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Literature Review

Advertising and Consumers' Buying Behavior: A Literature Review.

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ABSTRACT

Advertising remains a pivotal driver of consumer buying behavior, yet the empirical research in this area with respect to the effect varies across media, formats, and consumer characteristics. This systematic review seeks to review existing literature regarding the effect of advertising on consumer buying behavior. This review is to present a comprehensive review on the effect of advertising on consumer buying behavior and to provide a theoretical foundation for upcoming research. This study synthesized 23 peer-reviewed studies published between 2015 and 2024 to provide a comprehensive summary of advertising's effect on consumer buying behavior. Adhering to PRISMA guidelines, the review employed a thematic synthesis to analyze findings related to emotional appeals, purchase intention, digital advertising impact, and mediating factors. The analysis reveals a predominantly positive effect of advertising exposure, emphasizing its persuasive power in shaping consumer attitudes and influencing decision-making. However, this effect is significantly mediated by factors such as trust, advertising creativity, perceived risk, consumer skepticism towards digital tactics, and category-specific needs. And also the finding revealed a positive correlation between advertising exposure, emphasizing the persuasive power of advertising in shaping consumer buying behavior and influencing their purchase intention and decision-making process it is mainly positive, as indicated by the articles reviewed. Practical implications are derived to equip marketers, practitioners, advertisers, and policymakers with actionable strategies for developing more effective advertising approaches in the face of rapid technological advancements and evolving consumer preferences. Furthermore, this review contributes to the existing body of knowledge by offering a synthesized, contemporary perspective on advertising's intricate relationship with consumer behavior.

Keywords: Advertising, consumer, consumer buying behavior, systematic review

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1. INTRODUCTION

Consumer buying behavior is a broad term that describes the preferences or choices consumers have regarding a product. It is an interdisciplinary field that reflects the behavioral context in which a consumer engages in searching for, buying, using, evaluating, and disposing of products and services (Kumar, 2017). When an individual buys products and services, numerous cognitive and social processes occur before and after the buying action. In today's world, information about virtually everything is abundantly available whether it's through television, newspapers, magazines, social media, or the internet, etc. (Bandara, 2021). Since consumers' buying behavior is influenced by many stimuli, several factors impact their buying decisions, allowing them to arrive at specific choices. As a result, marketers' investments in product design, packaging, quality differentiation, advertising, and sales promotions must aim to persuade customers to make favorable choices concerning a firm's products (Falebita, 2020). Consumers are increasingly recognizing the core importance of advertising in shaping consumer behavior patterns during the purchasing process (Ivwithren et al., 2023). Advertising can serve as an effective tool for marketers to sway consumers' buying behavior; however, it is essential to comprehend the subtleties of how it influences various product types, services, and the perceptions consumers hold about them.

In the current market environment, advertising is an excellent means for promoting a business throughout the entire market. The ramifications of advertisements continue to grow each year. Advertisements are employed to create a robust image of products in consumers' minds. Advertising has emerged as a crucial issue (Vishal, 2022). Advertisements have also become a means for businesses to influence customers' opinions and behaviors regarding purchasing. Moreover, advertising has turned into one of the essential commercial activities within a competitive business landscape (Kotler, 2012). Advertising has become a crucial issue (Awan, 2016). Due to recent technological advancements, advertisements have evolved into a more flexible and powerful tool, resulting in a more pervasive effect on consumer buying behavior.

Advertising reaches the audience to sway their behavior through various media, including television, radio, print, and internet advertising (Khoshtinat, 2016).

Advertisement has grown significantly in importance for both producers and consumers (Aqsa, 2015). However, there has been an ongoing debate regarding the effectiveness of advertising in affecting consumer buying behavior. While some studies indicate that advertising considerably affects consumer behavior, others contend that its influence is limited (D., 2021). Recently, researchers have begun to investigate the role of demographic factors, such as gender and location, in shaping consumer reactions to advertising. Studies indicate that consumer behavior changes based on these demographic factors, and that various groups react differently to advertising messages. For instance, male and female consumers might respond differently to the same advertisement, and rural and urban consumers may possess distinct preferences and needs (Pulkit, 2023)

As mentioned above, numerous researchers have conducted studies to establish the link between advertising and consumer buying behavior. However, there has been a limited number of systematic literature reviews (SLRs) performed in this area. Therefore, this systematic review is motivated by the need to consolidate the most recent empirical evidence on how advertising affects consumer buying behavior. The objective is to provide a comprehensive summary of this relationship and to establish a robust theoretical foundation for future research in this rapidly evolving field. By systematically reviewing peer-reviewed articles published between 2015 and 2024, this study aims to offer a current and nuanced understanding of advertising's multifaceted influence. Based on the aims of this systematic literature review, the study tried to answer the following basic research questions: What is the overall effect of advertising on consumer buying behavior? Which variables act as key mediating and moderating factors? And what theoretical and empirical gaps exist in the literature regarding the effect of advertising on consumer buying behavior, and what recommendations are proposed for future research?

2. METHODOLOGY

2.1 Review method

There are various methods to literature review methodology that frequently utilized in social sciences, including systematic literature review, semi-systematic literature review, and integrative literature review. A systematic review is the most rigorous method for aggregating and critically

appraising evidence across heterogeneous studies (Tranfield et al., 2003). Moreover, systematic review is a comprehensive review that enables understanding of topics of interest through retrieval, appraisal and summary of all the available evidence on a specific topic of inquiry inquiry (Mahmoud, 2021). Accordingly, this study employs a Systematic Literature Review (SLR) design. Unlike a traditional narrative review, an SLR follows a pre-defined, rigorous protocol to identify, appraise, and synthesize all relevant evidence on a specific topic. This review strictly adheres to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement to ensure the review is transparent, replicable by other researchers, a core requirement of scientific method and the minimization of researcher bias.

2.2 Database selection and search strategy

The authors conducted an exhaustive search across six premier academic databases: Elsevier, Taylor & Francis, Springer, Sage, Wiley Production, and Emerald. These databases were strategically selected due to their reputation as leading repositories for high-impact factor journals in marketing, consumer psychology, and management studies. And also, utilizing multiple, globally recognized databases ensures a broad and representative capture of scholarly work, mitigating potential publisher or geographical bias that could occur with single-database searches. The authors employed Boolean operators to maximize search precision for each database and to collect relevant papers. Boolean operators (AND, OR) were used with the following string: ("Advertising") AND ("Buying Behavior" OR "Purchase Decision") AND ("Digital" OR "Social Media") as well as "Consumer Purchase" or "Buying Behavior" or "Purchase Intention". This string targeted the core concepts of the review within the specified timeframe.

2.3 Inclusion and exclusion criteria

To maintain a high standard of empirical evidence, the following criteria were applied: Only peer-reviewed empirical studies were included. Because peer-reviewed provide articles provide validated data that have survived scholarly scrutiny, ensuring the review's theoretical foundation is robust. Moreover, articles published between 2015 and 2024. Because this decade represents the algorithmic revolution and captures the transition from traditional social media use to the current era of advertising complexity, AI algorithms and privacy concern. Studies prior to 2015 often focused on desktop-based banner advertising, which are no longer representative of the modern mobile-first, AI-driven advertising landscape. Furthermore, the search results were derived from English-language journal and articles. And also, the study was explicitly investigate the effect,

impact, or influence of advertising stimuli on consumer buying behavior, purchase intention, or related decision-making processes.

The study exclude editorials, conference abstracts, book chapters, book reviews, purely theoretical papers, dissertations, gray literature, articles published before 2015, non-English language articles, and articles unrelated to consumer behavior and advertising.

2.4 Screening and Selection Process (PRISMA Flow)

The PRISMA flow diagram (Figure 1) outlines the process used to select articles. The selection process followed four phases: Identification, Screening, Eligibility, and Inclusion.

1. **Identification:** The initial database search yielded 169 potential articles.
2. **Screening:** After automated removal of duplicates (n=64), titles and abstracts of 36 articles were screened for relevance against the core topic. This phase excluded 9 articles.
3. **Eligibility:** The full texts of the remaining 27 articles were retrieved and assessed against the detailed inclusion/exclusion criteria. Common reasons for exclusion at this stage included lack of focus on buying behavior (n=2), non-peer-reviewed status (n=1), and focusing on macro-economic effects rather than consumer-level effects (n=1).
4. **Inclusion:** A total of 23 articles were deemed suitable for final qualitative synthesis, forming the analytical basis of this review. A sample size of 23 is considered saturated for a thematic synthesis, allowing for deep, nuanced analysis of complex variables like advertising complicity and consumer behavior without the dilution found in larger, less-focused reviews.

Therefore, this phased approach ensures a transparent and auditable selection process, systematically narrowing down the literature to the most relevant and robust empirical studies. A sample of 23 articles is deemed appropriate and saturated for a thematic synthesis, allowing for deep, nuanced analysis without sacrificing the depth of interpretation often diluted in very large review sets.

