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HOW PEOPLE NOTICE AND RESPOND TO DIGITAL ADS

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Abstract

Marketers need digital advertising on social media, search engines, and mobile platforms. It's now a key way to connect with customers. To create campaigns that change behaviour, we need to understand how people view and interact with digital ads. This is crucial to connecting users with a brand. This research will explore what attracts customers to online ads. It will also consider how demographic factors influence participation. We will also check how customers perceive their involvement in various ad methods. Additionally, we'll identify the types of ad content and platforms that boost customer memory and attachment. This study used a qualitative method. It gathered primary data through structured surveys from 151 candidates. These candidates represented various age groups, genders, and occupations. Descriptive analysis and non-parametric tests revealed how consumers paid attention, engaged, and behaved. They focused on aspects like visual impact, narrative style, and the emotional appeal of ads. The results show that digital ads with product visuals and emotional content grab the most customer attention. In contrast, customers often ignore ads that are too long or not relevant. Research shows that ads on platforms like YouTube and Google Search affect customers more. Also, age and gender affect demographic variables in similar ways. Studies suggest that marketers should focus on creative, short, or small digital ads. This can help boost customer attention and attachment.

Keywords: Attention, Consumer Response, Digital Advertising, Emotional Appeal Engagement, Online Ads

1. Introduction

Digital advertising has become the cornerstone of modern marketing, where promotional content is delivered to customers through digital or online channels. Traditional marketing used promotional channels like print media, TV and radio. In contrast, digital marketing uses platforms like websites, search engines, social media or mobile applications to target and engage special customer segments (Aiolfi et al., 2021). The rise of technology, including data collection, artificial intelligence, automation and the increasing use of the internet, is the main reason for the transition from traditional to digital advertising (Kerr & Richards, 2020; Wedel & Kannan, 2016). Digital advertising, when compared to traditional marketing that conveys one-way messages to customers, allows the use of large customer databases, real-time customization, behavioural targeting, and performance tracking to convey relevant advertising messages to the customer efficiently (Han & Du, 2023).

Online platforms have played a key role in this change. The global digital economy is growing. Social media sites like Facebook, Instagram, and Twitter/X are becoming more popular. Video sites like YouTube and OTT platforms are also gaining ground. These changes have shifted advertising strategies (Iankovets & Nikolaiev, 2024). Search engine marketing and sponsored listings, like Google Ads and Bing Ads, help reach users based on what they want. The rise in mobile usage and app activities has boosted in-app advertising. Now, ads blend smoothly into e-commerce experiences (Han & Du, 2023). These changes ensure that digital advertising hits all key touchpoints: web, mobile, video, and search.

Digital media has brought a revolutionary change in consumer engagement. Due to people's ongoing online presence, screen time has risen. This change has shifted advertising from passive exposure to an interactive experience, thanks to behavioural targeting algorithms (Aiolfi et al., 2021). Personalized advertisements use user profiles and real-time behavioral data to show to the consumer. Often providing the more relevant content in the personalized media campaign, brand building a strong customer relationship, those are more effective than normal campaigns (Han & Du, 2023). Personalization makes digital ads better for other customers. Therefore algorithm-driven marketing often remains in dispute over issues of ethics or transparency (Boerman et al., 2017).



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Focusing on psychological and behavioural factors can boost the effectiveness of digital advertising. Modern consumers often pay less attention to the digital environment. Advertisers often use emotional storytelling, humor, celebrity endorsement, and captivating visuals to make consumers remember an advertisement for a longer time or to influence consumer buying behaviour (Kim et al., 2017). Greater exposure to digital ads has led to scepticism and ‘ad fatigue’ among people, especially among people who find repeated ads intrusive or manipulative (Han & Du, 2023). The interaction of advertising’s practice of emotion and logical practice, as described in cognitive-experiential self-theory, clarifies that those who have considered both logical analysis and empirical research have become more practical (Epstein, 2012; Novak & Hoffman, 2003).

Digital advertising has many benefits, but it also has some challenges and problems. The effectiveness of digital campaigns is diminishing in the face of ad-blocking technologies and “banner blindness” (Aiolfi et al., 2021). People are more worried about how their data is used. Privacy issues come up from data collection, especially with behavioural tracking, third-party data sharing, and consent mechanisms (Ur et al., 2012). Ethical safeguards are essential. Misinformation, misleading ads, and cultural sensitivity are big issues in the digital world (Varnali, 2019; Han & Du, 2023). Advertisers feel pressure to use these methods and keep consumer trust. Ad fraud and competition in digital markets are becoming tougher (Aiolfi et al., 2021).

Digital advertising is a field that is changing and moving along with technology. The flexibility, accuracy, and interactive capability are well-known features. Businesses can engage people in digital advertising by sending personalized messages on online platforms, which is made possible by using the latest technology and data analysis. But, there are also some difficulties, such as ethical, psychological, and practical challenges, which must be solved (Han & Du, 2023; Aiolfi et al., 2021; Iankovets & Nikolaiev, 2024).

Objective

1. Analyzing the visibility and effectiveness of online ads, including understanding how online ads are seen and how they attract attention.
2. Identifying elements of online ads that attract people's attention.
3. What effect do gender and age group have on engagement with online ads, such as clicking, purchasing, and post-ad actions?
4. What do you think about log ad tracking? How does it affect your choice for personalised ads? Also, how do online ads impact your decisions?
5. How can online ads engage viewers by using emotions, and how can this help them remember those ads?

2. Literature Review

It is revealed by the research on digital advertisement that it plays an important role in influencing customer behaviour by leveraging technological *innovation* and psychological engagement techniques. Aiolfi, Bellini and Pellegrini (2021) *emphasize* transformation from mass media to data-based user-oriented campaigns. Its main objective is to optimize customer attention and *interaction* through online behavioral advertisement (OBA). These strategies increase ad relevance by personalizing ad content on the basis of previous purchase and browsing data, which increase its effectiveness significantly as *compared* to traditional one-sided advertisement.

Han and *Du* (2023) *have* analysed the impacts of targeted digital advertisement by demonstrating how the advertisement from different sources like stars, bloggers, and main e-commerce streamers affects the purchase decisions. Their results identify the mental simulation and *perceived* usefulness as mediators, which underscores the psychological mechanics



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underlying customer *response* towards TDA. It shows the *broader* industry transformation, which *concentrates* on buyer cognition and emotional engagement to stimulate purchasing *decisions*.

Lankovets and Nikolaiev (2024) document the impact of social media advertisement where they represent the Meta Ads as *AI* integrated powerhouse, which leverages *advanced targeting* parameters on the basis of demographic and users' *interests*. Their study shows the advantages and the technological challenges faced by digital marketers in effectively reaching segmented audiences on platforms such as Facebook and Instagram.

Deep learning techniques provide opportunities to forecast user interest and responses. Gharibshah et al. (2020) suggested the LSTM-based model for accurately *forecasting* click behaviour. These computational tools help marketers better tailor ad displays to individual users' time-sequenced preferences, moving beyond static demographic profiling to real-time user engagement prediction.

