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Decoding online advertising: Uncovering the marketing impact on consumer behavior through psychology and emotions

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Abstract

This study investigates the significant effect of web based publicizing on shopper conduct, zeroing in on the transaction between brain science, feelings, and customized promotion content. The examination targets envelop breaking down mental and profound reactions to different web based publicizing designs, evaluating their impact on direction and brand discernments, distinguishing vital mental components and close to home triggers in internet promoting, and analyzing the job of individual contrasts. Discoveries underscore the critical impact of customized web based promoting on buyer conduct, featuring the significance of personalization in publicizing systems, straightforwardness in information use, and moral practices. The concentrate additionally recommends future exploration roads and illuminates policymakers on moral rules.

Keywords: Online advertising, consumer behavior, psychology, personalization, ethics

Introduction

In the present advanced age, web based promoting has turned into a vital part of the showcasing scene. It has upset the manner in which organizations interface with shoppers, offering a strong mechanism for brand advancement and item commitment. With this advancement, it has become progressively essential to appreciate the perplexing connection between internet publicizing, shopper conduct, and the basic mental and close to home components that drive this association. This review, named "Disentangling Internet Publicizing: Revealing the Promoting Effect on Purchaser Conduct through Brain science and Feelings," decides to investigate this unknown domain.

Web based publicizing has shown surprising flexibility in its capacity to impact buyer decisions and shape brand discernments. In any case, the exact way in which these notices influence purchaser conduct remains covered in secret. By digging into the mental and close to home features of this dynamic, our researches means to reveal insight into this frequently disregarded part of the advertising scene.

Understanding the mental and profound aspects is critical as it reveals the nuances of shopper reactions as well as gives advertisers significant experiences. These experiences can be instrumental in fitting commercials, streamlining content, and planning systems that resound with buyers on a more profound level. In a scene where capacities to focus are restricted, rivalry is savage, and customer inclinations continually shift, getting a handle on the subtleties of what web based promoting means for purchasers' brain science and feelings can be the way in to an effective showcasing effort.

This study leaves on an excursion to interpret the puzzle of web based publicizing and its significant effect on customer conduct. It looks to overcome any barrier among promoting and brain research, offering a far reaching investigation of the instruments at play and their suggestions for the steadily developing field of computerized showcasing. Through this undertaking, we desire to furnish advertisers and scientists with a superior comprehension of how to bridle the maximum capacity of web based publicizing in a manner that genuinely resounds with the present knowing shoppers.

The research objectives

1. Examine the emotional and psychological reactions of consumers to different types of online advertising.
2. Analyze how these answers affect how consumers make decisions and how they perceive brands.
3. Determine the emotional triggers and important psychological elements in online advertising.
4. Analyze the impact of individual variations and offer useful suggestions for improving online advertising tactics.

In the end, this will deepen our knowledge of the relationship between psychology, emotions, and online advertising, which will be advantageous to companies and marketers in the digital era.

Research Gap

One potential exploration gap is to investigate in this study is the effect of customized and designated web based promoting on customer conduct from the perspective of brain science and feelings. With progressions in information examination and client profiling, sponsors have the capacity to convey exceptionally customized content to individual shoppers. In any case, the mental and close to home reactions to such designated promoting, as well as the moral and protection contemplations related with it, remain somewhat underexplored. Researching how shoppers respond to customized promotions, whether they see them as really captivating or meddling, and how this effects their dynamic cycles can give significant experiences to the two advertisers and policymakers in the advanced publicizing scene.

Research Questions

1. Do consumers' psychological and emotional responses differ between personalized and non-personalized online advertising?
2. To what extent do personality traits and demographic variables moderate the relationship between online advertising and consumers' psychology and emotions?
3. How do ethical and privacy considerations related to personalized online advertising affect consumers' psychological and emotional responses to such ads?

Null Hypothesis

1. There is no significant difference in consumers' engagement, emotional responses, and recall between personalized and non-personalized online advertising.
2. Personality traits and demographic variables do not significantly moderate the impact of online advertising on consumers' psychology and emotions.
3. Ethical and privacy considerations associated with personalized online advertising have no significant effect on consumers' psychological and emotional responses.

Research Methodology

This study will adopt a mixed research methodology, integrating both quantitative and qualitative techniques to gain a holistic understanding of prior research in alignment with the study's core areas. This will involve an analysis of existing literature and drawing from the knowledge of experts in the field. The quantitative component will hinge on a survey instrument, specifically a questionnaire, to

analyze participants' responses. The study targets a sample of 100 individuals up to 21 years of age who engage with online stores and e-marketing platforms.

