



(RESEARCH ARTICLE)



The impact of digital advertising and promotional offers on consumer purchasing Behaviour: Evidence from the Greek market

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Abstract

This study examines the influence of digital advertising and promotional offers on consumer purchasing behaviour in the contemporary marketplace. In an era dominated by digital media and social networks, consumers are increasingly exposed to advertisements and sales promotions that shape their decision-making processes. The research adopts a quantitative methodology based on questionnaire data collected from a sample of consumers in Greece.

The findings indicate that both digital advertising and promotional offers significantly affect consumer behaviour, often leading to impulsive purchases and influencing product choice. While consumers acknowledge the importance of advertising, many express skepticism regarding its credibility and potential to mislead. Similarly, promotional offers—particularly price discounts and “buy-one-get-one-free” deals—are found to be highly effective in encouraging purchases, despite concerns about product quality and authenticity.

Overall, the study highlights the dual role of digital marketing strategies: as powerful tools for influencing consumer decisions, but also as sources of uncertainty and distrust. The results contribute to a better understanding of modern consumer behaviour and provide insights for businesses aiming to design more effective and ethical marketing strategies.

Keywords: Digital Advertising; Consumer Behaviour; Promotional Offers; Purchase Decision-Making; Online Marketing

1. Introduction

Nowadays, in all societies, including the Greek one, people constantly consume products and services. The consumption of these goods is carried out to meet certain needs, both vital (e.g. food) and secondary (e.g. mobile phone). However, even if consumers know the good, they need to meet a need, the multitude of choices they find in front of them makes their final decision difficult.

Of course, there are many factors that will make the consumer reach his final choice. Two of the most important factors that will be analysed in this work are advertising and offers. In the era in which we live, the mass media and social networking have acquired a strong position in the everyday life of all people, constantly “bombarding” him with advertisements and offers for products and services. The consumer, being the recipient of this specific information, due to the multitude that characterizes it, tends to be influenced by it, and not only has difficulty in ultimately choosing the product he wants, but also often purchases goods that he does not really need.

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As for traditional media, from the moment they appeared in Greek society, they "entered the home" of the average consumer and became part of his daily life, being the only form in which he learned about a new product or service. Companies, taking advantage of this fact, chose these specific media to promote their goods, something that worked successfully for about a century. As for digital media and social media, which have entered people's lives for good in the last decade, they constitute, through their application, a fairly effective mechanism that promotes the goals, ideas and of course the products and services of each company. Social media is a new way for companies to advertise their goods to the consumer audience with greater immediacy and speed.

One of the most important parts of both traditional and digital advertising are offers. Through offers, the consumer often comes into his first contact with the product - service in question, learns about its existence, processes it and probably comes to mind the thought of buying it.

The above facts raised some questions in my mind that had to do with the influence that both advertisements, whether through traditional or digital media, and the offers created by businesses could have on the consumer.

These specific questions led me to create the following research, which concerns the study of the ways in which both digital advertisements and digital offers influence consumer behaviour regarding the purchase of a product or service.

2. Literature Review

2.1. Literature review on the influence of Digital Advertising on consumers

Rama and Rao conducted a study based on primary data sources, which were collected through questionnaires distributed equally to 600 people in three different cities. The aim of this study was to measure the impact of advertising on consumer behaviour, as well as the stages in the consumer's purchase decision process. At the same time, it also aimed to collect consumers' opinions on the quality of advertising, as well as their influence on society. Their study revealed that the impact of advertising on both consumer behaviour and the purchase decision process is particularly significant. At the same time, it concluded that public opinion expresses its opposition to the misuse of advertising to influence consumers, as well as its negative impact, both on themselves and on society. At the same time, another conclusion drawn through the questionnaire is the concern and opposition of people to the way advertisements use the female gender. Finally, this study also revealed the belief of public opinion that if the negative effects of advertisements were eliminated or minimized, they would become more powerful in the communication sector (Rama and Rao, n.d.).

Poornima, Ratnakar and Dr. Umesh, conducted a study during the period April – June 2019, which was based on both primary and secondary data sources. The primary research data was collected through questionnaires distributed to 100 people in the Karkala Taluk area. The secondary research data was collected from articles, internet searches, and books. The purpose of the study was to examine the extent to which online advertising influences consumer purchasing behaviour. The study provided a comprehensive picture of the impact of digital advertising on consumer behaviour. Through the research, it was revealed that most of the respondents are influenced by digital advertising, while it was also observed that digital advertising is considered the most important factor in predicting consumer behaviour. Finally, another result of this study was that despite the fact that traditional forms of advertising are of particular importance in the way consumers think and buy, respondents believe that the internet is now the most suitable platform for businesses to advertise their products and services (Poornima, Ratnakar and Dr. Umesh, 2019).

