Role of Digital Advertising on Consumer Purchase Intention: An Empirical Study of Retail Outlets in India

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Abstract
Digital advertising has become an integral part of modern marketing strategies, as more and more consumers are relying on digital channels to make purchase decisions. This study aims to explore the impact of digital advertising on consumer purchase intention, with a focus on the key factors that influence consumer behaviour. Through a review of existing literature, this study identifies several key factors that can affect consumer purchase intention, including message quality, source credibility, personalization, and social influence. The findings suggest that digital advertising can have a significant impact on consumer purchase intention, particularly when it is tailored to the needs and preferences of the target audience. The study concludes by discussing the implications of these findings for digital marketing practitioners and offering suggestions for future research. Overall, this study provides valuable insights into the role of digital advertising in shaping consumer behaviour and highlights the importance of developing effective digital marketing strategies.

Keywords - Digital advertising, Consumer behaviour (CB), Purchase intention (PI), Source credibility, social influence

Introduction
The emergence of new media platforms and technology in the current digital era has substantially changed the function of advertising. Digital advertising has grown to be a potent tool for companies to connect with their target market and sway consumer behaviour. Customers are continually exposed to a variety of digital advertising messages because of the growing usage of digital channels for buying, thus it's critical for businesses to create effective digital advertising strategies.

Using digital platforms including the internet, mobile devices, social media, search engines, and other online platforms, digital advertising refers to the practise of
promoting goods or services. It covers a broad range of advertising forms, including native ads, search ads, social media ads, video ads, and display ads.

Digital advertising campaigns' success is heavily influenced by consumer behaviour (CB). Customers' attitudes, beliefs, values, perceptions, and experiences, as well as other factors, all have an impact on their decision to buy. As a result, it's critical for organisations to comprehend how digital advertising may affect CB and PI.

Several studies have investigated the role of digital advertising on CB and PI. The findings suggest that digital advertising can have a significant impact on CB, particularly when it is relevant, engaging, and personalized. The use of targeted advertising techniques, such as retargeting, can increase the effectiveness of digital advertising campaigns by reaching consumers who have already shown interest in a particular product or service.

But, several additional elements, such as message quality, source reliability, and social influence, can have an impact on how effective digital advertising is. The efficiency of an advertisement's ability to influence People can be strongly impacted by the message's quality, including its textual and visual components. The efficacy of digital advertising can also be influenced by the authority of the source, such as the brand or influencer endorsing the product.

Moreover, personalization and social influence are also important factors in determining the impact of digital advertising on CB. Personalized advertising messages that are tailored to the needs and preferences of the target audience are more likely to be effective in influencing PI. Furthermore, social influence, including peer recommendations and social media influencers, can also play a significant role in shaping CB.

Overall, understanding the role of digital advertising on CB and PI is critical for businesses looking to develop effective digital marketing strategies. By leveraging the insights provided by existing research, businesses can develop targeted and personalized digital advertising campaigns that are more likely to resonate with their target audience and drive conversions.

**Literature Review**

Digital advertising has become an increasingly important marketing tool in today's digital age, as more and more consumers are using the internet and social media to research and purchase products and services. With the proliferation of digital advertising, it is important for businesses to understand the impact of digital advertising on CB and PI. One key factor that influences the effectiveness of digital advertising is the quality of the advertising message. Research has shown that advertising messages that are more creative, entertaining, and informative are more likely to capture the attention of consumers and influence their PI.

The quality of the advertising message plays a critical role in the effectiveness of digital advertising. According to a study by Joo, Sang, and Kim (2013), message quality significantly influences consumers' PI. The study found that consumers were...
more likely to purchase products when the advertising message was clear, concise, and easy to understand. Similarly, a study by Kozinets et al. (2010) found that the visual appeal and quality of the advertising message significantly impacted consumers' attitudes and behaviour towards the advertised product.

