

INFLUENCE OF ONLINE ADVERTISING ON CONSUMER BUYING BEHAVIOR: A PRISMA BASED SYSTEMATIC REVIEW

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ABSTRACT

Purpose- The objective of this investigation is to employ the PRISMA (Preferred Reporting Items for Systematic Reviews) framework to conduct a systematic analysis and synthesis of the current body of literature regarding the influence of online advertising on consumer purchasing behavior. The objective of this investigation is to ascertain the primary trends, patterns, and deficiencies in the existing research to offer a thorough comprehension of how different types of online advertising affect the decision-making processes of consumers.

Design/ Methodology/Approach- To establish research work in sustainable construction for developing countries, the Preferred Reporting Item for systematic reviews using the PRISMA approach was implemented. The researcher utilized the Web of Science for our databases. The initial comprehensive search was conducted, and the results were filtered and reviewed in-depth to align with the study's objectives. This process yielded pertinent publications from 2014 to 2024.

Findings- The findings underscore the necessity of incorporating ethical practices, technological advancements, and a comprehensive understanding of consumer behaviour to formulate relevant and effective online advertising tactics in the contemporary digital marketplace.

Originality- The final framework provided a comprehensive strategy for overcoming the predetermined constraints and provided suggestions for future research. Therefore, it is necessary to establish a context when examining the influence of online advertising on consumer purchasing behavior.

Keywords: Online advertising, Consumer buying behavior, PRISMA.

INTRODUCTION

The marketing perspective has been transformed by online advertising, which provided businesses incomparable prospects to interact and engage with their target audience. Companies are increasingly engaging in a variety of advertising strategies to influence consumer buying behavior due to propagation of digital platforms. The quick adoption of internet technologies and the development of consumer behavior have facilitated this change, rendering online advertising a pivotal component of modern marketing strategies (Casado-Aranda et al., 2022). Various factors, i.e. platform used, content of advertisement and format, influence the responses of consumer towards online advertisements. The worth of hedonic and utilitarian appeals in digital advertisements is underscored by research, which exhibits that each echoes in a different way with consumers based on their spontaneity and purchasing motivations. Utilitarian advertisements that focus on effectiveness tend to attract thoughtful customers, while hedonic adverts that focus on liking and emotive engagement are more probable to appeal to impulsive consumers (Moes et al., 2022).

The COVID-19 epidemic significantly accelerated the change to online advertising, as growing number of customers applied digital media for their purchasing requirements. This perspective underscored the trivial necessity for businesses to adjust their strategies of advertisements with the growing trends in consumer behaviour, which gradually emphasise the pertinent usage of digital techniques and enjoyment-based encouragements (Li et al., 2022). This meaningful influence of online marketing on consumer decision-making processes continues to be a growing theme engaging the researchers and marketers, notwithstanding its prevalent usage. Also, interactivity, quality of the advertisement, and platform-specific attributes influence the effectiveness of online campaigns. (Dincă & Dima, 2022; Rodgers & Nguyen, 2022). Short videos have entered the market with the arrival of TikTok. These platforms opened new horizons for designing and making ads, focusing on keeping the content brief while engaging the consumer's attention. (Bernitter et al., 2021). The primary goal of this systematic literature review is to synthesise existing research on how online advertising affects consumer purchasing behaviour. The present research will provide meaningful guidance to both practitioners and scholars, identify emerging trends as well as research gaps, and will provide thorough insights into the workings of how digital ads persuade consumers into decision-making by the fairly structured PRISMA framework. (Ogunmakinde et al., 2024).

Methodology

The current study employed the PRISMA guidelines, used in conjunction with Cochrane, which was first published in 2009 and subsequently revised in 2020 (Sarkis-Onofre et al., 2021). PRISMA aims to provide a whole, transparent, and exhaustive systematic review for decision-making (Fleming et al., 2014; Panic et al., 2013). All elements of reporting from abstract to introduction, methods, results, and discussion are discussed in PRISMA 2020. The eligibility criteria and information sources Web of Science, search strategy, selection process, data collection, data items, study risks, effect measures, reporting bias statements, and certainty assessment, are all included in the methods section of PRISMA 2020 (Migliorini et al., 2021). The largest compendiums of published articles are Web of Science databases (Ismail et al., 2024; Mohamed et al., 2021; Zhang et al., 2017).

Table 1 PRISMA 2020 CHECKLIST	
Methods	Approach
Eligibility Criteria	Keyword search: TS= Online Advertising (All Fields) AND Buying Behaviour (All Fields).
Information Source	Web of Science
Search Strategy	Exclusion Criteria = Include Article, English Language, Web of Science Index-Social Science Index, Web of Science Category- Management, Economics, Social Science Interdisciplinary, Search Time Frame 2014-2024.
Selection Process	The abstracts of the articles that were retrieved were manually reviewed. They conducted their research independently and subsequently amalgamated their conclusions.
Data Collection Process	Data from the research papers were gathered by a thorough examination of the publication's spreadsheet, focussing on the study approach, methodologies, keywords, and topics regarding the limitations of sustainable construction.
Data Items	A table was created to document all outcomes for which data were requested.

