

Impact of Digital Marketing on Consumer Buying Behaviour

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Abstract- The purchasing behavior of buyer is changing at a quicker rate in the client situated market condition. Purchases conduct contrast when it's gone to the items, value, place, advancement, highlights, quality, bundling, purchasing conduct, status, age, age of the clients and so forth. Not with standing, youth is the most confounded gathering to compare with the changing indignations of the current day youth influences the purchasing behavior since they for the most part follows the beat by design and the taste as indicated by the evolving time. In this way, advertiser spends crores of rupees and contributes a lot of time on statistical surveying each year it distinguish and foresee the changing youth conduct. Presently computerized promoting has presented numerous difficulties to the advertisers are compelled to present the creative method of selling because of the weight of the more youthful ages purchasing conduct. The purchasing conduct and standard of conducts of youth has a more prominent impact in the buying conduct, subsequently in this examination, effect of advanced promoting on buyer purchasing conduct is engaged as the center issues. This examination uncovers the greater part of the youngsters of the current age approach the computerized mindfulness about its deal use.

I. INTRODUCTION

Digital promoting is characterized as purchasing and selling of products, items and services by means of PC systems or web. Web and electronic trade innovations are changing the whole economy and changing the plans of action, income streams, client bases, and flexibly chains. New plans of action are rising in each industry of the new economy. Travel industry and ticketing has seen an adjustment in the most recent decades. One evaluations proposes that online travel industry contributes about 76% of net trade in India.

Ticketing is presently done either in the gathering sites or carriers sires. Clients of web based shopping are enchanted with brief conveyance and impeccable installment components building trust in buyers. Indeed, even online classifieds have made an effective change online with employments and marital starting to lead the pack. Online retailers are presently pushing countless classes, for example, hardware and white products. In these rising models, elusive resources, for example, connections, information, individuals, brand and framework are taking focus stages.

The web is a spellbinding mechanical advancement however buyers wherever are awakening to shopping on the web. The effect on retailing has been significant and subsequently numerous organizations are changing the channels they use to sell their products and the administrations. In certain pieces of the world, retailers have been fast to react in building up their own exclusively marked web based business stores, while in different parts the e-commercial center commands.

II. ADVANCED MARKETING IN INDIA

India is the world second biggest web populace. After the multiplication of web, promoting methodology has taken an off root to connect the general population. The gigantic development that computerized showcasing shown can't be coordinate with some other system. Admiring the present situation in India, individuals here are mindful of web as well as are utilizing it for different purposes throughout everyday life. In this manner, there's a blasting web showcasing industry in India. In India online life is the determined the reception of advanced promoting.

The retail area in India is blasting both on and disconnected. India is a relative's tenderfoot to the online revaluation bit it is anticipated that online deals

will develop by half every year in the following five years. The nation is now the second biggest country of web client with more than 120 million and the quick take-up of portable business is predicated to expand the quantity of clients to more than 330 million by 2015. Web-based social networking is assisting with driving the improvement of advanced showcasing. Progressively rich populaces of youthful web client clients are investing more energy and cash on the web and it doing so is affecting shopping patterns. Among the mainstream item online are books, purchaser hardware, voyaging, budgetary administrations, attire and excellence care. Web based shopping action is moved in major urban commitment with Mumbai being the fundamental focused followed by Delhi and Kolkata. A huge extent of the buys are led in online commercial centers, for example, snapdeal, propelled in 2010, at present, the web represents just a little extent of India's GDP however the expectation are that a web blast is practically around the bend for the retailers.

III. BUYING BEHAVIOUR OF THE CONSUMER

Buying conduct of an individual assume an overwhelming job in the purchasing conduct, all in all and among the adolescent specifically. Purchasing conduct advertising is a procedure of building up connections between items offered in the market and focused on purchasing conduct gatherings. It includes fragmenting the market based on purchasing conduct measurements, situating the item in the way that interests to the exercises, premiums and assessments of the focused on market and undertaking explicit special crusades which adventures purchasing conduct offers the market estimation of the offered item. In India web around 20 years of age. India is among the main 3 populace of web client with 145 million customers. The advanced advertising is having only 3-4% of sorted out retailing. This uncovers a few components are the obstacle in the thriving of web based promoting in India. The hazard apparent by the young in India is one of them. The success of web based shopping in India is gigantic on account of its large size of youth populace. The administration in putting a great deal in web foundation./the sorted out retailing can't reach to the provincial piece of India effectively though online retailers are finding their

purchasers in urban areas including towns if across India.

