5. **Advantage of Study:**

Researcher’s study helps in analysis of growth of digitalization in Uttar Pradesh. Research is focused on consumer attitudes towards digitalization. The study describes impact of demographic and behavioral factors on purchasing frequency. Through this research, Researcher wants to identify the impact of demographic and behavioral factors on purchasing through digital marketing. This research gives the solution of problems of consumer attitudes towards purchasing electronic products through digitalization and helps to increase use of digital marketing in Uttar Pradesh.