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Data-Driven Marketing in the Digital Era Evaluating Consumer Response to Targeted Ads in Cyber City

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ABSTRACT

Big Data Analytics (BDA) has changed the landscape of online advertising at a fundamental level, making it possible to practice sophisticated targeting, content delivery at an individual level, and decision-making through evidence. This study carries out a comprehensive analysis of the pivotal role of BDA in influencing consumer engagement and purchase intention in Cyber City, particularly a successful digital space characterized by high technological adoption rates. Employing a multi-faceted methodology, the study analyzes in-depth consumer behavior patterns, click stream data and sentimental measures collected from corporate website. The analysis tries to elucidate how the advertisers can optimize placements even better and need to personalize content with caution to exact audience segments to enhance campaign efficiency. Specifically, the study delves into how predictive analytics, advanced machine learning models (e.g., reinforcement learning, deep learning), and real-time processing approaches are applied to understand and influence consumer behavior and purchase decisions.

The research measures the impact of these technologies on ad relevance, engagement metrics (e.g., interaction frequency, dwell time, click-through rate), and conversion metrics (e.g., subscription sign-ups, product buys). Early studies discover that timely, data-driven advertisement practices greatly enhance ad relevance, significantly improve engagement levels, and drive huge lifts in conversion rates. This piece of work also critically examines inherent challenges to the implementation of BDA that can include issues in terms of privacy regarding the data fueled by harvesting and processing personally identifiable information pertaining to consumers and prejudice towards algorithmic functions potentially giving rise to disproportionate or discriminatory effects. The research proposes mitigation strategies and ethical principles to address these issues, thus rendering BDA use responsible and equitable in online advertising. By the effective use of BDA and mitigation of its inherent problems, firms are able to create better and more targeted campaigns for advertising, culminating eventually in greater return on investment and establishment of long-term, value-based consumer relationships in the fast-moving digital marketplace of Cyber City. Globalization and technological developments have changed advertising in its very essence, with the internet becoming a pillar for companies to advertise products and services, engaging customers on a deeper level, and affecting purchasing decisions.

The research used mixed-method with survey; a standardized questionnaire was administered to 384 users of the internet in Hyderabad, of which 381 responses were collected. Questions probed consumer behavior with respect to targeted advertising, trust, and purchase behavior. Interviews: Semi-structured interviews with 30 participants yielded qualitative information concerning attitudes and perceptions towards targeted advertising.

The study tested two hypotheses:

1. Corporate website advertising has no effect on purchase decisions.

2. Online advertising credibility has no effect on purchase decisions.

Keywords: BDA, Online advertising, internet, consumer behavior, credibility, corporate websites.

1. INTRODUCTION

With the advent of digital technology, online marketing is now more data-driven and consumer-oriented. Targeted advertising that employs user data to offer bespoke content is particularly effective in engaging consumer interest and motivating buying intent (Smith & Chaffey, 2020). Hyderabad the cyber city is a rapidly growing metropolitan city of India which provides a differentiated consumer market blending traditional values with latest digital adoption. The research examines the influence of online targeted advertisement on purchase intention among multicultural consumers of Hyderabad.

As an instrument of information, persuasion and promotion, advertising has remained a part of promotional mix since ancient times. Societies used symbols, and pictographic signs to attract their product consumers, this continued for centuries for promoting products. Before the advent of the internet, customers have been exposed largely to the traditional mass media for promotion: the traditional advertisement media are television, radio broadcasting, newspapers, magazines, billboards etc. But with the rapid growth of information technology, the internet, has also come into view as another attractive advertising medium widely used by advertisers to convey messages to current and potential consumers (Ashraf & Mohammed, 2012). The internet is growing because of the number of users, and since it possesses the unique characteristics of flexibility, interactivity, and personalization, a lot of quantities of businesses are now employing the use of the internet in advertising their products and services.

