

A Synopsis
On
Role of Internet Advertising on the Adolescent Buying Behaviour

Submitted to Gujarat Technological University

for the Award of

Doctor of Philosophy

in

Management

by

Arpita Majumdar

Enrolment No. 179999903001

under the supervision of

Dr. Trupti Almoula



GUJARAT TECHNOLOGICAL UNIVERSITY

AHMEDABAD

March – 2026

Table of Contents

A. Title of the Thesis and Abstract	3
A.1 Title	3
A.2 Abstract	3
B. A Brief Description of the State of the Art of the Research Topic.....	4
C. Definition of the Problem.....	4
D. Objective and Scope of Work.....	5
D.1 Objectives.....	5
D.2 Scope of Work	6
E. Original contribution by the thesis	6
F. Methodology of Research and Results	7
F.1 Methodology	7
F.1.1 Research Design	7
F.1.2 Target Population and Sampling Frame	7
F.1.4 Sample technique	7
F.1.5 .a Primary Data Collection Methods.....	7
F.1.5b Secondary Data Collection Methods.....	8
F.1.5c Data Collection Time Horizon	8
F.1.5d Pilot Study	8
F.1.6 Statistical Tools.....	8
F2 Results.....	9
G. Achievements with respect to Objectives	14
H. Conclusion	176
I. Copies of papers published and a list of all publications arising from the thesis	187
J. References	18

A. Title of the Thesis and Abstract

A.1 Title

Role of Internet Advertising on the Adolescent Buying Behaviour

A.2 Abstract

The emergence of internet technology ushered in a new platform on which advertisers can exhibit their products and services to a global audience. Online advertising, synonymous with Internet Advertising, is defined as the paid form of promotion of ideas, goods and services to targeted consumers using the Internet. One of the main advantages of internet advertising is the ability to publish information instantaneously with the convenience of modifying the content according to requirements without bothering about constraints of time and geography. A cross-sectional study was conducted using the standardised scale for every variable. A total of 664 responses have been collected from all the students from middle school, high schools and 1st year of undergraduate population studying in different colleges of South Punjab. The statistical analysis has been done with the help of descriptive statistics, independent t-tests and ANOVA, Structural Equation Modelling using SPSS, using SmartPLS 4. Future online advertisers may also explore regional variations and incorporate advanced technologies, which can provide deeper insights and improve the effectiveness of the same.

Keywords- Internet Advertising, Adolescence, Online purchase behaviour

B. A Brief Description of the State of the Art of the Research Topic

Internet advertising maintains a constrained role for young people in capturing the knowledge for a vast range of products and services in a short span of time (Wachter, 2020). The structured position of media in everyone's daily life leads it to influence the way young people perceive and demonstrate patterns of conduct or view their culture and values. Internet ads serve the main purpose of convincing viewers by showing the new or special benefits of products (Eid et al. 2020). Preferences of the younger generation remain dynamic; this consolidates the role of online advertising in shaping their buying choices (Teare & Taks, 2021). The chief origin of information and knowledge is referred to the Internet in the current times. Global marketers are participating in designing unique paths to reach their target audiences to foster strong relationships with high effectiveness (Jamal & Khan, 2024). The empirical work determines the understanding of marketers, businesses and government, and academicians for the way adolescents react to Internet advertisements and the way these ads assist in generating product awareness.

The previously accomplished study provides evidence that Internet advertising is gradually evolving into a fundamental component and ought to be regarded as a critical aspect of marketing planning and decision-making (Choi et al. 2020). However, the earlier research results are not always clear or consistent. Therefore, this study presents special attention on identifying the factors (emotional or logical) that persuade adolescents to watch Internet advertisements as they shift from secondary to high school, and the way these factors determine their attitude or behaviour and the overall success of online advertising.

C. Definition of the Problem

The landscape of Internet advertising has revolutionised from traditional advertising methods (Mishra, Aithal & Wadkar, 2024). This transformation is marked by the user-initiated and two-way communication. It involves user-generated content and high engagement, and real-time feedback on effectiveness.

1. What is the relationship between cognitive drivers and perceived effectiveness?
2. What is the relationship between emotional drivers and perceived effectiveness?
3. What is the relationship between motivating factors and cognitive drivers?
4. What is the relationship between Motivating factors and emotional drivers?
5. What is the relationship between Product awareness and cognitive drivers?
6. What is the connection between Product awareness and emotional drivers?

