



Digital Advertising Credibility and Consumer Purchase Decisions

(A Behavioural Study of Social Media Advertising, Influencer Marketing, and YouTube Advertising)

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Abstract

The digital revolution has significantly transformed advertising mediums. Unlike traditional platforms, social media advertising, influencer marketing, and YouTube advertising have become dominant tools for reaching consumers. These digital platforms not only change how advertisements are presented but also shape consumers' perceptions, attitudes, and purchase decisions. Today, advertising is evaluated not merely as information but through the lens of trust and authenticity.

This study examines the relationship between digital advertising credibility and consumer purchase decisions from a behavioural perspective. It explores how consumers perceive different digital advertising mediums and how trust is developed. Grounded in theories of consumer behaviour and digital marketing, the research highlights the psychological and social impacts of digital advertising, providing both academic relevance and a conceptual base for future studies.

Introduction

In the contemporary global environment, rapid advancements in information and communication technology have fundamentally reshaped traditional concepts of business and marketing. Digital platforms such as social media, search engines, e-commerce websites, and mobile applications have transformed the structure, delivery, and effectiveness of advertising. In particular, YouTube advertising, social media advertising, and influencer marketing have emerged as dominant promotional tools in the digital era. Modern consumers are no longer passive recipients of advertisements; they actively analyze information, compare alternatives, read online reviews, and make purchase decisions influenced by digital media content.

Unlike traditional advertising mediums such as newspapers, radio, and television, digital advertising is highly targeted, interactive, and measurable. Through social media advertising, companies can deliver personalized promotional messages based on consumers' demographics, interests, and browsing behavior. YouTube advertising allows brands to present audio-visual content that enhances engagement and recall value, while influencer marketing builds trust and authenticity by leveraging the credibility of social media personalities. These strategies increase cost-effectiveness and strengthen the likelihood of influencing consumer purchase decisions.

Consumer behavior, a key area of marketing research, examines how individuals select, purchase, and use products or services. In the digital age, purchasing decisions are shaped not only by personal needs and income but also by exposure to influencer endorsements, targeted advertisements, and interactive online content.

Therefore, examining the relationship between digital advertising and consumer purchasing behavior has become increasingly significant.

The present study investigates this relationship using statistical tools such as cross-tabulation and the chi-square test to determine whether a significant association exists between digital advertising effectiveness and actual purchasing behavior. The findings provide valuable insights for marketers and contribute empirically to the academic understanding of digital marketing and consumer behavior.

Need / Significance of the Study

The present study is significant in the context of the rapidly evolving digital era, where social media advertising, influencer marketing, and YouTube advertising have become primary marketing tools. It examines the relationship between digital advertising credibility and consumer purchase decisions from a behavioral perspective. Academically, the study contributes to theoretical and empirical understanding of digital marketing and consumer behavior through statistical analysis, including Type-3 data and Chi-Square tests. Practically, it provides strategic insights for marketers to design trust-based, consumer-oriented digital advertising approaches.

Review of related literature

I. Aziza, D. N., & Astuti, R. D. (2019, March)

This study looks at how YouTube advertising affects young consumers' intentions to buy JD.ID products. Results from 240 respondents between the ages of 18 and 29 indicate that informativeness and entertainment have a positive impact on advertising value, which raises purchase intention. This relationship is partially mediated by brand awareness. Advertising value was not significantly impacted by irritation or customization.

II. Ashraf, H. A., Rehman, M., & Maseeh, H. I. (2021)

Through customer satisfaction, this study examines how brand image and service quality affect customer loyalty. According to survey data, customer satisfaction is positively impacted by brand image and service quality, which in turn increases customer loyalty. As a mediating variable, satisfaction highlights how important it is to preserving enduring client relationships.

III. Ivwighren, H. E., Igben, H. G., & Ogwezi, O. J. (2023)

The study looks at how public opinion and communication patterns are influenced by digital media. It highlights the ways in which social media platforms impact political participation, consumer behavior, and awareness. While digital media enhances connectivity and information access, it also raises concerns about misinformation, credibility, privacy, and ethical responsibility in today's society.

