

The Impact of Digital Advertising on Online Consumer Behavior: Visual Trends and Future Research Directions

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ABSTRACT.

In today's digital era, digital advertising has reshaped how we shop and engage with brands. This study aims to analyze the development and research trends concerning the impact of digital advertising on online consumer behavior through a bibliometric analysis of Scopus indexed articles. The findings reveal that digital advertising has transformed brand consumer interactions through social media, e-commerce, and search engines, with an emphasis on building loyalty and trust through personalized strategies. Key findings indicate the dominance of topics such as social media marketing, consumer engagement, and online shopping behavior in the literature, with a significant upward trend. The study also identifies critical challenges, including data privacy concerns and the younger generation's difficulty in distinguishing between content and advertising. Collaboration analysis reveals disparities in research participation, with Western countries still leading, while developing nations like Indonesia show promising potential. The study recommends further exploration of emerging technologies such as artificial intelligence (AI) and augmented reality (AR) in digital advertising, along with interdisciplinary approaches to understand the dynamics of consumer behavior in the digital age. The implications of this research contribute both to academic development and to more effective and ethical digital marketing practices.

Keywords: *Digital advertising; online consumer behavior; bibliometric analysis; social media marketing; digital trends*

INTRODUCTION

Digital advertising has become an integral component of marketing strategies in the digital era, playing a significant role in reshaping how consumers interact with brands and make purchasing decisions. The proliferation of digital channels in marketing strategies has revolutionized the global advertising landscape. Consequently, understanding how these developments influence consumer interactions and purchasing decisions is of critical importance (Sukmono et al., 2024). Recent studies highlight that platforms such as social media and search engines function not only as promotional tools but also as interactive bridges that connect brands with consumers on a more personal level (Salim & Isaa, 2024; Rose et al., 2024). These changes necessitate a deeper bibliometric analysis to uncover the underlying trends and patterns in consumer behavior within the current digital ecosystem.

The transformation of digital marketing strategies is inseparable from technological advancements and ever-evolving market dynamics. Companies are becoming increasingly adept at leveraging digital innovations to tailor advertising content to consumer preferences and behaviors, ultimately enhancing engagement and conversion rates (Koesharijadi et al., 2022; Wang, 2024). In this context, synthesizing diverse empirical findings becomes crucial to understand how exposure to digital advertisements influences purchasing decisions. Such a synthesis is valuable for evaluating the effectiveness of advertising strategies and determining how these strategies can more precisely reach and resonate with target audiences.

Social media has emerged as a powerful medium for examining how digital advertising shapes consumer perceptions and behavior. The Elaboration Likelihood Model (ELM) is a relevant theoretical framework in this regard. Technological advancements and the pervasive presence of digital advertising have significantly influenced consumer purchasing patterns across sectors, particularly in retail and e-commerce. Various studies reveal that platforms such as Instagram, TikTok, and Facebook have become primary tools for fostering brand loyalty and influencing purchase decisions (Sumathi et al., 2022). Through user generated content, brands can appear more authentic and trustworthy to consumers (Koesharijadi et al., 2022; Wang, 2024). Beneath seemingly simple communications lies an emotional connection being cultivated between brands and consumers. Bibliometric analysis enables researchers to delve into this process, thereby contributing to the development of more robust marketing strategies. Numerous studies have also underscored the importance of managing digital marketing to shape consumer behavior.

By analyzing consumer interactions with various forms of digital advertising, companies can identify the most effective campaigns and refine them accordingly (Salim & Isaa, 2024; Iankovets, 2023). As the digital world continues to grow rapidly, such insights become essential assets for enhancing consumer engagement and optimizing return on investment. A bibliometric analysis of the impact of digital advertising on online consumer behavior offers a comprehensive understanding of the interactions between marketing strategies and consumers in the digital age. By integrating findings from multiple studies, it is possible to construct a broader picture of the most effective approaches in influencing purchasing decisions and enhancing contemporary consumer satisfaction. These findings not only enrich the academic discourse but also serve as practical guidance for industry practitioners aiming to remain relevant and competitive amid the shifting dynamics of the digital marketplace (Faruk et al., 2021; Saheb et al., 2021).