Data Collection Method

This study will utilize an online survey as the primary data collection method to gather information from a sample of 100 individuals who use online stores and e-marketing shops. The survey will be distributed through various online platforms and social media channels to reach the target audience. The research will focus on individuals up to the age of 21.

Sampling Method

A random sampling technique will be employed to ensure that the survey respondents represent a diverse cross-section of the target population. This approach will help reduce bias and enhance the generalizability of the findings.

Survey Design

The survey design for this study will be structured to align with the research questions and hypotheses. It will predominantly feature Likert-scale questions, offering respondents five response options: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree. The survey's main focus will be to investigate consumers' responses to personalized and non-personalized online advertising, in addition to exploring their demographics and attitudes toward privacy and ethics in advertising. The survey will exclusively consist of closed-ended questions, where respondents will select the Likert scale option that best reflects their perspectives. This approach aims to ensure precise and focused data collection, emphasizing quantitative analysis to address the research objectives and hypotheses effectively.

Data Analysis

The collected data will be statistically analyzed using SPSS (Statistical Package for the Social Sciences) software. SPSS will be the sole tool employed for data analysis in this study, ensuring a focused and comprehensive quantitative analysis of the survey responses.

Results and Discussion

The results of the statistical analysis will be presented and discussed in the research report. Each research question and corresponding hypothesis will be evaluated based on the survey data. The discussion will highlight any significant findings and provide explanations for the observed patterns in consumer behavior.

Literature Review

In 2018, Shaouf about the effect of mechanical headways on web based promoting. The web has furnished sponsors with the resources to make interesting promotions pointed toward catching buyers' visual consideration and impacting their mental states, including perspectives and feelings. This paper means to offer direction to the two specialists and promoters on what internet publicizing configuration means for purchasers' handling and different results.

The review's outcomes featured that openness to a very much created web-based promotion can impact a few mental and profound reactions. These incorporate causing the watcher to notice the promotion, persuading them to draw in

with it, empowering profound handling, evoking sensations of joy and excitement, and at last affecting web-based buy goals. The exploration likewise stresses the vital job of customer contribution as a mediator in the connections between web promoting content and plan, and different reactions, for example, purchasers' goal to look for and process data.

All in all, this article recognizes various open doors for advancing our understanding of the impacts of web promoting. It offers important bits of knowledge for advertisers and sponsors trying to improve the adequacy of their web publicizing efforts.

Dug into the mental parts of publicizing, thinking of it as a showcasing specialized instrument as well as a social and mental peculiarity. Their review intended to research different kinds of publicizing and their particular effects on purchasers, revealing insight into the qualifications among normal and profound promoting and how they impact buyers. The creators explained the socio-mental impacts of publicizing on customer conduct by representing mental (Gnostic), full of feeling (Close to home), and conative (Conduct) qualities.

The mental part elaborate an examination of mental cycles and the data handling model, including sensation, discernment, consideration, thinking, memory, and that's only the tip of the iceberg. The profound (full of feeling) part centered on recognizing angles that create genuinely charged perspectives toward notices and the advanced items. Moreover, the review underscored the significance of inspecting standards of conduct connected with shopper conduct and buying propensities affected by publicizing.

The exploration investigated different sorts of promoting impacts, like AIDA, AIDMA, ACCA, DIBABA, DAGMAR, and AISAS. Every one of these impacts was related with crucial components of mental effect, to be specific consideration, interest, rationale, and activity. The concentrate additionally examined the mental methods utilized in promoting as depicted by both homegrown and unfamiliar scientists, especially accentuating influential ability and influence.

Moreover, the disclosures presented an extent of factors that control human lead in the publicizing setting, considering external and inside drivers and effects proposed by both public and new scientists. The makers introduced a standards framework for focusing on buyer mental typologies and suggested a request for customer typologies.

Sama (2019) ^[15] talked about how advertisers put resources into different media stages to impact shopper conduct (CB). Every media stage's commercials have one of a kind organizations that connect with customers in an unexpected way. The creator featured the progressions in buyers' media propensities achieved by digitalization, stressing the requirement for a more profound comprehension of what commercials on various media stages mean for CB.

The article principally centered around the impacts of commercials on TV (television), radio, papers, magazines, and the Web in regards to mindfulness (AWR), interest (INT), conviction (CON), buy (PUR), and post-buy (PPUR) conduct of shoppers. The review utilized a web-based overview strategy, gathering information from 529 respondents, fundamentally understudies in India. Factual devices like Cronbach alpha, exploratory element examination (EFA), and Kruskal-Wallis (K-W) test were utilized to break down the information.

