents response to a pointed question in percentage arrived from the total population chosen for the study.

It is a most easy form of analysis and is very simple to understand the result of the research. It is commonly used by commercial research organizations and pictorially presented with table.

8.1.1 Gender

Gender in digital marketing to create more personalized relevant and effective campaigns. Gender can influence preferences, purchasing behavior, and the way people respond to certain messages, visuals, and tones. By understanding these differences, marketers can craft content that speaks directly to the needs and interests of specific gender groups, which often leads to higher engagement and better conversion rates. Gender-based targeting is especially useful for products or services that are traditionally associated with

one gender, such as fashion, personal care, or fitness. Additionally, analyzing gender demographics provides valuable insights that help refine marketing strategies and improve overall campaign performance.

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, 121 (60.50 per cent) were male respondents and the remaining 79 (39.50 per cent) were female. Hence, in the current study a majority 60.50 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. Respondents' age in digital marketing surveys or studies is a critical demographic factor that influences how data is interpreted and marketing strategies are shaped. Age groups often display distinct behaviors, preferences, and engagement patterns with digital content, which marketers can leverage to optimize their campaigns.

Table 1 reveals that, the age of the respondents shows that the highest number of the respondents have age group from 36 years to 45 years with 33.80 per cent, the second highest number of the respondents are coming under the age group from 26 years to 35 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 internet users 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 36 years to 45 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 buying and selling of the products through online.

8.1.3 Educational Qualification

Respondents' educational qualifications play a significant role in digital marketing research, as they provide valuable insights into how different levels of education influence online behaviors, content preferences, and engagement with digital campaigns. For instance, respondents with higher educational qualifications, such as university degrees or postgraduate studies, often exhibit a deeper understanding of digital tools and platforms, making them more receptive to sophisticated marketing tactics, such as data-driven campaigns, in-depth webinars, or complex product demonstrations.

Table 1 discloses that, 29.21 per cent of the respondents comes under post graduates, 28.83 per cent of the respondents educational qualification at graduates, 15.94 per cent of the respondents are qualified professional degree holders, 14.80 per cent of the internet users are from school level and remaining 11.22 per cent of the respondents are 'others' like not completed school level or drop the schooling.

Hence, it is stated that the more number of the internet users or respondents are postgraduates which is more sufficient to using online advertisement for web shopping effectively.

8.1.4 Monthly Income

Respondents' monthly income is a crucial demographic factor in digital marketing, as it provides insight into purchasing power, consumer behavior, and the type of products or services that resonate with different income groups. Higher-income respondents often have greater disposable income and are more likely to engage with premium or luxury brands, as well as high-value products that promise quality, exclusivity, or innovation. These consumers tend to respond well to personalized, high-touch marketing campaigns that emphasize sophisticated features, long-term benefits, or status-driven messaging. In digital marketing, this segment may engage with content like detailed product reviews, high-end influencer partnerships, or exclusive offers, and they are more likely to make online purchases from trusted, well-established brands.

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.15,001 to Rs.30,000 whereas Rs. 30,001 to Rs.45,000 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.45,001 to Rs.60,0000 and less than Rs.15,000 per month respectively. Lastly 11.48 per cent of the respondents earned above Rs.60,000.

Thus the greater part of the respondents (28.19 per cent) on an average earned an amount between Rs.15,001 to Rs.30, 000 monthly.

8.1.5 Occupational Status

Occupation can influence the type of products or services respondents are likely to engage with, as well as how they interact with digital content. For instance, professionals in industries such as technology, finance, or healthcare may respond positively to marketing messages that focus on innovation, efficiency, and industry-specific solutions, while individuals in creative fields like design or entertainment may be more drawn to visually appealing or trend-driven content.

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 internet users are Government employees, 23.72 per cent respondents are looking after their business, 17.22 per cent of respondents are professionals 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 shoppers with the help of online advertisement in the study area.

8.1.6 Marital Status

Respondents' marital status is an important demographic factor in digital marketing, as it can significantly impact purchasing behaviors, lifestyle choices, and online engagement patterns. For instance, married individuals or those in long-term relationships may be more inclined to invest in family-oriented products, home improvements, or financial planning services. They are often more interested in advertisements that emphasize convenience, safety, and long-term value, such as home appliances, family vacations, or joint insurance plans.

Table 1 shows the marital status wise classification of respondents. In total of 200 respondents, (130 internet users) 64.92 per cent of the respondents are married. It is clear that, married respondents are more committed to purchase house hold products through web shopping now-a-days which are useful and time savings in the busy world. Next to unmarried respondents are (70 internet users) 35.08 per cent.