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

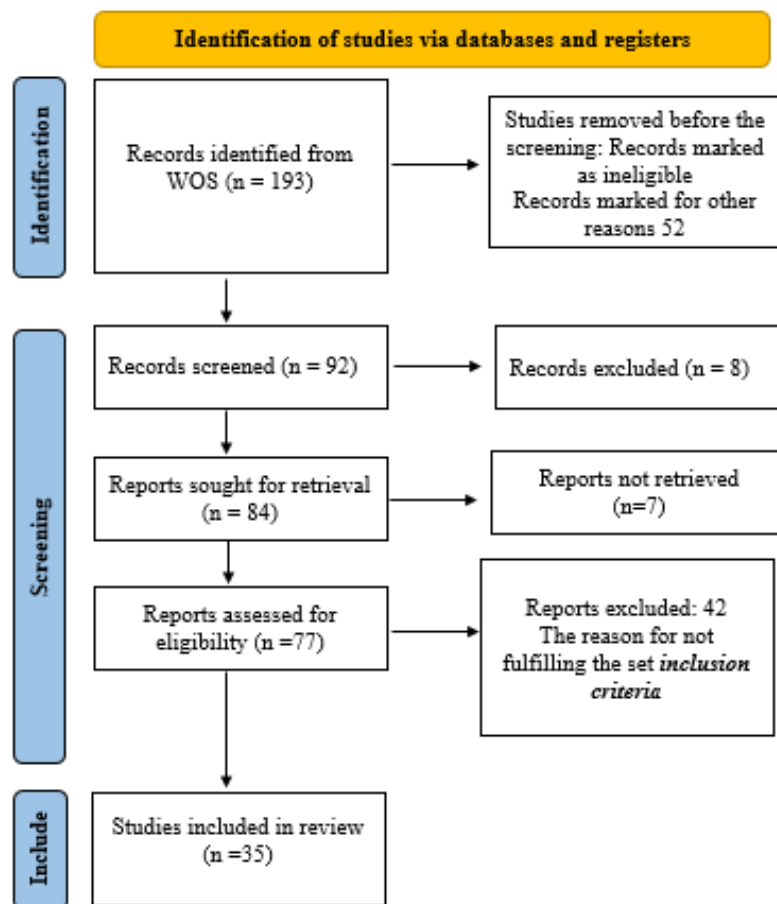


FIGURE 1
PRISMA 2020 ADAPTED FOR STUDY

Table 1 and Figure 1 demonstrate that the research conformed to the PRISMA 2020 guidelines to guarantee a systematic and transparent review procedure. The qualifying criteria were established through a keyword search approach utilising terms like "Online Advertising" and "Buying Behaviour," guaranteeing thorough coverage of pertinent subjects. The primary information source employed was Web of Science, with searches confined to English articles within the Management, Economics, and Social Sciences Interdisciplinary categories, indexed in the Social Science Citation Index. The search period was limited to studies published from year 2014 to year 2024.

A severe selection procedure was applied, in which the abstracts of retrieved publications were independently evaluated by researchers, concluding in a synthesis of their findings. The data gathering necessitated an exhaustive analysis of selected articles, accentuating techniques, keywords, research approaches, and limits relevant to sustainable advertising. Outcomes were systematically documented in the table in an organised form. This research endeavour also included papers identified and collected through alternate methods i.e. through Google Scholar and theme-based targeted internet searches, guaranteeing an exhaustive reporting of relevant literature. The PRISMA 2020 flow diagram illustrates the identification, screening and inclusion of studies for this systematic review.

RESULTS AND DISCUSSION

This section analyses the 35 articles in detail which include author detail and scope and findings of all mentioned studies.