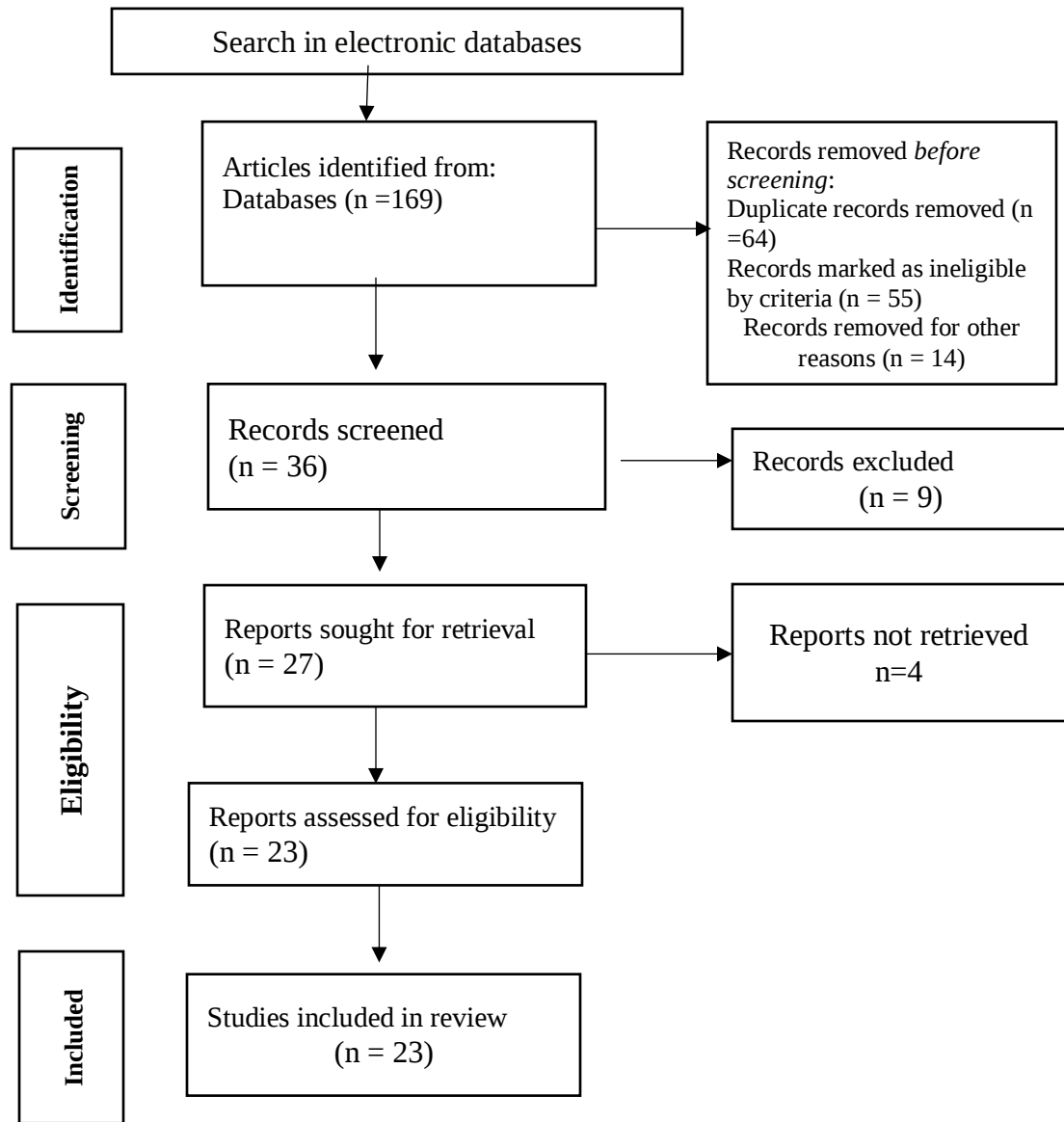


Figure 1. PRISM Flow Diagram for the Systematic Review

Source: Prepared by the authors

2.5 Data extraction

Data extraction was rigorously conducted by two independent reviewers, adhering to PRISMA guidelines, to minimize bias. A standardized extraction form was developed to capture key information systematically, developed in Microsoft Excel. The extracted information included: Authors and publication year, journal of publication, study objectives, theoretical frameworks

employed, methodology, study characteristics, key findings related to the effect of advertising on consumer buying behavior and key findings related to gaps and future research recommendations. Following independent extraction, in instances where discrepancies were noticed during formal coding, a third party acted as an arbitrator to make a final decision regarding coding. This dual-extraction process enhanced the accuracy and reliability of the data captured. The extracted data were then organized into a synthesis table, facilitating thematic analysis to identify the effect of advertising on consumer buying behavior. Moreover, to quantify the reliability of the data extraction process, inter-rater agreement was assessed. Inter-rater reliability for categorical data points, Cohen's Kappa (k) was calculated, yielding a value of 0.856 (85.6%), indicating substantial agreement and confirming the objectivity, reproducibility, and robustness of extracted dataset. It also proves that the findings were not based on one person's opinion but on a standardized, double-blind extraction process. Table 1 presents the results of the inter-rater reliability assessment.

2.6 Data Synthesis

The 23 included studies were analyzed using thematic synthesis, following the three-stage approach of (Thomas & Harden, 2008). This method was chosen for this review as it allows for the identification of recurring patterns across different studies contexts and critical for translating diverse quantitative and qualitative findings into a cohesive, interpretive framework, which is essential for building a robust theoretical foundation for future research. It specifically enables the researchers to go beyond the primary results to identify why advertising effects on consumer buying behavior vary and identify mediators like brand trust and perceived risk that explain the predominantly positive but complex relationship between advertising and consumer buying behavior.

Table 1. Inter-coder Reliability Results

Theme/ Category	Items Name	Observed agreement (%)	Cohen's Kappa	p-value	Interpretation
Theme 1: Impact on Consumer Attitudes and Emotion	Primary emotional appeal	87	82.5	< 0.001	Al most perfect
	Advertising exposure on the consumer's attitude	91.3	85.9	< 0.001	Al most perfect
	Psychological trigger	91.3	83.6	< 0.001	Al most perfect
Theme 2: Purchase Intention and Decision-Making	Consumer journey point	86.7	80.5	< 0.001	Al most perfect
	Type of buying behavior	91.3	86.4	< 0.001	Al most perfect
	Product involvement level	91.3	86.6	< 0.001	Al most perfect
Theme 3: Digital Advertising and Social Media Impact	Digital environment	91.3	86.9	< 0.001	Al most perfect
	Primary source or creator of the advertising content	91.3	84.5	< 0.001	Al most perfect
	Degree of personalization	91.3	86.0	< 0.001	Al most perfect
Theme 4: Mediating and Moderating Factors	Nature of the variable	95.7	93.2	< 0.001	Al most perfect
	Interaction of variable	91.3	85.7	< 0.001	Al most perfect
Overall	Mean Reliability	90.89	85.6	< 0.001	Al most perfect

Source: Prepared by the authors

3. RESULTS AND DISCUSSION

This section illustrates the overall profile of the reviewed articles and main finding of the study with discussion.

3.1 Genral results

In advance, addressing the objective, some general issues are presented and discussed in the following sections such as effect of advertising on consumer behavior studies by a list of published journals, publication year, research approach applied, database used to search article, data collection instruments, study characteristics and methods of data analysis.

3.1.1 Years of article publication

Below figure 2 shows the number of articles published per the year of publication. Figure 2 illustrates that, among the selected articles, 4.340% were published in 2015, 2016 and 2019, another 8.696% in 2018, 2020 and 2023, 13.04% in 2021, 17.39% in 2022, and 30.43 % in 2024.

A limited number of articles were published in 2015, 2016, 2019, 2020 and no articles were published in 2017 year. Conversely, a significant number of articles were published in 2024, followed by the high publication count in 2022. This trend may correlate with the increasing academic focus on exploring advertising and consumer behavior, potentially driving greater researcher interest. Moreover, the dramatic shift in publication frequency from a combined 4.340% between 2015 and 2019 to a staggering 30.43% in 2024 alone is not merely a statistical increase; it represents a fundamental paradigm shift in the field of advertising and consumer science.

