

## The Impact of Digital Advertising Fatigue on Consumer Engagement and Purchase Intention at Navora Ads

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### Abstract

Digital advertising has become one of the most widely used tools for building brand visibility and influencing consumer behaviour, but the growing frequency and repetition of online advertisements has given rise to digital advertising fatigue among consumers. This study examines the impact of digital advertising fatigue on consumer engagement and purchase intention among digital platform users exposed to advertising by Navora Ads Pvt. Ltd., a digital-first advertising and marketing company. A descriptive, quantitative research design was adopted. Primary data were collected using a structured questionnaire covering demographic profile, digital advertising exposure, digital advertising fatigue, consumer engagement, and purchase intention, measured on a five-point Likert scale; 112 valid responses were analysed. Descriptive statistics, reliability analysis (Cronbach's Alpha), Chi-square tests, one-way ANOVA, and Pearson correlation were used to examine the data. Findings show that respondents experience a moderate level of digital advertising exposure and fatigue, and are least likely to actively engage with advertisements through likes, comments, or shares, although they pay greater attention to advertisements that are relevant to their interests. Advertising fatigue itself did not show a statistically significant relationship with purchase intention, but attention to relevant, personalised advertisements was significantly and positively related to purchase likelihood. The study recommends that Navora Ads and similar digital advertisers prioritise advertisement relevance and personalisation, introduce more interactive content formats, and moderate advertisement frequency to reduce fatigue while sustaining engagement and purchase intention.

**Keywords:** Digital Advertising Fatigue, Consumer Engagement, Purchase Intention, Digital Marketing, Navora Ads.

### Introduction

The rapid growth of the internet, smartphones, and social media platforms has transformed how organisations communicate with consumers. Digital advertising — delivered through platforms such as Instagram, YouTube, Facebook, and LinkedIn — enables businesses to reach large audiences instantly, at lower cost and with greater targeting precision than traditional media such as print, radio, or television. As a result, digital advertising has become an essential component of modern marketing strategy.

However, the same technologies that enable precise, high-frequency targeting have also produced a growing problem of advertising saturation. When consumers are repeatedly exposed to the same or excessive promotional messages, they may become mentally exhausted, irritated, or disinterested — a condition known as digital advertising fatigue. Fatigued consumers are more likely to ignore advertisements, skip promotional content, or install ad-blocking software, which reduces the effectiveness of digital marketing campaigns and can weaken both consumer engagement (the level of

interaction and involvement consumers have with brand content) and purchase intention (the likelihood that a consumer will buy an advertised product).

This study is based on Navora Ads Pvt. Ltd., a digital-first advertising and marketing company that helps businesses build brand awareness and customer engagement through social media advertising, search engine marketing, display advertising, content creation, and campaign management. Since Navora Ads' own client campaigns rely heavily on repeated digital exposure to reach audiences, understanding how consumers experience advertising fatigue — and how it relates to their engagement and purchasing behaviour — is of direct strategic relevance. This study uses primary survey data from 112 digital platform users to examine this relationship.

### **Problem Statement**

Organisations increasingly rely on digital advertising to build brand awareness and communicate with customers, but the increasing frequency and repetition of digital advertisements has created new challenges. Consumers exposed to excessive promotional messages may become irritated or fatigued, leading them to ignore advertisements, skip content, or develop negative attitudes toward brands — which in turn can reduce consumer engagement and discourage purchase decisions. Despite the rapid growth of digital advertising, many organisations continue to increase advertisement frequency without fully understanding its effect on consumer behaviour. This study examines whether digital advertising fatigue affects consumer engagement and purchase intention, and the extent of that influence, to help organisations design more balanced, consumer-friendly advertising strategies.

### **Need for the Study**

- Helps marketers understand how repeated exposure to digital advertisements affects consumer attitudes and behaviour.
- Provides insight into the relationship between advertising fatigue, consumer engagement, and purchase intention.
- Helps identify the frequency and format of digital advertisements that maximise engagement without causing fatigue.
- Supports marketers, brand managers, and digital agencies such as Navora Ads in designing more effective and consumer-friendly advertising strategies.