The effectiveness of digital advertising can also be strongly impacted by the authority of the source endorsing the good or service. According to a 2011 study by Chu and Kim, customers' perceived trustworthiness (PI) was greatly influenced by internet reviews. According to the study, when consumers believed product reviews to be reliable and trustworthy, they were more likely to buy the products. In a similar vein, Chen, and Li (2010) discovered that consumers' perceptions of the legitimacy of internet advertising messages had a significant impact on their attitudes and PI. Advertising communications, on the other hand, are less likely to be effective if they are thought to be prejudiced or lacking in trustworthiness.

Personalization is another important factor that can significantly impact the effectiveness of digital advertising. According to a study by Li, Liang, and Wang (2013), personalized advertising messages were more effective in influencing consumers' attitudes and behavior towards the advertised product. The study found that consumers were more likely to purchase products when the advertising message was tailored to their individual needs and preferences. Similarly, a study by Lee and Kim (2016) found that personalized advertising messages significantly increased consumers' engagement with the advertised product. For example, personalized advertising messages may be more effective for products that are high in uniqueness or have strong emotional appeal, while informational messages may be more effective for products that are more utilitarian in nature.

In addition to social media, the role of digital advertising in shaping CB has also been examined in the context of mobile devices. Mobile advertising has become an increasingly popular channel for businesses to reach and engage with consumers, as more and more consumers use mobile devices to access the internet and social media. Research has shown that mobile advertising can be effective in increasing brand awareness, driving PI, and generating positive word-of-mouth (Cho et al., 2016). However, mobile advertising also poses challenges, such as small screen size and limited attention span, which businesses need to address in order to create effective mobile advertising campaigns.

The role of digital advertising in shaping CB has also been examined in the context of social media. Social media platforms, such as Facebook, Twitter, and Instagram, have become popular channels for businesses to reach and engage with consumers through digital advertising. Research has shown that social media advertising can be effective in increasing brand awareness, generating buzz, and driving PI (Alalwan et al., 2017). However, social media advertising also poses challenges, such as ad avoidance and ad scepticism, which businesses need to
address to create effective social media advertising campaigns.

Social influence, including peer recommendations and social media influencers, can also significantly impact the effectiveness of digital advertising. According to a study by Hsu and Yeh (2018), social influence significantly influenced consumers' attitudes and behaviour towards the advertised product. The study found that consumers were more likely to purchase products when they received peer recommendations or were influenced by social media influencers. Similarly, a study by Chatterjee and Lefebvre (2010) found that social media advertising significantly impacted consumers' attitudes and behaviour towards the advertised product.

Liao et al. (2014) looked at how consumer knowledge affects the way online customer reviews are processed as electronic word-of-mouth (eWOM). The findings demonstrated that while low knowledge consumers are more likely to interpret communications heuristically, high knowledge consumers are more inclined to do so.

An empirical study was carried out in Korea by Park and Kim (2017) to investigate the impact of social media marketing on consumers' intention to make a purchase. According to the findings, perceived social media marketing efficacy, perceived trust, and perceived value are important variables that affect this association between social media marketing and customer buy intentions.

Hassan et al. (2017) investigated the influence of social norms and perceived behavioural control on attitudes towards mobile text advertising. The results showed that social norms and perceived behavioural control significantly impact attitudes towards mobile text advertising, and that these attitudes in turn affect consumers' purchase intention.

Choi and Lim (2016) examined the impact of website quality on consumer satisfaction and PI in online shopping, and investigated the moderating role of brand familiarity. The findings indicated that website quality has a significant impact on consumer satisfaction and PI and that brand familiarity moderates this relationship.

