

An Analysis Of How Digital Advertising Uses Misinformation Or Disinformation To Influence Purchase Behavior

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Abstract

This study aims to analyze how digital advertising uses misinformation or disinformation to influence consumer purchasing behavior. Using the Systematic Literature Review (SLR) method, literature sources were taken from the Google Scholar and DOAJ databases for the period 2016–2025. The results of the study indicate that disinformation in digital advertising is a multidimensional phenomenon influenced by the interaction between communication strategies, consumer behavior, and social media algorithms. Disinformation has been shown to reduce consumer trust and loyalty, as well as having ethical implications for brand credibility and digital marketing integrity. However, there is still a research gap in assessing the effectiveness of digital literacy and platform algorithmic mechanisms in limiting the spread of disinformation in real time. Furthermore, psychological aspects such as cognitive resistance and consumers' initial level of trust have not been studied in depth. Therefore, this study recommends the need for a multidisciplinary approach that integrates marketing, digital psychology, and data science perspectives to develop more effective disinformation mitigation strategies in the online advertising ecosystem.

Keywords:

Consumer behavior, Digital disinformation, Digital literacy, Online advertising, Social media algorithms

INTRODUCTION

The development of information and communication technology has fundamentally changed the way organizations market products and services to consumers. Digital transformation has driven the emergence of various forms of internet-based advertising, from display advertising and search engine marketing to interactive and personalized social media promotions [1]. Digital advertising offers the advantage of precisely targeting audiences through behavioral targeting, significantly increasing the effectiveness of marketing campaigns [2]. According to a report [3], global spending on digital advertising has exceeded 60% of total global advertising spending, demonstrating the dominance of digital channels in the modern marketing ecosystem. In this context, leveraging data technology and algorithms is key for companies to maintain competitiveness in an increasingly dynamic market.

While digital advertising offers efficiency and broad reach, it also presents complex ethical challenges. Intense competition in the digital space often pushes companies to employ manipulative communication techniques, such as exaggerating claims, concealing critical information, or presenting misleading data [4]. This phenomenon demonstrates a shift from mere persuasion to the potential exploitation of consumer perceptions through algorithms designed to maximize clicks and conversions [5]. Furthermore, the aggressive use of personal data in targeted advertising raises concerns about privacy and information transparency [6]. In this context, there is an urgent need to understand the ethical boundaries between legitimate persuasion and disinformation practices that have the potential to deceive consumers.

Disinformation in the context of digital marketing can be defined as the deliberate spread of false or misleading information with the aim of influencing consumer perceptions and behavior [7]. Unlike misinformation, which occurs without intent, disinformation is strategic and often exploited to build a false brand image or undermine competitors [8]. In practice, disinformation can take the form of false testimonials, visual manipulation (deepfake advertising), unproven claims of product effectiveness, and the spread of emotional narratives to create the illusion of credibility. This phenomenon is becoming increasingly prevalent with the increasing use of social media algorithms that prioritize viral content over factual truth, thus increasing the opportunity for disinformation to spread widely in the digital space [9]. Therefore, the issue of disinformation in digital advertising is not only a communication problem but also a serious challenge to public trust in modern marketing systems.

Disinformation significantly impacts consumer behavior by altering perceived value, brand preferences, and purchasing decisions. Misinformation lowers willingness to pay due to negative perceptions, while effective clarification can restore trust and product value. Exposure to misleading content decreases brand trust [10], and shifts consumer preference to competitors [4]. Furthermore, disinformation causes consumers to avoid brands perceived as unreliable [11], but proper debunking can restore that trust [12]. Based on the Elaboration Likelihood Model and the Theory of Planned Behavior, these impacts demonstrate that disinformation is not simply an ethical issue but a threat to market integrity and consumer trust.

Although the effectiveness of digital advertising has been extensively studied, there remains a significant gap in systematic research on the role of disinformation on consumer purchasing behavior. Disinformation can distort perceptions and purchasing decisions, leading to financial losses and decreased trust in online platforms [13]. However, most studies are descriptive in nature without strong causal analysis [14], are limited to specific platforms [15], and do not clearly

differentiate between misinformation and disinformation [16]. Therefore, systematic studies are needed to deeply understand the impact of disinformation on consumer behavior in digital advertising.