IV. Kamel, S. B., Thamer, M. H., & Hassan, L. M. (2025)

The study looks at how consumers' decisions to buy electronics in Karbala are influenced by the credibility of advertisements. Purchase decisions and the credibility dimensions of transparency, accuracy, independence, ethics, and honesty are strongly and significantly correlated, according to survey data from 120 respondents. Positive purchasing behavior, brand loyalty, and trust are all increased by credible advertising.

Research Methodology

The present study aimed to conduct a behavioral analysis of the relationship between the credibility of digital advertisements and consumer purchase decisions. This study employed a descriptive and analytical research design to understand consumer behavior, attitudes, and choice trends. The study focused on major digital mediums such as social media advertising, influencer marketing, and YouTube advertising.

Nature of the Study

This study is empirical in nature, analyzing facts related to consumer behavior. The research objective is not to build a theory, but to understand the relationship between digital advertisements and purchase decisions from a behavioral perspective.

Source of Data

The study used primary data. The primary data was collected through direct contact with consumers using a structured questionnaire. The questionnaire was designed to be simple, clear, and tailored to the research objectives.

Research Instrument

The questionnaire is based on a Type-3 scale, consisting of both dichotomous and multiple-choice questions. This type of questionnaire is considered appropriate for measuring consumers' actual purchasing behaviour, trust levels, and medium preferences.

Sampling Design

Consumers in the study were selected using convenience sampling. The selected respondents are consumers who use digital media and are exposed to digital advertising.

Sample Size

The present study is based on a sample size of 150 respondents, selected to examine the relationship between digital advertising platforms and consumer purchase decision in a structured and measurable manner.

Tools of Analysis

SPSS statistical software was used to analyze the collected data. Statistical tools such as Frequency Analysis, Percentage Analysis, Cross-Tabulation, and Chi-Square Test were used to analyze the data.

Limitations of the Study

This study is limited by the limited sample size and the digital medium used. Its findings can only be interpreted within the context of the study area and the selected respondents.

Objectives of the Study

- 1:To study consumer behavior toward social media advertising, influencer marketing, and YouTube advertising.
- 2:To analyze the relationship between the credibility of digital advertising and consumers' actual purchase decisions.
- 3:To determine which digital advertising medium most influences consumers' purchase decisions.

Research Hypotheses

1. There is a statistically significant relationship between digital advertising and consumer purchase decisions.
2. There is a significant relationship between influencer marketing and consumer purchase decisions.
3. Different digital advertising mediums (social media ads, influencer marketing, YouTube ads) have different impacts on consumer purchase decisions.

DATA ANALYSIS AND INTERPRETATION ----**ANALYSIS OF RESULT (HYPOTHESIS 1)**

H1 : There is a statistically significant relationship between digital advertising and consumer purchase decisions.

(CROSS TABULATION)

			sm_buy		Total
			Yes	No	
ad_impact	yes	Count	73	38	111
		Expected Count	71.0	40.0	111.0
		% within ad_impact	65.8%	34.2%	100.0%
	no	Count	23	16	39
		Expected Count	25.0	14.0	39.0
		% within ad_impact	59.0%	41.0%	100.0%
Total	Count		96	54	150
	Expected Count		96.0	54.0	150.0
	% within ad_impact		64.0%	36.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.578 ^a	1	.447	.446	.284
Continuity Correction ^b	.321	1	.571		
Likelihood Ratio	.571	1	.450		
Fisher's Exact Test					
Linear-by-Linear Association	.574	1	.449		
N of Valid Cases	150				

(1) Analysis of Cross-Tabulation

According to the cross-tabulation results, among the respondents who reported that digital advertising had an impact on them (ad_impact = yes), 73 respondents (65.8%) made a purchase decision through social media, whereas 38 respondents (34.2%) did not make a purchase. On the other hand, among the respondents who reported that digital advertising did not have an impact on them (ad_impact = no), 23 respondents (59.0%) made a purchase, while 16 respondents (41.0%) did not make a purchase. Overall, out of 150 respondents, 96 (64%) made a purchase decision and 54 (36%) did not. A comparative observation of the percentages indicates that the proportion of purchase decisions is slightly higher among respondents influenced by digital

advertising (65.8%) compared to those not influenced (59.0%). However, the difference between the two groups is not substantial.