Based on the foregoing background, this study aims to address the following key research questions: 1) What are the main research themes concerning digital advertising and online consumer behavior?. 2) What are the research trends, emerging topics, and keyword co-occurrence in scientific publications regarding the impact of digital advertising on online consumer behavior in recent years?. 3) What collaboration patterns exist among researchers and institutions in this domain?. 4) How is article production and research collaboration distributed by country?. 5) What is the relevance of previous studies to the findings of this research regarding the impact of digital advertising on online consumer behavior?. Therefore, this study seeks to analyze research trends concerning the impact of digital advertising on online consumer behavior through a bibliometric approach. By employing this analysis, the study is expected to answer the main topics of concern in this field, the research trends, emerging topics, and keyword co-occurrence in scientific, scientific collaboration between researchers and institutions, as well as international collaboration patterns, relevance of previous studies to the findings of this study. The results are expected to provide indepth insights into the evolution of research in this area and serve as a foundation for future studies that aim to comprehensively understand the influence of digital advertising on online consumer behavior.

METHODOLOGY

Saheb et al. (2021) this method relies on objective and verified data derived from indexed scientific publications, thus ensuring the reliability and validity of the analytical outcomes. In contrast, content analysis is employed to explore the qualitative dimensions of the collected data. Unlike its quantitative counterpart, content analysis emphasizes the interpretation of textual, visual, or audio content found in various sources such as documents or mass media. This method is particularly effective in identifying patterns, themes, and contextual meanings that may not be captured through numerical data alone. It allows researchers to grasp the complexity and subtleties of the studied issues, thereby producing a more nuanced and holistic understanding.

The present research is conducted across three main analytical dimensions: 1) Bibliometric citation analysis; 2) Co-authorship bibliometric analysis; 3) Content analysis. The analysis is conducted using the “Bibliometrix” package within the RStudio environment, accompanied by the “Biblioshiny” graphical interface (Aria & Cuccurullo, 2017). This package facilitates the generation of visualizations that can be interpreted to extract deeper insights. The study includes all articles related to the impact of digital advertising on online consumer behavior. The primary data source for this research is the Scopus database. This package facilitates the generation of visualizations that can be interpreted to extract deeper insights. The study includes all articles related to the impact of digital advertising on online consumer behavior. The primary data source for this research is the Scopus database.

RESULT AND DISCUSSION

Following the data identification phase, a total of 203 articles were successfully collected through a screening process that considered several predefined criteria, including subject area, document type, publication status, source type, language, open access availability, and manual selection based on full text relevance assessment. A subsequent in-depth analysis of all selected articles was conducted using the RStudio software environment.

Main Information Data

This section provides a general overview of the main data derived from the bibliometric analysis, conducted using RStudio. The findings offer a comprehensive picture of the scholarly developments within the research domain under investigation.



Figure 2. Main Information Data

The main data resulting from this analysis present an overarching view of scientific progress in the field, covering the publication period from 1997 to 2025. A total of 203 relevant articles were identified from the Scopus database after undergoing a rigorous screening process based on specific inclusion criteria. The annual growth rate of publications, recorded at 7,2%, reflects a sustained increase in scholarly interest and research productivity in this area over the examined period. Meanwhile, the average age of the documents 5,21 years indicates a strong emphasis on recent and current contributions to the literature.

The average number of citations per document, which stands at 37,34, suggests that the selected publications exert a considerable impact within the academic community. However, the analysis also reveals a relatively limited bibliographic foundation, as indicated by the presence of uncited references. This highlights the need for broader literature integration to achieve a more comprehensive analytical framework. In terms of author contributions, a total of 566 authors were involved in producing the analyzed publications. This underscores the collaborative nature of research within this domain. Notably, only 21 documents were single-authored, while the average number of authors per article is 2,96. Furthermore, the international collaboration rate of 33,5% reflects a significant level of cross border academic cooperation, enriching the diversity of perspectives and methodological approaches within the global research landscape.

