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The influence of Digital Advertising on Consumer purchase intentions

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Abstract- The rapid expansion of digital technologies has transformed how brands communicate with consumers and how consumers process information, evaluate alternatives, and make purchase decisions. This review paper systematically examines existing empirical and theoretical studies to understand the influence of digital advertising on consumer purchase intentions across diverse digital platforms, including social media, live-streaming, influencer marketing, e-commerce environments, and green marketing channels. Using a structured literature review approach and PRISMA screening, high-quality papers were analyzed to identify key determinants of digital advertising effectiveness. The findings reveal that digital advertising exerts a significant impact on purchase intentions through multiple pathways, including perceived credibility, attractiveness, and expertise of influencers; emotional engagement and immersive experiences; transparency of advertising disclosure; digital social responsibility; electronic word-of-mouth; and brand content strategies. Psychological mechanisms such as perceived value, trust, parasocial relationships, environmental attitudes, and subjective norms also play mediating and moderating roles in shaping consumer decisions. While digital advertising consistently enhances purchase intention, its effects vary across product categories, cultures, and digital contexts. The review highlights both methodological advances such as eye-tracking, sentiment analysis, and meta-analytic approaches.

Keywords- Digital Advertising, purchase intentions, Social Media Advertising, Purchase Intention, E-commerce

I INTRODUCTION

In the contemporary digital era, organizations are increasingly shifting from traditional promotional methods toward technologically enhanced marketing practices. The rapid growth of the internet, smartphones, social media platforms, and data-driven marketing tools has transformed the way consumers interact with brands and make purchasing decisions. Digital advertising encompassing search engine ads, social media ads, display ads, influencer marketing, email campaigns, programmatic advertising, and personalized content has emerged as one of the most powerful and measurable forms of marketing communication. Its ability to reach highly targeted audiences, track real-time performance, and deliver interactive content positions digital advertising as a strategic driver of consumer engagement and purchase behavior.



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Consumers today are exposed to thousands of digital messages daily, prompting marketers to refine their advertising strategies to capture attention, create relevance, and influence buying intentions. Unlike traditional advertising, digital advertising provides personalized, data-backed, and interactive experiences that align closely with consumer preferences, lifestyles, and browsing patterns. As consumers increasingly rely on online reviews, social media recommendations, search information, and brand storytelling, the persuasive impact of digital advertising has significantly intensified. Consequently, understanding how digital advertisements shape consumer perceptions, attitudes, and ultimately purchase intentions has become a crucial area of study for both scholars and practitioners.

Furthermore, technological advancements such as artificial intelligence, machine learning, big data analytics, and marketing automation have enabled marketers to design highly customized advertisements that can predict consumer behavior and deliver tailored content at the right moment. These innovations strengthen the potential of digital advertising to influence the cognitive, affective, and behavioral components of consumer decision-making. For consumers, digital platforms offer convenience, transparency, and immediate access to product information, enhancing their ability to compare options and make informed choices. Thus, digital advertising serves not only as a promotional tool but also as an information source, relationship builder, and value creator. Abdel Fattah Al-Azzam, & Al-Mizeed, K. (2021).

The relevance of studying digital advertising and purchase intentions is further amplified by the growing dominance of e-commerce and m-commerce markets. Dhankhar, D., Gaur, V., Singh, L., & Kumar, P. (2023). With rising digital literacy, increased internet penetration, and widespread use of social media, consumers' purchasing journeys have undergone a profound transformation. Today's consumer is hybrid blending online and offline pathways and is heavily influenced by visual content, peer recommendations, brand credibility, and the emotional appeal generated through digital advertisements. As a result, firms compete not only through product quality but also through the effectiveness of their digital communication strategies. Understanding how digital ads are perceived, what drives consumers to trust them, and how these perceptions translate into purchase intentions is essential for crafting impactful marketing strategies.

