

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

I. INTRODUCTION

The marketing environment has undergone a significant transformation due to the development of digital technology. Traditional advertising methods such as television, radio, and print media are increasingly being supplemented by digital marketing channels. Digital advertising enables businesses to communicate with consumers in real time and reach a larger audience at a relatively lower cost. As internet penetration increases globally, consumers rely more on digital platforms to search for information, compare products, and make purchasing decisions.

The widespread use of smartphones and social networking platforms has created new opportunities for businesses to engage customers. Companies now utilize tools such as search engine marketing, display advertising, influencer marketing, mobile marketing, and social media campaigns to promote their brands. Digital advertising also allows businesses to track consumer behavior and measure the effectiveness of marketing campaigns through data analytics.

Blinkit is one of India's fastest growing quick-commerce platforms, delivering groceries and household essentials within minutes. The company relies heavily on digital marketing strategies to acquire customers and maintain brand visibility. Through creative advertisements, promotional offers, and personalized marketing campaigns, Blinkit has successfully attracted a large base of urban consumers. This study examines how these digital advertising strategies influence consumer behavior and purchasing decisions.



Digital Advertising Strategies of Blinkit

Blinkit adopts a variety of digital advertising strategies to attract new customers and retain existing ones in the highly competitive quick-commerce market. These strategies focus on increasing brand visibility, improving customer engagement, and encouraging frequent purchases through digital platforms.

One of the major strategies used by Blinkit is **social media marketing**. The company actively promotes its services on platforms such as Instagram, Facebook, and Twitter. Through creative posts, humorous memes, and content based on trending topics, Blinkit engages with its audience and strengthens brand recall. These interactive campaigns help the company connect with younger consumers and maintain an active online presence.

Another important strategy is **influencer marketing**. Blinkit collaborates with social media influencers and digital content creators who promote the platform to their followers. Influencers share their experiences with Blinkit's quick delivery services and product availability, which helps build trust and credibility among potential users.

Blinkit also focuses on **personalized advertising** to improve customer engagement. By using customer data such as location, browsing behavior, and previous purchase history, the company provides personalized product recommendations and targeted promotional messages. This approach increases the chances of repeat purchases and enhances the overall customer experience.

In addition, the company utilizes **performance marketing** to reach a wider audience. Paid advertisements on platforms such as Google Ads and Meta Ads help drive app downloads, website traffic, and customer conversions. These advertisements are carefully targeted to reach consumers who are more likely to use quick-commerce services.

Furthermore, Blinkit frequently launches **promotional campaigns** to attract customers and stimulate impulse buying behavior. The company offers discounts, referral rewards, cashback offers, and limited-time deals to encourage consumers to place orders quickly. These promotional activities not only increase sales but also strengthen customer loyalty.

Overall, Blinkit's digital advertising strategies combine social media engagement, influencer partnerships, personalized promotions, and performance-based advertising to effectively attract and retain customers in the digital marketplace.

II. REVIEW OF LITERATURE

Digital advertising has significantly transformed the way businesses communicate with consumers and influence their purchasing behavior. Several researchers have examined the relationship between digital marketing strategies and consumer decision-making processes.

According to Ravinder Kaur (2024), digital marketing has rapidly expanded due to technological advancements and the increasing use of the internet and social media platforms. The study highlights that digital advertising influences consumer behavior by increasing brand awareness, improving communication between businesses and consumers, and shaping purchase intentions. The research also states that digital marketing helps companies build long-term relationships with customers and enhance brand loyalty.

Shiju (2022) examined the impact of digital advertising on online consumer buying behavior through a descriptive research study conducted among consumers in Kerala. The findings indicate that digital advertisements significantly influence consumers' purchase decisions and serve as an important communication channel between companies and their customers. The study also emphasizes that consumers perceive digital advertising as a way to interact with brands and obtain product information before making a purchase decision.

Choudhary (2025) explored the role of digital marketing tools such as social media advertising, influencer marketing, and AI-driven recommendations in shaping consumer behavior. The research found that personalized advertisements and targeted marketing strategies improve customer engagement and significantly influence purchase decisions. However, the study also highlighted concerns related to data privacy and consumer trust in digital advertising.

