



ONLINE ADVERTISING AND PURCHASE INTENTION: THEMATIC, SENTIMENT AND FRAMEWORK ANALYSIS USING NVIVO

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ABSTRACT

Once considered an exclusive domain of large corporations, advertising has been revolutionized by the advent of the Internet, giving rise to online advertising as a transformative force in marketing. This study uses qualitative analysis based on NVivo software to investigate how online advertising affects young people's purchase intentions. The objective of the study was to examine how various elements of Online ads—such as emotional appeals, discount, trust, and influencers—affect young people's purchasing decisions. 40 individuals from various demographic groups participated in semi-structured interviews and focus groups as part of the study's qualitative research methodology. NVivo was used to evaluate the data, applying sentiment analysis and word cloud creation before utilising theme coding to look for important trends.

Key findings suggest that purchase intention is strongly influenced by emotional ties and trust in influencers, with young respondents preferring relatable, real content. Commercials that emotionally connected were substantially linked to positive sentiment, while intrusive or deceptive commercials were linked to negative sentiment. Value-driven promotions, social impact, and brand trust were found to be crucial factors in purchasing decisions by thematic analysis. According to the research's implications, marketers should work with influencers who share the brand's values, create emotionally compelling campaigns, frame promotions with captivating narratives, and adjust digital strategies to target specific demographics and levels of engagement. The knowledge this study offers is essential to developing successful Online advertising campaigns for today's youth.

Keywords: Online Advertising, Youth, Purchase Intention, Sentiment Analysis, Thematic Analysis, NVIVO

1.0 Introduction

In today's marketing landscape, Online advertising has emerged as a crucial tool, particularly when it comes to influencing young people who are strongly involved with current trends via digital platforms. For instance, social media sites like YouTube, Instagram, and TikTok assist young consumers in adjusting to new types of advertising as they become available. These platforms serve as avenues for brand marketing while also providing young people with immersive and captivating experiences. Sawicki (2016), opined that businesses can better serve their customers by creating

customised and pertinent campaigns by utilising digital technology in marketing.

Youth, between the ages of 17 and 29, are considered as the most valuable market segment by marketers due to their potential purchasing power and ability to shape market trends. This age group rely heavily on digital platforms that has altered their purchasing habits, making them more susceptible to digital marketing tactics (Arora and Jha, 2020). Youth usually gets successfully attracted to platforms that use AI-driven personalisation, such as tailored ads based on browser history and real-time engagement.

According to Ki et al. (2020), influencer marketing can be considered as one of the most effective Online advertising strategies for reaching to youth. The authenticity of the connection with their audience often makes influencers trustworthy and relatable. According to De Veirman et al. (2017), young people are more inclined to believe suggestions from influencers they look up to than from conventional advertising. The ability to convert ads into purchases with ease has been made feasible by advancements in digital payment systems and e-commerce platforms. This has reduced friction in the consumer journey and improved the efficacy of Online advertising (Gupta et al 2024; Lim et al 2024).

1.1 Role of Qualitative Research

Using innovative techniques like data-driven customisation and influencer marketing, Online advertising has fundamentally altered how businesses interact with young customers. To maximise their effectiveness, it is necessary to comprehend the qualitative facets of how these strategies affect consumer behaviour. This study fills the gap by employing the emotional and cognitive factors influencing youth's behaviour using sentiment and thematic analysis. By doing this, it provides marketers and researchers with information knowledge for possible real-world implementation, such as more effective Online advertising campaigns that resonate more.

Thematic Analysis

In qualitative data, thematic analysis is the tool used to identify recurrent themes and patterns (Sharma and Gupta 2021). It draws attention to the elements that have the biggest effects on young people's purchasing decisions in Online advertising. The importance of thematic analysis in identifying factors like perceived worth, emotional appeal, and trust is further highlighted by Kashyap et al. (2023). For example, advertisements that highlight sustainability could resonate with the social responsibility theme, which aligns with the ethical principles of the majority of young consumers.

Thematic analysis also reveals the interaction between various components of advertisements. According to Harishchandra (2023), emphasized that integrating influencer endorsements with exclusive discounts may

evoke themes of trust and affordability, which drives both emotional and rational decision-making processes.

Sentiment Analysis

Yet where the thematic analysis is bolstered by sentiment analysis is that it measures the emotional value of consumer reactions (Gupta et al. 2020). In other words, by determining whether attitudes are positive, neutral, or negative, researchers are better able to assess the emotionally effective subtleties of an ad campaign. For instance, Ye et al. (2021), found that positive sentiments are generated about ads that are innovative and understood. On the other hand, negative sentiments are associated with intrusive or irrelevant ads.

Thematic and sentiment analysis together offer a comprehensive framework for comprehending the impacts of Online advertising. Thematic analysis identifies the underlying causes and drivers of consumer behavior; sentiment analysis contextualizes these within the emotional landscape of the audience. This integrated approach would therefore allow marketers to create a campaign that is not only attention-grabbing but emotionally impactful, thus ensuring more influence on youth purchase intentions.

As added by Harishchandra (2023), through sentiment analysis, marketers get quantifiable results for emotional resonance, therefore making campaign improvement possible and actionable. A positive distribution of sentiments after a certain ad format is presented indicates how marketing strategists must focus more on that for future campaign approaches.