(2) Chi-Square Test Analysis - To determine the statistical significance of the relationship between digital advertising and purchase decision, the Pearson Chi-Square test was applied. Pearson Chi-Square value = 0.578, Degrees of Freedom (df) = 1, Asymptotic Significance (2-sided) = 0.447. Since the p-value (0.447) is greater than the 0.05 level of significance, the result is not statistically significant. Additionally: Continuity Correction significance = 0.571, Likelihood Ratio significance = 0.450, Fisher's Exact Test (2-sided) = 0.446.

All these p-values are greater than 0.05, which further confirms the statistical insignificance of the relationship. It is also important to note that none of the expected cell frequencies is less than 5 (minimum expected count = 14.04). Therefore, the assumptions of the Chi-Square test are satisfied, and the results can be considered statistically reliable.

(3) Decision--Since the p-value (0.447) > 0.05, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. This indicates that no statistically significant relationship exists between digital advertising and consumer purchase decision in the present study.

ANALYSIS OF RESULT (HYPOTHESIS 2)

H2 : There is a significant relationship between influencer marketing and consumer purchase decisions.

Crosstabulation

		inf_buy		Total
		Yes	no	
inf_trust	high	7.7%	92.3%	100.0%
	medium	28.1%	71.9%	100.0%
	low	25.9%	74.1%	100.0%
	none	45.5%	54.5%	100.0%
Total		28.0%	72.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.116 ^a	3	.106
Likelihood Ratio	6.540	3	.088
Linear-by-Linear Association	3.825	1	.050
N of Valid Cases	150		

(1) Cross-Tabulation Analysis

The cross-tabulation between influencer trust (inf_trust) and purchase decision through influencer marketing (inf_buy) shows the following distribution (% within inf_trust): Among respondents with high trust, only 7.7% made a purchase, while 92.3% did not. Among respondents with medium trust, 28.1% made a purchase and 71.9% did not. Among respondents with low trust, 25.9% made a purchase and 74.1% did not. Among respondents with no trust, 45.5% made a purchase and 54.5% did not. Overall, 28.0% of respondents reported purchasing through influencer marketing, whereas 72.0% did not. The percentages indicate variation in

purchase behavior across different levels of influencer trust. However, the pattern is not strictly linear or consistently increasing with higher trust levels.

(2) Chi-Square Test Analysis

To examine the statistical significance of the relationship, the Pearson Chi-Square test was applied. Pearson Chi-Square value = 6.116, Degrees of Freedom (df) = 3, Asymptotic Significance (p-value) = 0.106. Since the p-value (0.106) is greater than the 0.05 level of significance, the relationship is not statistically significant at the 5% level.

Additional statistics: Likelihood Ratio significance = 0.088, Linear-by-Linear Association significance = 0.050. The Linear-by-Linear Association value (0.050) indicates a marginal linear trend; however, the main Pearson Chi-Square value (0.106) does not support a statistically significant association. It is also noted that one cell (12.5%) has an expected count less than 5, with a minimum expected count of 3.64. Although this slightly affects the robustness of the test, the majority of cells meet the Chi-Square assumptions.

(3) Decision

Since the p-value (0.106) is greater than 0.05, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_2) is rejected. Thus, there is no statistically significant relationship between influencer marketing trust and consumer purchase decision at the 5% level of significance.

ANALYSIS OF RESULT (HYPOTHESIS 3)

H3 Different digital advertising mediums (social media ads, influencer marketing, YouTube ads) have different impacts on consumer purchase decisions.

Crosstabulation

		sm_buy		Total
		Yes	No	
pref_med	social media	66.1%	33.9%	100.0%
	influencer	60.7%	39.3%	100.0%
	youtube	50.0%	50.0%	100.0%
Total		64.0%	36.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.190 ^a	2	.551
Likelihood Ratio	1.156	2	.561
Linear-by-Linear Association	1.133	1	.287
N of Valid Cases	150		

(1) Cross-Tabulation Analysis--The cross-tabulation results (% within pref_med) indicate the following:

Among respondents who prefer Social Media, 66.1% made a purchase, while 33.9% did not.