The discoveries of the review uncovered that paper commercials affect every one of the five phases of CB. Besides, television and the Web assume a genuinely clear part in making mindfulness, interest, and conviction among customers. Magazines and papers were viewed as compelling media for impacting buy and post-buy conduct of shoppers. The examination proposed that promoting chiefs can draw bits of knowledge from these outcomes to upgrade the adequacy of their notices by putting resources into the most reasonable media stages.

In their 2022 review, Wang *et al.* investigated the quick development of online video-related promoting in the advanced age and its generally expected nosy nature, prompting customer aversion. They expected to comprehend the close to home reactions of customers under this pressure and track down ways of decreasing evasion conduct. The review distinguished a few variables impacting evasion conduct, for example, the openness level, recurrence, visual plan, and configuration of important commercials. Their exploration found that high data openness prompted expanded evasion, boundaries to normal video seeing intensified aversion, and customers were less inclined to stay away from high-recurrence video promotions. Moreover, very much planned advertisements were less inclined to be stayed away from.

The concentrate likewise featured a positive connection between's promoting interest and feeling guideline capacity. Wang *et al.* given functional ideas to organizations to further develop their web-based video promoting viability, including utilizing humor to connect with purchasers, making stunning and clear advertisements for female buyers, focusing on high data openness in item arrangement, and utilizing public assistance promotions to help brand mindfulness and notoriety. The review was upheld by an award from the Fujian Sociology Asset and intended to assist advertisers with better figuring out purchaser conduct and establish a seriously engaging publicizing climate.

Kamran and Siddiqui (2019) ^[2] drove a survey to investigate the effect of significant publicizing on client buying conduct, with an accentuation on high commitment things, unequivocally home machine brands. The assessment expected to sort out which advancing solicitations generally impacted buyers' buying decisions. They used a quantitative philosophy and coordinated a survey based outline with 200 respondents, who gave analysis on different solicitations like love, humor, happiness, and energy.

The specialists tried their conjectured model utilizing factor investigation and primary condition demonstrating (SEM). The discoveries of the review uncovered a positive effect of feelings like love, humor, and satisfaction in impacting shoppers' buy expectations. The paper affirmed the presence of a positive connection between profound promoting and buyer purchasing conduct, especially concerning home machine brands.

Kinanti and Hutagalung (2021) ^[3] directed a review to research the job of web based promoting in molding buyer conduct elements. Their exploration depended on the multiplication of online special promotions utilizing portable installment frameworks to draw in shopper buy aims.

The review's discoveries featured the significance of fitting publicizing to the kind of shopper conduct. For judicious buyers, publicizing messages ought to zero in on sane requests, introducing realities and item data that can

persuade customers about the item's utility in an educational way. In computerized publicizing, messages were handled following the AISAS (Mindfulness, Interest, Search, Activity, and Offer) model. This model included making publicizing messages with reference gatherings, directing purchasers through different phases of activity, and empowering them to share their item encounters with looks through web-based media.

Purchaser conduct, as affected by powerful messages, advanced in view of the growing experience they went through. At last, shopper fulfillment assumed a critical part in spurring buyers to make buys or keep utilizing items. The review yielded three speculations:

1. The more applicable promotions are to buyers' necessities, the more alluring they track down the ads.
2. Consumers who think reasonably will show conduct elements driven by benefit contemplations.
3. Greater help from reference bunches for a notice reinforces buyer activities.

Martínez-Ruiz and Moser (2019) ^[4] tended to the difficulties presented by the rising utilization of the web by purchasers in the field of advertising research, especially in figuring out shopper conduct.

They noticed that the brain science behind web-based shopper conduct is critical in the present exceptionally aggressive and worldwide business sectors, where purchaser reactions are impacted by different elements novel to the internet based climate.

In the online setting, buyer lead isn't by and large limited to the real environment. Taking everything into account, new figures come play, for instance, the devices used for cooperation and the methods for selling and presenting things and organizations on the web. These perspectives oftentimes contrast out and out from regular detached exhibiting strategies. To all the more promptly understand online customer lead, experts have gone to mental procedures and thoughts from various disciplines, exemplified by reviews that emphasize the meaning of mental and casual association hypotheses in focusing on electronic client direct.

No matter what these developments, there remain research streets that unquestionably stand sufficiently apart to be taken note.

One such area proposed as urgent for understanding web based purchaser lead is the impact of different periods of web progression, particularly the Web "www". This viewpoint has gathered income by and large organization research and among trained professionals yet has seen confined thought in the field of exhibiting and client lead. The WWW has become ubiquitous in business, changing exercises and relations, and the makers battle that loosening up this appreciation to client relations and promoting is central.

