

Influence of Digital Advertising on Consumer Behavior: A Study of Blinkit

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Abstract: *Digital advertising has transformed the way companies communicate with consumers in the modern marketplace. With the rapid growth of internet usage, smartphones, and social media platforms, businesses increasingly rely on digital channels to promote products and services. This research examines the influence of digital advertising on consumer behavior with special reference to Blinkit, a leading quick-commerce grocery delivery platform in India. The study explores how online advertisements, social media promotions, influencer marketing, and personalized advertising affect consumer awareness, perception, and purchase decisions. Primary data was collected through questionnaires distributed to consumers who frequently use online grocery delivery platforms, while secondary data was gathered from research articles, marketing reports, and company sources. The results indicate that digital advertising plays a significant role in shaping consumer attitudes and purchase intentions, especially among younger consumers who actively use digital platforms. The study concludes that effective digital marketing strategies help companies strengthen brand awareness, increase customer engagement, and build long-term loyalty.*

Keywords: Digital Advertising, Consumer Behavior, Quick Commerce, Blinkit, Social Media Marketing, Online Advertising, Purchase Decision, Brand Awareness, Customer Engagement, Personalized Advertising

