



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON INFLUENCE OF ONLINE ADVERTISEMENT IN BUYING BEHAVIOUR AMONG THE COLLEGE STUDENT IN MADURAI CITY

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Abstract

The rapid growth of internet usage and digital technologies has significantly transformed the marketing landscape, especially in urban centers such as Madurai. Online advertisements through social media platforms, search engines, websites, and mobile applications have become powerful tools influencing consumer decision-making processes. Among various consumer segments, college students represent a highly active and responsive group due to their frequent internet usage, technological adaptability, and exposure to diverse digital content. This study aims to examine the

influence of online advertisement on the buying behaviour of college students in Madurai city. The research focuses on understanding students' awareness levels, attitudes toward online advertisements, factors influencing purchase decisions, and the impact of different digital platforms such as social media, video streaming sites, and e-commerce websites. Primary data were collected using a structured questionnaire from selected college students, and appropriate statistical tools were applied to analyze the relationship between online advertising and consumer purchasing patterns.



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Keywords

Online Advertisement, Buying Behaviour, Consumer Behaviour, College Students, Digital Marketing, Social Media Advertising, Purchase Decision, Brand Awareness.

Introduction

College students are considered a dynamic and trend-sensitive consumer group. Their buying decisions are often influenced by peer groups, social media trends, product reviews, and online recommendations. At the same time, factors such as price, brand image, trustworthiness of the advertisement, and perceived quality also affect their purchasing choices. While online advertisements can positively impact brand awareness and purchase

intention, excessive advertisements or misleading content may lead to skepticism and reduced trust. College students are considered a dynamic and trend-sensitive consumer group. Their buying decisions are often influenced by peer groups, social media trends, product reviews, and online recommendations.

Objective:

- To study the level of awareness of online advertisements among college students in Madurai city.
- To identify the most preferred online platforms (such as social media, e-

commerce websites, and video streaming platforms) for viewing advertisements.

- To analyze the factors influencing buying behaviour, such as price, brand image, peer influence, online reviews, discounts, and influencer endorsements.
- To examine the relationship between online advertisements and purchase decisions of college students.

Research Methodology

1. Research Design

The study adopts a descriptive research design. It aims to describe and analyze how online advertisements influence the buying behaviour of college students in Madurai City. The study focuses on identifying patterns, opinions, and behavioural responses toward digital advertisements.

2. Population of the Study

The population consists of all college students in Madurai City who use the internet and are exposed to online advertisements.

3. Sample Size

A sample of 100–150 respondents (you can adjust based on your actual data collection) was selected for the study.



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4. Sampling Technique

The study uses convenience sampling method, as respondents were selected based on availability and willingness to participate.

5. Sources of Data

a) Primary Data:

Primary data was collected through a structured questionnaire distributed to college students. The questionnaire included multiple-choice questions and Likert scale statements related to online advertisements and buying behaviour.

b) Secondary Data:

Secondary Data was collected from:

- Books
- Research journals
- Websites
- Articles
- Previous studies related to online advertising and consumer behaviour

Key Influencing Factors of Online Advertisement on Buying Behaviour:

The major factors influencing college students' buying behaviour through online advertisements are as follows:

- Social Media Advertising - Advertisements on platforms like Instagram, YouTube, and Facebook

strongly influence students' purchase decisions.

- Influencer Marketing - Recommendations by social media influencers increase trust and encourage product purchases among students.
- Attractive Offers and Discounts - Promotional offers, coupon codes, and seasonal discounts motivate students to make quick purchase decisions.
- Visual Appeal - Eye-catching images, short videos, and creative content attract students and create interest in products.
- Brand Awareness - Repeated exposure to online advertisements improves brand recognition and familiarity.

Data Analysis:

The data collected from college students in Madurai were systematically classified, tabulated, and analyzed using simple statistical tools such as percentage analysis, tables, and charts. The analysis focused on understanding students' frequency of internet usage, preferred online platforms, level of awareness of online advertisements, and the extent to which these advertisements influence their buying decisions. The results indicate that a majority of students are frequently exposed to online advertisements through social media platforms and e-commerce websites.

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Table 1: Data Analysis

S.No	Options	No. of Response	Percentage
1	Instagram	36	60%
2	You tube	19	32%
3	Facebook	3	5%
4	Google/search ads	2	3%
Total		60	100%

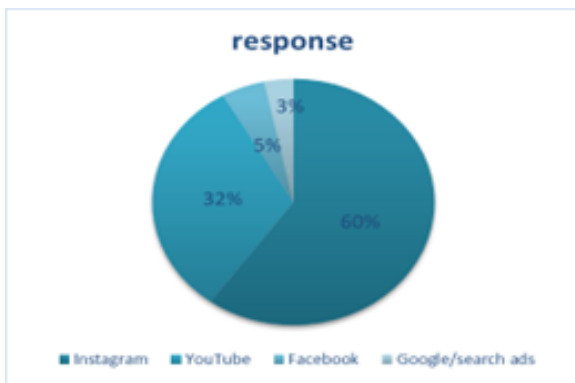


Fig 1: Response

Interpretation:

The survey results show that the majority of respondents (60%) are most attracted to advertisements that highlight discounts and offers, proving that price-based promotions have the strongest appeal. Around 32% are influenced by brand name, reflecting trust and recognition. Only a small share, 5% and 3% respectively, pay attention to ads featuring celebrities/influencers or creative design. This suggests that financial

benefits and brand reputation are the primary factors that capture consumer attention.

Findings of the Study:

- The majority of respondents are active internet users and spend a significant amount of time daily on social media platforms such as Instagram, YouTube, and Facebook, where they frequently encounter online advertisements.
- Most college students are influenced by online advertisements when purchasing fashion products, electronic gadgets, and beauty products.
- Attractive visuals, celebrity endorsements, discounts, and limited-time offers are the main factors that capture students’ attention in online advertisements.
- A large number of students compare products and read online reviews before making a final purchase decision, indicating that advertisements create awareness but reviews influence confirmation.
- Many respondents stated that social media advertisements and influencer promotions increase their interest in trying new brands and products.

Suggestions and Recommendation:

- Advertisers should create visually appealing and creative advertisements that capture the attention of college



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students on platforms like Instagram and YouTube.

- Companies should provide clear and truthful information about products to build trust and avoid misleading claims. Transparency increases long-term customer loyalty. Offering student discounts, promo codes, and special seasonal offers can effectively attract price-sensitive college students.
- Brands can collaborate with social media influencers and campus ambassadors to promote products, as peer influence strongly affects students' buying behaviour.
- Online advertisements should include customer reviews and ratings to help students make informed purchase decisions.

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Conclusion:

The study on the influence of online advertisements on the buying behavior of college students in Madurai City reveals that students are highly responsive to engaging and visual ad formats, particularly video ads, which were preferred by the majority. Overall, online advertisements significantly impact students' purchase decisions, suggesting that marketers should focus on interactive, visually appealing content delivered at optimal times to maximize engagement and influence.