Johnson et al. (2021) *study* effects on memory retention of the small audio advertisements in *multitasking* conditions and found that brand positioning and frequency play an important role, which is essential for brand awareness in a busy digital environment. This adds *a* neurocognitive dimension to understanding attention allocation and memory consolidation relevant for digital ad *dimension*.

Nikolinakou and *King* (2018) *have* studied viral video advertisements on social media and found positive *discrete* emotions like awe and affection significantly increase sharing and engagement rates among millennials. These emotional appeals leverage storytelling, which has become a popular method of connecting brands with customers beyond factual product information.

Martinez-Navarro and *Bigne* (2022) studied the customer-generated sponsored advertisement, which demonstrates the motivating factors that motivate individuals to build promotional content in the *contest*. Their study reveals the power of customers' creativity as a participative advertisement *technique*, which promotes greater authenticity and pre-influenced brand advocacy.

Costello and Floegel (2022) address the increasing mental health concerns related to digital phenotyping and tracking by tech companies through digital advertisements. It reflects the privacy concerns and consumer trust erosion. This study *emphasises* the need for ethical regulation balancing among the benefits of personalised marketing and *safeguarding* user autonomy and privacy.

Alsaadi, Wali and Fakhieh (2025) *examine* the experiments of machine learning applications in predicting the impact of digital advertisements on purchasing intentions of millennials (2025) in Saudi Arabia. They found that marketing factors like personalisation of advertisement and content relevance play a crucial role in the conversion rate in *demographics*.

Shah (2025) prepared a report on *ephemeral* digital advertisements targeting Generation Z. It stated that such advertisement formats, which are centered on authenticity and interaction, encourage engagement, brand recall, and purchasing decisions. Preference towards authenticity and immediacy of *demography* often presents challenges and opportunities for digital marketers.

Johnson, Gharibshah, and *Martinez-Navarro's* works collectively strengthen this approach that a successful digital advertisement depends on integration of data-driven personalization, emotional storytelling, and ethical transparency to encourage customer engagement and positive conversion in the complex digital marketplace.



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3. Research Methodology

3.1 Research Design

The present study adopts a descriptive and analytical research design. The descriptive design is suitable for keeping records systematically, describing and interpreting how customers watch and respond to digital advertisements. Additionally, an analytical approach enables the study to go beyond simple description and test associations among different demographic factors and consumer responses. Although this study is based on direct information collected from respondents, it follows a survey-based approach.

3.2 Data Collection Tool

A questionnaire is prepared to collect primary data and published through Google Form. The questionnaire has 19 questions, including demographic and consent-based questions about digital advertisement. The questionnaire was designed to study different aspects like frequency of advertisement exposure, emotional reactions, recall ability, and behavioural reaction. Open-ended and multiple-option questions are also included to ensure the validity of data.

3.3 Data Type

This study is based completely on primary data, which is collected directly from the respondents who participated in an online survey. Responses include categorical, ordinal, and nominal data, making it possible to analyze both patterns and relationships in consumer behaviours.

3.4 Population and Sampling

The population of this study includes smartphone users residing in India, as they represent an active group exposed to digital advertisements on various platforms such as social media, video streaming services, search engines, and mobile applications. Samples are selected through convenience sampling techniques from this population to collect information from easily available individuals. This method is appropriate given the online nature of the study and practical limitations of time and resources. The final sample size of respondents was 151, which is enough for conducting statistical analysis and deriving meaningful conclusions.

3.5 Data Analysis Tools

After collecting the responses, data is coded and added to SPSS Version 22 for statistical analysis. In the study, both descriptive and inferential statistical techniques are used. Descriptive data like frequency distribution, percentage, and cross-tabulation are used to present the demographic characteristics and patterns of general responses of the respondents. Graphical representations are also prepared, including bar charts and pie charts, to visualize the data.

For inferential analysis, statistical testing like the chi-square test is used for testing the relationship among demographic variables and advertisement response variables. Additionally, Spearman's rho correlation is used to analyse the direction and strength of relationships among ordinal variables, like the amount of time spent online and the likelihood of clicking on ads. While SPSS was the primary software for statistical testing, the HTML coding language was used for generating customized graphs and charts for better data visualization and presentation.

3.6 Limitations of Methodology

The research methodology contains some limitations. Although data is self-reported, there are possibilities of response bias, because participants cannot provide actual information all the time. Additionally, convenience sampling limits the generalizability of findings, because samples cannot represent the whole population of smartphone users in India. Moreover,



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the sample size of 151 respondents is too small as compared to the huge number of digital users. Despite these limitations, the methodology provides a reliable structure to analyse how people notice and respond to digital advertisements.

4. Data Analysis & Interpretation

4.1 Demographic Profile of Respondents

Table 1.1: Demographic Profile of Respondents

| Variable | Category | Frequency (n) | Percent (%) |
|-------------------------|--------------------------------|---------------|-------------|
| Age Group | 18–24 Years | 29 | 19.2 |
| | 25–34 Years | 94 | 62.3 |
| | 35–44 Years | 25 | 16.6 |
| | 45–54 Years | 1 | 0.7 |
| | 55+ Years | 2 | 1.3 |
| Gender | Male | 64 | 42.4 |
| | Female | 87 | 57.6 |
| Occupation | Student | 96 | 63.6 |
| | Private Employee | 23 | 15.2 |
| | Self-employed / Business Owner | 12 | 7.9 |
| | Government Job | 20 | 13.2 |
| Time Spent Online Daily | Less than 1 hour | 10 | 6.6 |
| | 1–3 hours | 81 | 53.6 |
| | 4–6 hours | 46 | 30.5 |
| | More than 6 hours | 14 | 9.3 |

Age Group: The majority of respondents (62.3%) fall under the age category of 25–34, which represents that the study predominantly reflects the opinion of young people. Participation of the 18–24 years group is 19.2%, then the 35–44 years group participation is 16.6%. Then, in the category of the age group 45–54 years, it is 0.7%, and then more than 55 years is (1.3%), which consists of the minimum number of respondents, which indicates that there is limited representation of older adults. It indicates that young adult people are more likely to engage with online ads and provide feedback in such surveys.

Gender: Respondents consist of 57.6% female and 42.4% male. It represents the slightly higher participation of female respondents, which may reflect the differences in engagement level with online content or accessibility of the survey to different genders.



Occupation:

A major part of the respondents includes students (63.6%), which shows that the survey primarily captures the perspective of individuals who may be more digitally active and exposed to online ads. Other business categories include 15.2% private employees, 13.2% government employees, and 7.9% self-employed or business owners, indicating some diversity in employment status.

Time Spent Online Daily:

Most respondents (53.6%) spend 1–3 hours a day online, while 30.5% spend 4–6 hours, and 9.3% spend 6 hours a day in their daily routine. Only 6.6% of respondents use the internet for less than one hour a day. It indicates that the level of most respondents is moderate to higher online exposure, which is relevant for studies on online advertisements and consumer behavior.

The demographic analysis indicates that the survey mostly reflects young, digitally active respondents, with a slight female majority and a large proportion of students. This profile is important as it helps in understanding the perspectives of the population segment that is likely most influenced by online advertising and digital marketing strategies.