Internet marketing began in 1994 when the electronic version of the hip wired magazine called Hotwired put up a web with about a dozen sponsors who paid for ad banners placed throughout the sites. The growth of online advertising allows consumer product manufacturers to reach specific customer segment, collect information, evaluate sales potential and provide product exposure beyond geographic barriers cost-effectively and profitably to the producers of these products. Advertising via all mediums affect audiences, but the web doesn't just affect the person's attitude but his behaviour and lifestyle (Latif, Abdul, Saleem, Salman, Abideen & Zain, 2011). Statement of Problem

The conventional method of advertising is slowly being replaced by the internet-based method. Internet penetration, however, lags behind that of cities like Mumbai and Bangalore by a few steps. Indeed, several drawbacks in terms of fraud, privacy, and trust are among the Hyderabad consumers. It has been observed that there are companies that lose clients and customers just because they cannot create a sound internet advertising campaign that can help in securing a good share of the industry's market. There are certain organizations that cannot design an attractive website and come up with ways to get customers to the page, stay and keep coming back over and over again. These firms don't employ much effort in providing adequate information about their product on the corporate website. An effective website is usually designed to obtain customers' opinion and support other sales channels as well as promote the firm's product trend. The website of these companies is not delivering a diversified portfolio of information and other facilities to answer customer's questions, build up stronger customer relationships and to develop a sustainable platform for the company. Even though there are multiple studies available on this topic, a very few studies have considered the effect of online advertisements on consumer buying behavior in the case of a developing country.

In addition, most of the studies analyzed the effect of online advertising on organisational performance whereas few studies draw their conclusions from the customers' point of view. However, due perhaps to its newness in the Hyderabad city media market, there has been relatively less information and empirical studies on the effect of online advertising on consumer buying behavior, still more research needs to be conducted in the country's different regions to allow for generalization. Moreover, even though email marketing, content marketing, search engine marketing and social media marketing techniques have been extensively studied, corporate website marketing. and credibility of internet advertising have not often been studied. As a result, companies are likely to lose patronages, miss out on opportunities in marketing, lose profits, and destroy reputation through the use of insufficient knowledge to make informed strategic web marketing decisions. The general goal of the study was to examine the effect of online advertisements on buying behavior among consumers. In an attempt to achieve the general objective, the following specific objectives were developed to: i. Examine the effect of corporate website promotion on the purchase decision.

ii. Examine the effect of perceived online ad credibility on the purchase decision.

2. LITERATURE REVIEW

2.1 Development of Targeted Online Advertising

Targeted online advertising has also seen extensive progress during the past two decades, driven by technological advancement and increased amounts of user data. The approach employs sophisticated algorithms to analyze user interest, behavior, and demographic information, allowing advertisers to promote highly tailored content (Kotler et al., 2019).

Targeted advertising has, in the past, relied on rudimentary segmentation techniques, grouping users by broad characteristics such as geography, age, or gender. With big data and machine learning, however, this has evolved into a more sophisticated and precise process. Advertisers now use techniques such as tracking pixels, cookies, and device fingerprinting to collect real-time information regarding browsing behavior, purchasing history, and social media activity.

This personalization has proved highly effective in increasing ad relevance and engagement levels. The users prefer to interact with the ads that more suit their needs and interests, resulting in improved click-through and conversion rates. Besides, innovations such as programmatic advertising have streamlined the process, with automated real-time bidding of ad placements tailored to each user.

Although benefiting from it, the development of targeted advertising also poses data privacy and ethical usage concerns. The General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) have been developed to remedy these, mandating companies to balance personalization and transparency as well as user permission. With technology further evolving, the future of targeted advertising will be even more precise, backed by artificial intelligence and predictive algorithms.

2.2 Influencing Factors of Purchasing Intent

Purchase intention is governed by perceived value of ads, consumer trust, and emotional affinity. Studies have suggested that effective targeted advertising could raise awareness of a brand and probability of purchase (Singh & Pandey, 2021). Over-personalization can be detrimental, however, if consumers perceive it as intrusive (Chen et al., 2020). Online promotion is a form of promoting that uses the internet and world wide web to deliver marketing messages targeted at attracting customers (Tutaj, 2012). Ha (2017) also defines online advertisement as deliberate messages placed on third-party websites, including search engines and directories found via internet links. The writer goes on to say that internet advertising can be classified into a number of functions, including creating awareness, attractiveness and visual image and slogans. Internet advertising is promotion which uses the world wide web and internet in an effort to broadcast marketing messages to prospective consumers. Examples of advertising on the internet include contextual advertising in world wide web search engine result pages, banner ad, blogs, rich media advertisement, specific network ad, interstitial ads, online classified ad, advertising network and e-mail marketing, such as e-mail spam etc.

