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# The Impact of Advertising on the Digital Consumer: A Case of Amazon and Jabong

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**Abstract**—The term "Digital Consumer" refers to any person who purchases goods or avails of any service electronically, via the internet. In recent years, with e-commerce and online businesses on the rise, the study of consumer buying behaviour in the digital context has been of much interest. In the Indian consumer's mind however, there still seem to persist certain psychological barriers against going digital. With this backdrop, more and more businesses are realizing the importance of creative strategies and tools to boost their brand equity, and attempting to create a favourable image in the minds of potential consumers. Advertising is one such vital tool, using which businesses aim to bring about a positive change in the existing mindset of consumers. The authors aim to deconstruct the role that advertising plays in order to enable companies and brands to understand and remove existing mental blocks, capture a larger consumer base, and convert existing "offline" consumers into digital consumers.

**Keywords:** Digital Consumer, Online Consumer Behaviour, Psychological Barriers, Role of Advertising

## RELEVANCE OF THE STUDY

With online shopping seeing a rise world over, and more and more customers preferring the digital route to shop for their product and service needs, it is vital to study the psychological aspects of digital consumers. For online businesses to create a good brand image, a sound understanding of digital consumers' buying behaviour and their psychological barriers to online shopping is necessary. This would enable the businesses to make use of advertisements that would pointedly target these aspects, and convert more offline consumers into digital consumers. Hence, this study would enable such businesses to perform better, and use advertising techniques more effectively to get, keep and grow digital consumers.

## OBJECTIVES

This paper entitled "The Role of Advertising in Decoding the "Digital Consumer", seeks to address the objectives outlined as follows:

- To study the growth of digital consumers and factors affecting the same, particularly in the Indian context.
- To analyze the differences, if any, between consumers buying behaviour in today's digital era and conventional consumer buying behaviour.
- To understand the psychological barriers of prospective digital consumers in India.