IV. NEED AND SCOPE OF THE STUDY

Digital Marketing has gotten astounding changes the manner by which the advertisers showcases the item and the manner by which the clients are purchasing the equivalent. Purchasing conduct of an individual impacts numerous variables, and these components perpetually influences the advertisers to coordinate the requirements of the clients as a rule and the adolescent specifically. So it is understood that there is a need to examine advanced promoting and its effect on purchasing conduct of the shoppers.

V. LITERATURE REVIEW

The expressions "Electronic Commerce", "Web Marketing" and "Web based Shopping" are presently generally utilized by Business Executives and buyers all through the world as organizations are perceiving the potential open doors for trade in the online business condition. Computerized Marketing is „the procedure of building and keeping up client connections through online exercises to encourage the trading of thoughts, items and administrations that fulfill the objectives of the two gatherings.

The establishment of each online business is the E-Commerce site that it makes. When the site catches the consideration of the guests, they should want to investigate further. This inclination accompanies great plan, fast route on the site and straightforward guidelines. The quantity of individuals utilizing the Internet is becoming exponentially world over. The Internet is a virtual library containing a boundless measure of data. Anybody is permitted to distribute and get to this data

- Khasgiwala Vishal and Sainy Monika (2014); In their investigation titled "Factor influencing consumer buying behavior towards bikes among Indian youth". Hasty purchasing conduct is tested. Rash purchasing is a typical conducts today and can happen in any setting. They portrayed that motivation purchasing allude to prompt buy which are with no pre-shopping destinations either to buy the particular item classification or to satisfy a

particular need. It isn't deliberately arranged, however rises quickly upon showdown with the specific upgrade India being a conventional economy specialized help, for example, TV shopping channels and to web exhaust customers. Motivation buying openings expanding both the availability to the items and administrations and the case with which drive buy can be made. Drive purchasing is a spontaneous buy that is described by generally quick dynamic, and an abstract predisposition for guaranteed ownership.

- Dr. Venugopal and Swamynathan.C (2016); In their examination titled "A study on the lifestyle of youth and its impact on online shopping". Purchaser conduct contrasts with regards to the items, value, highlights, quality, bundling, way of life, status, age, age of the client and so on. The changing inclination on the current day youth influences the purchasing behavior since they for the most part follow the beat of style and taste as per the evolving time. In this manner, the current age is increasingly intrigued with the internet shopping that the regular purchasing. The advertisers are compelled to acquaint with inventive method of selling because of the weight of the more youthful ages' way of life. Way of life of youth as more prominent impact in the purchasing conduct the significant finding the examination uncovers that there is a significant change in the purchasing conduct of youth contrasted with the senior/more seasoned age. This is even confirming in the expanding volume of web based shopping. The significant explanation for the quick in the purchasing conduct of the adolescent is the adjustment in their ways of life.
- Sharma M. and Mahlawal Seema (2018); In her article discovers that India's childhood are driven, innovation arranged and certain. By 2018, Indians under 20 will make up 55% of the populace and employ proportionately higher spending power. In the west, the young fragment has quite often been set in opposition to their seniors. Defiance was the key beginning stage. Experience, music and other image of 'cool' turned into an ideal formula for making clique brand that revitalized against the framework. This model of tapping youth assumes that it's consistently youth versus old. It

additionally distracts itself with a ceaseless quest for what's 'cool' among youth. Since the conduct separation between the young and the others in these social orders is noteworthy, it's anything but difficult to energize youth around such purposes of distinction. This model anyway is at a misfortune in India, where everything and everybody is youthful.

VI. OBJECTIVE OF THE STUDY

The objectives of the study are as below;

1. To distinguish the variables impact of buying behavior of the customers.
2. To inspect the changing purchasing conduct of the young and their effect on advanced advertising.
3. To find out the scope of Digital Marketing in Gorakhpur city.

