



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Accredited with A++ Grade by NAAC

Abstract of the Thesis



Name: ARPITA MAJUMDAR

Enrollment No.: 179999903001

Faculty: MANAGEMENT

Discipline/Branch: MARKETING MANAGEMENT

Title of the thesis -ROLE OF INTERNET ADVERTISING ON ADOLESCENT BUYING BEHAVIOUR.

Abstract

Content of the abstract- The study examines the impact of internet advertising on adolescents' buying behaviour, focusing on product awareness, motivating factors, and cognitive and emotional drivers influencing purchase decisions. The research is based on primary data collected from 664 respondents representing diverse demographic backgrounds. The findings indicate that most respondents were young, urban, and college-educated, reflecting high exposure to digital platforms and frequent internet usage. Awareness of internet advertising was universal; however, interaction levels remained low, as most respondents tended to ignore or minimally engage with advertisements. Advertisements that were relevant to user needs attracted comparatively higher attention and engagement. The study further reveals that online purchasing behaviour varies, with a majority of respondents purchasing products rarely, indicating possible trust issues and a continued preference for offline shopping. Electronic gadgets and apparel emerged as the most preferred online product categories. Direct websites/apps and social media platforms were identified as the most influential advertising channels. Internet advertisements significantly contributed to product discovery, awareness, and shaping perceptions of product utility and quality. Creative communication, detailed product information, and financial incentives were key motivating factors influencing advertisement engagement. Cognitive drivers were found to dominate purchase decisions, although emotional drivers also played a notable role. Structural Equation Modeling confirmed that both cognitive and emotional drivers significantly influence perceived effectiveness, with emotional drivers showing a stronger overall impact on consumer perceptions and behaviour.



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Keywords: *Advertising Effectiveness, Cognitive Drivers, Consumer Behaviour, Emotional Drivers, Internet Advertising, Online Purchasing, Product Awareness, Social Media Marketing.*

Research Problem The study seeks to move beyond a simple statement that internet advertising affects youth. Its aim is to identify the pathways through which this influence operates, the strength of relationships among the central constructs, and the extent to which these patterns vary across demographic categories. Accordingly, the study investigates the structural and demographic determinants of adolescents' responses to internet advertising and examines whether these responses vary across key socio-demographic groups.

Methodology followed for research- The study adopts a descriptive, cross-sectional research design supported by inferential statistical analysis. Data analysis combined descriptive statistics, independent-samples t-tests, one-way ANOVA, and Partial Least Squares Structural Equation Modelling (PLS-SEM). This combination enabled the study to describe the sample, test demographic differences, and evaluate the hypothesized structural relationships among the key constructs.

Outcome of the research Application- The study demonstrates that internet advertising is deeply embedded in the everyday digital lives of adolescents and that its influence operates through multiple behavioural pathways rather than through simple exposure alone. This study investigates internet usage patterns, online buying behaviors, and the drivers of ad engagement among adolescents. Key objectives include analyzing motivational and decision-making factors (cognitive versus emotional), diagnosing the perceived effectiveness of internet advertising, evaluating its role in product awareness across buying stages, comparing demographic transitions from secondary to high school, and validating a Structural Equation Model (SEM) explaining internet advertising's impact on adolescent purchasing behavior.

Methodology & Key Findings

- **Internet & Buying Habits:** Most adolescents utilize the internet for needs-based purposes (34.2%), with 77.3% engaging across multiple channels like shopping, social media, and product browsing. Total awareness of internet ads is universal (100%), though varying levels of engagement demand flexible solutions.
- **Motivators & Drivers:** Wide product ranges, detailed information via deep links, convenience, time efficiency, financial incentives, and ad creativity are the top motivational factors. Buying decisions integrate both cognitive (information search) and emotional drivers (enjoyment and created needs).
- **Statistical & SEM Insights:** Product awareness has a negligible impact on cognitive-driven behaviors ($F = 0.001$, $T = 1.168$), but a statistically significant, moderate impact on emotionally driven behaviors ($f^2 = 0.112$, $T = 2.333$). No significant differences exist between younger and older adolescent demographics regarding ad perception. The validated SEM framework confirms robust structural relationships and strong positive correlations between cognitive/emotional behaviors and perceived effectiveness.

Conclusion & Practical Implications: While internet advertisements are largely viewed as effective, pleasurable, and useful, concerns regarding misleading or exaggerated content persist. Advertisers must design transparent, flexible, and targeted campaigns that cater to the distinct cognitive and emotional triggers of adolescent consumers.



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This PhD Thesis will help in the growing literature on digital advertising and provides a basis for more responsible, evidence-based engagement with adolescent consumers.

The findings will help manufacturers and their digital marketing team to evaluate and modify their internet advertising as well as social media handles to revisit their approach and design such that they move beyond creating awareness and also focus on enabling online buying working more intensively.

This PHD thesis will be useful for manufacturers of consumer goods, digital marketing firms, researchers ,faculty and students of the Marketing and Advertising Management.

List of Publication(s): 1) Majumdar Arpita, Almoula Trupti S (2025) Why Engaging Advertisements Do Not Always Persuade: Evidence from Adolescent Digital Markets. MSW Management Journal, 35(2), 2360-2373.

2) Majumdar Arpita, Almoula Trupti S. (2025). The New Age of Advertising: Evaluating Social Media's Effectiveness in Engaging Young Female Consumers. European Economic Letters (EEL), 15(2), 2478-2492.

3) Majumdar Arpita, Almoula Trupti S. (2025) Analysing the Influence of Social Media Endorsements on Adolescent Purchase Intentions. Journal of Marketing & Social Research vol. 2, no. 10, 2025, pp. 184-197

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❖ "1st Rank in Gujarat State Institutional Ratings Framework (GSIRF) 2019" ❖ "National Leadership Excellence Award 2019 in Technical Education" ❖ "India's Most Trusted State University 2019 " ❖ "Outstanding University in West India 2019"

Head office : GTU Campus, Nr. Visat Three Road , Visat-Gandhinagar Road , Chandkheda, Ahmedabad - 382 424. Gujarat, India.

Phone :- +91 079-23267521/570

e-mail : info@gtu.ac.in

Website : www.gtu.ac.in