2.3 Corporate Website as advertising tool

A corporate website is a website utilized by companies to provide information about their service or product. There is no general agreement among marketers if corporate websites can be included as advertising media, but in the last decade there has been growing consensus that it can be. A study conducted by Singh and Dalal (1999) proved that websites of companies can perform equally important roles (to inform and to persuade) like other media network and should therefore rightfully be considered an advertising medium. Singh and Dalaal (1999) contended that an advert on a web site is distinguished from a print advert in significant ways.

It is, for instance, on-demand accessible at any given point to the customer twenty-four hours a day, and a surfer is just as easily able to visit a web site from any location. Furthermore, a web site offers an individual who visits the ability to interact with the site as well as access various pages. A firm can also provide vast amounts of information on its website through the integration of media, text, graphics, and video. In addition, a firm's website content can be updated on an ongoing basis. Crafting effective advertising messages is a primary ingredient in building an optimal customer. The site must provide the right content of information, and design and look must be that which invites a viewer to visit the site

and also perform other positive action such as bookmarking the page and returning to the site again. When the site fails to play its informative/persuasive role, then the visitor is likely to turn to other attractive sites.

2.4 Online Advertising Credibility

Credibility is the consumer's mindset regarding the credibility, trustworthiness, believability, and convincible of an internet advertisement. Salem, Che and Mohamad (2016) perceived advertisement credibility influences customer buying decision. Internet consumers are more privacy risk oriented. This is because consumers provide personal information about themselves. Personal information can be retrieved by unauthorized users (Dwyer, Hitlz & Passerini, 2007). Perceived risk of privacy can be described as the perceived risk to the consumer when companies are attempting to acquire, use or share information about consumers and their usage (Myerscough, Lowe & Alpert 2006). Consumers are exposed to the risk of their private information falling into the hands of unauthorized parties as the information is highly portable from one social networking site to another. (Rose, 2011). According to Dinev, Hart and Smith (2013), customers' perceived privacy risk could be reduced by providing customers with a sense of control (over data) and making them more trusted.

Zimmer, Arsal, Al-Marzouq and Grover (2010) concluded that the relevance of the data has immediate influence on the perceived risk. When a customer feels that the information being collected is relevant to them, their perceived risk decreases, and thus they are more inclined to give out personal data. Marketers who are using third-party social media websites must ensure that the promotional campaigns do not lead any party to participate in any activity that would be against the privacy policy of the social media firm. Alongside that, the marketers also need to ensure that they are following the policies in the process. Moreover, companies who run their websites or other social media platforms need to have detailed policies that uncover the company's data usage, collection, and storage practices and third-party privacy and data security responsibilities (Steinman & Hawkins, 2010). Trustworthiness is the consumers' perception to the source and it includes the qualities of good faith, honesty and objectivity.

Trust will influence online purchaser and enhance the buying intention of the customer (McCole, Ramsey, & Williams, 2010), Souter and Kerretts-Makau (2012), has the view that the consumers need to feel confident about the product information and trustworthiness of the trading partner. People are now more than ever interested in matters of abuse of personal data, identity theft and other security issues like credit card fraud. Trust, which also has a close relationship with security, is a key factor in the process of buying online. On average, the buyer cannot touch, smell, or see the product; nor can they see into the eyes of the salesperson (Steinman & Hawkins, 2010). Thus, these modes of establishing trust are ruled out on the internet. But brand trust typically helps to decrease uncertainty. Thus, it is clear that brand trust can assist in overcoming some of the drawbacks of the internet, e.g. to overcome views that the internet is an unsafe, deceitful, and unreliable marketplace. Third-party endorsement is also a means to create trust.

