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Major Research Report on

The Customer Buying Behavior Towards the Online Advertisements

Submitted By:

Akriti Maurya

2K23/DMBA/12

Under the guidance of

Dr. Ritu Aggarwal

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

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DECLARATION

I, **Akriti Maurya** hereby to declare that the Major Research Project entitled **"The Customer Buying Behavior towards the Online Advertisements" submitted** to Delhi Technological University is a record of my is a record of my original work. This project report is submitted in partial fulfillment of the requirements for the award degree of MBA.

I also declare that this project report has not been submitted to any other university or institute for the award of any degree or diploma.

Akriti Maurya

23/DMBA/12

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ACKNOWLEDGEMENT

I am been deeply indebted to my university supervisor, Dr Ritu Aggarwal, Professor, Delhi School of Management, Delhi Technological University, for her guidance and support. Her valuable feedback on my project report helped me to improve it significantly.

I would like to thank my friends and teachers for their support and encouragement. Finally, I would like to thank all the other people who helped me in any way during the project report.

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CERTIFICATE

This is to certify that **Akriti Maurya**, roll no 2023/DMBA/12 has submitted the major research project titled **"The Customer Buying Behavior towards the Online Advertisements"** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration from Delhi School of Management, Delhi Technological University.

Dr. Ritu Aggarwal

Professor

Delhi School of Management

Delhi Technological University

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ABSTRACT

The rise of digital platforms has significantly transformed customer buying behaviour, with online advertisements playing a pivotal role in influencing purchasing decisions. This study explores the relationship between online advertising and consumer buying patterns focusing on factors such as ad content, credibility, personalization, and frequency. It highlights how engaging and targeted advertisements can enhance brand awareness, shape consumer attitudes, and ultimately drive purchases.

However, it also highlights the challenges faced by marketers, such as ad fatigue, banner blindness, privacy concerns, and the growing use of ad-blockers, which can diminish the effectiveness of online advertising. Additionally, the paper discusses how demographic variables, consumer psychology, and technological literacy influence buying behaviour in response to digital ads. Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage, and most important their recall value. The current study investigated the effectiveness of internet advertising on consumer. The study sought to determine the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision. The study used a case study research design. The study used stratified sampling technique. The primary data was collected using questions. Content analysis was used to analyse qualitative data while the quantitative data was analysed using descriptive statistics using SPSS. Regression and Correlation analysis was used to show the relationships among the variables. The data was presented through percentages, means, standard deviations and frequencies. The study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an

advertising media was low compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behaviour. The study determined that there is a positive relationship between internet advertising and consumer purchase decision and further recommends that companies should conduct market research on the different markets in various countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

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1. INTRODUCTION

The topic of this business research study is about customers attitude towards online advertising. The study on buying behavior responses. Customers attitudes are about an individual's personal perception, feelings, and belief towards online advertising. This purpose of this research paper is to study the factors that affect customers attitude towards online advertising and their influence on consumer's buying behavior responses. In this section, the report includes research background, problem definition, research questions and research objectives, follow by significance of the research.

1.1 Background

Advertising defined as a set of communications or activities which deliver information to the public by capturing the target consumers attention. It is a paid form of non-personal communication to present and promote ideas, goods or services by an identified sponsor.

Online advertising is an advertisement which is published on the internet. This can be useful in creating awareness of an organization and its products and services. Online advertising includes many forms of commercial content from electronic advertisements that are similar to traditional advertisements to formats that are different from traditional advertisements, as corporate web sites. Online advertising consists of a variety of methods including web banner advertising, blog advertising, promotional advertising, social network advertising and so on.

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Nowadays, technology advancement has enabled internet penetration into every part and we are spending more on internet. This creates high possibilities for an internet user to engage in online advertising. Thus, marketers are able to capture this opportunity to reach their consumers via online platforms to create awareness for their products, services, and to increase the sales.

The reason that online advertising attracted more investment from marketers is the high benefits. For instance, online advertising is flexible and makes it easier for the company to update their products information immediately. This allows the consumers to obtain the latest information about the products and services that company offer in the market.

It will surprise and excite the consumers and allow them to enjoy the advertisement and much more compared to traditional outlets.

The attitude of consumers may be influenced by the factors of online advertising, such as trust, in-formativeness and buying behavior. Trust is the consumer perception towards the credibility, and convincible of an online advertisement. In-formativeness is consumer's perception whether the online advertisement is a valuable resource that provides added value towards the brand and latest information in the market.

In this there are various concept like the concept of internal advertising which tells some ways that are Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or

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interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial. Consumer can gather information about products and services, communicate with there consumers and firms for related products and services, and sometimes complete transactions. As the Internet session is a self-selected environment of the consumer, the promotion message will be more effective. Internet advertising is also capable of providing an experiential environment to the consumer through virtual reality interfaces thus allowing the consumer to experience some of the features of products before making the purchase decision. Consumer can provide feedback content about the product, to the firm and to other consumers. Positive feedback becomes a good promotion for the marketer. A marketer can even exploit feedback by solving the consumer's problem and showing the commitment of the organization to satisfying consumer needs. Consumer can also add "collective content" to the medium through discussion forums like the virtual communities. In Kenya, online advertising has gained increased popularity with more people spending online.

1.2 Research Problems

In this study, consumer's attitude towards online advertising consists various gaps. One of the research gaps is lack of literature review of this research topic. This has caused researchers to face difficulty in examining this topic as there is lack of relevant information. Consumers can select whether, when, and how much commercial content they wish to view in an online advertisement. It is all up to the consumers to seek additional commercial content in the online advertisement. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. In

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addition, more studies are needed to cover various samples in different countries to increase external validity of the research findings. To fill these gaps, the current study sought to determine the effectiveness of internet advertising on the consumer behaviour.

1.3 Research Objective

In this, the research objective is to study about the attitude of consumers towards the online advertising. The objective is to find the relationship between online ads and users towards online advertising and its identify the impact of consumers attitude toward the online ads in buying behavior responses.

