

## **A STUDY ON THE INFLUENCE OF ONLINE ADVERTISING ON BRAND AWARENESS**

**Bhavadharani B<sup>1</sup> Jeevitha S<sup>2</sup>**

<sup>1&2</sup> III B.Com Information Technology Students, Department of Commerce, Rathinam College of Arts and Science, Coimbatore

**Sri Ranjani A R<sup>3</sup>**

<sup>3</sup> Assistant Professor, Department of Commerce, Rathinam College of Arts and Science, Coimbatore

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### **ABSTRACT**

**Online advertising** has become one of the most effective tools for businesses to create and enhance brand awareness in the digital era. With the increasing use of the internet and social media platforms, companies are shifting from traditional advertising methods to online channels such as social media ads, search engine marketing, display advertising, and video promotions. This study aims to examine the influence of online advertising on brand awareness among consumers. The research analyzes how factors such as advertisement content, frequency of exposure, creativity, and platform selection affect consumer's ability to recognize and recall brands. Data for the study is collected through consumer surveys and secondary sources, and the findings indicate that online advertising plays a significant role in improving brand visibility, recognition, and customer engagement. The study concludes that effective online advertising strategies help organizations build strong brand awareness and gain a competitive advantage in the market.

**Keywords** - Digital Marketing, Social media advertising and Consumer perception

### **INTRODUCTION**

**Online advertising** has become a vital tool for businesses to build brand awareness in today's digital environment. The widespread use of the internet, social media, and mobile devices has enabled companies to reach a large and targeted audience more effectively than traditional advertising methods.

Online advertising through platforms such as social media, search engines, display ads, and video promotions increases brand visibility and helps consumers recognize and recall brands easily. Frequent exposure to creative and engaging online advertisements influences consumer perception and strengthens brand recognition. Therefore, online advertising plays a significant role in enhancing brand awareness and supporting business growth in a highly competitive market.

### **STATEMENT OF PROBLEM**

Despite the rapid growth of online advertising, many organizations face challenges in understanding how effectively digital advertisements contribute to building brand awareness among consumers. While companies invest heavily in online advertising through social media, search engines, and other digital platforms, it remains unclear which factors such as content quality, frequency, creativity, and platform selection have the greatest influence on brand recognition and recall. In a highly competitive digital marketplace, ineffective online advertising strategies may lead to low brand visibility and poor consumer engagement.

Therefore, there is a need to study the influence of online advertising on brand awareness to help organizations design more effective digital marketing strategies.

## SCOPE OF STUDY

The scope of this study is limited to analyzing the influence of online advertising on brand awareness among consumers. The study focuses on various forms of online advertising such as social media advertisements, search engine marketing, display ads, and video advertisements. It examines key factors including advertisement content, creativity, frequency of exposure, and the platforms used for advertising. The research is confined to understanding consumer perception, brand recognition, and brand recall in the digital environment. The study does not include traditional advertising methods and is limited to a specific group of respondents and time period.

## REVIEW OF LITERATURE

**Johnson et al. (2024)** Johnson and his team examined recent trends in online advertising and brand awareness. The study found that personalized and targeted online advertisements significantly improve brand awareness and create a strong brand presence in consumers' minds. **Singh & Kaur (2023)** analyzed the effectiveness of online advertising on young consumers. The study concluded that younger audiences are more influenced by online advertisements, leading to higher brand awareness and recall. **Brown (2022)** concluded that frequent online advertisements across digital platforms strengthen brand familiarity. Consistent online presence was found to enhance overall brand awareness. **Patel (2021)** highlighted that targeted online advertising helps companies reach the right audience effectively. This targeted approach leads to better brand recognition and awareness. **Kumar and Gupta (2020)** stated that social media advertising plays a major role in creating brand awareness through interactive and engaging content. Their study showed higher brand recognition among social media users.

## RESEARCH GAP

Firstly, many studies have analyzed online advertising in general but have not compared the influence of different online advertising platforms on brand awareness in detail. Secondly, limited research has been conducted on how factors such as advertisement frequency, creativity, and credibility together influence consumer perception and brand awareness. Thirdly, most studies have focused on urban or younger consumers, while other demographic groups have received less attention.