4.2 Platforms Where Users Usually Encounter Online Advertisements

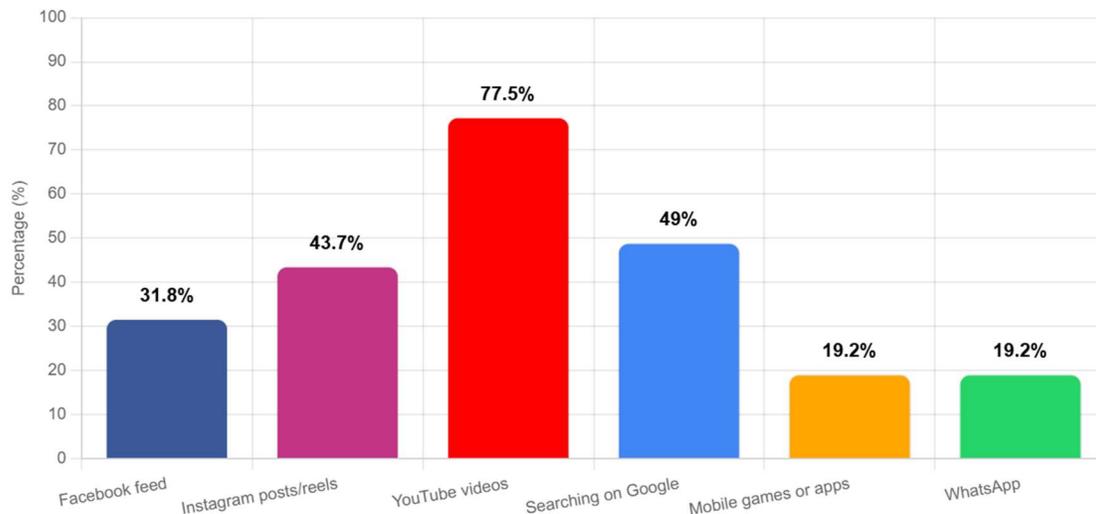


Figure 1.1: Platforms Where Users Usually See Online Advertisements

The bar chart shows on which platforms the respondents encounter advertisements, highlighting the varying levels of ad visibility across digital channels. YouTube emerges as the most popular platform 77.5% where respondents encounter advertisements. It indicates that video-based content is easy to share with the audience. After YouTube, Google search comes second with 49% of respondents, which shows the importance of search engines in online visibility, especially while searching for any product or information by customers.

Instagram posts and reels also attract customers, with 43.7% of respondents seeing ads on this platform, reflecting the importance of visually engaging and *interactive* social media content in influencing consumer awareness. On the other hand, Facebook feeds show lower visibility at 31.8%, which suggests that the platform may not be as effective in capturing attention as video- and image-centric channels.

Mobile games/apps and WhatsApp are the least reported platforms for advertisements, each at 19.2%. It indicates that a small part of the advertisement audience encounters gaming apps and platforms, maybe due to ad fatigue, minimal



engagement, or users' tendency to ignore in-app promotion. The data shows a clear trend that video content and search-based platforms are the prime sources of online advertisements, followed by image-driven social media, while casual apps and messaging platforms have limited impact. Advertisers are advised to prefer high-engagement applications like YouTube, Google, and Instagram. Content should be built according to users' choices and behaviour to encourage customer engagement. This distribution also highlights the need for strategic planning in online ad campaigns, ensuring resources are allocated *efficiently* to platforms that generate the highest consumer exposure.

4.3 Factors That Capture Consumer Attention in Online Advertisements

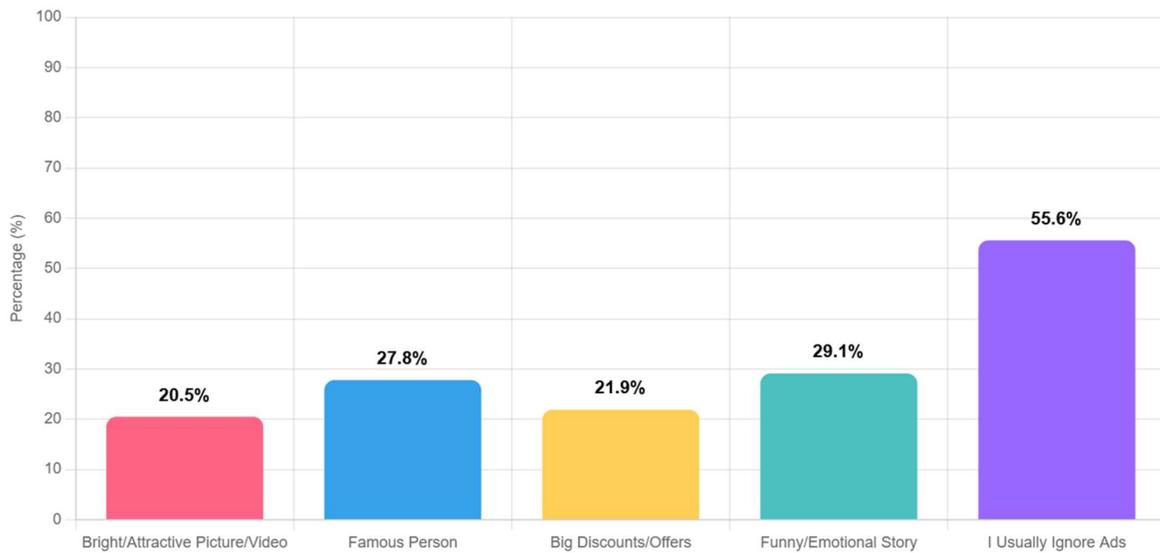


Figure 1.2: Factors That Capture Attention in Online Advertisements

The bar chart shows the factors that attract online advertisements. Among the different components, maximum respondents 55.6% indicate that often the audience ignores advertisements, which represents the ignorance of more than 50% of the audience towards advertisements. It shows a major challenge for advertisers, emphasizing the need to make ads more engaging and relevant. After this, interesting and emotional storytelling advertisements attracted 29.1% of respondents, which shows that storytelling and emotional appeal are effective methods of attracting the audience. Famous personalities featured in ads also drew attention for 27.8% of respondents, demonstrating the influence of celebrity endorsement in enhancing ad visibility.

In contrast, big discounts or offers and bright or attractive pictures/videos capture the attention of 21.9% and 20.5% of respondents. It is clear that while visible appeal and promotional offers are important, their effect is lesser than emotional stories or celebrity influence in prompting viewers to stop and notice ads. Overall, this chart shows that emotional engagement and famous personalities are more able to attract customer *attention*, while traditional visible indicators and discount impacts are less effective. The high percentage of respondents ignoring ads *emphasizes the importance* for marketers to design creative *attention-grabbing* content to overcome ad *fatigue* and increase consumer *engagement*.