1.4 Value of the study

The reason this topic is chosen is to allow for better understanding of the consumers attitude towards online advertising, so that marketers can effectively can create their advertisements via internet. Furthermore, as there is lack of research study, in order to hence the knowledge in this field. Many consumers tend to ignore online advertising as it able to gain confidence of consumers. Therefore, it is advisable for the marketer to increase the believability of advertising by providing truthful information. In order to create product awareness and impact over the consumers, online advertising should

contain detailed and relevant information. This may helped consumers easily obtain and retrieve the latest information about the products available in marketplace. Besides, it also allows consumers to make comparisons between products and choose the one in which is suitable for their needs and wants. The online advertising are able to capture a consumers attention. Marketers should ensure that their online advertising immediately and stimulate the consumers curiosity to click on the advertisement. This also increases the possibility that consumers will recommend the advertisement to others. As consumers in materialistic society, they demand for material objects and this

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consumers curiosity to click on the advertisement. This also increases the possibility that consumers will recommend the advertisement to others. As consumers in materialistic society, they demand for material objects and this

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race for possession acquisition plays an important part in our social structures making materialistic individuals motivated to maintain or gain status by buying material objects. Certain degree of self presentational concern is good by buying material objects to the enhancement one image. Therefore, online advertising that promotes a certain degree of materialism should be encouraged because it can boost the economy and increase the standard when individuals continue spending. Besides, materialism can also help individuals who tend have low self-esteem because it gap between individuals ideal and actual image which turn makes them feel good and the happy. Creating consumers awareness, desire intention on company products or services in the objective of many marketers. For creating more favourable consumer informational responses or buying behaviour consumers attitude towards online advertising plays an important roles. Thus, it is important for the marketers to understand the factors that contribute in developing a favourable consumers attitude towards online advertising. Consumer who perceive online advertising tend to pay more attention to online advertising as well as have higher purchase intention towards the advertised products and services. It may benefit marketers, businesses. This study may be able to inform marketers on the consumer preference of the advertising media and whether using Internet adverting would be effective in reaching and increasing awareness of the target audience. Before adapting marketing practices to the Internet, it is imperative to understand the characteristics of the online customers towards online advertising as would be revealed by this study. The Internet has grown in popularity as an advertising medium because, among other things, it allows interactivity between the advertiser and customer. It is important for local businesses to look into internet advertising as more consumers turn to the internet for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base. This study would understand the value of internet advertising and its influence on consumer decisions which ultimately impacts electronic commerce/trade, and therefore would effectively regulate how internet advertising is delivered by acting rationally on laws that would restrict data

usage, creating an ambient environment and availing resources to internet providing companies and at the same safeguarding the interest of consumers. For scholars and academic researchers, the current study forms a basis upon which future research on Internet Advertising may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to internet advertising.

2. LITERATURE REVIEW

2.1 Introduction

The Customer buying behaviour has significantly evolved with the growth of online advertising. As digital channels became primary touchpoints, understanding how online ads influence purchase decisions has gained attention among researchers and marketers. This review compiles key findings from recent studies to shed light on how online advertising shapes consumer behaviour. This provides, selective reference to some of the literature, a cleaner understanding of Internet advertising concept.

2.2 Theoretical Foundation of study

Emotional appeals in advertising theory and classical conditioning theory in learning consumer behaviour form the theoretical basis of this study. Extensive academic research has been conducted on the psychology of emotion and the ways in which ad-evoked feelings may influence consumer response to marketing communication. Scholars have also observed that advertising may evoke when seeking to persuade. It has been suggested that ads use affect to make consumers like the ad and then buy the product, and affect to evoke an uncomfortable state that makes consumers want the solution offered by the advertiser. Unfortunately, there are no guarantees that what the consumer actually experiences will be the affective response the advertiser intended to create. Research has shown that this kind of mismatch between intentions and consumer response occurs all too often.

These insights notwithstanding, a number of fundamental questions remain unanswered with respect to ad appeals. Why, for instance, do these appeals induce such powerful consumer responses? What causes them to be more or less effective on consumers. With specific reference to internet advertising, this study will attempt to answer these questions. For example, after repeated pairings of meat with the sound of a bell alone elicits salvation. This association is dependent on characteristics of the association contiguity and frequency. The law of contiguity states that in order

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for associative learning to take place, the unconditional stimulus and the neutral stimulus must be paired. Furthermore, it is not enough for a neutral stimulus and an unconditioned stimulus to simply co-exist in a period. The more frequent the pairing, the easier it is form an association.

Proponents of applying classical conditioning to marketing believe that the association between a product and stimuli may help explain the effect of many variables in communication and attitude change. The results support the notion that the simple association between a product and another stimulus can affect product preferences as measured by product choice.

However, these effects diminished in situations where consumers were in a clear decision making. The learning of classical conditioning gives us some insight on the characteristics of an efficiency branded Internet advertisement. Foremost, the frequency with which an ad is impacts brand awareness. Frequency also impacts whether or not, an association between a message and a brand, is made by a consumer.

2.3 Internet advertising

As a new advertising channel, the Internet and particularly the World Wide Web portion of the Internet, are challenging traditional forms of mass media advertising; Hearn, Mandeville and Anthony. Meeker defines a mass communication medium as the communication from one person or group of persons through a transmitting device (a medium) to a large audience or market. The Internet offers an interactive alternative to mass media communication through the use of web pages, discussion groups. A significant advantage for advertisers will be the opportunity to communicate more directly with individual consumers through this medium. Marketers will also be able to promote their products and services in a personalized, targeted manner to interested people within their target market. Importantly, wastage of advertising and marketing funds often experienced when exposing promotional messages to the mass market, may be reduced as a result of using this new interactive medium. Advertisers will need to re-address their techniques,

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services and agency structure and evolve new communication strategies for the Internet as market share is being lost to this more personalized, interactive form of Internet advertising. Schlosser et al., surveyed a national sample of over 400 participants and found no majority opinion of Internet advertising-about a third of the participants liked, disliked, and felt neutrally toward Internet advertising respectively. The Internet users found online advertising was informative but less entertaining, and it did not encourage them to make purchases even they did not perceive it to increase product prices. Korgaonkar and Wolin examined the differences between heavy, medium, and light web users and concluded that heavier users hold stronger beliefs about and attitudes toward Web advertising which likely lead to stronger purchase intent. Comparing with lighter users, the heavy Internet users believed that web ads were more believable, entertaining, informative and helpful; but harder to understand. They perceived that web advertising was a good thing, moderately essential, and it reduced the cost of products. Marketers should include web advertising in their promotion efforts but the ads should be designed with the respective user groups in mind. For example, ads targeted to heavy web users should stress the price value relationship of the products, since they engage in more frequent purchasing and believe that web advertising helps to decrease the prices of products. Similarly, Ducoffe found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

2.4 Integrated the Marketing Communication

The Internet has contributed to a greater adoption of integrated marketing communication strategies, by allowing marketers to communicate more directly with individual consumers. Internet functions become integrated into a company's communications mix, which permits the operation of the Internet as an advertising medium to be incorporated alongside more traditional media types. The application of the IMC concept involves the progression away from the traditional one-to-many marketing communication model for mass media to the one-to-one communication, or many-to- the many of communications model.