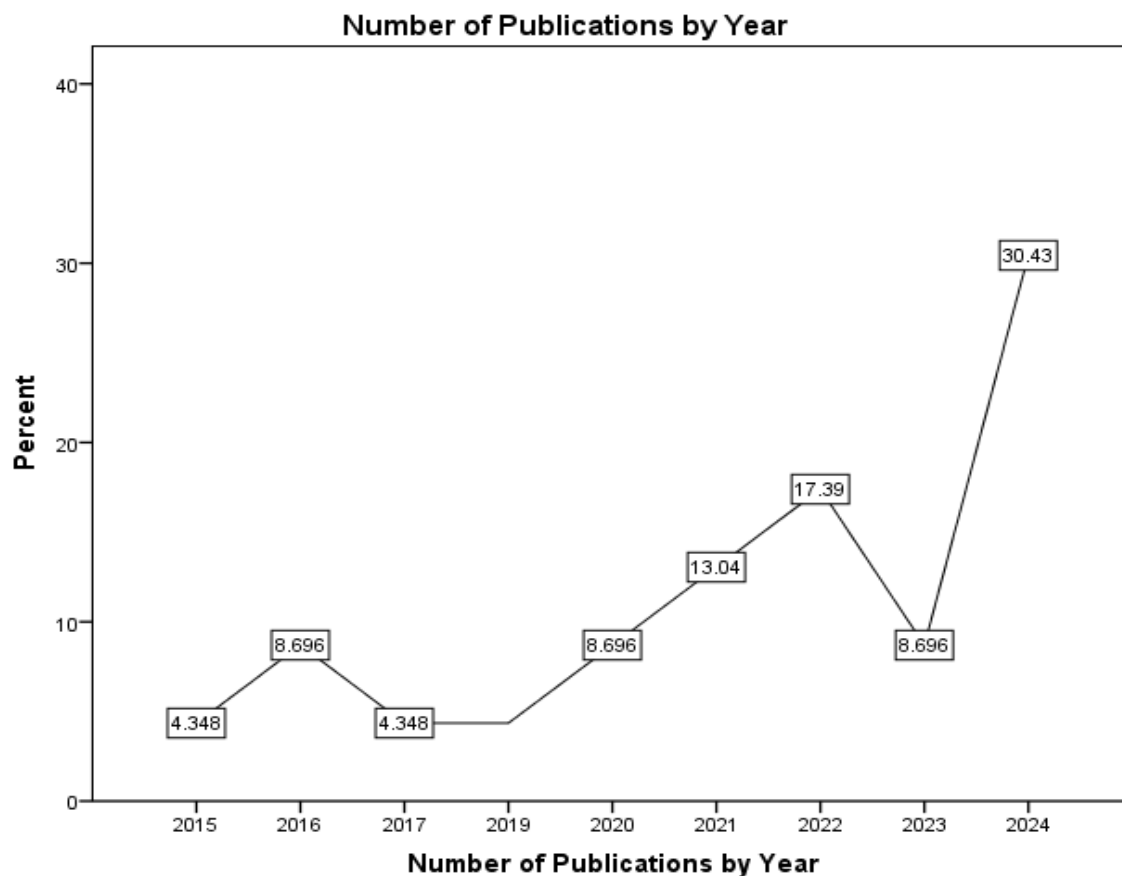


Figure 2. Years of article publication

Source: Prepared by the authors

3.1.2 Types of research approach study reviewed

In alignment with the various study types evaluated for the objectives of this study, Fig. 3 details the studies that were assessed. The pie chart depicts the proportion of the 23 publications that applied one of the different research approaches categorized below for convenience. Among those

articles, 19 quantitative research approaches (82.61%) predominated in the majority of the studies. However, a mixed-method approach was employed in 2 (8.70%) of the examined publications, along with a systematic literature review in 1 (4.35%). Meanwhile, some of the reviewed articles, 1 (4.35%), incorporated a qualitative research approach in their research. The overwhelming dominance of the quantitative research approach compared to the near-absence of qualitative studies is a significant methodological trend. This imbalance reveals deep-seated priorities and potential blind spots in the study of advertising and consumer behavior. Thus, it illustrates that future researchers can conduct more comprehensive and evidence-driven investigations.

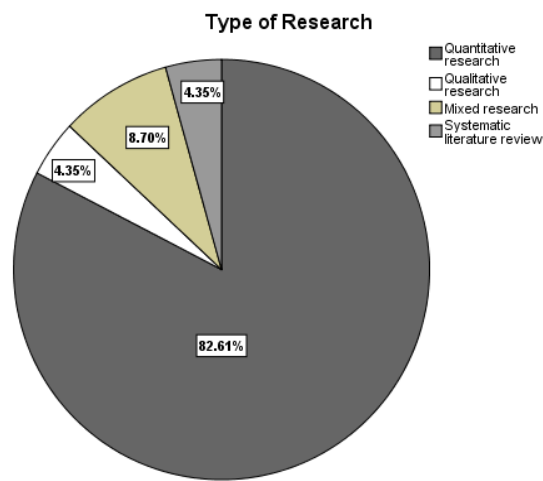


Figure 3. Types of research approach applied
Source: Prepared by the authors

3.1.3 Types of research databases

Figure 4 indicates that out of the twenty-three articles reviewed in this study, 34.70% were retrieved from the Taylor and Francis database, followed by 26.09% from Elsevier, 13.04% from Springer and Emerald, 8.70% from Sage, and 4.3% from Wiley production database. This implies that the articles were sourced from reputable and reliable databases. And the distribution of articles across major academic publishers led by Taylor & Francis and Elsevier is more than a proof of reliability. It reveals the intellectual infrastructure and the specific editorial lenses through which the effect of advertising on consumer behavior is being defined in the modern era.

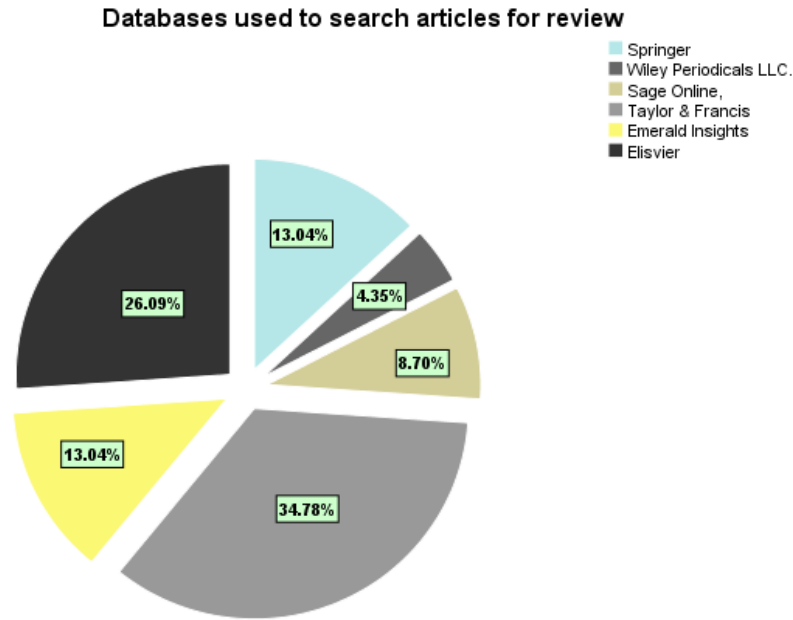


Figure 4. Database used to search article
Source: Prepared by the authors

3.1.4. Study characteristics

The characteristics of the study are employed to offer insights to the academic community or other readers through a concise overview regarding the reviewed articles, including aspects like databases, types (research article, conceptual review, and systematic review), and levels of analysis described as study characteristics as follows. The overwhelming predominance of original research articles (95.65%) ensures that this systematic review is grounded in empirical reality rather than conceptual abstraction. Furthermore, the notable scarcity of existing systematic reviews (4.35%) highlights a significant synthesis gap in the literature, reinforcing the importance of the current study in integrating scattered primary data into a cohesive strategic framework for both academics and practitioners. Figure 5 presents the illustrating the study characteristics utilized for the systematic review.

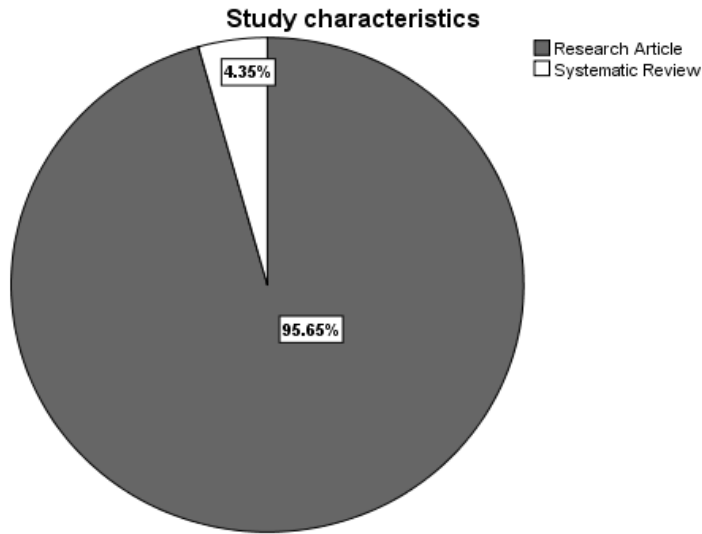


Figure 5. Study Characteristics
Source: Prepared by the authors

3.1.5 Data collection instrument

Below figure 6 shows the different data collection instruments that were employed in the publications under examination. The near-total reliance on questionnaires (91.30%) demonstrates a field-wide commitment to statistical generalizability and the search for predictable consumer patterns. As a result, questionnaires were the primary data collection tools used in the majority of the studies reviewed for this study. However, the notable scarcity of qualitative interviews (4.35%) suggests a depth-deficit, where the quantifiable what consumer behavior is prioritized over the subjective why. This methodological trend reinforces the rigor of the current review's evidence-base while simultaneously highlighting a significant opportunity for future researchers to re-introduce qualitative depth into the study of advertising effects on consumer buying behavior.