Table 2
DETAILED REVIEW OF LITERATURE

Sr. No.	Title	Authors	Year	Research Objectives	Research Findings
1	Amplifying Off-Site Purchases with On-Site Retail Media Advertising	German Zenetti, Koen Pauwels	2024	Analyze the influence of retail media advertisements on customer purchasing choices in both online and offline channels.	Retail media advertisements impact cross-channel purchasing behaviours; consumers conduct online research but frequently make purchases offline, particularly in high-involvement sectors.
2	How the Presence of Employee Avatars Affects Metaverse Shopping Behavior	Darius-Aurel Frank, Jason DiPalma, Sascha Steinmann, Tobias Otterbring	2024	Examine the impact of avatars on consumer behaviour in metaverse retail settings.	Avatars adversely influence consumer behaviour in humiliating purchasing situations, but not in typical scenarios.
3	Understanding how ethical claims in advertising affect subjective ambivalence	Sánchez Romero	2023	Examine the influence of ethical assertions in advertising on consumer ambivalence and purchasing behaviour.	Robust ethical assertions Mitigate hesitation and scepticism while enhancing purchase intentions for ethical products.
4	When does media multitasking induce store visit and conversion?	Mingqi Ye, Wirawan Dony Dahana, Chris Baumann, Xi Li	2023	Examine the motivational elements in media multitasking that result in store visits and conversions.	Controlling motives result in increased store visits and conversion rates during multitasking. Consumer purchasing behaviours fluctuate based on the underlying motivations for multitasking.
5	The influence of social network communication on buying behavior of Cameroonian consumers	Jean Robert Kala Kamdjoug	2023	Investigate the influence of social network communication on customer purchasing behaviour within social e-commerce platforms.	Perceptions of advertising and psychological predispositions considerably affect buying intentions and consumption behaviour.
6	Giving electronic word of mouth (eWOM) as a prepurchase behavior	Weng Marc Lim, Pervaiz Khalid Ahmed, Md Yunus Ali	2022	Investigate electronic word-of-mouth (eWOM) as a pre-purchase behaviour in online group purchasing.	Consumers are more likely to give eWOM for utilitarian products paired with affective messages and larger discounts. Marketing strategies should encourage active eWOM participation in group purchases.
7	The influence of the ethics of E-retailers on online customer experience and satisfaction	Emerson Wagner Mainardes, Ananda R. Silva Coutinho, Helena M. Batista Alves	2022	Analyse the impact of e-retailers' ethical practices on consumer experience and satisfaction.	Ethical behaviours markedly enhance consumer experience and satisfaction, facilitated by ethical ideas and trust.

8	Ethical Implications of AI in Advertising: Pathways for Decision-Making	Waymond Rodgers, Tam Nguyen	2022	To investigate the ethical ramifications of AI-driven advertising, concentrating on algorithmic influences on purchasing decisions in online consumer behaviour.	Six ethical frameworks for decision-making in intelligent advertising were established. AI-driven ethical advertising improves customer engagement when it aligns with moral frameworks such as virtue ethics and utilitarianism. Recommendations involve the incorporation of ethical algorithms to enhance customer targeting and happiness.
9	Optimizing Advertising Strategies for Short Video Platforms	Weifeng Li, Minghui Jiang, Wentao Zhan	2022	To formulate appropriate advertising strategies for short video platforms (SVPs) and assess their efficacy in comparison to general video platforms (GVPs).	Short-duration, high-quality advertisements following extended programs are beneficial. Senior Vice Presidents permit adaptability in advertising placement, and profitability rises when extraneous expenses are reduced. Recommendations entail enhancing advertisement design and placement methods for small marketers on SVPs.
10	The Impact of the COVID-19 Pandemic on Book Purchasing Behavior in Romania	Violeta Mihaela Dincă, Alina Mihaela Dima	2022	To study alterations in book purchasing behaviour in Romania during the COVID-19 pandemic, emphasising utilitarian and hedonic incentives.	The epidemic dramatically elevated internet book acquisitions. Hedonic motives exerted a more significant influence on purchasing intentions than utilitarian motivations. Recommendations involve augmenting digital visibility and broadening promotional tactics for publishers and books.
11	Hedonic and Utilitarian Ads in Consumer Decision-Making: A Neuro-Analysis	Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández, José-Ángel Ibáñez-Zapata	2022	To investigate the impact of consumer impulsiveness on the brain processing of hedonic and utilitarian banner advertisements.	Impulsive consumers have heightened brain activation in areas associated with reward and emotion when presented with hedonic advertisements, whereas sensible consumers demonstrate increased activation in self-control regions when assessing utilitarian advertisements. Implications direct advertisers to customise banner techniques according to consumer characteristics.
12	The role of slant and message consistency in political advertising effectiveness	Beth L. Fossen, Donggwan Kim, David A. Schweidel, Raphael Thomadse	2022	Examine the efficacy of message bias and coherence in political advertising.	Consistent and centrist messaging are more efficacious in generating online word-of-mouth and influencing voter preference, particularly during the initial phases of a campaign.
13	"I want to be as trendy as influencers" – Fear of missing out (FOMO) and buying intention	Thi Cam Tu Dinh, Yoonjae Lee	2022	Examine the role of FOMO and influencers on consumer purchasing intentions.	FOMO modulates the role of imitation and consumerism on purchasing intentions for products advocated by influencers.