7. How does Internet advertising impact male and female adolescents in terms of awareness, motivation, and perception?
8. How does the influence of Internet advertising vary among different age groups?
9. How do educational backgrounds shape responses towards Internet advertising?
10. How does occupation influence the perception and engagement with online ads?
11. How do different income levels affect attitudes towards Internet advertising?

Thus, this study aims to ascertain how different motivating factors affect the adolescent buying tendencies. Additionally, it investigates the orientation of the adolescent buyer as they shift from secondary to high school.

D. Objective and Scope of Work

D.1 Objectives

The objectives of the research are as follows:

Primary Objective

To study the key motivational, cognitive, emotional, and perceptual factors that influence adolescents' attitudes and responses toward Internet advertisements and hence shape their buying behaviour.

Sub objectives

1. To examine the level of exposure and awareness of Internet advertising among adolescents.
2. To understand how product awareness is developed through the influence of Internet Advertisements.
3. To identify the key motivational, cognitive, and emotional factors influencing adolescents' buying behaviour through Internet advertising.
4. To assess adolescents' perceptions regarding the effectiveness of Internet advertising on purchase decisions
5. To analyse the orientation of the adolescents towards Internet Advertisements as they transit from secondary level to high school level.
6. To develop and validate a structural equation model explaining the impact of Internet advertising on adolescents' buying behaviour.

D.2 Scope of Work

The research provides the following scope.

- **Respondent group:** The scope of the study is the districts of South Punjab. It consists of 12 districts. (<https://www.pbrdp.gov.in/home/>). The population of Interest covers all the students from middle school, high school and 1st year of undergraduate students. The population of the research study was approximately 79000 students studying in different schools and Colleges of South Punjab. They were internet-savvy homogenous respondents and wanted to be in the internet world.
- **General purpose of the study:** How the product awareness, motivating factors influence the adolescent purchasing behaviour through emotional or cognitive thoughts, hence leading to the perceived effectiveness of their buying behaviour.
- **Duration of the study:** 2019 to 2024.
- **The topics or theories to be discussed:** Internet Advertising, Consumer Buying Behaviour, Adolescent Pattern of purchasing, Product Awareness Building, Motivating Factors behind Internet advertisement and Perceived Effectiveness in the buying behaviour.

E. Original contribution by the thesis

- Explored the foundational understanding of the dataset, summarising key demographic characteristics and trends.
- Determined the preferences, factors that induce the target audience towards watching internet advertising.
- Presented a detailed view of the relationships between Cognitive Driven, Emotionally Driven, Motivating Factors, Product Awareness and Perceived Effectiveness.
- Analysed the significant differences in product awareness, motivating factors, emotional drivers, cognitive drivers, and perceived effectiveness of internet advertisements across different age groups, regions, occupations, income and gender.
- Studied the orientation of the adolescents towards Internet advertisements as they transitioned from secondary to high school.

F. Methodology of Research and Results

F.1 Methodology

F.1.1 Research Design-

To fully describe and characterise the observed events, the study has adopted a descriptive research design and methodological approach that avoids changing any of the variables. This type of research design works especially well for studies that seek to give a comprehensive picture of the situations, connections, or behaviours that are present in the context being studied. Using a descriptive research design, the study aims to describe the characteristics of the subject under examination impartially and methodically. The study seeks to provide significant insights into the different motivating factors, emotional and cognitive drivers and hence the perceived effectiveness by utilising descriptive methodologies.

F.1.2 Target Population and Sampling Frame

The target population comprises adolescents aged 12 to 21 years residing in urban, semi-urban, and rural regions of the 12 districts of South of Punjab known as the Malwa Region. This demographic includes students currently pursuing formal education from Grade 6 to Grade 12 and first-year undergraduate programs.

This age range represents the "digital native" cohort who are the primary consumers of internet content. Including the transition from early adolescence (Grade 6) to late adolescence (Undergraduate) allows the study to capture developmental differences in cognitive processing and susceptibility to advertising.

F.1.3 Sample Size-

A total of **664 respondents** constitute the final sample. This size substantially exceeds the minimum sample size of 385 required for a large population at a 95% confidence level with a $\pm 5\%$ margin of error, calculated using Cochran's formula. The expanded sample size ($N=664$) increases the statistical power of the study, reducing the risk of Type II errors and allowing for robust subgroup analyses (e.g., Urban vs. Rural).