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

8.1.7 Family Size

Respondents' family size is a valuable demographic factor in digital marketing, as it directly influences purchasing decisions, product preferences, and the type of content that resonates with different consumers. Larger families often prioritize products and services that offer convenience, value, and practicality, such as bulk purchases, home essentials, family vacations, or educational tools for children. Digital marketers targeting this group may focus on promoting bundled offers, discounts for multiple purchases, or family-friendly services that highlight ease and cost-effectiveness.

The table 1 indicates that, the important numbers of dependents in family members are four members which constitute 34.44 per cent, three members of the family are 28.32 per cent, two and five members of the families are 13.27 and 13.14 per cent. As a final point 10.84 per cent of the respondents constitute above five members in the family.

The analysis infers that the numbers of family members or size of the family, four members of the family are more (34.44 per cent) compare to others.

8.1.8 Type of Family

Family structures such as nuclear families, extended families, single-parent households, or blended families each come with distinct needs and interests that marketers can tap into for more targeted campaigns.

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 respondents or internet users 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 web shopping and prefer more number of different variety of products.

8.2 KRUSKAL WALLIS TEST

The Kruskal-Wallis 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 male respondents find lower values than the other variables with the mean rank of 91.67. In the mean time the female 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 various issues and problems faced by buyers while making digital purchase of the products through online in the study area are based on gender.

H_0 : There is no association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of gender of the respondents

H_1 : There is association between various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online are according to age.

H₀ : There is no important association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of age of the respondents

H₁ : There is important association between various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online 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 diploma or ITI certificates have lower values than the other variables with the mean rank of 86.96. Mean while the category of post 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 various issues and problems faced by buyers while making digital purchase of the products through online along with educational qualification of the respondents.

H₀ : There is no significant relationship between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of educational level of the respondents

H₁ : There is significant relationship between various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of educational level of the respondents.

8.2.4 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 ₹60,000 have secured lower value than the other variables with the mean rank of 86.45. Another side monthly income ₹15,001 to ₹30,000 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 various issues and problems faced by buyers while making digital purchase of the products through online in relation to monthly income of the respondents.

H₀ : There is no major connection between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of monthly income of the respondents

H₁ : There is major connection between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of 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 various issues and

problems faced by buyers while making digital purchase of the products through online and mean rank of monthly income of the respondents.

8.2.5 Occupation 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 various issues and problems faced by buyers while making digital purchase of the products through online consistent with occupation of the respondents in the study area.

H_0 : *There is no major association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of occupations of the respondents*

H_1 : *There is major association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of occupations 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 various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of occupations 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 various issues and problems faced by buyers while making digital purchase of the products through online are based on marital status.

H_0 : *There is no close relationship between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of monthly income of the respondents.*

H_1 : *There is close relationship between various issues and problems faced by buyers while making digital purchase of the products through online 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 various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of marital status of the respondents.

8.2.7 Family Size 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 five members of the family has secured lower values than the other variables with the mean rank of 74.30. On the other part respondent belongs to four 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 various issues and problems faced by buyers while making digital purchase of the products through online in accordance with family size of the respondents.

H_0 : *There is no association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family size of the respondents.*

H_1 : *There is association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family size 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 various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family size of the respondents.

8.2.8 Family Type of the Respondents

Based on Kruskal Wallis test, values of the variables are listed and ranked for each case and the table 2 shows that 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 94.67. Conversely, the nuclear family type respondents have larger values than the other variables with the mean rank of 105.08. The Kruskal Wallis test decides whether the average ranking differs across variables. Here, the various issues and problems faced by buyers while making digital purchase of the products through online consistent with type of family.

H_0 : *There is no important association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family type of the respondents*

H_1 : *There is important association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family type of the respondents*

The table 2 clearly gives the outcome of the Kruskal Wallis test. Since the p-value is less than 0.05, the null hypothesis is rejected and alternative accepted at 5% level of significance. Hence, the researcher concludes there is important association between various issues and problems faced by buyers while making digital purchase of the products through online and mean rank of family type of the respondents.

IX. SUGGESTIONS AND RECOMMENDATIONS

Based on the findings, the following suggestions have been recommended to improve the sales and functioning at the digital marketing.

1. Regularly audit the digital marketing efforts to identify what's working and where improvements are needed.
2. Optimize the website for mobile devices and fast loading speeds to enhance user experience and reduce bounce rates.
3. Create valuable, engaging content that addresses our buyers' needs and incorporates relevant keywords for SEO.
4. Implement a consistent SEO strategy by optimizing on-page elements and building high-quality back links.
5. Run targeted paid ad campaigns on platforms like Google, Facebook, or Instagram to reach specific customer segments effectively.
6. Use email marketing automation to send personalized messages based on user behavior, such as cart abandonment or past purchases.