### **Objectives of the Study**

#### **Primary Objective**

To examine the impact of digital advertising fatigue on consumer engagement and purchase intention among digital platform users.

#### **Specific Objectives**

- To study the level of digital advertising exposure and fatigue experienced by consumers, including their perceptions of digital advertisements and the platforms they use most frequently.
- To analyse the relationship between digital advertising fatigue and consumer engagement with digital advertisements.
- To examine the impact of digital advertising fatigue on consumers' purchase intention and identify the factors that most strongly influence it.

### **Scope of the Study**

The study analyses the impact of digital advertising fatigue on consumer engagement and purchase intention among consumers who actively use digital platforms such as Instagram, YouTube, Facebook, and LinkedIn and are regularly exposed to digital advertisements. It covers digital advertising exposure, digital advertising fatigue, consumer engagement, and purchase intention, using primary data collected from 112 respondents through a structured questionnaire. The findings are intended to be useful for business organisations, digital marketers, advertising agencies such as Navora Ads, researchers, and academicians in designing more effective, consumer-friendly digital advertising strategies.

### Review of Literature

**Todri, Ghose, and Singh (2020):** Repeated digital advertisements can improve brand awareness, but excessive repetition creates annoyance and encourages ad-blocking.

**Zhang, Xiao, and Nicholson (2020):** Excessive visual complexity and information overload increase consumers' cognitive burden and reduce advertisement effectiveness.

**Tripathi, Jain, Pandey, Merchant, and Ambika (2021):** Repeated exposure gradually reduces cognitive attention and emotional involvement with advertising, weakening long-term brand relationships.

**Knoll, Matthes, and Heiss (2021):** Advertisement relevance matters more than frequency in shaping purchase intention; repetitive social media ads reduce satisfaction.

**Giombi, Viator, Hoover, Tzeng, Sullivan, O'Donoghue, Southwell, and Kahwati (2022):** A review of 32 studies found interactive advertising improves engagement only when simple and relevant; excessive interactivity reduces attention and recall.

**Habib, Hamadneh, and Hassan (2022):** Digital marketing improves purchase intention through engagement and brand image, but excessive promotional content can undermine engagement.

**Hollebeek, Sarstedt, Menidjel, Sprott, and Urbonavicius (2023):** Consumer engagement is cognitive, emotional, and behavioural; declining engagement often signals early advertising fatigue.

**Jebarajakirthy, Maseeh, Shankar, Arli, and Pentecost (2023):** Frequent, repetitive mobile advertisements create irritation and avoidance even when individual advertisements are well targeted.

**Su, Feng, Wang, and Wu (2024):** Information overload in short-video advertisements reduces processing fluency and lowers purchase intention.

**Jerath and Miller (2024):** Excessive personalisation based on user tracking increases privacy concerns and perceived intrusion among consumers.

**Serafimovska, Kitanovikj, Peovski, and Cvetkoska (2025):** Digital fatigue significantly affects online purchase decisions, distinct from the effect of rational product evaluation.

**Abdalla, Faizal, Menon, and Mohammed (2025):** Repetitive promotional content weakens engagement, while interactive, authentic content strengthens consumer trust and participation.