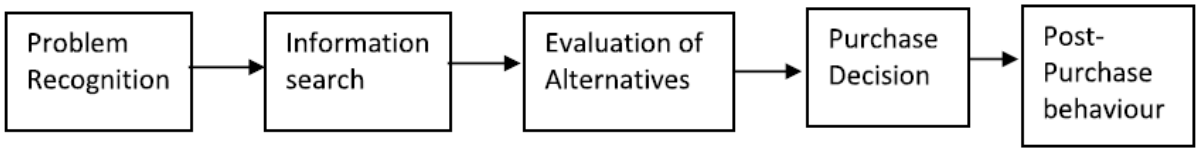
2.5 Consumer Behaviour

Pant (2007) defines consumer behaviour as the analysis of individuals, groups or organisations the procedures they follow to select, buy, use and discard products, services, experience ideas to satisfy needs and the consequences that these procedures have on the consumer and soc Consumer behaviour is also defined as the analysis of the ways in which individuals buy, what individuals buy when buying, and why individuals buy.

It is the act of purchasing which occurs to anyone willing to buy, individuals to households, organisations or groups (Kotler & Keller, 2011). Consumer behaviour is influenced by external and internal stimuli. Three of the most common stimuli are personal factors, social factors and cultural factors. Furthermore, the consumer's dimensions like perception, motivation, memory and learning constitute an impact on how the conse responds to the marketing stimuli. (Kotler & Keller, 2007). Consumer behaviour is quantified in different manners; undertaking market study on a regular basis allows firms to learn about their customers and incorporate them when making a business decision. This highly improves business performance and profits. Influences on consumer behavior are economic, sociological and psychological.

2.6 The Consumer Decision Process

Kotler and Keller (2007) proposed a five-stage consumer buying process model



Source: Marketing Management, Philip Kotler

2.7 AIDA Model

The role of an advert, according to Lewis (1987), is to attract customers. AIDA stands for Attention, Interest, Desire and Action. Awareness The consumer is aware of a brand or product through advertising. Interest The customer becomes interested in benefits of a brand & the way the brand aligns with lifestyle. Desire The customer develops a positive attitude towards the brand. Action The customer develops an intention to purchase, browses, experiments or buys. A message in an advertisement should capture attention, maintain interest, create desire and finally persuade the customer to Action (buy).

AIDA Model was employed since it explains the effect of advertisement on customers as well as the process, they undertake in making a choice of a product or brand. The customer undertook the steps of Attention, Interest, Desire, Action. The effect of advertising will determine whether customers will plan to or actually purchase the product, and this in turn will affect the brand loyalty, market share, competitive advantage and long-term sustainability of an organization.

2.8 Empirical Review

Athma and Joseph, (2018) tested the effectiveness of internet advertisement on buying behavior of consumers towards mobile phones by internet consumers; Vengeri, a municipality in Kozhikode Municipal Corporation of Kerala as case study. Fifty copies of questionnaires were handed out for collecting related information for research. Male and female were found through the research to be influenced by internet advertisement, but the females are not more influenced than male. Moreover, the income group and age group are not factors that affect the extent to which internet advertising influences consumer purchase behavior. Ashraf and Alkubise (2012), the purpose of this study is to determine factors that contribute to the success of internet ads and impact consumer purchase intention from developing countries' perspective.

Using a five-dimension theoretical model, this study empirically investigates the effect of internet advertising on purchase intention grounded on data drawn from 339 Jordanian university students. The results show that Income, Internet ability, frequency of use of the Internet, location and content of advertisements are all significant determinants that affect the effectiveness of online advertisement. However two issues stick out from the results: firstly the key significant role of web language and secondly and most importantly is other individuals' opinion effects on the effectiveness of online advertising. Salem et al., (2016), in his research was concerned with the determinants of online advertising and the mediating role of the variable "attitude towards online advertising" in the relationship between perceived value of advertising and consumers' purchase intention.