4.4 Ad Elements That Initially Capture Consumer Attention

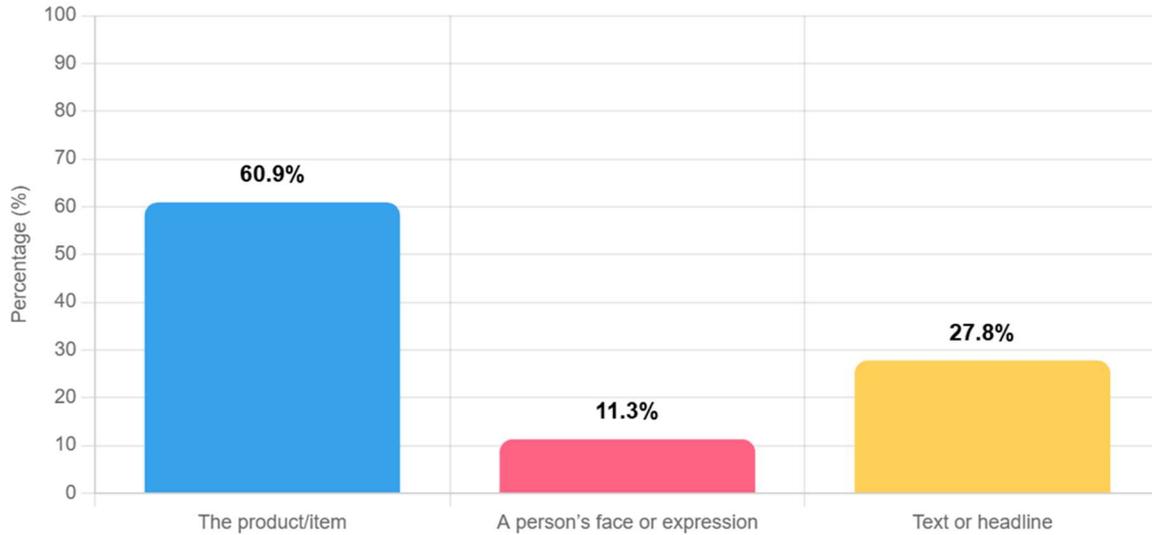


Figure 1.3: Ad Element That Caught Attention First

The bar chart shows that while watching an online advertisement, firstly the respondents notice which factor. Most of the respondents 60.9% indicated that goods or *products* were the prime center of attraction, which shows that visible representation of the product is the most influential factor, which creates instant *interest*. 27.8% of respondents stated that they notice the lesson or headline first, which represents that a well-prepared message also plays an important role in attracting customers. In contrast, only 11.3% of people stated that they concentrate on expression and face first, which represents that while human elements can be engaging, they are less effective than product visuals or textual content in immediately attracting viewer attention.

High-quality product visuals should be *prioritized* to make an *immediate* effect. Headlines and text are helpful in *strengthening* and spreading information. Pictures or facial expressions of celebrities are not so effective *until* they are connected with strong product visuals or effective text. Overall, this chart shows that the prime source of attraction for customers is product visuals. It provides *guidelines* to *marketers* to design attractive ad content.

4.5 Consumer Responses to Digital Advertisements Based on Age

Justification

In this study, the chi-square test is used because the independent variable, age group, is *categorical*, and dependent variables like responses to online ads, clicks on online *advertisements*, purchasing after watching ads, and other activities done by customers after viewing ads are also of a *categorical* nature. This test is suitable to test whether there is a significant association among categorical independent and categorical dependent variables, aligning with the *research* objectives of understanding whether age *influences* consumer behaviour regarding online advertisements. All the observations are independent in the study, and the sample size of 151 provides a sufficient base for analysis. Although some cells have expected counts less than five, the chi-square test remains the most suitable statistical method to assess the general association between age groups and the three ad-related behaviours.



Table 1.2: Combined Crosstab Table by Age Group

| Response / Question | 18–24 Yr | 25–34 Yr | 35–44 Yr | 45–54 Yr | 55+ Yr | Total |
|---|----------|----------|----------|----------|--------|-------|
| Clicked on ad because interesting | | | | | | |
| Yes, many times | 8 | 38 | 9 | 0 | 1 | 56 |
| Yes, once or twice | 17 | 40 | 9 | 0 | 1 | 67 |
| No, never | 4 | 16 | 7 | 1 | 0 | 28 |
| Total | 29 | 94 | 25 | 1 | 2 | 151 |
| Bought something after seeing ad | | | | | | |
| Yes, more than once | 11 | 39 | 7 | 0 | 1 | 58 |
| Yes, once | 6 | 26 | 6 | 1 | 0 | 39 |
| No | 12 | 29 | 12 | 0 | 1 | 54 |
| Total | 29 | 94 | 25 | 1 | 2 | 151 |
| Most likely action after watching ad | | | | | | |
| Search for more info | 15 | 45 | 12 | 0 | 1 | 73 |
| Talk about it with someone | 5 | 16 | 5 | 0 | 0 | 26 |
| Ignore it | 9 | 33 | 8 | 1 | 1 | 52 |
| Total | 29 | 94 | 25 | 1 | 2 | 151 |

Table 1.3: Combined Chi-Square Test Results by Age Group

| Question | Pearson Chi-Square | df | p-value (Asymp. Sig. 2-sided) | Likelihood Ratio | Linear-by-Linear Association | N of Valid Cases | Notes |
|--------------------------------------|--------------------|----|-------------------------------|------------------|------------------------------|------------------|---|
| Clicked on ad because interesting | 9.332 | 8 | 0.315 | 8.511 | 0.076 | 151 | 7 cells (46.7%) have expected count <5; min expected = 0.19 |
| Bought something after seeing ad | 6.898 | 8 | 0.548 | 7.236 | 0.298 | 151 | 6 cells (40.0%) have expected count <5; min expected = 0.26 |
| Most likely action after watching ad | 2.731 | 8 | 0.950 | 3.283 | 0.336 | 151 | 8 cells (53.3%) have expected count <5; min expected = 0.17 |



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Interpretation: Clicking on Ads

The analysis of responses to the question “Have you ever clicked on an ad because you found it interesting?” shows that the highest number of respondents who clicked on ads “Yes, once or twice” belong to the 25–34 year age group, followed by the 18–24 year group. Similarly, for “Yes, many times,” the 25–34 year group has the highest count. Despite these descriptive differences, the Pearson chi-square test ($\chi^2 = 9.332$, $df = 8$, $p = 0.315$) and likelihood ratio ($p = 0.385$) indicate that the association between age group and clicking behaviour is not statistically significant. This suggests that while younger and middle-aged respondents may appear slightly more active, overall clicking behaviour is relatively uniform across all age groups.

Interpretation: Purchasing Behaviour After Seeing Ads

It is found from the question “Have you ever purchased after seeing online ads?” that the age group of 25–34 years has bought more than one time after watching online ads. Then, the age group 18–24 comes next. People who answered “No” are spread almost equally across all age groups. However, the chi-square test (Pearson $\chi^2 = 6.898$, $df = 8$, $p = 0.548$; likelihood ratio $p = 0.511$) shows that there is no significant relationship between age and buying after seeing online ads. This indicates that although middle-aged respondents may purchase slightly more often, age does not significantly *influence* online ad *purchasing* behaviour in this sample.