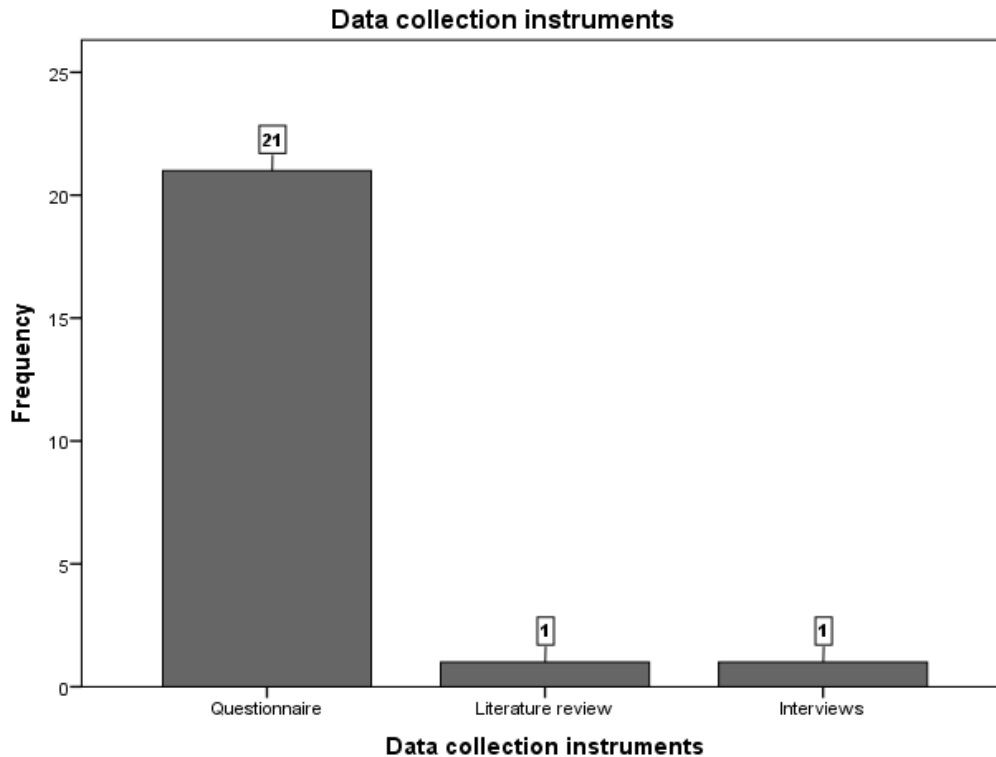


Figure 6. Data collection instruments
Source: Prepared by the authors

3.1.6 Data analysis methods

As can be understood from below Figure 7, regarding data analysis methods used, 47.83% of the advertisement and consumer buying behavior-focused studies were analyzed using structural equation modeling (SEM), 13.04% mixed (data analysis methods used particularly to qualitative and quantitative data analysis methods) and correlation analysis, 4.35 % of the studies were analyzed using multiple linear regression model (MLRM), and very limited number of the studies were used in OLS regression respectively, of the selected studies. Therefore, the near-majority dominance of Structural Equation Modeling (SEM) at 47.83% signifies a methodological evolution in the field, where researchers have transitioned from simple linear observations to complex, multi-layered pathway analyses. This trend illustrates a high demand for analytical precision, allowing the field to mathematically quantify latent psychological constructs like trust and intention. While simple correlation (13.04%) remains a foundational tool, the shift toward

PLS-SEM reinforces the predictive power of modern advertising research, transforming the study of consumer behavior into a rigorous, evidence-based discipline.

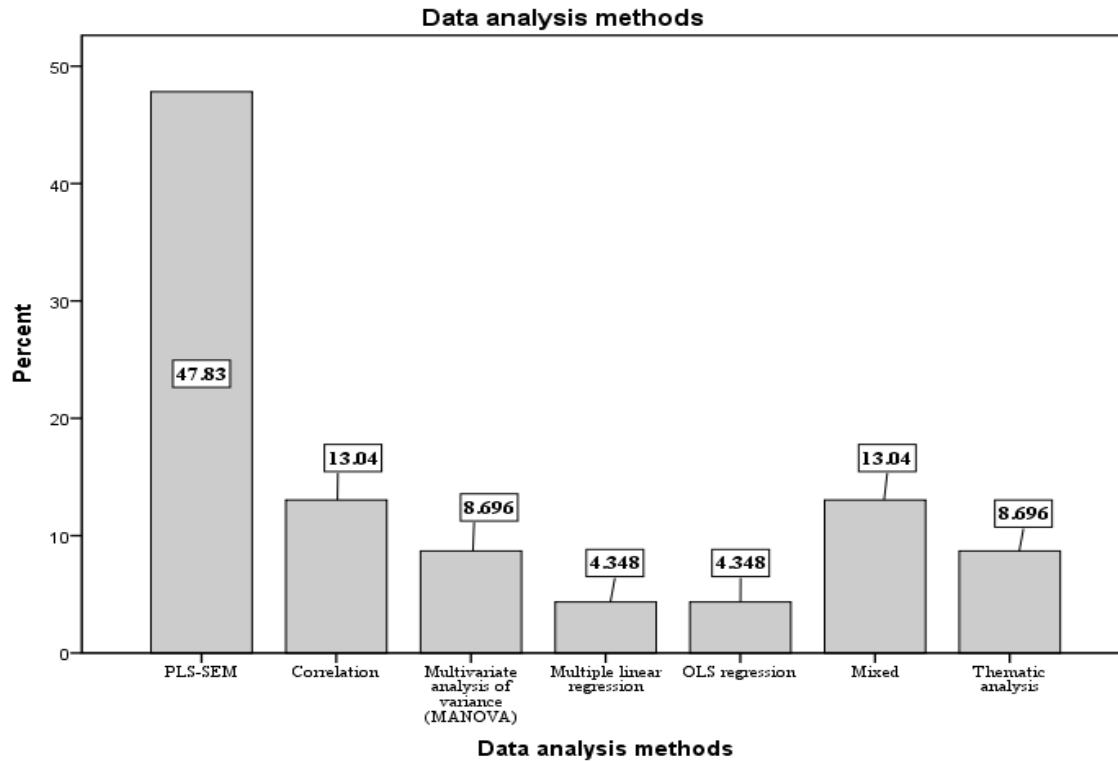


Figure 7. Data analysis methods

Source: Prepared by the authors

3.1.7 Journal based distribution of articles

This description made to review the publication of advertisement and consumer buying behavior research articles in journals. From 2015 to 2024, 23 highly reputable peer-reviewed, indexed publications published research articles on advertisement and consumer buying behavior. Out of these reputable publications, the Cogent Business & Management research was the one that predominated in accepting and publishing articles on advertisement and consumer buying behavior. The concentration of research within Cogent Business & Management and other reputable indexed journals highlights a significant trend toward open access and interdisciplinary integration. By moving the study of advertising from specialized creative journals into broader

management literature, the academic community has recognized consumer behavior as a fundamental pillar of global business strategy. This trend is highly encouraging for future scholars, as it ensures that their empirical contributions will reach a global audience of both academics and practitioners, bridging the gap between theoretical discovery and strategic implementation. And academicians who are concerned about finding and deciding on a publication for articles on advertisement and consumer buying behavior in the future may find this statistic encouraging. Table 2 shows the list of journals with number of published papers.

