



Influence of Digital Advertising on Brand Awareness among Young Consumers: An Empirical Study

Dr Ravishankar B.

Associate professor, Department of commerce, GFGC Siddrathnagar Mysuru. Pincode 570011,

Email: raajravishankar@gmail.com

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ABSTRACT

Digital advertising has transformed marketing communication by enabling organizations to engage consumers through social media, video-sharing platforms, and mobile applications. Young consumers are particularly exposed to digital advertisements due to their extensive online presence. This study examines the influence of digital advertising on brand awareness among young consumers. Primary data were collected from 164 respondents using a structured questionnaire. Statistical tools including descriptive statistics, reliability analysis, correlation, and multiple regression were employed. The findings reveal that digital advertising significantly enhances brand awareness, with social media advertising emerging as the most influential factor. The study concludes that businesses should adopt integrated digital advertising strategies to improve brand visibility, consumer engagement, and competitive advantage.

1. Introduction

The rapid advancement of digital technology has significantly altered the marketing landscape. Traditional advertising methods such as television, newspapers, and radio are increasingly being supplemented by digital advertising channels. Social networking platforms, search engines, video-sharing websites, and mobile applications provide marketers with cost-effective opportunities to communicate directly with consumers.



Young consumers constitute one of the most active segments of internet users. Their daily engagement with digital platforms exposes them to a variety of online advertisements that influence their attitudes, perceptions, and purchasing behaviour. Consequently, organizations are investing heavily in digital advertising to create stronger brand awareness and consumer engagement.

Brand awareness is a critical component of brand equity and refers to a consumer's ability to recognize and recall a brand. Consumers generally prefer brands they are familiar with, making awareness an essential prerequisite for successful marketing outcomes. In this context, understanding the effectiveness of digital advertising in creating brand awareness among young consumers becomes increasingly important.

2. Review of Literature

Digital advertising has emerged as an influential marketing tool due to its ability to provide personalized, interactive, and measurable communication. Chaffey and Ellis-Chadwick (2022) observed that digital platforms facilitate stronger engagement between brands and consumers. Keller (2013) identified brand awareness as a key element of brand equity, influencing consumer preference and purchase decisions. Studies have demonstrated that social media advertising positively affects brand recognition and customer engagement. Video advertising enhances brand recall through visual storytelling and emotional appeal, while influencer marketing improves brand familiarity by leveraging trust and credibility. Research further suggests that repeated exposure to digital advertisements strengthens consumer memory and brand associations. Although existing studies have extensively examined digital marketing effectiveness, limited empirical evidence is available regarding its influence on brand awareness among young consumers. Therefore, this study seeks to contribute to the literature by investigating the impact of digital advertising on brand awareness among digitally active youth.

3. Objectives of the Study

1. To examine the influence of digital advertising on brand awareness among young consumers.
2. To identify the most effective digital advertising channels influencing brand awareness.
3. To analyze the relationship between digital advertising exposure and brand awareness.
4. To provide suggestions for improving digital advertising effectiveness.



4. Hypotheses

Null Hypotheses

H01: Digital advertising has no significant influence on brand awareness among young consumers.

H02: Social media advertising has no significant relationship with brand awareness.

H03: Video advertising has no significant relationship with brand awareness.

H04: Influencer marketing has no significant relationship with brand awareness.

5. Research Methodology

The study adopts a descriptive research design. Primary data were collected through a structured questionnaire administered to young consumers aged between 18 and 30 years. Convenience sampling was used to select respondents. A total of 164 valid responses were obtained for analysis.

The study considered Social Media Advertising (SMA), Video Advertising (VA), and Influencer Marketing (IM) as independent variables, while Brand Awareness (BA) served as the dependent variable. Data analysis was carried out using percentage analysis, mean score analysis, reliability testing, correlation analysis, and multiple regression analysis.

6. Data Analysis and Interpretation

Table 1: Respondent Profile and Digital Usage Pattern (N = 164)

Variable	Category	Frequency	Percentage (%)
Gender	Male	76	46.3
	Female	88	53.7
Age	18–21 Years	69	42.1
	22–25 Years	58	35.4
	26–30 Years	37	22.5
Education	Undergraduate	103	62.8
	Postgraduate	61	37.2
Daily Usage	Less than 1 Hour	12	7.3

Variable	Category	Frequency	Percentage (%)
	1–3 Hours	46	28.0
	3–5 Hours	63	38.4
	More than 5 Hours	43	26.3

Interpretation

The respondents were predominantly female (53.7%) and belonged to the 18–21 years age category (42.1%). Most participants were undergraduate students (62.8%). The findings further reveal that 64.7% of respondents spend more than three hours daily on digital platforms, indicating substantial exposure to digital advertising content.