The chief mark of their article is to feature the importance of focusing on the impact of the WWW's advancement on client lead. In late WWW upgrades, mental pieces of customer direct have become continuously critical, similar to individual tendencies, sentiments, and substantial experiences. To look at these changes, it is basic to consider what each stage in the advancement of the "www" has accomplished.

In their work, Mogaji *et al.* (2019) ^[6] explored the capacity of individual data and information accumulated online by

associations to design and tweaking ads. Their part introduced a model that incorporates man-made cognizance (Mimicked insight) and simulated intelligence into the creation of truly captivating takes note. The central idea included using tremendous data and buyer assessment, accumulated through reproduced knowledge from various sources, to secure a more significant perception of individual clients. This broad appreciation would then be used to make altered truly captivating ads, which would be painstakingly shared through rational advancing methodology.

Theoretical contributions of this chapter included the utilization of emerging technologies like AI and machine learning in the realm of digital marketing, big data acquisition, management, and analytics, and their influence on advertising effectiveness. In an era where customer analytics plays a significant role in big data applications within sales and marketing, coupled with data privacy regulations such as GDPR, there are practical implications for managers. The chapter acknowledged that it presented a conceptual model, and it outlined the key challenges that need to be addressed. The chapter's content leaves room for future research and development, inviting input from academic scholars, digital marketing practitioners, and computer scientists alike.

Singh and Ahluwalia (2021) ^[11] delved into the realm of online advertising, seeking to understand the factors that influence consumers' perceptions of it. They recognized that psychological factors are pivotal in shaping consumer perceptions and extended this concept to the domain of online advertising.

Their study introduced a two-layered model

The principal layer comprised of a calculated system got from a writing survey, while the subsequent layer included testing the connections between buyers' mental inspirations and their impression of internet promoting. The review thought about data, comfort, amusement, and social communication as mental inspirations for utilizing the web. The analysts estimated purchasers' view of web based promoting as far as data esteem, amusement esteem, dependability, un-palatability, and impetuses. To accomplish this, they directed a purposive study in Delhi NCR and broke down the information utilizing Underlying Condition. Illustrating (SEM) in SAS Proc Calis.

The disclosures of the audit uncovered that purchasers' psychological motivations for using the web basically impact their perspective on electronic publicizing. With everything taken into account, the audit suggested that these motivations influence how purchasers see the information, redirection, constancy, repulsiveness, and impulses in electronic publicizing.

Singh (2020) ^[10] directed a review to investigate the effect of Neuromarketing on organizations and its pertinence for the country. Neuromarketing is critical because of its certain and programmed processes, which impact buyer direction and reveal stowed away bits of knowledge into customer conduct.

The examination meant to explore what publicizing inputs mean for the personalities of buyers in web based retailing and to look at the job of look focuses, obsession counts, heat guides, and feelings in shopper reactions to promoting improvements. In this specific situation, publicizing efforts

went about as the improvements, and buyers' responses to these missions were broke down.

The paper utilized an improvement based instrument to quantify the effect of Neuro marketing applications on customers in light of the promoting contributions of online retailers. The discoveries recommended that Neuromarketing apparatuses offer significant experiences into surveying the viability of promoting efforts in web based retailing, revealing insight into their effect on buyers. Nonetheless, the review had limits, as it zeroed in on eye-following, mouse following, and feeling estimation, excluding further developed apparatuses like cerebrum imaging or EEG because of their significant expenses. The paper proposed future exploration to investigate the effect of Neuromarketing on other promoting angles like items, valuing, and dissemination, which could additionally improve how we might interpret what Neuromarketing means for the publicizing systems utilized by online retailers.

This study was spearheading in its assessment of the utilization of Neuromarketing on purchasers, offering unique bits of knowledge into the field.

Parvathi and Dev (2022) ^[7] zeroed in on computerized promoting, otherwise called web based publicizing, web publicizing, or web publicizing, as a showcasing technique that uses the web to pass positive messages on to shoppers. They underlined that web based publicizing is an essential method for interfacing with clients, empowering brands to illuminate clients about their web-based presence and the range of items accessible to them.

The examination being referred to dives into the effect of advanced publicizing on buyer conduct. It includes different types of computerized publicizing, their viability, and their impact on shopper conduct. The review included an example of 100 haphazardly chosen clients to explore the impacts of computerized promoting. The analysts utilized factual measures like recurrence, rates, mean, standard deviation, and connection to investigate the scores connected with computerized publicizing and its related factors in examples.