VII. RESEARCH METHODOLOGY

The primary point is to discover the impression of the shoppers towards computerized showcasing. The example here utilized is the person.

- TOPIC

The title of the topic is "Impact of Digital Marketing on Consumer Buying Behavior".

- SAMPLE SIZE

The quantity of test units choose from the all-out populace is called test size. Test size chose for this examination is 320.

- SOURCES OF THE DATA

Basically primary as well as secondary data is used for doing this research work.

PRIMARY DATA; It refers to that data which is collected by investigator himself. One of the very best tools of the primary data collection is questionnaire filling method.

SECONDARY DATA; It refers to the data which is not collected by the investigator himself. Rather the investigator takes help old data and extract necessary information according to his need. The tools of secondary data collection are magazines, newspaper, journals etc.

POPULATION'S AREA

Populations are clients of Gorakhpur.

DATA COLLECTION TOOL

Self-prepared questionnaire is used for this purpose.

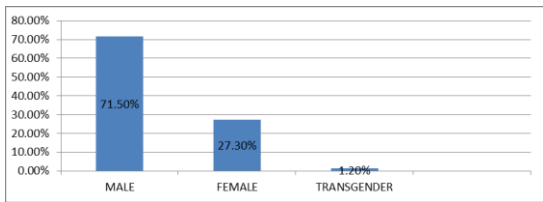
VIII. DATA ANALYSIS

1. What is your gender?

TABLE 1.1

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	MALE	236	71.50
2.	FEMALE	90	27.30
3.	TRANSGENDER	4	1.20
	TOTAL	330	100

(Source- Primary Data)



Interpretation-From the above table here we can see easily to know about digital market. Male is more as compare to the female and transgender. In this table the respondents of the male is 236 and their percentage is 71.50. If we talk about the female respondents the numbers are 90 and their percentage is 27.30.and remaining respondents comes into transgender. So male are more interested in digital marketing buying behaviour.

2. Which categories best describe your age?

TABLE 1.2

S.NO	PARTICULAR	RESPONDED	PERCENTAGE
1.	LESS THAN OR = TO 20 YEARS	17	5.20
2.	21 TO 25 YEARS	192	58.20
3.	26 TO 30 YEARS	57	17.30
4.	31 TO 35 YEARS	36	10.90
5.	36 TO 40 YEARS	14	4.20

6.	ABOVE 40 YEARS	14	4.20
	TOTAL	330	100

(Source- Primary data)

Interpretation- According to this data, here the number of people who belong in age of 21 to 25 year is 58.20%. They are more interested to online shopping. When we talk other age group here who belong in the age group 26 to 30 year. Here by this table we find youngster are more interested to buy online products.

3. Which area you belong to?

TABLE 1.3

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1	RURAL	99	30
2	URBAN	231	70
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this table , here we find which area's people are more interested to buy online products so we find the urban area's people are more as compare to rural area. The percentage of urban area's people is 70%.

4. What is your occupation/employee status?

TABLE 1.4

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	STUDENTS	159	48.20
2.	PROFESSIONALS	89	27
3.	GOVERNMENT EMPLOYEE	34	10.30
4.	SELF EMPLOYEE	31	9.40
5.	OTHERS	17	5.20
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this data, here we find in which class people are more interested to buy the online products, from this data involvements of the students is more than other and except students the profession are more interested to buy the online

products. The number percentages of the students are 48.20% and the professional employees are 27%.

5. What motivates you for digital marketing?

TABLE 1.5

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	EASY PAYMENT	108	32.80
2.	NO HIDDEN COST	10	3
3.	WIDE RANGE OF PRODUCT	77	23.40
4.	NO TRAVEL TO SHOP	60	17.90
5.	DISCOUNT AND OFFER	75	22.8
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this table, here we find the motivation factors toward online shopping. From this data we find the easy payment who makes more motivation toward online shopping and the other motivation factors is wide range of the product and customer check/see the offer and discounts. The number percentage of the easy payment factor is 32.80% and wide rand of the products is 23.40%.

