

A Study on Impact of Digital Marketing Buying Behaviour Towards Consumer in Kovilpatti (Thoothukudi District)

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Abstract: *The purchasing behaviour of buyer is changing at a quicker rate in the client situated market condition. The increase in Internet advertising is obviously beyond offline advertising. With more and more businesses recognizing the real value of their products and services in online ads, they are draining money from other types of offline advertisement. The research would allow businesses to understand not just what they expect from advertisements but also what advertisement modes and advertisement features are to be used to advertise. Therefore, designers and advertisers can strengthen their approach by recognizing customer attitudes towards ads. A greater understanding of interactivity can also lead to enhancing the usefulness of social media like the internet. The intention to buy may actually be real purchases, so consumer's buying intentions have to be improved. These can be caused by ads and influenced by them to buy products rather than previous purchases.*

Keywords: Digital Marketing ,Internet, Marketing Social Media

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