Contributing Factors Affecting Online AD Clicking Behavior and their Impact to Consumers' Choice

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ABSTRACT

This study examined the factors affecting online advertisement-clicking behavior and their influence on consumers' choice among respondents from Limketkai, Cagayan de Oro City, and the University of Science and Technology of Southern Philippines (USTP). Specifically, it profiled respondents according to age, gender, and social status; assessed their perceptions of consumer need, advertisement attractiveness, advertisement-clicking behavior, and consumers' choice; examined differences in advertisement-clicking behavior across consumer need and advertisement attractiveness groups; and determined the influence of consumer need and advertisement attractiveness on consumers' choice. A descriptive research design was employed using a validated self-administered questionnaire completed by 100 purposively selected respondents. Descriptive statistics, independent-samples t-tests, and simple regression analyses were used to analyze the data. The findings revealed generally low levels of consumer need, advertisement attractiveness, and advertisement-clicking behavior, whereas consumers' choice was rated at a fair level. No significant differences were observed in advertisement-clicking behavior across consumer need and advertisement attractiveness groups. However, consumer need and advertisement attractiveness significantly and positively predicted consumers' choice, with consumer need demonstrating the stronger predictive effect. The findings indicate that advertisement-clicking behavior and consumers' choice represent distinct dimensions of online consumer response and underscore the importance of consumer-centered, relevant, credible, personalized, and visually appealing advertising strategies in influencing purchasing decisions.

Keywords: online advertising; advertisement-clicking behavior; consumer choice; consumer need; advertisement attractiveness

INTRODUCTION

The internet has become an important source of information for consumers, and partly because of this trend the internet now presents a huge opportunity for advertisers who seek effective communication with their target markets. Moreover, online shopping has become a preferred mode of purchasing because of its convenience, accessibility, and ability to satisfy consumer needs efficiently (Akram et al., 2021).

On the part of advertisers, the internet has enabled them to reach a wider audience. However, this avenue of marketing is highly competitive because an increasing number of businesses have found online advertising functional and useful for achieving their objectives (Busen, Mustaffa, & Mohamad, 2016). Thus, from the perspective of businesses, understanding what captures consumers' attention may help increase sales and profitability.

Furthermore, social media platforms such as Facebook remain among the most widely used online networks worldwide. Social media has become an influential marketing channel where advertisers can engage consumers, promote products, and build brand awareness (Vejačka, 2012). According to Roberts (2013), direct advertising through Facebook and other online platforms has become a highly useful tool for advertisers. Although various concerns may affect sales performance, this study may provide valuable insights into how online marketing can better respond to consumers' needs compared with traditional shopping.

Consumers possess diverse needs that advertisers seek to address. Individuals who are unemployed, employed, or students may differ in the types of advertisements they find appealing. Questions arise regarding whether these needs influence the advertisements consumers click and whether advertisement attractiveness contributes to their purchasing choices. These challenges require advertisers to enhance their creativity, innovation, technological capabilities, and marketing strategies to remain responsive to consumer needs.

Because of these challenges, there is a need to examine the factors influencing online advertisement-clicking behavior and its impact on consumer choice. Such an investigation may provide advertisers with additional knowledge regarding how their advertisements influence consumers.

This study is anchored on five complementary theoretical perspectives that explain how online advertisements influence consumer behavior. First, the Uses and Gratifications Theory (UGT) posits that consumers are active, goal-oriented users who engage with media—including online advertisements—to satisfy specific psychological, social, and informational needs (Whiting & Williams, 2016). Second, the Cognitive Response Model emphasizes that consumers' internal responses to persuasive messages, such as supportive thoughts and counterarguments, mediate attitude formation and guide behavioral intentions (Greenwald, 1968).

Third, the AIDA Model (Attention–Interest–Desire–Action) describes the sequential process through which advertisements capture attention, generate interest, stimulate desire, and motivate action (Barry, 1987; Chandra et al., 2022). Fourth, the Message Learning Theory highlights the importance of message exposure, comprehension, acceptance, and retention in translating advertising exposure into behavioral change (McGuire, 1985). Finally, the Marketing Response Model situates consumer engagement within a broader marketing framework, linking advertising exposure and cognitive processing to measurable marketing outcomes (Zhang & Mao, 2016).