According to the results, online advertising value relies positively upon informativeness, credibility and entertainment value. In addition, credibility and online advertising value influence the attitude of consumers towards this form of advertising. Finally, the study concludes that attitude is a mediator between purchase intention and perceived value of advertising. Jenyo and Soyoye (2015) valued online marketing and consumer purchase behavior: a study of the sample of three (30) companies of Hyderabad city firms are selected from the Lagos metropolis to be engaged in research and one hundred and twenty (120) questionnaires dispatched for drawing conclusion and analysis from their responses.

This explicitly informs us that there is a strong relationship between Internet marketing and consumer purchase decision in Hyderabad city companies. Secondly, there is a strong relationship between consumers' purchase decisions and

Internet infrastructure. Finally, there is a strong relationship between consumers' purchase decisions and Internet security.
3. Research Methodology

This study utilized descriptive research design.

The population of study was internet users in Telangana State, and it was given that this was 50% of population (Internet and Mobile Association of India's (IAMAI) Digital India 2023 report). Primary data was the major source of data collection in the study. Primary data were obtained directly from respondents with the assistance of administering the questionnaire. Sample size of this research was calculated using Cochran (1977) sample size calculation formula. Cochran sample size recommendation formula for calculating sample size for proportions of large or unspecified population is given as follows:

$$n_0 = \frac{Z^2 pq}{e^2} \; n_0 = 384$$

Regression analysis was utilized in this research to reveal the degree of impact of online advertisement on customer behavior

3. RESEARCH METHODOLOGY

3.1. Study Design

The research employed a mixed-methods approach, combining quantitative surveys with qualitative interviews to provide comprehensive understanding.

3.2. Data Collection

- Survey: A structured questionnaire was administered to 384 users of the internet in Hyderabad of which 381 were duly completed and sent back. Experiences with targeted advertisements, levels of trust, and consumer behavior while buying were enquired about.

- Interviews: Semi-structured interviews with 30 respondents yielded qualitative data regarding attitudes and perceptions of consumers towards targeted advertising.

3.3. Sampling Method

Participants were selected by stratified random sampling to ensure diversified representation in the age, income, and occupation groups.

4. FINDINGS AND DISCUSSION

Results and discussion of findings

Table 1

Response Rate	Response Rate Frequency	Percentage (%)
Returned	381	98.96%
Unreturned	3	1.04%
Total	384	100%

Source: Researcher's Computation, 2025

Table 1 indicates that 381 (98.96%) of the respondents properly filled and returned the questionnaires whereas 3 (1.04%) of the respondents failed to properly fill and return the questionnaire.

Table 2 Respondents' Demographic Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	201	52.80%
	Female	180	47.2%4
	Total	381	100.00%
Age	Less than 25 years	57	15.0%
	26-30	270	70.9%
	31-35	94	29.6%
	36-40	42	11.0%
	41 year and above	12	3.2%
	Total	381	100.0%
Educational Qualification	SSC	46	12.1%
	Intermediate	56	14.7%
	Degree	240	63%
	Postgraduation	33	8.7%
	PhD	6	1.6%
	Total	381	100.0%
Internet Usage Intensity Per Day	Always Connected	195	51.2%
	Several times a day	93	24.4%
	Every three days	18	4.7%
	Once a week	31	8%
	Occasionally	44	11.5%
	Total	381	100%

Source: Field Survey, (2025)