14	Reinforcing purchase behaviors through CSR and ethical practices	Khizar Hayat, Zhu Jianjun, Sharafat Ali	2022	Analyse the impact of corporate social responsibility and ethical practices on impulse purchasing behaviour.	Corporate social responsibility and ethical practices enhance organisational trust, eco-branding, and impulsive purchasing behaviour.
15	Exploring the relationships between socialization agents, social media communication, online shopping experience, and pre-purchase search	Mahasweta Saha, Sangeeta Sahney	2021	Analyse the influence of socialisation agents, social media interactions, and online buying experiences on pre-purchase enquiries.	Social media interactions and the online buying experience substantially affect consumer pre-purchase behaviour regarding branded clothes.
16	Location-Based Mobile Marketing: Consumer Responses and Personalization Strategies	Stefan F. Bernitter, Paul E. Ketelaar, Francesca Sotgiu	2021	To examine the effectiveness of location-based mobile marketing (LBMM) and the impact of customer behaviour and product category engagement on responses.	LBMM is most efficacious when customised to align with consumer preferences and geographical proximity. Price promotions are effective for low-involvement consumers, but non-price promotions are appropriate for high-involvement consumers. Insights assist marketers in reconciling personalisation with minimising reactance.
17	Impulsive purchasing and luxury brand loyalty in WeChat Mini Program	Qianhui Rao, Eunju Ko	2021	Examine the influence of premium brand presence on impulsive buying behaviour and brand loyalty inside WeChat Mini Programs.	This study demonstrates that luxury companies' utilisation of WeChat Mini Programs favourably impacts consumers' impulsive fashion purchases and brand loyalty through the interaction of task-related, mood-related, and consumption-related aspects. The data underscore the pivotal function of WeChat Mini Program as a marketing instrument in influencing customer behaviour and offer actionable implications for firms to formulate creative business models and strategies within the luxury apparel sector.
18	"Toxic friends"? The farther away, the less stressful.	Na Wen, Wenxia Guo	2021	Examine the influence of closeness to dissociative groups on consumer decision-making.	Products linked to near-dissociative groups elicit more unfavorable ratings than those linked to distant dissociative groups.
19	Abstract vs. Concrete Framing of GM Technology in Public Perception	Meghnaa Tallapragada, Bruce W. Hardy, Evan Lybrand, William K. Hallman	2020	To investigate the influence of abstract versus concrete framing of genetic modification (GM) on consumer perceptions and purchasing intentions regarding GM products.	Concrete framing increases support for GM applications by enhancing positive emotions. Concrete language improves risk and benefit perception compared to abstract terms. Recommendations focus on communication strategies for

					consumer education and acceptance of GM products.
20	Regret and nonredemption of daily deals: Individual differences and contextual influences	Angeline C. Scheinbaum, Pratik Shah, Monika Kukar-Kinney, Jacob Copple	2020	Analyse the psychological and contextual factors contributing to the nonredemption of daily deals.	Consumers do not redeem offers because of post-purchase remorse, limitations, and minimal discount amounts, which stem from personal impulsiveness and social influences.
21	Advertising to businesses: Does creativity matter?	Daniel W. Baack, Rick T. Wilson, Maria M. van Dessel, Charles H. Patti	2020	Evaluate the influence of creativity in B2B advertising on organisational purchasing behaviour.	Innovative advertisements enhance brand perceptions, attitudes towards the advertisement, and buy intentions, thereby contesting conventional B2B advertising methodologies.
22	Impact of Abstract Versus Concrete Conceptualization of Genetic Modification (GM) Technology on Public Perceptions	Meghnaa Tallapragada, Bruce W. Hardy, Evan Lybrand, William K. Hallman	2020	Examine the impact of abstract versus concrete language on perceptions and purchasing intentions about genetically modified items.	Concrete language bolsters support for GM applications by amplifying positive feelings and buying intentions.
23	Consumer perceived value, involvement, trust, susceptibility to interpersonal influence	Varinder M. Sharma, Andreas Klein	2019	Examine consumer involvement, perceived value, and trust in online group buying.	Consumer engagement substantially influences participation intentions, with trust and perceived value being critical factors.
24	A gradual approach for maximising user conversion without compromising experience with high visual intensity website elements	Jarosław Jankowski, Juho Hamari, Jarosław Wątróbski	2019	Formulate a strategy to enhance user conversion by harmonising visual impact and user experience.	A equilibrium between visual intensity and user experience optimises conversion rates while reducing adverse reactions.
25	Frontiers: How Effective Is Third-Party Consumer Profiling? Evidence from Field Studies	Nico Neumann, Catherine E. Tucker, Timothy Whitfield	2019	Evaluate the precision and financial worth of third-party consumer profiling for targeted advertising.	Third-party audience identification frequently suffers from inaccuracy, rendering it economically feasible solely for high-end media placements.
26	The influence of contrasting values on consumer receptiveness to ethical information and ethical choices	Victoria-Sophie Osburg, Pervaiz Akhtar, Vignesh Yoganathan, Fraser McLeay	2019	Examine the impact of consumer values on the receptivity to ethical information and ethical purchasing choices.	Altruistic and biospheric values promote ethical consumerism, whereas egoistic values diminish ethical purchasing engagement.