1.2 Research Problem and Objective

Although it is apparent that online advertising does indeed influence consumer behavior, the emotional and cognitive mechanisms driving these outcomes are not yet to be explored. Though there have been many studies that quantify click-through and conversion rates, there is a lack of research into the qualitative aspects, such as the perceptions and the sentiments evoked by online advertising campaigns.

The main objective of this research is to understand how online advertising affects the purchasing intentions of youth using

qualitative data. This research makes use of NVivo, a qualitative data analysis software, to systematically analyze responses from semi-structured interviews and focus group discussions. The aim of the study is to discover the themes and sentiments underlying consumer behavior, providing a richer understanding of how online advertising strategies resonate with youth. Hence, the research questions that the current study needs to explore are:

1. What influence does online advertising have on youth's purchase intentions?
2. What effects do demographic factors like age and degree of digital engagement have on how youth react to online advertising?
3. What recurrent themes or patterns emerge in youth's perceptions towards online advertising?
4. What is the relationship between youth purchasing behaviour and positive, negative, and neutral sentiments?

2.0 Literature Review

The influence of online advertising on youth purchase behavior has been a subject of growing interest for marketers, scholars, and researchers. As digital platforms continue to dominate the daily lives of young consumers, understanding the underlying factors that drive their purchasing decisions has become increasingly critical. This literature review synthesizes information and contributions of leading scholars publishing relevant studies on the impact that online advertising makes on youth in terms of how personalized content, influencer marketing, and applications of qualitative research techniques contribute to their purchase intentions.

2.1 Online advertising and Youth Purchase Behavior

Online advertising has transformed engagement with consumers in the digital marketplace, and young people remain one of the most significantly impacted populations. Young people are digital natives who are bombarded with advertising on YouTube, Facebook, Instagram, and TikTok. They like, share, and comment upon received content (Singh et al., 2019; Sawicki, 2016). Thus, their ability to engage with the stations only further entrenches them within the digital marketplace of ideas, making this demographic more likely to be convinced to

purchase. In addition, it's easier to find young people using online ads (Arora and Jha, 2020). Online advertising finds persons via data-driven analysis and assessment, resulting in targeted, customized messaging based on individual interests, behaviors, and previous interactions with goods (Sharma et al., 2024; Gupta et al., 2022).

Customization in online advertising encourages consumer activity, especially with younger audiences. Whether by age, location, social connections—and of course, digitally driven time—customized ads appear relevant and generated for everyone. For instance, younger consumers find personalized marketing more relevant, according to Harishchandra (2023), meaning the click-through rate is more accessible, and the likelihood to purchase is substantiated. When something aligns with one's needs and wants, instead of online advertising becoming an annoyance, it becomes an anticipated component of daily online activity, making the final buying decision more persuasive.

In addition, online advertising allows the consumer to respond instantly through real-time and dynamic content delivery. Fast-paced interactions and instant gratifications are the order of the day for the youth population that is sensitive to time-bound offers such as flash sales, discount offers, and other promotion offers. According to De Veirman et al. (2017), immediacy and relevance of online advertising encourage the youth to respond promptly and create an impulse to buy.

Influencer marketing is one of the most prevalent trends in online advertising targeting young people. It uses individuals with a significant following on the web and who are regarded as relatable figures within a specific community. Influencers on platforms such as Instagram, YouTube, and TikTok hold significant sway over the purchasing behavior of their followers, especially among the youth. According to Ye et al. (2021), youth tend to trust influencers more than traditional forms of advertising because they believe influencers are authentic, transparent, and relatable. Unlike corporate advertisements, which may look too polished and commercialized, influencer content often seems more personal and less scripted, thus fostering greater trust among youth.

Ki et al. (2020), also highlight the fact that influencer marketing works because it helps in creating an affinity between the influencer and his or her followers. The influencer is perceived as more than a product pusher but rather as someone who shares personal experiences and opinions, which then makes his or her recommendation appear credible. This sense of community and psychological closeness to the influencers from the youth side results in higher purchase likelihood. The phenomenon of "parasocial interaction" that people, who watch or read about media personalities, get involved with such figures, building a unilateral, emotionally charged bond (Horton & Wohl, 1956).

Furthermore, because influencer marketing draws significantly on youth culture and values, it's more potent to the youth. In fact, influencers tend to promote products that are usually in line with the interests and values of their followers and hence the lifestyle. For instance, influencers in the beauty or fitness niches tend to promote stuff that focuses on health and sustainability and self-expression themes, which are very prominent among the youth. Hence, influence marketing bridges the gap that exists between commercial messaging and the identification of youth, thereby making the advertisements feel like recommendations from friends rather than a sales pitch.

2.2 The Role of Qualitative Research in Online advertising

Qualitative Research Techniques have increased popularity in studies on online advertising, especially when analyzing complex consumer behavior like the intent to purchase. As online advertising continues to evolve, especially targeting the youth, qualitative methods provide rich insights into youth behavior involving emotional, cognitive, and social factors. This literature review examines the role of qualitative research techniques in studying online advertising and youth behavior, with a special focus on thematic and sentiment analysis, and how these methods have been applied to the understanding of youth purchase behavior.