Table 2. List of journals name with number of published studies

S/No.	List of Journal of the study	Number
1	Psychology & Marketing	1
2	Journal of Research in Interactive Marketing	1
3	Future Business Journal	1
4	International Journal of Information Management Data Insights	1
5	Frontiers of Business Research in China	1
6	Cogent Business & Management	6
7	Sage Journal	1
8	Spanish Journal of Marketing	1
9	Journal of the Academy of Marketing Science	1
10	Acta Psychologica	2
11	Procedia Economics and Finance	1
12	International Journal of Advertising	2
13	Journal of Contemporary Management	1
14	LBS Journal of Management& Research	1
15	International Journal of Research in Marketing	1
16	Journal of Global Scholars of Marketing Science	1
	Total	23

Source: Prepared by the authors

Table 3. Summarized review of advertising and consumer buying behavior studies

No	Year	Author Name(s)	Title	Study Objective	Main finding
1	2022	Tohid Ghanbarpour Easa Sahabeh & Anders Gustafsson	Consumer response to online behavioral advertising in a social media context: The role of perceived ad complicity	Examined the role of perceived ad complicity, that is, consumers' perception regarding advertisers partnering with the social media platforms in the OBA process	Results indicate that consumers with high perceived ad complicity experience greater perceived ad intrusiveness. This effect directly impacts their attitudes toward publisher platforms and advertising brands but consumers react more negatively toward brands (vs. publisher platforms) regarding this practice.
2	2022	Fazal ur Rehman & Basheer M. Al-Ghazali	Evaluating the Influence of Social Advertising, Individual Factors, and Brand Image on the Buying Behavior toward Fashion Clothing Brands	Examines the influence of social advertising on the buying behavior of Malaysian consumers along with the moderating role of gender and education	The findings revealed that social advertising, in formativeness, entertainment, credibility, ease of use, contents, and gender have positive effects on the buying behavior of Malaysian consumers toward the fashion clothing brands. By contrast, we find negative effects of privacy and education.
3	2024	Riffut Jabeen, Kashif Ullah Khan , Fahad Zain, Fouzia Atlas and Farhan Khan	Investigating the impact of social media advertising and risk factors on customer online buying behavior: a trust-based perspective	Study investigates the online buying behavior of the customers based in Pakistan	The findings underscore the significant negative impact of risk factors (FR, TR, PR) on building customer trust and subsequent online shopping behavior. Social media advertising has a positive and significant impact on trust and COBB.
4	2022	Jalal Rajeh Hanaysha	Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator	To investigate the effect of four features of social media marketing on the purchase decision of consumers in the fast-food industry.	The results confirmed the significance of brand trust in predicting purchase decision. Above all, the findings showed that in formativeness, perceived relevance, and interactivity have positive effect on purchase decision. But, it was found that the effect of entertainment on purchase decision is insignificant
5	2019	Salman Majeed, Changbao Lu and	Want to make me emotional? The	The objective of this study is to better conceptualize how women	The results show that showbiz celebrities expressing the emotion of happiness with

		Muhammad Usman	influence of emotional advertisements on women's consumption behavior	emotionally respond to emotional advertisements (EAs). The variant views are integrated into an ACE model, composed of subordinate levels of emotions (E), celebrity endorsements (C), and appeal drivers (A).	music and color make the most effective ACE mix to influence the consumption behavior of women. The results are significantly mediated by attention levels and are widely applicable in the burgeoning advertising industry.
6	2023	Prakash Singh, Bhuvanesh Kumar Sharma, Lokesh Arora & Vimal Bhatt	Measuring social media impact on Impulse Buying Behavior	To analyze the influence of social media on Impulse Buying Behavior (IBB) among customers in Saudi Arabia	The findings of the study behavior that Social Media Advertising (SMA) significantly influenced Impulse Buying Intention (IBI), but no effect was reported by the Social Media Community (SMC) on Impulse Buying Intention (IBI).
7	2020	Chika Euphemia Asogwa	Computer-Mediated Advertising as a Correlate of Buying Behavior Among Youths From South-East Nigeria	Study examined the correlation between exposure to computer-mediated adverts and the buying behavior of youths from Enugu State.	The result showed a strong positive correlation between the engagement in computer-mediated communication (CMC) and exposure to computer-mediated adverts ($r = .815, n = 362, p < .005$). The findings also showed a strong negative correlation between the format of computer mediated advertising (CMA) and the duration of viewing ($r = -.241, n = 362$).
8	2023	Chetana Balakrishna Maddodi & Pallavi Upadhyaya	In-app advertising: a systematic literature review and implications for future research	To review and synthesize the literature on in-app advertising, identify gaps and propose future research directions.	The findings show the need for empirical research, with a strong theoretical foundation in emerging ad formats of in-app advertising, user behavior and buy-side of in app advertising.
9	2021	Sriram K V, Namitha KP & Giridhar B Kamath	Social media advertisements and their influence on consumer purchase intention	To determine the factors that influence how social media advertisements are perceived and their effect on customer purchase intent.	The findings indicate that creative characteristics, attention-grabbing details, emotional appeal, and celebrity endorsement all had an effect on how social media advertising was evaluated.

10	2021	Chadwick J. Miller & Daniel C. Brannon & Jim Salas & Martha Troncoza	Advertising, incentives, and the upsell: how advertising differentially moderates customer-vs. retailer-directed price incentives' impact on consumers' preferences for premium products	To investigate how advertising spending differentially moderates the positive impact of both customer- and retailer directed price incentives on consumers' premium level of purchase for vertically differentiated products	The finding show that higher advertising spending magnifies the positive impact of customer-directed price incentives on consumers' preference for more premium purchases.
11	2024	Isabela Dogaru, Adrian Furnham, Alastair McClelland	Understanding how the presence of music in advertisements influences consumer behavior	To investigated how consumer behavior is influenced by music's emotional valence (sad vs. happy) in advertisements.	Study revealed that consumer behavior is influenced by music's emotional valence (sad vs. happy) in advertisements
12	2016	Mahsa Abayia, Behna & Khoshtinata	Study of the Impact of Advertising on Online Shopping Tendency for Airline Tickets by Considering Motivational Factors and Emotional Factors	To investigating the impact of advertising on online shopping tendency for airline tickets by considering motivational factors and emotional factors.	Study show that advertising positive impact on online shopping tendency for airline tickets by considering motivational factors and emotional factors.
13	2024	Hilde A. M. Voorveld, Corine S. Meppelinka and Sophie C. Boerman	Consumers' persuasion knowledge of algorithms in social media advertising: identifying consumer groups based on awareness, appropriateness, and coping ability	To identify and investigate the prevalence of specific consumer groups that differ in their awareness levels, critical evaluations, and abilities to cope with such algorithmic persuasion in social media, as well as to investigate the predictors of these groups	Identified four groups: the Control Paradox (the largest group), Fatigued, Uninformed but Critical, and Skilled and Critical. The four groups differed in respect to gender, age, education level, internet skills, self-reported knowledge of algorithms, privacy concerns, and perceived personalization of branded social media messages

14	2021	Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond	The influence of social media on purchase intention: The mediating role of brand equity	The paper examined the relationship between social media and purchase intention and the mediation role of brand equity within Ghana's fashion industry.	The study findings revealed that surveillance, Information sharing and remuneration have significant and positive effects on brand equity. However, the relationship between social interaction and entertainment have negative and insignificant on brand equity.
15	2024	Manish Mishraa , Rohit Kushwahab and Nimit Guptac	Impact of sales promotion on consumer buying behavior in the apparel industry	To examine how sales promotions influence customer purchasing behavior in the apparel business.	The study's findings shows that sales promotions have a positive influence on customer purchase decisions
16	2024	Bakti setyadia, sulaiman helmia and adi santoso	Unraveling the influence of product advertising on consumer buying interest: exploring product knowledge, product quality, and mediation effects	Aims to investigate the effect of product advertising on purchasing interest mediated by product knowledge among small and Medium enterprises (UkM) owners in Palembang city.	The findings show that there is a significant influence of product advertising on buying interest and product knowledge. Apart from that, product quality also has a significant influence on buying interest. Mediation effect analysis shows product knowledge does not mediate product advertising with buying interest.
17	2018	Fabienne Rauwers , Paola Remmelswaala, Marieke L. Fransen a ,Micael Dahlen and Guda van Noorta	The impact of creative media advertising on consumer responses: two field experiments	The effects of creative media advertising on affective and behavioral responses	Results showed that creative(vs. traditional) media ads not only improve consumers' affective and behavioral responses but also consumers' cognitive responses
18	2015	Rodney Graeme Duffett	Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials	The purpose of this paper is to investigate the influence of behavioral attitudes towards the most popular social medium in the world, Facebook, amongst Millennials in South Africa (SA),	The results confirm that advertising on Facebook has a positive influence on the behavioral attitudes (intention-to-purchase and purchase) of Millennials who reside in SA. The usage characteristics, log on duration and profile update incidence, as well as the demographic influence of ethnic orientation