27	How signaling mechanisms reduce “lemons” from online group buying (OGB) markets?	Mohammad Alamgir Hossain et al.	2017	Examine the impact of signalling strategies on mitigating information asymmetry in online group purchasing.	Perceived vendor and product quality positively affect purchasing intentions, with trust serving as a moderating factor.
28	Group-buying coupons considering consumers’ perceived ease of use	Qin Wan, Shilei Yang, Yi Liao, Yu Xia	2017	Analyse the impact of group-buying coupons on customer behaviour.	Consumers’ purchasing decisions are influenced by discount rates and the perceived simplicity of coupon utilisation. Effective coupon design can improve revenue and consumer involvement.
29	Are you able to recall the brand?	Devika Vashisht, Sreejesh S. Pillai	2017	Examine the effects of brand prominence, game engagement, and persuasion knowledge in online advergames.	Notable brand placements in games under low engagement conditions yield enhanced recall but diminished favourable views. Elevated persuasive knowledge improves memory retention but diminishes attitudes.
30	Consumers’ Cross-Channel Use in Online and Offline Purchases	Hilde A. M. Voorveld, Edith G. Smit, Peter C. Neijens, A. E. (Fred) Bronner	2016	Investigate cross-channel behaviours regarding online and offline purchasing across various product categories.	Consumers increasingly utilise online channels for purchasing while consistently employing offline channels across several buy categories.
31	Compulsive buying in online daily deal settings	Monika Kukar-Kinney, Angeline Close Scheinbaum, Tobias Schaefers	2016	Examine the incentives and contextual elements influencing obsessive purchasing in online daily deal environments.	Compulsive purchasers are swayed by hedonistic and social incentives, with high-pressure strategies proving especially alluring.
32	“Don’t buy this jacket”: Consumer reaction toward anti-consumption apparel advertisement	Chanmi Hwang, Youngji Lee, Sonali Diddi, Elena Karpova	2016	Examine the influence of anti-consumption commercials on customer perceptions and buying intentions.	Anti-consumption advertisements diminish purchasing intentions while enhancing understanding of sustainable consumption.
33	Do display ads influence search? Attribution and dynamics in online advertising	Pavel Kireyev, Koen Pauwels, Sunil Gupta	2016	To examine the dynamic relationship between display and search advertising; and its impact on effectiveness and budget allocation.	Display advertisements enhance search conversions and overall ROI, revealing that standard metrics undervalue advertisement effectiveness.
34	Product placement as leveraged marketing communication	Heather Shoenberger, Eunjin (Anna) Kim	2016	Examine the impact of desired identification and brand trust on purchasing behaviour via product placement in entertainment.	Wishful identification with characters in entertainment media profoundly influences brand trust and purchasing intentions.
35	Buy-It-Now or Take-a-Chance: Price Discrimination Through Randomized Auctions	L. Elisa Celis, Gregory Lewis, Markus Mobius, Hamid Nazerzadeh	2014	Formulate a randomised auction system to investigate pricing discrimination in digital marketplaces.	Randomised sales techniques enhance revenue by 4.4% and consumer surplus by 14.5%, motivating high-valuation purchasers.

The Table 2 & Figure 2 discussed the systematic literature analysis on the effects of internet advertising on consumer purchasing behaviour, executed using the PRISMA framework, underscores significant findings that illustrate the dynamic impact of diverse online advertising methods.

Targeted strategies such as electronic word-of-mouth (eWOM), location-based mobile marketing, and AI-driven advertising greatly improve consumer engagement when they coincide with personalised preferences and ethical principles. Emotional elements, including fear of missing out (FOMO), ambivalence, and psychological obstacles such as post-purchase regret, significantly affect consumer purchasing decisions, especially in situations like social media platforms, group buying, and online daily offers. The epidemic intensified the significance of hedonic and utilitarian motivations in internet shopping, enhancing loyalty and enjoyment. Ethical and emotionally impactful advertising methods, such as concrete framing and socially responsible actions, have become essential for shaping customer views and behaviours. These findings emphasise the imperative for marketers to implement personalised, ethical, and emotionally resonant online advertising to effectively influence consumer buying behavior.

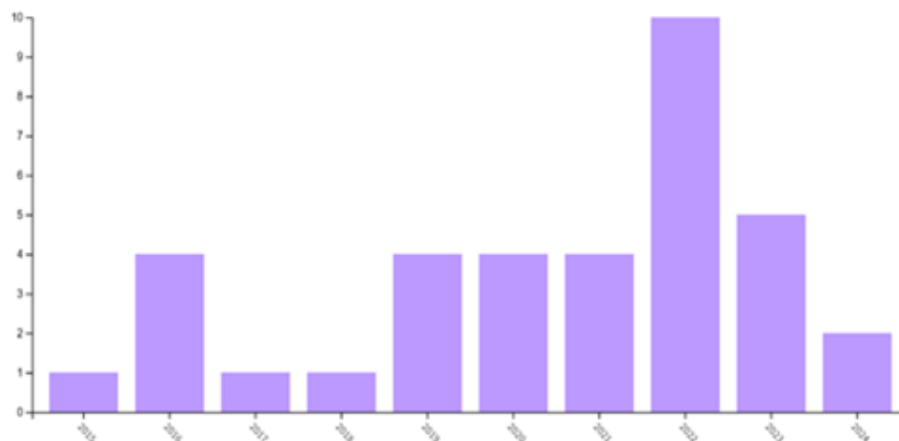


FIGURE 2
YEAR-WISE DETAIL OF PUBLICATIONS

SOURCE: Web of science: Analyze results.