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The inclusion of the Internet in the promotional mix will not eliminate the use of mass media advertising channels such as television, radio, newspapers and magazines. However, the Internet may reduce the amount of mass media advertising required. Arguably, this will occur because the personal computer with Internet access is being utilized frequently by target audience members as an effective communication channel to make both social exchanges using email and commercial exchanges to purchase products on the web. The advertising industry is being challenged to create more direct, personal and interactive communication with the target market through the use of the Internet. The influence of the Internet on business-to-consumer relationships has introduced a new dimension of interactivity to the communication industry. Along with the introduction of the Internet, advertising as a form of communication has become more interactive. Traditionally advertising has involved the reduction of information about a product, service or idea's core benefits into a full-page colour magazine advertisement, or a 15 second radio spot, in order to persuade the target market to take action. However, while traditional advertising involves the reduction of information, the Internet enables the advertiser to provide consumers with detailed information with no time or space restrictions. Internet-based advertisers do not need to rely on traditional media channels, and are becoming liberated from these limitations, thus taking advantage of interactive communication and informing and educating consumers online. Berthon, Pitt and Watson argue that the WWW represents a "remarkable new opportunity for advertisers and marketers to communicate with new and existing markets in a very integrated way." This is because the Internet, and in particular the WWW, frees consumers from their traditional passive roles as receivers of marketing communication and gives them greater control over their information search and acquisition process. As a result, consumers are now becoming interactive and more active participants in advertising and marketing processes.

2.5 The Effectiveness of Internet Advertising

Various researchers have studied numerous factors that might have an impact on Internet advertising recall. The factors include ad characteristics, Internet users viewing mode and the duration of viewing, campaign publicity, attitudes toward the web site or ad, and curiosity and innovative advertising strategy. They examined the effects of such factors as viewing mode, visit duration, text and page background complexity, and the style of banner ads on both aided and unaided recall. The authors did not find any significant impact of the web site context factors on advertising recall. The key finding was that the duration of page viewing is a strong determinant of the ability to recall banner ads; however, a minimum level of exposure is required to achieve a reasonable level of advertising recall. Dreze and Hussherr also examined the effectiveness of ad characteristics on the ability to recall ad. Animation content, the shape of the banner ad, and frequency of the ad leads to higher advertising recall but not the size of the banner.

In addition, the authors reported that a banner's message influences both aided advertising recall and brand recognition. This indicates that what an ad says is more important than how it says it. In contrast, Yoon found that banner image is more significantly effective than text to assess consumers' preferences onward online ads. In terms of consumer responses in the form of liking online ads, researchers such as Goldsmith and Lafferty have found that a more favourable attitude towards ads can lead to a higher ability to recall ads. Goldsmith and Lafferty found a significant relationship between positive responses to web sites and the likelihood of recall the brands advertised on the web. The authors reported that. Click-through rate is a widely used measure for assessing the effectiveness of banner advertising, which is the average number of times a viewer clicks on a pop-up ad and is then exposed to the target web site. As reported by Cho the banner advertisement click-through is believed to be the most common way to draw consumers into a target site and engage them with a brand or product.

2.6 Review of the Literature

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Online advertising has emerged as a dominant marketing tool, significantly influencing consumer purchase decisions. Numerous studies have explored the relationship between online advertising and consumer buying behaviour, with varied insights into how digital advertisements shape preferences, attitudes, and final purchases.

- **Impact of Online Advertising on Consumer Attitude**

  According to Kotler and Keller (2016), online advertising plays a crucial role in shaping consumer perceptions and attitudes. Interactive features such as visuals, personalized messages, and real-time feedback have increased consumer engagement and brand recall.

- **Personalization and the Targeting**

  Scholars such as Lambrecht and Tucker suggest that personalized online ads—based on browsing history or demographics—are more effective in influencing purchase decisions than generic ads. Targeted advertisements create a sense of relevance, which enhances the likelihood of consumer interaction and eventual conversion.

- **Consumer Behaviour in the digital age**

  Solomon (2018) emphasized that modern consumers are highly informed and influenced by online content. Factors like reviews, influencer marketing, and social media advertisements play a significant role in decision-making. Research by Duffett also highlighted the importance of social media engagement in forming positive consumer attitudes toward brands.

- **Intrusiveness and Ad Avoidance**

  However, not all studies present a favourable view of online advertising. Li, and Lee discussed the concept of "ad intrusiveness," showing that overly frequent or irrelevant ads may lead to consumer annoyance and ad avoidance behaviour. Similarly, Cho and Cheon found that perceived irritation reduces the effectiveness of online advertising.

- **Video Advertising**

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Recent studies highlight a shift towards mobile and video advertising. Xu et al. revealed that mobile ads, especially those with interactive content, generate higher user engagement. Video ads on platforms like YouTube also show higher click-through rates, particularly among younger demographics.

- **Demographic and Cultural Factors**

  Research by Okazaki and Taylor stresses the importance of cultural and demographic variations in online advertising effectiveness. Age, gender, income level, and cultural background influence how consumers perceive and respond to online ads, necessitating more tailored advertising strategies.

The literature indicates that while online advertising has significant potential to influence consumer buying behaviour, its effectiveness depends on factors such as personalization, credibility, ad format, consumer demographics, and perceived intrusiveness. A deeper understanding of these variables can help marketers design more effective digital campaigns The basic aim of online advertising is to create brand awareness and encourage purchase intention. This happens when consumers are exposes to an advertisement and develops liking to the products and in turn leads to purchase of the products. The process of consumer influencing by advertising is call informational response. Informational responses are the interpretation of incoming information to make a response.

2.7 Consumer Behaviour

According to Warner, consumer is the study of individuals, groups, or organizations and the process they use to select, secure, and dispose of products, services, experiences or ideas to satisfy the needs and the impacts that these processes have on the consumer and society. Warner emphasized the consumption related behaviours are often undertaken collectively. For example, some activities performed by individuals but consumed, similar as organization purchasing activities usually followed by group decisions. It blends elements from psychology, sociology, and attempts to understand the decision-making processes of buyers, both individually

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and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not. The black box model shows the interaction of stimuli, consumer characteristics, decision process and consumer responses. It can be distinguished between interpersonal stimuli or intrapersonal stimuli. The black box model is related to the black box theory of behaviourism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which determines the buyer's response. Measuring customer behaviour is a crucial part of any business. Knowing what the consumer wants and how he acts is vital in terms of product design, and marketing. Assessment of consumer behaviour in specific situations, using observational and physiological methods, is becoming increasingly important in understanding conscious and unconscious consumer behaviour. An increased understanding of consumer behaviour may result in the development of improved consumer products and in more healthy dietary patterns. A growing number of techniques is available to assist researchers in measuring various aspects of consumer behaviour such as walking patterns, product selection, meal composition, and drinking. Due to advances in digital video, sensor technology and computer speed, complex measurements of behaviour and physiology are now possible. Integration of these techniques allows multimodal measurements. With the growing number of

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techniques, the challenge for the researcher to choose the right solution becomes larger. There are different ways of measuring consumer behaviour, depending on the interest. Regularly conducting market research allows businesses to know their customers, and take them into account when making business decisions. This greatly improves business performance, and profits. Common measurements include, conducting a survey to determine consumer behaviour. There are two main types of consumer survey: qualitative or quantitative. Qualitative studies involve asking a few consumers a lot of in-depth questions. Quantitative studies involve asking lots of consumers a few questions. The latter would be better for determining the market for a totally new product, since you only need to find out if people would buy it. If you are amending a product, or making one similar, a qualitative study would allow you to gain more detailed information. Similarly, consumer behaviour would be measured by observing consumers going about their business within permitted stores or shopping malls. By watching consumers, it is possible to discern a great deal of information about their behaviour. Information such as optimum height and location of a product and store layout is all gleaned from observational consumer behaviour measures. Other techniques involve using raw data to provide a measurement tool. For example, releasing a new product to the market, and observing if it is bought regularly in conjunction with another product. If so, then an assumption can be made that it has a similar demographic to the second product. The primary data from respondents is used to make objective judgements, which are free from bias.