					also resulted in more favorable perceptions of Facebook advertising.
19	2023	Mohammad Arief, Rita Indah Mustikowati and Yustina Chrismardani	Why customers buy an online product? The effects of advertising attractiveness, influencer marketing and online customer reviews	This study aims to investigate advertising attractiveness, influencer marketing and online customer Reviews on purchase decision.	The results of the study show that influencer marketing and online customer reviews have an Impact on online purchase decision. Meanwhile, advertising attractiveness does not show any influence on purchase decision.
20	2024	Joaquín Gonz´alez-Cabrera Raquel Escortell A. , Vanessa Caba-Machado , Juan Manuel Machimbarrena a	The moderating effect of understanding advertising intent on the relation between advertising recognition and problematic use of loot boxes among minors: An exploratory study	Study aims to examine how understanding advertising intent in loot box advertising moderates the relationship between the recognition of loot box advertising and the problematic usage of loot boxes in a sample of adolescents.	Results indicated that understanding advertising intent played a moderating role in the relationship between advertising recognition and Problematic Use of Loot Boxes, strengthening it positively. The findings showed that when there was a low degree of understanding advertising intent, the former relationship was not significant. However, with a high level of understanding advertising intent the relationship between advertising recognition and Problematic Use of Loot Boxes was significant and strengthened.
21	2020	Marleen Hermans, Kathleen Cleeren, Néomie Raassens	The effectiveness of advertising and price during conflict Delisting	To assess the impact of advertising and price for both manufacturers and retailers in different conflict delisting situations	The study reveals that overall the impact of advertising decreases during the conflict delisting for both involved parties while price reductions become more effective for the brand manufacturer.
22	2024	Luay tahata , nada almasrib, tarek tahatc, Duha ismaila and ahmad s. al-ahmad	Assessing the influence of mobile direct social media advertising on consumer attitudes: a study of Kuwaiti consumers	Investigated the impact of personalizing advertisements on consumers' attitudes and intentions toward mobile advertising in Kuwait.	This research reveals that entertainment, informativeness, and personalization are the three most crucial attributes affecting consumer attitudes toward mobile advertising in Kuwait, while credibility and irritation have a less significant impact. Interestingly, our results differ from similar studies indifferent

					cultures and geographical locations, as consumers in Kuwait display a relatively positive attitude toward receiving mobile advertising.
23	2021	Alison Munsch	Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration	This research explored questions on how marketers can better serve the Millennial consumer in the United States with digital marketing/ Advertising communication that is engaging, informative and influential to their consumer behavior.	The findings suggest that digital marketing/advertising that is short, with music, humor and the use of social media influencers has a positive impact on both age cohorts.

Source: Prepared by the authors

3.2 Thematic analysis of study findings

Table 3 synthesizes 23 selected studies to reveal four interconnected themes that characterize the influence of advertising on consumer behavior: (1) Attitudinal and Emotional Impacts, (2) Purchase Intention and Decision-Making, (3) Digital and Social Media effect, and (4) Mediating and Moderating Variables. Collectively, these themes reveal that advertising success is no longer just about the reach of the message, but about the alignment between emotional resonance, digital relevance, and the specific characteristics of the consumer.

3.2.1. Advertising's influence on consumer attitudes and emotions

Table 3 demonstrates that advertising's influence is predominantly affective, frequently bypassing rational cognitive processing to shape consumer attitudes through emotional and sensory priming. Findings by Tahata et al. (2024) and Majeed et al. (2019) highlight that personalization, entertainment, and the ACE Model (Emotions, Celebrity, and Appeal) are primary drivers of brand favorability, exhibiting distinct cultural and gender-specific effectiveness. The potency of non-verbal heuristics is further evidenced by Dogaru et al. (2024), who found that auditory cues like music valence subconsciously steer psychological responses and subsequent behavior. Collectively, these studies (Abayi & Khoshtinata, 2016; Sriram et al., 2021) confirm that creative characteristics and emotional groundwork are universal prerequisites for purchase intention, regardless of the product category or digital medium. This implies that advertising operates primarily as an affective primer, bypassing rational cognitive processing to shape consumer attitudes through emotional and sensory engagement. This affective-first approach relies heavily on subconscious cues like music, color, and celebrity appeal, often making the form of the advertisement more impactful than its explicit content. While this emotional groundwork is a universal prerequisite for influencing purchase intent across diverse product categories, its specific effectiveness is contextually dependent, varying significantly across cultures and demographics.

3.2.2. Advertising's effect on purchase intention and decision-making of consumer

Reviewed studies confirm that advertising is a primary catalyst for transitioning consumers from initial interest to final purchase. This influence is optimized when advertising spending is paired with customer-directed incentives, which shifts preferences toward premium, higher-value items (Miller et al., 2021). While social media ads effectively build intention (Duffett, 2015), the actual conversion to a final decision depends on high levels of informativeness and perceived relevance (Hanaysha, 2022). Furthermore, the synergy between advertising and sales promotions remains

the most effective closing mechanism for the decision-making process (Mishra et al., 2024). However, because advertising often prioritizes persuasion over deep product education (Setyadi et al., 2024), its impact on decision-making is typically high-velocity but shallow, frequently manifesting as impulse buying behavior (Singh et al., 2023). These findings suggest that advertising functions primarily as a behavioral nudge rather than an educational tool. By utilizing psychological shortcuts such as price incentives, perceived relevance, and urgent promotions advertising effectively compresses the decision-making cycle to trigger immediate action.

3.2.3. Impact of digital advertising and social media on consumer buying behavior

This review of recent literature (2015–2024) reveals the algorithmization of persuasion as the most dominant theme, highlighting algorithmic personalization as a double-edged sword. While it offers unprecedented reach, particularly in emerging markets (Hanaysha, 2022; Jabeen et al., 2024), its efficacy is increasingly challenged by heightened consumer scrutiny and perceptions of intrusiveness (Ghanbarpour et al., 2022; Voorveld et al., 2024). This indicates that the power of personalization is directly linked to transparency, as consumers are becoming adept at recognizing and resisting tactics they perceive as invasive or collusive (Ghanbarpour et al., 2022). Furthermore, new formats like in-app advertising (Maddodi & Upadhyaya, 2023) and specific demographic targeting (Munsch, 2021) demand continuous exploration, emphasizing that generic digital strategies are no longer sufficient. The pervasive nature of digital advertising (Asogwa, 2020) ironically coexists with an engagement paradox. Despite widespread exposure, studies show a negative correlation between ad format and viewing duration (Duffett, 2015), indicating that digital saturation fosters a banner blindness effect. Not all users are equally receptive to targeted advertising (Voorveld et al., 2024), challenging the assumption of universal ad forgiveness. This underscores that mere exposure is insufficient; attention and positive reception are critical, necessitating a shift from intrusive volume to value-driven, consented engagement. Moreover, social media's impact on consumer behavior is proving to be non-uniform and increasingly utilitarian. While social interaction and entertainment, paradoxically, have negative or insignificant effects on brand equity in some sectors like fashion, information sharing and direct remuneration prove beneficial (Majeed et al., 2021). This suggests that in certain contexts, consumers approach social platforms with functional expectations. Similarly, paid social media advertising effectively drives impulse buying, but organic community engagement does not yield the same immediate purchase intent (Singh et al., 2023). This implies distinct strategic roles for

paid versus organic social efforts, challenging the traditional view that social media's primary strength lies universally in fostering broad social connections and entertainment.

3.2.4. Mediating and moderating factors in advertising effectiveness

The effect of advertising on consumer buying behavior is not uniform and is often mediated or moderated by various factors. The review identified several key elements that influence the effectiveness of advertising on consumer buying behavior: Brand trust is a critical mediator that either amplifies or nullifies advertising effects (Jabeen et al., 2024; Hanaysha, 2022). Modern consumers are increasingly wary of ad complicity the perceived collusion between brands and platforms to track behavior which erodes trust and fosters negative attitudes (Ghanbarpour et al., 2022). Furthermore, unresolved privacy concerns directly inhibit buying behavior (Rehman, 2022). Consequently, in an era of digital skepticism, advertising cannot persuade through the message alone; it must first clear the hurdle of perceived integrity. This implies that trust functions as a reputational filter. In a high-information/high-skepticism environment, advertising is no longer a direct line to persuasion. If a source lacks credibility, the message is instantly categorized as surveillance or risk, rendering even the best creative content ineffective.