Among those who prefer Influencer Marketing, 60.7% made a purchase, whereas 39.3% did not. Among respondents who prefer YouTube, 50.0% made a purchase and 50.0% did not. Overall, 64.0% of respondents reported making a purchase decision, while 36.0% did not. Although descriptive statistics show some variation in purchase behavior across different preferred digital media (with social media showing the highest percentage of purchase decisions), the differences do not appear substantial.

(2) Chi-Square Test Analysis

To determine whether these differences are statistically significant, the Pearson Chi-Square test was conducted. Pearson Chi-Square value = 1.190, Degrees of Freedom (df) = 2, Asymptotic Significance (p-value) = 0.551. Since the p-value (0.551) is greater than the 0.05 level of significance, the result is not statistically significant.

Additional statistics: Likelihood Ratio significance = 0.561, Linear-by-Linear Association significance = 0.287. All p-values exceed 0.05, further confirming the absence of a statistically significant association. It is noted that one cell (16.7%) has an expected count less than 5, with a minimum expected count of 3.60. However, the majority of cells satisfy the Chi-Square assumptions.

(3) Decision

Since the p-value (0.551) > 0.05, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_3) is rejected. Therefore, there is no statistically significant difference in consumer purchase decisions across different digital advertising media.

(Crosstabulation)

		inf_buy		Total
		Yes	No	
pref_med	social media	29.5%	70.5%	100.0%
	influencer	21.4%	78.6%	100.0%
	youtube	30.0%	70.0%	100.0%
Total		28.0%	72.0%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.739 ^a	2	.691
Likelihood Ratio	.771	2	.680
Linear-by-Linear Association	.194	1	.660
N of Valid Cases	150		

(1) Cross-Tabulation Analysis - The cross-tabulation results (% within pref_med) reveal the following:

Among respondents who prefer Social Media, 29.5% made a purchase through influencer marketing, while 70.5% did not. Among those who prefer Influencer Marketing, 21.4% made a purchase and 78.6% did not. Among respondents who prefer YouTube, 30.0% made a purchase, whereas 70.0% did not. Overall, 28.0% of respondents reported making a purchase through influencer marketing, while 72.0% did not. Although minor percentage variations are observed among different preferred media groups, the differences appear relatively small and inconsistent.

(2) Chi-Square Test Analysis - To determine whether these observed differences are statistically significant, the Pearson Chi-Square test was conducted. Pearson Chi-Square value = 0.739, Degrees of Freedom (df) = 2, Asymptotic Significance (p-value) = 0.691. Since the p-value (0.691) is greater than the 0.05 level of significance, the association between preferred digital medium and influencer-based purchase decision is not statistically significant.

Additional statistics: Likelihood Ratio significance = 0.680, Linear-by-Linear Association significance = 0.660. All significance values are well above 0.05, further confirming the absence of a statistically significant relationship.

It is also noted that one cell (16.7%) has an expected count less than 5 (minimum expected count = 2.80). While this slightly affects the Chi-Square assumption, the overall results remain statistically non-significant.

(3) Decision

Since the p-value (0.691) > 0.05, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_3) is rejected in this context. Thus, preferred digital advertising medium does not significantly influence purchase decisions through influencer marketing. The findings indicate that although slight variations exist in influencer-driven purchase behavior across different preferred digital media categories, these differences are not statistically significant. Therefore, it can be concluded that consumer preference for a particular digital advertising medium does not significantly affect influencer-based purchase decisions in the present study.