The bar diagram displays the development regarding the spread of direct research on the effect of online advertising on the purchasing behavior of consumers throughout various years. According to the data, studies peaked at 10 publications in the year 2022, denoting the highest point of interest in research on that year.

The boost may be attributed to the growing importance of digital advertising methods especially in the aftermath of the pandemic as consumer behavior has dramatically shifted toward online platforms.

Years like 2016 and 2019 indicate considerable activity suggesting earlier efforts at prying into online consumer behavior while digital technology became more widespread. Conversely, such dates are associated with 2017, 2018, and 2024, and show scanty studies probably marking a period of decelerated growth or shifts within the frameworks in research focus.

The continuously growing studies over 2022 pinpoint ongoing interest in understanding the shifting front of internet advertising with likely propulsion from advancements in AI, social media, and tailored marketing strategies.

This figure indicates the changing tide of research in this domain, characteristically marked by notable hikes toward milestone periods within this field-influencing digital revolution and external occurrences like the pandemic, which probably proved a factor in championing consumer behavior and advertising strategies.

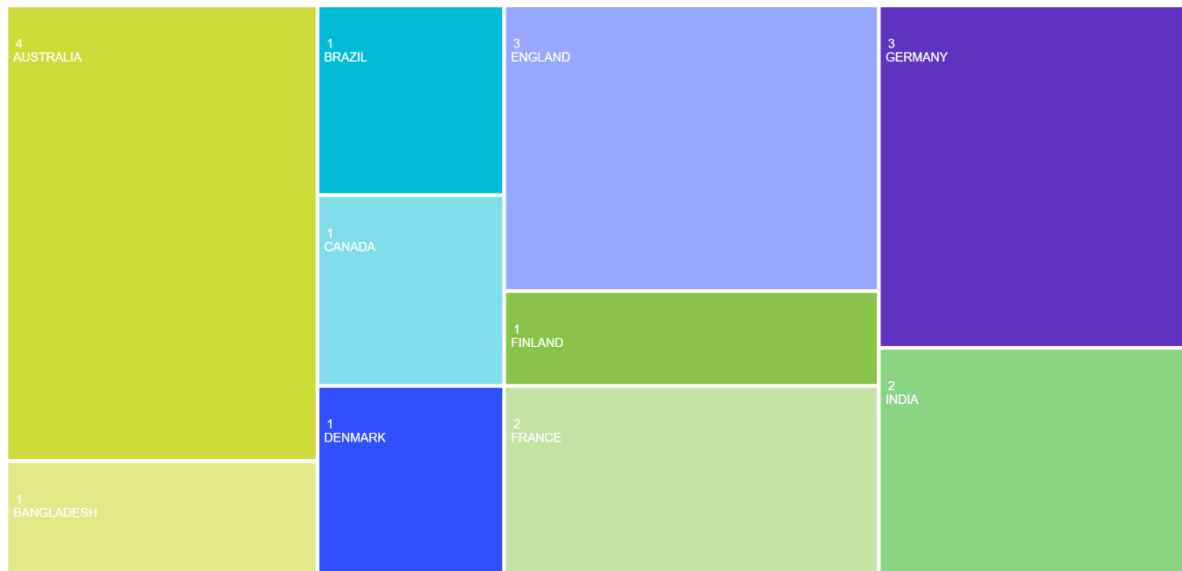


FIGURE 3
TREEMAP OF GEOGRAPHIC DISTRIBUTION OF RESEARCH

Source: VOS Viewer Software.

The treemap of Figure 3 is created using the VOS Viewer software, illustrating the geographic distribution of research on the online advertising influence on consumers' purchasing behavior.

In Australia, the most work has been done, followed by Germany and England with three each; India is less studied with two works. Countries such as Brazil, Canada, Denmark, Finland, France, and Bangladesh each submit one study, illustrating a worldwide distributed research initiative.

The pre-eminence of industrialized economies, including Australia, Germany, and England, underscores their sophisticated digital ecosystems, but rising countries like India demonstrate heightened research interest owing to the surge in online consumer engagement.

The lack of contributions from places such as Africa and the Middle East suggests possible research gaps that warrant additional investigation. This visualization highlights the worldwide extent and regional disparities in scholarly interest in this field.