SwatiJogi and Dr.Vashisth conducted a study in August 2021, which was based on secondary data sources, which they collected from both previous studies and other research sources and journals. The purpose of the study they conducted was to examine the significance of the relationship between online advertising and purchasing behaviour, but also whether online advertising has the ability to change consumer perception. Their study revealed a significant relationship between online advertising and purchasing behaviour. According to their findings, advertisements presented in the digital space play a particularly important role in changing consumer perception, motivating them to purchase the product or service in question. However, the research revealed that the above fact affects a specific segment of the consumer audience, as due to the continuous and repeated display, it creates trust issues in the rest (SwatiJogi and Dr. Vashisth, 2021).

Dr. Tahir in 2021, conducted a study that was based on both primary and secondary data sources. The primary data sources were based on a questionnaire that 100 respondents were asked to answer using a random sampling method, while the secondary data were based on previous surveys, online sources and company manuals. The purpose of this specific research was to study the impact of digital advertising on consumer behaviour, but also to examine its usefulness in the competitive market. The research revealed the influence of digital advertising on consumers, as well

as the correlation of demographics, income, and occupation with consumer purchasing decisions. Finally, the researchers concluded that customers nowadays tend to have a preference for online purchases made with digital payment (Dr. Tahir, 2021).

Prof. Khandare and Prof. Suryawanshi, in November 2015, conducted a study based on both primary and secondary data sources. The primary data sources were collected through a questionnaire that was answered by a sample of 100 people. The secondary data sources were collected from the internet, as well as from business magazines. The purpose of the study was to study the effectiveness of online advertising on consumer purchasing behaviour, as well as to examine the relationship between celebrity endorsement and purchasing decision. The study concludes that online advertising influences the consumer's purchasing decision, while this specific type of advertising is also an important component of predicting his behaviour (Prof. Khandare and Prof. Suryawanshi, 2016).

According to the above studies analysed, there is a general agreement that advertisements in the digital world are capable of influencing consumer behaviour. Digital advertisements have the ability to influence not only people's consumer behaviour, but also the process they follow to decide which product or service they will buy. In addition, it is concluded that consumers believe that the internet is the most suitable advertising medium for businesses today. Finally, it is worth noting that the studies also revealed the trust issues that can be created in consumers through the continuous and repeated display of advertisements in the digital space.

The pivotal, useful, and constructive role that digital technologies play in the contemporary realm of entrepreneurship and advertising can no longer be overlooked; rather, it must be vigorously emphasized and systematically integrated. To significantly strengthen the field of entrepreneurial education and foster a new generation of resilient innovators, we must actively encourage and facilitate the strategic adoption of digital technology across all educational domains. In this direction, educational institutions and policy-makers need to be inspired by, and rapidly adopt, well-established technological paradigms. These include Mobile Learning and devices [13], which democratize access to learning materials; a diverse range of ICTs [14-16], which serve as the infrastructure for interactive simulations; and AI & STEM Robotics [17-23], which cultivate algorithmic thinking and technological fluency critical for navigating today's automated market landscapes. By embedding these tools into entrepreneurial training, educators can transition from one-size-fits-all instruction to adaptive, personalized learning paths that cater to the unique strengths and weaknesses of each student. Furthermore, the integration of ICTs should not occur in a cognitive vacuum. Synthesizing digital tools with proven psychological frameworks—specifically theories and models of metacognition, mindfulness, and emotional intelligence development [24-26]—exponentially speeds up and improves educational practices and student outcomes. When technology is leveraged to enhance metacognitive awareness (such as self-monitoring and strategic reflection) alongside emotional intelligence, students develop the psychological resilience, empathy, and cognitive flexibility required to thrive as entrepreneurs. This holistic approach yields profound results, particularly in the domain of advertising, where success depends not only on commercial acumen but also on emotional reactions of consumers.

