Online Advertisement and its influence on Teenagers' Buying Behaviour: An Empirical study

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Abstract
With the growing adoption of innovative methodologies for sustaining in the digitalized business environment, more companies are using online advertisements for targeting consumers. Among them, teenagers are the tech-savvy consumers who value the outlook and the experience created by an advertisement. As a matter of fact, for gaining the attention of teenagers, businesses need to adopt more advanced online advertisement techniques. Against such a backdrop, this study aims to analyze the impact of online advertisement on teenagers' buying behaviour. An examination of 506 teenagers in the age group 10-19 years, revealed that factors like mobile technology, culture, and social media associated with online advertisement have a positive contribution in influencing the buying behavior of teenagers. Thus, companies need to strategize their marketing techniques by adopting more personalized experiences creating technology, and using social media.
Keywords*: Online advertisement, teenagers, buying behaviour, social media*

I. Introduction

Advertising has evolved constantly with changing times, with the very first signs of advertising dating back to 2000 BC with the ancient Egyptians' steel carvings (Quick, 2021). The early 1900s had witnessed the modern age of advertising gaining momentum and becoming personalized through the introduction of radio and television (Pincas & Loiseau, 2015). The digital advertising industry saw exponential growth since 1994 when the first online banner ad appeared (Friend & Singer, 2015). New medium like the internet led to the collation of huge data points on users and personalized services based on newer demands from audiences. The continual evolution in advertising has also seen deep integration between conventional advertising and internet-oriented online advertising (Haur et al., 2017). This offers great opportunities for companies to upgrade online advertising of their products via different media like e-marketing, or social media for targeting more consumer base without any borderline restrictions (Khare, 2015).

With the growing need of making the experience more personalized and provide consumers with a more interactive environment to sustain in a competitive environment, more businesses have adopted online advertising (Belch & Belch, 2013; Srivastava et al. 2017). Serving as a medium of engaging consumers' senses, online advertisements help in developing positive brand attitude among consumers. Online advertising has helped customers in making easy and quick buying choices and provided a wide array of choices resulting in customer satisfaction, and opportunities for growth for the company (Stephen, 2016). As online advertising is an interactive medium, based on the sales message, buying modes, and the available information, consumers could choose the products as per their need or desire (Tripathi, 2016b). Online advertisements work on creating conviction, interest, and awareness thus, it creates a positive impact on the consumers to buy (Jourová, 2016). Thus, alluring online advertisements indeed persuade consumers to make a buying decision.

Past research studies have emphasized the significance of online advertising to customers. However, there is a significant research gap in understanding how online advertising medium tends to influence teenagers in their buying decisions. Thus, to bridge the gap, this study has been undertaken to evaluate the influence of online advertisements on teenagers' buying decisions.

II. Literature Review

Advertising as a medium has grown tremendously owing to advancements in technology, evolving business concepts, and changing customer perceptions (Haur et al., 2017). An empirical review and conceptual

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framework of the key factors which influence teenagers' buying decisions, more particularly, the influence of online advertising on teenagers' buying behaviour have been dealt with.

2.1 Factors affecting buying decision of teenagers

Teenagers' buying decisions are based on various factors. A key factor that influences buying decisions of teenagers is familial/group influence. Parental style is seen to have a major influence on teenagers' socialization and buying behaviour. For instance, teenagers with an authoritative parenting style apply more bilateral influence strategies for their buying decisions like reasoning and bargaining while teenagers with authoritarian parenting use more unilateral influence tactics like emotions (Yang et al., 2014). Another factor that results in making quicker purchases relates to evolving mobile communication technology like wireless internet, and Global Positioning System (GPS) to suit the varying customer needs (Rahim et al., 2016). Cultural factors like religion, food, beliefs, and the like also tend to strongly influence a teenagers' buying decisions, by making them choose only those products which are aligned to their cultural inclination (Ramya & Ali, 2016). For instance, Malaysian Muslim youth prefer buying halal products owing to their religious influence (Briliana & Mursito, 2017). Social media marketing tactics applied by advertisers and marketers make social media savvy teenagers more aware of the products/services on display, which could result in their purchase of these products/services (Duffett, 2017). Thus, there is the presence of various factors like social media, mobile communication technology, or group influence that affect teenagers buying decisions.