Rahul (2025) analyzed the effects of various digital marketing channels, including social media marketing, search engine optimization (SEO), email marketing, and content marketing. The study revealed that these digital marketing strategies



have a strong influence on consumer decision-making, purchasing patterns, and long-term brand loyalty. Businesses that effectively utilize these strategies are more likely to increase customer satisfaction and repeat purchases.

Praveen Kumar et al. (2024) conducted a study focusing on social media marketing and its influence on consumer purchase behavior. The research used surveys and statistical analysis to examine the relationship between digital marketing strategies and consumer buying decisions. The results showed a significant positive relationship between social media marketing and consumer purchase behavior, confirming that digital marketing plays a key role in influencing consumers' preferences and purchase intentions.

Guan (2025) compared digital marketing strategies in emerging and developed markets and found that digital advertising strongly affects consumer trust, engagement, and brand loyalty. The study also concluded that personalized advertising, social proof, and cost-effective campaigns are particularly influential in emerging markets.

Similarly, Khan and Dixit (2026) emphasized that digital marketing platforms such as social media, mobile applications, and search engines significantly influence consumer awareness, preferences, and final purchasing decisions. The study concluded that digital marketing provides companies with a powerful tool to reach targeted audiences and influence buying behavior more effectively than traditional marketing methods.

Overall, previous studies indicate that digital advertising plays a crucial role in shaping consumer attitudes, purchase decisions, and brand loyalty by providing personalized and interactive marketing experiences.

RESEARCH GAP

Although several studies have examined the impact of digital advertising on consumer behavior, certain gaps still exist in the existing literature. Most of the previous research focuses on general digital marketing practices rather than analyzing specific companies or platforms, and there is limited research on digital advertising strategies used by quick commerce companies such as Blinkit. In addition, many studies analyze consumer buying behavior in a broad sense but do not specifically focus on the factors that influence consumer purchase decisions through digital advertising in the quick commerce sector.

Existing research mainly emphasizes brand awareness and purchase intention, while limited attention has been given to understanding how digital advertising influences brand loyalty and repeat purchases. Furthermore, several studies examine individual digital marketing tools such as social media marketing or online advertising separately, rather than providing a comprehensive analysis that combines multiple digital advertising strategies within a real-world company context. There is also a lack of research linking digital advertising strategies directly with actual consumer behavior outcomes, such as repeat purchases and long-term customer relationships.

Therefore, this study aims to address these gaps by examining the impact of digital advertising on consumer behavior with specific reference to Blinkit and by analyzing the factors that influence consumer purchase decisions, brand loyalty, and repeat purchases.

STATEMENT OF THE PROBLEM

In the current digital era, businesses increasingly rely on digital advertising to promote their products and influence consumer purchasing behavior. With the rapid growth of internet usage, social media platforms, and mobile applications, digital advertising has become one of the most effective tools for reaching and engaging consumers. Companies invest heavily in digital marketing strategies such as social media promotions, online advertisements, influencer marketing, and personalized campaigns to attract and retain customers.

Despite the widespread use of digital advertising, understanding how these advertisements influence consumer behavior remains a significant challenge for businesses. Consumers are exposed to a large volume of online advertisements daily, which may affect their purchasing decisions, brand perception, and loyalty in different ways. Furthermore, the effectiveness of digital advertising strategies may vary depending on factors such as consumer preferences, trust in online platforms, and the relevance of advertisements.



Companies in the quick commerce sector, such as Blinkit, use various digital advertising strategies to attract customers and encourage repeat purchases. However, there is limited research examining how these strategies influence consumer behavior and purchasing decisions.

Therefore, this study aims to analyze the impact of digital advertising on consumer behavior, evaluate the digital advertising strategies used by Blinkit, identify the factors influencing consumer purchase decisions, and assess the effectiveness of digital advertising in increasing brand loyalty and repeat purchases.

OBJECTIVES OF THE STUDY

- To examine the impact of digital advertising on consumer behavior.
- To analyze the digital advertising strategies used by Blinkit.
- To identify factors influencing consumer purchase decisions through digital advertising.
- To evaluate the effectiveness of digital advertising in increasing brand loyalty and repeat purchases.

III. RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyze the influence of digital advertising on consumer behavior. Both primary and secondary data were used for the study. Primary data were collected through a survey conducted among consumers who frequently use the Blinkit app. Secondary data were gathered from research articles, digital marketing reports, company information, and various online sources. The sample size for the study consists of 100 respondents who regularly use the Blinkit application. Data were collected using a structured questionnaire distributed through an online survey. The collected data were analyzed using percentage analysis, descriptive statistical analysis, and comparative analysis to understand the impact of digital advertising on consumer behavior.

IV. ANALYSIS AND DISCUSSION

Table 1: Influence of Digital Advertising on Using Blinkit

Response	Number of Respondents	Percentage (%)
Strongly Agree	35	35%
Agree	40	40%
Neutral	10	10%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

The table shows that 35% of respondents strongly agree that digital advertising influences their use of the Blinkit app. Around 40% of respondents agree that advertisements encourage them to use the app for purchasing groceries and household items. About 10% of respondents have a neutral opinion regarding the influence of digital advertisements. A small percentage of respondents (10%) disagree that digital advertising affects their decision. Overall, the results indicate that the majority of respondents believe digital advertising plays an important role in influencing their purchasing behavior on Blinkit.

Table 2: Digital Advertising Platform that Influences Purchase Decision

Platform	Number of Respondents	Percentage (%)
Social Media Ads	40	40%
App Notifications	25	25%
Influencer Promotions	20	20%
Email Marketing	10	10%
Others	5	5%
Total	100	100%



The majority of respondents (40%) are influenced by social media advertisements when using the Blinkit app. About 25% of respondents stated that app notifications influence their purchase decisions. Around 20% of respondents are influenced by influencer promotions and online recommendations. Only 10% of respondents reported that email marketing advertisements influence their purchasing decisions. Overall, the results indicate that social media platforms are the most effective digital advertising channel for promoting Blinkit and influencing consumer behavior. The majority of respondents (40%) are influenced by social media advertisements when using the Blinkit app. About 25% of respondents stated that app notifications influence their purchase decisions. Around 20% of respondents are influenced by influencer promotions and online recommendations. Only 10% of respondents reported that email marketing advertisements influence their purchasing decisions. Overall, the results indicate that social media platforms are the most effective digital advertising channel for promoting Blinkit and influencing consumer behavior.

Table 3: Factors Encouraging Purchase through Digital Advertising

Factor	Number of Respondents	Percentage (%)
Discounts and Offers	45	45%
Fast Delivery Promotion	25	25%
Convenience	15	15%
Product Recommendations	10	10%
Brand Image	5	5%
Total	100	100%

The table shows that 45% of respondents are highly attracted by discounts and promotional offers while using the Blinkit app. About 25% of respondents are influenced by advertisements that highlight fast delivery services. Around 15% of respondents consider convenience as an important factor when purchasing through Blinkit. In addition, 10% of respondents stated that product recommendations influence their purchase decisions. Overall, the results indicate that promotional offers and discounts are the most important factors influencing consumers to make purchases through the Blinkit app.

V. FINDINGS

- Digital advertising significantly increases consumer awareness of Blinkit services.
- Social media advertisements and influencer promotions influence consumer trust.
- Personalized advertisements improve customer engagement and repeat purchases.
- Discounts and promotional offers encourage impulse buying behavior.
- Digital advertising plays a major role in strengthening brand loyalty.

VI. SUGGESTIONS

- Blinkit should increase the use of personalized advertisements to improve customer engagement.
- The company can collaborate with more social media influencers to build stronger consumer trust.
- Blinkit should continue providing attractive promotional offers and discount campaigns.
- Improving targeted advertising based on consumer preferences can increase repeat purchases.
- The company should focus on innovative digital advertising strategies to stay competitive in the quick-commerce market.

VII. CONCLUSION

Digital advertising has become a powerful tool for influencing consumer behavior in the digital economy. The case of Blinkit demonstrates how effective online marketing strategies can increase brand visibility, customer engagement, and purchasing decisions. By using social media marketing, personalized advertising, and targeted promotional campaigns, Blinkit successfully attracts consumers and builds strong brand relationships. Businesses operating in the quick-



commerce industry must continuously innovate their digital advertising strategies to remain competitive and meet evolving consumer expectations.

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