Together, these theories provide a holistic lens for understanding how consumer characteristics (e.g., age, gender, social status, and needs) and advertisement attributes (e.g., attractiveness, informativeness, interactivity, and personalization) influence online advertisement-clicking behavior and ultimately affect consumer choice. By integrating these perspectives, this study addresses gaps in digital advertising research, including the effects of demographic and motivational moderators, the role of interactive advertising formats, and the translation of online engagement into actual consumer decisions within a developing-country context.

Guided by this theoretical framework, the study examines the contributing factors influencing online advertisement-clicking behavior and their effects on consumer choice. Specifically, it aims to: (1) profile respondents according to age, gender, and social status; (2) assess respondents' perceptions regarding consumer need, responsiveness to advertisement attractiveness, advertisement-clicking behavior, and consumer' choice; (3) examine differences in advertisement-clicking behavior across groups categorized by consumer need and advertisement attractiveness; and (4) determine the impact of consumer need and advertisement attractiveness on product choice.

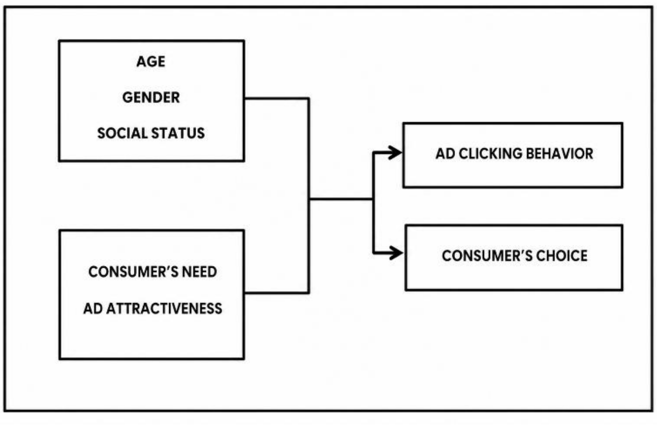

Figure 1. Schematic Diagram Showing the Relationship of Variables

Prior research indicates that age influences the type of advertisements consumers view and click, and may affect purchase decisions. Younger consumers tend to be more influenced by brand image and digital content than older, more experienced buyers (Hwang &King (2018). Similarly, social status may affect whether consumers engage with advertisements and proceed to purchase products. Socioeconomic factors have been shown to influence online consumer behavior and purchase intentions (Aljukhadar, Senecal, & Daoust, 2021).

Gender differences have also been reported in online consumer behavior. Research suggests that males and females differ in their responses to online advertising, information search behavior, and purchase decision-making processes (Ditmar, Long & Meek, 2004).

The importance of consumer need has likewise been established. Consumers experiencing stronger needs are more likely to respond positively to advertisements that appear relevant to fulfilling those needs (Tran & Strutton, 2020; Akram et al., 2021).

In addition, advertisement attractiveness—including visual design, aesthetic appeal, and informativeness—plays a significant role in influencing online behavior. Visually appealing advertisements have been found to increase consumer engagement and click-through behavior (Biswas, 2024). Furthermore, interactive and personalized advertising content has been shown to strengthen consumer engagement and improve brand-related outcomes (Lou & Yuan, 2019).

On the broader advertising landscape, the shift toward online and mobile advertising has introduced new dynamics in consumer behavior. Digital advertising enables marketers to track campaign effectiveness in real time and rapidly adjust strategies based on consumer responses (Alalwan et al. 2017). Research further demonstrates that credible, informative, interactive, and personalized online advertisements exert a stronger influence on consumer purchase intentions and buying behavior (Boateng & Okoe, 2015; Dehghani et al., 2016).

While earlier frameworks such as Uses and Gratifications Theory emphasized active audiences and individual motivations for media use (Katz et al., 1973), contemporary studies situate online advertisement-clicking behavior and consumer choice within evolving digital ecosystems characterized by social media engagement, personalization, and data-driven marketing strategies (Li, Larimo, & Leonidou, 2021).

Taken together, these studies underscore that consumers' advertisement-clicking behavior is influenced by demographic factors (age, gender, and social status), psychological factors (needs and motivations), and advertisement characteristics (attractiveness, informativeness, and interactivity). However, much of the existing literature has focused broadly on digital advertising effectiveness. Fewer studies have explicitly examined how these factors collectively influence both advertisement-clicking behavior and consumer choice within a developing-country context. Hence, this study seeks to address this gap.