2.2.1 Thematic Analysis in Online advertising

Thematic analysis is a qualitative research technique applicable to understand the effect of online advertising on young consumer

behavior. This is because thematic analysis is the identification, analysis, and reporting of themes or patterns within qualitative data, and therefore, by understanding the overarching themes that emerge from young consumer behavior and engagement with online advertising, researchers could better understand what may impact their likelihood to purchase. For example, thematic analysis is used by Lim et al. (2024) to understand young consumer attachments to online advertising on social platforms. Findings reveal that the main themes through which young consumers engage with influencer marketing on social platforms are "trust," "reliability," and "emotional appeal." Thus, if one can relate to an influencer's message—common values, perspectives, experiences—then positive emotional reactions occur. Thus, this suggests that to create more effective marketing campaigns, a stronger understanding of more nuanced themes related to young consumer behavior is needed.

2.2.2 Sentiment Analysis in Online advertising Research

Online advertising sentiment analysis focuses on finding the emotional response to an ad using qualitative research technique. Online advertising is especially in need because more often than not, in youth, people are emotional decision-makers who would probably respond to emotionally appealing advertisements. According to Harishchandra (2023), Sentiment analysis aids marketers to know how a target audience feels about an ad- real-time understanding of emotional effectiveness of the advertisement.

Sentiment analysis classifies text-based answers or social media interactions as either good, negative, or neutral (Malik et al 2021). This analysis is used by researchers to evaluate the impact of online advertisements on youths' emotional health and to learn more about the elements of an ad that elicit the strongest emotional response Ye et al. (2021) claimed that sentiment analysis allowed for the evaluation of young people's reactions to influencer-led advertising. Young people were more inclined to react warmly to influencers they believed to be genuine and approachable, the survey found. On the other hand, advertisements from influencers that were thought to be too commercial or fake caused unfavourable feelings. For brands looking to

create more emotionally impactful ads, these emotional insights are quite helpful.

2.3 Leveraging NVivo for Qualitative Insights in Online advertising

Qualitative data analysis software NVivo, being a key to breaking out of the constraints of the quantitative approach, gives the researchers the opportunity to look at themes, sentiment, and emotional responses towards online advertisement. Researchers can import a large amount of data and keep it organized by way of interview transcripts, focus group discussions, and open-ended responses to a survey that provide the in-depth information on consumers' behavior. Researchers can identify recurring patterns from how youth perceive online advertising and how that perception influences their purchase intentions by using NVivo's coding and thematic analysis features.

Thematic analysis using NVivo helps in arranging qualitative data in respect of the emerging themes, thereby capturing the underlying driving forces for youth purchase behavior. To illustrate this, when considering the themes under which the youth's response to online advertising could be sorted by NVivo, such themes could include trust, authenticity, social influence, and emotional appeal. It enables researchers to shift the focus from the shallow engagement metrics to explore why youth engage with specific types of advertisements and how these engagements affect their choices.

The other powerful feature is that of sentiment analysis that supports the classification of emotions associated with responses from online ads. Through these tools, researchers can establish whether young people respond positively, negatively, or are neutral toward given advertisements and understand which specific ad formats and content strategy elicit greater emotional value. Such insights in relation to emotions are highly sought after by marketers to run more impactful advertisement campaigns.

NVivo can be used to assess sentiment themes based on young people's discourse about their opinions on marketing through influence from online influencers in focus groups, according to Ye et al. (2021). Trust and reliability are generally indicative of positive attitudes about

influencer endorsement, whereas issues like excessive commercialism or a lack of sincerity are indicative of negative sentiments. This technique shows how NVivo effectively applies nuanced insights into how users feel about online advertisements, especially when dealing with complex reasons and emotions.

Additionally, by making it easy to integrate additional qualitative data—such as focus group responses, social media posts, or interview responses—and do a more comprehensive analysis, NVivo promotes triangulation. Triangulation allows for the identification of similarities and differences by merging many data sources, which improves the finished product.

3.0 Methods

The current study investigates the pinions, attitudes, and experiences of participants using a qualitative research approach. A qualitative approach offers profound understanding of intricate occurrences and is particularly appropriate for investigating the fundamental reasons, motives and emotions that shape people's actions and viewpoints (Creswell, 2014).

This study employed semi-structured interviews and focus group discussions (FGDs) to gather data:

Semi-structured Interviews: Despite the fact that these interviews included a predetermined set of open-ended questions, there was also opportunity to go deeper based on the participants' responses. This method allowed for a full examination of individual experiences, beliefs, and attitudes regarding the research subject (DiCicco-Bloom & Crabtree, 2006). Semi-structured interviews provide for consistency between the interviewee and the researcher.

Focus group discussions (FGDs): Focus group discussions, often known as FGDs, gave participants an opportunity to communicate, express their opinions, and expand on each other's concepts. This method allowed for the investigation of group attitudes and group processes and offered a more comprehensive view of how participants understand the research topic in a social setting (Kitzinger, 1995). A moderator was steering the discussion to keep it on course and inclusive of all participants.

Both the methods are appropriate to gain detailed qualitative data for analysis on emerging themes and patterns from the research objectives.

3.1 Sampling Technique

Purposive sampling technique was used to collect the data from the participants between the age group of 17 years to 29 years as they were most likely to offer pertinent insights into the research issue. It was essential to have gender diversity to understand how different groups approach the study (Creswell, 2014). Since the study focused on digital technology, participants were selected based on their engagement levels with digital platforms:

3.2 Data Collection

Semi-structured interviews and focus group discussion were done to collect the data. Both the methods ensured to collect qualitative data, which can provide information related to perceptions, attitudes, and experiences of the participants.