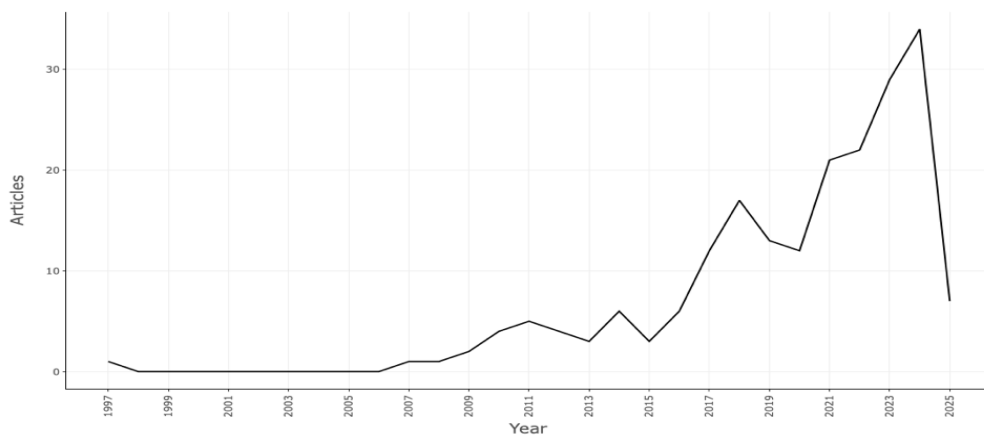


Figure 3. Annual Publication Statistics

An examination of publication trends from 2012 to 2025 reveals a consistent increase in the number of scholarly articles addressing the relationship between digital advertising and online consumer behavior. The most significant surge occurred between 2017 and 2024, with a notable spike beginning in 2020, likely driven by the COVID-19 pandemic. This global crisis dramatically accelerated digital activity, including online consumption and shopping, prompting a heightened need to understand shifts in consumer behavior as people increasingly relied on digital platforms for interaction and transactions.

This trend indicates that issues related to digital advertising are gaining serious attention not only within the realm of marketing but also as part of broader social and cultural transformations in consumption patterns. The growing volume of publications signals that researchers and practitioners alike are becoming more

aware of the urgency to adapt marketing strategies to the rapidly evolving digital reality.

Research Trends, Emerging Topics, and Keyword Co-Occurrence

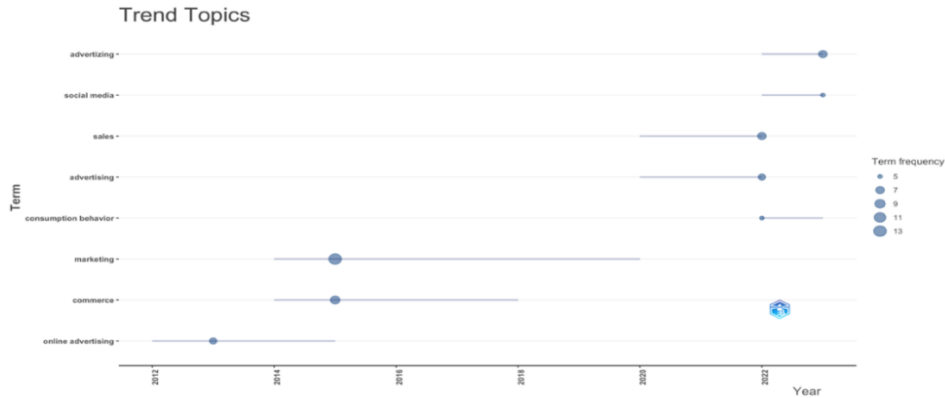


Figure 4. Research Topic Trends

Topics such as social media marketing, consumer engagement, and online shopping behavior have dominated the research landscape over the past decade. This reflects a shift in scholarly focus from simply assessing the impact of digital advertising on sales to gaining a deeper understanding of how consumers psychologically and socially respond to various forms of digital advertisements. Interestingly, in the last two to three years, there has been growing attention to issues such as ad personalization, privacy concerns, and consumer trust in digital brands. These developments suggest that the effectiveness of digital advertising is influenced not only by message content but also by how advertisements are designed and perceived by increasingly critical and data aware consumers.