2.8 Internet Advertising and the Consumer Behaviour

Internet advertising has transformed how brands engage with consumers. By leveraging data driven strategies, businesses deliver personalised and target advertisements. Psychological factors such as thinking, feeling, sensation, and intuition directly correlate with customers' online advertising experience. Companies should aim to strengthen customer interactions with advertisements on the Web, keeping both context and cognition in mind. Unfortunately, most companies provide a generic experience to all customers rather than relying on customer analysis to deliver a personalized experience. They've failed to innovate and bring the online advertising experience to a whole new level of interaction and integration that would

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truly let them achieve effective communication. As consumers experience and respond to stimuli around them, emotions arise. Their reactions manifest themselves as physiological changes they experience as feelings. Likewise, as people react to stimuli online—for example, to an online advertisement—they have emotional responses that are directly proportional to their reactions to these stimuli. On the other hand, when customers repeatedly experience the same stimuli, they may not cause any emotional response. People become conditioned to ignore the ever-present ads on Web sites, which is called ad blindness. Advertising and promotion offer a news function to consumers. The personal interactions with other customers and service providers play a very important role while shopping online. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behaviour at this stage encompasses expressions of curiosity. Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, then rather than an emotional one. When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product. Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behaviour that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's to-do list. Corporate behaviour – such as scandals or charity work – can also affect alienation and loyalty responses. Once the consumer makes this choice, advertising and promotion are not likely to undo that decision. The Cannon-Bard Theory that Walter Cannon and Philip Bard advocated suggests human beings feel emotions first, and then act upon them. When customers visit a Web site, the ads they encounter evoke an emotional response—before they even decide what their next step should be. If ads don't trigger customers' emotions, they may not take any action in response. Based on the review of the research studies mentioned above, it

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is clear that Internet advertising is gaining much attention and should be an essential part of a marketer's advertising media mix. The inconclusive findings call for further studies on Internet advertising to gain more insight into consumers' response and perception of the Internet as an advertising medium. Hence, this study determined effectiveness of internet advertising as an ad medium, and its relationship to consumers' response e.g. online purchase decision.

The Proposed key determinants of consumers attitude towards advertising

Credibility = H1

Good Economy= H2

Pleasure = H3

Informative = H4

This model which to assists in evaluate the determination of consumers attitude towards advertising. The determinants in the extent literature such as hedonic, informative, materialism, and consumer benefits consistently indicate strong relationship with consumer attitude towards advertising. From the result of this study, it revealed that all the determinants namely credibility, good economy, pleasure, and informative are have a significant strong related to consumers attitude towards advertising.

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The Proposed Conceptual Framework

Personalization – H1

In-formativeness – H2

Pleasure – H3

Customer-attitude – H4
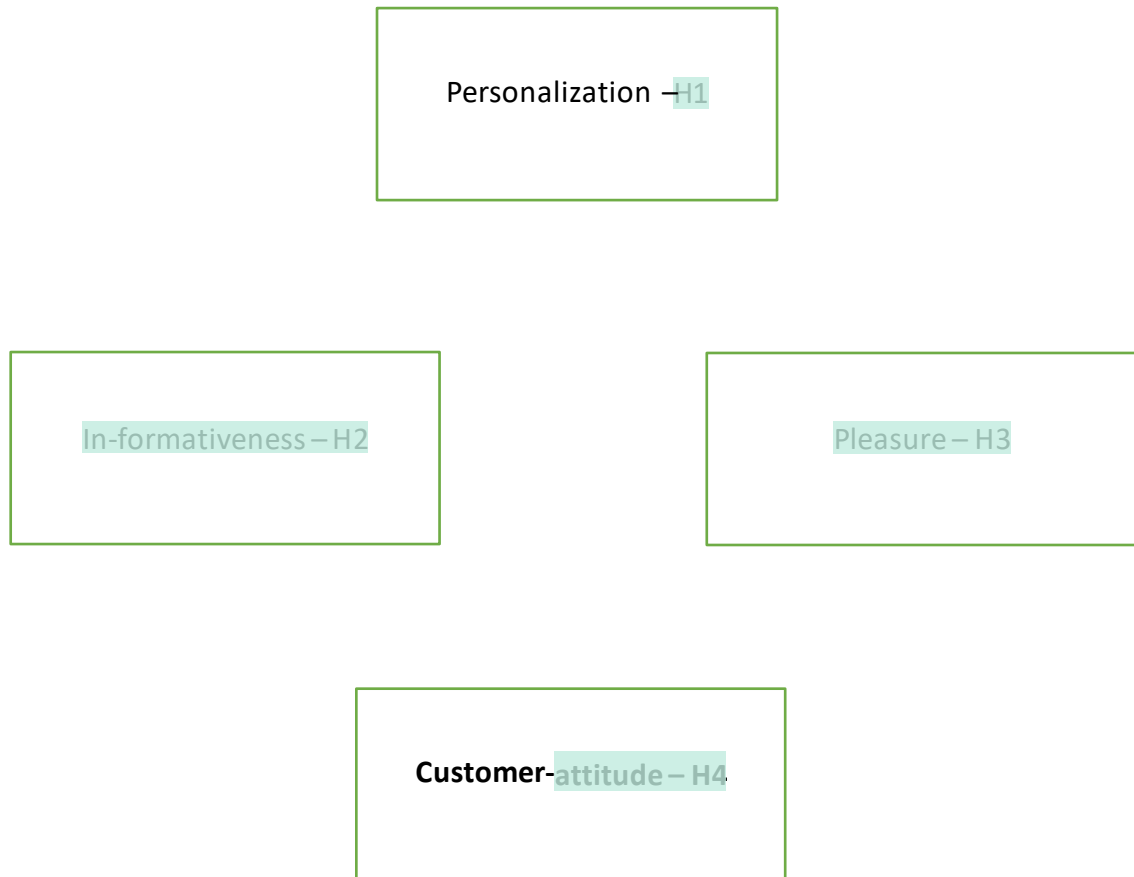
This framework illustrates the factors that will affect consumers attitude toward online advertising. In this study, focuses on the independent variables towards dependent variables. The consumers attitude may influence the independent variables toward online advertising, but the inverse impact on the consumers attitude that is much significant. In addition, consumers attitude will then influence consumers buying behavior responses toward online advertising.