Despite the extensive use of digital advertising, its influence on consumer purchase intentions remains complex and multidimensional. Various factors such as ad relevance, creativity, frequency, personalization, credibility, emotional appeal, interactivity, and privacy concerns shape consumer responses differently. While some consumers perceive digital ads as informative and engaging, others view them as intrusive or overwhelming. Therefore, exploring these diverse consumer reactions is important for determining the true effectiveness of digital advertising campaigns. Afrina, Y; Sadia, T; Kaniz, F (2015),



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In this context, the present study aims to examine the influence of digital advertising on consumer purchase intentions by analyzing how different components of online advertisements affect consumer attitude formation, trust, engagement, and decision-making. The study seeks to bridge gaps in existing literature by offering comprehensive insights into the behavioral mechanisms that connect digital advertising exposure with the likelihood of purchase. The findings will contribute to theoretical understanding in the fields of marketing communication and consumer behavior, while also providing practical implications for businesses striving to optimize their digital marketing strategies in an increasingly competitive environment. Kim, O. & Park, I. (2012).

Table 1 Types of Buying Behavior Influenced by Digital Advertising

Type of Buying Behavior	Characteristics	Effect of Digital Advertising
Complex Buying Behavior	Consumers are highly involved; purchases are expensive, risky, or infrequent (e.g., electronics, cars).	Digital ads provide detailed product comparisons, reviews, and demonstrations to reduce uncertainty and aid decision-making.
Dissonance-Reducing Buying Behavior	High involvement but few differences between brands (e.g., appliances, insurance).	Retargeted ads, testimonials, and post-purchase messages help reduce buyer's remorse and strengthen trust.
Habitual Buying Behavior	Low involvement, repeated purchases, little brand comparison (e.g., groceries, daily use items).	Frequent reminders, discounts, and social media ads reinforce brand recall and encourage repeat purchases.
Variety-Seeking Buying Behavior	Low involvement but strong brand-switching tendency (e.g., snacks, fashion, mobile apps).	Creative, interactive, and entertaining ads attract attention, encouraging consumers to try new brands.

Concept of Digital Advertising:

Digital advertising is a form of modern promotional tool that uses the Internet and World Wide Web for the main purpose of delivering marketing messages to customers (Kim & Park, 2012). According to Miller (2012) online advertising has various types with video, animation and audio messages to the consumers. Today consumers use digital tools and networks more than before (Parul, D 2016). There are several forms of digital advertising, such as banner ads, social network ads, ad networks, and email marketing (including spam). Interactive advertising can be seen in brand video directories that are hosted online. In addition to commercials shown on television, viewers of these directories can also see ads for other brands (Kotler & Keller, 2009) Users can research products and services, network with other users and businesses interested in similar offerings, and even make purchases. The promotional message will have a greater impact during



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an online session since it is a consumer-selected environment. As an added bonus, virtual reality interfaces made possible by online advertising can transport users to an immersive environment, letting them try out things virtually before they buy them. Users have the option to share product reviews with both the company and other users. The marketer benefits from positive comments since it becomes a good advertisement. By resolving the customer's issue and demonstrating the company's dedication to meeting customer expectations, a marketer can even take advantage of negative feedback. Through online communities and other forms of conversation, users can also contribute "collective content" to the medium.

Types of Digital Advertising:

Different digital advertising formats are appearing quickly in today's digital landscape, each aiming to reach consumers in their own unique way. Although digital advertising has many different types, the most basic and common five of them according to (Miller, 2012) are as follows:

Banner Advertising: Banner advertising entails embedding an advertisement into a web page. The aim of the banners is to attract traffic to a online page by linking to the website of the advertiser. There are different kinds of banner applications and their occurrence can be different from animated and interactive. Banners differ in that the results for advertisement campaigns may be monitored real-time and maybe targeted to the viewer's interests. Banner advertising offers several advantages. They are less expensive than traditional forms of advertising. When a consumer clicks on the advertising, the consumer's web browser goes directly to the advertiser's web pages where a variety of products and services may be presented. Kotler & Keller, 2009).

E-Mail Marketing: E-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter and depending on the chosen format, the retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention (Babin, B; Vaca, S; Harma, S (2015)). Developing sustained attention or "engagement" with an e-mail message, personalization, interactive features, and hyperlinks to web pages seem to be the most effective tactics. If an e-mail marketer opts to use a catalog approach that is, to provide only a brief description of each product then the verbal content, and particularly the body copy, appears to take a back seat. The structure and tone of promotional emails are also affected by personalization.