6. What product do you prefer to buy through internet?

TABLE 1.6

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	BOOKS	37	11.20
2.	MUSICAL INSTRUMENTS	3	0.90
3.	GROCERIES	11	3.30
4.	CLOTHING	90	30

5.	MOBILE AND ACCESSORIES	120	36.40
6.	COSMETICS	11	3.30
7.	PERSONAL HEALTH CARE	5	1.50
8.	SPORT ITEM	6	1.80
9.	FAST FOOD	13	13.90
10.	OTHERS	25	7.60
	TOTAL		

(Source- Primary Data)

Interpretation- According to this data, here we find the essential things which prefer more the customers. By the question mobile and accessories have more Consumer/customer to purchase through online channels? The percentage of the respondents of mobile and accessories are 36.40%. And the second popular items are fast food whose percentage is 13.90%.

7. Which of the following store you visited online?

TABLE 1.7

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	EBAY	3	0.90
2.	AMAZON	145	43.90
3.	FLIPKART	136	41.20
4.	ALIBABA	1	0.30
5.	LEYSBUY		
6.	MYTRA	30	9.10
7.	SNAPDEAL	6	1.80
8.	AJIO		
9.	JABONG.COM	1	0.30
10.	QUICKER		
11.	OTHERS	8	2.40
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this data, here we find the site which is prefer more as compare to the other site. In this question we have provide eleven sites in which the amazon and filpkart are more use during the online shopping of the products. The percentage of the amazon is 43.90% and flipkart is 41.20%. by this question we find there are no any respondents on letsbuy and ajio site.

8. What are the factors which motivates you for online shopping?

TABLE 1.8

S.N O	PARTICULAR	RESPONDED	PERCENTAGE
1.	SEARCH ENGINE	32	9.70
2.	PERSONAL RECOMMENDATION	47	14.30
3.	SPECIAL OFFERS AND ADVERTISING	161	48.90
4.	ONLINE ADVERTISEM ENT	28	8.50
5.	TV ADVERTISEM ENT	8	2.40
6.	REFERENCE GROUP/ FRIEND	30	8.80
7.	OTHERS	24	7.30
	TOTAL	300	100

(Source- Primary Data)

Interpretation- According to this table, here we find the motivation factors towards online shopping. We find that special offers and advertisement factors are more attracted to the customers the percentage of the respondents towards this factors is 48.90%.

9. How do you make your payment on internet?

TABLE 1.9

S.N O	PARTICULAR	RESPONDE NTS	PERCENT AGE
1.	DEBIT/CRE DIT CARD	140	42.40

2.	INTERNET BANKING	37	11.20
3.	PAYPAL/PAYTM	16	4.80
4.	GOOGLE WALLET	27	8.20
5.	CASH ON DELIVERY	102	30.90
6.	OTHER	8	2.40
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this table, we find the mode of payment by the respondents. Debit/credit card holder customers are more as compare to the other mode of payment. The respondent's percentage of this mode is 42.40%. And the number of the respondents who are interested to payment mode through cash on delivery this mode consists of the respondents percentage is 30.90%.

10. How often you go for online shopping?

TABLE 1.10

S.N O	PARTICULAR	RESPONDE NTS	PERCENT AGE
1.	ONCE IN WEEK	53	16.20
2.	ONCE IN MONTH	164	49.80
3.	TWICE IN WEEK	7	21.50
4.	TWICE IN MONTH	40	12.20
5.	MORE THAN TWO TIMES IN WEEK	25	7.60
6.	MORE THAN TWO TIMES IN MONTH	41	12.50
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to this table, we find the interest of the customer toward online shopping. We checked the number of the customer who purchase online product how many time in week and month. Here we find the respondent percentage is more in particular of once in month these percentages are 49.80%.

11.

A. How is your previous experience with online shopping?

TABLE 1.11

S.N O	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	HIGHLY SATISFIED	66	20
2.	SATISFIED	97	29.40
3.	NEUTRAL	80	24.20
4.	NON SATISFIED	67	20.30
5.	HIGHLY NON SATISFIED	20	6.10
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the data, 29.40% of respondents are satisfied with online shopping whereas, 6.10% of respondents are highly dissatisfied. The percentage of neutral respondents is 24.20%.

