

A Comparative Study on the Relationship Between Emotional and Social Maturity of Undergraduate Students Based on Gender

Sheetal Gulati

Research Scholar, MATS School of Education, MATS University, Aarang, Raipur, C.G.

Dr. Suman Verma

Associate Professor, MATS School of Education, MATS University, Aarang, Raipur, C.G.

How to cite this article: Sheetal Gulati, Dr. Suman Verma (2023). A Comparative Study on the Relationship Between Emotional and Social Maturity of Undergraduate Students Based on Gender. *Library Progress International*, 42(1), 355-360

Published: Received on Feb-2023 | Revised on March-2023 | Accepted on April-2023 | Published on May-2023

Abstract:

This research analyses the psychological impact of online advertising in the Indian market, specifically in the context of e-commerce platforms like Amazon and Blinkit. Digital advertising has become a powerful tool for influencing consumers' subconscious, decision-making, and purchasing behaviour. The aim of this research is to understand how advertising on these platforms' shapes consumer emotions, motivations, and beliefs. Analysis of data collected from 300 consumers shows that emotional appeals, promises of quick delivery, and messages of convenience have a profound impact on consumer decisions.

Keywords: Advertising, Consumer psychology, Amazon, Blinkit, Digital marketing, Indian market

Introduction:

Advertising is not just a means of selling products, but a process of influencing consumer behaviour. With the growing e-commerce in the Indian market, online advertising has become a key determinant of consumer behaviour. Platforms like Amazon and Blinkit use psychological techniques—such as emotional appeals, urgency, and convenience—to motivate consumers to make quick decisions.

The objective of this research is to analyse the effectiveness of these psychological strategies and how Indian consumers respond to them.

Objectives of the Study:

1. To study the psychological impact of Amazon and Blinkit advertisements on Indian consumers.
2. To analyse how emotional, logical, and social appeals influence consumer purchase decisions.
3. To understand the impact of an advertisement's visual presentation, language, and message elements on consumer perception.
4. To evaluate the contribution of advertising strategies to consumer trust (brand trust) and loyalty.

Hypotheses:

H₁: The emotional appeal used in Amazon and Blinkit advertisements influences consumer buying behaviour.

H₂: Visual appeal and offer messages significantly contribute to building consumer trust.

H₃: Social and cultural values moderately influence advertising effectiveness.

Literature Review:

Advertising has become an integral part of modern consumer society. It is not just a medium of information but a tool to influence consumers' psychological, emotional, and social behaviour.

As digital platforms (such as Amazon, Blinkit) have entered the Indian market, the nature of advertising has shifted from traditional media (TV, print) to digital and psychologically persuasive.

Various studies have proven that advertising influences consumer decision-making both directly and indirectly.

From a global perspective, Schiffman & Kanuk (2019) stated that advertising has a profound impact on consumer perception, motivation, learning, and attitude formation. They stated that emotional appeal activates the consumer's subconscious and plays a decisive role in purchasing decisions. According to Kotler & Keller (2021), advertising sells not just products, but “experiences” and “aspirations.” They stated that a brand becomes part of a consumer's "psychological identity." Hoyer et al. (2018) found that the use of visual cues and color language in advertising directly impacts consumer memory recall and brand preference. Singh & Pandey (2022)'s study is significant, highlighting the findings from various Indian studies on advertising. In their book, "Digital Advertising and Consumer Perception in India," they wrote that 70% of online consumers in India purchase products under the influence of social media advertisements.

This influence is primarily driven by messages such as "discount," "instant delivery," and "trust in brand." Chaudhary (2020) identified "emotional decision-making" as key for Indian consumers—stating that consumers are driven by the social acceptance, family values, and prestige portrayed in advertisements. While Sharma & Bansal (2021) found that visual ads on platforms like YouTube and Instagram have a more immediate impact than traditional media. In a study conducted on e-commerce platforms (Amazon and Blinkit), Gupta & Mehta (2021) found that Amazon's advertising strategies focus on "Trust" and "Variety," which impact consumers' cognitive perceptions. Consumers perceive Amazon as a reliable and sustainable service provider because its ads emphasize "convenience" and "security." Verma (2022) found that Amazon's "Personalized Ads" are psychologically tailored based on consumers' past purchasing behaviour, leading to a sense of "relevance" and "familiarity."

