

A Study on Impact of Online Advertising on Consumer Buying Behaviour of Mobile Phone

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Abstract — The shift in advertising expenditure from traditional media to digital platforms is a defining trend of the modern marketing era. This study investigates the impact of online advertising on the consumer buying behavior specifically for mobile phones, one of the most heavily advertised product categories online. Utilizing a descriptive research design, primary data was collected from 161 respondents through a structured questionnaire. The findings indicate that online advertising is highly effective in creating awareness and providing information, with 69.6% of respondents finding it informative. Social media and e-commerce platforms are the dominant channels, with Flipkart (70.8%) and Amazon (70.2%) being the most preferred sites for purchase. However, the influence on the final purchase decision is nuanced; while ads create awareness, their repetitive and intrusive nature can cause irritation (47.8%). The study concludes that online advertising is a powerful, indispensable tool for reach and information dissemination in the consumer journey, but its ultimate effectiveness in driving purchases depends on a strategic balance between informativeness, entertainment, and respect for consumer privacy.

Keywords — Online Advertising; Consumer Behavior; Mobile Phones; Digital Marketing; Social Media.

1. Introduction

The function of advertising serves as the central pivot around which all other marketing activities revolve. In today's digital age, this pivot has decisively shifted towards online platforms. Companies are increasingly allocating their budgets to digital channels like Google, Facebook, Instagram, YouTube, and e-commerce giants such as Amazon and Flipkart to promote their products. Among these, mobile phones stand out due to their integral role in daily life and their status as one of the most frequently advertised and researched products online.

The consumer decision-making process for mobile phones has been fundamentally altered by online advertising. Potential buyers now routinely engage with a plethora of digital touchpoints—including online reviews, ratings, influencer unboxing videos, and targeted social media promotions—before making a purchase.

This study aims to dissect this modern consumer journey. It seeks to understand the precise mechanisms through which online advertising creates awareness, shapes perceptions, builds trust, and ultimately influences the buying behavior of consumers in the highly competitive mobile phone market. By providing empirical evidence on the effectiveness and perceived value of different online ad formats and platforms, this research offers crucial insights for marketers aiming to optimize their digital advertising strategies.

2. Literature Survey

Contemporary research firmly establishes online advertising as a critical force in shaping consumer behavior, particularly for high-involvement products like mobile phones. Recent studies by Gupta & Mehta (2024) and Sharma (2024) emphasize that the core attributes of online ads—formativeness, creativity, and entertainment value—are primary drivers of positive consumer attitudes [1, 2]. These studies confirm that platforms like YouTube, Instagram, and Facebook are powerful tools for building awareness and consideration through product videos, comparisons, and reels.

Further deepening this understanding, Khan & Rani (2025) and Joseph & Thomas (2025) highlight the escalating importance of influencer marketing and electronic word-of-mouth (E-WOM) in the smartphone sector [3, 4]. Their work indicates that personalized advertisements featuring targeted offers and discounts significantly boost purchase intention among younger demographics. However, this body of literature also introduces a critical caveat: the negative impacts of ad fatigue, intrusive formats, and privacy concerns, which can erode trust and counter positive messaging. Research within the Indian context corroborates that urban youth heavily rely on online reviews and social media promotions, positioning online advertising not merely as a

communication channel but as a key determinant in the final purchase decision [3].

3. Research Methodology

This study employs a descriptive research design to accurately describe the characteristics of the relationship between online advertising and consumer buying behavior for mobile phones. The objective is to document and analyze current perceptions and behaviors without manipulating any variables.

3.1 Data Collection

Primary data was the cornerstone of this research. It was collected through a well-structured questionnaire distributed to a sample of 161 respondents. The questionnaire was designed to gather comprehensive data on demographics, internet usage patterns, perceptions of online advertising, and its influence on the mobile phone purchase journey. Secondary data from recent academic journals and industry reports was used to provide a theoretical foundation and context for the primary findings.

3.2 Sampling

A stratified sampling technique was used to ensure the sample represented various user demographics. The final sample consisted of 161 respondents, predominantly male (77%), aged between 21-30 years (65.8%), and highly educated (89.4% holding a UG or PG degree).

3.3 Data Analysis

The collected data was analyzed using statistical tools, primarily percentage analysis. The results are presented through frequency tables and graphical representations (pie charts, bar graphs) to facilitate clear interpretation and discussion of the trends and patterns identified.

4. Results and Discussions

The analysis provides a detailed view of how online advertising interacts with consumer behavior in the mobile phone market.

Consumer Profile and Habits: The typical respondent is a highly connected individual, with 62.5% spending 3-5 hours online daily. Their primary online activities include social networking (65.6%), browsing (63.1%), and shopping (63.7%), indicating a high exposure to digital ads. **Perception of Online Ads:** A significant majority of respondents found online advertising to be informative (69.6%) and effective in creating awareness (59%). However, a substantial portion also found it irritating

(47.8%), highlighting a dual nature where value and intrusion coexist. **Purchase Channels and Influence:** Reflecting the influence of digital platforms, a majority of respondents (61.5%) preferred to purchase mobile phones online versus offline (38.5%). Flipkart (70.8%) and Amazon (70.2%) were the most preferred e-commerce platforms. **Advertising Effectiveness:** The relationship between ad exposure and purchase decision is complex. While ads are crucial for awareness, their direct power to compel a purchase is more limited. A combined 53.5% of respondents disagreed or strongly disagreed that more views of an ad make them more likely to buy, suggesting that factors like reviews, specs, and price play a more decisive role after awareness is created.

Table 1: Perception of Online Advertisements (n=161)

Attribute	Percentage of Respondents
Informative	69.6%
Creates Awareness	59.0%
Irritating	47.8%
Waste of Time	17.4%

Table 2: Most Preferred E-commerce Platforms

Platform	Percentage of Respondents
Flipkart	70.8%
Amazon	70.2%
Snapdeal	56.5%
Company's Website	29.8%

5. Conclusion

This study concludes that online advertising has an undeniable and significant impact on the consumer buying behavior for mobile phones, though its role is more pronounced in the early and middle stages of the consumer journey than as a direct trigger for purchase. Its supreme strength lies in its unparalleled ability to create awareness and disseminate information, with consumers actively relying on it to discover new models and features.

However, the research also reveals a critical nuance: consumers discerningly separate the utility of information from the experience of the advertisement itself. The high perceived value of informativeness is often compromised by irritation caused by repetitive and intrusive ad formats. Therefore, the ultimate effectiveness of an online advertising campaign is not guaranteed by mere exposure but hinges on its strategic execution. Marketers must strive for a balance—creating ads that are not only informative and entertaining but also respectful of the user's experience and privacy.

In essence, online advertising is a necessary and powerful engine for driving reach and awareness in the mobile phone market. Yet, to convert this awareness into sales, it must be part of a broader, customer-centric strategy that includes positive reviews, competitive pricing, a strong brand image, and a seamless purchase experience on trusted platforms like Flipkart and Amazon.

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