

# **A Study on the Impact of Eye-Catching Visuals in Digital Advertising**

Dr E.M. Naresh Babu, Professor, ABBS School of Management, Bangalore  
Ms Pusha Shalini, 6<sup>th</sup> Trimester, ABBS School of Management, Bangalore

## **Abstract**

The increasing proliferation of digital advertising has intensified competition for consumer attention, making creative and visually appealing content a crucial component of marketing strategies. This study explores the impact of eye-catching visuals in digital advertisements on consumer perception, trust, and engagement in the Indian market. Drawing upon existing research and empirical data, the study investigates how visual elements such as color, layout, imagery, and contextual relevance influence attention span, brand credibility, and purchasing decisions. It further examines the moderating effects of demographic factors including age, education, and media consumption patterns on consumer responses to visual content. Using a structured questionnaire and analytical tools, data were collected from a diverse sample of internet users across metropolitan cities in India. The findings reveal that advertisements with striking visuals significantly enhance consumer engagement, brand recall, and trustworthiness, while also reducing the negative effects of ad fatigue. The study provides actionable recommendations for marketers on designing advertisements that are both visually stimulating and contextually appropriate, thereby increasing effectiveness and improving brand perception. This research contributes to the understanding of visual communication in digital advertising and offers practical insights to marketers seeking to optimize campaign outcomes in the digital ecosystem.

## **Keywords**

Brand trust, Consumer perception, Digital advertising, Customer Engagement and Eye Catching visuals

## **Introduction**

The Indian consumers hold brands accountable for the content surrounding their ads and believe that brands have an obligation to place ads in environments that are appropriate. It emphasizes that 87% of Indian consumers say they would trust a brand less if they advertised near inappropriate content online. (StoryBoard18, 2023). In today's highly competitive digital marketplace, capturing consumer attention has become one of the foremost challenges for marketers. Digital advertising, encompassing platforms such as social media, websites, and mobile applications, has evolved into a critical tool for brands aiming to engage with their target audience (Parvathi & Dev, 2022).

Eye-catching visuals not only draw immediate attention but also reinforce message retention, thereby improving the overall performance of digital campaigns. Despite the growing recognition of visuals in digital marketing, few studies have systematically examined their impact on consumer perception, engagement, and behavioral outcomes in specific markets such as India. This research aims to bridge this gap by investigating how eye-catching visuals in digital advertisements influence consumer attention, trust, and purchasing behavior. The study explores the extent to which visuals enhance advertisement effectiveness and provide actionable insights for brands to optimize their creative strategies

## **Review of Literature**

The inspected sample contains of one hundred customers which have been arbitrarily selected to study the impact of digital advertisement. The present research work discloses that the use of digital advertising is widely known phenomenon in today's marketing concept. The scope of the research is pointed down to the impact of digital advertising on consumer behavior finished mobile marketing, e-mail marketing, web marketing and marketing through social networking places. (Parvathi & Dev, 2022).

The impact of social media on consumer choices by analysing secondary data from research papers, industry reports and marketing studies. Additionally, it examines challenges such as misinformation, impulse buying, and data privacy concerns. The findings emphasize that social media is more than just a marketing channel; it is a powerful force driving consumer preferences in India. (Siddiqa, 2025). The surge in digital ad spending across various sectors in India, including retail, ed-tech, FMCG, and e-commerce. It indicates a growing trend towards digital advertising, suggesting that brands are increasingly investing in digital channels to reach consumers. (Ipsos, 2023)

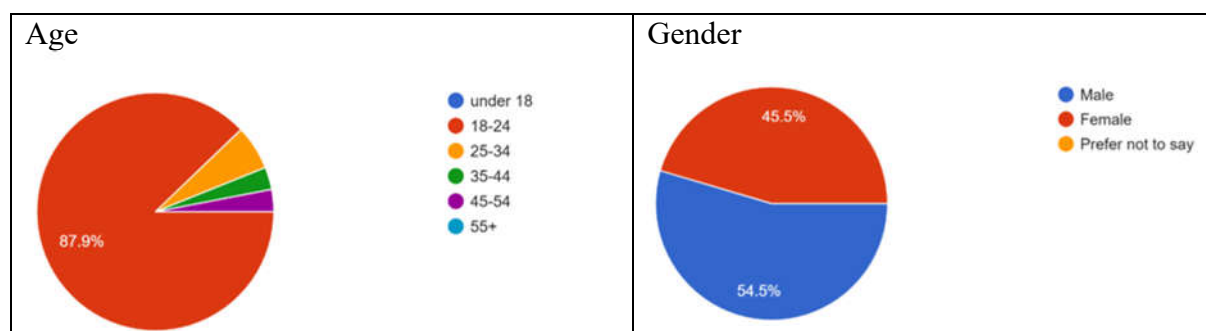
The impact of social media advertisement effectiveness, credibility, perceived authenticity, and sustainability on consumer behaviour is very vital especially in the countries like India. The study finds that constructs credibility and sustainability are strong predictors of consumer behavior in the context of social media advertising effectiveness. (Kothari et al, 2025).

