

## Building A Conceptual Framework For Advertising Effectiveness Based On An Integrative Review Of Internet Advertising

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**Abstract** - This study aims to understand how internet advertising changes people's feelings and behavior. To do this, we reviewed research from the past ten years and selected 88 studies that used clear theory-based models. Based on these studies, we created one combined conceptual framework. The model shows how features of ads, such as informativeness and entertainment, and personal ideas, such as concern about privacy, affect people's attitudes toward ads. These attitudes can lead to higher intention to buy and actual purchase actions. Many of the reviewed studies focused on ad value and how people make choices. Since advertising can affect feelings, thinking, and actions at the same time, many studies used more than one theory. Our model helps future research by offering a base for choosing models and key factors. It can also support companies in making better ad plans. However, this framework is based only on the process and rules we used in our review. It does not mean the model is always correct. More studies are needed to test and improve it.

**Keywords** - Internet Advertising, Literature Review, Advertising Effectiveness

### I. INTRODUCTION

With the spread of the Internet, online advertising has recently become an essential part of digital marketing.

Various formats of online advertising exist, including listing ads, display ads, and social media ads. In fact, since 2020, spending on Internet advertising has surpassed that of traditional media such as TV and newspapers, showing its growing importance. However, general indicators that can be applied across these formats, as well as the factors that bring about their effects, have not been fully clarified.

This is because advertising can influence viewers in many different ways. For example, it may help people remember information or change how they

recognize a product or the ad itself, thus affecting different psychological and behavioral aspects. This variety makes it difficult to create a unified framework for effect measurement and factor analysis.

### II. LITERATURE REVIEW

Many studies have examined the influence and effects of advertising on consumers. However, in many cases, the focus of analysis is limited to a certain target or type of advertisement. As a result, these studies do not provide a full view of advertising effects. For example, L.W. Turley (2000) studied the influence of advertising on consumer behavior, but focused only on ads in sports stadiums. Matsuda et al. (2007) examined banner ads, focusing on the effect of simple repeated exposure on purchase intention. However, these studies are limited in scope, and few studies have evaluated online advertising as a whole in a systematic way.

This limitation can also be found in review articles on online advertising, which often focus on a single type of ad. For example, Charles Jebarajakirthy et al. (2021) focused on mobile advertising, integrating previous studies in terms of theory, context, features, and methodology, and analyzing its development over time. A.I.B.W. Madawala et al. (2024) examined online behavioral advertising, summarizing and identifying the main factors that influence it, and building an integrated framework to explain the links between these factors.

The purpose of this study is to identify the factors through which online advertising influences consumers and to develop an integrated conceptual framework that explains the relationships among these factors. By organizing these diverse effects, this study aims to improve the theoretical understanding of online advertising and to contribute to building a framework for measuring its effectiveness.

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### III. METHODOLOGY

This study reviewed papers published in the 10 years from 2014 to 2024. Searches were conducted in J-STAGE and Scopus, with no restriction on material type or peer review. The search terms were "Internet," "advertising," "purchase," and "effect/impact." From 4,079 records identified, 8 duplicates were removed, leaving 4,071 records. Titles and abstracts were screened, and 3,835 records were excluded when the main topic was not Internet advertising, when the study did not examine effects, or when consumer behavior or attitude was not measured. The remaining 511 papers were read in full, and 333 papers were retained after confirming that they were open access, quantitative studies with real data, reported effect sizes, and analyzed advertising effects. Of these, 167 papers used structural equation models (SEM) or proposed theoretical models, and these formed the focus of the review.

Of these, 167 papers used structural equation models or proposed theory models, and these were the focus of the review. First, the relationships written in each paper were taken out, and since the names of the variables were different in each paper, they were made the same, while factors that were found only once were left out. Next, using the relationships and how many times they appeared, the most common ones were chosen to make the model, and when there was a factor in the middle, the path was chosen to go through that factor.

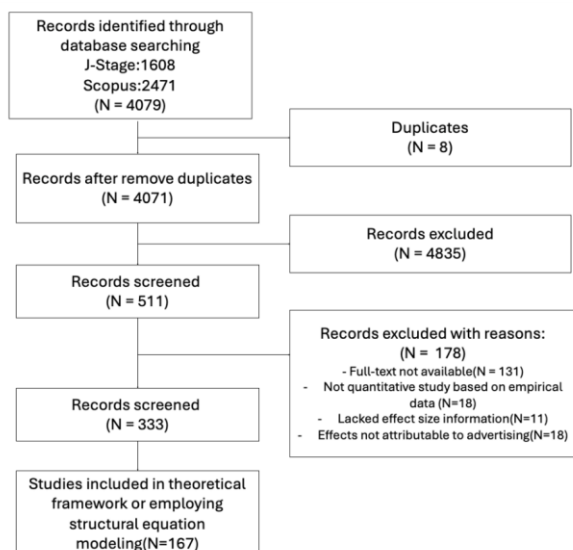


Figure 1 diagram of the selection process.