METHODOLOGY

Research Design

This study employed a **descriptive research design** (Creswell & Creswell, 2018**)** to examine the contributing factors influencing online advertisement–clicking behaviour and their impact on consumer choice. The design involved **hypothesis formulation and testing** and applied **inductive–deductive reasoning** to derive generalizable insights. The approach allows for a systematic **description and analysis** of key factors affecting online consumer behaviour, ensuring that procedures and variables are clearly defined for **replicability**.

Setting and Participants

The study was conducted within **Lim Ketkai, Cagayan de Oro City**, and at the **University of Science and Technology of Southern Philippines (USTP), Cagayan de Oro City**. Participants were selected based on their relevance to the study objectives, representing consumers who interact with online advertisements within these settings.

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Sample Size Determination

A **purposive sampling technique** was employed to select respondents who met the inclusion criteria, resulting in a total sample of **100 participants**. This approach ensured that the sample was appropriate for analyzing factors affecting ad-clicking behaviour and consumer choice.

Instrumentation

Data were collected using a **self-administered survey questionnaire**, which was **validated and revised** prior to deployment. The questionnaire consisted of four sections:

1. **Demographic Profile** – age, gender, and social status of respondents.
2. **Consumer Need** – assessed perceived product/service need influencing ad engagement.
3. **Ad Attractiveness** – measured the appeal and visual effectiveness of online advertisements.
4. **Ad-Clicking Behaviour and Consumer Choice** – evaluated frequency of ad engagement and subsequent product selection.

Respondents indicated their answers using a **four-point Likert-type scale**: A = At all times, B = Most of the time, C = Sometimes, and D = Never. All responses were treated with **strict confidentiality**.

Test Administration and Data Gathering

Respondents were gathered in designated areas within the study settings, and the **consent statement** was read aloud to ensure participants understood their rights and the confidentiality of responses. Participants were given instructions for completing all sections of the questionnaire and were allowed to raise questions for clarification. The self-administered questionnaires were collected immediately after completion to ensure completeness and accuracy of the data.

Statistical Treatment

Data were analyzed using appropriate **descriptive and inferential statistical procedures**. Descriptive statistics, including **means and percentages**, summarized respondent characteristics and variables. Inferential analyses, such as **t-tests, F-tests, and multiple linear regression**, were conducted to examine significant differences and assess the **impact of independent variables** (consumer need and ad attractiveness) on **dependent variables** (ad-clicking behaviour and consumer choice) (Gravetter, et. al., 2024).

RESULTS AND DISCUSSION

Table 1 presents the age characteristics of the respondents. The study involved 100 participants from Lim Ketkai, Cagayan de Oro City, and the University of Science and Technology of Southern Philippines (USTP), Cagayan de Oro City. Respondents' ages were classified into seven groups: 16–20, 21–25, 26–30, 31–35, 36–40, 41–45, and 46–50 years, with all age ranges represented. The youngest participant was 16 years old, while the oldest was 50 years old.

Analysis of the distribution revealed that **42%** of respondents were aged **16–20 years**, followed by **26%** in the **21–25** age group, and **23%** in the **26–30** age range, indicating a predominance of younger participants within the sample.

Table 1 Characteristics of the Respondents in terms of Age

Age	Frequency	%
16 - 20	42	42.00
21 - 25	26	26.00

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26 - 30	23	23.00
31 - 35	5	5.00
36 - 40	1	1.00
41 - 45	1	1.00
46 - 50	2	2.00
TOTAL	**100**	**100.00**

The predominance of younger respondents (65% in the 16–30 range) suggests that the sample is skewed toward early-adult consumers, which may influence online ad-clicking behavior and consumer choice. Younger consumers have been shown to be more responsive to digital marketing stimuli due to greater familiarity with online media and digital technologies (Priporas, Stylos, & Fotiadis, 2017). Given this age composition, interpretation of ad-clicking behavior should consider generational differences in digital engagement. The evidence underscores the importance of age as a demographic variable in online consumer research, although some studies suggest that demographic variables may only partially moderate the effects of digital marketing strategies on consumer behavior (Martins et al., 2019).

Table 2 presents the gender distribution of the respondents. The data indicate a higher proportion of female participants (55%) compared to male participants (45%).