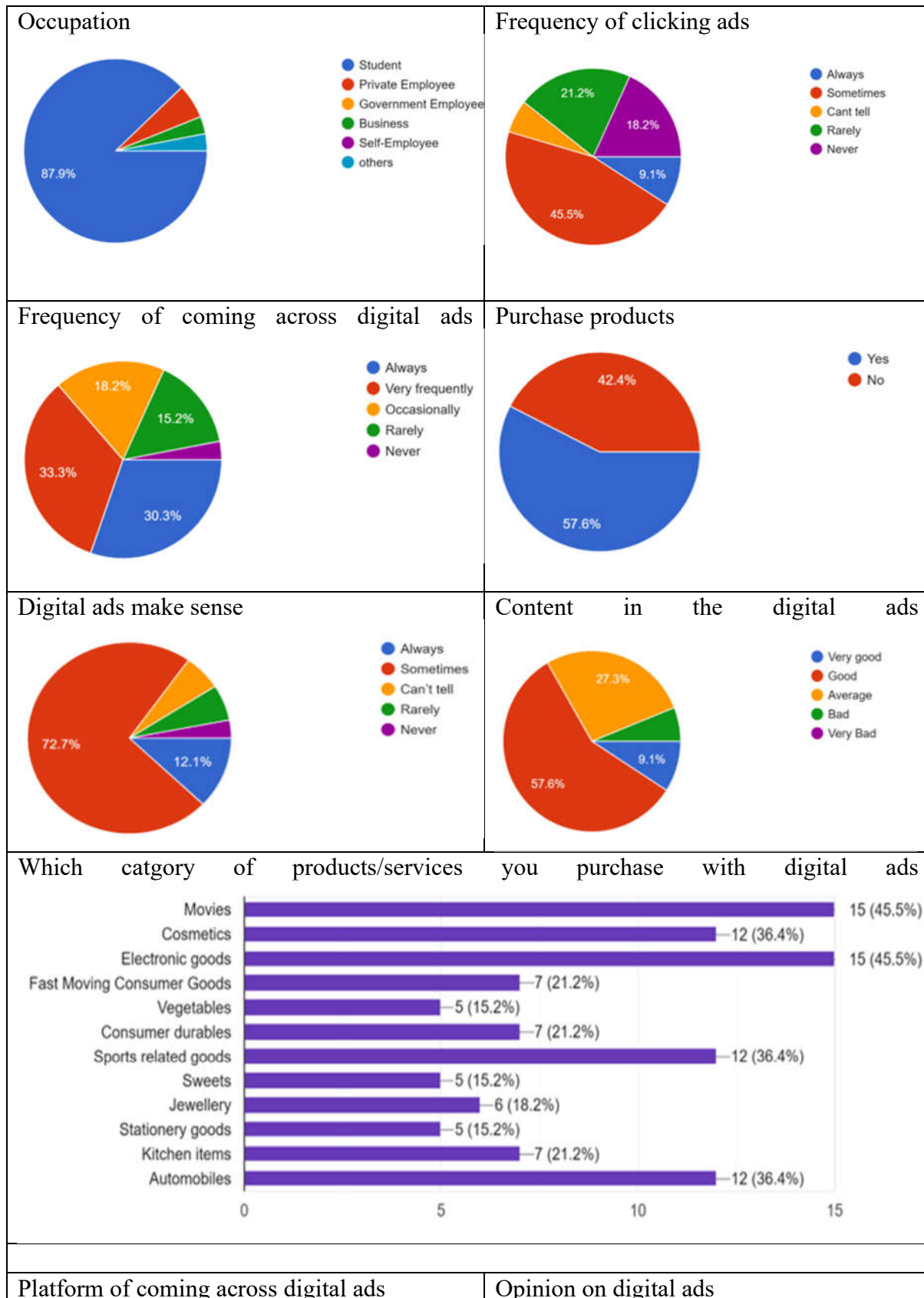
Recent studies indicate that Indian consumers' perceptions of digital advertisements are influenced by factors such as sentiment engagement, privacy concerns, ad fatigue, contextual relevance, and demographic variables. Marketers aiming to enhance the effectiveness of digital advertising in India should consider these factors to create more personalized, relevant, and engaging ad experiences.