Semi-structured Interviews

Preparation: A discussion guide comprising of open-ended questions, which discuss key themes associated with the research topic was developed. The questions were structured to encourage discussion and gain insight from the participants' views and experiences.

Execution: Interviews were conducted either in-person, telephonically, or via video conferencing depending on the convenience of participants. Audio recording of each interview was made ensuring accuracy in capturing their responses. Open-ended questions to ask include:

" How does online advertising influence your purchase intention?"

Duration: Interviews usually lasted between 46 to 62 minutes, allowing for thorough responses while taking participant's time into consideration.

Focus Group Discussions (FGDs):

Group Composition: FGDs consisted of 6-8 participants, with a group of diverse people. It was conducted by a researcher who facilitated the discussion and allow all the participants to share their thoughts.

Execution: As with the semi-structured interviews, the FGDs were also audio-recorded (with participant consent). Participants were encouraged to give their opinions freely. The facilitator even guided the group on what needs to be said and what has been omitted.

Duration: The FGDs was about 60 to 90 minutes long to offer participants enough time to voice their opinions and interact with others.

Data from both methods was transcribed verbatim and prepared for analysis.

3.3 Data Analysis with NVivo

Analyzing data, qualitative research relies on making raw data more meaningful findings. In this paper, a use of the NVivo program for conducting an analysis on the gathered data from both the semi-structured interview and the focus group discussion is done. It is known as the strongest program designed to make sense on a large scale of the unstructured data through organizations, coding, and interpretation. Given below are the elaborated steps taken while applying data analysis process in NVivo:

Step1: Importing Data

In the first stage of data analysis, imported data collected were imported in NVivo. This stage comprised audio recordings from interviews and FGDs, which eventually were transcribed into text. The transcription process ensured all the verbal data was taken to be analysed. These transcripts were thus be uploaded in NVivo, and hence easily accessed and further explored.

Transcription: The transcription was verbatim, wherein the exact words of the participant were captured along with any non-verbal cues, like pauses or laughter if relevant.

Import into NVivo: NVivo imports transcripts using user-friendly interfaces. This way, the researcher managed data and analysed it systematically. NVivo provides many file formats, including Word, PDFs, and audio files, for compatibility with the transcriptions.

Step2: Cleaning and Organizing Data

Once the data was imported into NVivo, it was cleaned and organized for accuracy and consistency before actual coding happens. This

step ensured no errors occur and that data was clean enough for detailed analysis.

Error Detection: That in the process of transcription may result in some errors or inaccuracies. These were identified and corrected in the transcripts to ensure that the data reflects the actual responses of the participants.

Formatting: The data was formatted in a consistent manner in NVivo. This was done by organizing it into specific folders or categories, labelling each participant's responses, and making sure that interview and FGD data were clearly distinguished.

Irrelevant data was removed: Any information or data that may not contribute to the analysis, such as off-topic conversations or inaudible sections.

Step3: Coding Methods

Qualitative data analysis core is the coding process where units of data were labelled in a way that they represent salient ideas or themes. Within NVivo, there exist several coding methods, and the following methods were used in the study:

Open Coding:

Open coding is the first step in coding, whereby the researcher examines data and gives preliminary codes to the content. It is a process of giving labels to segments of the data that are related to certain themes or ideas without preconceived notions (Strauss & Corbin, 1998).

Process: Through open coding, the researcher reviews the transcripts and selects passages that express core concepts or insights relevant to research questions. These passages are subsequently given codes, which might refer to single concepts (e.g., "attitudes toward technology," "perception of digital engagement").

NVivo Tools: Automatic coding tools in NVivo can be helpful at this step by providing suggestions of themes; however, it will be the researcher who makes decisions about reviewing and refining these suggestions.

Axial Coding:

Axial coding is done after open coding. It focuses on the way the initial codes relate to

each other. In this step, it is sought to establish relationships between different categories or concepts developed during the open coding process.

In axial coding, the researcher analyses how different codes are linked or influence each other. For instance, a code related to "positive perception of digital tools" can be connected to another code, "increased productivity," showing a relationship between attitudes and outcomes.

NVivo Tools: NVivo supports axial coding by allowing researchers to link and compare codes across different data sources. It also allows for hierarchical coding, where related codes can be grouped under broader categories.

Selective Coding

It is the final stage of coding. Here, the core themes that have emerged from the open and axial coding are incorporated into a coherent narrative in selective coding. The intention is to focus on the most significant themes that address the research questions and objectives.

Process: The researcher chooses those themes that most accurately reflect the central nature of the research. If, for instance, the research intends to analyze the attitude toward digital tools, he would only focus on such codes that relate to engagement in digital media, productivity, and attitude but will neglect less relevant ones.

NVivo tools: can produce "memos" and "node trees" to organize selected codes further and refine them as the process continues. These research questions can be queried for relationships from within NVivo's query tool regarding the developed codes.

Step 4: Theme Identification

Theme identification is the process of scrutinizing the coded data for patterns, similarities, and differences. NVivo makes it possible to identify and organize the themes in a very efficient manner. The following steps will be undertaken:

Pattern Detection: NVivo automatically detects any codes present in the coded data. The researcher shall thereafter interpret these patterns as those reoccurring among all the interviewed persons and FGD. This ensures

that it becomes less probable to come up with analysis based on individualistic isolated points.