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3. RESEARCH METHODOLGY

3.1 Introduction

In today's digital age, online advertising has become a critical tool for influencing consumer decisions. This research investigates how different consumer segments respond to online ads, focusing on their click behaviour, purchasing decisions, and level of trust in such advertisements.

Its primary goals of the research are

- To assess how online ads influence consumers purchasing decisions.
- To determine which age groups are more responsive to online advertising.
- To evaluate the level of trust customers, place in various forms of online ads.
- To identify trends in online ad effectiveness by demographic.

3.2 Research Design

This research follows descriptive study, utilizing quantitative methods to analyse customer behaviour patterns. The study also includes qualitative insights from open-ended survey responses. Descriptive research is a study designed to depict the participants in an accurate way in this research.

3.3 Population and Sample

The target population for this study consists of Delhi NCR college students aged between 18 to 60 years, as they represent demographic samples. Data was collected from 200 respondents using Stratified random sampling to ensure fair representation of various age groups.

- Sampling Technique: Stratified random sampling to ensure fair representation of various age groups.

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- Sample Size: 200 respondents

- Target Group: Individuals aged 18 and above, segmented into age categories: 18–25, 26–35, 36–45, 46–60, and 60+.

3.4 Data Collection Methods

Primary data was collected through structured online questionnaires distributed via social media, email, and survey platforms like Google Forms. Its secondary data was extracted from market research reports, previous academic literature, and consumer behavior journals. The form was circulated across student groups on platforms such as WhatsApp and University mailing lists.

The questionnaire was divided into the following sections:

- Demographics: Age, gender, academic level, income/allowance
- Level of trust towards online advertisements
- Privacy Concerns
- Overall opinion of consumers

3.5 Research Instrument

The data collection tool was a self-administered Google Form, which included a mix of multiple-choice. Likert Scale and rating based questions to collect structured and quantifiable data.

3.6 Demographic Overview

This study analyzed data collected from a total of 200 respondents, Primarily Delhi NCR college students to explore their perceptions and of online advertisements.

- Age Distribution

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The respondents ranged in age from 18 to 25 years with the highest concentration, representing the sample. This reflects a youthful demographic, consistent with the college student for this study which shows in the diagram with the help of the purchase rate.
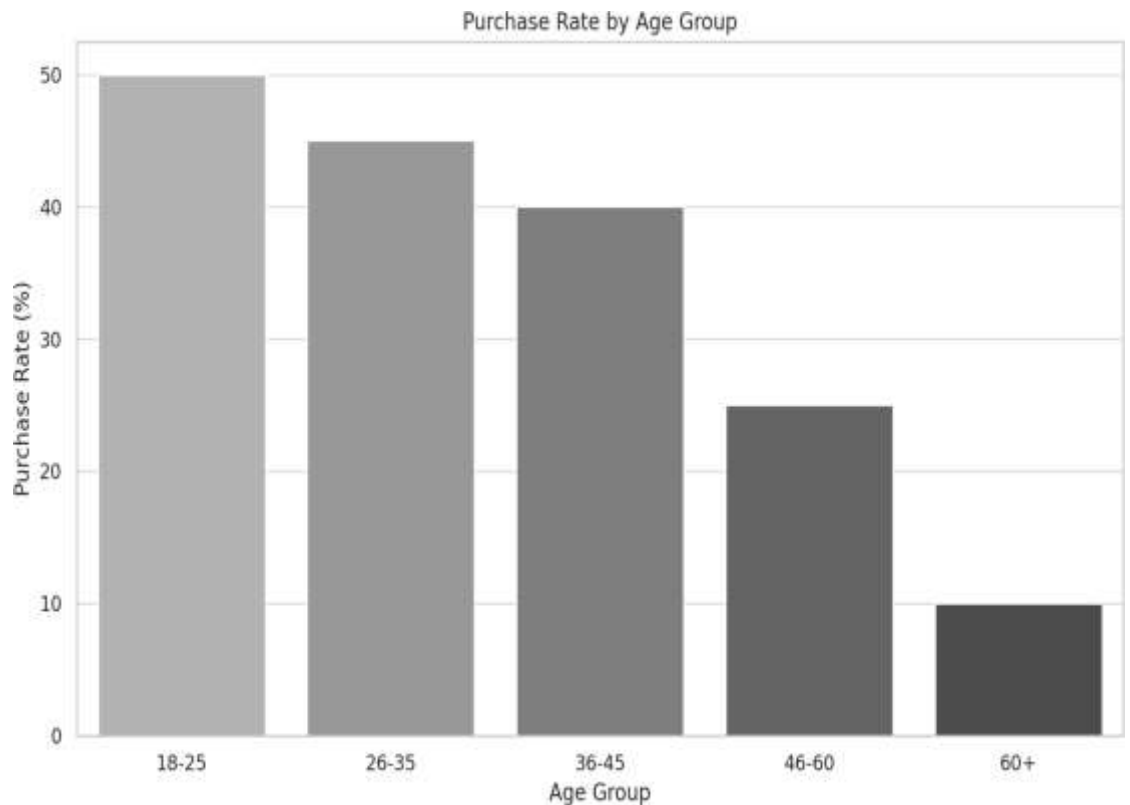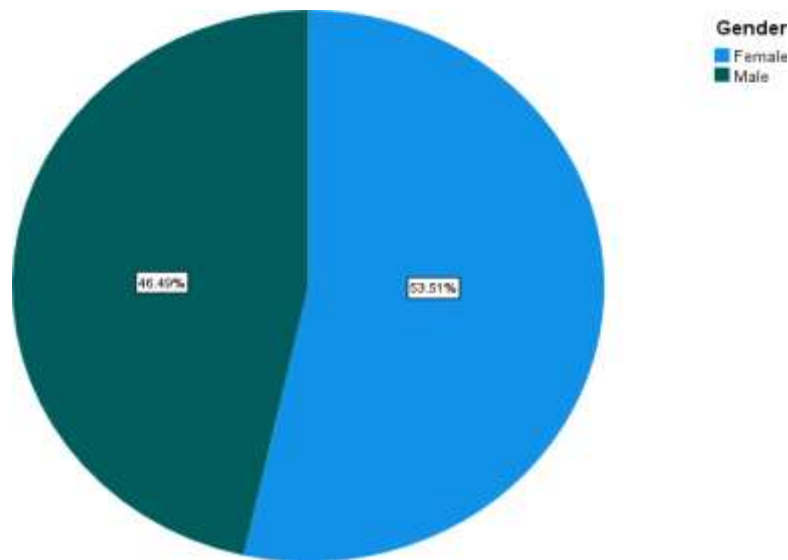

Figure 1: Purchase rate by the age group

- Gender Distribution

Out of the 200 respondents:

- Female respondents make up 53.51% of the sample

- Male respondents account for 46.49% of the sample

This relatively balanced the gender distribution provides a fair basis to analyze the differences in perception and usage.