2.2. Literature review on the influence of Offers on consumers

Nagadeepa, in January 2015, conducted a study based on primary data obtained through a questionnaire, which was answered by 125 people. The purpose of the research was to study the impact of various types and techniques of offers on consumer impulsive buying behaviour, to identify these types and techniques, but also to determine the most effective of them. This study revealed that offers are used by businesses to attract customers by giving them incentives to buy. At the same time, it concludes the important role and influence of the offer technique on consumer buying behaviour, especially in impulsive purchases. Finally, it revealed that offers that are made through a reduction in the price of the product - service are the most effective and influence consumer purchasing behaviour more than others (Nagadeepa, 2015).

Shekhawat, et al., in 2020 conducted a study, which was based on primary data, which were obtained through a questionnaire, which was answered by 46 respondents. The purpose of this study was to investigate the effect of the offer technique on consumer purchasing behaviour, but also the effectiveness of these tools - techniques, as promotional techniques. At the same time, the aim of the research was to determine which of these techniques is the most effective in convincing the consumer to purchase a good. The study revealed that the technique of offers has an influence on the purchase decision of consumers. Despite the fact that consumers tend to be relatively cautious about the quality of products that are on offer, the study ultimately shows that the influence of offers is particularly effective even on the most cautious. Finally, it reveals that the type of offers that consumers tend to prefer is that of 1 + 1 gift (Shekhawat et al., 2020).

In 2016, Shamout conducted a study based on primary data, which he collected through a questionnaire, which he distributed to 160 people. It is worth noting that the questionnaire was shared face to face with the respondents, while for greater validity of the results, he chose to ask another 30 people in person through an interview. The purpose of his study was to investigate the impact of offers as tools in motivating consumer purchasing behaviour, as well as the variety of factors that are capable of influencing their purchase decision. Through the research he conducted, he concluded that offers as a technique for approaching consumers play an important role in pushing customers to purchase a promoted product. Additionally, it demonstrated that consumer purchasing behaviour can be positively influenced by the use of specific tools, such as price discount and 1 + 1 gift, but not by the offer via coupon (Shamout, 2016).

Mukaram, Tanveer and Zubair, in 2019 conducted a study based on primary data, which was collected from 350 respondents. The purpose of this study was to study and determine the impact of different types of offers on consumer purchasing behaviour. Additionally, its aim was to conclude which type of offer made by stores is the most effective in convincing the consumer to purchase a product or service. The study revealed that all types of offers have the ability to influence consumer purchasing behaviour. At the same time, it concludes that consumers tend to have a relatively negative view, as well as a suspicion, regarding the quality of products on offer. Finally, it reveals that offers through discounted products are the most effective promotional tool to convince the consumer to make a purchase (Mukaram, Tanveer and Zubair, 2019).

According to the above studies, the offers made, whether in traditional or digital media, are capable of influencing the purchasing behaviour of consumers. In addition, they reveal that most consumers tend to be influenced and prefer the offer of a reduction in the price of the product. However, one of the above studies reveals the preference of consumers for the 1 + 1 free offer. It is worth noting that through the studies carried out it is concluded that consumers tend to be cautious and suspicious regarding the quality of products that are on sale.

3. Research Methodology

3.1. Research Design

The research methodology was quantitative and was carried out through the creation and distribution of questionnaires to a convenience sample addressed to the Greek population for three weeks, during the period December 2022 - January 2023 (Liargova, Dermatis and Komninos , 2022). To conduct the research, a questionnaire with 27 questions was created, while the method chosen for its distribution was sending it via social networks, but also via email. The following questionnaire was answered by a sample of 140 people over 18 years of age, regardless of gender and social class (Zafeiropoulos, 2015).

3.2. Research Aim

The way in which today's consumers purchase products and services has changed. This is happening both due to the development of technology, which has radically changed the way in which advertisements are displayed to consumers, and due to the abundance of products and services provided, which have made consumers more indecisive in their final purchase choice.

There are several factors that push the consumer to purchase a product or service. Two of the most important are advertisements and offers, especially in the digital environment. Consumers, being recipients of these messages, tend to be influenced by them and their final decision on the purchase they want to make becomes even more difficult.

The above facts, as well as the questions they raised regarding the influence of digital advertisements and offers on consumer purchasing behaviour, led me to create this specific research.

The purpose of this research is initially to study the extent to which advertising and offers in the digital field are capable of influencing consumer behaviour. At the same time, to investigate which medium most influences consumer purchasing behaviour, and whether gender or monthly income plays a role in it. Finally, another objective of the research is to investigate consumer trust in the offers made by stores.