Divergent views: Another area where NVivo facilitates the identification of divergent views within data is within divergent views. That is, if different groups, like male versus female participants, or high versus low levels of digital engagement, have various attitudes toward the same topic, NVivo can point out these differences for further investigation.

Theme Groups and Sub-Themes: For related codes, the researcher creates master theme groups and sub-themes to classify them. This should include "digital engagement ease," "productivity," "productivity," and "issues involving technologies, for instance."

NVivo Utilities: The use of visual utilities such as mind map, word clouds, and coding matrices can visualize all relatedness among themes, and increase the understanding and interpretation.

Step5: Interpretation and Reporting of Results

After coding and theme identification, the researcher interprets the results as follows:

Contextualizing Themes: Each theme was contextualized regarding the research questions and will be compared with relevant existing literature for a fuller understanding of the perceptions and attitudes of the participants.

Drawing Conclusions: The researcher synthesizes various themes to draw conclusions relating to the research topic from all the findings. Analyzing the themes will answer the questions relating to the research and impact on the general field of research.

NVivo Reports: NVivo provides reporting features to facilitate the exportation of summaries of coding, node structures, and visualizations that could be included in the final report or paper.

4. Data Analysis and Results

In this section, we would analyze qualitative data collected via interviews and focus group discussions (FGDs) conducted to understand how online advertisement affects the youth's intentions to purchase, using the NVivo. One powerful technique for analyzing qualitative data in NVivo is building a Word Cloud.

4.1 Word Cloud Analysis

The Word Cloud can be visually presented and may give insight into often-used words or themes based on the data, from which researchers could easily obtain an idea of key concepts or trends. Here, in this study, we try to assess the dominant terms associated with online advertising such as "influencer," "trust," "discounts," and other issues that may affect purchasing by youth.

Generate the Word Cloud in NVivo

Importing Data: The transcribed data from the semi-structured interviews and FGDs were imported into NVivo first. The data was cleaned and ordered for further analysis, but only relevant information will be included.

Data Coding: Once the data is organized, it was coded for significant terms related to online advertising, such as keywords like "influencer," "trust," "discount," "brand," "advertisement," "social media," and "reviews". NVivo enabled the researcher to code the data in a manner that makes the recurring themes or categories appear.

A Word Cloud was created using the Word Cloud tool in NVivo to visually represent the frequency of terms across the data. The more frequently a word occurs, the larger it will be shown in the word cloud so the immediate view indicates which terms are dominating the conversation about the influence of online advertising on youth purchasing decisions.



Fig 1: Word Cloud

4.2 Visual Patterns and Their Relevance to Youth Purchase Intention

The Word Cloud visually highlighted the most frequently discussed terms across the interviews and focus groups. By interpreting these patterns, we can gain insights into the key factors that influence youth purchase intention in response to online advertising.

Influencers:

The term "influencer" is prominently featured in the Word Cloud, it implies that young people consider influencers to be a key factor in their purchasing decisions. This finding is consistent with earlier research that shows that social media influencers are an essential element in shaping the attitudes and behavior of young people in online advertising (Freberg et al., 2011). The digital personalities, whether celebrities, content developers, or online personalities, would directly influence the youth purchase intention in terms of establishing a sense of trust and credibility over the product they are advertising.

Significance: The implication is that marketers should adopt influencer marketing strategies because the results highlight the fact that influencers bring attention and credibility to online ads, highly influencing the purchase decision for the youth.

Trust:

The emphasis of the word "trust" suggests that young respondents value credibility and dependability in online advertisement. Trust is an established driver in the consumer behavior, especially when consumers make purchases online (Morgan & Hunt, 1994). Adolescents are sceptical when purchasing online. They are most likely to rely on trusted sources that comprise influencers, user-generated content, and reviews before making a buy decision.

Relevance: A high frequency of "trust" in the Word Cloud emphasizes the importance of trustworthiness in online advertising. Ads that are genuine and open have a higher chance of generating favourable buying intentions. According to this observation, young people are less likely to purchase products from companies whose advertising they believe to be dishonest or deceptive.

Discounts:

The word "discount" is prominent in the Word Cloud, that reflects the price sensitivity of youth when shopping online. Discounts and promo offer are a common feature found in online advertisements, and among youth and are even viewed as attractive in making purchase decisions. This is in line with research that indicates younger customers are more likely to be influenced by instant rewards, like discounts or exclusive deals,

when they interact with online advertisements (Dube et al., 2010).

Relevance: The fact that young people may be drawn to online advertisements that offer them money rewards may be connected to the word "discount" being used so frequently. This could also mean that in order to increase engagement and conversion among young people, businesses should focus on offering exclusivity, limited-time deals, or other price perks in their digital media.

Social Media:

The terms "social media" also seems to appear as key words in the Word Cloud, reflecting a high influence of such portals as Instagram, TikTok, and YouTube on youth purchasing decisions. Social media offers online ads an opportunity to reach out to youth where they spend a good chunk of their time. Other consumer reviews and those from influencers are additional inputs into the decision-making process, providing peer insights.

Relevance: This term surely affirms that social media play the most crucial roles in how youth perceive online advertisements. Marketers should consider such elements of user-generated content, reviews, and social media influencers in their campaigns to extend their reach and maximize effectiveness.