3.7 DATA ANALYSIS

The Click Rate, Purchase Rate and Trust levels across age groups.

Observations:

1) **18–25 Age Group shows:**
- Highest click rate: 72%
- Highest purchase rate: 55%
- Highest trust level: 63%

2) **26–35 Age Group:**
   Slightly lower but still strong engagement: click (65%), purchase (48%), trust (58%)

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3) **36–45 Age Group:**

Moderate values: click (50%), purchase (38%), trust (45%)

4) **46–60 Age Group:**

Engagement drops significantly: click (35%), purchase (22%), trust (25%)

Interpretation:

- There is a strong positive correlation between age and responsiveness to online ads—younger customers are more trusting and active.
- Marketers should focus campaigns on younger audiences for better conversion rates and build more credibility to engage older users.

Summary Table

This table shows the age group 18-25 preferred social media ad type, 26-25 preferred video ads, 36-45 preferred search engine and 26-60 preferred TV and ofline promotions. Basically young one always be on social site to active on the online advertisement to buy something.

Age Group	Click Rate	Purchase Rate	Trust Level
18–25	72%	55%	63%
26–35	65%	48%	58%
36–45	50%	38%	45%
46–60	35%	22%	25%

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Age Group	Click Rate	Purchase Rate	Trust Level

Line Chart: Trends in Online Ad Engagement by Age Group

- Click Rate, Purchase Rate, and Trust Level all decline progressively with age.

- This visual clearly shows that younger consumers are more active and trusting toward online ads.

Trends in Online Ad Engagement by Age Group

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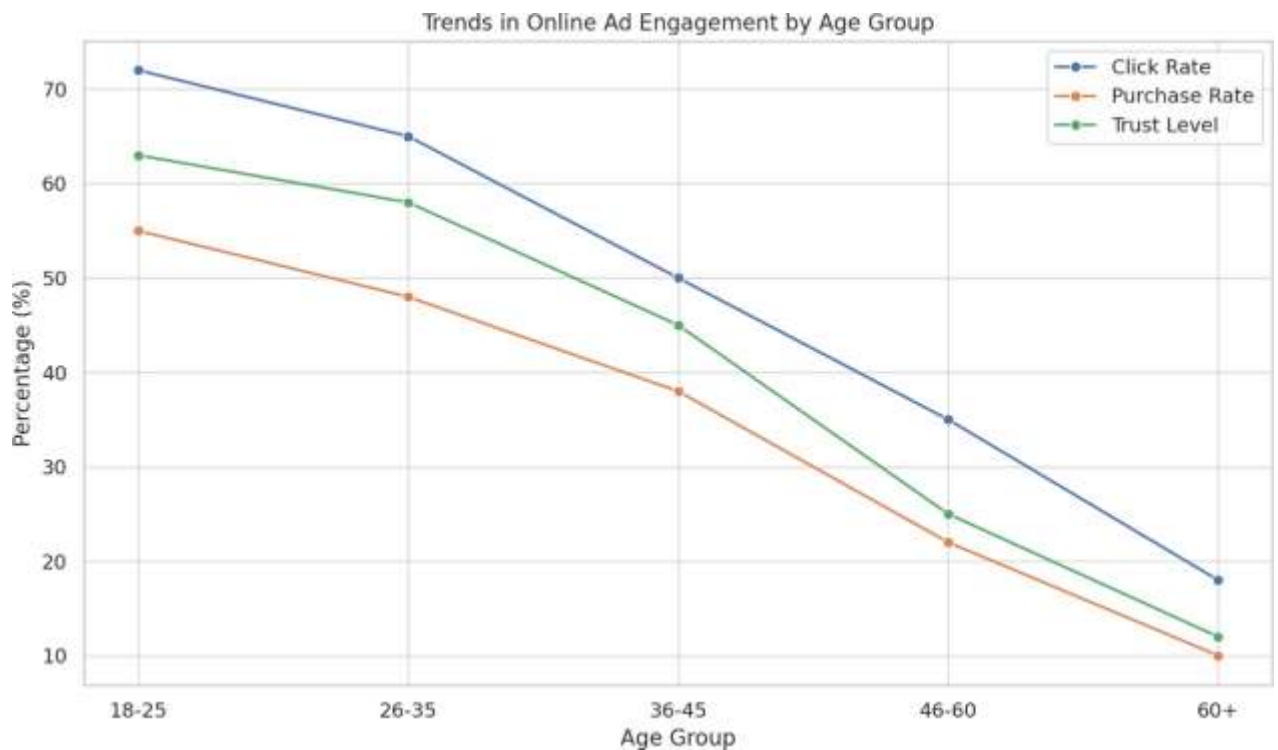
4. RESULT & DISCUSSION

4.1 Introduction

In this study it illustrates how the data was examined and analyze to address the research problems. Reliability, and descriptive statistical will be included. There are the areas of general description of the respondents' demographic characteristics and reliability test which is the most significant factor that influence consumer attitude toward online advertisement and a correlation between variable.

4.2 Objectives

The main objectives is to understand how online advertising influences consumer buying online decisions and to identify trust levels toward online ads across different age groups and determine which types of online ads are most effective.

4.3 Interpretation

a) Influence of Age on Buying Behaviour

- **18–25 age group** showed the highest responsiveness to online ads, with 72% click-through and 55% purchase rate.
- **Older age groups (46+)** showed declining engagement and trust levels.

 Implication:

Marketers should prioritize digital campaigns for younger audiences and use trust-building measures (e.g., testimonials, guarantees) for older segments.

b) Trust Level as a Buying Driver

- A strong positive correlation was found between trust in ads and purchase decisions.

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- The trust level was highest (63%) among young adults and lowest (12%) among seniors.

Implication:

Building credibility through honest messaging, secure websites, and reliable influencers is essential to convert ad viewers into buyers.

Effectiveness of Ad Formats

- Younger users preferred social media and Video Ads.

- Middle-aged users leaned toward Search Engine Ads.

Implication:

Advertisers must match ad types with the age-based preferences to improve targeting and ROI.

Gap Between Clicks and Purchases

- Click rates were significantly higher than purchase rates across all groups.

- Indicates that clicking alone is not a reliable indicator of buying intention.

Implication:

Post-click experiences (like product relevance, ease of checkout, and ad credibility) must be optimized to drive conversions.

4.4 Overview

Online advertising does influence buying behavior, especially among younger demographics. Trust and relevance play a crucial role in converting interest into purchases.

The ad type and platform preferences very significantly by age, which should guide campaign design.

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DISCUSSION

This section interprets the key findings from the research and analyses how various factors influence customer behaviour in response to online advertising.

- Impact of the Age on online Ad engagement

    The analysis shows a clear trend of younger age groups (18–35) are more responsive to online advertising than older groups. Younger individuals, being more digitally native, are familiar with online ads and find them more trustworthy. This demographic often makes impulse or trend-driven purchases influenced by social media or influencer content. In contrast, older consumers are more cautious and sceptical, needing more credibility and assurance to engage.