Interpretation: Action Taken After Watching Ads

With reference to the question “After watching the ad, what was the most likely thing you wanted to do?”, the majority of respondents from all age groups selected the option “search for more information,” with participation of the age group 25–34 being maximum in this. “Talk about it with someone” and “Ignore it” were moderately selected. The chi-square test results (Pearson $\chi^2 = 2.731$, $df = 8$, $p = 0.950$; likelihood ratio $p = 0.915$) indicate no statistically significant relationship between age group and post-ad actions. It indicates that there is no significant relationship between customer *response* after seeing ads and age.

Results

It is indicated by the analysis of participation of customers with online ads that age does not significantly affect the method of connecting with digital advertisements. In real life, it means that different age groups of people watch and react to online ads in the same manner. Most customers, regardless of their age, tend to click on ads at least once, and their primary *response* after *viewing* an ad is to search for more information rather than immediately making a purchase or discussing it with others. While slightly higher activeness is seen in the age group of 25–34 years, the behaviour of all age groups is found to be approximately the same. It indicates that online marketing strategies can be developed to *appeal* broadly across age groups, focusing on *providing* informative and engaging content rather than targeting specific age *categories*. Practically, businesses can expect that well-designed online ads are likely to generate similar levels of *interest*, exploration, and potential conversion across a wide range of consumers.



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4.6 Consumer Responses to Online Advertisements Based on Gender

Table 1.4: Combined Crosstab Table by Gender

| Response / Question | Male | Female | Total |
|---|------|--------|-------|
| Clicked on ad because interesting | | | |
| Yes, many times | 27 | 29 | 56 |
| Yes, once or twice | 25 | 42 | 67 |
| No, never | 12 | 16 | 28 |
| Total | 64 | 87 | 151 |
| Bought something after seeing ad | | | |
| Yes, more than once | 25 | 33 | 58 |
| Yes, once | 18 | 21 | 39 |
| No | 21 | 33 | 54 |
| Total | 64 | 87 | 151 |
| Most likely action after watching ad | | | |
| Search for more information | 34 | 39 | 73 |
| Talk about it with someone | 11 | 15 | 26 |
| Ignore it | 19 | 33 | 52 |
| Total | 64 | 87 | 151 |

Table 1.5: Combined Chi-Square Test Results by Gender

| Question | Pearson Chi-Square | df | p-value (Asymp. Sig.) | Likelihood Ratio | Linear-by-Linear Association | N of Valid Cases | Notes |
|-----------------------------------|--------------------|----|-----------------------|------------------|------------------------------|------------------|---|
| Clicked on ad because interesting | 1.487 | 2 | 0.475 | 1.489 | 0.506 | 151 | 0 cells (0%) with expected count <5; min expected = 11.87 |
| Bought something after seeing ad | 0.509 | 2 | 0.775 | 0.510 | 0.193 | 151 | 0 cells (0%) with expected count <5; min expected = 16.53 |



| | | | | | | | |
|--------------------------------------|-------|---|-------|-------|-------|-----|---|
| Most likely action after watching ad | 1.253 | 2 | 0.535 | 1.260 | 1.240 | 151 | 0 cells (0%) with expected count <5; min expected = 11.02 |
|--------------------------------------|-------|---|-------|-------|-------|-----|---|

Interpretation: Clicking on Ads

It is found from the analysis of *responses* related to clicking on online ads that both male and female are connected with online *advertisements* approximately at the same level. The Pearson chi-square value of 1.487 and p-value of 0.475 show that there is no significant statistical difference between male and female *response* regarding clicking on online ads. Descriptive data also indicates that males and females chose “Yes, many times” and “Yes, once or twice” almost equally, confirming that gender does not influence this behaviour.

Interpretation: Purchasing Behaviour After Seeing Ads

With reference to purchase behaviour after seeing online advertisements, both genders show similar tendencies. The results of the chi-square test (Pearson $\chi^2 = 0.509$, $p = 0.775$) indicate that there is no significant statistical relationship between purchase behaviour and gender. Although the female *response* in the category “Yes, more than one time” is slightly higher than the response of males, this *difference* is not statistically significant. It shows that gender does not determine purchase behaviour in *response* to online ads.

Interpretation: Action Taken After Watching Ads

Regarding actions taken after viewing an ad, both male and female respondents primarily chose “Search for more information.” The chi-square test results (Pearson $\chi^2 = 1.253$, $p = 0.535$) confirm no significant difference between genders. Other actions, such as “Talk about it with someone” or “Ignore it,” were also distributed similarly, demonstrating that gender does not significantly influence the type of action taken after viewing an online ad.

Results

It is indicated by the analysis that male and female respondents show similar behaviour when *interacting* with online advertisements. Both genders click in approximately the same manner on ads that they find interesting. However, in some cases, females are found to be slightly more responsive in clicking on ads, but overall engagement remains comparable. A small difference is also found in the purchasing behaviour of both genders after seeing ads. Both males and females show the same tendency while buying online products. Activities like searching for more information, discussing with others, or ignoring ads are also similar for both groups after seeing ads, as most respondents of both genders prefer to search for additional information, while other actions are less common. Overall, the results suggest that gender does not play a major role in online ad engagement, whether in clicking on ads, making purchases, or deciding what to do after seeing an ad. This indicates that online ad campaigns are likely to be effective across both genders without needing to tailor strategies specifically for males and females.

4.7 Consumer Attitudes Toward Digital Advertising Practices

Justification

Since the responses for attitudes towards ad tracking, preference for personalized advertisements, and awareness of ad influence on decision-related activities are of an ordinal nature, and the Shapiro–Wilk normality test is found to be $p < 0.05$ for all three variables, the data does not follow a normal distribution. Conclusively, the assumptions for applying Pearson correlation are violated. Without assuming normality, Spearman rank-order correlation is suitable here to examine the direction and strength of relationships. This non-parametric test allows examination of whether participants’ acceptance of



ad tracking is associated with their preference for personalized ads and awareness of subconscious ad influence, providing meaningful insights into the behavioural patterns of respondents.

Table 1.6: Spearman Correlation Among Ad Tracking, Personalized Ads, and Ad Influence Awareness

| Correlations | | | | | |
|--|--|-------------------------|-----------------------------|---------------------------------|--|
| | | | Attitude toward Ad Tracking | Preference for Personalized Ads | Awareness of Ad Influence on Decisions |
| Spearman's rho | Attitude toward Ad Tracking | Correlation Coefficient | 1.000 | .249** | .045 |
| | | Sig. (2-tailed) | . | .002 | .583 |
| | | N | 151 | 151 | 151 |
| | Preference for Personalized Ads | Correlation Coefficient | .249** | 1.000 | .164* |
| | | Sig. (2-tailed) | .002 | . | .044 |
| | | N | 151 | 151 | 151 |
| | Awareness of Ad Influence on Decisions | Correlation Coefficient | .045 | .164* | 1.000 |
| | | Sig. (2-tailed) | .583 | .044 | . |
| | | N | 151 | 151 | 151 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | |

Interpretation

Spearman correlation analysis is used to examine the participants' *opinion* regarding ad tracking, preference for personalized advertisements, and the impact of awareness on decision making. It is found from the results that there is a *weak* positive correlation ($\rho = 0.249$, $p = 0.002$) between opinion toward ad tracking and preference for personalized advertisements. It shows that customers who were more comfortable with companies tracking their online activity were slightly more likely to prefer ads tailored to their *interests*. There is no significant relationship between opinion toward advertisement tracking and the impact of awareness on decision making ($\rho = 0.045$, $p = 0.583$), which indicates that accepting tracking is not related to participants' awareness of ads affecting their decisions subconsciously. A very weak positive correlation was found between preference for personalized ads and awareness of ad influence on decisions ($\rho = 0.164$, $p = 0.044$), implying that participants who preferred personalized ads were slightly more conscious that ads can influence decisions without them realizing it.