From these papers, relationships among factors were extracted. Since variable names differed across studies, they were standardized. Factors that

appeared only once were excluded. Next, frequently reported relationships were identified, and when mediating factors were present, paths through these mediators were adopted. Finally, the most common relationships were combined to build an integrated conceptual model of Internet advertising effectiveness.

### IV. FINDINGS AND DISCUSSION

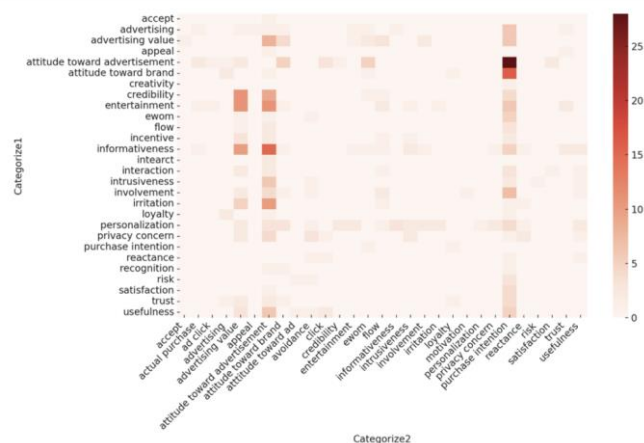


Figure 2 Heatmap about relationship.

From the 167 studies reviewed, the relationships between factors and their frequency were shown in a heat map. Many studies examined the factors that affect purchase intention. This shows that many researchers tried to find what drives people to want to buy.

A strong and basic path was also found, in which attitude toward ads and attitude toward brands lead directly to purchase intention. In many cases, a three-step path from ad features to attitude and then to purchase intention was seen. This means that attitude often plays a key role, more than a direct path to purchase intention. On the other hand, negative factors such as privacy concern and intrusiveness were often linked to lower purchase intention and lower attitude toward ads. These factors have been studied more in recent research on ad effects. This suggests that, in real ad practice, reducing intrusiveness and privacy concern is important for better ad effects.

The factors and their relationships described in the papers were taken out, and a concept model was made. The model showed that purchase intention is mainly affected through advertising value and advertising attitude, and this path plays a central role in advertising effect. On the other hand, negative factors such as privacy concern, intrusiveness, and irritation act to reduce advertising value and advertising attitude, and they also lead to ad

avoidance behaviors such as reactance and avoidance.

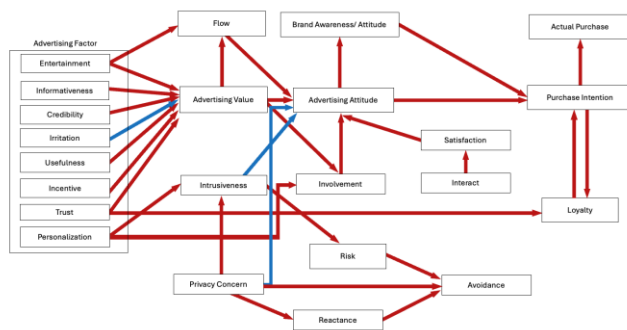


Figure 3 Integrated Conceptual Framework.

From these results, it became clear that there are both positive and negative factors, and that they have opposite effects on advertising results. Informativeness, entertainment, and credibility increase the value of advertising, and giving useful and attractive information to consumers is important for making positive attitudes and for promoting action. At the same time, privacy concern and intrusiveness not only directly lower advertising attitude and value recognition, but also block action intention through risk and avoidance, so reducing these is important in advertising strategy.

Many theories have been used in past studies on online advertising, and these models have changed as both online ads and consumers have changed over time. In recent years, because online ads have become more diverse in type and viewing environment, models based on only one theory are often seen as not enough. As a result, many studies now use models that combine or expand multiple theories.

Many studies are based on Ducoffe's advertising value model, which looks at how the informativeness and entertainment of ads affect people's attitudes and their intention to buy [16]. Some studies also add other ideas to Ducoffe's model, such as trust, privacy concerns, and irritation.

Other studies use behavior theories like the Technology Acceptance Model (TAM) or the Theory of Planned Behavior (TPB) [17] [18]. There are also studies that use theories about how people think or feel.

For example, the involvement theory says that when people feel closely connected to something, they want to learn more about it. Some studies use this idea to explain how the relevance of an ad affects the viewer's attitude.

The cognitive response theory explains how people's thoughts after seeing a message (like an ad) can change their attitude or behavior [19]. This

theory says that the effect of the ad depends on how the person thinks about, changes, and accepts the message.

