



EVALUATING THE IMPACT OF DIGITAL ADVERTISING ON CONTEMPORARY CONSUMER BUYING BEHAVIOR

¹Mr. S. SREENIVASULU, ²GOWRI PRAVEEN KUMAR PANNANGI

¹Assistant Professor, ²MBA Student

Department of MBA

SVR Engineering College, NANDYAL

ABSTRACT

Digital advertising has become a vital component of modern marketing strategies due to the rapid growth of internet usage, social media platforms, and mobile technologies. Businesses increasingly rely on digital advertising channels such as social media marketing, search engine advertising, display ads, and influencer marketing to reach and engage target audiences more effectively. The primary objective of digital advertising is to influence consumer perceptions, enhance brand awareness, and ultimately shape purchasing decisions in a highly competitive digital marketplace.

This study examines the effectiveness of digital advertising on modern consumer buying behaviour by analyzing how online advertisements influence consumer attitudes, preferences, and purchase intentions. Digital advertising offers advantages such as personalized targeting, real-time interaction, measurable performance metrics, and wider audience reach compared to traditional advertising methods. These features enable marketers to deliver relevant and engaging content that can significantly affect consumer decision-making processes.

The research highlights that factors such as advertisement creativity, message relevance, trustworthiness of the platform, and frequency of exposure play an important role in shaping consumer responses to digital advertisements. Furthermore, the integration of data analytics and artificial intelligence has improved the ability of businesses to understand consumer behaviour patterns and optimize advertising strategies accordingly.

The findings indicate that digital advertising significantly impacts consumer awareness, brand perception, and purchase behaviour, particularly among younger and technology-savvy consumers. As digital platforms continue to evolve, businesses must adopt innovative advertising approaches to maintain customer engagement and build long-term brand loyalty. The study concludes that digital advertising is a powerful tool for influencing modern consumer buying behaviour and remains essential for organizations seeking sustainable growth in the digital era.

Keywords

Digital Advertising, Consumer Buying Behaviour, Online Marketing, Customer Engagement, Brand Perception, Purchase Intention, Telecommunications Industry, Brand Loyalty, Bharti Airtel Limited

Received: 20-01-2026

Accepted: 25-02-2026

Published: 05-03-2026

I. INTRODUCTION

Consumer behavior refers to the psychological, social, and emotional processes that individuals undergo while searching for, purchasing, using, evaluating, and disposing of products and services. It studies how consumers make decisions regarding what to buy, when to buy, how to buy, and why to buy.

Consumer behavior integrates concepts from psychology, sociology, anthropology, economics, and marketing. It also evaluates the influence of family, friends, reference groups, social media, and society at large on purchasing decisions. Buyer behavior consists of two major components:

- The observable purchasing action.

- The internal decision-making process involving perceptions, motivations, attitudes, and beliefs.

Advertising plays a crucial role in shaping consumer behavior. In today's digital era, advertising reaches consumers through television, newspapers, magazines, billboards, websites, and social media platforms. It serves as a medium of communication between producers and consumers by providing product information, benefits, and value propositions.

Promotion is not limited to product manufacturing alone. Modern marketing focuses on delivering:

- The right product
- At the right price
- At the right place
- At the right time
- With the right promotion

This integrated strategy ensures customer satisfaction and competitive advantage.

PROMOTIONAL MIX

The Marketing Communication Mix (Promotion Mix) consists of satisfaction with competitors. four major tools:

1. Advertising
2. Sales Promotion
3. Publicity
4. Personal Selling

These tools collectively help in communicating product value to target customers and increasing sales volume.

Features:

1. Establishes cordial and long-term relationships with customers.
2. It is both an art and a science.
3. Provides technical assistance and product knowledge.
4. Influences human behavior through direct communication.

PUBLICITY

Publicity is any non-paid form of communication about a product, service, or organization that appears in media channels. Unlike advertising, publicity is not directly paid for by the sponsor.