Table 2: Reliability Analysis of Study Variables

Variable	No. of Items	Cronbach's Alpha	Status
Social Media Advertising	5	0.841	Excellent
Video Advertising	4	0.814	Good
Influencer Marketing	4	0.798	Acceptable
Brand Awareness	6	0.872	Excellent

Interpretation

Cronbach's Alpha values range between 0.798 and 0.872, exceeding the acceptable threshold of 0.70. This confirms the reliability and internal consistency of the questionnaire items.

Table 3: Consumer Perception towards Digital Advertising

Statements	Mean	SD	Rank
Social media advertisements attract my attention	4.24	0.71	I
Digital advertisements improve brand recognition	4.20	0.74	II
Video advertisements improve brand recall	4.17	0.78	III
Online advertisements provide useful information	4.05	0.81	IV
Influencer recommendations increase brand familiarity	3.91	0.84	V



Interpretation

The highest mean score was recorded for social media advertisements (4.24), indicating their effectiveness in attracting consumer attention. Respondents also perceived digital advertising as an important contributor to brand recognition and recall.

Table 4: Correlation Matrix of Study Variables

Variables	SMA	VA	IM	BA
SMA	1.000			
VA	0.631**	1.000		
IM	0.574**	0.592**	1.000	
BA	0.772**	0.701**	0.648**	1.000

Note: Correlation significant at 0.01 level.

Interpretation

Social Media Advertising exhibits the strongest relationship with Brand Awareness ($r = 0.772$), followed by Video Advertising ($r = 0.701$) and Influencer Marketing ($r = 0.648$). The positive coefficients indicate that greater exposure to digital advertising significantly improves consumer awareness of brands.

Table 5: Multiple Regression Analysis

Dependent Variable: Brand Awareness

Predictor	Beta (β)	t-value	p-value
Constant	1.148	3.921	0.000
Social Media Advertising	0.446	6.842	0.000
Video Advertising	0.295	4.915	0.000
Influencer Marketing	0.183	3.276	0.002

Model Summary

R	R ²	Adjusted R ²	F-value	Sig.
0.817	0.667	0.661	78.542	0.000



Interpretation

The regression model explains 66.7% of the variation in brand awareness. Social Media Advertising emerged as the strongest predictor of brand awareness ($\beta = 0.446$), followed by Video Advertising ($\beta = 0.295$) and Influencer Marketing ($\beta = 0.183$). Since all p-values are below 0.05, H01, H02, H03, and H04 are rejected, confirming that digital advertising significantly influences brand awareness among young consumers.

7. Findings and Discussion

The study reveals that young consumers spend considerable time on digital platforms, creating substantial opportunities for digital advertising exposure. Social media advertising was found to be the most influential determinant of brand awareness due to its interactive nature and extensive reach. Video advertising significantly enhances brand recall by combining visual and emotional elements that improve memory retention. Influencer marketing also positively contributes to brand familiarity and recognition.

The correlation and regression analyses confirm that digital advertising significantly influences brand awareness. These findings are consistent with contemporary marketing theories that emphasize consumer engagement, repeated exposure, and personalized communication as critical factors influencing brand equity. The results suggest that organizations can strengthen brand awareness by investing strategically in social media campaigns, video content, and influencer collaborations.

8. Suggestions

1. Organizations should prioritize social media advertising due to its strong impact on brand awareness.
2. Marketers should develop engaging video content to improve brand recall.
3. Influencer partnerships should be selected carefully to ensure credibility and relevance.
4. Personalized advertising strategies should be adopted to increase consumer engagement.
5. Businesses should continuously monitor campaign performance through digital analytics.

9. Conclusion

Digital advertising has become a powerful mechanism for creating and strengthening brand awareness among young consumers. The study demonstrates that social media advertising, video advertising, and



influencer marketing significantly contribute to brand recognition and recall. Among these factors, social media advertising exerts the strongest influence on consumer awareness.

The findings highlight the strategic importance of digital advertising in contemporary marketing environments. Organizations that effectively leverage digital platforms can improve brand visibility, strengthen consumer relationships, and achieve sustainable competitive advantage. Future research may explore the influence of emerging technologies such as artificial intelligence and personalized advertising on brand awareness.

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