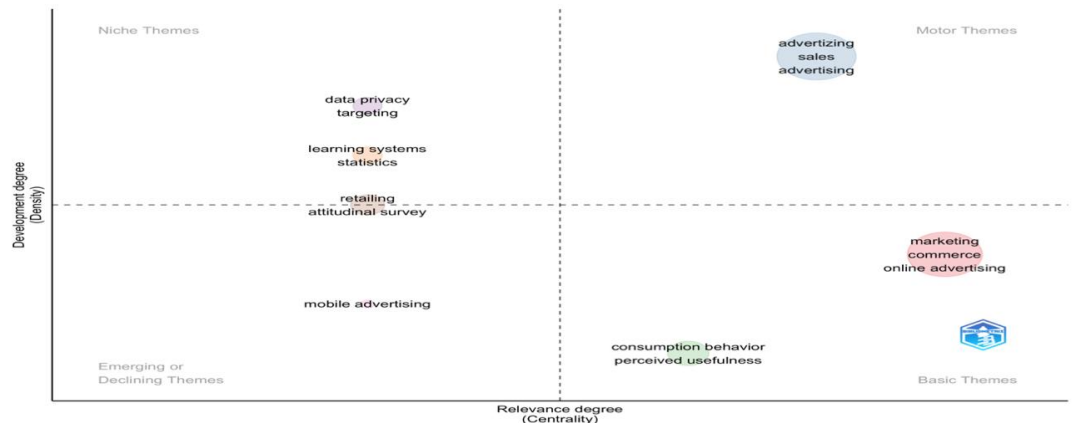


Figure 5. Biagram Thematic Map

The thematic map illustrates how key topics in this field are interconnected and evolving. Topics like digital advertising and consumer behavior occupy strong and central positions, indicating that these themes are not only popular but also foundational across a broad range of studies. This highlights the importance of understanding consumer behavior as a core focus when evaluating the effectiveness of digital strategies. Meanwhile, themes such as interactive advertising and

advertising revenue appear in zones associated with emerging or declining topics. Although still relevant, these areas may require renewed conceptual approaches or innovative framing to remain aligned with current digital developments.

Table 3. Most Frequently Used Words

Words	Occurrences
marketing	13
commerce	8
advertizing	7
sales	7
advertising	6
online advertising	6
consumption behavior	5
social media	5
advertising revenues	3
electronic commerce	3

Word analysis shows marketing, social media dominate the reinforces the foundation of this firmly rooted in domain, despite transformation of contexts into

frequency that terms like advertising, and continue to discourse. This notion that the research remains the marketing the platforms and predominantly

digital formats. The presence of emerging terms such as consumer trust and privacy, although not yet dominant, suggests the beginning of a new research direction among contemporary scholars. The rise of terms like engagement and user generated content also points to a paradigm shift from one-way advertising to two way interactions between brands and consumers. This underscores the importance of fostering meaningful relationships and experiential depth in digital campaigns, rather than relying solely on promotion.

Words' Frequency over Time

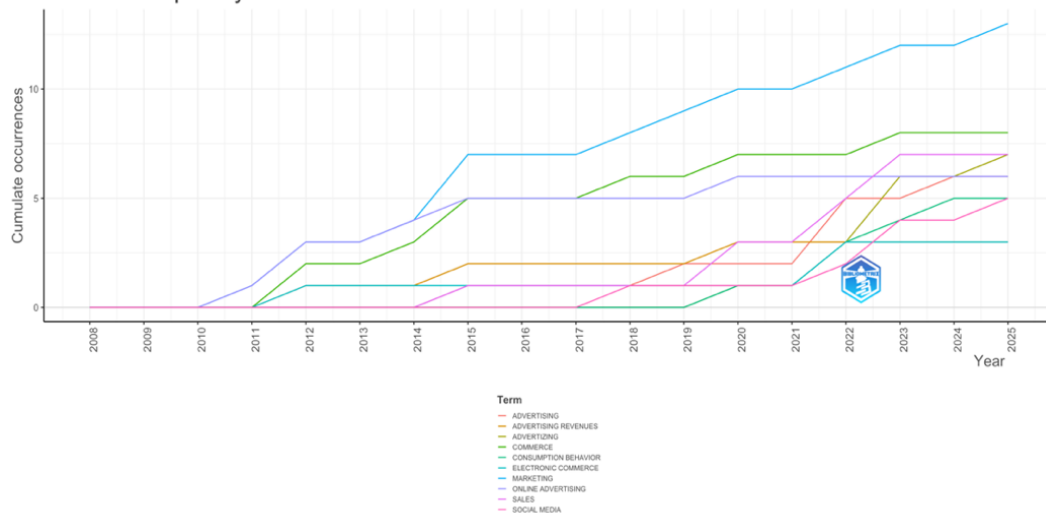


Figure 6. Keyword Trends Over Time

When viewed over time, terms such as social media and online advertising show a sharp increase after 2020. This is likely a result of the pandemic, which forced consumers to migrate into digital spaces for nearly every aspect of life, including shopping. This trend underscores the necessity for consumer behavior research to adapt in real time to the dynamics of digital transformation. Newer trends such as