2.2 Role of online advertisement in influencing teenagers' perspective

Digitization has taken the world by storm, increasing ease of business operations, customer convenience, and choice, deeply influencing customer behaviours (Stephen, 2016). Online advertising and brand attitude tend to influence teenage consumer perspectives about the company and its products (Eshghi et al., 2017). As online marketing provides more customized delivery of information to teenagers, thus, more pleasure and satisfaction could be derived by consumers. Teenagers being more curious and tech-savvy consumers focus more on engaging with the advertisements which keep them linked with current trends (Baiju, 2018). Teenagers could easily have information about the product and its usage through online advertisement thus, more awareness of consumers could be derived (Okwudili et al., 2018). The usage of social media-based advertisements or celebrity endorsements enables the creation of goodwill through a positive feedback and hence the derivation of more behavioural and cognitive responses from teenagers (Sama, 2019). As teenagers are majorly the users of the online platform, thus, brand communication could be created with online advertisement and even affective responses could be derived in the form of comments and likings (Tripathi, 2016a). This helps in creating a positive association among teenagers with the brand and motivating them to make purchasing decisions. With the creation of favourable attitudes among teenagers through online advertisements, companies are also able to derive brand loyalty and attract new consumers (Duffett, 2017). Thus, online advertising is an influential factor that impacts a teenagers' perception of the product or service of a company or a brand immensely.

2.3 Empirical Review

Mohammed & Alkubise (2012) explore the influence of online advertisements on customer buying intention in developing countries. A five dimensions theoretical model has been applied for data collection from 339 Jordanian University students. The findings show that online advertising is seen to be influenced by the consumer's income, internet skills, advertisement content, brand, and advertisement location. Also, website language and other customer opinions are key to the effectiveness of the online advertisement. Bhakat & Muruganantham, (2013) in their research study have studied impulse buying behaviour through compilation of various research articles relating to retailing and consumer behaviour. The findings of the study reveal that factors including socio – cultural factors, disposable incomes, independence, and related factors tend to influence customer buying behaviour based on the advertisements.

Duffett (2017) in his study has tried to investigate the influence of a connected and interactive mode of social media marketing on teenagers' buying decisions in South Africa. The survey method includes administration of questionnaires across the schools and colleges of South Africa among the students of 13-18 years of age group. For statistical data analysis, generalized linear model was implemented. The findings indicated that social media-based communication had a huge influence on teenagers' perception of the brand but it does not trigger purchase intentions. Another research by Eshghi et al. (2017) also discussed the impact of online advertisements and media interactions on teenagers and the youth. The research methodology followed was experimental design comprising three-way factorial variance analysis, independent *t*-tests and regressions. The results of the study revealed that both narrative and factual ad copies had a significant influence on teenagers' brand perception.

Lastly, Tweni & Tlapana (2021) examined the impact of online advertisement on purchasing intentions and buying patterns of Eastern cape customers. The analysis of 40 respondents using the frequency analysis method determined that online advertising is a more suitable platform for advertising as it helps in influencing consumers, educating and reaching target consumers, and affecting purchasing patterns positively

2.4   Conceptual Framework
The conceptual framework of evaluating the influence of online advertising on teenagers' perceptions has been given below.
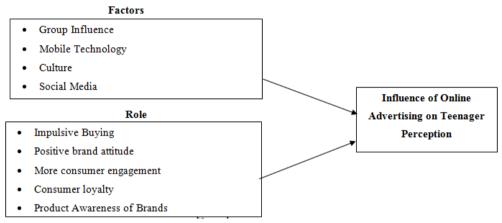

Figure 1: Conceptual Framework
Source: Prepared by the Author

The examination of existing research revealed that factors like group influence, mobile technology, culture, and social media associated with online advertisement affect the teenagers' buying behaviour. Online advertisement is found to have a significant role in influencing teenagers' impulsive buying, positive brand attitude formation, derivation of better consumer engagement, earning consumer loyalty, and positive word of mouth creation.