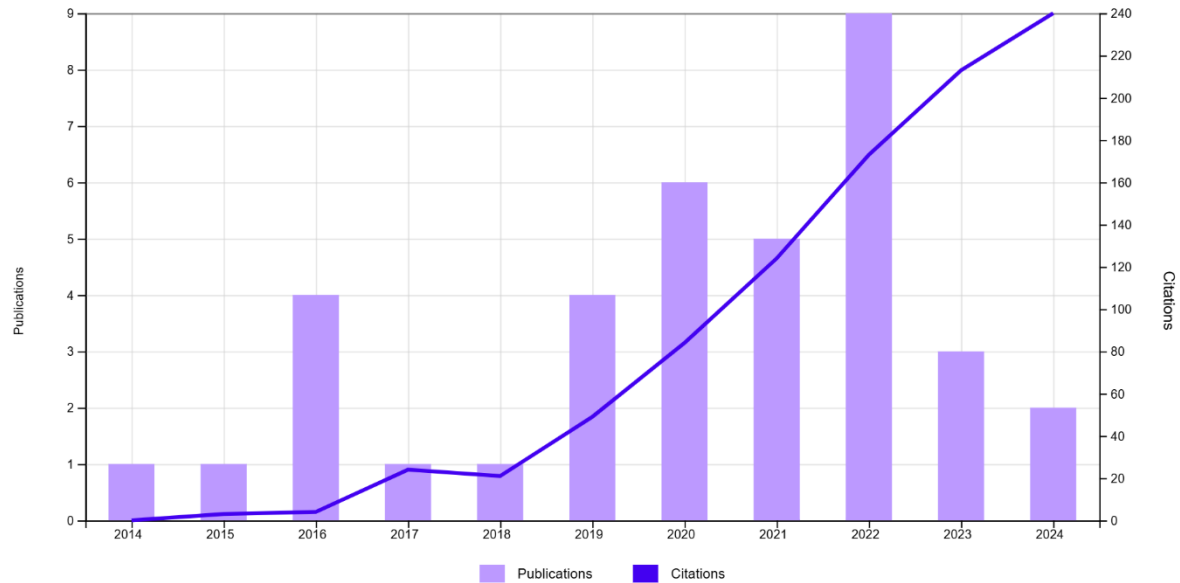


FIGURE 4
TIMES CITED AND PUBLICATIONS OVER TIME

Source: Web of Science: Analyze Results.

The graph, derived from data analysed from the Web of Science database, depicts trends in publications and citations concerning the influence of online advertising on consumer purchasing behaviour from 2014 to 2024. Publication output always grew from the year 2016, peaking finely in 2022, as a conscious indicator of heightening research interest amid the rapid digital development phase, especially post-pandemic. The overall number of citations indicates a steady increase, illustrating an influential and growing character of these papers, especially after 2020. In 2023 and 2024, the number of publications has decreased somewhat, but the fact that the number of citations keeps increasing shows the continued importance of previous research. This study demonstrates the dynamic upswing and influence of research in this domain fuelled by technology innovations and evolving consumer behaviors Figures 4 & 5.

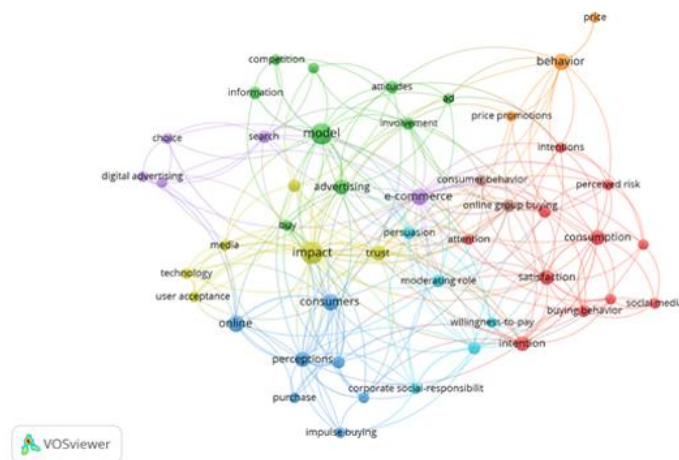


FIGURE 5
RELATIONSHIPS AMONG CRITICAL VARIABLES

Source: VOS viewer software.

It is a rather good overview of the relationships between the most important variables influencing the impact of internet advertising on consumer buying behavior. Key variables such as "impact", "trust" and "buy" surface as supreme central entities. They act as the link between various clusters, displaying their noteworthy role in synthesizing themes that impact consumer decision-making. Customer behavior and consumption are the centres of the red cluster, which incorporates purchasing behavior, satisfaction, intent, and social media, emphasizing how they jointly impact purchase decisions. In this domain, the major modulators of trust and purchasing intentions are perceived risk and price promotion. The green cluster, focused on e-commerce and advertising models, emphasizes the importance of advertising models, attitude, engagement, and input to influence customer interactions and decision-making in online contexts. The blue cluster highlights trust, corporate social responsibility, and perceptions, underlining the fundamental role played by ethical advertising strategies in creating consumer loyalty and fostering positive brand sentiments. The purple cluster covers the area of digital advertising and technology and links media, user acceptance, and selection with the increasing importance of technological progress in enhancing ad effectiveness. The yellow cluster centers on pricing and purchasing intentions, connecting willingness-to-pay and financial incentives to purchasing behavior and demonstrating how pricing strategies influence consumer decisions.