Mobile Advertising: Marketers and advertisers now have access to new delivery channels thanks to the proliferation of mobile devices, improvements in mobile technology, and steep growth in mobile usage. Consumers' embrace of digital mobile telecommunications has outpaced the Internet's adoption rate in the majority of nations. Multimedia messaging systems (MMS), gaming, music, and digital photography are just a few examples of the new mobile apps and services that marketing and other companies are taking advantage of. It is now more important than ever to reach out to prospective clients through Short Messaging Service (SMS) due to the



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proliferation of mobile devices. SMS messages were the dominant format of mobile marketing communication. (Ayo, C; Shegun, C and Shola, M (2011).

Concept of Consumer Behaviour: The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Everyone from academics to business owners and marketers is interested in consumer behavior research because it provides light on the factors that consumers consider while making purchases. Considerations such as socioeconomic level, cultural norms, personal philosophy, age, and level of education are only a few of the many elements that influence purchasing decisions (Kotler, 2004). In order to increase firm performance and sales, approaches and products are developed using consumer behavior findings. The subject of consumer buying behavior centers on the decision-making process by which individuals allocate their precious resources, such as time, money, and effort, towards consumption-related things. The things they acquire, the way they buy them, the reasons behind their purchases, the places they buy them from, the frequency with which they buy and use them, the appraisal they do afterward, the impact of that evaluation in the future, and finally, how they dispose of it are all involved. Kotler and Keller (2006

II RESEARCH METHODOLOGY

A review paper requires a rigorous, transparent, and replicable methodology to ensure that the analysis is comprehensive, unbiased, and academically credible. The following research methodology outlines the systematic procedures adopted for identifying, selecting, evaluating, and synthesizing existing literature related to "The Influence of Digital Advertising on Consumer Purchase Intentions."

1. Research Design

This study adopts a systematic literature review (SLR) approach supported by elements of a narrative review to ensure both methodological rigor and conceptual depth. The review synthesizes existing empirical, conceptual, and theoretical studies published in reputable academic journals, conference proceedings, and digital archives. The review aims to:

- Identify key themes and patterns
- Examine the relationship between digital advertising and consumer purchase intentions
- Highlight theoretical foundations and methodological approaches used in prior research
- Identify research gaps and future opportunities

The current study employed the PRISMA guidelines, used in conjunction with Cochrane, which was first published in 2009. PRISMA aims to provide a whole, transparent, and exhaustive systematic review for decision-making. All elements of reporting from abstract to introduction, methods, results, and discussion are discussed in PRISMA 2020. The eligibility criteria and information sources Web of Science, search strategy, selection process, data collection, data items, study risks, effect measures, reporting bias statements, and certainty



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assessment, are all included in the methods section of PRISMA The largest compendiums of published articles are Web of Science databases (Mohamed et al., 2021).

- 1. Reviews were studied, identified, and reported.
- 2. Subsequently, new research was identified through database searches. This was accomplished by searches in the Web of Science database.
- 3. Discovered new research via alternative means, including websites and search engines such as Google Scholar.