7. Leverage social proof, such as customer reviews, testimonials, and user-generated content, to build trust and credibility.

8. Collaborate with influencers or affiliates who align with our brand to expand to reach and attract new buyers.

9. Retarget website visitors with tailored ads to encourage them to complete purchases or sign up.

10. Regularly analyze our digital marketing performance using tools like Google Analytics and adjust strategies based on data insights.

X. CONCLUSION

In today's fast-paced digital world, effective digital marketing is essential for building brand awareness, attracting customers, and driving business growth. By continuously optimizing strategies across SEO, content, social media, email, and paid advertising, businesses can better engage their target audience and stay ahead of competitors. Success in digital marketing comes from a combination of data-driven decisions, creativity, consistency, and a deep understanding of your audience. As technology and consumer behavior evolve, staying informed and adaptable will ensure long-term marketing success.

While digital marketing presents many opportunities, it also comes with challenges such as increasing competition, rapidly changing algorithms, and evolving consumer behavior. Overcoming these problems requires a strategic approach that includes continuous learning, data analysis, adaptability, and the use of the right tools. By identifying key issues, testing solutions, and staying up to date with industry trends, businesses can turn obstacles into opportunities and achieve better results in their digital marketing efforts.

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Table 1

Socio-Economic and Demographic Profile of the Respondents in Tirupur City

S.No	Factors	Classifications	Number of Respondents	Percentage
1	Gender	Male	121	60.50
		Female	79	39.50
2	Age	Up to 25 years	24	12.24
		26 – 35 years	47	23.34
		36 – 45 years	68	33.80
		46 – 55 years	45	22.70
		Above 55 years	16	07.91
3	Educational Qualification	School Level	30	14.80
		Under Graduate	58	28.83
		Post Graduate	58	29.21
		Professional Degree	32	15.94
		Others	22	11.22
4	Monthly Income	Less than ₹15,000	30	15.18
		₹15,001 to ₹30,000	56	28.19
		₹30,001 to ₹45,000	48	24.23
		₹45,001 to ₹60,000	42	20.92
		Above ₹60,000	23	11.48
5	Occupation	Private	59	29.46
		Government	49	24.49
		Professionals	34	17.22
		Business	47	23.72
		Others	10	05.10
6	Marital Status	Married	130	64.92
		Unmarried	70	35.08
7	Family Size	Two Members	27	13.27
		Three Members	57	28.32
		Four Members	69	34.44
		Five Members	26	13.14
		Above Five Members	22	10.84
8	Type of Family	Joint Family	73	36.48
		Nuclear Family	127	63.52

Sources: Primary Data

Table 2

Various Issues and Problems Faced by Buyers while Making Digital Purchase of the Products through Online in Tirupur City

S.No	Factors	Classifications	N	Mean Rank	Test Statistics		
					X^2	df	Sig
1	Gender	Male	121	108.33	5.370	1	0.020
		Female	79	91.67			
2	Age	Up to 25 years	24	102.42	13.384	4	0.000
		26 – 35 years	47	110.02			
		36 – 45 years	68	118.16			
		46 – 55 years	45	106.80			
		Above 55 years	16	83.36			
3	Educational Qualification	School Level	30	97.03	8.124	4	0.000
		Under Graduate	58	108.72			
		Post Graduate	58	110.98			
		Professional Degree	32	106.62			
		Others	22	86.96			
4	Monthly Income	Less than ₹15,000	30	96.33	13.533	4	0.009
		₹15,001 to ₹30,000	56	117.28			
		₹30,001 to ₹45,000	48	104.35			
		₹45,001 to ₹60,000	42	81.00			
		Above ₹60,000	23	86.45			
5	Occupation	Private	59	118.98	23.045	4	0.101
		Government	49	108.45			
		Professionals	34	95.05			
		Business	47	100.50			
		Others	10	76.10			
6	Marital Status	Married	130	100.82	0.005	1	0.036
		Unmarried	70	100.30			
7	Family Size	Two Members	27	109.31	27.845	4	0.000
		Three Members	57	114.75			
		Four Members	69	119.27			
		Five Members	26	100.82			
		Above Five Members	22	74.30			
8	Type of Family	Joint Family	73	94.67	2.077	1	0.035
		Nuclear Family	127	105.08			

Sources: Primary Data