**Abstract**

India’s dream project is ‘Digital India’ this means everything in one touch and the main intension of Digital India is “Power to Empower”. Digital advertising is become a new sensation to drag customer to the world of advertisement and companies have made changes in the products with help of feedback given by the customers. It this digital age, we have an opportunity to transform lives of people in the ways that was hard to imagine a couple of decade age. The main aim of the study was to identify consumer attitude, perception and impact of digital advertising among echo boomers. The study is based on primary data collected from 50 women customers in Coimbatore city by adopting convenient sampling technique. The statistical tools such as Simple percentage Analysis ,Multiple response, Descriptive statistics and ANOVA have been used to analyse the data. Now-a-days, women are balance both home and work like there are less space for them to spend time to make purchases decision . Digital advertising helps the women consumers to take decision regarding of purchase products & services.