F14 Sample Technique-

A Non-Probability Convenience Sampling method was adopted. While probability sampling is ideal for generalization, it was impractical due to the absence of a unified sampling frame (a list of all adolescent students in the region). Convenience sampling provided a feasible and time-efficient alternative to access respondents through accessible clusters such as schools and colleges. The limitations regarding representativeness are mitigated by the large sample size and the intentional inclusion of diverse geographic regions (urban/rural).

F15a Primary Data Collection Methods

Primary data was collected via a structured **Survey Questionnaire** using a 5-point Likert scale. The instrument was divided into five distinct sections to comprehensively address the research objectives:

- **Section A: Demographic Profile:** Collected data on Gender, Age (12–22), Region, Education Level, and Socio-economic status (Parental Occupation/Income). This allows for the segmentation of data to determine if advertising influence varies by demographic factors.
- **Section B: Internet Usage Patterns:** Assessed "digital residency" by measuring daily usage duration, primary purpose (social media, gaming, etc.), and ad-avoidance behaviours. This establishes the respondents' level of exposure to the independent variable (Internet Ads).
- **Section C: Online Buying Behaviour:** Operationalized the dependent variable by measuring purchase frequency, product preferences, and the specific platforms driving purchases (e.g., social media vs. search engines).
- **Section D: Influence Across Buying Stages:** This section measured the cognitive and behavioral impact of ads at different stages of the decision-making process: *Awareness, Interest, Evaluation, Purchase, and Post-purchase*. This structure aligns with the Hierarchy of Effects models (e.g., AIDA) commonly used in marketing research.
- **Section E: Motivational & Cognitive Factors:** This section measured the "Why" behind the behavior. Items focused on convenience, entertainment value, personal relevance, and emotional triggers. These constructs align with **Ducoffe's Advertising Value Model**, assessing dimensions such as Informativeness and Entertainment.

155 **Secondary Data Collection Methods**

Secondary data was utilized strictly for the purpose of instrument development and literature review. Databases such as EBSCO, ProQuest, and Google Scholar were searched for peer-reviewed papers on "Adolescent Consumer Behaviour," "Digital Advertising Effectiveness," and "Online Impulse Buying." These sources informed the selection of scale items to ensure content validity.

156 **Data Collection Time Horizon**

The research data collected over a defined period from April to November 2024. Data were collected from educational institutions located in urban, semi-urban, and rural settings, ensuring contextual diversity in digital access, media exposure, and consumption behaviour.

157 **.d. Pilot testing and refinements**

A pilot study was conducted prior to the main survey to assess the clarity, relevance, and reliability of the research instrument. The questionnaire was administered to a small group of adolescent respondents who possessed characteristics similar to those of the target population. Feedback obtained during the pilot testing helped identify issues related to ambiguous wording, sequence of questions, and response scale clarity ensuring that they were age-appropriate and aligned with the study objectives.

F.16 Statistical Tools-

- A combination of descriptive statistics, independent sample t-tests, one-way ANOVA, and Structural Equation Modelling (PLS SEM) has been employed to analyse the data.
- **SPSS Version 26:** For data cleaning, missing value analysis, and parametric difference testing.
- **SmartPLS-4:** For path modelling, confirming the measurement model (reliability/validity), and assessing the structural model.

F.2 Results

Hypothesis		Results
H ₁	There is a significant relationship between cognitive-driven responses and Perceived Effectiveness.	Supported

--	--	--

H ₂	There is a significant relationship between emotionally driven responses and Perceived Effectiveness.	Supported
H ₃	There is a significant relationship between Motivating Factors and Cognitive-driven responses.	Supported
H ₄	There is a significant relationship between Motivating Factors and Emotionally driven responses.	Supported
H ₅	There is a significant relationship between Product Awareness and cognitively driven responses.	Not supported
H ₆	There is a significant relationship between Product Awareness and Emotionally driven responses.	Supported
H ₇	There are no significant differences in the impact of Internet advertising across two genders in response to PA, MF, EDR, CDR and PE.	Fully Supported
H _{7a} :	There is no significant difference in the impact of Internet advertising across the two genders in terms of Product Awareness (PA).	Supported
H _{7b}	There is no significant difference in the impact of Internet advertising across two genders in terms of Motivating Factors (MF).	Supported
H _{7c}	There is no significant difference in the impact of Internet advertising across two genders in terms of emotionally driven responses (EDR).	Supported
H _{7d}	There is no significant difference in the impact of Internet advertising across two genders in terms of cognitively driven responses (CDR).	Supported
H _{7e}	There is no significant difference in the impact of Internet advertising across two genders in terms of Perceived Effectiveness (PE).	Supported