Table 2 Distribution of the Respondents by Gender

Gender	**Code**	**Frequency**	**%**
Male	1	45	45.00
Female	2	55	55.00
TOTAL		**100**	**100.00**

With a modest female majority, gender differences may influence ad-click behavior and consumer choice. Previous research has shown differences in online buying behavior across genders, with women often engaging more extensively in information search and evaluation before making purchase decisions (Ditmar, Long & Meek (2004). However, other studies suggest that gender may not significantly moderate the influence of digital marketing content on purchase intention (Martins et al., 2019). In this study, the gender balance is relatively close, reducing the risk of gender bias in interpreting results while still recognizing gender as a relevant demographic factor.

Table 3 illustrates the distribution of respondents by societal status. Participants were classified as working or non-working, with the working group representing 51% and the non-working group comprising 49% of the sample.

Table 3 Distribution of the Respondents by Societal Status

STATUS	**Code**	**Frequency**	**%**
Working	1	51	51.00
Non-Working	2	49	49.00
TOTAL		**100**	**100.00**

The nearly even split between working and non-working participants indicates diversity in employment status. Socioeconomic characteristics have been found to influence online consumer behavior, purchasing decisions, and responses to digital advertisements (Aljukhadar & Senecal, 2021). This context suggests that employment status may influence ad-clicking behavior or consumer choice, and the balanced sample provides an opportunity to explore differences between working and non-working respondents.

Table 4 presents respondents' perceptions of their level of consumer needs. The majority of participants (58%) reported a low perception of need, followed by 35% who rated their needs at a fair level, and 7% who perceived their needs as good. Analysis of the indicators further shows that respondents generally rated their consumer needs at a low level, with a mean score of 1.81.

Table 4 Distribution of Respondents by levels of Consumers' Needs

Score Range	Frequency	%	Descriptions
3.70 - 4.00	0	0.00	Very Good
2.80 - 3.69	7	7.00	Good
1.90 - 2.79	35	35.00	Fair
1.00 - 1.89	58	58.00	Poor
TOTAL	**100**	**100.00**	

Mean = 1.81 SD = .61 Description = Poor

Indicators	Mean	Description
I feel that my situation highly needs the product	1.88	Poor
I find the product useful	2.01	Fair
The product is one of my basic needs	1.78	Poor
I feel the sense of urgency of getting the product	1.59	Poor
I feel that the product may satisfy my need	1.77	Poor

The finding that a majority of respondents perceive their consumer need as low is notable. It may imply that many respondents do not feel strong product or service needs, which could reduce the likelihood of advertisement engagement or purchasing behavior.

Previous studies indicate that consumer needs and motivations are important predictors of purchase intentions and responses to online marketing stimuli (Akram et al., 2021; Tran & Strutton, 2020). In this sample, the low mean score suggests weak motivational drivers among respondents, which may partly explain the low ad-clicking behavior observed later. This finding suggests that marketers should emphasize need recognition and problem-solving benefits in advertising campaigns to increase engagement.

Table 5 presents the distribution of respondents' perceptions regarding ad attractiveness. The results indicate that 50% of respondents rated ad attractiveness at a low level, 39% perceived it as fair, and 11% rated it as good. Analysis of the indicators shows that, overall, respondents' perceptions were generally at a fair level, with an average mean score of 1.92.

Table5 Distribution of Respondents in terms Perception on Ad Attractiveness

Score Range	Frequency	%	Descriptions
3.70 - 4.00	0	0.00	Very Good
2.80 - 3.69	11	11.00	Good
1.90 - 2.79	39	39.00	Fair

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1.00 - 1.89	50	50.00	Poor
TOTAL	**100**	**100.00**	

Mean = 1.9 SD = .56 Descriptions = Fair

Indicators	Mean	Descriptions
Products are colorful with exiting graphics and appealing taglines	2.01	Fair
Products looks satisfying	2.00	Fair
The product gives an offer I can't refuse including delivery offers	1.67	Poor
The products state what I can benefit from them	2.00	Fair
Personalities endorsing the product suit my appeal	1.92	Fair

Findings show that half of the respondents perceived advertisements as poorly attractive, which could undermine advertising effectiveness. Research demonstrates that advertisement attractiveness, particularly visual appeal and creative design, significantly influences consumer responses and engagement (Dehghani, et al., 2016). Furthermore, visually appealing advertisements have been shown to increase click-through behavior and consumer attention (Biswas, Abell, & Chacko, 2024). The low attractiveness ratings observed in this study suggest opportunities for marketers to improve advertisement design, creativity, and visual appeal. The findings also highlight the importance of attractiveness as a critical determinant of ad-clicking behavior and consumer choice.

