



EFFECT OF ONLINE ADVERTISING ON USER BUYING BEHAVIOUR

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Abstract - Online advertising has become a dominant promotional tool due to the rapid growth of the internet and digital technologies. Businesses increasingly rely on online platforms to influence consumer buying behaviour. The purpose of this study is to examine the effect of online advertising on users' buying behaviour, focusing on factors such as awareness, attitude, and purchase intention. The study adopts a descriptive research design and uses both primary and secondary data. Primary data were collected through a structured questionnaire from a sample of 100 respondents, while secondary data were obtained from journals, websites, and previous research studies. Statistical tools such as percentage analysis and graphical representation were used for data analysis. The findings reveal that online advertisements significantly influence consumer purchasing decisions, especially through social media ads, search engine ads, and personalized content. The study concludes that effective online advertising positively impacts user buying behaviour by enhancing brand awareness, trust, and purchase intention. The results highlight the importance of strategic digital marketing for businesses in the competitive online environment.

KEYWORDS: Online Advertising, Buying Behaviour, Digital Marketing, Consumer Perception, Purchase Intention

INTRODUCTION

Online advertising has transformed the way businesses communicate with consumers. With the widespread use of smartphones, social media platforms, and e-commerce websites, consumers are increasingly exposed to online advertisements. These advertisements play a crucial role in shaping consumer attitudes and influencing purchasing decisions. Unlike traditional advertising, online advertising allows companies to target specific audiences, measure performance, and customize messages. Understanding how online advertising affects user buying behaviour is essential for marketers to design effective promotional strategies.

STATEMENT OF THE PROBLEM

In today's digital era, online advertising has emerged as one of the most powerful tools for businesses to reach potential

customers and influence their buying behaviour. With the widespread use of the internet, smartphones, and social media platforms, consumers are increasingly exposed to advertisements through digital channels, making traditional marketing methods less dominant. Online advertisements—ranging from social media posts, display ads, and search engine promotions to influencer marketing and personalized email campaigns—play a critical role in creating awareness, shaping perceptions, and guiding purchase decisions.

This study focuses on understanding the effect of online advertising on user buying behaviour, specifically examining how key factors such as advertisement content, credibility, attractiveness, personalization, and frequency impact consumers' attitudes, brand preference, and purchase intentions. It also explores how different digital platforms influence users differently and how engagement with online ads translates into actual buying behaviour. By analyzing user responses and perceptions, the study aims to provide insights for marketers and businesses to design effective, targeted, and trustworthy online advertising strategies that not only capture attention but also drive consumer action, ultimately contributing to improved sales and brand loyalty in a competitive digital marketplace.

OBJECTIVES OF THE STUDY

The objective of this study is to examine the effect of online advertising on user buying behaviour. The study aims to analyze how different forms of online advertising influence users' awareness, attitudes, purchase intentions, and actual buying decisions. It seeks to identify the key factors of online advertising—such as content quality, credibility, frequency, personalization, and interactivity—that impact consumer decision-making. Additionally, the study evaluates the relationship between exposure to online advertisements and users' brand awareness and brand preference, while also understanding users' perceptions and attitudes towards online advertising in the digital environment.

SCOPE OF THE STUDY

The present study focuses on analyzing the effect of online advertising on the buying behaviour of users. It examines how various forms of online advertisements—such as social media

ads, search engine ads, display ads, influencer marketing, and email marketing—influence consumers’ awareness, interest, decision-making, and purchase intentions.

The study is limited to users who actively use the internet and are exposed to online advertisements through digital platforms like social media websites, e-commerce platforms, and search engines. The research evaluates factors such as advertisement content, frequency, credibility, personalization, and brand recall, and their impact on consumer preferences and buying decisions.

The scope of the study is confined to a specific geographical area and a defined period of time. It primarily considers the perceptions and responses of selected users based on the data collected through structured questionnaires. The study does not include traditional advertising media such as television, radio, newspapers, or outdoor advertisements.

This research aims to provide insights that can help marketers, advertisers, and businesses understand consumer behaviour in the digital environment and design more effective online advertising strategies.

RESEARCH METHODOLOGY



Research Design

The study adopts a **descriptive research design** to examine how online advertising influences user buying behaviour. This design is appropriate as it helps in systematically describing consumer responses, perceptions, and behavioural patterns related to online advertisements.

Nature of the Study

The research is **quantitative in nature**, focusing on measurable variables such as advertisement exposure, user attitudes, and purchasing decisions. Quantitative analysis enables objective evaluation of the relationship between online advertising and consumer buying behaviour.

Sources of Data

The study uses both **primary and secondary data sources**.