3.3. Research Limitations

The limitations identified in the following research mainly concerned its sample, as during the coronavirus pandemic the distribution of questionnaires is addressed to a relatively smaller sample of the public than in a normal period. For this reason, there were limitations in the means by which it was distributed. In addition, another limitation was the short period of time in which this research had to be completed.

3.4. Research Structure

The questionnaire that was carried out consists of 27 mandatory questions, while it is divided into three parts. In the first part, respondents are asked to answer questions related to digital advertising. In the second part, they are asked to answer questions related to offers, while the third part concerns some demographic characteristics of the respondents (Creswell and Creswell, 2019).

Key research questions

The research questions are as follows:

- What are consumers' attitudes towards digital advertising and to what extent does it influence their purchasing behaviour?
- What are the main digital advertising media for consumers and which do they consider most influential?
- To what extent does advertising influence purchase frequency and product choice?
- Do consumers consider advertisements to be misleading and which criteria do they consider most important for a purchase?
- What is the influence of offers on consumers' purchasing behaviour and their purchasing preferences?
- How do consumers perceive the risks associated with offers, such as being fictitious?

3.5. Research Results

The following section examines the results of the survey and explores the research questions that were raised.

Table 1 analyses the monthly income of the respondents. 57.3% report €1000-€1500, with 18.3% reporting up to €1000. At the same time, 14.6% report €1500-€2000 and 9.8% report over €2000.

Table 1 Your monthly income consists of

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000€	15	18,3	18,3	18,3
	1000€-1500€	47	57,3	57,3	75,6
	1500€-2000€	12	14,6	14,6	90,2
	>2000€	8	9,8	9,8	100,0
	Total	82	100,0	100,0	

Table 2 explores the age of the sample. 47.6% report being between 26 and 40 years old and 29.3% report being between 41 and 55 years old. At the same time, those between 18 and 25 years old account for 13.4% of the sample, with 9.8% reporting being over 55 years old.

Table 2 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	11	13,4	13,4	13,4
	26-40	39	47,6	47,6	61,0
	41-55	24	29,3	29,3	90,2
	>55	8	9,8	9,8	100,0
	Total	82	100,0	100,0	

Continuing, the gender of the respondents is investigated, through Table 3. It is evident that 58.5% of the respondents are women, with 41.5% being men.

Table 3 Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	41,5	41,5	41,5
	Female	48	58,5	58,5	100,0
	Total	82	100,0	100,0	

Table 4 below explores the attitudes of respondents towards digital advertising and its impact on consumer purchasing behaviour. In this way, the first research question that has been raised is also analysed. More specifically, it appears that 61% of respondents say they like digital advertising a little, 22% to a moderate degree, 12.2% not at all and 4.9% very much. At the same time, 42.7% of respondents believe that advertising is very important to sell a product, 24.4% say it is moderately important and 20.7% consider it a little important. The remaining 12.2% say it is very important. Subsequently, 32.9% of respondents agree that an advertisement is capable of influencing their purchasing behaviour, 31.7% disagree slightly and 24.4% report that they neither disagree nor agree. Furthermore, 4.9% of respondents disagree and 6.1% agree to an absolute degree. In addition, the degree to which participants believe that a digital advertisement influences them was also studied. 43.9% report that they are slightly influenced, 25.6% to a moderate level and 12.2% consider that they are influenced a lot or very much, with the remaining 6.1% reporting that they are not influenced at all.

Table 4 Attitudes towards digital advertising and influence on purchasing behaviour

		Frequency	Valid Percent
How much do you like digital advertising?	Not at all	10	12.2
	A little	50	61.0
	Moderately	18	22.0
	A lot	4	4.9
How important do you think advertising is in selling a product?	A little	17	20.7
	Moderately	20	24.4
	A lot	35	42.7
	Very much	10	12.2
Do you think that an advertisement is capable of influencing your purchasing behaviour?	Disagree	4	4.9
	Somewhat disagree	26	31.7
	Neither agree nor disagree	20	24.4
	Agree	27	32.9
	Somewhat agree	5	6.1
To what extent do you think that a digital advertisement influences you?	Not at all	5	6.1
	A little	36	43.9
	Moderately	21	25.6
	A lot	10	12.2
	Very much	10	12.2

Through Table 5 below, the views of the participants regarding the main digital advertising media and their impact on consumers are explored, studying the second research question that has been posed. More specifically, 48.8% of the respondents report that they may watch digital advertisements on a daily basis, with 26.8% watching daily and 24.4%

reporting that they do not watch on a daily basis. Furthermore, 40.2% of the respondents report that the most appropriate advertising medium is television, with 37.8% reporting the internet. At the same time, 15.9% report radio and 6.1% the newspaper. Furthermore, the advertising medium that most influences the participants was also investigated. 62.2% mention the internet, 23.2% the radio and 14.6% mention television..