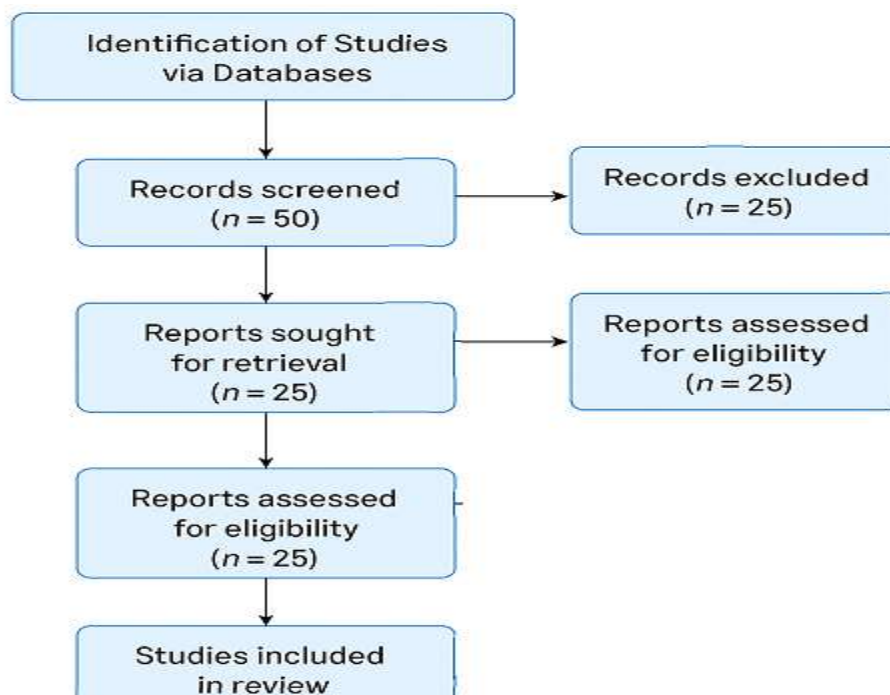


Figure 1 PRISMA flow diagram

The PRISMA flow diagram used in this review illustrates the systematic process followed in identifying, screening, and selecting studies for inclusion. Initially, a total of 50 research papers were identified from various academic databases using predefined keywords related to digital advertising and consumer purchase intentions. These papers were then screened through a review of titles, abstracts, and keywords, after which 25 studies were excluded because they were duplicates, unrelated to the topic, lacked methodological rigor, or did not meet the predefined inclusion criteria. The remaining 25 articles were subjected to a full-text assessment to evaluate their relevance, quality, and alignment with the objectives of the study. All 25 papers met the eligibility requirements, and therefore none were removed at this stage. As a result, a final set of 25 high-quality and relevant research papers were included in the systematic review. This



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PRISMA process ensures transparency, scientific rigor, and reliability in the selection of literature used for the analysis.

2. Data Sources and Search Strategy- To ensure comprehensive coverage, a wide range of electronic databases and indexing platforms were systematically searched. These include:

- **Scopus**
- **Web of Science**
- **Google Scholar**
- **ScienceDirect**
- **Emerald Insight**
- **IEEE Xplore**
- **Taylor & Francis Online**

Search Keywords and Boolean Strings-The following combinations of keywords were used to retrieve relevant studies:

- “Digital Advertising” OR “Online Advertising”
- “Consumer Purchase Intention” OR “Buying Behavior”
- “Social Media Advertising” AND “Consumer Behavior”
- “Digital Marketing Influence” AND “Purchase Decision”
- “Advertising Effectiveness” AND “Consumer Attitudes”

3. Inclusion and Exclusion Criteria-To maintain quality and relevance, the following criteria were applied:

Inclusion Criteria

- Peer-reviewed journal articles
- Conference papers with recognized proceedings
- Papers focusing on digital advertising and consumer behavior
- Empirical, conceptual, and theoretical studies
- Studies written in English

Exclusion Criteria

- Non-peer-reviewed sources (blogs, magazines, newspapers)
- Studies unrelated to purchase intentions
- Articles lacking clear methodology or findings
- Duplicate studies
- Non-English publications

III LITERATURE REVIEW

Ao (2023) investigated how different attributes of digital influencers such as attitude homophily, physical and social attractiveness, trustworthiness, expertise, and parasocial relationships shape consumer purchase intentions in Portugal, identifying key influencers across sectors and proving



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that these attributes significantly enhance credibility and buying decisions. Ahn (2024) integrated big data sentiment analysis, eye-tracking, and survey methods to examine how visual attention and emotional clusters within advertisements influence satisfaction and purchase intentions in the Korean skincare market, showing that product- and promo-related content strongly drives visual engagement and intention to buy. Cao (2025) examined the role of digital social responsibility (DSR) during COVID-19, using structural equation modelling on Thai consumers to show that DSR significantly increases brand preference and purchase intention, especially for low-involvement products. Chen (2023) analysed how advertising disclosure affects influencer credibility and, through survey and regression analysis, demonstrated that disclosed ads strengthen credibility, which in turn enhances purchase intention through the mediating effect of brand awareness. Chen (2024), grounded in the Theory of Planned Behaviour, explored online communication strategies influencing green cosmetic purchases and found that e-WOM and branded content are major drivers of purchase intention, while influencer marketing effects were weaker. García-Roldán (2025), using the S-O-R model and SEM, studied eco-friendly e-commerce and showed that social interaction and sales promotions enhance perceived value and flow experience, which then boost purchase intention, highlighting complex psychological mechanisms in sustainable shopping environments. Pereira (2023) used consumer attitude theory and fuzzy comprehensive evaluation to analyse how influencer credibility, professionalism, and live-stream quality significantly increase purchase intentions in healthy-eating product categories, recommending improved disclosure and expertise. Puriwat (2021) investigated live-streaming e-commerce and found that customer experience builds influencer trust and attachment, which strongly predict purchase intention, especially for top streamers on platforms like Taobao and Douyin. Riswanto (2024) conducted an experimental ANOVA to test how online review ratings, group similarity, and self-construal influence purchase intention, discovering that perceived diagnosticity and belongingness mediate these effects, with interdependent consumers being more sensitive to similarity cues. Sesar (2022) used SEM to show that environmental attitudes, shaped by subjective norms and digital social influence from social media content and online groups, strongly predict organic product purchase behavior. Finally, Teixeira (2023) conducted a meta-analysis of 62 studies and 176 effect sizes to evaluate which influencer characteristics most affect engagement and purchase intention, concluding that entertainment value drives engagement most, while credibility is the strongest predictor of purchase intention.