III.   Methodology

Research methodology is the process focused on defining the blueprint of aligning the work with the objectives of the study (Igwenagu, 2016). As the study aims to examine the influence of online advertisements on teenagers' buying decision, thus, their feedback will be analyzed with the help of quantitative method. The study compresses epistemology research paradigm, interpretivism philosophy, and statistical assessment of the teenagers' perception. Besides, explanatory research design undertaken in the study enables linkage development between variables via hypothesis testing. A close-ended questionnaire has been developed wherein a Likert scale having 5-points has been used for examining the influence of identified factors i.e. mobile technology, culture, group influence, and social media on the teenagers' buying behaviour. The questionnaire consists of three sections i.e. the first section comprises respondents' demographic information like age, education, and gender; the second section deals with respondents' knowledge about online advertisements; and the third one is inferential section which encompasses impact examination. As the study focuses on examining teenagers' perspectives, thus, the targeted population of the study is the teenagers' who understand English, live in Delhi and are aged between 10 to 19 years. Using the Cronbach alpha formula, the sample size of the study has been computed with a 5% level of significance i.e.

$$n = \frac{z^2 * p * (1-p)}{e^2}$$

$$n = \frac{1.96 * 1.96 * 0.86 * 0.14}{0.03 * 0.03} = 513.92 \approx 514 \ approx$$

Where n represents sample size, z is the z-value at 95% confidence value, p is the population proportion having survey attribute (86%), and e is the margin of error (0.03). Though the sample size determined was 514 respondents but as respondents were approached through google forms, only 506 teenagers' data were collected. For the understanding of background information and demographics frequency analysis has been performed via SPSS while for impact examination SEM analysis has been done. Hypotheses set for the study would be tested at a 5% level of significance which are given below.

Hypotheses:

H01: Mobile technology used for Online advertisements does not have a significant impact on teenagers' buying behaviour

H02: Online advertisements associated with social media do not have a significant impact on teenagers' buying behaviour

H03: Cultural variations caused by Online advertisements do not have a significant impact on teenagers' buying behaviour

H04: Online advertisements based Group influence do not have a significant impact on teenagers' buying behaviour

The perception of teenagers has been analyzed with the help of IBM SPSS AMOS 23. For analyzing the validity and reliability of endogenous and exogenous variables, various tests such as Cronbach alpha, CFA and SEM has been conducted in the study. Finally, as due care has been taken to maintain the confidentiality and anonymity of the respondents, thus, the results derived are ethical.

IV. The Data analysis

The study aims to examine the impact of online advertisements on teenagers' perspectives, thus, initially the demographics and background information are assessed. Further, to validate the model's effectiveness, the SEM analysis is performed to determine its impact.

Demographic analysis is the method for understanding the demographical characteristics of respondents. As teenagers are the respondents of the study, information relating to their age, gender, and education has been elicited and analyzed using the frequency analysis method.
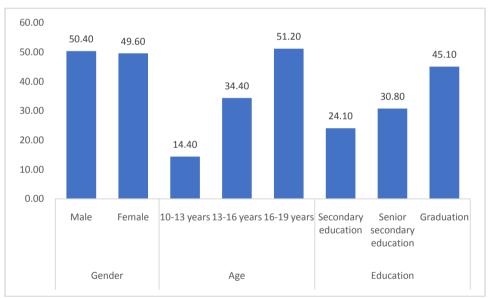

Figure 2: Demographic analysis
Source: Authors' calculation

The above figure shows that 50.40% of the respondents selected for the study are male while the remaining 49.60% are female. Age wise classification of the sample respondents reveals that about 14.40% of them are from the age group of 10-13 years, 34.40% from 13-16 years, and 51.20% from 16-19 years. Further, the education level of the respondents depicts that the majority of them are pursuing graduation i.e. 45.10%, 30.80% are at the senior secondary, and 24.10% are in the secondary level of education. Thus, the study consists of educated teenagers with an almost equal composition of males and females.