Table 6 presents respondents' perceptions of their ad-clicking behavior. The data indicate that 69% of respondents rated their ad-clicking behavior as poor, 26% as fair, and 5% as good. Analysis of the indicators further shows that overall, respondents' ad-clicking behavior is considered poor, with a total mean score of 1.48.

Table 6 Distribution of Respondents in terms of level of Ad Clicking Behavior

Score Range	Frequency	%	Descriptions
3.70 - 4.00	0	0.00	Very Good
2.80 - 3.69	5	5.00	Good
1.90 - 2.79	26	26.00	Fair
1.00 - 1.89	69	69.00	Poor
TOTAL	100	100.00	

Mean = 1.48 SD = .702 Descriptions = Poor

Indicators	Mean	Descriptions
I really made an effort to search for advertising sites	1.45	Poor
I frequently check the web related to ads to check that could respond my needs	1.41	Poor
I frequently click ads that attract my attention	1.60	Poor
I spend much time to view the full offer of products	1.56	Poor
I find a way to relate with any customer service representatives to help me explain more about the product	1.36	Poor

The low level of self-reported ad-clicking behavior is consistent with the low perceived need and low attractiveness ratings observed earlier. Limited motivation combined with low advertisement attractiveness may result in reduced engagement. Previous research suggests that advertisement informativeness, relevance, and credibility significantly influence consumers' clicking behavior and engagement with online advertisements (Brackett & Carr, 2001; Dehghani, et. al., 2016). The low engagement observed in this sample raises questions regarding barriers to online advertising effectiveness, such as advertisement avoidance, information overload, and digital fatigue.

Table 7 **presents the distribution of respondents' perceptions regarding consumer choice.** The results show that **54%** of respondents rated their consumer choice at a **poor level**, **34%** at a **fair level**, and **12%** at a **good level**. Analysis of the indicators further indicates that, overall, respondents' perceptions of consumer choice were generally **fair**, with a total mean score of **1.92**.

Table 7 Distribution of Respondents in terms of level of Consumers' Choice

Score Range	Frequency	%	Descriptions
3.70 - 4.00	0	0.00	Very Good
2.80 - 3.69	12	12.00	Good
1.90 - 2.79	34	34.00	Fair
1.00 - 1.89	54	54.00	Poor
TOTAL	**100**	**100.00**	

Mean = 1.88 sd = .63 Descriptions = Poor

Indicators	Mean	Descriptions
I am assured of the quality of the product	2.05	Fair
I am assured of satisfaction when I buy the product	1.95	Fair
The product/s is/are highly recommended by people I know well	1.90	Fair
I plan to buy the product	1.87	Poor
I feel convinced to actually buy the product	1.62	Poor

The relatively low self-reported level of consumer choice suggests that many respondents do not perceive themselves as active decision-makers in response to advertisements. This may reflect low purchase intention or limited influence of advertisements on consumer decisions. Research indicates that effective digital advertising contributes to purchase intention, consumer engagement, and behavioral outcomes (Li, Larimo, & Leonidou, 2021; Boateng & Okoe, 2015). The findings suggest that low advertisement engagement may translate into weaker perceptions of consumer choice and purchasing influence.

Table 8 presents the test statistics on the significant difference in respondents' ad-clicking behavior when grouped according to consumers' need. Respondents were classified into Good and Fair (n = 42) and Poor (n = 58). Results showed that respondents with higher levels of consumer need obtained a slightly higher mean ad-clicking behavior (M = 1.56) than those with lower consumer need (M = 1.43). However, the difference was not statistically significant (t = 1.34, p > .05).