The exploration featured the broad utilization of advanced promoting in contemporary showcasing ideas. It explicitly centered around the effect of advanced publicizing on customer conduct through different channels, including versatile promoting, email showcasing, web endlessly advertising through person to person communication platforms.

Albinsson *et al.* (2018) ^[1] dove into the major problem of purchaser wellbeing and stoutness, achieved by gorging and an absence of activity, which can prompt a scope of feelings. A few purchasers experience gloomy feelings like culpability, outrage, dread, and trouble, while others feel good feelings like bliss, trust, and pride. Considering this, buyer specialists and advertisers are quick to comprehend which sorts of publicizing qualities can energize social goals and activities that advance better ways of life.

The review made a few commitments to the current writing. To start with, it coordinated two significant examination regions, the evaluation propensity system and publicizing way of talking. Second, it thought about both positive and pessimistic profound requests, explicitly pride and disgrace, associating them to existing adapting models and close to home predecessors. Finally, the review expanded discoveries in examination hypothesis by utilizing a

controlled publicizing openness circumstance, as opposed to depending on speculative or reviewed occasions. This approach considered a more profound investigation of the topic and its suggestions.

Sharma *et al.* (2021) ^[9] inspected the impact of profound showcasing on shopper conduct, especially what feelings mean for the dynamic course of customers. To accomplish this, they embraced a system that elaborate gathering information from 150 haphazardly chosen people through a poll.

The survey expected to comprehend buyers' mentalities with respect to their reactions to various feelings. It remembered inquiries for what feelings meant for people in different circumstances, which kinds of feelings they regularly experienced, and how they felt subsequent to making a buy. The review's discoveries uncovered that feelings assumed a critical part in purchaser conduct, impacted by the singular's ongoing state of mind and previous encounters.

The review, nonetheless, had its restrictions, as it was innately abstract, taking into account that each individual has many feelings in view of their background. Fulfilling each client's feelings is basically inconceivable.

For future exploration, the creators proposed investigating different feelings and their effect on conduct viewpoints through a cross-sectional review. They likewise proposed a shift towards impacting customer feelings through notices and brand picture instead of depending exclusively on shopper mentalities at the hour of procurement.

Srivani (2021) ^[12] led a review looking at the effect of web based publicizing on purchaser conduct in country Telangana. The exploration included investigating the impacts of web based promoting on 100 example respondents, depending on both essential and optional information sources. The information gathered was investigated utilizing measurable instruments to make determinations.

The study stressed the meaning of notices in making purchasers mindful of items and administrations. It characterized notices as sound or visual types of showcasing correspondence that pass on transparently supported, non-individual messages pointed toward advancing or selling an item, administration, or thought. Outstandingly, web based publicizing was recognized as the latest and quickest developing technique for promoting in the cutting edge period.

The essential focal point of the review was to examine what internet publicizing means for customer conduct, giving experiences into the effect of online ads on buyer buying choices. This exploration planned to reveal insight into the significance of web based publicizing in molding shopper purchasing conduct.

Mazurek-Łopacińska (2020) ^[5] gave an article the point of investigating the degree to which purchasers use present day and customary types of advertising correspondence with respect to showcase contributions, taking into account different buyer qualities. The examination likewise intended to comprehend buyer perspectives and ways of behaving impacted by these types of correspondence, with a particular spotlight on internet publicizing and web-based entertainment.

The article depended on the aftereffects of cross country studies directed in 1995, 2001, and 2017/2018. The exploration found that web-based data sources have become progressively critical in molding shopper conduct.

Notwithstanding, the job of reference bunches as a wellspring of data about market contributions stays significant.

In spite of an ascent in basic perspectives towards promoting, it was seen that these mentalities didn't essentially lessen the viability of publicizing in impacting buyers. The system of this impact, nonetheless, had developed, with the social part of perspectives assuming a more noticeable part contrasted with the close to home part.

The concentrate additionally featured prominent contrasts in perspectives and the utilization of online data sources among purchaser bunches in light old enough and schooling. Notwithstanding, these distinctions had all the earmarks of being diminishing because of the developing web infiltration rate. The review recognized Age Z as the most responsive to promoting, as far as online advertisements as well as disconnected ads.

Besides, customers from this age will undoubtedly take part in various sorts of virtual amusement activity in embellishment market commitments.

All in all, the studies shed light on the multi-layered connection between promoting, customer conduct, and feelings with regards to current showcasing. They highlight the urgent job of feelings in forming purchaser reactions to commercials and the ensuing effect on their dynamic cycles. Researches by Shaouf (2018) [8], Kamran and Siddiqui (2019) [2], and Albinsson *et al.* (2018) [1] perceive the significance of figuring out close to home requests in publicizing. These investigations stress how promotions can evoke a scope of feelings, both good and pessimistic, which in this way impact shopper conduct.