H ₈	There are no significant differences in the impact of Internet advertising across three age groups in the sample, in consideration of PA, MF, EDR, and CDR.	Fully Supported
H _{8a}	There is no significant difference in the impact of Internet advertising across three age groups in terms of Product Awareness (PA).	Supported
H _{8b}	There is no significant difference in the impact of Internet advertising across three age groups in terms of Motivating Factors (MF).	Supported
H _{8c}	There is no significant difference in the impact of Internet advertising across three age groups in terms of emotionally driven responses (EDR).	Supported
H _{8d}	There is no significant difference in the impact of Internet advertising across three age groups in terms of cognitively driven responses (CDR).	Supported
H _{8e}	There is no significant difference in the impact of Internet advertising across three age groups in terms of Perceived Effectiveness (PE).	Supported
H ₉	There are no significant differences in the impact of Internet advertising across three regions in regards of Product Awareness (PA), Motivating Factors (MF), Emotionally driven responses (EDR), Cognitively driven responses (CDR) and Perceived Effectiveness (PE).	Fully Supported
H _{9a}	There is no significant difference in the impact of Internet advertising across three regions in terms of Product Awareness (PA).	Supported
H _{9b}	There is no significant difference in the impact of Internet advertising across three regions in terms of Motivating Factors (MF).	Supported

H _{9c}	There is no significant difference in the impact of Internet advertising across three regions in terms of emotionally driven responses (EDR).	Supported
H _{9d}	There is no significant difference in the impact of Internet advertising across three regions in terms of cognitively driven responses (CDR).	Supported
H _{9e}	There is no significant difference in the impact of Internet advertising across three regions in terms of Perceived Effectiveness (PE).	Supported
H ₁₀	There is no significant difference in the impact of Internet advertising across three levels of educational qualification among consumers in terms of PA, MF, EDR, and CDR.	Partially Supported
H _{10a}	There is no major difference in Internet advertising impact across educational levels in terms of product awareness.	Not Supported
H _{10b}	There is no major difference in motivating factors across education levels.	Supported
H _{10c}	There is no significant change in emotionally driven responses across education levels.	Supported
H _{10d}	There is no significant variation in cognitively driven responses across education levels.	Not Supported
H _{10e}	There is no significant variation in perceived effectiveness across education levels.	Supported
H ₁₁	There is no significant difference in the impact of Internet advertising between the two types of family occupation and employment means in terms of Product Awareness (PA), Motivating Factors (MF), Emotionally driven responses (EDR), Cognitively driven responses (CDR) and Perceived Effectiveness (PE).	Partially Supported

H _{11a}	There is no significant difference in product awareness across family occupations.	Not Supported
H _{11b}	There is no significant difference in motivating factors across family occupations.	Not Supported
H _{11c}	There is no significant difference in emotionally driven responses across family occupations.	Supported
H _{11d}	There is no significant difference in cognitively driven responses across family occupations.	Supported
H _{11e}	There is no significant difference in perceived effectiveness across family occupations.	Supported
H ₁₂	There is no significant difference in Internet advertising impact across income levels for all key factors (PA, MF, EDR, CDR, PE).	Fully Supported
H _{12a}	There is no significant difference in product awareness across income levels.	Not Supported
H _{12b}	There is no significant difference in motivating factors across income levels.	Supported
H _{12c}	There is no significant difference in emotional responses across income levels.	Supported
H _{12d}	There is no significant difference in cognitive responses across income levels.	Not Supported
H _{12e}	There is no significant difference in perceived effectiveness across income levels.	Supported
H ₁₃	There are no significant differences in perceptions of Internet advertising between below-18 and above-18 adolescents across all key variables (PA, MF, EDR, CDR, PE).	Partially Supported

H _{13a}	There is no significant difference in product awareness between adolescents below 18 and above 18.	Not Supported
H _{13b}	There is no significant difference in motivating factors between adolescents below 18 and above 18.	Supported
H _{13c}	There is no significant difference in emotional responses between adolescents below 18 and above-18 adolescents.	Supported
H _{13d}	There is no significant difference in cognitive responses between adolescents below 18 and above 18.	Supported
H _{13e}	There is no significant difference in perceived effectiveness between those below 18 and above 18.	Supported
H ₁₄	There is no significant association between gender and daily Internet use.	Supported
H ₁₅	There is no significant association between age and daily Internet use.	Not Supported
H ₁₆	There is no significant association between region and daily Internet use.	Not Supported
H ₁₇	There is no significant association between education level and daily Internet use.	Not Supported
H ₁₈	There is no significant association between family occupation and daily Internet use.	Supported
H ₁₉	There is no significant association between income level and daily Internet use.	Not Supported
H ₂₀	There is no significant association between age group (below or above 18) and daily Internet use.	Not Supported