- Content Preferences

    Survey and data analysis show that visually engaging and discount-oriented ads perform best. This confirms the importance of visual appeal and value proposition. Customers are likely to ignore ads that appear too text-heavy, complex, or irrelevant. Ads that focus on emotional appeal or perceived savings drive better results.

- Platform Preference

    Respondents showed different platform preferences of various groups. Each platform caters to a different user mindset of social media for discovery and entertainment Search engines for the intention-driven behaviour (looking for something specific) and Email which is more formal, trusted communication for information and deals

    Businesses should therefore tailor content format and tone to match the platform and the various groups.

- Trust and skepticism in online advertising.

    Despite the high click rates, not all clicks lead to conversions, especially among older users. This highlights the gap between initial engagement and final

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purchase. Customers are becoming more selective, and digital literacy makes them cautious of scams or clickbait. Ads that lack transparency or over-promise are more likely to be ignored or distrusted.

- Role of personalization

  The recurring theme in the research was that personalized advertising—ads tailored to user interests, past behaviour, and demographics—result in better engagement. Modern customers expect brands to know their preferences. Ads that feel custom-built tend to create stronger interest, whereas irrelevant ads can even hurt brand perception. AI-driven ad targeting and retargeting play a crucial role here.

- From Click to Conversion

  While click rates are relatively high, purchase rates are consistently lower. There is a strong need for companies to optimize the full customer journey, not just the ad. This includes the Fast-loading, mobile-friendly landing pages, Clear Calls to Action, Product guarantees or free returns and visible customer support and FAQs

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5. SUMMARY & CONCLUSION

5.1 Summary of the Study

This study examines attitude and buying behavior towards the online advertisement. There are few important variables are involved in this study which is attitude, in-formativeness as independent variables.

However, this study was confined all internet users that include international student and employee's resident. The data were collected by the administered method. The sample consisted 251 respondents. Therefore, there are total sets of collecting questionnaires were used for the data analysis and SPSS were using to conduct data analysis. The study found that the effectiveness of internet advertising on reach and creation of awareness was determined by the level of knowledge about the existing platforms of advertisements and time spent on these media. On average, a person spent more than many hours on the internet during his free period than that of TV and movies and print medium and therefore the reach of internet medium is much better than that of other media. A higher percentage indicated that they were made aware of existence of various products through internet advertising and therefore it was effective in creating awareness. The study revealed that the ability of the respondents to recall the internet ads was low compared to TV, and therefore even though the reach of internet is much higher than other forms, TV ads are much more reliable than internet advertising Danaher and Mullary. Internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also established that internet advertising has significant relationship with purchase decision of the consumers. From the Pearson's correlations analysis, the study established that there is a positive relationship between consumer behaviour and internet advertising.

5.2 Conclusion

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The study confirms that online advertisements have a strong influence on consumer decisions, especially in the digital age. Consumers are constantly exposed to ads across multiple platforms, making advertising a key driver in shaping awareness and influencing purchases. This suggests that digital natives are more receptive to online promotional content, making them an ideal target segment for online advertising efforts. While many consumers view or click on ads, a lack of trust—especially among older demographics—reduces the likelihood of purchase. Ads that feature clear information, transparency, user reviews, and a trustworthy tone are more likely to result in conversions. The Personalized ads based on browsing history, preferences, or demographic data are more effective than generic campaigns. Consumers are more likely to respond to content that feels relevant and tailored to their interests or past behaviour. A noticeable gap exists between click-through rates and actual purchases, suggesting that the post-click experience (landing page, product info, checkout process) plays a crucial role in final decision-making. Different platforms work better for different age groups. For instance, Instagram and TikTok perform well with younger users, aligning the ad platform with the target audience boosts effectiveness. The Consumer buying behavior towards online advertising is influenced by a complex mix of the personalization, and perceived value. In digital landscape, consumers are more informed and selective, responding best to advertisements that are relevant, transparent. Interactive content and the use of social proof significantly enhance consumer and conversion rates. However, brands must be careful to avoid overwhelming users with excessive ads, which can lead to fatigue and perceptions. Ultimately, businesses that focus on creating customer centric, value driven responsible online advertisements are more likely to influence buying decisions and build relationships with consumers. The continuous commitment to understanding and adapting to consumer preferences is essential for sustaining success in the highly competitive market. The study concludes that internet advertising influenced purchase decision of the customers to a moderate extent as only nearly half of the respondents were influenced purchase decision. However, internet advertising is a key determinant of purchase decision of the customers as they consider it to be an interaction point between them and the company from which they buy their products from. The study also concludes that internet advertising has significant relationship

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with purchase decision of the consumers. The study further concludes that internet advertising contributes most to the consumer behaviour and that internet advertising was a significant factor in predicting the consumer behaviour. In addition, there is a positive relationship between consumer behaviour and internet advertising. This implies that companies should invest more in internet advertising to increase their market share and conduct market research on different markets in various countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

Theoretical Implication

In term of the theoretical implication, the study was reaffirming the previous research studies on the factors of online advertising that influences consumers attitude towards online advertising.

Managerial Implication

In term of managerial implication, since online advertising is expected to continue growth and expand rapidly in the following years and consumers generally is favorable about online advertising, therefore companies are advised to strategically integrate online advertising into their traditional advertising channels. To effectively create consumers awareness, interest, desire as well as purchase intention on company products through online advertising, company first create a favorable consumers attitude towards the online advertising. In other words, company should develop, influence and reinforce the way consumer perceive and view online advertising. From the research finding, factors of an online advertising are significantly related to consumers attitude, thus companies should understand the factors that contributed to their attitude. By understanding the beliefs that central the consumers evaluation on online advertising and the importance of various advertisement criteria or attributes, companies is better able to develop the

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effective and suitable communication strategies and thereby creating and reinforcing a consumer attitude towards online advertising.

Based on the this, it indicated that informative, and attitude of online advertising will result in ways of attitude on online advertising. Therefore, to create a favorable consumer attitude, companies should keep their advertising informative by providing all the necessary information in complete, detail and easy understand manner. Companies should ensure that their information provided through online advertising is update and useful for consumers in decision making.

Besides, companies should create enjoyable online advertising by incorporate the elements of creativity, innovativeness in the advertising message to attract and maintain the attention of consumers. This is important for advertising that mainly targeting the young, as most of them are trend to seek pleasure and hedonic.

By creating an online advertising with the criteria of informative, hedonic and the attractiveness of the advertising will increase, this would influence consumers to hold a more favorable towards the advertising and in turn increase their awareness on the advertised products and the services.

When consumers are aware of the online advertising and the advertising is perceive as valuable for the consumers, consumers will be more likely to have interest on the advertising. Thus, market should embody the informative and elements in their advertisement, for instance provide adequate information through an innovative or attractive ways in order to stimulate consumers interest on the advertised products.