Table 8 Distribution of Test Statistics on the Significant Difference in Respondents' Ad-Clicking Behavior When Grouped According to Consumers' Need

Dependent Variable	Consumers' Need		T Value
	Good & Fair n=42	Poor n=58	

	X	Desc	X	Desc	
Ad Clicking Behavior	1.56	P	1.56	P	1.34ns

F= Fair P= Poor ns = not significant

Although respondents who perceived greater consumer need tended to report slightly more advertisement engagement, the magnitude of the difference was insufficient to conclude that consumer need alone influences advertisement-clicking behavior. The findings suggest that online advertisement engagement depends on multiple interacting factors rather than solely on consumers' perceived needs. Message relevance, credibility, personalization, and informativeness may collectively determine whether consumers choose to interact with online advertisements (Dehghani et al., 2016; Chandra et al., 2022).

These results imply that marketers should not rely exclusively on stimulating consumer needs but should also develop advertisements that deliver relevant, useful, and personalized information to encourage consumer engagement.

Table 9 presents the test statistics on the significant difference in respondents' ad-clicking behavior when grouped according to advertisement attractiveness. Respondents who perceived advertisements as more attractive obtained a mean ad-clicking behavior score of 1.53, while those who perceived advertisements as less attractive obtained a mean of 1.43. The independent-samples t-test showed that the difference was not statistically significant ($t = 0.99$, $p > .05$).

Table 9 Distribution of Test Statistics on the Significant Difference in the Respondents' Ad Clicking Behavior When Grouped According to Ad Attractiveness

Dependent Variable	Ad Attractiveness				T- Value
	Good & Fair n=50		Poor n=50		
	X	Desc	X	Desc	
Ad Clicking Behavior	1.53	P	1.43	P	0.99ns

F= Fair P= Poor ns = not significant

The findings indicate that although visually attractive advertisements may draw initial attention, attractiveness alone does not necessarily encourage consumers to click online advertisements. Consumers appear to evaluate advertisements using broader criteria, including message relevance, usefulness, credibility, and personalization before deciding to engage. These findings support previous studies emphasizing that online advertising effectiveness depends on a combination of advertising characteristics rather than visual appeal alone (Duffett, 2015; Dehghani et al., 2016; Chandra et al., 2022).

The results suggest that advertisers should complement attractive advertisement designs with meaningful and personalized content that addresses consumers' interests and needs to improve online engagement.

Table 10 presents the simple regression analysis examining the impact of consumers' need on consumers' choice. The regression model, $\hat{Y} = 0.602 + 0.64X_1$, was found to be highly significant ($F = 73.84$, $p < .001$), indicating that consumers' need is a significant predictor of consumers' choice. The intercept ($\alpha = 0.602$) indicates the estimated level of consumers' choice when consumers' need is zero. The regression coefficient ($\beta = 0.64$) shows that for every one-unit increase in consumers' need, consumers' choice is expected to increase by 0.64 units. Furthermore, the correlation coefficient ($r = 0.65$) indicates a moderately strong positive relationship between consumers' need and consumers' choice. The adjusted R^2 value of 0.43 suggests that approximately 43% of the variation in consumers' choice is explained by consumers' need, while the remaining 57% may be attributed to other variables not included in the present study.

Table 10 Test of the Significant Impact of Consumers' Need on Consumers' Choice Through Simple Regression Analysis

Independent Variable (x)	Dependent Variable (y)	Regression Model	F	Significance
Consumers' Need	Consumers' Choice	$\hat{Y}=0.602 + 0.64x_1$	73.84**	Highly significant

Multiple r = 0.65 Constant = 0.602 F value = 73.84
Adjusted r^2 = 0.43 Beta Coefficient = 0.64
Level of Significance = highly significant Probability Value = .0000913

The findings indicate that consumers who perceive stronger needs for products or services are more likely to make favorable purchasing decisions. This supports the proposition that consumer needs serve as an important motivational force that drives decision-making and purchase behavior. However, the adjusted R^2 value also indicates that consumer choice is influenced by additional factors beyond consumer need, including product information, trust, price, brand reputation, and personalization. These findings are consistent with Akram et al. (2021), who reported that consumers' needs and motivations significantly influence online purchase intentions, and with Hanaysha (2022), who found that consumers' purchase decisions are strongly influenced by perceived value, trust, and marketing-related factors that satisfy consumers' needs. Likewise, the findings are consistent with the Stimulus–Organism–Response framework, which explains that consumers' internal needs and evaluations influence their behavioral responses during the purchasing process (Mehrabian & Russell, 1974).