B. What is your future expectation towards online shopping?

TABLE 1.12

S.N O	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	VERY GOOD	120	36.40
2.	GOOD	99	30
3.	NEUTRAL	45	13.60
4.	BAD	39	11.80

5.	VERY BAD	27	8.20
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the data, 36.40% of respondents have a very good future expectations with online shopping whereas 8.20% of respondents do not agree with online shopping.

12. What is the reason to use internet?

TABLE 1.13

S.N O	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	FUN	18	5.50
2.	WORK	53	16.10
3.	INFORMATION	219	66.40
4.	EMAIL	9	2.70
5.	SHOPPING	8	2.40
6.	OTHERS	23	7
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the data, 66.40% of respondents use internet for information whereas other respondents use it for fun, work etc.

13.

A. Are you agree in compare price through different price comparison website?

TABLE 1.14

S.N O	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	114	34.80
2.	AGREE	86	26.20
3.	NEUTRAL	78	23.80
4.	DISAGREE	36	10.70
5.	STRONGLY DISAGREE	16	4.60

	TOTAL	330	100
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(Source- Primary Data)

Interpretation- As per the data, 34.80% of respondents are strongly agree with comparing price through different websites.

B. Do you agree to build trust on internet retailers?

TABLE 1.15

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	STRONGLY AGREE	64	19.60
2.	AGREE	84	25.70
3.	NEUTRAL	142	43.10
4.	DIS AGREE	26	8
5.	STRONGLY DISAGREE	14	3.70
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to the data, 43.10% of respondents are neutral on building trust on internet retailers.

C. Are you agree in purchasing online saves times compared to purchasing items on a store?

TABLE 1.16

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	STRONGLY AGREE	89	26.80
2.	AGREE	104	31.60
3.	NEUTRAL	87	26.40
4.	DISAGREE	28	8.50
5.	STRONGLY DISAGREE	22	6.70
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per data, 31.60% of respondents agree with the fact that online shopping saves times compared to shopping done on shops.

D. Do you agree that e-commerce as commercial means have it advantages over the traditional Commercial method?

TABLE 1.17

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	STRONGLY AGREE	81	24.80
2.	AGREE	98	30
3.	NEUTRAL	102	31.20
4.	DIS AGREE	35	9.80
5.	STRONGLY DISAGREE	14	4.20
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to data, 24.80% of respondents strongly agree whereas 4.30% of Respondents are strongly disagree with the fact that e-commerce means have it advantages over the traditional commercial method.

E. Do you agree that e-commerce can provide an alternatives marketing channel by eliminating Middlemen?

TABLE 1.18

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1.	STRONGLY AGREE	78	23.90
2.	AGREE	116	35.50
3.	NEUTRAL	87	26.10
4.	DISAGREE	36	10.50
5.	STRONGLY DISAGREE	13	4.00
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the analysis of data, 26.10% of respondents are neutral about the fact that e-commerce can provide an alternatives marketing channel by eliminating middlemen whereas, 23.90% of respondents strongly agree with the above facts.

F. Advertising is beneficial to consumers because its provide information about goods and services. To what extent do you agree with this statement?

TABLE 1.19

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	STRONGLY AGREE	96	29.10
2.	AGREE	98	30.00
3.	NEUTRAL	86	25.70
4.	DISAGREE	39	11.90
5.	STRONGLY DISAGREE	11	3.30
	TOTAL	330	100

(Source – Primary Data)

Interpretation- As per the analysed data, 29.10% of respondents strongly agree with the fact that advertising is beneficial to consumers because its provide information about goods and Services.

14. On average, how many hours do you spend on the internet per day?

TABLE 1.20

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	LESS THAN 1 HOUR	28	8.60
2.	1-2 HOURS	134	41.10
3.	2-4 HOURS	50	15.30
4.	4-6 HOURS	36	11.00

5.	ABOVE 6 HOURS	28	8.60
	TOTAL	300	

(Source- Primary Data)

Interpretation- As per data, more than 40% of respondents spend 2-4 hours on internet per day.

