

Impact of Online Advertisement on Consumer Buying Behaviour

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IMPACT OF ONLINE ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

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Abstract:

The growth of digital technology has increased the importance of online advertisements in influencing consumer buying behaviour. The present study examines the impact of online advertisements on consumers' purchase decisions, consumer response and expectations regarding online advertising. The study is based on primary data collected from 105 respondents using a structured questionnaire, and percentage analysis is used for interpretation. Previous study has indicated that online advertising is more effective than traditional advertising as it increases product awareness and influences buying behaviour, though trust issues still exist. The study aims to understand consumer perceptions and behavioural responses towards online advertisements in the digital environment.

Keywords: Online advertisement, Digital marketing, Consumer buying behaviour.

Introduction:

The elaboration of the internet has provided a new communication tool for people all over the world to access a vast amount of data and content from any geographical position. The internet has endured wide relinquishment. The arrival of new technology and the internet has introduced new and interactive opportunities for integrated marketing communication into the company- client relationship. Traditional advertising agencies are being forced to borrow interactive marketing strategies in order to fulfil their customers' online marketing requirements. With the relinquishment and use of interactive technology within the advertising assiduity.

Advertising is the practice and ways employed to bring attention to a product or service. Advertising aims to put a product or service in the limelight by drawing it attention from consumers. It's generally used to promote a specific good or service, but there bow wide range

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of uses, the most common being the marketable announcement. marketable announcements frequently seek to induce increased consumption of their products or services through "imprinting", which associates a product name or image with certain rates in the minds of consumers. On the other hand, advertisements that intend to evoke an immediate trade bow are known as direct-response advertising. Non-commercial entities that announce further than consumer products or services include political parties, interest groups, religious associations and governmental agencies. Non-profit associations may use free modes of persuasion, similar to a public service advertisement. Advertising may also help to assure workers or shareholders that a company is feasible or successful.

Review of literature:

Bhat, Shetty, and Maiya (2020) in their study have shown that when contrasted with the Traditional advertisement method, internet advertisement has become the most favoured approach to target consumers. The internet offers a wide range of confirmation, which is noteworthy for some different strategics fo1 publicizing. Online commercials assist associations with anticipating the purchasing behaviour of customers. Given digitalisation, the vast majority like to buy on the web, since it is simpler, quicker, and more convenient than the traditional technique. The majority of the consumers were affected by online advertisements.

Anusha (2019), in her study, has found that internet advertising has a positive effect on consumer buying behaviour as it increases the awareness of the products. Moreover, it provides an advanced method to target the consumer with immediate effect. It also reduces the cost. One more finding is that there is a trust issue because of fraud and misleading advertisements, yet consumers use the internet to find information about the products and visit internet advertising sites.

Research Gap:

The reviewed studies primarily highlight the effectiveness of online advertising in increasing consumer awareness and influencing buying behaviour. However, they largely focus on the general impact of online advertising and its advantages over traditional advertising. Limited attention has been given to understanding specific consumer responses and expectations toward online advertisements. Additionally, earlier studies have not emphasised analysing consumer perceptions based on responses collected from a defined group of respondents using percentage analysis. Therefore, the present study attempts to examine consumer reactions, expectations, and purchase decision influences of online advertisements based on data collected from selected respondents.

Objectives:

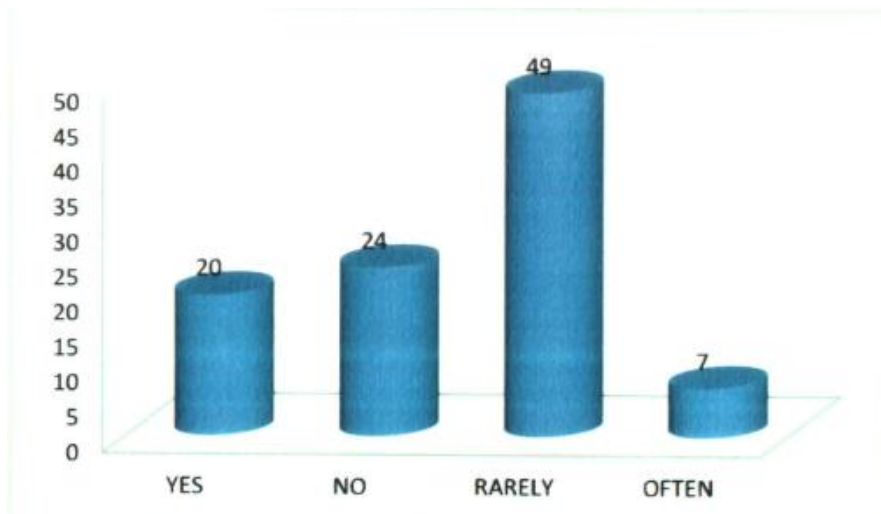
1. To understand if online advertisements impact consumer purchase decisions.
2. To enumerate responses of the consumers towards online advertisements.
3. To examine the expectations of the consumers with respect to online advertisements.

Research Methodology:

The study adopts a descriptive and analytical research design to examine the impact of online advertising on consumer buying behaviour. Primary data are collected through a structured questionnaire administered to a sample of 105 respondents selected using a convenient or random sampling technique. The questionnaire captures information on exposure to online advertisements, perceptions, and purchasing responses. Secondary data are sourced from journals, reports, and online publications to support the study framework. The collected data are analyzed using appropriate statistical tools such as percentage analysis to identify relationships between online advertising variables and buying behaviour, enabling meaningful interpretation and valid conclusions.