Moreover, advertising effectiveness is primarily driven by sensory and emotional hooks rather than mere information. The ACE Model (Emotions, Celebrity, and Appeal) demonstrates that music, color, and emotional valence are foundational to positive evaluation (Majeed et al., 2019; Dogaru et al., 2024). While creative media consistently out-perform traditional formats (Rauwers et al., 2018), their power is conditional. Market conflicts can shift influence from ads to price reductions (Hermans et al., 2020). Paradoxically, a clear understanding of ad intent can sometimes strengthen problematic behaviors such as minors' engagement with loot boxes rather than mitigating those (González-Cabrera et al., 2024). Therefore, the finding indicates that creativity acts as a psychological hook, but its impact is context-contingent. While sensory experiences capture attention, the relationship between ad recognition and behavior is complex; awareness of a brand's persuasive tactics does not always act as a shield and can sometimes reinforce addictive or undesirable consumer actions. Furthermore, Consumer demographics and psychographics act as personalized adapters for advertising. Variables such as gender and education moderate social ad influence, while algorithm literacy creates distinct segments ranging from the digitally fatigued to the highly critical (Rehman, 2022; Voorveld et al., 2024). Furthermore, high engagement in digital communication often correlates with ad exposure but can lead to a negative correlation with

viewing duration due to user fatigue (Asogwa, 2020). It implies that consumers are active, heterogeneous filters. Advertising effectiveness is never uniform; it is refracted through the individual's literacy level, cognitive fatigue, and demographic predisposition. A successful ad is one that aligns with the specific processing style and emotional state of the target archetype.

4. DISCUSSION

This part of the study focused on discussing findings obtained from selected studies exclusively conducted on effect of advertising on consumer buying behavior. This systematic review of 23 studies synthesizes the multifaceted influence of advertising on consumer behavior, revealing four interconnected dimensions that map the journey from initial emotional engagement to final behavioral outcomes, then, discussing and addressing the specific objective of the study presented as follow.

Firstly, a significant body of research within selected studies highlights that advertising effectively shapes positive consumer attitudes and emotions through strategic creative and emotional appeals. A central finding is that advertising effectiveness begins at the affective level, frequently bypassing rational cognitive processing (Mishraa, 2024; Setyadi, 2024). The findings confirm that emotional resonance rather than purely rational information is the primary driver of brand favorability. Leveraging models like ACE (emotions, celebrity, and appeal), advertising captures attention through sensory hooks such as nostalgia, humor, and music (Majeed et al., 2019) highlight their positive impact on general consumption. Creative media consistently outperform traditional formats in fostering both cognitive and affective connections (Rauwers et al., 2018; Sriram et al., 2021). This is supported by Dogaru et al. (2024), who link the emotional valence of music directly to behavioral shifts, and Rauwers et al. (2018), who provide empirical evidence that creative media outperform traditional formats in fostering both cognitive and affective connections. These results also validate the Elaboration Likelihood Model (ELM)'s peripheral route to persuasion (Cacioppo, 1986), where emotional hooks and source attractiveness catalyze positive attitudes in low-involvement scenarios. Furthermore, they reflect classical conditioning principles, where consistent exposure to positive non-verbal cues leads to favorable brand associations (Abayi & Khoshtinata, 2016).

The review challenges the assumption that emotional appeals are universally effective. A significant context-dependency emerges: while entertainment is a vital driver for fashion clothing

(Rehman et al., 2022), it appears statistically insignificant in the fast-food industry (Hanaysha, 2022). This suggests that consumer expectations of entertainment value shift based on the product category, requiring marketers to calibrate their creative strategies to the specific industry landscape. However, the effect of emotional advertising exhibits contextual dependency, with entertainment significantly impacting fashion (Rehman et al., 2022) but proving insignificant in fast-food (Hanaysha, 2022). Despite the power of creativity, the findings reveal a critical threshold where advertising becomes counterproductive. Perceived advertising complicity the sense that brands and platforms are colluding to track user's leads to heightened feelings of intrusiveness and negative brand attitudes (Ghanbarpour et al., 2022). This backfire effect is exacerbated by privacy concerns and perceived risk, which act as significant barriers to brand trust (Jabeen et al., 2024; Rehman et al., 2022).

Secondly, synthesizing the evidence, it is evident that advertising serves as a primary catalyst for purchase intention and consumer decision-making (Mishra, 2024; Setyadi et al., 2024). By articulating product benefits, stimulating latent desire, and establishing brand credibility, advertisements effectively convert passive interest into actionable intent (Majeed, 2021). This conversion process is significantly mediated by psychological constructs such as brand trust, perceived quality, and perceived value. Furthermore, strategic advertising expenditure, when conjoined with price incentives, acts as a powerful moderator that amplifies consumer preference for premium offerings (Miller et al., 2021). However, the literature reveals critical boundary conditions to this influence. Setyadi et al. (2024) offer a tempering perspective, noting that advertising's mediating role diminishes when consumers possess high levels of prior product knowledge. In these instances, objective product quality emerges as a dominant, independent driver of buying interest, often overshadowing the impact of promotional messaging. This suggests a functional dichotomy: while advertising excels at creating an immediate incentive to act, it often fails to facilitate deep product understanding. Consequently, the resulting influence on decision-making is frequently high-velocity but cognitively shallow, manifesting as impulse buying behavior rather than informed deliberation (Singh et al., 2023). This effectiveness remains highly context-dependent; in scenarios of market conflict or aggressive price competition, the potency of advertising can sharply decline as tangible price cues and conflict delisting become more salient to the consumer (Hermans et al., 2020). Ultimately, advertising functions more as a decision accelerator for immediate action than a tool for long-term consumer education.

Thirdly, the contemporary digital landscape operates as a double-edged sword (Ghanbarpour et al., 2022), where the unprecedented reach of algorithmic personalization is perpetually at odds with the privacy-personalization paradox. While data-driven targeting offers unparalleled precision, it has simultaneously birthed a heightened state of consumer scrutiny and ad complicity awareness (Asogwa, 2020; Voorveld et al., 2024). This algorithmization of persuasion has shifted the market power dynamic; advertisers now find that reach comes at the steep cost of triggering defensive consumer coping mechanisms and banner blindness. Central to this dynamic is the creepiness threshold: a critical tipping point where personalization is no longer perceived as relevant utility but as invasive surveillance. High perceived ad complicity the feeling of being tracked by colluding brands leads to a sense of intrusiveness that negates positive emotional appeals and erodes purchase intent (Ghanbarpour et al., 2022). Furthermore, Voorveld et al. (2024) identify a fragmented consumer base defined by the control paradox a simultaneous desire for relevance and a fear of lost autonomy. This has fostered a skilled and critical class of users who leverage deep persuasion knowledge to actively resist and subvert algorithmic targeting. Among youth, the correlation between computer-mediated communication (CMC) and exposure to computer-mediated adverts (CMA) is undeniable (Asogwa, 2020). However, a profound contradiction emerges: while digital platforms successfully place advertising before this demographic, the format of CMA is frequently negatively correlated with viewing duration. This suggests that digital saturation and cross-platform fragmentation have pushed consumers into a state of chronic media satiety and fatigue, leading to immediate avoidance and active disengagement (Voorveld et al., 2024). Finally, these digital effects are not technologically determined but culturally negotiated. Tahata et al. (2024) demonstrate that Kuwaiti consumers maintain a uniquely positive disposition toward mobile advertising, prioritizing entertainment and personalization over concerns regarding credibility or irritation. This departure from the privacy-centric skepticism prevalent in Western literature underscores that digital effectiveness remains a product of cultural values, necessitating highly localized and ethically transparent advertising strategies.

Finally, this review highlights that advertising effectiveness is not solely determined by message content but is critically mediated and moderated by external factors and consumer characteristics. Brand trust consistently emerges as the crucial bridge between advertising exposure and behavioral action (Hanaysha, 2022; Jabeen et al., 2024). Its presence amplifies persuasive effects, while its

absence, especially due to perceived ad complicity (Ghanbarpour et al., 2022) or privacy concerns (Rehman, 2022), nullifies them. Crucially, credibility is no longer exclusively brand-owned; third-party endorsements (influencers, reviews) now often carry more weight than direct brand advertising (Arief et al., 2023). This signals a departure from the mere exposure effect (Zajonc, 1968), where repeated exposure alone fostered liking. In today's skeptical environment, trust is paramount; exposure without it is counterproductive. Trust acts as the authenticity filter. Consumers are increasingly relying on external validation and their perception of ethical conduct (especially regarding data privacy) rather than direct brand claims. The mechanism of delivery (algorithmic tracking) can undermine content, even when the message itself is positive (Jabeen et al., 2024 vs. Ghanbarpour et al., 2022).