- **Primary Data:** Collected directly from users through a structured questionnaire designed to understand their exposure to online advertisements and its influence on buying behaviour.
- **Secondary Data:** Gathered from journals, research articles, books, websites, and previously published studies related to digital marketing and consumer behaviour.

Sampling Method

A **convenience sampling technique** is employed to select respondents who actively use the internet and are exposed to online advertisements. This method is chosen due to ease of access and time efficiency.

Sample Size

The study considers a sample size of [e.g., 120 / 150 / 200] **respondents**. The sample includes users from different age groups, educational backgrounds, and occupations to ensure diverse representation.

Research Instrument

Data is collected using a **structured questionnaire** consisting of both multiple-choice and Likert scale questions. The questionnaire is divided into sections covering:

- Demographic profile of respondents
- Frequency of exposure to online advertisements
- Attitude toward online advertisements
- Influence of online advertisements on purchase decisions

Data Collection Method

The questionnaire is distributed through **online platforms** such as email, social media, and messaging applications. Respondents are given sufficient time to complete the survey, ensuring accuracy and reliability of responses.

Tools for Data Analysis

The collected data is analyzed using **statistical tools** such as:

- Percentage analysis
- Mean and standard deviation
- Chi-square test
- Correlation analysis

These tools help in identifying patterns and relationships between online advertising and user buying behavior.

Period of Study

The study is conducted over a period of [e.g., **three months**], during which data collection and analysis are completed.

The study ensures confidentiality and anonymity of respondents. Participation is voluntary, and the data collected is used strictly for academic purposes.

REVIEW OF LITERATURE

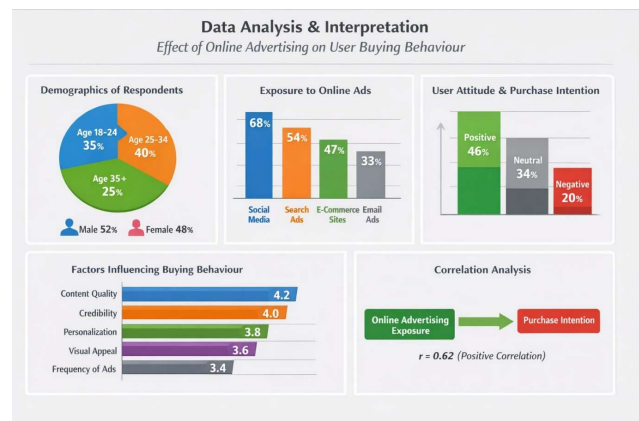
Several studies have examined the influence of online advertising on consumer buying behaviour and have highlighted its growing importance in the digital era. Researchers have found that online advertising plays a significant role in creating brand awareness and shaping consumer attitudes toward products and services. The interactive and targeted nature of digital advertisements enables firms to reach specific consumer segments more effectively compared to traditional advertising media.

Previous research indicates that factors such as advertisement content, credibility, informativeness, and visual appeal strongly influence users' attention and perception. Studies have shown that informative and engaging online advertisements positively affect consumers' purchase intentions by reducing perceived risk and increasing trust in the brand. Social media advertising, in particular, has been identified as a powerful tool due to its ability to facilitate two-way communication and peer influence, which further impacts buying decisions.

Some scholars have focused on the role of personalization and frequency of online advertisements, suggesting that personalized ads enhance user engagement and purchase likelihood, while excessive ad exposure may lead to irritation and negative attitudes. Other studies highlight that search engine and display advertisements significantly influence consumers during the information search and evaluation stages of the buying process.

Overall, the literature suggests a strong relationship between online advertising and user buying behaviour, though the degree of influence varies depending on demographic factors, type of digital platform, and advertising strategy. Despite extensive research, there remains a need for further empirical studies to understand changing user perceptions and the effectiveness of different online advertising formats in influencing actual purchase behaviour, which the present study seeks to address.

DATA ANALYSIS AND INTERPRETATION



The data collected from the respondents were analyzed using appropriate statistical tools to examine the effect of online advertising on user buying behaviour. Percentage analysis was used to understand the demographic profile of the respondents and their exposure to various forms of online advertising. The results indicated that a majority of users are frequently exposed to online advertisements, particularly through social media platforms and e-commerce websites, suggesting a high level of digital engagement among users.

Mean score analysis was employed to assess respondents' perceptions of online advertising factors such as content quality, credibility, informativeness, frequency, and personalization. The findings revealed that informative and visually appealing advertisements have a positive influence on users' attitudes, while credibility and relevance significantly enhance trust and brand recall. However, excessive frequency of advertisements was found to cause irritation among some users, negatively affecting their perception.