15.What do you look out for in a mobile phone advertisement?

TABLE 1.21

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	PRODUCT INFORMATION	146	44.80
2.	PRICE INFORMATION	33	40.10
3.	CELEBRITIES AND FAMOUS PEOPLE	9	2.80
4.	DISCOUNTS AND DEALS	59	17.50
5.	CUSTOMERS REVIEW	59	17.50
6.	OTHERS	24	7.40
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to the analysed data, maximum respondents who are up to 44.80% look for product information in mobile phone advertisement, followed by price information, discount and deals etc.

16. How do you get information about product?

TABLE 1.22

S.N O	PARTICULAR	RESPONDENTS	PERCENT AGE
1.	FRIENDS	54	16.60
2.	FAMILY	16	4.90

3.	ADVERTISE MENT	191	57.40
4.	NEWS	17	6.20
5.	OTHER SOURCES	52	16.00
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the data, maximum number of respondents who get information about their product is through advertisement and minimum number of respondents collect information through their family.

17. Do you collect the information before purchasing the product?

TABLE 1.23

S.N O	PARTICUL AR	RESPONDE NTS	PERCENT AGE
1.	YES	317	96.30
2.	NO	13	3.70
	TOTAL	330	100

(Source- Primary Data)

Interpretation- According to the above table. Analysed data 96.30% of respondents collect information before purchasing any product.

18. What types of information will you collect?

TABLE 1.24

S.N O	PARTICUL AR	RESPONDE NTS	PERCENT AGE
1.	PRICE	25	7.70
2.	QUALITY	130	39.00
3.	ATTRIBUT ION	17	5.20
4.	QUANTITI ES	4	0.90
5.	CUSTOME R FEEDBAC K	154	47.20
	TOTAL	330	100

(Source- Primary Data)

Interpretation- As per the data, 47.20% of respondents collect information on the basis of customers' feedback, 39% respondents collect information on basis of quality, 7.70% rely on the basis of price and only 5.20% rely on the basis of attribution.

19. How do you normally purchase product?

TABLE 1.25

S.N O	PARTICUL AR	RESPONDE NTS	PERCENT AGE
1.	RESERCH ON MOBILE PHONE AND PURCHAS E FROM RETAILET ERS	102	31.60
2.	RESEARC H AND PUCHASE FROM MOBILE	175	52.60
3.	VISIT THE RETAIL SHOP AND PURCHAS E FROM MOBILE	21	5.90
4.	VISIT AND PURCHAS E FROM RETAIL SHOPPING	32	9.90
	TOTAL	330	100

(Source- Primary Data)

Interpretation – As per the above data, It can be interpreted that 31.6% of respondents normally purchase product on the basis of research on mobile phone of purchase from retailers, whereas only 5.90% of respondents visit the retail shop for purchasing products.

IX. LIMITATION OF THE STUDY

- The analysis is done strictly based on the response given by the several respondents.
- The study did not focus on any specific brand, product and service.
- The study has not been done with respect to any specific sectors.
- The data received from the respondents only from specific area (Gorakhpur).

CONCLUSION

The survey conducted was done for the academic purpose and it demonstrated the impact of internet based life of the people. In this survey we focused to know the behaviour of the customer those who buy the product through online channel i.e. e-commerce apps, search engine, and taste messaging etc. method. By this survey we find the youngsters are widely exists in these markets. They are interested and easily aware the relevant information terms and polices etc.

Under the advancement of innovative conditions, at present the buying behaviour of consumer is digitalised in the world. Most of the young consumers are prefer buy and sales the products and service through online platform. It is easy and cheapest mode for them now a day it influence to purchase the product and services to the customers. It's provides different types of the opportunities to the customer and beneficial for them and it make the standard lifestyle of people.

The behaviour of the consumer is favour to the digital market. It is good for the customer and the seller. Those who want to sell their product abroad and provide product and service benefit to him so easy. These are helpful for them. Online market covered the broad area at minimum time. It makes lots of customer at a time. In digital marketing where all types of product information we can receive at a place and so many things. It is a current survey we see the future scope for the digital marketing and consumer buying behaviour towards online channels. It's become good and increases their strength.

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