4.2 Thematic Analysis

Thematic analysis is a technique for expanding on data by identifying patterns or themes that may be revealed by qualitative data. Based on the youths' opinions, attitudes, and experiences with online ads, theme analysis helps reveal the hidden motives behind purchasing behaviour in the context of this study about the impact of online advertising on youth buy intentions. These themes can be efficiently coded, categorised, and interpreted by researchers using the qualitative research program NVivo. Themes were generated either on the basis of documents or on the basis of codes (Tripathi et al, 2024).

Interpretation of Themes

Following is the interpretation of themes identified towards research questions and understanding how they relate to overall youth purchase intention in response to online advertising:

" *Trust*": This theme captures the extent to which youth trust the brands they encounter through online advertisements. Trust was

deemed a significant influencer of youth purchase intention. Most participants stated that they would only buy from brands that they trust. Such trust, they equated to a brand's transparency, reliability, and honesty in advertising. Brand trust is essential in the decision-making process. Online advertisements that fail to send a sense of trustworthiness or look deceitful will probably keep youth from purchasing. Youth often rely on their perceptions of brand credibility, which is influenced by advertising transparency, influencer endorsements, or peer recommendations (Sharma et al, 2022; Morgan & Hunt, 1994).

"Influencer": This theme reflects the significant impact of social media influencers, peer opinions, and recommendations in driving purchase behavior. Quite many youth respondents indicated to have been influenced by content published by influencers or peers on some social platforms such as Instagram, TikTok, and YouTube. Influencer plays a very important role in youth purchase intention. Online advertisements that include influencers or peer validation are more likely to strike a chord with youth. The key to shape purchase decisions is to build trust in influencers and social media platforms. This resonates with findings by Freberg et al. (2011), which believes that influencers and peers have a substantial influence on the purchasing behaviour of the young consumers (Shamsi et al, 2022).

"Emotional Appeal": This theme summarizes the ways in which online ads use feelings like nostalgia, enthusiasm, or FOMO to influence consumer behaviour. Many young participants reported having a stronger emotional bond with advertisements that evoked excitement or a sense of urgency, like new product releases or limited-time deals. The intention to buy is significantly influenced by emotional attractiveness. Young consumers are more likely to become customers when they see online ads that evoke strong emotions like excitement or exclusivity. Purchase decisions are influenced by advertisements that evoke FOMO or emotional attachment, which tend to produce a psychological need to act right away (Schmitt, 2012).

"Engagement": This theme points out the need for interactive and immersive content in online ads, focusing on how engaging ads affect

youth purchase intentions. Most participants said that they would interact more with ads if they were interactive or if they could personalize the experience through quizzes, polls, or participatory challenges (Sharma, 2021). These types of ads are not information-based; they try to initiate a dialogue with the audience. For example, interactive ads that give the youth a choice or an option to engage with the content, such as liking, commenting, or sharing, significantly increase their engagement with the brand. Higher engagement levels often lead to a stronger emotional connection with the brand and a deeper involvement in the product's narrative, which in turn boosts purchase intention. This would fit with the idea that engagement helps consumers feel more closely related to the brand, making them more likely to take action on their purchase intentions (Lemon & Verhoef, 2016)

"Discount themes": This theme concerns the role of financial incentives such as discounts, promotions, and special offers in shaping youth purchase behavior. Many youth participants mentioned that online ads containing discounts or sales heavily influence them to purchase. Discounts, like "20% off" or "buy one, get one free," create a sense of urgency and perceived value, which pushes youth to take immediate action. The "fear of missing out" (FOMO) along with savings often causes young people to buy products when they hadn't previously wanted to. Specifically, FOMO is caused by sales with a limited-time discount offered by digital media. Young consumers also like loyalty programs and package deals advertised on digital channels (Zhao & Xie, 2011).

This frequency distribution below reflects how often each theme appeared in the qualitative responses and provides insight into the relative importance of each factor.

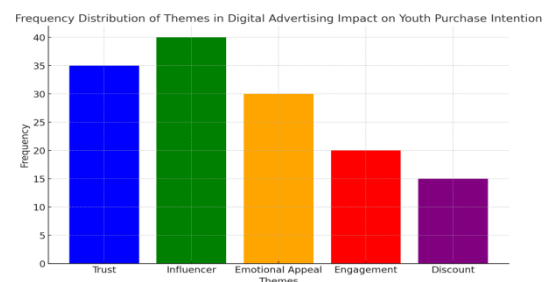


Figure 2: Frequency Distribution of the themes

Table 1: Frequency Distribution of Theme

Theme	Frequency
Trust	10
Influencer	11
Emotional appeal	9
Engagement	6
Discount	4

The frequency distribution of the themes relating to the impact of online advertising on youth purchase intention with a sample size of 40 depicts the different levels by which the themes influence the choices of the youth consumers. From the five themes analyzed, there were the Trust, Influencer, Emotional Appeal, Engagement, and Discount, out of which the Influencer emerged as the most potent, with 11 mentions, thus taking up 27.5% of all responses. This reveals that social media influencers and recommendations from peers are the largest factors influencing youth purchasing behaviors. This is in consonance with the increasing influence of the influencer on the young mind, especially through Instagram, TikTok, and YouTube.

The second most salient theme was trust, with 10 mentions, or 25% of the total responses. This emphasizes the need for transparency, credibility, and reliability in digital communications by the brand. Youth tend to buy from brands they consider trustworthy, so there is a need for brands to develop authentic connections with their audiences. If such trust is not communicated in advertisements, chances of losing youth consumers are increased.