Media channels are broadly classified into:

- Direct Media (direct communication with customers)
- Indirect Media (television, cinema, newspapers, online media, etc.)

OBJECTIVES

The study focuses on analyzing customer perception and satisfaction regarding Airtel services. The major objectives are:

- To analyze customer opinions about Airtel tariff rates.
- To evaluate brand loyalty toward Airtel.
- To identify influencing factors affecting customer choice.
- To study Airtel's market share perception.
- To examine sources of customer awareness.
- To measure customer satisfaction with Airtel network services.
- To compare recharge and top-up

SCOPE OF THE STUDY

- To analyze the factors influencing consumer purchase decisions.
- To study the consumer decision-making process from need recognition to post-purchase behavior.
- To examine the impact of psychological factors such as motivation, perception, attitude, and learning on buying behavior.
- To evaluate the influence of personal factors like age, income, occupation, lifestyle, and personality.
- To understand the role of social and cultural factors including family, reference groups, and social class.
- To assess the effectiveness of advertising and promotional strategies in influencing consumer decisions.
- To identify the role of pricing, packaging, branding, and product quality in purchase selection.

- To study consumer satisfaction levels and their effect on repeat purchases and brand loyalty.
- To analyze different types of buying behavior such as complex, habitual, and variety-seeking behavior.
- To examine consumer preferences and expectations toward products and services.
- To suggest measures for enhancing customer satisfaction and increasing market share.

II. RESEARCH METHODOLOGY

Marketing research depends heavily on accurate and reliable data collection.

Sources of Data

1. Internal Sources

Company records such as accounts, reports, and sales data.

2. External Sources

When internal data is insufficient, external data sources are used.

Primary Data

Primary data is collected specifically for the research purpose using structured questionnaires.

The questionnaire is divided into two sections:

- Customer profile information
- Service evaluation and satisfaction measures

Secondary Data

Secondary data is collected from:

- Company websites
- Company reports
- Journals and magazines
- Published articles

METHOD OF RESEARCH

Survey Method

The survey method was adopted to collect primary data. Respondents were interviewed directly to obtain accurate information.

SAMPLING DESIGN

Sampling Method:

Random Sampling Method

Sampling Technique:

Stratified Random Sampling

Sample Size:

100 respondents

Sampling helps in drawing conclusions about a large population by studying a representative group.

RESEARCH INSTRUMENT

Questionnaire

A questionnaire is a structured set of questions designed to collect relevant information aligned with research objectives.

Types of Questions Used:

1. Open-ended Questions
 - Allow respondents to express opinions in their own words.
2. Closed-ended Questions
 - Provide predefined answer options.
 - Easier for statistical analysis.

LIMITATIONS

- The study duration was limited to 45 days.
- Sample size was restricted to 100 respondents.
- Research was confined only to Airtel customers.
- Majority of data was collected through closed-ended questions.
- Some respondents had limited educational background.
- Communication barriers may have influenced responses.
- Results may not represent the entire market population.

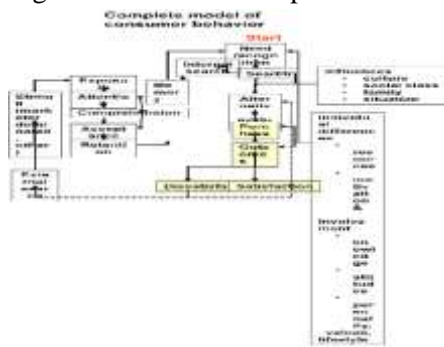
III. REVIEW OF LITERATURE CUSTOMER AWARENESS AND MARKET COMPLEXITY

In today's competitive business environment, customers are increasingly informed and empowered. Organizations continuously provide detailed information about products and services, enabling consumers to compare alternatives and make well-informed decisions. As access to digital platforms and

marketing communication expands, even ordinary consumers now possess significant data to evaluate value, quality, and pricing before making a purchase.