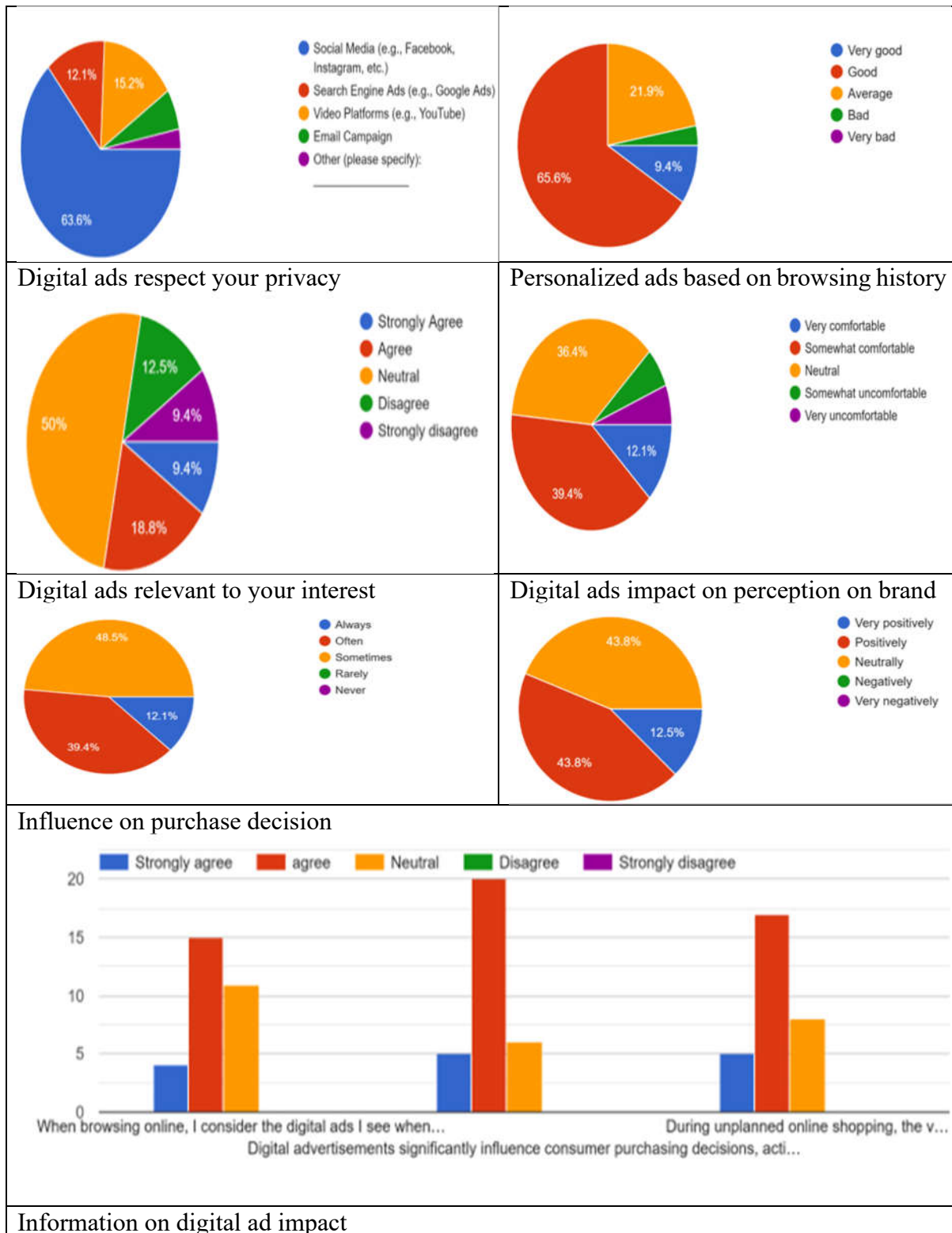
### Research Methodology

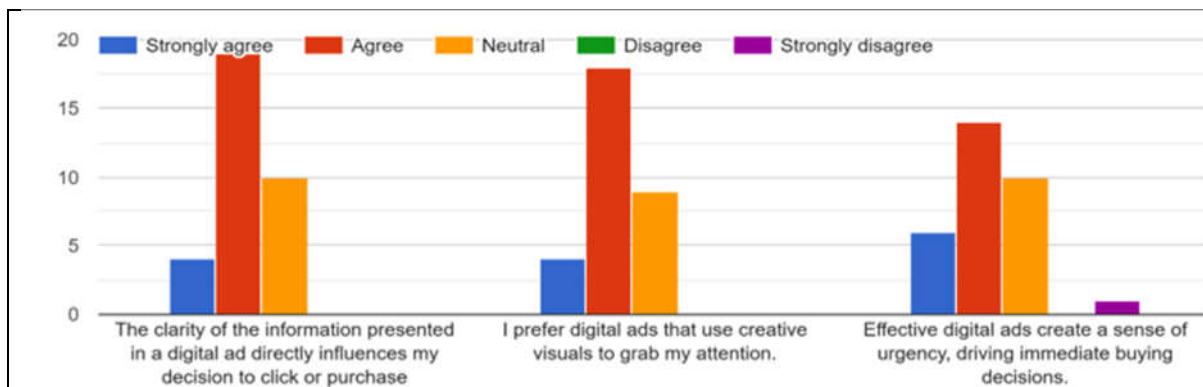
The sample collected for the study is convenience sample, which is a non-probabilistic sampling, consisting 66 respondents between 16 and 62 years. Objectives of the study includes studying the impact of digital advertisements on the respondents and whether the digital ads are relevant to their interest or not. Hypotheses are tested at 0.05 significance level with respect to the Gender and other parameters like comfortability with browsing history, perception of digital ads on the brand, will the ads make an impact on purchase behaviour etc.