Creative advertising, especially in newer media also, demonstrably enhances cognitive responses and memory (Rauwers et al., 2018; Dogaru et al., 2024; Majeed et al., 2019). Attention-grabbing details are essential for an ad to even be evaluated (Sriram et al., 2021). However, the direct link between creativity and purchase decisions is less clear. Arief et al. (2023) found advertising attractiveness had minimal impact compared to influencer marketing and reviews, directly challenging the assumption that creativity alone drives action. Creativity is necessary but insufficient for driving purchase in a skeptical digital market. It serves to capture attention, but in a fragmented environment, credibility (often from third parties) and perceived value ultimately sway the decision. This contradicts traditional models where strong creative directly led to action. Moreover, while consumer persuasion knowledge is generally assumed to mitigate negative effects, a counter-intuitive finding by González-Cabrera et al. (2024) reveals that high understanding of advertising intent can strengthen problematic behaviors (loot box usage among minors). This suggests that awareness of persuasive tactics does not always lead to resistance but can, in certain vulnerable contexts, amplify the desired effect. Understanding advertising intent is a dual-edged sword. While it empowers critical consumers, it can also, in contexts of low self-control or high hedonic appeal, reinforce engagement with the very behaviors the advertiser seeks to promote. Furthermore, even when advertising increases product knowledge, this knowledge does not necessarily mediate buying interest (Setyadi et al., 2024). This contradicts traditional information-processing models (Miller, 1956), suggesting that consumers are more influenced by the emotional resonance and perceived quality of creative advertising than by the factual information it imparts. The decision-making process is driven more by affective and heuristic

processing than by cognitive deliberation, even when factual information is present. This reinforces the power of emotional appeals and perceived value over detailed product education for immediate purchase decisions. And also, the effectiveness of advertising is not a direct cause-and-effect relationship but is profoundly shaped by a complex interplay of factors. Trust is the paramount gatekeeper, overriding mere exposure or creative appeal. Third-party credibility has largely supplanted direct brand claims. While creativity captures attention, perceived relevance, context, and the consumer's individual filter their trust, knowledge, and emotional state ultimately determine the outcome. The power of persuasion is highly conditional and susceptible to backfiring if perceived as intrusive or manipulative.

4.1. Implications of the study

This systematic review offers a multifaceted set of practical implications for industry owners, managers, marketers, advertisers, researchers and scholars, and countries' governments fundamentally reshaping how brands engage with consumers in today's complex media landscape. The overarching theme is a strategic shift from overt persuasion towards building emotional connection and authentic trust. For industry owners and managers, the review signals the necessity of prioritizing emotional resonance in marketing. This means moving beyond purely rational, feature-based messaging towards campaigns that tap into nostalgia, humor, or aspirational joy. The findings strongly suggest that investing in user-generated content (UGC) and micro-influencer collaborations is more effective than traditional, high-gloss brand advertising, as these formats build credibility and bypass consumer skepticism. Furthermore, the insights into decision-making highlight the importance of simplifying the path to purchase; managers should minimize cognitive load by streamlining calls-to-action and ensuring ethical use of scarcity cues, which are proven to drive impulse buying without causing undue consumer fatigue. The study findings also have vivid practical implications for marketers and practitioners by advising to calibrate their use of digital personalization. While tailored ads can enhance relevance, the review warns that exceeding consumer comfort levels with data usage leads to intrusiveness, triggering ad-blocking and brand avoidance. The practical implication is to adopt a transparent, permission-based approach. Embracing emerging technologies like VR/AR is also crucial, especially for high-tech or luxury goods, as these can effectively reduce perceived risk and enhance engagement by bridging the tangibility gap of online shopping. Moreover, across all these roles, the most significant takeaway is the critical importance of building enduring brand trust. This trust acts as a vital buffer against

market volatility, economic uncertainty, and pervasive consumer skepticism. Marketers who consistently deliver authentic, emotionally relevant, and ethically personalized experiences will foster greater consumer loyalty, ensuring sustained business growth in an increasingly discerning marketplace.

Furthermore, this systematic review presents crucial practical implications for both Governments and Researchers/Scholars, each requiring distinct actions and strategic focus. For Governments and Policymakers, the findings underscore the urgent need for updated regulatory frameworks governing digital advertising, particularly concerning consumer protection and ethical marketing practices. The pervasive use of emotional appeals and sophisticated personalization techniques, especially on social media and within gaming environments, necessitates stricter guidelines to safeguard vulnerable populations, including minors and individuals with lower persuasion knowledge. Policymakers should consider mandating greater transparency in AI-driven advertising, potentially requiring disclosure of data usage and the extent of personalization to mitigate perceived intrusiveness. The review also highlights the risks associated with deceptive scarcity tactics and the manipulation of impulse buying behavior, suggesting the need for legislation to curb dark patterns in online advertising and protect consumers from undue financial pressure. Ultimately, governments are called upon to foster a digital ecosystem where innovation in advertising is balanced with robust consumer rights and ethical standards.

For Researchers and Scholars also, this review offers a foundational synthesis that maps out critical knowledge gaps and suggests vital avenues for future inquiry. It confirms the need to move beyond siloed investigations of advertising elements and instead focus on developing holistic models of consumer behavior, particularly in the dynamic digital and social media spheres. Future research should delve deeper into the triadic interplay between brand-driven content, user-generated content, and algorithmic personalization, exploring how these factors collectively shape attitudes, intentions, and actual purchase decisions. Scholars are encouraged to develop and test more nuanced frameworks for understanding consumer resistance to advertising, investigating the psychological and demographic mediators that enhance or buffer advertising effects. Furthermore, the review points to the necessity of adopting more sophisticated methodologies, potentially including experimental designs that can isolate the causal impact of specific advertising tactics within immersive digital environments and the long-term effects of evolving AI-driven marketing on consumer well-being and societal discourse.

4.2. Limitations and future research directions

This systematic review, while offering valuable insights into the multifaceted impact of advertising on consumer behavior, is subject to several inherent limitations that, in turn, delineate crucial directions for future research. One of the limitation of this review, the limited number of databases and journals used in this review. It means that relevant, impactful research published elsewhere may have been overlooked. To address this, future research should employ a more comprehensive search strategy across a wider array of academic databases and journals, ensuring a more complete representation of the existing literature. Similarly, the restricted timeframe, though capturing recent trends in digital and social media advertising, may have excluded foundational studies or research on earlier forms of advertising that could offer deeper theoretical context. Therefore, future systematic reviews could benefit from extending the search period to include historical perspectives, providing a richer understanding of advertising's evolution.

Moreover, the limitation of this study is the inclusion of few articles offered a focused thematic synthesis, but this sample size may not fully encompass the vast and complex landscape of advertising and consumer behavior research. Consequently, future studies should aim for larger sample sizes to allow for more robust statistical analyses, such as meta-analyses, which can quantify effect sizes more precisely and identify broader trends. Finally, the current review, like many studies in this field, may be limited by the predominant research methodologies available. Future work should prioritize incorporating a wider array of research designs, including experimental studies to establish clearer causality and longitudinal research to track the sustained impact of advertising over time.

5. CONCLUSION

Based on the findings generated, the following conclusions were drawn. This systematic review, by analyzing 23 published studies spanning from 2015 to 2024, offers a comprehensive overview of research on the effect of advertising on consumer buying behavior. The research approaches applied were predominantly quantitative, with a significant number of studies employing surveys to measure attitudes, intentions, and buying behavior. Data collection instruments varied, including questionnaires, interview, and literature review. However, questionnaires were the primary data collection tools used in the majority of the studies reviewed for this study.

Moreover, this systematic review, meticulously synthesizing findings from 23 studies across four interconnected themes, provides a comprehensive understanding of the multifaceted effect of advertising on consumer buying behavior. The findings unequivocally demonstrate the pivotal role of emotional and psychological appeals in shaping consumer attitudes, with tactics like nostalgia, humor, and strategic visual aesthetics proving highly effective in fostering brand favorability in an era marked by algorithmic personalization and growing privacy concerns. The review illuminated the intricate journey from ad exposure to purchase, identifying that effective advertising navigates this path by utilizing calibrated scarcity cues and minimizing cognitive load to accelerate purchase intention and decision-making.

Crucially, the study also underscored the transformative impact of digital and social media, establishing peer-led content (User-Generated Content and influencer collaborations) as a superior driver of authenticity and engagement compared to traditional brand messaging. However, it also highlighted the inherent paradox of personalization, where its ability to enhance relevance often clashes with consumer privacy concerns, leading to ad-avoidance. Furthermore, the review underscores the persistent power of scarcity and urgency cues, yet cautions against their misuse, as when ethically applied, they drive purchase intention; however, when perceived as manipulative, they backfire, eroding trust. Ultimately, the findings reveal that amidst technological advancement and evolving consumer expectations, the most enduring advertising strategies will be those that balance data-driven precision with authentic emotional connection, ethical transparency, and a deep understanding of consumer psychology, thereby building robust brand trust as a critical buffer against market skepticism and platform fragmentation.

Finally, these findings offer substantial theoretical contributions by refining our understanding of consumer response mechanisms in the digital age. Practically, they equip industry professionals with a data-driven blueprint for crafting more effective and ethical campaigns, while also signaling to policymakers the urgent need for updated regulatory frameworks to safeguard consumer well-being amidst evolving advertising tactics. As the advertising landscape continues to evolve with technological advancements, particularly in AI and immersive experiences, this review provides a foundational understanding upon which future research can build, ensuring that marketing communication remains both impactful and responsible.

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