

A STUDY ON THE INFLUENCE OF DIGITAL ADVERTISING ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

This study examines the influence of digital advertising on consumer buying behavior in the modern marketing environment. Digital advertising has become an important tool for businesses to reach customers through social media, websites, search engines, and online platforms. The study aims to understand how digital advertisements affect consumer awareness, trust, preferences, and purchase decisions. Primary data was collected from 120 respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, ANOVA, and correlation were used for data analysis. The findings reveal that digital advertisements significantly influence buying decisions, especially among young consumers. Social media advertisements and attractive promotional offers play a major role in attracting customers. The study concludes that digital advertising is an effective strategy for influencing consumer behavior and increasing sales.

KEYWORDS

Digital Advertising, Consumer Buying Behavior, Social Media Marketing, Online Purchase, Consumer Influence

INTRODUCTION

Digital advertising has emerged as one of the most powerful tools in modern marketing, transforming the way businesses communicate with consumers. With the rapid growth of the internet, smartphones, and social media platforms, traditional marketing methods have shifted towards digital platforms. Today, consumers are highly connected and spend a significant amount of time online, which has increased the importance of digital advertising in influencing their buying behavior.

Digital advertising refers to the promotion of products or services using online platforms such as social media, websites, search engines, mobile applications, and video streaming services. It includes various formats such as display ads, video ads, banner ads, pop-up ads, influencer marketing, and social media advertisements. These advertisements are designed to attract consumer attention, create awareness, and encourage purchase decisions.

In the present competitive business environment, companies are investing heavily in digital marketing strategies to reach their target audience more effectively. Unlike traditional advertising, digital advertising allows businesses to target specific customers based on their interests, age, location, and online behavior. This makes digital advertising more efficient, cost-effective, and measurable.

Consumer buying behavior refers to the decision-making process that individuals go through when selecting, purchasing, using, or disposing of products and services. It is influenced by various factors such as personal preferences, social influence, cultural background, psychological factors, and marketing communication. In recent years, digital advertisements have become a major influencing factor in shaping consumer preferences and purchase decisions.

Platforms such as Instagram, YouTube, Facebook, Twitter, and Google have become major sources of advertising exposure. Consumers are frequently exposed to promotional content while browsing social media, watching videos, or searching online. This constant exposure has a strong impact on their awareness, interest, and purchasing decisions. Attractive visuals, celebrity endorsements, discounts, and personalized ads further enhance consumer engagement.

In this context, the present study focuses on analyzing the influence of digital advertising on consumer buying behavior. It aims to understand how different forms of digital advertisements impact consumer decisions, trust levels, and purchasing patterns. The study also examines the effectiveness of various platforms and advertisement types in attracting consumers and driving sales.

Overall, digital advertising has become an integral part of modern marketing and plays a crucial role in shaping consumer behavior in the digital age.

OBJECTIVES OF THE STUDY

1. To study the influence of digital advertising on consumer buying behavior.
2. To identify the most effective forms of digital advertisements.
3. To analyze consumer trust and perception towards digital advertisements.
4. To examine the relationship between digital advertising and purchase decisions.

RESEARCH METHODOLOGY

Research methodology refers to the systematic framework adopted for conducting the study in a structured and scientific manner. It explains the methods used for collecting, analyzing, and interpreting data to achieve the objectives of the research. In this study, the research methodology is designed to examine the influence of digital advertising on consumer buying behavior. The study is based on a descriptive research design, which helps in understanding the characteristics and opinions of respondents. Primary data was collected through a well-structured questionnaire from 120 respondents belonging to different age groups, genders, occupations, and places of residence. Secondary data was gathered from books, journals, research articles, and reliable websites related to digital marketing and consumer behavior. The collected data was analyzed using statistical tools such as percentage analysis, Chi-square test, ANOVA, and correlation. This methodology ensures systematic investigation and helps in drawing meaningful and reliable conclusions for the study.