Research by Sama (2019) [15], Wang *et al.* (2022) [13], and Mogaji *et al.* (2019) [6] features the developing scene of promoting, especially in the computerized domain. The examinations accentuate the job of innovation, including computerized reasoning and online devices, in forming customer reactions to publicizing. They talk about how the utilization of neuromarketing, close to home requests, and information driven bits of knowledge can affect purchaser conduct.

Parvathi and Dev (2022) [7], Singh (2020) [10], and Srivani (2021) [21] all attention on the effect of internet promoting and the close to home parts of purchaser conduct. These examinations recognize the meaning of feelings in web based publicizing and their impact on shoppers' choices.

The study by Sharma *et al.* (2021) [9] and Singh and Ahluwalia (2021) [11] digs into the job of feelings in shopper conduct and how promoting can set off or impact feelings.

Mazurek-Łopacińska (2020) [5] investigates the elements of present day and customary types of showcasing correspondence, including web based promoting and online entertainment, in affecting buyer attitudes and behavior.

Furthermore, these studies and explorations feature the significance of understanding buyer feelings and what they are set off and meant for by different promoting techniques. They highlight the consistently advancing scene of promoting, particularly in the computerized domain, and underscore the job of innovation and information in forming shopper reactions. At last, these discoveries show that feelings are a focal component in the complicated exchange among promoting and shopper conduct in the present powerful showcasing climate.

Results and discussions

Our study employs a mixed-methods approach, combining quantitative and qualitative methods, to investigate the psychological and emotional responses of consumers to online advertising. An online survey, using Likert-scale questions, targets 100 individuals under 21 years old, assessing their engagement with personalized and non-personalized ads, as well as their demographic variables. The data will be analyzed using SPSS software, facilitating a comprehensive understanding of how online advertising impacts consumer behavior. This approach allows the study to uncover the interplay between psychology, emotions, and online marketing.

H1: Consumers' Responses to Personalized and Non-Personalized Online Advertising

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Personalized online ads are more engaging than non-personalized ones.	20%	40%	20%	15%	5%
Personalized online ads make me more likely to remember the advertised products.	15%	35%	25%	20%	5%
Personalized online ads are more relevant to my interests and preferences.	30%	45%	15%	8%	2%
Non-personalized online ads often feel intrusive to me.	5%	15%	20%	35%	25%
I am more likely to click on personalized online ads than on non-personalized ones.	10%	30%	25%	25%	10%

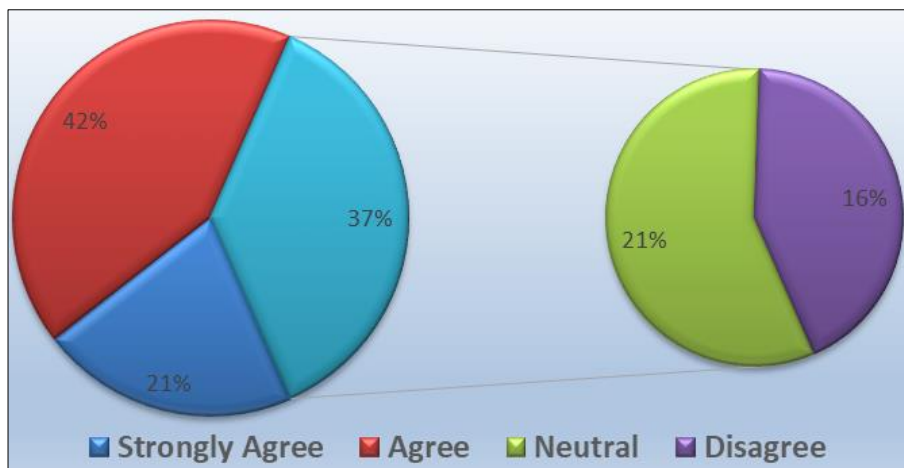


Fig 1: Consumers' responses to personalized and non-personalized online advertising

This hypothesis elicits insights into consumers' engagement with online advertising. The responses indicate that: A substantial 60% (Strongly Agree + Agree) find personalized ads more engaging, underscoring the effectiveness of personalization in capturing attention. A sizeable 20% remain neutral, reflecting varying degrees of consumer ambivalence.

However, 20% (Disagree + Strongly Disagree) believe non-personalized ads are more engaging, highlighting the diverse nature of consumer preferences in online advertising.