The examination of the knowledge level of respondents about the online advertisement is presented in Figure 3
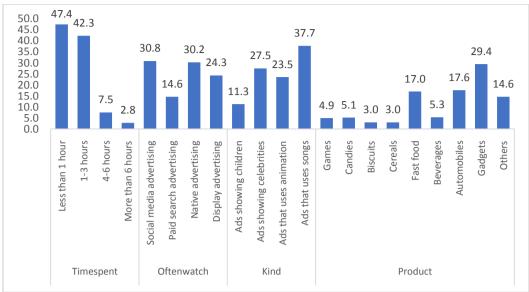
Figure 3: **Teenagers' Knowledge of online advertisement**
Source: Compiled from Primary data

The examination of teenagers' knowledge reveals that the majority of them spend up to 3 hours on online portals i.e. 47.4% less than 1 hour and 42.3% from 1-3 hours, wherein native advertising (30.2%) and social media advertising (30.8%) are the most-watched type of online advertisements. Likewise, ads with the usage of songs (37.7%) and celebrities (27.5%); and products like gadgets (29.4%), automobiles (17.6%), and fast food (17%) advertisements are found to be the most preferred online advertisements by teenagers
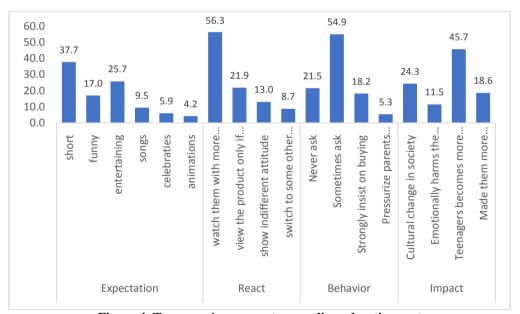

Figure 4: **Teenagers' response to an online advertisement**
Source: Compiled from primary data

Further, teenagers' responses reveal that mainly they expect advertisements to be short (37.7%) and entertaining (25.7%) and react by watching them with more interest (56.3%) or viewing the product only if relevant (21.9%). The behaviour of teenagers discerns that about 54.9% sometimes ask for the product while 19.2% strongly insist on buying. Lastly, the impact of online advertisement reveals that about 45.7% of teenagers believe such advertisements are to be true and they become more demanding whereas 24.3% believe initiation of cultural change in society. Thus, the sample teenager respondents are found to be prone to buy the products advertised through online advertisements.

4.1 Confirmatory Factor Analysis

Though frequency analysis reveals that online advertisement contributes to influencing teenagers' perspectives, however, for effective outcome, the linkage between the online advertisement factors and teenagers' buying behaviour is studied. For validating the factors considered for impact assessment are relevant, the confirmatory factor analysis has been done. The coding for the considered statement is presented in Appendix. The model formulated for the linkage development is given below.
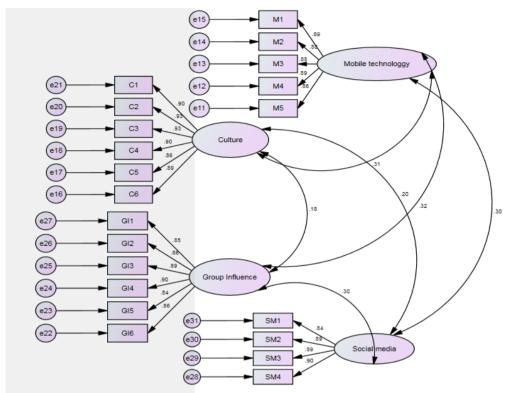
Figure 5: **Factors Confirmatory Factor Analysis**
Source: AMOS output

For the analysis of the teenagers' buying behaviour 10 statements were considered and the analysis based on these statements is presented in Figure 6.
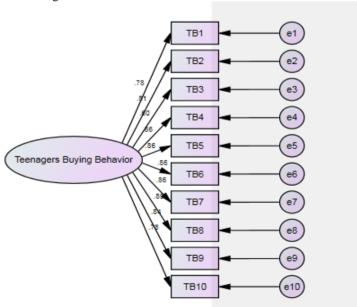
Figure 6: **Teenagers Buying behaviour examination**
Source: AMOS Output

The reliability and validity analysis based on the confirmatory factor analysis is determined by computing the value of Cronbach alpha required to be 0.7 and above, composite reliability with a limit of 0.7 and above, convergent validity i.e. AVE needs to be 0.5 and above, and discriminant validity with the derivation of AVE square root more than the correlation between latent constructs (Ghadi et al., 2012)

Table 1: Cronbach alpha, composite reliability, convergent validity.