Sinha & Deshpande (2022), in a study specifically conducted on Blinkit, linked Blinkit's "10-Minute Delivery" advertisement to the Instant Gratification Theory. They concluded that Blinkit psychologically activates consumers' sense of "instant satisfaction" and "time savings." Rao (2022) stated that Blinkit's advertisement is based on consumer Behavioural Conditioning—repeated delivery advertisements induce brand recall and habitual purchase behaviour. Based on a study of the psychological elements of advertisements overall, Solomon (2018) described consumer behaviour as a "Psychological Process," based on motivation, perception, learning, and attitude change. Lynch & Chernatony (2019)

demonstrated that the emotional tone and storytelling techniques used in advertisements increase consumer trust and brand attachment. In the Indian context, Kaur & Singh (2021) found that colour, language, and cultural symbols influence the "psychological acceptability" of advertisements.

The literature review clearly demonstrates that advertisements are not merely information but psychological persuasions that shape consumers' emotional and social psychology. Amazon creates advertisements focused on consumer "trust and convenience," while Blinkit evokes a sense of "urgency and satisfaction." However, a comparative analysis of the psychological impact of advertisements on these two platforms has not yet been adequately conducted in the Indian context—this will be the main research contribution area.

Research Methodology:

This research is descriptive and analytical in nature. Its approach is quantitative. A sample of 300 respondents (from various metropolitan areas) was selected based on a random sampling survey. The various questionnaires were analysed using the Likert scale.

Data Analysis and Interpretation:

This chapter analyzes the psychological impact of Amazon and Blinkit advertisements on consumers based on the responses of 300 respondents. Using SPSS (Version 26) software, the findings were obtained using various statistical techniques—Frequency Distribution, Mean, Standard Deviation, Correlation, and Regression Analysis.

1.1 Table:1 - Demographic Profile of Respondents:

Variable	Category	Frequency	Percentage (%)
Gender	Male	162	54
	Female	138	46
Age	18-25 years	94	31.3
	26-35 years	116	38.7
	36-45 years	90	30
Education	Graduate	122	40.7
	Postgraduate	118	39.3
	Other	60	20.0
Platform used	Amazon	174	58.0
	Blinkit	126	42.0

1.2 Most respondents in the sample group are in the 26–35 age group, who are more active on digital platforms. Male participation is slightly higher, and approximately 58% are Amazon users.

1.3 Table: 2: Descriptive Statistics based on Psychological Elements

S.No.	Psychological elements	Mean	SD	Rank
1	Emotional appeal	4.28	0.62	1
2	Visual appeal	4.12	0.71	3
3	Offer/discount message	4.05	0.69	4
4	Brand trust	3.92	0.73	5

5	Social influence	3.78	0.81	6
6	Urgency appeal	4.20	0.66	2

Mean Value 4.28 (highest) was found for “Emotional Appeal”, which shows that consumers are more emotionally influenced by advertisements.

1.4

1.5 Table: 3- Consumer response by platform (Independent Samples t-test)

S. No.	Elements	Amazon (Mean)	Blinkit (Mean)	t-value	p-value	Conclusion
1	Emotional Appeal	4.21	4.36	1.87	0.062	Negligible difference
2	Urgency Appeal	3.92	4.41	4.18	0.001	Significant difference
3	Brand Trust	4.23	3.68	3.95	0.002	Significant difference
4	Offers/Discounts	4.05	4.16	1.21	0.128	Negligible difference

According to the SPSS t-test results, Blinkit has a higher average score in “Urgency Appeal”, while Amazon has a higher score in “Brand Trust”.

1.6 Table: 4- Correlation Analysis

Variables	Emotional appeal	Brand trust	Offer message
Emotional appeal	1	0.52**	0.46**
Brand trust	0.52**	1	0.49**
Offer message	0.46**	0.49**	1

1.7 (p < 0.01) Strong correlation (r = 0.52) has been found between emotional appeal and brand trust.**

1.8

1.9 Table-5- Regression Analysis (Advertising Impact → Purchase Decision)

Predictor Variable	β (Beta)	t-value	Sig. (p)	Result
Emotional appeal	0.38	5.42	0.000	Significant
Visual appeal	0.24	3.21	0.002	Significant
Brand trust	0.19	2.89	0.004	Significant
Social influence	0.08	1.12	0.263	Not significant

Model Summary: R = 0.71, R² = 0.51 → The model explains 51% of the purchase decision.