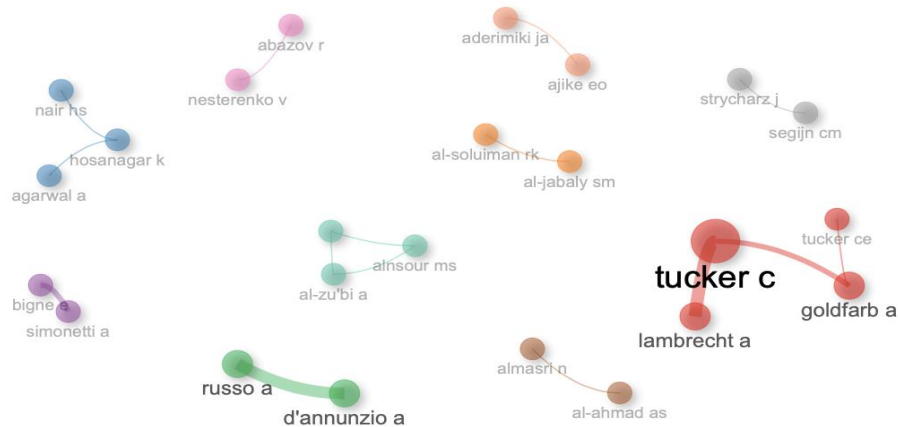


Figure 8. Author Collaboration Network

This visualization presents the collaborative relationships among authors actively publishing in the field of big data and digital marketing strategy. Within this network, Tucker C occupies a prominent position, as indicated by the size of the node and the strength of connections with other key scholars such as Lambrecht A and Goldfarb A. Tucker C's central role suggests that he functions as an intellectual leader, facilitating and advancing academic collaborations, particularly those that focus on new approaches to understanding how big data influences consumer behavior and marketing strategies.

Outside of this primary cluster, several smaller clusters emerge, such as collaborations between Russo A and D'annunzio A, and between Al-Zubi A and Alnsour MS. These groupings reflect diverse contributions from various backgrounds and research contexts, although connectivity across clusters remains limited. This indicates that author collaboration in this field tends to be concentrated within relatively small or regional networks. Therefore, significant opportunities exist to expand international and cross disciplinary collaborations, particularly by integrating local perspectives into the global discourse on leveraging big data in digital marketing. Expanding these author networks would enrich innovation and enhance the social relevance of academic findings.

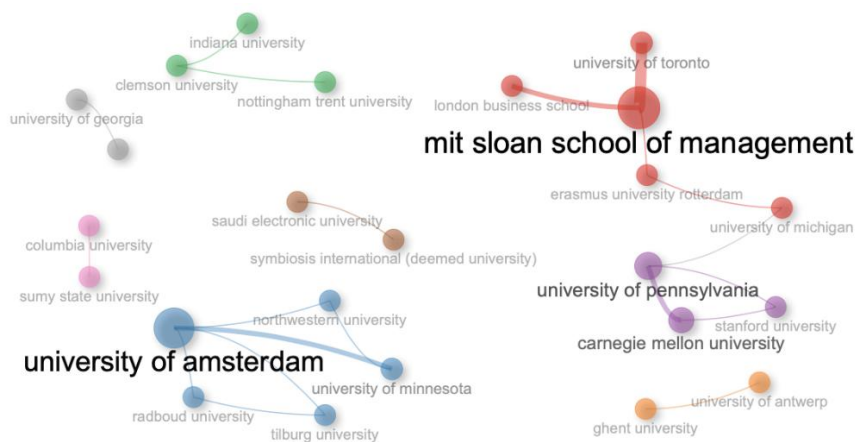


Figure 9. Institutional Collaboration Network

This figure depicts the institutional collaboration landscape within the domain of big data and digital marketing strategy research. The MIT Sloan School of Management appears at the center of the network, exhibiting high connectivity with other leading institutions such as the University of Toronto, London Business School, and Erasmus University Rotterdam. MIT's central position not only reflects its global academic reputation but also its vital role in promoting interdisciplinary and cross institutional collaboration. This suggests that high-impact studies often emerge from the synergy between these elite academic entities.

Elsewhere in the network, the University of Amsterdam also occupies a strong position, with solid linkages to institutions such as Northwestern University, University of Minnesota, and Tilburg University. This cluster appears to represent a growing European research alliance that is gaining influence in the field. Other institutions, such as the University of Pennsylvania and Carnegie Mellon University, also show substantial influence, albeit within smaller clusters. Overall, the visualization reveals that institutional collaboration in big data and digital marketing research is still dominated by major institutions in North America and Europe. Moving forward, it is crucial for institutions in Asia, Africa, and Latin America to engage more actively in these networks to expand thematic coverage and increase diversity in research approaches and solutions.