Name	AVE	CR	Cronbach alpha	SQRT (AVE)
Mobile Technology	0.712	0.945	0.945	0.844
Culture	0.792	0.963	0.963	0.890
Group Influence	0.737	0.949	0.948	0.859
Social Media	0.751	0.932	0.932	0.866
Teenagers Buying Behaviour	0.607	0.952	0.951	0.779

Source: Author's Calculation

Herein, the CR and Cronbach alpha value for all the constructs is between 0.93 to 0.97 (> 0.7), and AVE is between 0.6 and 0.8 (> 0.5). For the discriminant validity, the results are presented in Table 2.

Table 2: Discriminant validity

	Mobile Technology	Culture	Group Influence	Social Media	Teenagers Buying Behaviour
Mobile Technology	**0.844**				
Culture	0.282	**0.890**			
Group Influence	0.298	0.164	**0.859**		
Social Media	0.283	0.184	0.279	**0.866**	
Teenagers Buying Behaviour	0.290	0.181	0.154	0.201	**0.779**

Source: Author's Calculation

Discriminant validity represents that for all constructs the correlation values are between 0.15 and 0.30 which is less than the square root of the AVE range i.e., 0.75 and 0.9. Thus, having all values of Cronbach alpha, convergent validity, composite reliability, and discriminant validity within the required limits, the analysis reveals that selected constructs are reliable and valid and thus could be used for linkage development between online advertisements and teenagers' buying behaviour.

4.2   Model Fitness
Though the construct considered for analysis are reliable and valid, for effective impact assessment the fitness of the model on the collected dataset also needs to be determined. For this, different commonly used indices i.e. GFI, AGFI, RMSEA, NFI, TLI, or PGFI have been used.
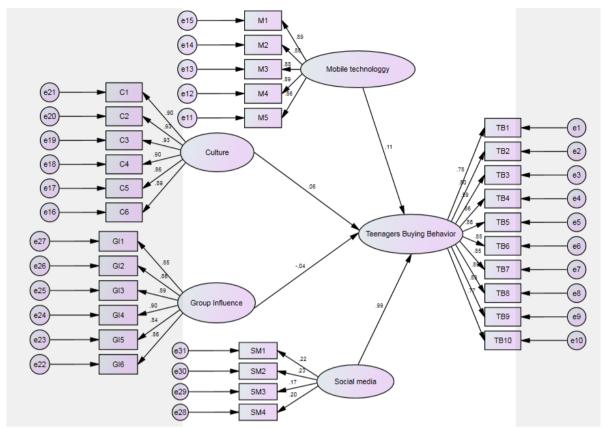
Figure 7: Original Model
Source: AMOS Output

The model fitness of the originally constructed model i.e., Figure 7 is shown below

Table 3: Model fitness of Original Model

Measure	Values	Required value
Goodness of fit- GFI	0.710	> 0.90
Adjusted Goodness of fit- AGFI	0.667	>0.90
Root mean square error of approximation- RMSEA	0.104	<0.10
CMIN/Df	6.509	<5
Standardized root mean square residual- SRMR	0.170	0-1
Tucker Lewis Index- TLI	0.832	>0.90
Incremental fitness index- IFI	0.844	>0.90
Normal fit index- NFI	0.821	>0.90
Comparative fit index- CFI	0.844	>0.90
Parsimony goodness of fit index- PGFI	0.671	>0.50
Parsimony normed fit index- PNFI	0.761	>0.50
Parsimony comparative fit index- PCFI	0.782	>0.50

Source: AMOS Output

Herein, GFI, AGFI, RMSEA, CMIN/Df, and SRMR are not within the required limit. The TLI, IFI, NFI, and CFI are less than 0.9. Lastly, PGFI, PNFI, and PCFI values however are more than 0.5. Though the model has parsimonious fitness but as values of absolute and incremental fitness are not within the required limit, thus, modifications in the model are required.

