

ABSTRACT

The Domino Effect of Digital Advertising and Perception on Student Purchase Decisions
about Instant Noodles

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The proliferation of digital-based changes the behavior of business today. The presence of digital advertising makes a significant change in how advertiser approaches the market that affects in unlimited access to an insight into consumer behavior. These dependencies with digital advertising become very common among advertisers and consumers, the need for digital technology supports the awareness of digital advertising that most likely to be found in social media namely as Instagram, Facebook, and YouTube. Few studies have focused on investigating the influence of the key determinants of advertising on consumer brand preference. To fill this gap, this research address how digital advertising influence consumer behavior. Moreover, the instant noodles brand is chosen to address this research work.

Keywords: Digital advertising, consumer perception, consumer purchase decisions, instant noodles