Major Findings:

1. Indian consumers are more influenced by the emotional and visual presentation of advertisements.
2. Blinkit's instant delivery appeal creates a sense of urgency in consumers.

3. Amazon's influence is based on brand credibility and user experience.
4. An SPSS Regression Model shows that advertising elements explain 51% of the variance in purchase decisions.
5. Appeals like "convenience" and "time saving" are most effective in Blinkit's advertisements.
6. Amazon's consumer psychology is based on "variety of choices" and "reliable service."
7. Frequency of advertisements and repetition on social media reinforce brand presence in consumers' subconscious minds.

Summary:

Findings from the SPSS analysis indicate that digital advertising clearly impacts the Indian consumer's psychology. Blinkit's "Speed and Convenience" model and Amazon's "Trust and Reliability" model are both effective in their respective psychological domains.

Conclusion:

The study clearly shows that Indian consumers are emotionally sensitive to advertisements. Both Amazon and Blinkit develop their advertising strategies based on understanding consumer psychology—Amazon focuses on trust and variety, while Blinkit focuses on immediacy and convenience.

The psychological effectiveness of digital advertisements depends on how they connect with consumers' emotions, needs, and social identities.

Suggestions:

- A balanced use of Indian cultural symbols and values in advertisements can increase consumer trust.
- Excessive repetition (Ad Fatigue) should be avoided, as it creates psychological resistance.
- Brands should promote authenticity and transparency in advertisements to build long-term loyalty.

References:

- Chaudhary, R. (2020). **Emotional decision-making and cultural influence in Indian consumer behavior**. *Journal of Marketing Insights*, 8(3), 45–58.
- Gupta, S., & Mehta, P. (2021). **Advertising strategies of e-commerce platforms: A study on Amazon India**. *Indian Journal of Business Research*, 13(2), 112–126.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). **Consumer behavior** (7th ed.). Boston, MA: Cengage Learning.
- Kaur, H., & Singh, N. (2021). **Cultural symbols and consumer acceptance of advertising in India**. *Journal of Consumer Studies*, 9(1), 27–39.
- Kotler, P., & Keller, K. L. (2021). **Marketing management** (16th ed.). Pearson Education.
- Lynch, J., & Chernatony, L. de. (2019). **Emotional branding and consumer trust: The role of storytelling in advertising**. *European Journal of Marketing*, 53(4), 890–905.

- Rao, M. (2023). **Behavioral conditioning and online brand recall: A study of Blinkit advertisements.** *International Journal of Digital Marketing*, 5(2), 102–118.
- Schiffman, L. G., & Kanuk, L. L. (2019). **Consumer behavior** (12th ed.). Pearson Education.
- Sharma, A., & Bansal, K. (2021). **Impact of social media advertisements on consumer perception: A comparative study of YouTube and Instagram.** *Journal of Indian Marketing Review*, 7(2), 67–79.
- Sinha, V., & Deshpande, M. (2022). **Instant gratification and consumer psychology: A case of Blinkit advertising.** *Indian Journal of Consumer Behavior*, 11(1), 88–103.
- Singh, A., & Pandey, V. (2022). **Digital advertising and consumer perception in India.** New Delhi: Sage Publications.
- Solomon, M. R. (2018). **Consumer behavior: Buying, having, and being** (13th ed.). Pearson Education.
- Verma, R. (2022). **Personalized advertising and consumer relevance in e-commerce.** *Journal of Retail and Consumer Research*, 10(3), 59–74.
- Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson Education.
- Hawkins, D. I., & Mothersbaugh, D. L. (2020). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
- Batra, R., Myers, J. G., & Aaker, D. A. (2018). *Advertising Management*. Pearson.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management*. Pearson.
- Singh, R., & Pandey, N. (2022). “Digital Advertising and Consumer Perception in India,” *Indian Journal of Marketing Studies*, Vol. 59(3), pp. 45–56.