G. Achievements with respect to Objectives

The main objective of this study is to understand the dynamics of the role of internet advertisement and the purchase behaviour of adolescents. Also, to see the interactivity of different aspects of Internet advertisement, such as product awareness, motivating factors, and perceived effectiveness on the buying behaviour of the adolescents. Following the main

objective, there were many other objectives of the study that contributed towards the main goal of the research. The following is the table showing all the objectives of this research study and the achievements of each objective.

Objectives	Achievements
Prevalence of Internet Usage among Adolescents	The majority of respondents use the internet "as and when required" (34.2%), indicating a needs-based approach. Those using the internet for "1-3 hours" (27.4%) and "3-6 hours" (20.2%) show consistent engagement, while heavy users of "More than 6 hours" (14.2%) demonstrate extensive online presence. The distribution of variables and their percentage affects how frequently young people or adolescents come in contact with and interact with internet advertisements.
Prevalence of online buying behaviour of Adolescents	Most respondents from the survey have noted that they use the internet for "All of the above" purposes (77.3%). This includes shopping, social media, and browsing for new products. This shows a diverse online behaviour among consumers. It suggests that advertisements have to be versatile and contextually relevant as per the consumers' needs. All respondents (100%) have reported awareness of internet advertising, indicating its wide and pervasive presence. Among the respondents, 55.7% are "Moderately aware," 23.5% are "Quite well aware," and 20.8% are "Not quite aware." This distribution of percentages highlights that varying levels of engagement with advertising content, along with more nuanced strategies, are needed to address different awareness levels. The assessment of online purchasing behaviour reveals a distinct segment among respondents as per their frequency of online purchases. Only a small minority, 9.0%, reported that they "Always" buy products online, indicating a high level of engagement with e-commerce.
To analyse the motivating factors which persuade adolescents towards watching internet advertisements.	The survey has noted several key factors that motivate respondents to watch internet advertisements. As per the results, the highest mean score was gained for the wide range of product options presented through the ads, becoming the most influential

	factor. Detailed information from websites and social media groups can go through deeper links, making a very good impression on the respondents' purchase decisions. In fact, convenience and time efficiency also ranked high in the survey responses, as ads can allow flexible timing and enhance the speed of product selection. Discounts and offers, financial incentives also contribute highly to ad engagement and prompt users to watch them, alongside the creativity and appeal of the advertisements.
To understand whether the buying decisions of the respondents are cognitively driven or emotionally driven.	A cognitive emphasis is reflected through the high scores for internet ads, helping in better information search and product evaluation capacity. However, emotional drivers can also play a major role, with advertisements purposefully creating needs and enhancing the enjoyment of the purchasing experience for consumers.
To diagnose the level of perceived effectiveness of Internet advertisements.	In regards of perceived effectiveness of internet ads, they are generally viewed positively, along with their high scores for pleasure and excitement, need fulfilment, and post-purchase services to increase engagement. Despite these positive aspects, there are negative concerns about the potential for ads as they can sometimes be misleading, confusing, and even exaggerated. Such negative perceptions highlight dissatisfaction with the accuracy and honesty of advertisements, often guised as persuasive marketing.
To understand how product awareness is developed through the influence of Internet advertisements.	As regards the role of product awareness and buying stages, the analysis reveals these constructs to have an insignificant impact on Cognitive Driven behaviours. Indeed, it is noted that the effect size, as revealed by an F-statistic of 0.001 with a T-statistic of 1.168, is negligible, implying that there is no meaningful effect of awareness and buying stages on cognitive-driven behaviours. On the contrary, the effect of product awareness and buying stages on Emotionally Driven behaviours is statistically significant but at a moderate intensity. The f-square value of