Table 2 shows respondents' gender. 180 (47.7%) of the respondent were male, and 201 (52.8%) of the respondent were female. This implies that Female is more interested in this study than their male counterpart. The table also reveals the respondents' age. 57 (15.0%) of the respondents were less than 25 years, 270 (70.9%) of the respondents' age were 26-30 years, 42 (11.0%) of the respondents' age were 36-40 years, 12(3.2%) of the respondents are 41 years and older. This is an indication that the internet generation is young. The table also reveals the respondents' marital status. 289 (75.9%) of the respondents were single, 81 (21.3%) of the respondents were married, 11 (2.1%) of the respondents were divorced while 3 (0.8%) of the respondents were widowed as of the date of this study. Further, the table shows the level of education of the respondents. 46 (12.1%) of the respondents obtained SSCE certificate, 31 (14.7%) of the respondent obtained OND/N.C.E, 240 (13.1%) of the respondents obtained HND/B.Sc. certificate, 33 (8.7%) of the respondent had MSc/MBA, and 6 (1.6%) of the respondent had PhD certificate. The table also displays the respondents' internet skills. 24 (6.3%) of the respondents did not have weak internet skill, 66 (17.3%) of the respondents had acceptable internet skill, 101 (26.5%) of the respondent had ordinary internet skill, 108 (28.3%) of the respondent had good internet skill, while 82 (21.5%) of the respondent had clear internet skill. Finally, the table indicates the internet usage intensity per day of the respondents. 195 (51.2%) of the respondents were always connected to the internet, 93 (24.4%) of the respondents were connected to the internet several times a day, 18 (4.7%) of the respondent were connected to the internet every three days, 31 (8.1%) were connected to the internet once a week, While 44 (11.5%) were connected to the internet occasionally.

5. TEST OF RESEARCH HYPOTHESES

Hypothesis One: Corporate website Advertising doesn't impact purchase Decision

Table 3. Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.731[a]	0.534	0.531	0.943

Source: Researcher's Computation, 2025

a. Predictors: (Constant), CORPWEBV

b. Dependent Variable: PURDECV

The model summary table provides R^3 value of 0.534. Therefore, this model is estimating 53.4% of the variance in level of Purchase intention combining all factors together at the same time; i.e., 53.4% of the variance is explained by the predictors for this model. Other 46.6% comes from other factors not included in this model.

Table 4 ANOVA [a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	120.370	1	120.370	26.431	0.000[b]
Residual	104.830	379	0.888		
Total	225.200	380			

Source: Researcher's Computation, 2025

a. Dependent Variable: PURDECV

b. Predictors: (Constant), CORPWEBV

From the table, it is evident that corporate website variables incorporated in the chosen study area had a significant prediction of Purchase Decision (PURDECv), F (1,380)-26.431, p<0.05 F-statistical reveals that overall regression model is extremely statistically significant as far as its goodness of fit is concerned since value of Fub (3.94) < Faul (26.431).

Hence, null hypothesis is rejected. The conclusion of the study is that there exists a correlation between corporate website advertising and Consumer Purchase decision in the chosen area.

Table 5. Coefficients [a]

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.478	0.179		2.673	0.009
CORPWEBv	0.861	0.074	0.731	11.640	0.000

Source: Researcher's Computation, 2025

a Dependent Variable: PURDECV

Table 5 presents the contribution of predictors. Here, corporate website Advertising (CORPWEBV) contributes with a value of Beta 0.861, Sig.05 and value of t = 11.640. The contribution is significant statistically to the level of Purchase decision (PURDECV). Thus, the null hypothesis is rejected, and the study concludes that Corporate website. Advertising has a positive relationship with the Consumer Purchase Decision (PURDECv) in the chosen area.

Hypothesis Two: Online Advertising Credibility has no influence on purchase Decision

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.816[a]	0.666	0.650	1.043

Source: Researcher's Computation, 2025

a. Predictors: (Constant), DATSECV, PPV, TRUSTV

The model summary table provides R' value of 0.666.

it indicates that Consumer perceived Data Security (DATSECV), Consumer Perceived Privacy (PPV) and Consumer perceived Trust in Advertising Appeals (TRUSTV) positively affects the Purchase Decision. So, this model is predicting 66.6% of the variance in Purchase Decision based on all the factors put together at one time; i.e., 66.6% of the variance is explained by the predictors incorporated within this model. The rest, 33.4%, is explained by other variables not incorporated within this model.

Table 7. ANOVA [a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8.678	3	2.170	78.995	0.001[b]
Residual	424.117	376	1.087		
Total	432.795	380			

Source: SPSS print out, 2025.

a. Dependent Variable: PURDECV

b. Predictors: (Constant), DATSECV, PPV, TRUSTV

Table indicates Online Advertising (OACRED) variables applied to the chosen study region greatly predicted the extent of Purchase Decision (PURDECV), F (3,380) = 78.995, $p < 0.05$ F-statistical proves the general regression model to be exceedingly statistically significant regarding goodness of fit because the value of Fub (2.46) <Foul (78.995).