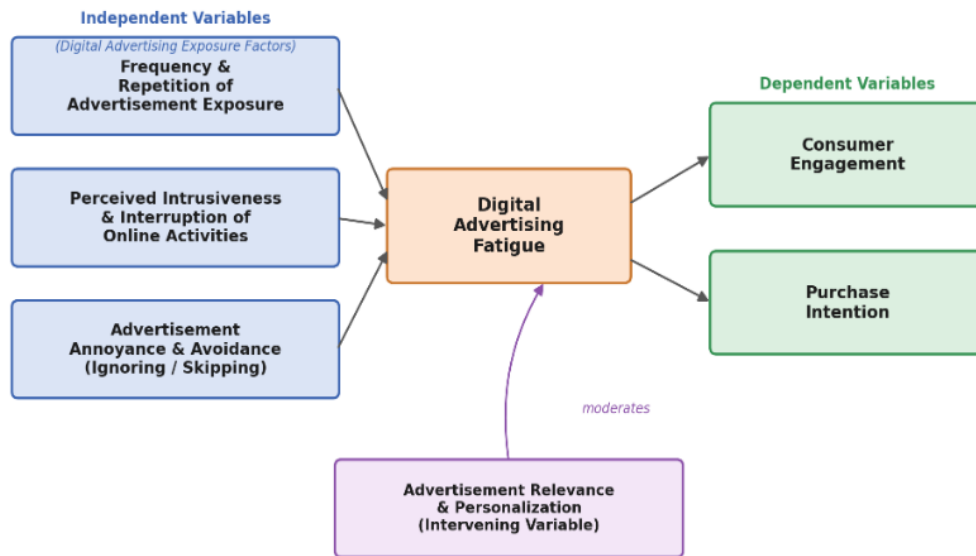
Collectively, the literature indicates that advertisement relevance, personalisation, and appropriate frequency rather than sheer exposure determine whether digital advertising sustains or erodes consumer engagement and purchase intention.

### Research Gap

Existing research has largely examined individual factors — frequency, personalisation, intrusiveness, or privacy concerns — in isolation, and has focused mainly on developed, mature digital markets, with comparatively limited empirical evidence from emerging markets such as India, where digital adoption and social media consumption are growing rapidly. Most studies also measure immediate responses such as clicks or recall, with fewer examining how advertising fatigue relates jointly to consumer engagement and purchase intention within a single, brand-specific study. This study addresses that gap by generating brand-specific, empirical evidence from users exposed to Navora Ads' digital advertising.

### Conceptual Framework

Building on the literature reviewed above, this study's conceptual framework treats digital advertising exposure — specifically the frequency and repetition of advertisements, their perceived intrusiveness, and the annoyance and avoidance behaviour they generate — as the independent factors contributing to Digital Advertising Fatigue. Fatigue, in turn, is expected to influence two dependent outcomes: Consumer Engagement and Purchase Intention. Advertisement Relevance and Personalisation is included as an intervening variable, since the study's own correlation results indicate that relevance shapes how fatigue translates into consumer response. This framework guided the design of the questionnaire and the analysis presented in Section 10.



**Figure 1: Conceptual Framework of the Study**

### Research Methodology

- **Research Design & Approach**

A descriptive, quantitative research design was adopted to examine consumers' existing opinions, attitudes, and behaviour regarding digital advertising fatigue, consumer engagement, and purchase intention, without manipulating any variables.

- **Sources of Data**

Primary data were collected directly from respondents using a structured questionnaire consisting of demographic questions and five-point Likert-scale statements. Secondary data were collected from books, journals, research articles, company websites, and other reliable online sources related to digital advertising and consumer behaviour.

- **Sample & Sampling Technique**

The study adopted the convenience sampling technique, with respondents selected based on their availability and willingness to participate. The sampling unit comprised consumers who actively use digital platforms such as Instagram, YouTube, Facebook, and LinkedIn and are regularly exposed to digital advertisements. The questionnaire was administered online via Google Forms; 112 valid responses were received and used for analysis.

- **Research Instrument**

A structured questionnaire of 25 questions was used, divided into five sections: Demographic Profile, Digital Advertising Exposure, Digital Advertising Fatigue, Consumer Engagement, and Purchase Intention. Responses were measured on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

- **Statistical Tools**

- Descriptive Statistics — frequencies, percentages, means, and standard deviations.
- Reliability Analysis (Cronbach's Alpha) — internal consistency of the questionnaire.
- Chi-square Test — association between demographic variables and advertising-related behaviour.
- One-Way ANOVA — differences in fatigue and annoyance across groups.
- Pearson Correlation — strength and direction of relationships between key variables.