This shift has transformed the marketplace into a highly dynamic and unpredictable environment. Traditional reliance on expert advice has gradually been replaced by consumer self-evaluation and independent judgment. Modern customers assess product worth based on their own research and expectations. Therefore, organizations must continuously analyze customer feedback and preferences to design effective business strategies that ensure long-term competitiveness and customer satisfaction.

Employees play a crucial role in sustaining organizational growth. Institutions must focus on developing skilled personnel and efficient processes simultaneously. When individuals clearly understand their roles and contributions toward organizational success, they experience greater engagement and responsibility. A strong alignment between people and processes promotes entrepreneurial thinking and organizational ownership.



COMPLETE MODEL OF CONSUMER BEHAVIOR

Consumer behavior is influenced by multiple internal and external factors. The process begins when stimuli—either marketer-controlled (advertisements, pricing, promotions) or external (culture, social trends)—create awareness.

Key Stages in Consumer Behavior:

1. **Need Recognition**
2. **Information Search**

- Internal Search (Memory)
 - External Search
3. **Evaluation of Alternatives**
4. **Purchase Decision**
5. **Post-Purchase Outcomes**
 - Satisfaction
 - Dissatisfaction

Influencing Factors:

Individual Differences

- Resources
- Motivation & involvement
- Knowledge
- Attitudes
- Personality
- Values & lifestyle

External Influences

- Culture
- Social class
- Family
- Situational factors

CONSUMER DECISION-MAKING PROCESS

The consumer decision-making process generally follows five structured steps:

1. **Need Recognition**
2. **Information Search**
3. **Evaluation of Alternatives**
4. **Purchase**
5. **Post-Purchase Behavior**

CONSUMER PERCEPTION

Consumer perception refers to the process by which individuals select, organize, and interpret stimuli into meaningful understanding. A stimulus may include advertisements, brand names, packaging, or promotional messages.

Stages of Perception:

1. **Exposure** – When a consumer encounters a stimulus.
2. **Attention** – When the stimulus is consciously processed.
3. **Interpretation** – Assigning meaning to the stimulus.
4. **Memory** – Storing the information for future use.

Marketers use elements such as humor, celebrity endorsements, attractive visuals, and emotional appeals to capture attention and influence interpretation. However, perception is subjective and influenced by individual experiences and expectations.

CONSUMER BUYING BEHAVIOR

Understanding why consumers purchase or avoid products is one of the most complex challenges in marketing. Consumer behavior integrates psychological, social, and economic influences. Although buying patterns differ across individuals, general behavioral guidelines help marketers design effective strategies.

Consumers purchase products to satisfy:

- Basic needs (food, shelter)
- Wants and desires (luxury goods, branded items)
- Social and psychological needs (status, recognition)

Multiple individuals may influence purchase decisions, especially in family settings.

IMPORTANCE OF ADVERTISING

Advertising aims to create awareness, influence attitudes, and motivate purchasing behavior.

Objectives of Advertising:

- Build brand recognition
- Increase market share
- Introduce promotional offers
- Support sales personnel
- Strengthen company image
- Stimulate product usage

PUBLICITY

Publicity refers to unpaid promotional communication about a product or organization. Unlike advertising, publicity is not directly paid for by the sponsor.

Types of Publicity Media:

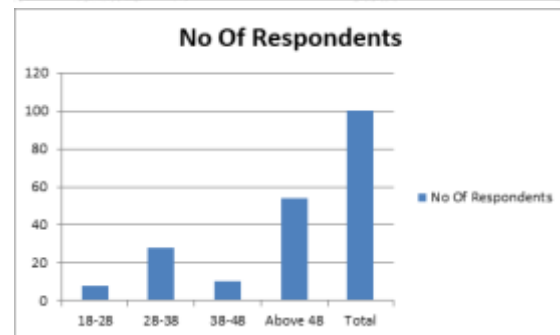
- Newspapers
- Magazines
- Outdoor Advertising
- Hoardings
- Vehicular Advertising