Additionally, there is a lack of recent, location-specific studies that reflect changing consumer behavior due to rapid digitalization and increased internet usage. Many studies also emphasize purchase intention rather than focusing specifically on brand awareness as a separate outcome.

Therefore, the present study attempts to fill these gaps by analyzing the influence of online advertising on brand awareness, with special emphasis on different online platforms, key advertising factors, and consumer perception. This study aims to provide updated and practical insights into how online advertising contributes to brand awareness in the current digital environment

## OBJECTIVES OF STUDY

- To study the concept of online advertising and brand awareness.
- To examine the influence of online advertising on brand awareness among consumers.

- To analyze the impact of different online advertising platforms on brand recognition and recall.

## RESEARCH METHODOLOGY

This study adopts a descriptive research design to examine the influence of online advertising on brand awareness among consumers. Both primary and secondary data are used for the study. Primary data is collected through a structured questionnaire distributed to respondents who regularly use the internet and are exposed to online advertisements on platforms such as social media, search engines, and websites. Secondary data is gathered from journals, books, research articles, and online sources related to digital marketing and brand awareness. A convenience sampling method is used to select the respondents, and the sample size is limited to a specific number of participants. The collected data is analyzed using simple statistical tools such as percentage analysis, charts, and tables to interpret the impact of online advertising on brand awareness.

## ANALYSIS AND INTERPRETATION

### Awareness of Online Advertisements

The study shows that the majority of respondents are frequently exposed to online advertisements through social media platforms, websites, and mobile applications. Platforms such as Instagram, YouTube, Facebook, and Google ads are the most commonly noticed by consumers.

Level of Awareness	No. of Respondents	Percentage
High Awareness	45	45%
Moderate Awareness	35	35%
Low Awareness	20	20%
Total	100	100%

### Interpretation:

This indicates that online advertising has a wide reach and successfully captures consumer attention. The table shows that 45% of respondents have high awareness of online advertising, while 35% have moderate awareness. Only 20% have low awareness. This indicates that most consumers are familiar with online advertising, which contributes positively to brand awareness.

### Influence of Online Advertising on Brand Recognition

A large number of respondents agreed that online advertisements help them recognize brands easily.

Visual elements, logos, slogans, and repeated advertisements play a key role in brand recall.

Level of Influence	No. of Respondents	Percentage
Strong Influence	50	50%
Moderate Influence	30	30%
Low Influence	20	20%
Total	100	100%

### Interpretation:

Repeated exposure to advertisements strengthens memory and helps consumers identify brands quickly. The table reveals that 50% of respondents feel that online advertising has a strong influence on brand awareness. 30% experience moderate influence, while 20% report low influence. This shows that online advertising is an effective tool in influencing consumer perception.

### Impact of different online advertising platforms

This section explains the effectiveness of various types of online advertisements among respondents. Overall, the findings indicate that the choice of advertising platform influences brand recognition and recall among consumers.

Type of Ads	No. of Respondents	Percentage
Video Ads	50	50%
Image Ads	25	25%
Influencer Ads	15	15%
Banner Ads	10	10%
Total	100	100%

### Interpretation:

The table indicates that video ads are the most preferred by respondents (50%), followed by image ads (25%). Influencer ads (15%) and banner ads (10%) have comparatively lower impact. This suggests that video content is more effective in attracting attention and improving brand recall.

### FINDINGS

- The study finds that consumers are aware of online advertising and it helps in creating brand awareness.
- Online advertising has a positive influence on brand awareness among consumers by increasing brand familiarity and interest.
- Different online advertising platforms, especially social media, are effective in improving brand recognition and recall.

### CONCLUSION

**Online advertising** has emerged as a powerful tool for creating and enhancing brand awareness in today's digital world. This study highlights that platforms such as social media, search engines, display ads, and video promotions play a significant role in increasing brand visibility, recognition, and recall among consumers. Factors like creativity, relevance, frequency of exposure, and platform selection strongly influence the effectiveness of online advertisements. The findings indicate that well-planned and targeted online advertising strategies not only help brands remain in the minds of consumers but also foster engagement, trust, and loyalty. Therefore, businesses that invest in strategic online advertising can achieve stronger brand awareness and gain a competitive edge in the market.

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