- **Limitations of the Study**

- The study is limited to 112 respondents, selected through convenience sampling.
- The findings are based on respondents' opinions at the time of the survey.
- The study focuses only on digital advertising fatigue, consumer engagement, and purchase intention.

### Data Analysis and Discussion

- **Demographic Profile of Respondents (n = 112)**

**Table 1: Demographic and Usage Profile of Respondents**

| Demographic Variable  | Category                           | Percentage     |
|-----------------------|------------------------------------|----------------|
| Age                   | 20–25 yrs: 49.1%; 26–30 yrs: 24.1% | 73.2% combined |
| Gender                | Male: 83.9%; Female: 16.1%         | —              |
| Occupation            | Student                            | 54.5%          |
| Time spent online/day | 4–6 hours (largest group)          | 42.9%          |
| Most-used platform    | Instagram                          | 69.6%          |

The sample is dominated by young adults aged 20–30 (73.2% combined) and is largely male (83.9%). Students form the majority of respondents (54.5%), most of whom spend 4–6 hours online daily, and Instagram is by far the most frequently used platform (69.6%), confirming it as the primary channel through which respondents encounter digital advertisements.

- **Reliability of the Questionnaire**

The 20 Likert-scale items covering advertising exposure, fatigue, engagement, and purchase intention recorded a Cronbach's Alpha of 0.801 (n = 112), indicating good internal consistency and confirming the questionnaire was a reliable instrument for further statistical analysis.

- **Descriptive Statistics of Key Items**

**Table 2: Descriptive Statistics of Key Study Items (n = 112)**

| Statement                                                       | Mean | Std. Dev. |
|-----------------------------------------------------------------|------|-----------|
| I pay attention to advertisements relevant to my interests      | 3.62 | 0.883     |
| I feel tired of seeing too many digital advertisements          | 3.42 | 0.856     |
| I often ignore digital advertisements                           | 3.38 | 0.893     |
| I skip advertisements whenever possible                         | 3.31 | 1.023     |
| I am likely to purchase products advertised online              | 3.38 | 0.969     |
| Digital advertisements influence my purchase decisions          | 3.21 | 0.905     |
| I engage with advertisements through likes, comments, or shares | 2.99 | 0.915     |

Mean scores across all 20 items ranged from 2.99 to 3.62, indicating a generally moderate level of agreement. Respondents most strongly agreed that they pay attention to relevant advertisements (Mean = 3.62), while active engagement through likes, comments, or shares recorded the lowest mean (2.99) — the only item below the scale midpoint — indicating that passive attention, rather than active interaction, characterises most respondents' behaviour toward digital advertisements.

- **Chi-Square and ANOVA Results**

**Table 3: Chi-Square and ANOVA Test Results**

| Test       | Variables                              | Result          | p-value |
|------------|----------------------------------------|-----------------|---------|
| Chi-square | Age × Ads influence purchase decisions | Not significant | 0.171   |
| Chi-square | Gender × Skipping advertisements       | Not significant | 0.688   |
| ANOVA      | Advertising fatigue × Age group        | Not significant | 0.929   |
| ANOVA      | Ad annoyance × Most-used platform      | Significant     | 0.049   |

Advertising fatigue and its influence on purchase decisions did not vary significantly by age or gender, suggesting these responses are fairly consistent across demographic groups. However, perceived annoyance with advertisements did differ significantly across the platform respondents used most (p = 0.049), indicating that the platform itself shapes how intrusive advertisements feel.

