

A Study on Impact of Digital Marketing on the Buying Behaviour of College Students in Coimbatore City

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Abstract: *Digital marketing has become an important tool influencing consumer purchasing behavior, especially among college students who actively use digital platforms. This study examines the impact of digital marketing on the buying behavior of college students in Coimbatore city. The research focuses on students' attitudes toward digital advertisements, factors influencing online purchase decisions, and their satisfaction with digital shopping experiences. A descriptive research design was adopted, and data were collected from 50 college students through a structured questionnaire using convenience sampling. The analysis, carried out using Percentage Analysis, Chi-square test, and ANOVA, indicates that online reviews, ratings, and personalized recommendations significantly influence students' purchase decisions. While digital marketing positively affects buying behavior, excessive advertisements may lead to confusion and information overload. The study concludes that effective and transparent digital marketing strategies are essential to improve students' online shopping experience and influence purchase decisions positively.*

Keywords: Digital Marketing, Buying Behaviour, College Students, Online Shopping