Results

The analysis revealed that participants who were comfortable with tracking their online behaviour were slightly more likely to prefer personalized advertisements, which shows a weak positive relationship. Although accepting ad tracking is not



significantly related to awareness of advertisement influence on decision making. Additionally, participants who liked personalized advertisements were slightly aware that ads can influence their decisions without realizing it.

Conclusively, the findings reveal that comfort with tracking and preference for personalized advertisements are somewhat related, but awareness of subconscious ad influence is largely independent of these attitudes.

4.8 Emotional Engagement and Its Impact on Consumer Perception

Justification

Analysis of the relationship between noticing emotions in ads, emotional reactions in ads, and ad recall assists in understanding how emotional engagement impacts memory and opinion. Emotional responses are of an ordinal nature because participants record their feelings as “Happy/excited,” “Curious,” or “No strong feeling,” while memory retention is also categorical (“Yes, definitely,” “Maybe, not sure,” “No”). These variables do not follow a normal distribution, and the main objective is to understand relationship patterns instead of establishing cause and effect. Cross-tabulation is helpful in understanding how awareness of emotional cues in ads correlates with the type of emotional response and subsequent recall. This examination provides meaningful insights into consumer behaviour and advertisement effectiveness, highlighting the importance of emotional content in creating memorable advertisements and guiding marketers to design ads that elicit strong engagement and recall.

Table 1.7: Relationship Between Noticing Emotions in Ads, Emotional Responses, and Ad Recall

| Noticed Emotions of Person in Ad | Emotional Response to Ad | Count | % within Noticed Emotions | Ad Recall After a Week | Count | % within Noticed Emotions |
|----------------------------------|--------------------------|-------|---------------------------|------------------------|-------|---------------------------|
| Yes, and I remember clearly | Happy / Excited | 11 | 22.4% | Yes, definitely | 35 | 71.4% |
| | Curious | 26 | 53.1% | Maybe, not sure | 11 | 22.4% |
| | No strong feeling | 12 | 24.5% | No | 3 | 6.1% |
| Yes, but not clearly | Happy / Excited | 8 | 11.8% | Yes, definitely | 39 | 57.4% |
| | Curious | 34 | 50.0% | Maybe, not sure | 28 | 41.2% |
| | No strong feeling | 26 | 38.2% | No | 1 | 1.5% |
| No | Happy / Excited | 4 | 11.8% | Yes, definitely | 14 | 41.2% |
| | Curious | 3 | 8.8% | Maybe, not sure | 14 | 41.2% |
| | No strong feeling | 27 | 79.4% | No | 6 | 17.6% |
| Total | | 151 | 100% | | 151 | 100% |

Interpretation

By analysing the participants’ emotional *responses* and memory retention with reference to noticing emotions in advertisements, several significant patterns are revealed. Participants who stated that they clearly noticed the emotions of



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individuals in ads recorded *curiosity* (53.1%) and happiness/excitement (22.4%) as their feelings, while a very small part (24.5%) recorded no strong emotional response. It indicates that ads which show emotions effectively are able to attract audience attention, create curiosity, and generate positive emotions. Accordingly, this *category* of participants showed a comparatively high level of ad recall, as 71.4% of them stated that they would definitely recall it for one week, and 22.4% were somewhat unsure. Only a very small part (6.1%) recorded that they would not remember the ad. It indicates that recognition of emotions plays a significant role in memory retention.

Participants who realised the emotions but could not understand them clearly reported mixed emotional *responses*. These included 50%–51% curiosity, 11.8%–12% happiness/excitement, and 38.2%–41.2% reporting no strong feeling. These participants showed a medium level of memory retention. Approximately 57.4% stated that they would definitely recall the ad, 41.2% were unsure, and only 1.5% stated that they would not recall the ad. This pattern indicates that partial awareness of emotional cues generates moderate engagement and memory retention.

In contrast, participants who did not notice emotions primarily reported no strong feelings (79.4%) and had lower recall, as only 41.2% would remember the ad, while 41.2% were unsure and 17.6% would not remember it. This highlights that failure to notice emotional content in advertisements leads to minimal emotional engagement and weaker memory retention.

Result

Participants who clearly noticed the emotions of persons in ads were more likely to experience feelings of happiness/excitement or curiosity, and they were able to recall the ads for more than one week. Participants who noticed emotions less clearly recorded mixed emotional responses and had limited ad recall. Participants who did not notice any emotions mostly reported a lack of strong feelings and lower memory retention. This indicates that recognition of emotional cues in advertisements enhances both emotional engagement and ad recall.

4.9 Factors That Make Online Advertisements Enjoyable

1. Product-focused enjoyment

- Respondents like ads that clearly show the quality, benefits, utility, and price of products.
- Utility-based ads are appreciated more when they explain how the product fits into routine life.

2. Creativity & Presentation

- Bright colours, music, visuals, 3D animation, attractive taglines, and concise/creative structures make ads enjoyable.
- Presentation style plays an important role in attracting attention.

3. Storytelling & Emotional Content

- Emotional, funny, and motivational stories make ads more interesting.
- Festival-based or awareness-based stories create a connection beyond the product.

4. Information & Knowledge

- Ads that provide new information, awareness, or educational content are valued.
- Informational ads are enjoyable when they are able to explain the product clearly and meaningfully.



5. Discounts, Offers, and Gifts

- A large section of respondents enjoy ads with discounts, sales, free gifts, and limited-time offers.

6. Famous Personalities & Human Elements

- Some respondents like ads in which representation is done by celebrities, kids, or strong women.
- Human factors increase emotional appeal, but their role is less than product focus.

7. Personal Connection & Relevance

- Ads are enjoyable when they are relevant to customers' curiosity and lifestyle.
- Practical ads (i.e., daily hacks, relatable content) are perceived as more interesting.

8. Negative/Neutral Views

- Some respondents stated that they do not like ads and often ignore them.
- It indicates ad fatigue and indifference towards repeating ads.

4.10 Factors That Make Consumers Skip or Ignore Digital Advertisements

Length and Duration of Ads: Many respondents stated that the main reason for skipping ads is their long duration. Repeating the same message and long storytelling are perceived to be boring and time-wasting. For example, respondents stated that if they find any ad of more than 30 seconds, a "very long ad," or content in ads that is "long and irritating," they tend to skip it immediately. Lengthy ads break the viewer's focus, especially when they are trying to access information or perform a task online.

Irrelevance of Content: Ads that are not relevant to users' interests or the current content being viewed are often ignored. Respondents stated that they leave ads of those products which they do not need, or when the topic of the ad is irrelevant to the video, website, or app they are using. Statements such as "if it seems the ad is irrelevant and does not interest my topic" or "ad is of disinterested products" reflect that relevance is a critical factor in ad engagement.