This study provides theoretical and practical contributions to the field of digital marketing ethics and consumer behavior. Theoretically, this research enriches the literature by explaining how digital marketing strategies, such as content personalization and social media engagement, influence consumer decision-making [17], and highlights ethical issues such as data privacy and algorithmic bias in responsible marketing practices [18]. Practically, the findings of this study provide guidelines for regulators in formulating policies that promote transparency and consumer protection [19], while also offering strategies for companies to implement ethical practices and increase customer loyalty through appropriate personalization [20]. However, the acceleration of technological advances that exceed regulatory capacity creates ongoing ethical dilemmas, necessitating continuous dialogue and adaptation in both academic and practical spheres.

Based on previous research, it appears that disinformation in digital advertising has been recognized as a factor influencing consumer value perceptions, brand trust, and purchasing decisions. However, existing studies are fragmented and descriptive, thus failing to provide a comprehensive understanding of the mechanisms and intensity of disinformation's influence on consumer behavior across various digital contexts. Most studies also focus on specific platforms and fail to clearly differentiate between forms of misinformation and disinformation, resulting in limitations in assessing the causal relationship between exposure to misleading information and changes in purchasing behavior. Furthermore, the ethical and regulatory dimensions of digital advertising have not been widely studied in an integrated manner from a consumer behavior perspective. Therefore, this study, using a Systematic Literature Review approach, aims to identify, classify, and synthesize existing empirical findings to comprehensively understand how disinformation is used in digital advertising to influence consumer purchasing behavior, as well as uncover theoretical and practical gaps that can inform future research and policy directions on digital marketing ethics.

METHODS

This research method uses a Systematic Literature Review (SLR) approach to analyze how digital advertising utilizes disinformation to influence consumer purchasing behavior. The purpose of this study is to identify patterns, strategies, and impacts of disinformation practices in the context of digital marketing, and to understand how they shape consumer perceptions, beliefs, and purchasing decisions. A qualitative approach was chosen because it allows researchers to explore the meaning and context of various previous studies in depth, in order to build a comprehensive conceptual understanding of this phenomenon.

The literature search process was conducted systematically through academic databases such as DOAJ and Google Scholar using the keywords "digital advertising," "disinformation," "consumer behavior," and "misleading marketing." Inclusion criteria included articles in English or Indonesian published between 2016 and 2025, focusing on the influence of disinformation on consumer behavior in a digital context, and containing relevant methods and results. Exclusion criteria included articles that were non-academic, did not focus on digital advertising, or did not provide sufficient empirical data or conceptual analysis. The data selection and extraction process was carried out by reviewing the titles, abstracts, and full contents of the articles to ensure

relevance, then identifying key findings, key variables, and conclusions related to disinformation strategies and their impact on consumer purchasing behavior.



Figure 1. 8 Steps of Digital Advertising Research Procedure

Figure 1 illustrates the procedure for exploring and analyzing how digital advertising utilizes disinformation to influence consumer purchasing behavior. The study began with the identification of objectives to establish the direction of the analysis regarding the relationship between disinformation practices and changes in consumer behavior. Next, research questions were formulated, which served as a guide in developing a literature search strategy. Data source in this study were retrieved from DOAJ and Google Scholar to ensure a balance between strictly peer-reviewed open-access journals and a broad coverage of rapidly evolving digital marketing trends. The observation period of 2016–2025 was selected because 2016 marked the global surge of organized digital disinformation, while the inclusion of 2024–2025 data allows this study to capture the latest impact of Generative AI and deepfakes in the advertising ecosystem. Literature selection was then conducted through screening of titles, abstracts, and full text to ensure relevance. Data from selected articles were then extracted to identify key variables such as the form of disinformation, advertising strategies, and their impact on perceptions and purchasing decisions. The results of various studies were then analyzed and synthesized to identify patterns, themes, and interrelationships among the findings. Finally, the entire process was systematically reported in narrative and visual form to provide a comprehensive understanding of the mechanisms by which disinformation in digital advertising influences consumer purchasing behavior.