IV. DATA ANALYSIS AND INTERPRETATION

AGE GROUP OF THE RESPONDENTS:

1. The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents
18-28	8
28-38	28
38-48	10
Above 48	54
Total	100



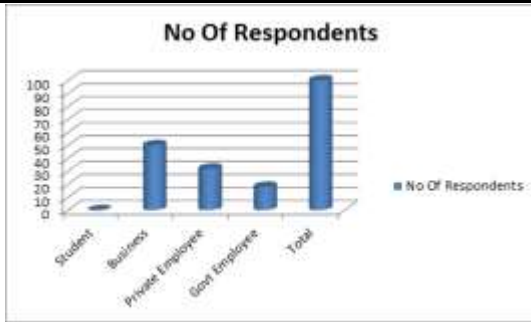
INFERENCE: From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 54% of the respondents belong to the age group of above 48 years.

OCCUPATION OF THE RESPONDENTS:

2. The below table shows the type of

Occupation	No Of Respondents
Student	0
Business	50
Private Employee	32
Govt Employee	18
Total	100

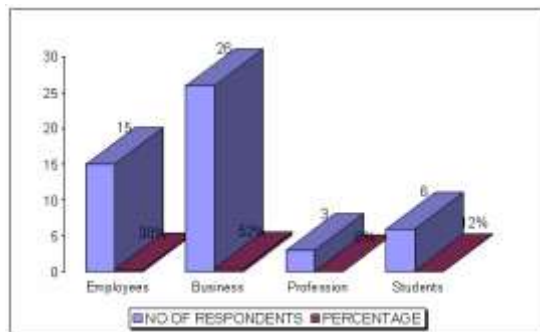
respondents of the respondents surveyed.



INFERENCE: From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee.

3. THE ANALYSIS TYPES OF CONSUMERS OF PURCHASE OF AIRTEL

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
EMPLOYEES	15	30%
BUSINESS PERSONNEL	26	52%
PROFESSION	3	6%
STUDENTS	6	12%
TOTAL	50	100%

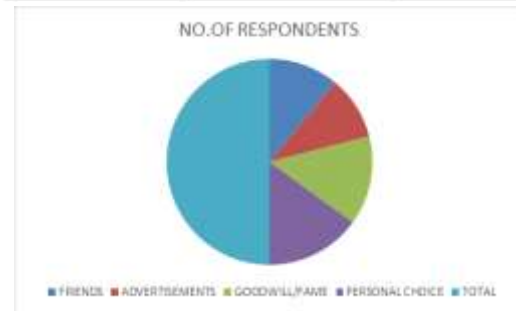


Interpretation:

According to my survey, it can be seen from the above table that indicates Employees 15 (30%), Business Personnel 26 (52%), Profession 3 (6%) and Students 6 (12%), are preferring to purchase AIRTEL.

4. ANALYSIS OF REPRESENTING INFLUENCING FACTORS TO PURCHASE OF AIRTEL

FACTORS	NO.OF RESPONDENTS	PERCENTAGE
FRIENDS	11	22%
ADVERTISEMENTS	10	20%
GOODWILL/FAME	14	28%
PERSONAL CHOICE	15	30%
TOTAL	50	100%



Graph 2

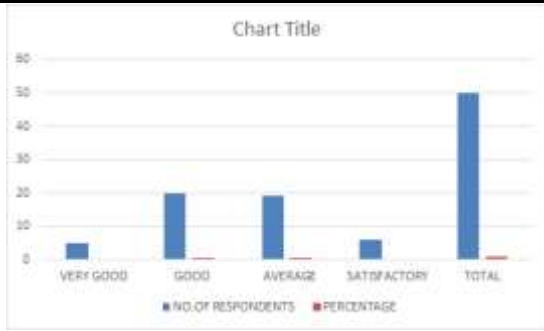
Interpretation

As per my survey, the above table reflects that Friends 11 (22%), Advertisements 10 (20%), Goodwill/Fame 14 (28%), Personal Choice 15 (30%) are the factors influencing to purchase of AIRTEL.