Building on the covariance-based linkage between measurement errors using modification indices, the model has been modified. The improvised SEM model for the online advertisement factors with teenagers buying behaviour is depicted in Figure 8.
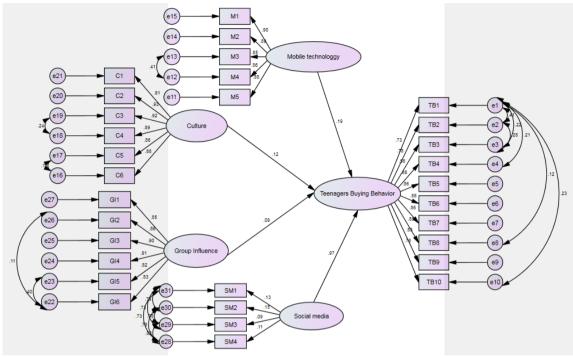

Figure 8: Final SEM model
Source: AMOS Output

The fitness of the final model for examining its effectiveness is stated in Table 4.

Table 4: Final model fitness indices

Measure	Values	Required value
GFI -Goodness of fit	0.901	> 0.90
AGFI -Adjusted Goodness of fit	0.882	>0.90
RMSEA -Root mean square error of approximation	0.045	<0.10
CMIN/Df	2.002	<5
SRMR -Standardized root mean square residual	0.134	0-1
TLI-Tucker Lewis Index	0.969	>0.90
IFI -Incremental fitness index	0.973	>0.90
NFI -Normal fit index	0.947	>0.90
CFI -Comparative fit index	0.973	>0.90
PGFI -Parsimony goodness of fit index	0.752	>0.50
PNFI -Parsimony normed fit index	0.843	>0.50
PCFI- Parsimony comparative fit index	0.866	>0.50

Source: AMOS Output

The absolute fitness indices reveal that GFI is 0.901, AGFI is 0.882, RMSEA is 0.045, CMIN/Df is 2.002, and SRMR is 0.134 are within the required range. Incremental fitness indices i.e. TLI is 0.969, IFI is 0.973, NFI is 0.947, and CFI is 0.973 are all more than 0.9. Lastly the parsimonious fitness indices i.e. PGFI is 0.752, PNFI is 0.843, and PCFI is 0.866 are more than the required value of 0.5. Thus, the final model was created for observing the impact of online advertisement on teenagers' buying behaviour is absolutely, incrementally, and parsimoniously fit and could be used for relationship examination.

4.3 Structural equation modeling

The relationship assessment between the factors of online advertisements and teenagers' buying behaviour is depicted in Table 5.

Table 5: Structural model values

Teenager Buying Behaviour	Estimate	S.E.	C.R.	P
Mobile Technology	0.140	0.035	4.011	0.000
Social Media	6.452	2.625	2.458	0.014
Culture	0.096	0.037	2.599	0.009
Group Influence	0.077	0.040	1.912	0.056

Source: AMOS Output

Table 5 reveals that the p-value and CR of the constructs enable the examination of the relationship. As for mobile technology, the values of p < 0.05 and CR values are more than the threshold limit of 1.96 at a 5% level of significance, thus, the hypothesis that mobile technology has no impact on the teenagers' buying behaviour is rejected. Further, for social media too the p-value is 0.014 < 0.5 and the CR value is 2.458 > 1.96, thus, the hypothesis that social media have no impact on teenagers' buying behaviour is rejected. For the culture, the p-value is 0.009 and CR is 2.599 which fulfill the required limit, thus, the hypothesis that the culture has no impact on teenagers' buying behaviour is rejected. For group influence, p-vlue is 0.056 > 0.05 and CR value is 1.912 < 1.96, thus, the hypothesis that the group influence has no impact on teenagers' buying behaviour is not rejected. Results summary is shown in Table 6.

Table 6: Hypothesis testing Summary

Hypothesis	Outcome	Impact Nature
Mobile technology used for Online advertisements does not have a significant impact on teenagers' buying behaviour	Rejected	Positive
Online advertisements associated with social media do not have a significant impact on teenagers' buying behaviour	Rejected	Positive
Cultural variations caused by Online advertisements do not have a significant impact on teenagers' buying behaviour	Rejected	Positive
Online advertisements based Group influence do not have a significant impact on teenagers' buying behaviour	Accepted	NA

Source: Compiled by the authors

The p and CR value enables the examination of a relationship however for the impact nature, the estimate value is assessed. Herein, the value of loading for mobile technology is 0.140, social media is 6.452, and culture is 0.096. This depicts that there is the presence of positive contribution of social media, mobile technology, and culture on teenagers' buying behaviour but among them, social media is the major component having its significant role in influencing teenagers' purchase decisions.