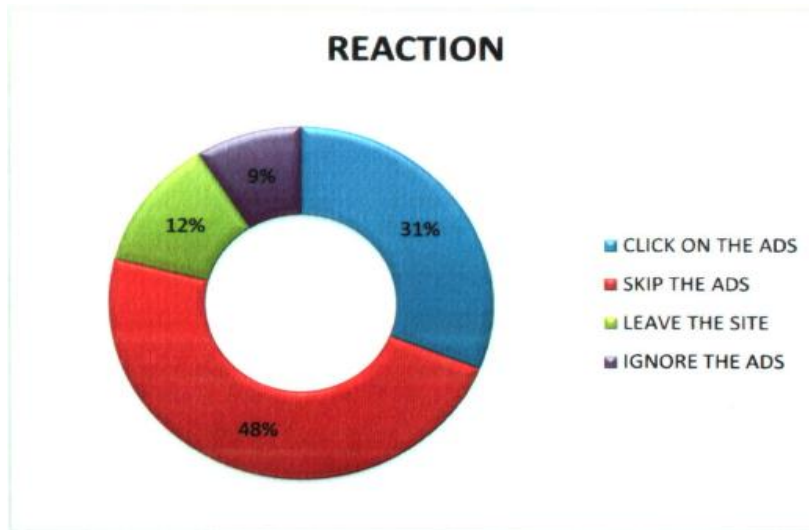
Data Analysis and Interpretation:

Figure 1: Display of respondents making a purchase decision after watching an advertisement



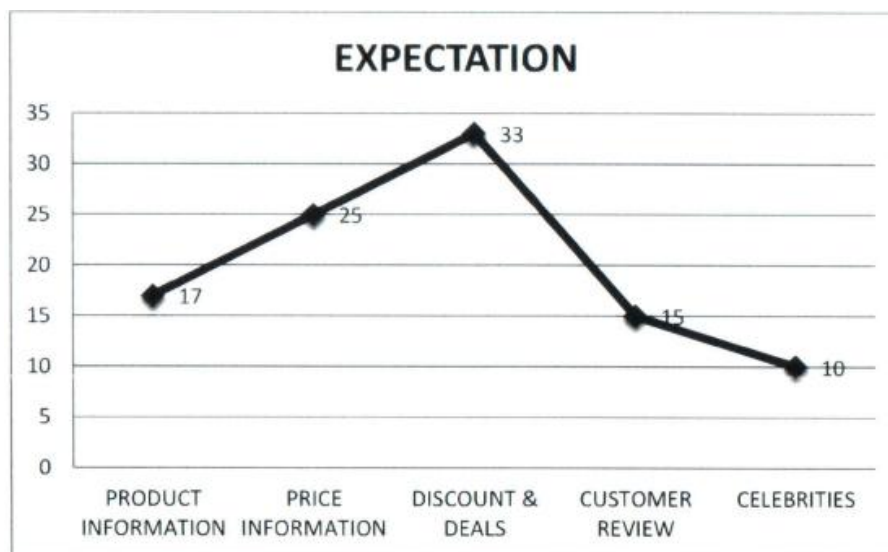
From the above that it can be inferred, the decision taken by the customers in order to buy a product does not initiate after watching or being consumed by an advertisement as majority of the respondents have opinionated rarely.

Figure 2: Representation of the reaction of the respondents towards watching an online advertisement



Majority of the respondents skip the ads displaying them being not interested to watch the online advertisement as they have the option to skip the ads.

Figure 3: Depiction of the respondent's expectation upon watching an advertisement



Majority of the consumers opt for looking forward to availing discounts and deals as that will bring them some savings or probably a good deal at a lower price.

Discussions:

The study findings show that online advertisements influence consumer awareness but do not always lead to immediate purchase decisions, as most respondents rarely make buying decisions after viewing advertisements. The reaction analysis indicates that a majority of respondents prefer to skip online advertisements, while only a few engage by clicking on them, showing limited consumer interest. Further, the study reveals that consumers mainly expect discounts and deals from online advertisements, followed by price and product information,

while customer reviews and celebrity endorsements receive less attention. This suggests that advertisements offering financial benefits and useful information are more effective in attracting consumers.

Scope for further study:

Future research can be conducted by including a larger sample size to obtain more comprehensive and general results. The study can also be extended to different geographical locations, including rural and semi-urban areas, to compare consumer behaviour across regions. Further studies may analyse the impact of different types of online advertisements such as social media advertisements, influencer marketing, and video advertisements. Researchers can also examine the role of demographic factors in shaping consumer responses towards online advertisements. Additionally, future research may use advanced statistical tools to study the relationship between online advertisements and consumer buying behaviour in greater detail.

Conclusion:

The present study attempts to examine the impact of online advertisements on consumer buying behaviour by analysing consumer purchase decisions, responses, and expectations towards online advertising. With the increasing use of digital platforms, online advertising has become an important marketing tool that helps businesses communicate product information and create awareness among consumers. The study highlights the relevance of online advertisements in influencing consumer perception and providing accessible product-related information. The research also emphasises that consumer interaction with online advertisements depends on the usefulness, reliability, and value offered through advertising content. The study contributes to a better understanding of consumer behaviour in the digital environment and provides insights into how online advertisements shape consumer attitudes and decision-making patterns. Overall, the research supports the growing significance of online advertising in modern marketing and its role in influencing consumer behaviour.

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