5. THE FOLLOWING TABLE INDICATES THE LEVEL OF SATISFACTION OF CONSUMERS TOWARDS THE PURCHASE OF AIRTEL.

attributes	NO.OF RESPONDENTS	PERCENTAGE
VERY GOOD	5	10%
GOOD	20	40%
AVERAGE	19	38%
SATISFACTORY	6	12%
TOTAL	50	100%

Table 3



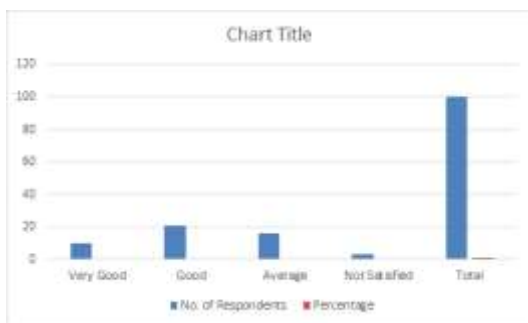
Interpretation

As per my survey above the table customer satisfaction consumer id very good 5 (10%), good 20 (40%), Average 9(38%), Satisfactory 6(12%) are the factors consumers purchasing of AIRTEL.

6. THE FOLLOWING TABLE INDICATES THE LEVEL OF SATISFACTION OF CONSUMERS TOWARDS THE PURCHASE OF AIRTEL.

Attributes	No. of Respondents	Percentage
Very Good	10	20%
Good	21	42%
Average	16	32%
Not Satisfied	3	6%
Total	100	100%

Table :4



Graph: 4

Interpretation

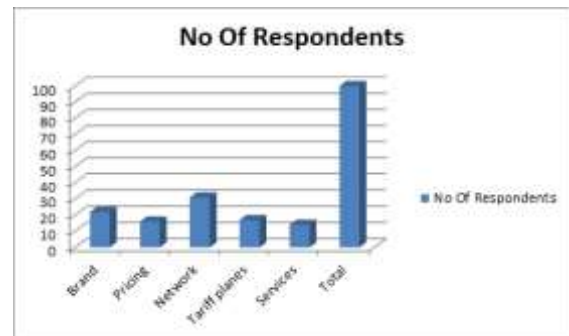
As per my survey above the table customer satisfaction consumer id very good 10 (20%), good 21 (42%), Average 16(32%), Satisfactory 3(6%) are the factors influencing satisfaction of consumers purchasing of AIRTEL.

7. . What Are The Reasons For Buying Airtel?

- A. Brand
- B. Pricing
- C. Network
- D. Tariff planes
- E. Services

Options	No Of Respondents
Brand	22
Pricing	16
Network	31
Tariff planes	17
Services	14
Total	100

factors which influence the buying behavior of Airtel brand.



INTERPRETATION:

From the above table it is clear that 31% of the people preferring Network when they are going to buy Airtel. 22% of the people preferring brand when they are going to buy Airtel. 17% of the people preferring Tariff planes when they are going to buy Airtel. 16% of the people preferring price when they are going to buy Airtel. 14% of the people preferring services when they are going to buy Airtel

SWOT ANALYSIS

STRENGTH

AIRTEL - CONCEPT, A THOUGHT, A NOTION. AIRTEL IS ABOUT SIMPLE

THOUGHTS THAT HAVE THE POWER TO ENHANCE LIFE

The AIRTEL chitchat is rechargeable SIM card easily available across a host of dealer and retail outlets all over your city.

- The AIRTEL is like an ocean full of technology and information full of mobile world.
- It has good research and development will equipped with efficient work force.
- National and international roaming.
- AIRTEL is the leading cellular service provider, with a footprint, in 20 states covering all four metros It has over Ten million satisfied customers.
- An AIRTEL network connects its user to the other network within seconds compared to other networks.
- AIRTEL completes the formalities of the Government by fulfilling the statutory requirements in taking the proof of the customer.