Favorable attitude and interest on advertising may lead consumers to have the desire and intention to find out more about the advertised products. Hence, online advertising should be informative in convincing consumers and creating liking and preferences on the advertised products.

Furthermore, as materialism of an online advertising may induce consumers to demand and purchase goods enhance their image, thus marketer should design their advertising in a materialism way to promote consumer purchase intention on the products.

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Although research shows that credibility is not significant related to consumers attitude towards online advertising, however it does not means that the company can ignore this criteria in their advertisement. The credibility of an online advertisement may not have impact on consumers attitude, but it does have impact on company reputation and image.

One of the ways to increase the credible of online advertising as characteristics of the source affect the advertising message. For instance, company can use communicator, or other figures with a belief, and who are seen as knowledgeable and expert in their online advertising.   Therefore, highly credibility communicator is particularly important in online advertising when the consumers have a position or perception towards product, service, company or issue being promoted.

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6. RECOMMENDATIONS

There are various of the recommendations regarding consumer buying behavior towards the online advertising are

- **Personalized Advertising Content**

  Consumers respond better to ads that are tailored to their interests and demographics and use AI driven personalization and recommendation engines to show the relevant products.

- **Leverage Social Proof**

  It highlights testimonials, reviews, and various content in ads Consumers are more likely to buy if they see that others have had some experiences.

- **Focus on Mobile Optimization**

  The large portion of online shopping occurs via mobile devices. It ensures ads are friendly, fast loading to interact with.

- **Use the Retargeting Strategically**

  Retarget users who have shown previous interest visited product pages, added to cart without being intrusive. It customizes retargeting ads based on users interactions.

- **Create a Seamless Shopping Experience**

  Make the transition from ad click to purchase page smooth and intuitive and minimize the number of steps between viewing an ad and completing a purchase.

- **Measure and analyze Consumer Responses Continuously**

  Use a/b testing and analytics to track which ads work best. Continuously adapt advertising based on real feedback and consumer behavior patterns.

- **Respect Ad Frequency and avoid Fatigue**

  Too many ads can lead to consumer irritation. Use frequency caps to limit how often then same user sees an ad.

Basically, it ensures ads are visually appealing with clear product information, prices, and discounts. It uses the A/B testing to find the best performing headlines, images,

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CTAs (Call to Actions) and customize creatives to match audience preferences, e.g. visuals and language that resonate with the age group. It se simple, fast-loading landing pages that match ad content. They minimize checkout steps —enable guest checkout, auto-fill, and one-click payments. Add exit-intent pop-ups offering last-minute discounts or reminder. It run monthly performance reviews and adjust your ad strategies accordingly. By tailoring ad content to the right audience, building trust, using platform-specific strategies, and optimizing user experience post-click, businesses can maximize the impact of online advertising. The ultimate goal should be not just exposure, but meaningful engagement and lasting customer relationships.

Limitations

The sample size was limited and may not represent the full population. Data was skewed toward younger, digitally active users. Responses were self-reported, possibly introducing bias. Only major platforms were considered, excluding newer or niche channels. The study focused on short-term behaviour, not long-term trends. It did not account for differences in ad types or industries. The psychological factors influencing buying were not deeply explored. There are various limitations in this research that constrain the researcher to obtain the complete and important function. Budget constrain are the major that restricted researchers from conducting the survey to a larger sample size. Due to fact that, the high travelling cost restricted researchers to conduct survey in other areas. This may subject to inefficiency of conducting survey and thus cause the demographic backgrounds of the respondents are similar.

There are limited sources of information or journal database for the topic covered for researchers to refer. Furthermore, limited journals are being published context of consumers attitude toward online advertising. Thus, researchers are faced difficulties to search for useful information to support the study.

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8. ANNEXURES

1. Questionnaire

2. Gender

   ☐ Male

   ☐ Female

   ☐ Other

   ☐ Prefer not to say

3. Age Group

   ☐ Below 18

   ☐ 18–25

   ☐ 26–35

   ☐ 35 and above

4. Monthly Income

   ☐ Below ₹25,000

   ☐ ₹25,000 – ₹50,000

   ☐ ₹50,001 – ₹75,000

   ☐ Above ₹75,000

5. Occupation

   ☐ Student

   ☐ Salaried Employee

   ☐ Self-Employed

   ☐ Other (Please specify): _____

6. Education Level

   ☐ High School

   ☐ Graduate

   ☐ Postgraduate

   ☐ Other (Please specify): _____

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6. How frequently do you come across online advertisements?

   ☐ Frequently

   ☐ Occasionally

   ☐ Rarely

   ☐ Never

7. On which platforms do you mostly see online advertisements? (You can select multiple)

   ☐ Social media (e.g., Instagram, Facebook)

   ☐ Google/Search Engines

   ☐ YouTube/Video Platforms

   ☐ Mobile Apps

8. What type of online ads do you engage with most?

   ☐ Text Ads

   ☐ Banner Ads

   ☐ Video Ads

   ☐ Pop-up Ads

9. How do you usually respond to an online ad?

   ☐ Click and explore more

   ☐ Ignore it

   ☐ Make an immediate purchase

   ☐ Block or skip it

10. What factor most influences your decision to buy a product after seeing an online ad?

   ☐ Discounts/Offers

   ☐ Visual Appeal

   ☐ Product Reviews

   ☐ Brand Familiarity

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11. Do privacy concerns affect your interaction with online ads?

☐ Yes

☐ No

12. Which device do you primarily use to view online ads?

☐ Smartphone

☐ Laptop/Desktop

☐ Tablet

☐ Other: _____

13. Rate your level of trust in online advertisements on a scale of 1 to 4 (1 = Not at all, 4 = Very High):

☐ 1

☐ 2

☐ 3

☐4

14. What is your overall opinion about online advertising?

☐ Very Positive

☐ Positive

☐ Neutral

☐ Negative

15. How much the customer attitudes the online advertising?

☐ Very Positive

☐ Positive

☐ Neutral

☐ Negative

16. Do you come across online advertisements on a daily basis?

☐ Yes

☐ No

2. Table

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Age Group	Click Rate	Purchase Rate	Trust Level
18–25	72%	55%	63%
26–35	65%	48%	58%
36–45	50%	38%	45%
46–60	35%	22%	25%

40

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18% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Filtered from the Report

- Bibliography
- Quoted Text
- Cited Text
- Small Matches (less than 8 words)

Match Groups

100 Not Cited or Quoted 18%
Matches with neither in-text citation nor quotation marks

0 Missing Quotations 0%
Matches that are still very similar to source material

0 Missing Citation 0%
Matches that have quotation marks, but no in-text citation

0 Cited and Quoted 0%
Matches with in-text citation present, but no quotation marks

Top Sources

16% 🌐 Internet sources

7%   📖 Publications

17% 👤 Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.