- **Correlation Analysis**

**Table 4: Pearson Correlation Results**

| Relationship                                                       | r     | p-value | Result                 |
|--------------------------------------------------------------------|-------|---------|------------------------|
| Ad fatigue ↔ Willingness to purchase advertised products           | 0.095 | 0.318   | Not significant        |
| Attention to relevant ads ↔ Purchase likelihood (personalised ads) | 0.270 | 0.004   | Significant (positive) |

Feeling tired of digital advertisements was not significantly correlated with reduced willingness to purchase ( $r = 0.095$ ,  $p = 0.318$ ), indicating fatigue alone does not directly suppress purchase intention. In contrast, attention to advertisements relevant to one's interests was significantly and positively correlated with the likelihood of purchasing when advertisements are relevant and personalised ( $r = 0.270$ ,  $p = 0.004$ ), confirming relevance as a key driver of purchase intention.

**Discussion**

The findings indicate that respondents experience a moderate, fairly consistent level of digital advertising fatigue — they frequently encounter advertisements, feel somewhat tired of repeated exposure, and often ignore or skip advertisements — regardless of age or gender. At the same time, respondents remain more attentive to advertisements that are relevant to their interests, and this attentiveness is the factor most closely tied to purchase intention, rather than fatigue itself. Active engagement behaviours such as liking, commenting, or sharing remain comparatively rare, suggesting that most consumers respond to digital advertising passively rather than interactively. For Navora Ads and similar digital-first advertisers, this points to relevance and personalisation, rather than sheer advertisement volume, as the more decisive lever for sustaining both engagement and purchase intention.

**Major Findings**

- Most respondents are **young, male students**, with Instagram being the most-used platform (69.6%). Most spend **4–6 hours online daily**.
- Respondents showed a **moderate level of advertising fatigue**, with scores for feeling tired, ignoring, and skipping ads ranging from 3.31 to 3.42.
- **Ad fatigue did not vary significantly by age**, while annoyance with advertisements differed significantly across platforms.
- **Likes, comments, and shares were relatively low**, showing that respondents tend to engage with advertisements more passively than actively.
- Feeling tired of advertisements was **not significantly related to purchase intention** ( $r = 0.095$ ,  $p = 0.318$ ).
- Paying attention to **relevant advertisements was positively related to purchase intention** ( $r = 0.270$ ,  $p = 0.004$ ).
- **Relevance and personalisation appear to be more important for purchase intention than advertising fatigue alone.**
- The questionnaire showed **good reliability** (Cronbach's Alpha = 0.801).
- Respondents paid the most attention to advertisements that were **relevant to their interests** (Mean = 3.62).

**Suggestions**

- Use **different advertising strategies for different platforms**, as ad annoyance varies across platforms.
- Focus on **Instagram and short-form visual content**, as Instagram was the most-used platform.
- Use more **interactive content**, such as polls, contests, questions, and clear calls-to-action, to increase active engagement.
- Avoid **repetitive advertisements** to reduce users ignoring or skipping ads.
- Prioritise **relevant and personalised advertisements** rather than simply increasing ad frequency.

- Focus on **relevance rather than only reducing ad fatigue** to improve purchase intention.
- Continue using **youth-oriented, mobile-friendly, short-form content** based on the characteristics of the respondents.

### Conclusion

This study set out to examine the impact of digital advertising fatigue on consumer engagement and purchase intention among digital platform users exposed to Navora Ads, across three objectives: assessing the level of advertising exposure and fatigue, analysing its relationship with consumer engagement, and examining its impact on purchase intention. Using primary data from 112 respondents and descriptive, reliability, Chi-square, ANOVA, and correlation analysis, the study found that respondents experience a moderate and fairly consistent level of digital advertising fatigue, engage with advertisements more passively than actively, and are influenced in their purchase decisions more by advertisement relevance and personalisation than by fatigue itself.

Digital advertising fatigue did not show a statistically significant direct relationship with purchase intention, but the significant positive relationship between attention to relevant advertisements and purchase likelihood indicates that relevance is the more decisive factor in this context. Organisations such as Navora Ads that combine moderated advertisement frequency with relevant, personalised, and interactive content are best positioned to sustain consumer engagement and purchase intention while minimising the effects of advertising fatigue. Future research could extend this study with a larger and more demographically balanced sample.

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