WEAKNESS

- An AIRTEL network is weak in rural places.
- AIRTEL is stricter in govt. statutory proofs that should be made flexible to the customer.
- Poor available of recharge coupons for the customer in the city and some other places.
- Unlike the other operator (BSNL) billing pulse is 60 sec.
- Poor knowledge to the retailers about AIRTEL's packages, schemes and promotional activities

OPPORTUNITIES

- Huge sales can be expected if proper eye catching advertisements, promotional activities are designed for new customers.

- By giving quick and proper services AIRTEL can become the No.1 operator in India in cellular industry.

THREATS

- The product is at the growth stage of the company has to stay ahead of its competitors and persuade the customer to prefer the product.
- Company personnel should be taken but it should be customer friendly, otherwise the company may lose the sales.
- The company should give priority to the rural customers, so as get good business otherwise, other
- Operator may capture the market.

V. FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS

Based on the analysis of the study on the impact of advertising on customer buying behavior in Airtel, the following key findings were observed:

1. The current advertising strategies are not sufficiently effective in reaching all segments of the target audience.
2. Some advertisements lack clarity and are difficult for consumers to interpret.
3. Promotional activities directed toward both customers and retailers are limited.
4. Customer incentive programs such as gifts or reward schemes are inadequate.
5. The company is not fully utilizing diverse advertising media channels.
6. Product packaging and design are not visually appealing or communicative enough to attract customers effectively.
7. Network coverage in rural areas requires significant improvement.
8. The talk-time benefits offered in prepaid cards are perceived as insufficient.



9. Public engagement initiatives such as roadshows and awareness campaigns are minimal.
10. Marketing personnel need better training to provide comprehensive product knowledge to customers and retailers.
11. Personal selling efforts require strengthening to improve direct communication and customer awareness.

SUGGESTIONS

Based on the findings, the following recommendations are proposed to enhance the effectiveness of Airtel's marketing and promotional strategies:

1. Introduce attractive customer incentive programs such as gifts, loyalty rewards, and promotional offers.
2. Expand advertising efforts across multiple media platforms, including digital, outdoor, and regional media.
3. Redesign packaging to ensure it is visually appealing, informative, and aligned with brand identity.
4. Strengthen network infrastructure to improve connectivity in rural and semi-urban areas.
5. Increase talk-time benefits and value-added services in prepaid recharge plans.
6. Revise tariff rates strategically to enhance competitiveness and increase market share.
7. Conduct roadshows, awareness campaigns, and community engagement programs to promote services.
8. Provide advanced training programs for marketing personnel to improve communication and product knowledge.

9. Introduce low-value recharge options (e.g., ₹10 and above) to attract price-sensitive customers.
10. Launch innovative SIM card offers with competitive benefits to attract new subscribers.
11. Develop customized plans for specific customer segments such as students, working professionals, and women to increase targeted sales.

CONCLUSION

The study concludes that effective promotion plays a crucial role in influencing consumer buying behavior in the telecommunications sector. Creating strong brand awareness through strategic advertising, promotional activities, and customer engagement significantly impacts purchasing decisions.

To enhance customer satisfaction and market share, Airtel must strengthen its advertising clarity, promotional initiatives, network coverage, and customer-centric offerings. By aligning marketing strategies with consumer expectations and continuously improving service quality, the company can achieve sustainable growth and competitive advantage in the telecom market.

BIBLIOGRAPHY

COMPANY PROFILE ----
www.bharati.com

PRINCIPLES OF MARKETING
MANAGEMENT ---- PHILIP KOTLER

MODERN MANAGEMENT ----
R.S.N.PILLAI

NEWSPAPERS ----
THE HINDU
THE ECONOMIC TIMES DECCAN
CHRONICLE THE TIMES OF INDIA