The S-O-R model (Stimulus-Organism-Response) says that things in the environment (like ads) can affect people's feelings and reactions, such as excitement or pleasure, and then change their actions [20].

Many studies use more than one theory because online ads can affect emotions, thoughts, and actions at the same time. For example, TAM and TPB are good for explaining a person's final decision to act, while S-O-R and cognitive response theory are better for explaining how people react to the message or context of the ad. So, researchers choose different theories depending on what they want to study and measure.

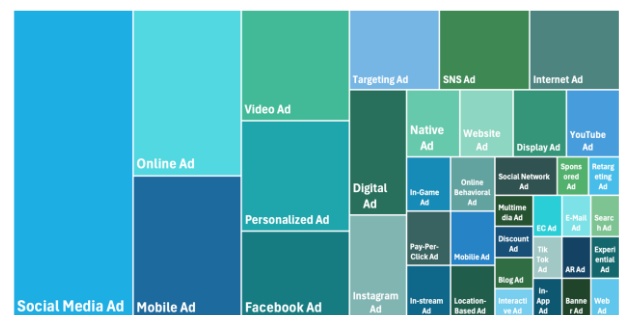


Figure 4 Trends in Publication Years of the Reviewed Literature.

Figure4 shows the types of Internet advertising studied in each paper, with the size of each area indicating how often it appeared. The most common type was Social Media Advertising, including many studies on platform-specific ads such as Facebook and Instagram. This may be due to the growth in the number of social media users and the improvement of targeting functions. The second most common type was Mobile Advertising, reflecting the shift from desktop to mobile devices as the main way people view ads. Video Advertising also accounted for a large share, linked to the spread of smartphones and the growth of video platforms.

In contrast, new formats such as AR Advertising had fewer studies, suggesting room for future research. In addition, many studies examined Personalized or Targeted Advertising, showing that discussions on privacy and personalization are becoming more active.

Figure 5 shows the change in the number of papers from 2014 to 2024. From 2014 to 2018, the number of papers stayed at around five per year, which was a low level. After that, the number rose quickly from 2019, and in 2020 it reached a record high of 30 papers. In 2021, the number went down a

little but still stayed high. In 2022, it fell to 17 papers for a short time, but in 2023 it went up again, and in 2024 more than 20 papers were found.

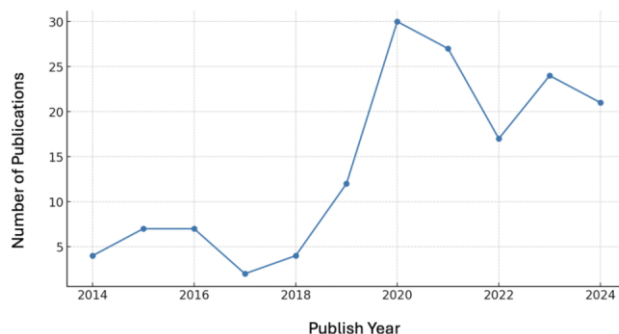


Figure 5 Trends in Publication Years of the Reviewed Literature.

The sharp rise after 2019 may be due to the growth of the digital advertising market, the spread of social media advertising, and the increase in online use caused by the COVID-19 pandemic. In 2020 in particular, there may have been a stronger need for studies about changes in ad methods and consumer behavior.

In this study, papers that used structural equation models or theory models were chosen. The increase in research during this time may show not only more case reports and tests of effects, but also more work that expanded old theories or made new theory models. Many of these studies are based on theories about ads and consumer behavior made around the year 2000, but since then the form and way of sending Internet ads have changed a lot. This may have also changed how people think, feel, and act toward ads. For this reason, recent work to expand old theories seems to aim at fitting them to today's ad world and consumer mind.

## V. CONCLUSION

In this study, a systematic literature review was conducted to combine models related to buying behavior in Internet advertising, and a comprehensive concept framework was built. While many existing review studies focus on single theories or limited types of ads, this study is unique in that it organized multiple models and variables and combined them into one framework. This framework is based on existing theories of advertising effect and consumer behavior, but it has been expanded to match the recent Internet advertising environment and changes in consumer behavior, giving it theoretical value. In addition, it makes clear how ad features and personal traits affect attitudes toward ads, brands, and products, and how these attitudes lead to buying

intention, giving useful ideas for ad planning and targeting strategies.

On the other hand, this review was limited to the period from 2014 to 2024 and used J-STAGE and Scopus as databases, so studies from other sources or languages are not reflected. In addition, by focusing only on papers that employed structural equation models or theoretical models, practical field experiments and qualitative studies were not included. Therefore, the resulting framework is merely one model that extracts and integrates factors and relationships commonly mentioned in many studies. This means that the model does not represent the only correct answer, and it should be interpreted with due consideration of its scope and underlying assumptions.

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