Emotional Appeal came in a close second with 9 mentions, or 22.5%. This is how the emotional triggers of the brand in online ads will come in, such as excitement or urgency around limited-time offers, product launches, or nostalgic connections. The emotional impact of the ads, especially those creating a sense of FOMO (Fear of Missing Out), plays a key role in motivating youth to make impulsive purchases, tapping into their psychological needs for exclusivity and excitement.

Engagement, 6 mentions (15%), showed interactive or personalized content is slightly less effective than the other themes so far. Yet it still had a vital role in engaging youth

audiences. Ads that offer two-way interaction through quizzes, challenges, or personalized recommendations create deeper ties to the brand and keep the audience actively involved, enhancing the purchase intent.

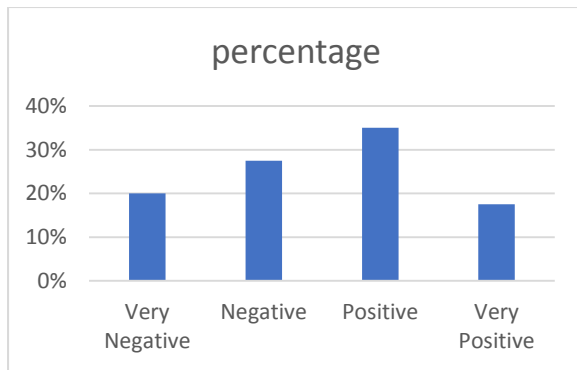
Finally, Discount, with a mere 4 mentions (10%), was the least impactful theme in this sample. As much as discount and promotions are known drivers of buying behavior, it is not the case here; they impact youth purchase intentions relatively less. This might mean that, while monetary incentives are essential, emotional appeals, trust-building, or influencer endorsements play a more vital role in decision-making by youth consumers.

Overall, this distribution suggests that youth are more influenced by emotional, social, and trust-related factors than by discounts, showing the evolving nature of online advertising and its increasing reliance on psychological and social influences to drive consumer behavior.

4.3 Sentiment Analysis

The process of sentiment analysis using NVivo facilitates the categorization of qualitative data, such as interview transcripts, into three categories - positive, negative, and neutral. As NVivo applies NLP to automatically classify sentiments, researchers can modify these classifications based on accuracy. Positive sentiment occurs when the response participant shows a positive disposition regarding a product, brand, or advertisement, e.g., "I love this new product." Negative sentiments derive from undesirable feelings and/or complaints, such as "The ad was too hunky-dory." Neutral sentiment occurs when there is no stronger view, indifference, or lack of preference, e.g., "The ad was okay, but nothing really caught my attention."

After the classifying responses, graphs were presented using figures such as bar or pie charts with the percentage split of the very negative, negative, positive and very positive sentiments toward the response. More positive responses are directly associated with strong purchase intent, meaning that excitement or trusted ads raise buying behavior. Negative sentiments reduce the likelihood to purchase, which is indicative of the fact that there is a need to warn about exaggeration or fallacious content in ads.



Sentiment	Frequency	percentage
Very Negative	8	20%
Negative	11	28%
Positive	14	35%
Very Positive	7	18%

4.4 Visualization with NVivo

Visualization is an important part of analyzing qualitative data, especially for complex data sets as described above: those derived from semi-structured interviews and focus group discussions. NVivo offers several ways that it can help researchers represent their data very clearly and meaningfully. These helps provide insights into a set of patterns, themes, and relationships between variables, especially those relative to demographic factors and purchase intentions.

The following subsections explain how NVivo's visualization tool was used to effectively present data and give insights about the study concerning the influence of online advertising on youth purchase intention.

1. Hierarchical Charts

A hierarchical chart is another very powerful visualization tool in NVivo, and it's used to depict the structure and relationships between themes, sub-themes, and codes. This chart is helpful for visualizing how themes emerge from the data and how they are connected to one another. In the current study, a diagram was developed to visualize key themes that affect youths to buy (for instance: Trust, Brand Loyalty, Social Influence, Discount Offers and Emotional Appeal). Sub-themes may include perceived quality of products or celebrity endorsement, placed beneath the overarching theme, as in Trust or Social Influence.

2. Matrix Queries

The matrix query is another one of the powerful visualization tools in NVivo and can be used to research connections between multiple variables or themes. A matrix query, on average, creates a matrix where rows represent specific themes-For example, Trust, Influence Impact, Emotional Appeal -while columns represent different demographic variables for example, Age, Gender, Digital Engagement Level. This results in a matrix, representing the frequency or occurrences of specific themes in relation to such demographic categories. For this research, a matrix question connected themes like trust and social influence to demographic variables such as age or digital engagement level (such as frequency of social media use, exposure to influencer marketing). It depicts how these themes vary among the demographic groups and which variables have the strongest association with the purchase intention.

Table3: Framework Matrix

Themes	Definitions	Youth Perspective (from NVivo)	Implications
Attitudes (TPB)	Positive/negative evaluations of ads	Ads with emotional appeal (e.g., excitement, nostalgia) received positive sentiment.	Emphasize storytelling to evoke emotional resonance.
Subjective Norms (TPB)	Social pressures influencing behavior	Influencers heavily shape youth decisions through relatable content.	Partner with credible influencers to build authentic connections.
Perceived Behavioral Control (TPB)	Ease of action upon ads	Discounts and seamless purchase options were preferred.	Offer time-bound discounts to enhance conversions.
Trust (Emergent Theme)	Confidence in ads' reliability	Transparent and ethical ads were associated with high trust levels.	Highlight ethical practices in campaigns to build trust.
Emotional Connection	Ads' ability to create emotional bonds	Ads with urgency (FOMO) or excitement drove immediate engagement.	Use urgency and exclusivity in online ad campaigns.