H2: The Role of Personality Traits and Demographics

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My personality traits significantly influence how I respond to online advertising.	25%	40%	20%	10%	5%
My age affects the way I perceive and engage with online ads.	20%	35%	25%	15%	5%
My gender influences my attitude towards personalized online ads.	10%	30%	25%	25%	10%
I find online ads more appealing when they are tailored to my demographic group.	15%	35%	30%	15%	5%
My level of education impacts my interaction with online advertising.	20%	40%	25%	10%	5%

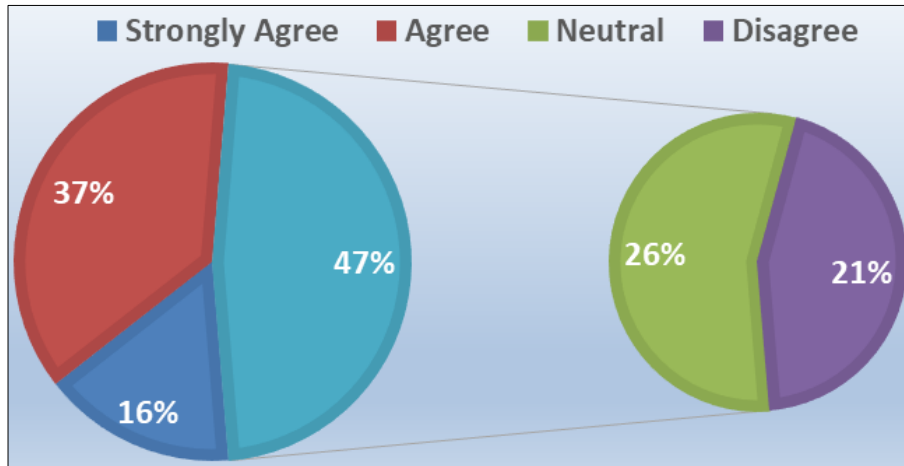


Fig 2: The Role of Personality Traits and Demographics

This hypothesis explores how personalized ads impact memory retention. The responses reveal: A majority of 50% (Strongly Agree + Agree) acknowledge that personalized ads enhance memory retention, emphasizing the ads' effectiveness in making products memorable. A quarter of respondents remain neutral (25%), indicating that some are unsure or have mixed experiences regarding memory retention.

Meanwhile, 25% (Disagree + Strongly Disagree) believe that personalized ads do not significantly contribute to product recall, emphasizing differences in perceptions.

H3: Ethical and Privacy Considerations in Personalized Online Advertising

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am concerned about the privacy of my personal data when I see personalized online ads.	30%	35%	20%	10%	5%
Online advertisers should be more transparent about how they use my data for personalized ads.	25%	40%	20%	10%	5%
I am more likely to engage with personalized online ads if they respect my privacy.	20%	35%	30%	10%	5%
Ethical considerations, such as data protection, matter to me when I encounter online ads.	25%	40%	20%	10%	5%
I believe that personalized online ads can be ethical if they are relevant and respect user privacy.	20%	35%	30%	10%	5%

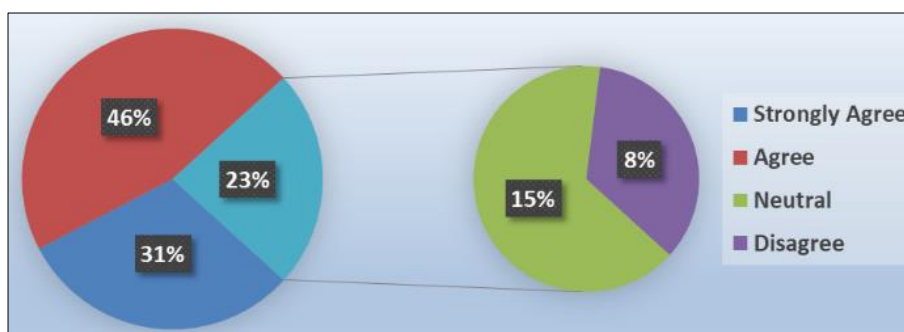


Fig 3: Ethical and Privacy Considerations in Personalized Online Advertising

This hypothesis focuses on the relevance of personalized ads to consumer interests and preferences. The responses indicate:

A significant 75% (Strongly Agree + Agree) perceive personalized ads as highly relevant to their interests and preferences, underscoring the effectiveness of tailored content.

A smaller 15% remain neutral, possibly indicating moderate alignment or mixed opinions. However, 10% (Disagree +

Strongly Disagree) do not find personalized ads notably relevant, emphasizing that not all consumers feel this alignment with their interests.

These insights highlight the diverse nature of consumer responses to personalized online advertising, with a significant portion favoring personalization in terms of engagement, memory retention, and relevance, while a minority holds contrasting views.