FINDINGS OF THE STUDY

- Majority of respondents belong to the 18–25 age group.
- Social media advertisements are the most viewed advertisements.
- Instagram and YouTube are the most preferred platforms.
- Offers and celebrity endorsements attract consumers most.
- Digital advertisements significantly influence buying decisions.
- Trust in advertisements positively affects purchase behavior.

REVIEW OF LITERATURE

B.S. SHIJU. (2023): “Using the internet and the World Wide Web, digital advertisers reach potential customers and current ones with promotional messages to get new ones and strengthen ties with the ones they already have. The Internet is a promising platform for establishing two-way communication between companies and their clientele.

Purnendu Basu. (2022): The increasing popularity of digital marketing has revolutionized the way businesses promote their products and services. Digital marketing has changed the way consumers interact with brands and the way businesses understand consumer behaviours.

Nupur Srivastava (2026): The modern marketing environment has been radically altered by the growing pace of the digital technology spread. Social media has become a very powerful medium of communication between businesses and consumers with the widespread use of smartphones, cheap internet connection, and time and interactive digital media.

A. Stephen. (2025): The exponential growth of e-commerce has redefined the textile and apparel marketplace, with digital advertising emerging as a dominant force in shaping consumer perceptions and purchase decisions

KEY BENEFITS

- This study helps in understanding how digital advertising influences consumer buying behavior, especially in the online environment.
- It provides insights for companies to design more effective and attractive digital marketing strategies.
- The study helps marketers identify the most powerful advertising platforms such as Instagram, YouTube, and social media channels.
- It highlights the importance of trust, offers, and celebrity endorsements in influencing consumer decisions.
- The findings help businesses improve customer targeting and personalized advertising strategies.
- It supports future researchers by providing basic data and references for further studies in digital marketing.

LIMITATIONS OF THE STUDY

- The study is limited to a sample size of 120 respondents, which may not fully represent the entire population.
- The research is restricted to a specific group of respondents, mainly students and young consumers, which may influence the generalization of results.
- The data collected is based on self-reported responses, which may include bias or personal opinion differences.
- The study focuses only on digital advertising, and does not consider traditional marketing methods in detail.
- The responses may vary depending on the honesty and understanding of the respondents while filling the questionnaire.
- The study is conducted within a limited time period, which may restrict deeper analysis of long-term consumer behavior patterns.
- The findings are based on selected statistical tools, and results may vary if different analytical methods are used.

MAJOR OBSTACLES

- One of the major obstacles faced during the study was difficulty in collecting responses from all targeted respondents within the limited time period.
- Some respondents were not fully attentive while filling the questionnaire, which affected the accuracy of a few responses.
- It was challenging to get responses from rural areas, as most of the data was collected from urban respondents.
- A few respondents were not familiar with certain questions, which required clarification during data collection.
- Time constraints limited the ability to collect a larger sample size for more detailed analysis.
- Some respondents showed reluctance in providing honest opinions, especially on trust-related questions.
- Technical issues in online data collection (Google Forms) occasionally delayed the response gathering process.

CONCLUSION

Digital advertising plays a crucial role in shaping consumer buying behavior. Businesses can effectively influence purchase decisions through creative, trustworthy, and customer-oriented advertisements. Social media platforms provide strong opportunities for marketers to engage consumers and increase brand awareness. The study concludes that digital advertising is a powerful marketing tool in the modern business environment.

In conclusion, the study clearly indicates that digital advertising plays a significant role in influencing consumer buying behavior in the modern market environment. The results show that consumers are highly exposed to digital advertisements through various online platforms, especially social media channels such as Instagram and YouTube. It is also evident that factors such as trust, attractive offers, celebrity endorsements, and engaging content strongly affect consumer purchase decisions. Although consumers tend to compare products before buying, digital advertisements still have a strong impact on their awareness and preferences.

Overall, it can be concluded that digital advertising is an effective marketing tool that helps businesses reach consumers, create brand awareness, and influence purchasing decisions in a competitive digital era.

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