In this matrix, cells indicate the strength or frequency of a particular theme among different demographic groups. The Trust theme might be more prominent in females and those with higher levels of digital engagement, and influencer impact is more significant among younger respondents and males with higher levels of digital engagement.

This visualization helps identify the critical patterns, and researchers can understand the interplay between demographic factors and how they influence purchase intentions.

Implication of Visualization Tools

The thematic visualization tools in NVivo were used to make available how theme content online advertising impacts youth purchase intent across the demographic groups as follows. These visual outcomes have the following advantages:

Visible Recognition of Trends: Using hierarchical charts and cluster analyses, the researcher was able to identify and interpret the outcome of trends in the collected data much better.

Understanding Complex Relationships: Matrix queries allowed the researcher to trace how themes relate to the demographic variables and, therefore, to purchasing behavior.

Improved Decision-Making: Visualization of these patterns shall enable marketers and advertisers to make more informed decisions about targeting specific youth demographics based on their preferences and behaviors.

These visual tools make rather difficult-to-read qualitative data easy to interpret and visually present and clear evidence for planning the future strategies in online advertising, targeting enhancing youth purchase intention.

4.5 Framework Matrix Analysis: Insights from NVivo

The Framework Matrix is a qualitative data analysis tool within NVivo that allows researchers to systematically organize, compare, and interpret data across themes and cases. This study utilized the Framework Matrix to analyze how online advertising influences youth purchase intention by aligning emergent themes with theoretical constructs like the Theory of Planned Behavior

(TPB) and additional dimensions such as trust and emotional connection.

Framework Matrix Development in NVivo

To develop the Framework Matrix, the following steps were undertaken:

i. Importing Data:

- Semi-structured interview and focus group transcripts were imported into NVivo for analysis.
- Thematic nodes (e.g., trust, emotional appeal, social influence) were created to capture key patterns from the data.

ii. Coding:

- Data were coded based on predefined themes (e.g., attitudes, subjective norms) and emergent themes from the NVivo analysis (e.g., trust, emotional connection).
- NVivo's hierarchical coding feature was used to structure themes and sub-themes.

iii. Matrix Framework Tool:

- NVivo's Framework Matrix tool was utilized to create a grid aligning data sources (rows) with key themes (columns).
- Summaries and interpretations were added for each cell to capture the essence of participants' responses.

iv. Insights Visualization:

- The matrix provided a structured view of how different demographic groups (e.g., age, digital engagement) aligned with themes.
- Patterns and differences were highlighted across data sets.

The Framework Matrix provides actionable insights:

- **Attitudes:** Emotional and transparent advertising fosters positive attitudes, as revealed through coded responses in NVivo.
- **Subjective Norms:** Influencers emerged as pivotal in social validation, aligning with findings in Ye et al. (2021).
- **Perceived Behavioral Control:** Discount offers simplify decision-making, resonating with Harishchandra's (2023) observations.
- **Trust:** The emergent theme of trust highlights the importance of authenticity in online advertising.

- **Emotional Connection:** Emotional resonance, as demonstrated by FOMO-inducing campaigns, drives engagement and purchase.

5.0 Summary of Key Findings

This study provides insight into how online advertising impacts the purchasing intentions of youth, laying emphasis on several key parameters:

Trust and Authenticity: Trust was a core aspect where participants commented that proper and transparent advertising is required, and the credible influencer endorsement and truthful brand communication are crucial.

Social Influence: The impact of influencers and peer recommendations was significant, upholding their role in the perception and purchase behaviors of youths.

Emotional Appeal: Ads that create the most positive emotions, including amusement, nostalgia, or aspirations, are most effective for communication with youth.

Promotion Strategies: Offers based on discount and value-for-money always performed better as a motivator for youth purchase intention and also in combination with great storytelling or influencer marketing.

These results emphasize that if marketing in the digital space needs to engage and motivate, then marketing must be aligned with what youth expect.

5.2 Limitations

The findings of this study have far-reaching implications, but at the same time, not without limitations. Since the sample size is small, only 40 respondents; therefore, it might be quite difficult to generalize to a bigger population of youths. It involves using qualitative data, it tends to be biased. It involves subjective interpretation of themes and sentiments. Since the data was gathered at a point in time, changes in perceptions or attitudes over time are not captured.

5.3 Future Research Areas

To better elaborate on these results, further research is recommended along the following lines:

Longitudinal Studies: Longitudinal research can be conducted to study how youth perceptions of online advertisements change over time and how this change in perception impacts their purchases.

Mixed-Methods Research Approaches: Combine qualitative and quantitative approaches to validate the emerging themes and sentiments as revealed by the current study and provide more perspective toward youth behavior.

Cultural and Regional Comparisons: Compare how youth from different cultural or regional backgrounds respond to online advertising strategies, looking for any universal or culture-specific trends.

Emerging Technologies: Analyze the impact of AI-driven ads, personalized recommendations, and immersive experiences (e.g., AR/VR) on youth purchase intention.

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