### Data Analysis and Discussion

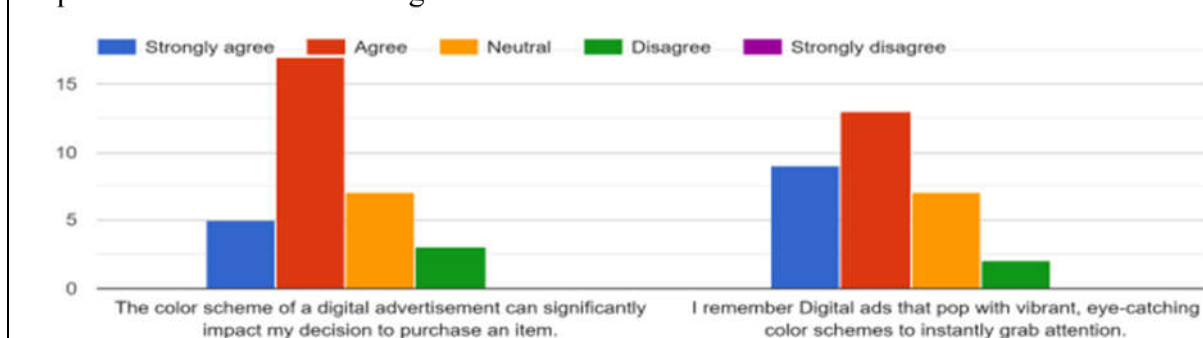




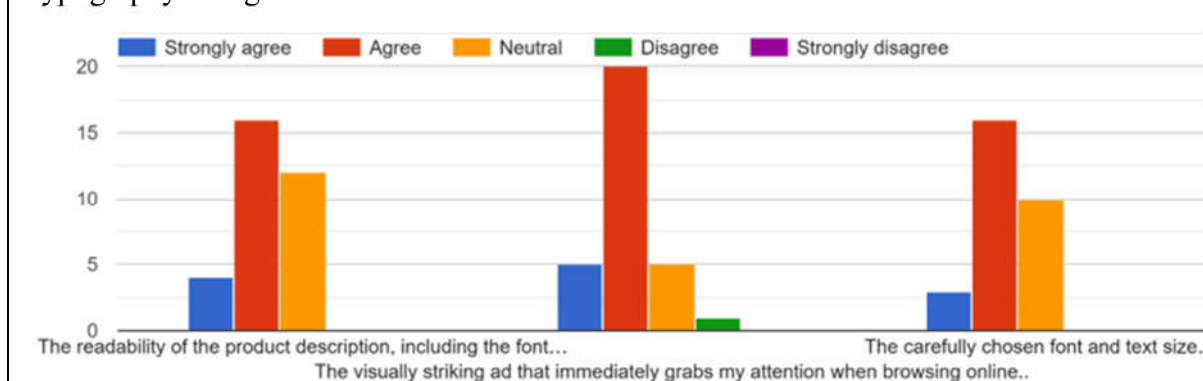




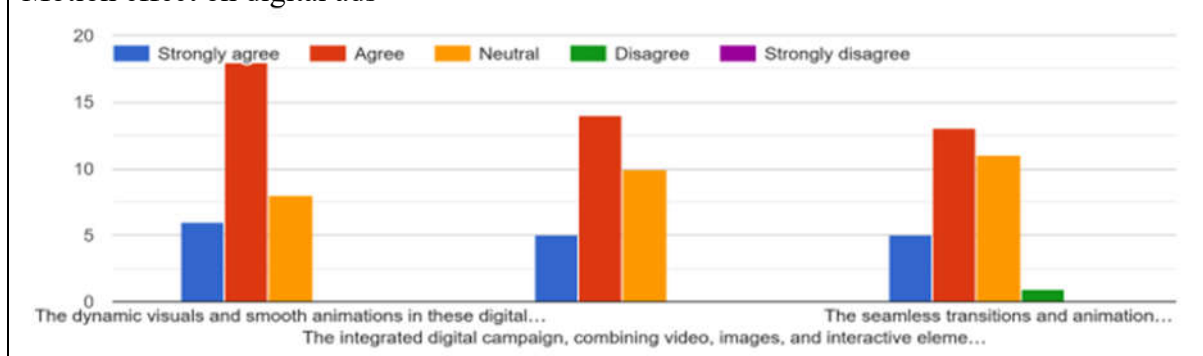
### Impact of color schemes on digital ads



### Typography in digital ads



### Motion effect on digital ads



From the analysis, it is observed that, 88% of the respondents are in the age group of 18 and 24 years, and only 12% of the respondents are in other age groups such as under 18 years, 25 to 34 years, 35-44 years, 45-54 years and above 55 years. Male with 54.5% and only 45.5% of the respondents are female. A majority of the respondents (45.5%) stated that they

sometimes click on ads, while 21.2% said they rarely do so. Additionally, 18.2% reported that they never click on ads, 9.1% always do, and a small portion (approximately 6%) were unsure.

Most individuals frequently encounter digital advertisements, with 33.3% seeing them very frequently and 30.3% always. Fewer respondents come across them occasionally (18.2%), rarely (15.2%), or never, indicating high overall exposure to digital ads. 57.6% of respondents have purchased a product or service after seeing ads through outdoor formats like hoardings, pamphlets, digital screens, or ads on vehicles and metro stations, while 42.4% have not. 72.7% of respondents feel digital ads make sense sometimes, while 12.1% believe they always do. A smaller portion either rarely find them meaningful, can't tell, or never find them relevant.

majority of respondents (57.6%) rate the content in digital ads as "Good," followed by 27.3% who consider it "Average." Only a small portion finds the content "Very Good" (9.1%) or "Bad," with almost no one rating it as "Very Bad." Majority of respondents (65.6%) believe that digital ads are **good** in terms of effectiveness. Additionally, 21.9% rated them as **average**, while 9.4% considered them **very good**. Only a small percentage felt the ads were **bad**. 50% of the respondents remained neutral regarding whether digital advertisers respect their privacy. Around 28% of the respondents agreed or strongly agreed that their privacy is respected, while approximately 22% disagreed or strongly disagreed. around 56% of the respondents view advertisements positively (either "Very Positively" or "Positively") in shaping their perception of a brand. About 43.8% of the respondents remained neutral, while very few respondents indicated a negative perception.