Table 2 Literature Review Table

Author (Year)	Purpose of Study	Methodology / Sample	Key Variables / Focus	Major Findings
Ao (2023)	To examine influencer	Online questionnaire;	Attitude homophily,	Influencer attributes significantly increase



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	attributes and perceived characteristics affecting purchase intention; identify key influencers across sectors	243 Portuguese consumers	attractiveness, trustworthiness, expertise, parasocial relationship	purchase intention; credibility and parasocial relationships strongly enhance consumer buying decisions
Ahn (2024)	To integrate big data analysis, eye-tracking, and surveys to understand digital ad effectiveness in skincare market	Big data sentiment analysis; eye-tracking; survey of consumers	Product, Model, Promo, Effect clusters; visual attention; purchase intention	Product and model content gain highest visual attention; promotional content strongly predicts purchase intention; integrating sentiment + eye-tracking improves marketing insights
Cao (2025)	To examine the effect of Digital Social Responsibility (DSR) on brand preference and purchase intention during COVID-19	Online survey; 194 Thai consumers; SEM	DSR, brand preference, purchase intention, product involvement	DSR significantly increases brand preference and purchase intention; effects stronger for low-involvement products
Chen (2023)	To test how advertising disclosure influences influencer credibility and purchase intention	Survey of 364 university students; regression using PROCESS	Advertising disclosure, credibility, influencer type, brand awareness	Disclosed ads increase credibility; influencer type does not moderate effect; credibility → brand awareness → purchase intention



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Chen (2024)	To examine online communication factors affecting green cosmetic purchase intention	Online survey, N = 151; PLS-SEM	e-WOM, influencer marketing, brand content, attitude, subjective norms	e-WOM and brand content significantly increase purchase intention; influencer marketing has weaker impact
García-Roldán (2025)	To analyze how digital experience factors drive purchase intention in eco-friendly e-commerce	Survey of 438 online shoppers; SPSS + SEM	Social interaction, entertainment, sales promotion, perceived value, flow experience	Social interaction + promotions → higher flow & perceived value → higher purchase intention; entertainment negatively affects perceived value
Pereira (2023)	To assess influencer marketing impacts on purchase intention in light/healthy food sector	Survey of 654 consumers; fuzzy evaluation method	Influencer credibility, professionalism, live-stream satisfaction	Credibility + professionalism significantly increase purchase intention; transparency and expertise recommended
Puriwat (2021)	To explore how live-stream influencers drive purchase intention	Survey of 449 users; SEM	Customer experience, trust, attachment, purchase intention	Trust and attachment mediate impact of experience; attachment strongest predictor; Taobao streamers generate stronger purchase intention
Riswanto (2024)	To analyze effects of online reviews, group similarity, and self-construal	276 MTurk participants; 2×2×2 ANOVA; PROCESS Model 12	Review ratings, group similarity, self-construal, diagnosticity, belongingness	Interdependent consumers react strongly to similarity + high ratings; independent consumers rely mainly on ratings; diagnosticity &