Annoyance and Irritation: A considerable number of respondents stated that they skip ads because of irritation caused by the design or representation of ads. Flashy visuals, loud sounds, over-the-top graphics, and repetitive messaging make ads disruptive. Comments like "if there is too much shine and noise" and "irritation" show that sensory overload can encourage users to skip ads. Additionally, when content disrupts study videos, browsing, or watching content, users skip the ad.

Poor Quality or Misleading Ads: Several participants stated that they ignore ads that are misleading, false, or of low quality. This includes ads that contain misinformation, exaggerated claims, or fake discounts. Responses like "unuseful ads," "incorrect or confusing," "fake discount offer," and "bad product" suggest that reliability and trustworthiness strongly influence whether an ad is watched.

Personal Preference and Interest: Users are more likely to leave ads that are not aligned with their personal needs, interests, or current preferences. Responses such as "if the product is not of my interest," "not related to my interest area," and "if the content is not of my interest" highlight that personal relevance is an essential factor. Ads targeting products or topics that users have no intention of purchasing or engaging with are quickly ignored.



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Emotional or Cognitive Response: Emotional responses like boredom or frustration are also reasons for skipping ads. Respondents noted that they ignore ads with “boring content,” “boring taglines,” or repeated storylines. Ads that fail to capture attention, appear uncreative, or break the cognitive flow of users’ ongoing tasks are often skipped.

Time Constraints: A recurring theme is lack of time. Many users skip ads because they are busy with other tasks and want to save time. Responses like “I skipped to save time,” “to concentrate on my task,” and “time-consuming ads” show that efficiency and productivity often outweigh the willingness to watch an advertisement fully.

4.11 Factors Influencing Consumer Concerns About Online Ads

1. Transparency and Honesty

- Many customers are concerned when ads are misleading, exaggerated, or provide incomplete information.
- **Example:** Ads that make false claims, are based on incomplete information, or overstate product benefits.
- Customers prefer honest, transparent, and informative ads, which support them in decision making.

2. Privacy and Data Use

- Some respondents were concerned about how individual data is collected and used for targeted advertisements.
- Sometimes ads track the preferences and behaviour of customers without their permission, which creates concerns regarding privacy.
- Ethical management of customer data is important for maintaining customer trust in advertisements.

3. Relevance of Ads

- Irrelevant ads are the main source of frustration.
- Many respondents feel that ads target unnecessary products that waste their time.
- Customers like ads that are personalized, relevant, beneficial, and aligned with their interests.

4. Content Quality and Presentation

- Ads should be decent, attractive, short, and interesting.
- Vulgarity, overly long formats, or poor presentation can make ads irritating or easy to ignore.
- High-quality and creative ads are appreciated and are more likely to capture attention.

5. Emotional Manipulation

- Some ads are designed to evoke fake emotions or manipulate feelings to drive purchases.
- **Example:** Beauty products that promote fair skin as a beauty symbol affect perception unfairly.
- Customers like ads that respect their intelligence and avoid emotional exploitation.



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6. Interest in Production Process

- Some customers are not concerned, but they are curious about how ads are designed, including directors, actors, and production quality.
- It shows positive engagement with the creative part of ads.

7. Impact on Time and Productivity

- Online ads can be disruptive, causing a reduction in time for tasks and activities.
- Meaningless and excessive ads are perceived as a waste of time.
- Customers appreciate effective and minimally intrusive ads.

5. Findings of the Study

Demographic Insights: The study shows that the majority of respondents are young adults, especially from the 25–34 years age group, which consists of a considerable number of students. This indicates that young adults are more active online and were more willing to participate and share their opinions about digital advertisements. In this survey, the number of female respondents is more than male respondents, which can be an indicator of females’ interest or participation in this topic. Overall, the respondent profile suggests that the findings largely represent the views of young, digitally active people who frequently encounter online ads in their daily lives.

Platforms of Digital Advertisement Exposure: YouTube emerged as the platform where the majority of respondents noticed ads, which indicates that video content captures attention more effectively than other forms of digital media. Google search ads and Instagram also show good visibility, which highlights that search-based content and attractive visual social media posts influence customer awareness. In contrast, Facebook, mobile games, WhatsApp, and other messaging apps were found to be less effective. These results demonstrate that advertisers can access audiences more effectively through video and search-driven platforms rather than casual apps or messaging channels.

Factors Capturing Consumer Attention: It is seen that a large number of respondents ignore ads, which shows the challenge of ad fatigue. However, ads that consist of emotional stories, humour, and celebrities are able to attract users’ interest. Standard visual elements, discounts, and flashy images are not as effective in grabbing attention. It is clear that emotional connection and engaging content are key to making consumers stop and notice ads amidst the clutter of online marketing.

Initial Attention Drivers in Ads: While viewing ads, respondents first noticed the product, followed by the headline and textual message. Human faces or expressions attracted less immediate attention. This indicates that clear visual representation is essential to capture primary attention, while text can complement visuals to reinforce the message. Marketers need to concentrate on showcasing the product prominently to create a strong first impression.

Age and Digital Advertisement Interaction: The research indicates that age does not significantly affect how respondents interact with online ads. Young adults, specifically those in the 25–35 years age group, tend to engage slightly more by clicking on ads or exploring products, but overall, people across all age groups demonstrate similar patterns. Most participants, regardless of age, prefer to seek more information about a product instead of making instant purchases or discussing it with others. This suggests that informative content is universally significant for online campaigns.

Gender and Digital Advertisement Interaction: Male and female respondents behave almost similarly while interacting online. Both genders click on ads they find interesting and make purchase decisions at similar rates. After seeing an ad, most respondents, irrespective of gender, prefer to search for more information instead of taking any other action. This



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indicates that digital marketing campaigns can be designed to appeal broadly without the need to differentiate strategies based on gender.

Attitude Toward Digital Advertising Practices: Respondents who are comfortable with ad tracking prefer personalized ads, although they are less aware that ads can affect their decisions subconsciously. Respondents who like personalized ads show mild awareness that such ads can subtly influence choice. This indicates general acceptance of personalization in advertising, with limited consciousness about its deeper impact on decision making.

Emotional Engagement and Memory Retention: It is found in the study that ads in which emotions are clearly expressed can attract audiences more effectively. Respondents who recognized emotional indications in ads noticed emotions of happiness and curiosity and showed a higher possibility of recalling ads for more than one week. When emotions were noticed less clearly, engagement and recall were moderate. When respondents noticed no emotion in ads, their emotional responses were limited and ad recall was also low. These findings suggest that emotional storytelling is significant in creating memorable advertisements.

Enjoyable Advertisement Characteristics: Respondents like ads that clearly show product utility, are represented creatively, include interesting and emotional storytelling, increase knowledge, or provide discounts and gifts. Ads that contain famous personalities, related celebrities, or human elements are also appreciated, although the focus on the main product remains more important. However, some respondents reported indifference, which shows that repeated and irrelevant ads are often ignored, reflecting ad fatigue.