Article Production and Collaboration By Country

Scientific output data reveal that the United States, the United Kingdom, and the Netherlands are the top three countries contributing the most publications to this field. These nations benefit from well established research systems, robust funding, and a collaborative academic culture. Meanwhile, Indonesia ranks seventh, reflecting positive progress in its academic contributions. Although Indonesia's publication count is not yet on par with leading nations, its position within the top ten is a noteworthy achievement. It highlights the enthusiasm and potential of local researchers in addressing contemporary research challenges, particularly in digital marketing and online consumer behavior.

Table 4. Scientific Output by Country

Country	Articles
USA	101
UK	40
NETHERLANDS	28
INDIA	24
CHINA	22
SPAIN	17
INDONESIA	16
GERMANY	13
AUSTRALIA	11
MALAYSIA	9

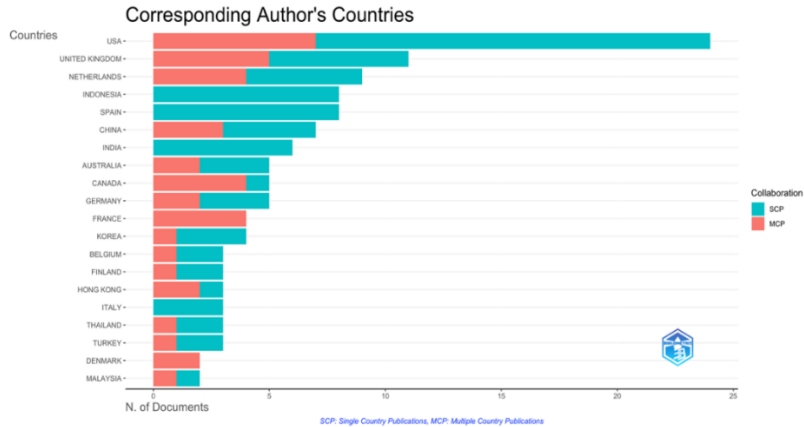


Figure 10. International Collaboration Network

The international collaboration network highlights key nodes such as the United States, the United Kingdom, and China, which serve as central hubs of academic cooperation. Cross-country collaboration is vital for generating cross-cultural insights that deepen the understanding of consumer behavior in a global context. Indonesia has begun establishing connections with several countries, albeit on a limited scale. This presents a valuable opportunity to build stronger international research networks, particularly with Asian and European countries that are actively engaged in similar topics.