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	on purchase intention			belongingness mediate effects
Sesar (2022)	To investigate digital social influence on organic product purchase behavior	Survey of 371 consumers; SPSS + PLS-SEM	Social media content, online group support, subjective norms, environmental attitude	Environmental attitudes are strongest predictor; subjective norms mediate influence of social media content/group support
Teixeira (2023)	To conduct a meta-analysis on influencer characteristics impacting engagement & purchase intention	Meta-analysis of 62 studies (176 effect sizes; N=22,554)	Credibility, trustworthiness, attractiveness, homophily, entertainment value	Entertainment value most influences engagement; credibility is strongest predictor of purchase intention

Implications of the Study

The findings from the reviewed literature provide several important implications for marketers, businesses, digital platforms, and researchers working within the domains of digital advertising, influencer marketing, and consumer behavior. First, the studies strongly demonstrate that influencer attributes such as credibility, expertise, homophily, attractiveness, and parasocial relationships significantly shape consumers' purchase intentions. This highlights the need for brands to select influencers not merely based on popularity but based on perceived authenticity, relevance, and alignment with target audiences. Marketers should therefore prioritize influencers who exhibit strong trust-building characteristics, as these qualities consistently translate into higher consumer engagement and stronger purchase intention.

Limitations of the Study

Although this study offers comprehensive insights into the influence of digital advertising, influencer characteristics, online communication strategies, and digital consumer psychology on purchase intentions, several limitations must be acknowledged.

First, the review relies primarily on published peer-reviewed articles, which may introduce publication bias, as studies with non-significant or contradictory results are often underreported. Second, most of the reviewed studies used non-probability sampling methods such as convenience sampling, limiting the generalizability of the findings to broader populations. Third, the contexts of the studies vary widely spanning cosmetics, eco-friendly e-commerce, fashion, live-streaming,



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and organic products creating heterogeneity that may affect the comparability of results. Fourth, many studies rely on self-reported data, which may be influenced by social desirability bias, recall errors, or participants' subjective perceptions. Fifth, cultural and regional differences (Portugal, Korea, Thailand, China, Croatia, emerging markets) may influence how consumers respond to influencers and digital advertising, making the findings less applicable to a universal audience. Finally, rapid technological changes in digital platforms, algorithms, influencer roles, and consumer behavior mean that conclusions drawn from existing studies may quickly become outdated, limiting long-term applicability.

IV CONCLUSION

The study on the effect of digital advertising on consumers' buying behavior highlights that digital platforms have significantly reshaped the way consumers perceive, evaluate, and purchase products. Digital advertising not only enhances brand awareness but also directly influences consumer decision-making through targeted, personalized, and interactive content. The findings indicate that factors such as social media engagement, online reviews, search engine visibility, and mobile advertisements play a crucial role in shaping consumer trust, purchase intention, and brand loyalty. Moreover, the impact of digital advertising is stronger among younger and tech-savvy consumers who actively interact with online platforms, though it is gradually extending to all age groups. However, challenges such as ad fatigue, privacy concerns, and misleading promotions can reduce consumer confidence. Therefore, businesses must adopt ethical, consumer-centric, and innovative digital marketing strategies to build long-term relationships with customers. Digital advertising has become a powerful tool in influencing consumer buying behavior. When executed strategically, it not only drives sales but also fosters sustainable consumer engagement and loyalty in a highly competitive marketplace.

Future Scope of Research

Based on the identified gaps and limitations, several avenues for future research emerge. First, future studies should employ probability-based and larger, more diverse samples to improve generalizability across cultures and demographic segments. Researchers can also explore longitudinal designs to understand how purchase intentions evolve over time in response to continuous exposure to digital advertising or influencer interactions. Second, there is a growing need to investigate AI-driven digital marketing, including personalized ads, recommendation systems, virtual influencers, and algorithmic targeting, and how these innovations shape trust, engagement, and purchase intention. Third, future research can integrate advanced behavioral measurement tools such as neuromarketing, biometrics, sentiment analysis, big data prediction models, and machine learning to provide deeper insights beyond self-reported responses. Fourth, more studies are needed to examine cross-cultural comparisons, as influencer impact, sustainability attitudes, and digital behaviors differ across societies and product categories. Fifth,



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future research may explore new constructs, such as digital fatigue, ad intrusiveness, perceived privacy risks, ethical concerns, and misinformation, which are increasingly relevant in digital advertising environments. Finally, researchers should also investigate sector-specific dynamics, such as green products, healthcare, high involvement vs. low involvement products, and live-streaming commerce, to develop more tailored digital marketing frameworks.

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