Table 11 presents the simple regression analysis examining the impact of advertisement attractiveness on consumers' choice. The regression model, $\hat{Y} = 1.078 + 0.45X_1$, was found to be highly significant ($F = 32.61$, $p < .001$), indicating that advertisement attractiveness significantly predicts consumers' choice. The intercept ($\alpha = 1.078$) represents the estimated level of consumers' choice when advertisement attractiveness is zero. The regression coefficient ($\beta = 0.45$) indicates that for every one-unit increase in advertisement attractiveness, consumers' choice is expected to increase by 0.45 units. The correlation coefficient ($r = 0.50$) demonstrates a moderate positive relationship between advertisement attractiveness and consumers' choice. Moreover, the adjusted R^2 value of 0.24 indicates that advertisement attractiveness explains approximately 24% of the variance in consumers' choice, while the remaining 76% is attributable to other variables not examined in this study.

Table 11 Test of the Significant Impact of Ad Attractiveness on Consumers' Choice Through Simple Regression Analysis

Independent Variable (x)	Dependent Variable (y)	Regression Model	F	Significance
Ad Attractiveness	Consumers' Choice	$\hat{Y}=1.078 + 0.45x_1$	32.61 **	Highly significant

Multiple r = 0.50 Constant = 1.078 F value = 32.61
Adjusted r^2 = 0.24 Beta Coefficient = 0.45
Level of Significance --> highly significant P value = 0.00000000424

The findings suggest that visually appealing advertisements positively influence consumers' purchasing decisions, although their effect is more moderate than that of consumers' need. The relatively lower adjusted R^2 indicates that advertisement attractiveness alone cannot fully explain consumer choice and should be complemented by other important factors such as relevance, credibility, informativeness, personalization, and perceived value. These findings are consistent with Nguyen et al. (2022), who reported that advertisement quality and attractiveness positively affect consumers' purchase intentions when combined with relevant advertising content. Similarly, Boateng and Okoe (2015) concluded that attractive online advertisements enhance consumer engagement but are more effective when accompanied by trust and persuasive information. The findings also support the Elaboration Likelihood Model, which suggests that visual appeal may initially attract consumers' attention, but enduring purchase decisions depend on meaningful message processing and evaluation (Petty & Cacioppo, 1986).

CONCLUSION

This study examined the factors influencing online advertisement-clicking behavior and their impact on consumers' choice by profiling respondents according to age, gender, and social status; assessing their perceptions of consumer need, advertisement attractiveness, advertisement-clicking behavior, and product choice; determining differences in advertisement-clicking behavior across consumer need and advertisement attractiveness groups; and evaluating the influence of consumer need and advertisement attractiveness on consumers' choice. The findings showed that the respondents were predominantly young adults with relatively balanced gender and employment distributions. Overall, respondents reported low levels of consumer need, advertisement attractiveness, and advertisement-clicking behavior, whereas consumers' choice was rated at a fair level, indicating generally limited engagement with online advertisements.

The inferential analyses further revealed that advertisement-clicking behavior did not differ significantly across groups with varying levels of consumer need and advertisement attractiveness, suggesting that these factors alone are insufficient to explain consumers' engagement with online advertisements. In contrast, both consumer need and advertisement attractiveness significantly and positively predicted consumers' choice, with consumer need demonstrating the stronger predictive effect. These findings indicate that advertisement-clicking behavior and consumers' choice represent distinct dimensions of online consumer behavior. While clicking behavior appears to depend on multiple contextual and message-related factors, purchasing decisions are more strongly influenced when advertisements address consumers' needs and present information that is relevant, credible, and visually appealing.

The study extends the current understanding of digital advertising by demonstrating that variables associated with advertisement engagement do not necessarily translate directly into clicking behavior but may substantially influence consumers' purchasing decisions. This distinction contributes to consumer behavior and digital marketing literature by highlighting the different mechanisms underlying online engagement and consumer choice. From a practical perspective, marketers should adopt consumer-centered advertising strategies that integrate need recognition, personalization, credibility, and effective visual design rather than relying solely on aesthetic appeal to improve marketing outcomes. Future research should employ larger and more diverse samples, incorporate additional predictors such as advertisement credibility, perceived value, brand trust, and interactivity, and apply longitudinal or experimental research designs to establish stronger evidence regarding the causal relationships among online advertising, consumer engagement, and purchasing behavior.

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