Hence, the null hypothesis is rejected. The research concludes that there exists a positive association between Consumer Purchase Decision and Online Advertising Credibility in the chosen region.

Table 8. Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.874	0.275		14.086	0.000
PPv	0.14	0.044	0.174	0.320	0.009
DATASECv	0.116	0.049	0.124	2.369	0.018
TRUSTv	1.094	0.050	1.105	1.883	0.001

Source: Researcher's Computation, 2025

a. Dependent Variable: PURDECV

The table indicates the contribution of predictors.

For this scenario, Trust in Advertising appeals (TRUSTV) contributes most with Beta value 1.094, sig.05 and t-value 1,883. The contribution is statistically significant to the extent of Purchase Decision (PURDECV). Consumer Data Security (DATSECV) contributes with Beta value 116, sig <.05 and t-value = 2.369. The contribution is statistically significant to the level of Purchase Decision (PURDECV). Consumer Perceived Privacy (PPV) contributes with Beta value.014, sig <.05 and t-value 320. The contribution is statistically significant to the level of Purchase Decision (PURDECV). Therefore, the null hypothesis is not accepted, and the research concludes that Online Advertising Credibility is positively correlated with the Consumer Purchase Decision (PURDECV) in the sample region.

6. CONCLUSION

The study found that corporate website promotion, when properly maximized, remains a worthy competitive tool for marketers.

Analysis revealed that the major percentage of web users go to organizational websites to learn more about products and services. Product rating and review functionalities exert a great impact on consumer decision-making, while e-payment capabilities facilitate smooth financial transactions, enhancing consumers' confidence. These results are in contrast to previous work by Calisir (2003), where it was postulated that websites are not as effective as a brand communication vehicle. The research further identified that perceived online advertising credibility ranging from privacy, trust, and data security has a significant role in influencing consumer purchasing behaviors. This supports the research of Salem et al. (2016), who emphasized the powerful influence of advertising credibility in shaping the attitudes of consumers. Based on this research, the study recommends the following to companies:

1. Optimization of websites: Companies need to invest in creating functional, visually appealing, and user-friendly websites. Websites need to be regularly updated with promotion content, textual and audiovisual information, and dedicated sections for customer interaction, including feedback and comments.

2. E-Payment Integration: Integrating secure and reliable e-payment schemes can make transactions easier and enhance consumer trust.

3. Data Security Measures: Companies should give top priority to data security by obtaining only necessary consumer data, having strong privacy policies, and reducing liability risks for data abuse. Clarity in data collection, storage, and usage practices is crucial in establishing trust.

4. Compliance and Regulation: Governments must establish regulations and regulatory bodies to oversee online advertising practice to guarantee that campaigns meet strict security, privacy, and trust requirements. The bodies must also handle complaints from consumers on violations.

The study underlines the role of targeted internet advertising in stimulating positive consumer conduct. Personalization, as much as it is embraced, must tread a thin line between relevance and intrusiveness. Initiators such as relevance of offers, aesthetics, and exclusive discounts can substantially boost buying intent. Its antithesis, over frequency of exposures, and abuse of data, undermines consumer confidence and engagement.

Industry trends show that fashion brands, food delivery, and e-commerce have the most interaction with targeted ads, replicating international digital marketing trends (Johnson & Kumar, 2022). Hyderabad businesses should implement these findings to gain the most consumer engagement, achieve highest return on investment, and retain loyalty.

Targeted internet advertising is still an important driver of consumer buying intention in Hyderabad. While attention and engagement are influenced by personalization, solutions to privacy concerns and ad blocking must be addressed for maintaining trust and loyalty in the long term.

7. FUTURE RESEARCH RECOMMENDATIONS

Subsequent research could:

- Investigate the influence of cultural determinants on consumer reaction to targeted advertisements.

- Examine the effect of targeted advertisement on long-term brand loyalty.

- Evaluate the efficacy of particular platforms, i.e., social media or search engines, among various demographic populations.

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