(Crosstabulation)

		yt_buy		Total
		Yes	No	
pref_med	social media	18.8%	81.3%	100.0%
	influencer	25.0%	75.0%	100.0%
	youtube	30.0%	70.0%	100.0%
Total		20.7%	79.3%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.103 ^a	2	.576
Likelihood Ratio	1.047	2	.593
Linear-by-Linear Association	1.092	1	.296
N of Valid Cases	150		

(1) Cross-Tabulation Analysis - The cross-tabulation results (% within pref_med) indicate the following: Among respondents who prefer Social Media, 18.8% made a purchase through YouTube advertisements, while 81.3% did not. Among those who prefer Influencer Marketing, 25.0% made a purchase, whereas 75.0% did not. Among respondents who prefer YouTube, 30.0% made a purchase and 70.0% did not. Overall, 20.7% of respondents reported making a purchase through YouTube advertisements, while 79.3% did not.

Although the percentage of purchase decisions appears slightly higher among respondents who prefer YouTube (30.0%) compared to other groups, the variation is relatively small and does not indicate a strong difference across categories.

(2) Chi-Square Test Analysis - To determine whether the observed differences are statistically significant, the Pearson Chi-Square test was conducted. Pearson Chi-Square value = 1.103, Degrees of Freedom (df) = 2, Asymptotic Significance (p-value) = 0.576. Since the p-value (0.576) is greater than the 0.05 level of significance, the association between preferred digital medium and YouTube-based purchase decision is not statistically significant.

Additional statistics:

Likelihood Ratio significance = 0.593, Linear-by-Linear Association significance = 0.296

All p-values exceed the 0.05 threshold, confirming the absence of a statistically significant relationship. It is noted that one cell (16.7%) has an expected count less than 5 (minimum expected count = 2.07). Although this slightly affects the assumption of the Chi-Square test, the overall findings remain statistically non-significant.

(3) Decision

Since the p-value (0.576) > 0.05, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_3) is rejected for this component. Thus, preferred digital advertising medium does not significantly influence purchase decisions through YouTube advertisements.

Conclusion

The present study aimed to examine the relationship between digital advertising and consumer purchase decision with specific reference to social media advertisements, influencer marketing, and YouTube advertisements. The analysis was conducted using Chi-Square tests to determine whether statistically significant associations exist between digital advertising variables and consumer buying behavior. The findings reveal that no statistically significant relationship exists between overall digital advertising impact and consumer purchase decision. Similarly, influencer marketing trust was not found to have a statistically significant association with purchase behavior. Furthermore, the comparative analysis of different digital advertising media—social media, influencer marketing, and YouTube—indicated that consumer purchase decisions do not significantly differ across these platforms.

Although descriptive statistics showed minor variations in purchase percentages across categories, these differences were not statistically meaningful at the 5 percent level of significance. Therefore, all three alternative hypotheses were not supported by the empirical evidence. The results suggest that digital advertising alone may not be a decisive factor in influencing consumer purchase decisions. Consumers appear to rely on multiple determinants such as product attributes, brand credibility, price considerations, and personal preferences in addition to digital promotional content.

In conclusion, the study highlights that while digital advertising remains an important marketing communication tool, its independent influence on consumer purchase decision is not statistically established within the context of the present sample. Future research may consider incorporating additional behavioral and psychological variables to better understand the complexity of digital consumer decision-making.

Suggestions

Based on the findings of the present study, the following suggestions are proposed for marketers, practitioners, and future researchers:

- Since individual digital platforms such as social media, influencer marketing, and YouTube advertisements did not show a statistically significant independent impact on purchase decisions, marketers should adopt an integrated marketing communication approach. A combination of multiple digital channels may create a stronger cumulative effect on consumer behavior.
- The effectiveness of digital advertising may depend more on the quality, authenticity, and relevance of content rather than merely the platform used. Marketers should design engaging, personalized, and value-driven content to enhance consumer trust and engagement.
- Particularly in influencer marketing, building trust and transparency is essential. Influencers and brands should maintain authenticity, disclose sponsored content clearly, and focus on long-term relationship building with consumers.
- Organizations should utilize consumer analytics and behavioural data to design targeted advertising campaigns. Customized advertisements based on consumer preferences and demographics may yield more significant results.
- Since digital advertising alone did not significantly influence purchase decisions, marketers should consider other determinants such as product quality, price competitiveness, brand image, customer reviews, and after-sales service.

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