

Digital Advertising Strategies and Their Effect on Consumer Buying Behavior: Evidence From 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—component; formatting; style; styling; insert (key words)

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.

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.

LITERATURE REVIEW

Previous studies highlight that digital advertising plays a major role in shaping consumer attitudes and purchase decisions. Online advertisements allow businesses to interact directly with consumers and build long-term relationships.

Research shows that digital marketing channels such as social media, search engine marketing, and influencer collaborations significantly influence consumer awareness and buying behavior.

Studies on online advertising also indicate that personalized digital advertisements and targeted promotions increase consumer engagement and purchasing intentions. Digital advertising acts as a two-way communication tool that allows customers to interact with brands and evaluate products before making purchase decisions.

Furthermore, social media advertisements influence brand awareness and brand associations, especially among younger consumers who frequently use online platforms.

Research Methodology

The study adopts a descriptive research design to analyze the influence of digital advertising on consumer behavior.

Data Sources

- Primary Data: Survey conducted among consumers who use Blinkit.
- Secondary Data: Research articles, digital marketing reports, company information, and online sources.

Sample Size

- 100 respondents who frequently use the Blinkit app.

Data Collection Tools

- Structured questionnaire
- Online survey

Data Analysis Techniques

- Percentage analysis
- Descriptive statistical analysis
- Comparative analysis

DIGITAL ADVERTISING STRATEGIES OF BLINKIT

Blinkit uses multiple digital advertising strategies to attract and retain customers.

1) Social Media Marketing

Blinkit actively uses social media platforms such as Instagram, Facebook, and Twitter to promote its services and interact with customers. Interactive posts, memes, and trending content help increase engagement and brand recall.

2) Influencer Marketing

The company collaborates with influencers and content creators to promote its services and build trust among consumers.

3) Personalized Advertising

Blinkit uses customer data such as location and purchase history to offer personalized promotions and recommendations.

4) Performance Marketing

Paid advertising through platforms like Google Ads and Meta Ads helps drive app downloads and conversions.

5) Promotional Campaigns

Blinkit frequently offers discounts, referral codes, and limited-time deals to encourage impulse purchases.

ANALYSIS AND DISCUSSION

The study reveals that digital advertising strongly influences consumer behavior in the quick-commerce sector. Consumers are highly attracted to advertisements that highlight convenience, fast delivery, and promotional offers.

Many respondents reported that social media advertisements and app notifications influence their decision to purchase groceries or household items through Blinkit. Personalized advertisements also encourage repeat purchases by recommending relevant products.

Digital advertising also enhances brand awareness and encourages impulse buying, especially when

consumers receive time-limited promotional offers or discount notifications.

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.

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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