Factors Leading to Advertisement Skipping or Ignoring: Long or repetitive advertisements are the main reasons for skipping, as participants find them boring or time-consuming. Irrelevant content, flashy visuals, loud sounds, poor quality, or misleading information also cause viewers to ignore ads. Personal preferences, emotional disengagement, and lack of interest in the product further contribute to skipping behaviour. Time constraints are another critical factor, with many users skipping ads to focus on other tasks, emphasizing that efficiency and relevance are crucial for ad engagement.

Consumer Concerns Regarding Digital Advertisements: Respondents are concerned about misleading, exaggerated, or incomplete information in ads and prefer honesty and transparency. For many respondents, privacy and ethical use of personal data for targeted ads are important, which demonstrates the need for responsible digital marketing. Irrelevant ads create irritation, while high-quality ads, attractive visuals, and short formats are appreciated. Consumers are also wary of manipulative emotional content but are curious about creative aspects such as production quality, directors, or actors. Overall, participants prefer ads that are relevant, ethical, informative, and respectful of their time and intelligence.

6. Discussion

The findings of this study on “How People Notice and Respond to Digital Ads” align with and expand upon previous research in digital marketing and consumer behaviour. Like past research that emphasizes the role of emotional engagement and storytelling in advertisements, this research confirms that consumers notice ads that are visually appealing, emotionally resonant, or feature celebrities. Similar to previous findings, this study also found that product-centric visuals and well-designed headlines capture attention instantly, while long, irrelevant, or poorly designed ads are often skipped. This study also highlights the persistent challenge of ad fatigue reported in prior literature.

Although this study highlights some specific findings, in contrast to some past research in which clear demographic differences were emphasized, this study found that there is no significant impact of age and gender on customers’ responses. Similar tendencies were found in clicking on ads, searching for more information, or purchase decisions across different age and gender categories. This indicates that online engagement is more influenced by content quality, relevance, and emotional appeal than by demographic factors, suggesting a shift in how digital ads are consumed in a highly connected and diverse audience.



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The behavioural patterns observed in this study can be explained through various factors. Culturally, young adults—the major part of the respondents—are more digitally active and are accustomed to consuming large volumes of content, which increases both exposure and selective attention to advertisements. Socially, trends on social media platforms, such as the influence of YouTube and Instagram and awareness of celebrities in ads, can enhance online engagement. Additionally, digital habits like the use of search engines, video platforms, and repeated use of social media shape patterns of customer attention, which suggests why ads launched on high-traffic and visually rich platforms receive more engagement. Finally, preference towards informative, interesting, and relevant content reflects customers' expectations for utility and value, emphasizing that digital marketing effectiveness depends on understanding user context and behaviour rather than relying solely on traditional targeting criteria.

Overall, the discussion suggests that digital advertisers should focus on creativity, emotional resonance, and platform-specific strategies to capture attention, enhance engagement, and influence consumer behaviour, while being mindful of ethical and relevant ad practices to maintain trust and avoid user fatigue.

7. Recommendations

Focus on Visual Appeal and Emotional Engagement: Advertisements should prioritize high-quality visuals and creative storytelling to capture consumer attention effectively. Emotional, humorous, or motivational narratives, as well as relatable personalities or celebrities, can enhance engagement. However, the use of celebrities should complement the product rather than overshadow it. Incorporating these elements increases ad recall and strengthens the connection between consumers and the advertised product.

Enhance Relevance and Personalization: Digital advertisements should be aligned with audience interests, preferences, and online behaviour. Personalized ads not only capture attention but also decrease the possibility of being skipped. Ethical utilization of customer data is essential for maintaining trust, because customers increasingly value privacy and relevance in digital marketing. Relevant content ensures better engagement with the product and increases the possibility of positively influencing consumer behaviour.

Optimize Ad Length and Format: Long or repetitive ads reduce customer interest in advertisements. Ads should be concise, centred, and aligned to each platform, with specific preference given to high-engagement channels like YouTube and Instagram. Short and creative formats convey key messages effectively while respecting consumers' time, thereby improving both engagement and recall.

Provide Informative and Utility-Driven Content: Customers respond positively to ads that explain product benefits, utility, and daily life relevance. Informative and educational ads not only increase interest and enjoyment but also improve memory retention and encourage follow-up actions, such as searching for more information or considering a purchase. This approach tailors content according to the behavioural requirements of customers.

Continuous Monitoring and Adaptation: Advertisers should analyse customer responses and engagement metrics on a regular basis to improve campaigns. Marketers can align their strategies with changing digital habits, preferences, and creative tendencies to maintain effectiveness in a competitive online environment. Continuous monitoring ensures that ads remain relevant and effective.

Ethical and Responsible Advertising: Digital ads must maintain honesty, clarity, and respect for consumers' time. Avoiding misleading, irrelevant, or intrusive content builds trust and enhances brand perception. Responsible advertising that respects consumer intelligence fosters long-term engagement and loyalty, while also minimizing negative reactions such as irritation or ad fatigue.



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8. Conclusion

The present study on “How People Notice and Respond to Digital Ads” provides a comprehensive understanding of consumer interaction with online advertisements, highlighting the factors that affect concentration, engagement, and behavioural outcomes. It is indicated by the research that customers respond to attractive visuals, product representation, and creative content that contains storytelling and emotional factors. It indicates that emotional engagement plays an important role in the effectiveness of digital ads. Although celebrity support, bright visuals, and promotional offers attract customers, the data shows that product-centric and contextually relevant ads are most likely to generate meaningful engagement. Consumers exhibit moderate to high online activity, with younger and digitally active populations specifically students and adults in the 25–34 years age group showing the highest engagement with online advertisements. Gender differences in engagement are minimal, which indicates that online advertising strategies do not need to be differentiated on a gender basis.

It is also found from the study that customers are selective towards online ads and tend to leave or ignore content that is too long, irrelevant, poorly represented, or disruptive to the digital experience. This shows the importance of time consciousness, creativity, and relevance in designing digital campaigns. Emotional recognition within advertisements significantly enhances recall, demonstrating that ads which effectively convey feelings or narratives are more memorable and likely to influence consumer behaviour. Additionally, a positive but *weak* correlation is found between advertisement tracking and personalized content, which indicates that individuals who accept online tracking slightly favour personalized ads, although awareness of subconscious influence remains largely independent.

These findings have practical implications for marketers and advertisers, emphasizing the need to concentrate on high-quality visuals, concise messages, relevant context, and ethical personalized content. Platforms like YouTube, Google Search, and Instagram, which provide high engagement opportunities, should be given preference in digital campaigns, while content for messaging apps and casual games may require more innovative approaches to increase visibility. This study highlights that effectiveness is not only impacted by creative and visual content but is also influenced by digital habits, emotional responses, and information-seeking behaviour.

In conclusion, the research confirms that online advertisements can affect customers’ attention, perception, and subsequent actions if they are designed with clarity, relevance, and emotional appeal. By aligning digital advertising strategies with customer choices, behaviour, and online engagement patterns, marketers can improve ad recall, foster meaningful interaction, and achieve greater impact. Overall, this study provides significant insights into digital marketing practices and presents a framework for developing campaigns that resonate with today’s digitally active audience while addressing the challenges of ad fatigue and selective engagement.

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