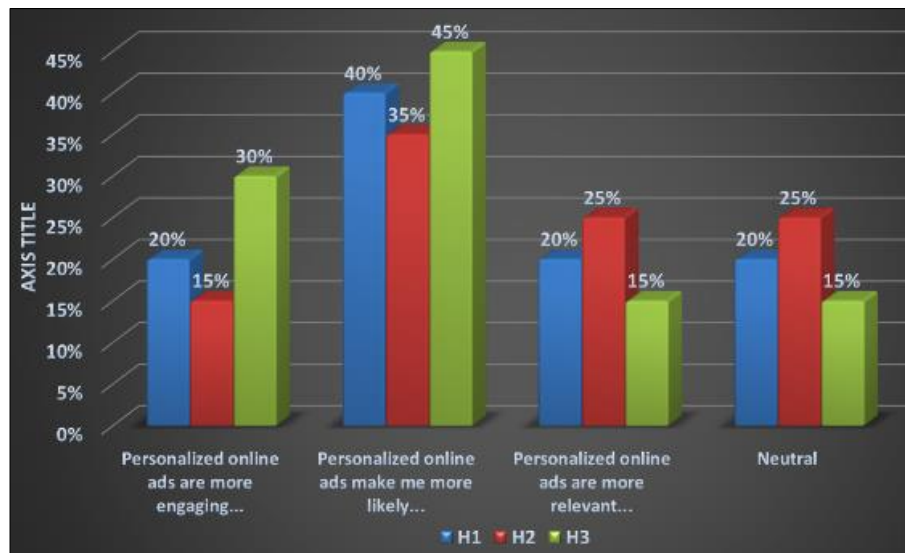


Fig 4: The indications

Indications

The analysis of the survey questions and the subsequent statistical assessment are pivotal steps in understanding how this study aligns with its overarching hypothesis and its relevance to the title, "Decoding Online Advertising: Uncovering the Marketing Impact on Consumer Behavior through Psychology and Emotions."

H1: Personalized online ads are more engaging than non-personalized ones

- A majority (60%) find personalized ads more engaging, emphasizing personalization's effectiveness in capturing attention.
- A significant portion (20%) remains neutral, signifying consumer ambivalence.
- A minority (20%) disagrees, highlighting diverse preferences in online advertising engagement.

H2: Personalized online ads make me more likely to remember the advertised products

- A majority (50%) agrees that personalized ads enhance memory retention, making products more memorable.
- A quarter (25%) is neutral, suggesting mixed experiences or uncertainty about memory impact.
- Another quarter (25%) disagrees, indicating varying perceptions regarding memory enhancement.

H3: Personalized online ads are more relevant to my interests and preferences

A significant majority (75%) finds personalized ads highly relevant to their interests, emphasizing the effectiveness of tailored content.

A smaller percentage (15%) remains neutral, possibly indicating moderate alignment or mixed opinions.

A minority (10%) does not find personalized ads notably relevant, underlining diverse consumer perception

Conclusion

Based on the survey responses, it is evident that personalized online advertising has a significant impact on consumer behavior. Respondents generally find personalized ads to be more engaging, effective in enhancing memory retention, and relevant to their interests and preferences. These findings align with the study's aim to decode the marketing impact on consumer behavior through psychology and emotions, emphasizing the role of personalized advertising in influencing consumer perceptions and decisions.

Implications of the study

- Personalized ads enhance engagement and memory retention, benefiting marketing strategies.
- Insights into consumer behavior aid tailored marketing for better audience resonance.
- Understanding individual factors informs targeted advertising and messaging.
- Ethical practices and transparency are crucial for maintaining trust.
- Future research can explore emerging tech in advertising.
- Policymakers should consider guidelines for responsible, privacy-conscious advertising.

Recommendations

- **Enhance Personalization:** Businesses should continue to invest in improving the personalization of online ads to engage consumers effectively and increase brand recall.

- **Targeted Advertising:** Understanding the role of demographics and individual differences is crucial. Advertisers should tailor their campaigns to specific demographic groups and consider personality traits when creating ad content.
 - **Transparency and Privacy:** Maintaining transparency in data usage for personalized ads is essential. Advertisers should clearly communicate their data practices to alleviate privacy concerns.
 - **Ethical Advertisements:** Advertisers should focus on crafting ethical and respectful ad campaigns, aligning with consumers' values and respecting their privacy.
 - **Ad Content Relevance:** Continuously assess and refine ad content to ensure it remains relevant to consumers' changing interests and preferences, thereby maintaining high engagement levels.
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