RESULT AND DISCUSSION

The following are the results of the analysis and grouping of research on disinformation in digital advertising, grouped based on similar fields of study or research focus. In general, the research results can be categorized into three main areas: (1) Forms and strategies for spreading digital disinformation, (2) The impact of disinformation on consumer perceptions and trust, and (3) The role of social media in strengthening and mitigating the spread of advertising disinformation. Each research group demonstrates the close relationship between technology,

consumer behavior, and the dynamics of digital communication that influence the ethics and effectiveness of online marketing.

Table 1. Disinformation in Digital Advertising

| No | Research Field/Focus | Names of Authors in the Same Field | Insight or Main Research Variables |
|----|---|------------------------------------|---|
| 1 | Forms and Strategies for the Spread of Digital Disinformation | [21]; [22]; [23]; [24]; [25]. | Identifying forms of disinformation such as fake news, propaganda, and deceptive content; exploring strategies for spreading misinformation, the use of programmatic advertising, and the use of social media as a primary dissemination channel. |
| 2 | The Impact of Disinformation on Consumer Perception and Trust | [26]; [27]; [28]; [29]; [30]. | Examines the impact of disinformation on brand perception, consumer trust, and long-term loyalty; analyzes the financial impact and the effectiveness of clarification in restoring brand reputation. |
| 3 | The Role of Social Media in the Spread and Mitigation of Advertising Disinformation | [31]; [32]; [33]. | Analyzes the role of algorithms and emotional appeals in accelerating the spread of disinformation; highlights the socio-political impact and potential of social media in countering disinformation through digital literacy and fact-checking. |

Table 1 illustrates the overall results of the research in the table above, indicating that disinformation in digital advertising is a multidimensional phenomenon involving aspects of communication, consumer behavior, media technology, and marketing ethics. The research focuses on three main areas: (1) the process of producing and disseminating misleading information, (2) the psychological and economic impacts on consumers and brand reputation, and (3) the role of social media as both an accelerating factor and a mitigating tool. These findings emphasize the importance of a cross-disciplinary approach to understanding and addressing the spread of disinformation in the modern digital ecosystem.

Forms and Strategies of Disinformation in Digital Advertising

Disinformation in digital advertising encompasses various forms and strategies that exploit the vulnerabilities of the online media ecosystem to influence public perception and drive economic profit for industry players. The main forms of disinformation include fake news and misinformation, which are false narratives designed to trigger emotional responses and spread rapidly through social media [21]; propaganda, which involves the dissemination of biased or misleading information to support specific political goals through targeted advertising [21]; and deceptive content, such as controversial claims and provocative narratives designed to go viral for monetization purposes [22].

Disinformation dissemination strategies are carried out through the sowing and testing of false information to shape public opinion or damage the reputation of certain parties [23], the use of programmatic advertising that inadvertently places ads alongside misleading content and reduces brand credibility [24], and content marketing and social media management as effective channels in expanding the reach of disinformation beyond traditional media [25]. While these

strategies carry ethical and reputational risks, the phenomenon reflects the dynamics of modern digital marketing that often places engagement metrics above the principles of honesty and integrity in marketing communications.

The research findings demonstrate that disinformation in digital advertising not only serves as a manipulative strategy to attract consumer attention, but also reflects the complexity of the modern marketing ecosystem, driven by algorithms and focused on engagement metrics. This phenomenon indicates a tension between economic interests and ethical responsibilities, where the practice of spreading misleading information is often perceived as a consequence of intense market competition. From an evaluative perspective, although this strategy can increase the reach and effectiveness of short-term campaigns, its long-term impact on public trust and brand reputation tends to be detrimental. Therefore, these findings emphasize the importance of implementing principles of transparency, digital literacy, and stricter regulations to balance marketing efficiency and communication integrity in the digital space.

The Impact of Disinformation on Consumer Perception and Trust

Disinformation in digital advertising has a profound impact on consumer perception and trust, as it can create a false brand image and influence purchasing decisions based on false assumptions. Misleading information can create false perceptions of product quality, leading consumers to act based on inaccurate data [26]. Brands associated with disinformation tend to experience a decline in trust and positive attitudes, especially when the disseminated content is thematically aligned with the brand image [27].