Map of Inter-Country Collaborations

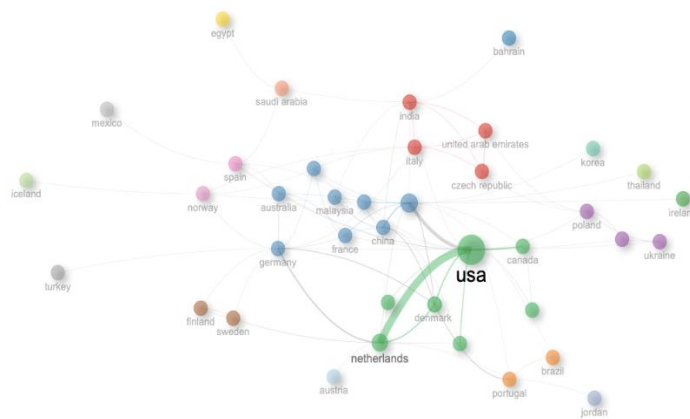


Figure 11. Global Collaboration Maps

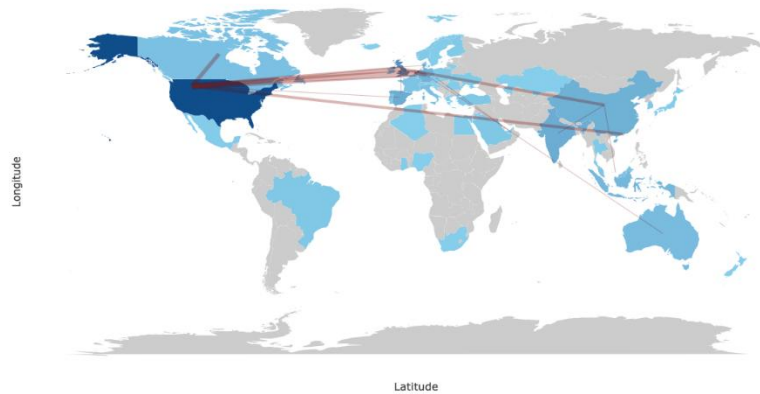


Figure 12. Global Collaboration Maps

The global collaboration maps provide a clear visualization of international research partnerships. Countries shown in darker shades indicate a higher intensity of participation and collaboration. North America, Western Europe, and East Asia emerge as the epicenters of global academic interaction. Although Indonesia is not yet a central hub in this network, its current level of participation serves as a solid foundation. Expanding international cooperation could strengthen Indonesia's strategic position in global research and open more pathways for productive collaborative opportunities.

Connection To Previous Research

This section explains how the findings from this bibliometric study align with and expand upon the existing literature concerning "The Impact of Digital Advertising on Online Consumer Behavior." Each research objective is addressed through expert insights drawn from the screened literature, reinforcing the arguments presented.

The Impact of Digital Advertising on Online Consumer Behavior

The evolution of digital advertising has significantly transformed the ways in which consumers interact with brands and make purchasing decisions. The bibliometric analysis in this study reveals that social media, e-commerce platforms, and search engines have become primary channels shaping modern consumer behavior. Du Plessis (2022) and Gutierrez et al. (2023) emphasize that digital advertising does more than boost engagement it builds brand loyalty through data driven personalization strategies. User generated content and content marketing have proven effective in fostering consumer trust, though (Rossi & Nairn, 2025). point out that such content may confuse younger audiences in distinguishing promotional material from organic content.

The impact of digital advertising on purchase intent and sales conversion becomes even more pronounced when combined with interactive approaches, such as social media activities (SMA) and consumer brand interaction (CBI). However Simonetti & Bigne (2024) caution that not all digital ads produce immediate effects banner ads, for example, are often ignored but still contribute to long term memory retention. This suggests that consumer behavior is shaped by a range of factors, including context, creative design, and engagement levels. Digital advertising today serves not only as a promotional tool but also as an emotional bridge between brands and consumers, requiring data driven yet ethically grounded approaches.

Future Research Potential on The Impact of Digital Advertising

There is substantial potential for future research to explore the effects of digital advertising in developing countries like Indonesia, where academic contributions remain relatively limited despite the country's seventh place global ranking in publication volume. This bibliometric analysis reveals the underrepresentation of non-Western countries in international research collaborations, indicating a need for deeper investigation into local consumer preferences, regulatory challenges, and culturally adapted advertising strategies. Moreover, cutting edge technologies such as artificial intelligence (AI) and augmented reality (AR) in digital advertising remain underexplored, despite their transformative potential in enhancing personalized consumer experiences. Future-oriented research should investigate how these innovations influence decision making processes and shape consumer perceptions of ethics in digital spaces.

Another research gap lies in the need for multidisciplinary approaches that integrate cognitive psychology with data science to uncover the mechanisms underlying digital advertising effectiveness. For instance, future studies could examine how cognitive biases or emotional stimuli in social media ads trigger impulsive buying behaviors. Additionally, the dynamics of the “post privacy” era where consumers are increasingly critical of data tracking deserve in depth study to find a balance between personalization and privacy protection. Addressing these challenges could yield academic insights that not only enrich the scholarly landscape but also offer practical guidance for industry practitioners striving to design more sustainable and responsible marketing campaigns.

Theoretical and Practical Contributions

This research offers a significant theoretical contribution by deepening the understanding of the intersection between digital advertising and online consumer behavior through a bibliometric lens. Previous literature has largely focused on isolated marketing strategies or psychological responses in controlled settings. However, this research provides a meta-perspective by mapping the evolution of key concepts such as social media marketing, consumer engagement, and advertising personalization across a wide range of scholarly work (Du Plessis, 2022; Salim & Isaa, 2024). In doing so, the study supports the theoretical expansion of frameworks like the Elaboration Likelihood Model (ELM), demonstrating how peripheral cues such as influencer presence, message personalization, and visual storytelling impact consumer decision-making processes in digital contexts (Sumathi et al., 2022). Furthermore, it highlights the growing importance of cognitive-emotional interplay in online consumer responses, reaffirming the relevance of consumer psychology theories in digital marketing research (Sudirjo et al., 2024).