The relationships between these clusters show a multifaceted interaction of psychological, social, and technological elements. For instance, "social media," together with "behavior," "purchasing behavior," and "intentions," illustrates the effect of social media on consumer decision-making toward advertisement in contemporaneous times. On a similar note, "price" relates to "perceived risk" and "willingness to pay" and points to the high influence of monetary factors on purchasing behavior. In addition, this comparison shows the relations between "e-commerce," "advertising," and "persuasion," stressing the importance of personalized advertising in gaining consumer trust and involvement. In this halting intervention are factors of an ethical nature like Corporate Social Responsibility that shape attitudes and engender consumer loyalty. This visualization brings to light the complexity that is at play within online advertising and how all the interrelated factors such as trust, social media, pricing strategy, and technology combine to create a single cohesive influence on customer behavior. These remarks highlight the need for researchers and marketers to implement an integrated, ethical, and consumer-centric approach to purchase behavior in an online marketplace.

Implications of the Study

The insights concerning the network visualization bear crucial implications for researchers and marketers, stressing the cordial adoption of consumer-centered, ethical, and technologically flexible strategies and tactics in online advertising that would aid the effective influence on consumer purchasing behavior. The significance of factors such as trust, buy, and impact point to the evident necessity of trust building and tied techniques in actuating involvement and making the pertinent purchasing decisions on a part of the consumers. Ethical advertising programs that include CSR are fundamental in developing favorable consumer attitudes and loyalty. Through transparency, accountability, and ethical behavior, marketers can build consumer trust and satisfaction and reduce the perceptions of risks involved with online shopping.

There has always existed a good interrelation among the terms "digital advertising", "technology", and "user acceptance". It emphasizes the growing need to use sophisticated digital tools and technologies to have great advertising campaigns. Marketers had to turn to using AI, machine learning, and data analytics to make personalized and relevant

advertisements that are precisely in line with the preferences of the consumers. The importance of variables such as social media, behavior, and intentions illustrates that social platforms increasingly influence consumers' decision processes. Engaging, shareable, and interactive content on these platforms can drive customer engagement and extend the reach for the ad campaign.

The mechanisms need to be a cogent element underscored by the joining of "price", "willingness-to-pay", and "perceived risk." Marketers must concentrate on the monetary side, such as discounts, incentives, and dynamic pricing schemes, to reach the interest of consumers and encourage conversion. The inner interaction between "advertising", "persuasion", and "information" in the e-commerce sector shows the important role of targeted and personalized techniques in building consumer behavior. E-commerce marketers must be data- and insight-driven in using personalized engagement to form a better consumer experience and directly increase conversion. Ideal and most practical characteristics of these would include psychological, social, and technological features connected with online advertising, thus emphasizing consumer behavior in the digital domain's complexity. Researchers should move forward and continue building on these connections to come up with fresh advertising paradigms that cater to the evolving demands of consumers and advances in technology. The findings show the need to marry ethical considerations, technological growth, and a full understanding of consumer behavior in developing norms and strategies for creating the most relevant and effective online advertising tactics in today's digital marketplace.

CONCLUSION, LIMITATIONS AND FUTURE DIRECTIONS

This is followed by a discussion of the intricate role of online marketing in consumer purchasing behavior, highlighting the necessity of considering psychological as well as social, and technological factors in creating effective advertising strategies. Key issues include trust, consumer perceptions, financial incentives, and the ethical ramifications of advertising that underscore the necessity for such strategies to be customized, transparent, and benefit a digital-centric industry firmly on the consumer. The study has its shortcomings. The review covers literature largely evaluated indexes in databases, leaving out information sometimes from other important sources. The analysis may be constrained by the methodological variability and geographical focus of the examined studies, complicating the generalization of findings across other markets. The visualization predominantly emphasizes known linkages, neglecting to investigate causality or examine under-represented areas such as Africa and the Middle East, where rising economies may yield significant insights into consumer behavior.

Further studies should investigate the interaction between emerging technologies, including augmented reality (AR), virtual reality (VR), and the metaverse, on consumer engagement, and analyze how cultural and regional variations affect the efficacy of online advertising. Subsequent research ought to concentrate on the influence of developing ethical standards and data privacy legislation on consumer trust and involvement with online advertising. Furthermore, longitudinal research investigating alterations in consumer behavior over time and in reaction to disruptive occurrences such as pandemics or technology advancements will yield profound insights into the adaptive characteristics of internet advertising and its enduring impacts on consumer purchasing behavior.

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