	0.112 with a T-statistic of 2.333 signifies that the influence is relatively small in magnitude as compared to other predictors. The implication drawn herein is that while product awareness and buying stages have an influence on emotionally driven behaviours, this influence has a limited scope.
To analyse the orientation of the adolescents towards Internet advertisements as they transit from secondary to high school.	The results have shown no statistically significant differences between the two age groups and demographics. This suggests that both younger and older respondents perceive motivational appeal, emotional influence, cognitive engagement, and overall effectiveness of internet advertising in a similar way. The study results also show that the older respondents are likely to have better awareness and familiarity with internet advertisements.
To develop and validate a structural equation model explaining the impact of Internet advertising on adolescents' buying behavior.	The SEM model results indicate that all constructs exhibit good to excellent reliability and acceptable convergent validity. There exists a small to medium effect size between both Cognitive Driven behaviors and Emotionally Driven behaviors and product awareness. Secondly, the analysis proves the existence of strong positive correlation between both Cognitive Driven behaviors and Emotionally Driven behaviors and Perceived Effectiveness are strongly positively correlated. Overall, the Smart PLS fit indices collectively indicate that the measurement and structural models are well specified and empirically supported. The minimal differences between the saturated and estimated models confirm that the hypothesized structural relationships are theoretically sound and statistically consistent with the observed data, thereby supporting the adequacy and robustness of the proposed SEM framework.

H. Conclusion

The study reveals a strong connection between the Internet and frequency and consumer purchase decisions. Survey consequences demonstrated that young adolescent males are the main target. Most internet advertisements are tailored for them. Product awareness or motivating factors, cognitive, alongside emotional responses, are the core drivers highlighted by respondents that greatly influence buying behaviour. The effect of product awareness and

content development on advertisement effectiveness is moderate yet positive. This helps in making Internet advertising a vital tool that engages consumers and restructures their purchasing decisions in dynamic markets.

I. Copies of papers published and a list of all publications arising from the thesis

1	Majumdar Arpita, Almoula Trupti S. (2025). The New Age of Advertising: Evaluating Social Media's Effectiveness in Engaging Young Female Consumers. <i>European Economic Letters (EEL)</i> , 15(2), 2478–2492. https://doi.org/10.52783/eel.v15i2.3096 (ABDC -C category)
2	Majumdar Arpita, Almoula Trupti S. (2025) Analysing the Influence of Social Media Endorsements on Adolescent Purchase Intentions. <i>Journal of Marketing & Social Research</i> vol. 2, no. 10, 2025, pp. 184–197. https://jmsr-online.com/article/analyzing-the-influence-of-social-media-endorsements-on-adolescent-purchase-intentions-475/ (ABDC -C category)
3	Majumdar Arpita, Almoula Trupti S (2025) Why Engaging Advertisements Do Not Always Persuade: Evidence from Adolescent Digital Markets. <i>MSW Management Journal</i> , 35(2) 2360–2373. https://mswmanagementj.com/index.php/home/article/view/1102 (Scopus Indexed)

J. References

1. Choi, H., Mela, C. F., Balseiro, S. R., & Leary, A. (2020). Online display advertising markets: A literature review and future directions. *Information systems research*, 31(2), 556-575. <https://doi.org/10.1287/isre.2019.0902>
2. Eid, M., Nusairat, N., Alkailani, M., & Al-Ghadeer, H. (2020). Internet users' attitudes towards social media advertisements: The role of advertisement design and users' motives. *Management Science Letters*, 10(10), 2361-2370. <https://doi.org/10.5267/j.msl.2020.2.029>
3. Jamal, Z., & Khan, I. (2024). The Role of Advertising in Global Integrated Marketing Communications. *Journal of Policy Options*, 7(3), 47-53. <https://resdojournals.com/index.php/jpo/article/view/382>
4. Mishra, N., Aithal, P. S., & Wadkar, S. (2024). Role of traditional and modern advertising strategies in the evolving consumer behaviour. *International Journal of Management, Technology, and Social Sciences*, 9(2), 123-134. <https://doi.org/10.5281/zenodo.11293601>

5. Teare, G., &Taks, M. (2021). Exploring the impact of the COVID-19 pandemic on youth sport and physical activity participation trends. *Sustainability*, 13(4), 1744. <https://doi.org/10.3390/su13041744>
6. Wachter, S. (2020). Affinity profiling and discrimination by association in online behavioral advertising. *Berkeley Tech. LJ*, 35,367. https://ora.ox.ac.uk/objects/uuid:7c2f6d39-c9f7-43fb-80a2-ff084f535cbb/download_file?file_format=&hyrax_fileset_id=rm039k5235&safe_filename=Wachter_2021_Affinity_Profiling_and.pdf&type_of_work=Journal+article