This research also refines the conceptual boundaries of several constructs that have been inconsistently defined in the literature. For instance, the analysis of frequently used keywords and thematic mapping reveals an evolving distinction between traditional consumer behavior constructs (Purchase intention) and digital specific constructs (User generated content, privacy concern, social media engagement) (Ferreira et al., 2025; Luo et al., 2023). These refinements enable more precise modeling in future empirical studies, particularly those seeking to measure mediating and moderating effects in online purchase contexts (Gutierrez et al., 2023). In addition, the findings illustrate how the digital environment amplifies or reshapes classic marketing variables such as trust, loyalty, and brand attachment thereby advancing the discourse around digital consumer brand relationships and encouraging interdisciplinary integration between marketing, information systems, and behavioral science.

Practical contributions to marketing strategy from a managerial perspective, the study delivers actionable insights for digital marketers and business strategists aiming to optimize advertising effectiveness. The mapping of key research themes and citation patterns helps practitioners identify proven tactics and emerging concerns, such as the impact of ad placement, the credibility of content marketing, and consumer skepticism toward covert advertising (Rossi & Nairn, 2025; Simonetti & Bigne, 2024). This evidence is particularly useful for designing context-aware, consumer-centric campaigns that align with evolving privacy expectations and the demand for transparency. The study also underscores the increasing importance of emotional appeal, personalization, and authentic storytelling in building brand trust

and long-term engagement, especially in crowded digital marketplaces where attention is a scarce resource (Alanmi & Alharthi, 2023; Prabha et al., 2024).

Implications for policy and digital ethics another notable practical contribution lies in the policy implications drawn from the findings. As younger audiences demonstrate difficulty distinguishing between organic content and sponsored material, there is a clear call for improved advertising literacy and stricter digital ad regulations (Rossi & Nairn, 2025). Policymakers and platform designers can use insights from this study to craft guidelines that foster greater transparency, such as mandatory labeling of sponsored posts or clearer disclosures in influencer marketing. In parallel, brands are encouraged to develop ethical advertising practices that respect user privacy and promote informed decision-making, a concern that is gaining traction in both academia and consumer advocacy circles (Bright et al., 2021).

In this study Contributions to Research Development and Global Scholarship contributes methodologically and structurally to global digital marketing scholarship by highlighting gaps in research outcomes and collaborations. While countries like the United States and the United Kingdom dominate the field, the increasing participation of nations such as Indonesia points to an emerging research frontier in the Global South (Faruk et al., 2021). The bibliometric approach not only maps this evolution but also identifies potential avenues for strengthening international collaboration and diversifying research perspectives. This geographic and institutional analysis encourages future scholars to bridge global local divides, incorporate context specific consumer behavior insights, and contribute to more inclusive knowledge production within digital marketing research (Saheb et al., 2021). Moreover, the framework applied in this study serves as a replicable model for analyzing other domains within consumer behavior and marketing science.

CONCLUSION

This study demonstrates that digital advertising exerts a significant influence on online consumer behavior, particularly through social media, e-commerce platforms, and search engines. The bibliometric analysis shows that topics such as social media marketing, consumer engagement, and online shopping behavior have dominated research trends over the past decade. These findings affirm that digital advertising is not merely a promotional instrument but a means of fostering emotional bonds between brands and consumers, enabling trust and loyalty through data driven personalization. However, challenges such as privacy concerns and difficulties faced by younger consumers in identifying covert advertisements remain pressing issues.

International research collaboration in this area continues to be dominated by Western nations such as the United States, the United Kingdom, and the Netherlands, while emerging economies like Indonesia are beginning to make notable contributions, albeit not yet at an optimal level. Author and institutional collaboration networks indicate a need for expanded cross country and interdisciplinary cooperation to enrich research perspectives. Additionally, emerging technologies like artificial intelligence (AI) and augmented reality (AR) offer promising directions for future research, particularly in enhancing ad personalization and addressing privacy concerns.

Overall, this study provides a comprehensive understanding of the dynamics between digital advertising and online consumer behavior while identifying critical knowledge gaps that future research should address. The findings hold value not only

for academia but also for industry practitioners seeking to develop more effective and ethical digital marketing strategies. In this regard, the integration of technological innovation, cultural sensitivity, and transparency will be essential to navigating the challenges and opportunities of the rapidly evolving digital landscape.

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