A considerable number also consider the digital ads they see while browsing online. While many respondents showed a neutral stance, very few disagreed or strongly disagreed, indicating an overall acceptance of the impact of digital ads on consumer behaviour. majority of respondents **agreed** that clear information in a digital ad directly influences their decision to click or purchase. Similarly, most participants **agreed** that they prefer ads with **creative visuals** to grab their attention. majority of respondents agreed that motion effects significantly enhance the appeal of digital advertisements. Most participants strongly agreed or agreed that dynamic visuals, smooth animations, integrated multimedia campaigns, and seamless transitions grab their attention and positively impact their engagement. A fair number of respondents remained neutral, suggesting some audiences may be less influenced by motion elements, but overall, motion is seen as a powerful tool in digital advertising

Majority of respondents agreed that the colour scheme of a digital advertisement significantly influences their decision to purchase an item. Similarly, most respondents also agreed that vibrant and eye-catching color schemes in digital ads help in grabbing their attention and enhancing recall. Very few respondents disagreed or remained neutral, highlighting the strong impact of color usage in digital advertisements. Most respondents **agreed** that the **readability of product descriptions**, including the font used, is important in digital ads. A majority also **agreed** that **visually striking ads** with good typography **immediately grab attention** while browsing online. Additionally, many participants emphasized that a **carefully chosen font and text size** positively influence their engagement with digital ads, though a smaller portion remained **neutral** on this aspect.

Majority of respondents (63.6%) encountered the digital ad through social media, making it the most effective channel. This was followed by video platforms (15.2%) and search engine ads (12.1%). Email campaigns (6.1%) and other sources (3.0%) had the least impact. Overall, social media proved to be the most dominant platform for ad visibility. 39.4% feel somewhat comfortable, 36.4% remain neutral, and only 12.1% are very comfortable, while a smaller portion feels uncomfortable.

Majority of respondents feel that digital advertisements are sometimes relevant to their interests or needs (48.5%), followed closely by those who said they are relevant often (39.4%). Only a small portion (12.1%) finds them always relevant. This suggests that while digital ads

do manage to connect with users occasionally or frequently, there's still a significant opportunity for advertisers to improve personalization and targeting strategies to make ads feel consistently relevant.

### Hypothesis testing

| Parameter  | dof | $\chi^2$ statistic | $\chi^2$ Table |
|--|-----|--------------------|----------------|
| Gender wise opinion on digital ads   | 4   | 5.39               | 9.48           |
| Age wise –opinion on digital ads   | 12  | 16.09              | 21.03          |
| Gender wise – Opinion on digital ads makes sense                                       | 3   | <b>7.95 *</b>      | 7.81           |
| Gender wise- Opinion on digital ads effective  | 3   | 4.91               | 7.81           |
| Gender wise – Opinion on digital ads respects privacy                                  | 4   | 5.97               | 9.48           |
| Gender wise – Opinion on digital ads comfort with personalize ads and browsing history | 4   | <b>11.17*</b>      | 9.48           |
| Gender wise- Opinion on digital ads influence on perception                            | 2   | 4.66               | 5.91           |
| Gender wise- Opinion on digital ads relevance on interests or needs                    | 2   | 1.46               | 5.91           |

### Conclusion

Movies and electronic goods are the most influential categories, each prompting 45.5% of respondents to click on ads. Cosmetics, consumer durables, and automobiles also show significant impact at 36.4% each. Other categories like FMCG, sports-related goods, and kitchen items attract moderate attention, while vegetables, sweets, stationery goods, and jewellery receive relatively lower engagement.

The analysis also reveals that creative and visually striking elements—such as motion effects, vibrant color schemes, and typography—play a crucial role in attracting attention and influencing consumer behavior. Clear information, appealing visuals, and seamless animations are particularly effective in engaging audiences and driving interaction.

Overall, the study confirms that eye-catching visuals in digital advertising significantly shape consumer engagement, brand perception, and purchasing decisions. These findings offer valuable insights for marketers aiming to design more effective and consumer-friendly advertising campaigns. Only in two cases, i.e. gender wise opinion on digital ads makes sense can be rejected as male and female are perceiving differently ( $\chi^2$  statistic is 7.95 and  $\chi^2$  table is 7.81) and in the case of male and female are perceiving differently with personalized information access and browsing history ( $\chi^2$  statistic is 11.17 and  $\chi^2$  table is 9.48), so companies have to focus on these two aspects.

### Future Scope

The findings of this study open up several avenues for future research and practical applications in the field of digital advertising. First, as the majority of respondents are from the younger demographic, further studies could explore how different age groups, especially older consumers, perceive and interact with digital ads, which may help advertisers design targeted campaigns for broader audiences.

Second, privacy concerns, although neutral for many participants, remain an important area for investigation. Future research could delve deeper into consumers' trust-building mechanisms and how transparency, data security, and ethical advertising practices influence engagement and brand loyalty over time.

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