Table 5 Main digital advertising media and their effectiveness

		Frequency	Valid Percent
Do you watch digital ads on a daily basis?	No	20	24.4
	Maybe	40	48.8
	Yes	22	26.8
What is the most suitable advertising medium in your opinion?	Television	33	40.2
	Radio	13	15.9
	Newspaper	5	6.1
	Internet	31	37.8
Which advertising medium do you think influences you the most?	Television	12	14.6
	Radio	19	23.2
	Internet	51	62.2

Subsequently, the respondents' opinions regarding the influence of advertising on the frequency of purchases and product selection are explored, through Table 6, providing an answer to the third research question that was asked. Initially, it is observed that 67.1% of the respondents have made a purchase influenced by a digital advertisement, while 32.9% report that they have not made a purchase. Furthermore, it is studied whether those who answered positively are satisfied with the specific purchase. 38.5% of the respondents report that they were a little satisfied, 25.6% very satisfied and 19.2% are very satisfied, with the remaining 16.7% being occupied by those who were moderately satisfied. Furthermore, it is analysed whether the participants have made a purchase influenced by a digital advertisement, while they did not need the product. 65.4% of the sample report that they may have purchased such products, 17.9% disagree, while 16.7% agree that they were influenced. At the same time, 50% of respondents rarely make a purchase due to digital advertising of the product, with 26.9% reporting that this happens often. However, 23.1% report that this happens all the time. Finally, 65.9% of respondents report that they have been influenced and have purchased technology products, 20.7% report clothing, 7.3% food and 6.1% household items.

Table 6 Influence of advertising on purchase frequency and product selection

		Frequency	Valid Percent
Have you made a purchase influenced by a digital advertisement?	Yes	55	67.1
	No	27	32.9
If so, were you satisfied with this purchase?	A little	30	38.5
	Moderately	13	16.7
	A lot	20	25.6
	Very much	15	19.2
Have you made a purchase influenced by a digital advertisement, even though you did not need the product?	No	14	17.9
	Maybe	51	65.4
	Yes	13	16.7
	Rarely	39	50.0

How often do you make a purchase because of the digital advertisement of the product?	Often	21	26.9
	All the time	18	23.1
In a purchase influenced by a digital advertisement, what products would you buy?	Clothing	17	20.7
	Technology	54	65.9
	Food	6	7.3
	Household goods	5	6.1

Through the results of Table 7, the opinions of the participants regarding the misleading nature of advertisements are studied, as well as the criteria based on which the participants make purchases. 54.9% of the respondents believe that perhaps advertisements in the digital space are misleading, 32.9% believe that they are misleading and 12.2% disagree. At the same time, 75.6% of the participants believe that they may have been deceived by purchasing a product that they have watched in a digital advertisement, 16.7% disagree and 7.7% agree that they have been deceived. Finally, it is evident that 51.2% of the respondents report that the offer that a product has can lead them to a purchase, 34.1% consider that quality is more important, while 14.6% report that they consider advertising to be more important. The above also provides an answer to the fourth research question previously posed.

Table 7 Deception from advertisements and important product purchase criteria

		Frequency	Valid Percent
Do you think that digital advertising is misleading?	No	10	12.2
	Maybe	45	54.9
	Yes	27	32.9
Do you think that you have been scammed by purchasing a product that you have seen in a digital advertisement?	No	13	16.7
	Maybe	59	75.6
	Yes	6	7.7
What makes you make a purchase?	Quality	28	34.1
	Offer	42	51.2
	Advertisement	12	14.6

The respondents' opinions regarding the importance of offers and the influence they have on their purchasing behaviours are then investigated. In this way, the fifth research question that has been raised is also studied.

According to the results in Table 8, it is observed that 61% of respondents report that they might buy products that are on offer, with 34.1% reporting that they buy products. At the same time, 4.9% report that they do not buy products that are on offer. The frequency with which respondents purchase products that are on offer is also studied, with 50% reporting that they often do so, 29.3% constantly and 20.7% rarely. Furthermore, the medium in which participants prefer to receive offers from a store is investigated. 31.7% of them mention television, 23.2% the newspaper, 23.2% the internet and 22% mention the radio.