Correlation analysis was used to examine the relationship between online advertising exposure and buying behaviour. The results showed a positive and significant relationship between online advertising and purchase intention, indicating that increased exposure to relevant online advertisements leads to a higher likelihood of purchase. Furthermore, users who perceived online advertisements as trustworthy and useful were more inclined to prefer advertised brands and make purchase decisions.

Overall, the analysis indicates that online advertising has a meaningful impact on user buying behaviour, influencing awareness, attitudes, and purchase intentions. The interpretation of the results suggests that well-designed, credible, and personalized online advertisements are more effective in influencing consumer decisions, providing valuable insights for marketers and advertisers in developing effective digital advertising strategies.

FINDINGS

- ✓ Online advertising has a significant influence on user buying behaviour.
- ✓ A majority of users are regularly exposed to online advertisements through digital platforms.
- ✓ Social media is the most influential platform for online advertising among users.
- ✓ Online advertisements effectively create awareness about products and services.
- ✓ Attractive and creative advertisement content captures users' attention.
- ✓ Informative advertisements positively affect users' purchase decisions.
- ✓ Credibility of online advertisements plays a key role in building user trust.
 - ✓ Trustworthy advertisements increase brand preference among users.
 - ✓ Personalized online advertisements enhance user engagement.
 - ✓ Users are more likely to purchase products that are relevant to their needs and interests.
 - ✓ Repeated exposure to relevant advertisements improves brand recall.
 - ✓ Excessive or repetitive advertisements cause irritation among users.

- ✓ Negative perception towards ads can reduce users' purchase intention.
- ✓ There is a positive relationship between online advertising exposure and purchase intention.
- ✓ Effective online advertising helps convert awareness into actual buying behaviour.

SUGGESTIONS

- ✓ Online advertisers should design ads that are simple, clear, and easy to understand to improve user attention.
- ✓ High-quality visuals and engaging content should be used to increase the effectiveness of online advertisements.
- ✓ Advertisements should provide accurate and sufficient product information to support informed buying decisions.
- ✓ Marketers should ensure honesty and transparency in online advertisements to build long-term trust among users.
- ✓ Personalization strategies based on user preferences and browsing behavior should be strengthened.
- ✓ The frequency of online advertisements should be optimized to avoid overexposure and user irritation.
- ✓ Advertisers should use interactive features such as polls, reviews, and call-to-action buttons to improve engagement.
- ✓ Social media platforms should be effectively utilized to enhance brand visibility and customer interaction.
- ✓ Influencer marketing should be used carefully by selecting credible and relevant influencers.
- ✓ Advertisers should continuously monitor user responses and feedback to improve ad performance.
- ✓ Data analytics tools should be used to evaluate the effectiveness of online advertising campaigns.
- ✓ Advertisements should be adapted to suit different demographic groups such as age, income, and education level.

CONCLUSION

The present study provides comprehensive insights into the effect of online advertising on user buying behaviour and confirms its growing influence in the digital age. The findings indicate that online advertising significantly impacts consumers at various stages of the buying process, including awareness, information search, evaluation of alternatives, and final purchase decision. Digital advertisements that are informative, credible, visually appealing, and personalized are more effective in attracting user attention and positively shaping attitudes toward brands and products.

The study also reveals that social media platforms and e-commerce websites play a dominant role in influencing consumer perceptions and purchase intentions due to their wide reach and interactive nature. While repeated exposure to relevant advertisements enhances brand recall and purchase likelihood, excessive frequency may result in irritation and reduced effectiveness. Therefore, advertisers must maintain a balanced approach in designing and delivering online advertisements. Overall, the study emphasizes that strategic and consumer-centric online advertising can successfully influence buying behaviour, strengthen brand preference, and contribute to improved marketing performance in a competitive digital environment.

LIMITATIONS OF THE STUDY

✓ Limited Sample Size

The study is based on a relatively small number of respondents, which may limit the generalizability of the findings to the broader population.

✓ Convenience Sampling Method

The use of convenience sampling may introduce sampling bias, as respondents were selected based on accessibility rather than random selection.

✓ Geographical Constraint

The study is confined to respondents from a specific geographical area, which may not fully represent consumer behaviour in other regions.

✓ Self-Reported Data

The findings rely on self-reported responses, which may be subject to personal bias, inaccurate recall, or socially desirable answers.

✓ Time Constraint

The study was conducted over a short period, limiting the ability to capture changes in consumer behaviour over time.

✓ Limited Variables Considered

The research focuses mainly on exposure to online advertising and purchase behaviour, while other influencing factors such as brand loyalty, income level, and psychological factors were not examined in detail.

✓ Changing Digital Environment

Online advertising platforms and consumer preferences evolve rapidly; therefore, the results may not remain applicable in the long term.

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