V. Implications and Conclusion

In the digitalized environment wherein, teenagers are spending most of their time on online platforms, the adoption of traditional marketing approach prevents companies from engaging consumers' attention. As the technologies are developing more companies are adopting online advertisements for promoting their brands and grabbing the teenagers' interest. These advertisements serve as a medium of not only providing information about the brands to teenagers but also with visual techniques it creates a lasting impact on teenagers. Thus, online advertisements help in creating a positive attitude of teenagers toward the brand and also motivate them in spreading positive WOM about the brand.

The perceptional study of 506 educated teenagers between the age group of 10 -19 years belonging to Delhi NCR revealed that culture, mobile technology, and social media-associated factors of online advertisements are the main components that affect the teenagers' buying behaviour. Though group influence caused by online advertisement also impacts consumer perspective but it fails to affect the buying behaviour of teenagers. Thus, businesses need to understand that online advertisements indeed significantly affect the buying behaviour of teenagers.

Admittedly, teenagers nowadays value personalized experience. The analysis revealed the mobile communication technology used for online advertisement has a major role in affecting teenagers' buying behaviour, thus, the techniques like SMS, location-based marketing, proximity marketing, and In-app marketing should be applied and promoted. The businesses should adopt advanced techniques for smoothing the experience of consumers such as GPS track of the order, 24 hours consumer support, or augmented reality. Further, cultural values associated with online advertisements are also found to be the important contributors,

thus, companies should undertake promotional advertisements on the eve of festivals for targeting teenagers' interests. Lastly, social media is also sharing major impact on buying behaviour and teenagers nowadays value social influencers' perceptions as well as the recommendations of celebrities, thus, marketing strategy should be planned to involve influencers and celebrities in online advertisements for motivating teenagers to buy the online advertised products.

The study though has successfully developed a model for understanding online advertisement and teenagers' buying behaviour linkage, however, there are many other important components like priorities or strategies of the company and its influence on teenagers' attitude are yet to be examined. Further, as teenagers could easily be swayed away towards unnecessary purchases due to online advertisement, thus, determination of its social contribution is also essential. The present study has limited itself to understand the teenagers' buying behaviour, thus, future studies should focus on evaluating the social contribution of online advertisements.

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Appendix

Statement	Code
Teenager Buying Behaviour	
More information about the product could be derived from online advertisement	TB1

The technique used for advertisement is more creative thus attracting me	TB2
I am able to get all relevant information about the product from the viewpoint of a consumer	TB3
I am able to connect with the advertisement	TB4
The advertisement create a sense of immediate buying within me	TB5
I am able to interact with all the other consumers who are buying the product	TB6
I feel like the advertisement is specially designed for me	TB7
I am able to access more advertisement of the things I like	TB8
Sometimes I buy product which I don't even require	TB9
I get the feeling of atleast trying the product once with the look of advertisement	TB10
Mobile Technology	
I am able to get more personalized experience with the online advertisement	M1
Advanced facilities like GPS are available which attracts me	M2
Online advertisements helps in informing me of all the new technologies used by company for their functioning	M3
I am able to get 24 hours interactive platform	M4
I get advertisements of only things I am interested in	M5
Culture	
I get more promotional offers advertisements during festivals	C1
The advertisements are mainly in English language	C2
The design of advertisements varies with the culture	C3
More advertisements of brands are designed to highlight social issues like women empowerment or equality	C4
The social contribution of brand and its sales is highlighted in the advertisements	C5
I am able to connect more with the online advertisement emotionally	C6
Group Influence	
My parents opinion about the advertisement affect me	GI1
My friends preference towards the advertisement influence my perception	GI2
My siblings opnion about the advertisement affect my opinion	GI3
My parents support me if I like a product advertisement	GI4
The opinion of my icon about brand affect my perception about brand	GI5
Advertisements shared by my friends to me are the ones I mainly see	GI6
Social Media	
Advertisements supported by the celebrities I like engage my attention more	SM1
Live sessions are organized more	SM2
The social media support service provided by brand attract me more	SM3
All new promotional offers, discounts, and brand launch details are available on social media page of company	SM4

Table A- 1: Coding for the selected constructs