Overall, these studies show how crucial it is for different elements to shape CB and PI in the world of digital advertising, including social impact, message processing, social media marketing, and website quality. Overall, the research points to digital advertising as a useful strategy for companies looking to affect CB and PI. The success of digital advertising is greatly influenced by the calibre of the advertising message, the reliability of the source, personalisation, and social influence. To fulfil their wants and tastes, firms should personalise their digital advertising efforts based on their understanding of their target demographic. Also, more study is required to examine the nuanced link between digital advertising and CB in light of the development of new technologies and platforms.
According to the literature analysis, advertisements that are more interesting, pertinent, and tailored to the requirements and tastes of customers, as well as those that originate from reliable sources, have a higher chance of grabbing their attention and influencing PI. Social influence, including social contacts and suggestions, has a big impact on how CB is shaped in the context of digital advertising. Also, depending on the kind of good or service being sold, digital advertising efficacy differs.

Objectives of the study:
1. To find the role of digital advertising on consumer purchase intention

Research Methodology:
This study is empirical in nature. In this study 230 respondents were contacted to give their viewpoints on the role of digital advertising on consumer purchase intention. The data analysis was done with the help of the frequency distribution and pie charts were used to present the data.

Data Analysis and Interpretation:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Agree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>175</td>
<td>35</td>
<td>20</td>
<td>230</td>
</tr>
<tr>
<td>% age</td>
<td>77.8</td>
<td>15.2</td>
<td>7.0</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1 presents that with the statement visual appeal and quality of the advertising message significantly impacted consumer’s PI, it is found that 77.8% of the respondents agree with this statement.

![Figure 1](image-url)
Table 2 Product reviews to be reliable and trustworthy, they were more likely to buy the products

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Agree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>185</td>
<td>30</td>
<td>15</td>
<td>230</td>
</tr>
<tr>
<td>% age</td>
<td>80.4</td>
<td>13.0</td>
<td>6.5</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 2 presents that with the statement *product reviews to be reliable and trustworthy, they were more likely to buy the products*, it is found that 80.4% of the respondents agree with this statement.

![Figure 2 Product reviews to be reliable and trustworthy, they were more likely to buy the products](image)

Table 3 Tailored advertising message to the individual needs, increases product PI

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Agree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>191</td>
<td>20</td>
<td>4</td>
<td>230</td>
</tr>
<tr>
<td>% age</td>
<td>88.8</td>
<td>9.3</td>
<td>1.9</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 3 presents that with the statement *tailored advertising message to the individual needs, increases product PI*, it is found that 88.8% of the respondents agree with this statement.
Figure 3 Tailored advertising message to the individual needs, increases product PI

Table 4 Mobile advertising can be effective in increasing brand awareness, driving PI

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Agree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>183</td>
<td>37</td>
<td>6</td>
<td>230</td>
</tr>
<tr>
<td>% age</td>
<td>81.0</td>
<td>16.4</td>
<td>2.7</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 4 presents that with the statement mobile advertising can be effective in increasing brand awareness, driving PI, it is found that 81.0% of the respondents agree with this statement.

Figure 4 Mobile advertising can be effective in increasing brand awareness, driving PI

Table 5 Website quality has a significant impact on consumer satisfaction and PI

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Agree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>176</td>
<td>41</td>
<td>13</td>
<td>230</td>
</tr>
</tbody>
</table>
Table 5 presents that with the statement **website quality has a significant impact on consumer satisfaction and PI**, it is found that 76.5% of the respondents agree with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed which means that digital advertising plays a positive role on the consumer purchase intention.

![Figure 5 Website quality has a significant impact on consumer satisfaction and PI](image)

**Conclusion**

In conclusion, the role of digital advertising on consumer purchase intention has become increasingly important in today's digital age. Digital advertising can be an effective tool for businesses to influence CB and PI, but the success of digital advertising depends on various factors such as the quality of the advertising message, source credibility, social influence, and product type. Businesses must understand these factors to create effective digital advertising campaigns. Given the rapid pace of technological change and the emergence of new platforms, it is important for businesses to stay up to date with the latest trends and best practices in digital advertising to remain competitive. Further research is needed to better understand the complex relationship between digital advertising and CB, and to develop more effective digital advertising strategies that can improve business performance and enhance consumer satisfaction.

**References**


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