At the same time, it is investigated whether the participants have made a purchase of a product where there was an offer that they watched or received in a digital medium. 39% of the respondents report that they have not made such a purchase, 31.7% report that they may have made it and 29.3% agree. The type of products that the participants usually buy on offers is also studied, with 57.3% reporting technology products, 24.4% clothing and 18.3% food. The type of offer that participants prefer is also highlighted, with 48.8% reporting a price discount, 40.2% 1+1 gift offers and 6.1% discount from reward points, with the remaining 4.9% reporting a discount from points.

Table 8 Importance of offers and influence on purchasing behaviour

		Frequency	Valid Percent
Do you buy products that are on sale?	No	4	4.9
	Maybe	50	61.0
	Yes	28	34.1
How often do you buy products that are on sale?	Rarely	17	20.7
	Often	41	50.0
	Continuous	24	29.3
In which medium do you like to follow - receive a store's offers?	Television	26	31.7
	Radio	18	22.0
	Newspaper	19	23.2
	Internet	19	23.2
Have you purchased a product that was on sale that you followed - received in a digital medium?	No	32	39.0
	Maybe	26	31.7
	Yes	24	29.3
What products do you usually buy on sale?	Clothing	20	24.4
	Technology	47	57.3
	Food	15	18.3
What type of offer do you prefer?	Price Discount	40	48.8
	1+1 Gift	33	40.2
	Coupon	4	4.9
	Reward Points Discount	5	6.1

Table 9 Risks of offers and their reliability

		Frequency	Valid Percent
Do you think that the offers that are made are fictitious?	No	19	23.2
	Maybe	37	45.1
	Yes	26	31.7
Do you think that you have been deceived by a fictitious offer?	No	29	35.4
	Maybe	42	51.2
	Yes	11	13.4
Do you think that you are able to recognize when an offer is real and when it is fictitious?	No	8	9.8
	Maybe	35	42.7
	Yes	39	47.6
Have you purchased a product that was on offer, but you did not need it?	No	20	24.4
	Maybe	55	67.1
	Yes	7	8.5

Table 9 below explores the views of participants regarding the risks of offers and their credibility, exploring the sixth and final research question. Initially, it is observed that 45.1% of respondents may consider that the offers made are fictitious, 31.7% agree that they are fictitious and 23.2% disagree. Furthermore, it is studied whether participants consider that they have been deceived by a fictitious offer, with 51.2% considering that this may have happened, 35.4% disagreeing and 13.4% agreeing. Subsequently, 47.6% of respondents agree that they are able to recognize when an offer is real and when it is fictitious, 42.7% believe that they may be able to and 9.8% disagreeing. At the same time, 67.1% of respondents report that they may have purchased a product that was on sale but they did not need it. 67.1% report that they may have made such a purchase, 24.4% disagree and 8.5% agree.

4. Research conclusions

This research investigated the influence of advertisements and offers in digital media on consumer purchasing decisions. The research sample consists of 82 consumers in total, with the majority of them having a monthly income of €1000-€1500, aged 26 to 40 and women.

Studying the first research question, it emerged that the majority of respondents like digital advertisements a little, believe that they are very important for selling a product and disagree that they are capable of influencing their purchasing behaviour and attitudes in general. In the second research question, it is observed that most respondents may watch digital advertisements on a daily basis, consider television and the internet to be more suitable media for advertising, however, they believe that they are influenced to a greater extent by online advertisements.

Continuing with the third research question, it was found that participants have more often made a purchase influenced by a digital advertisement, were less satisfied and may have made purchases for products they did not need. At the same time, participants rarely make purchases because of digital advertising, while they more often buy technology products when they see them in advertisements. In the fourth research question, it is observed that respondents may more often believe that advertisements in the digital space are misleading or have been deceived by them. Furthermore, offers seem to be particularly important for participants to make a purchase.

Regarding the fifth research question, it is evident that most respondents may buy products that are on sale, they often make purchases due to offers and the most appropriate means to receive information about offers is television. At the same time, respondents disagree that they have purchased a product that was on sale and that they watched, they buy technology products more often and prefer the discount on the final price. In the sixth research question, it is evident that respondents more often report that perhaps the offers that are made are fictitious and they have been deceived by a fictitious offer, but they are able to recognize when an offer is real and fictitious. Finally, respondents may have purchased a product that was on sale but they did not need it.

Compliance with ethical standards

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Disclosure of conflict of interest

The Authors proclaim no conflict of interest.

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