Furthermore, exposure to disinformation has been shown to significantly reduce consumer trust and negatively impact long-term loyalty [28]. False advertising practices also cause financial losses and reduce consumers' sense of security when shopping online [29]. While debunking and clarifying false information can correct misperceptions and restore trust [30], the initial effects of disinformation often leave lingering skepticism, making the brand reputation recovery process slow and ineffective.

Research shows that misinformation in digital advertising significantly impacts consumer perceptions and trust, negatively impacting brand image and loyalty. Manipulating information can lead to incorrect purchasing decisions, while disclosing the truth often leads to a loss of trust that is difficult to restore. While clarification can help improve image, the effects of consumer skepticism persist, underscoring the importance of transparency and integrity in digital marketing communications strategies.

The Role of Social Media in the Spread of Advertising Disinformation

Social media plays a significant role in accelerating the spread of advertising disinformation, where misleading content can spread six times faster than accurate information [31]. Platform algorithms and the emotional appeal of content increase its potential for virality, making social media a space vulnerable to public opinion manipulation. The impact is not limited to consumer behavior but also threatens the integrity of democracy, as seen in the 2016 US election, which demonstrated the effectiveness of disinformation campaigns in influencing political outcomes [32].

The spread of misinformation is further amplified by user-generated content, a lack of fact-checking, and the bandwagon heuristic, which leads users to judge credibility based on popularity rather than truth [33]. However, social media also has positive potential in combating

disinformation through fact-checking initiatives and increased digital literacy, which can help users evaluate content more critically and mitigate the negative impact of misleading advertising.

The study's findings suggest that social media plays a significant role in accelerating the spread of advertising disinformation through algorithms and user emotional engagement, potentially influencing public opinion and socio-political stability. However, social media also offers the potential to serve as a mitigation tool through digital literacy and fact-checking. The imbalance between algorithmic incentives and platforms' ethical responsibilities underscores the importance of collaboration between service providers, regulators, and the public to build a more accurate and responsible information ecosystem.

RESEARCH VARIABLE

Digital Advertising



Figure 2. Development of Digital Advertising Research Variables

Figure 2 demonstrates the complex interrelationships between the forms, strategies, impacts, and roles of social media in the digital advertising disinformation ecosystem. Disinformation manifests in various forms, including fake news, propaganda, and provocative content, spread through structured strategies ranging from seeding false information to optimizing algorithms and programmatic advertising to manipulate public perception and gain economic advantage. Its impact extends to the psychological and economic dimensions of consumers, including the formation of false brand perceptions, decreased trust, and weakened brand loyalty. Social media acts as a catalyst for the spread of disinformation through viral mechanisms and recommendation

algorithms, but also has the potential for mitigation through digital literacy and fact-checking initiatives. In the context of this research, variables such as the type of disinformation and social media algorithms serve as independent factors influencing consumer perceptions and trust, with user emotions and digital literacy acting as mediating and moderating elements that determine an individual's level of vulnerability or resilience to disinformation.

CONCLUSION

Based on the evaluation results, disinformation in digital advertising has been proven to be a complex phenomenon involving the interaction between communication strategies, consumer behavior, and social media algorithms that amplify its spread. Previous research has shown that disinformation not only undermines consumer trust and loyalty but also threatens the integrity of marketing ethics and long-term brand credibility. Although various studies have highlighted its forms, strategies, and impacts, a research gap remains regarding the effectiveness of digital literacy-based interventions and the role of platform algorithms in moderating the spread of misleading content in real time. Furthermore, the limited research in measuring the influence of psychological variables such as cognitive resistance and initial trust on the acceptance of disinformation indicates the need for a multidisciplinary approach that combines the perspectives of marketing, digital psychology, and data science. Therefore, an urgent research topic for future research is the development of a disinformation mitigation model based on digital literacy and ethical algorithms in the online advertising ecosystem, to create a balance between marketing effectiveness and the social responsibility of digital platforms.

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